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Career Momentum

March to April 2012

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Career Momentum

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Using Jing to Make a Screencast

By: Christine Gertz, CAPS Library and Information Specialist

A well-designed website can provide a “taste test” of your services, or you can use the Internet to reduce repetitive tasks. For example, in my workplace, we recently added a chat feature to our website, and our student staff at our satellite office, which experienced fewer walk-ins, would provide the backup to chat should there be simultaneous a chat conversation or when the primary respondent was on lunch or in a meeting. Rather than teach all twenty-three members of the backup team, one at a time, to deal with chat appropriately, we used Jing, a free service to create a screencast. With Jing, we were able to automate a PowerPoint with a narration that explained how chat worked and what was expected of respondents when handling a chat conversation. Rather than teaching the basics twenty times, or offering a refresher by phone each time the workers felt they needed one, our students could view the basic information in the screencast, and then focus on more complex issues that could occur in a chat, such as dealing with an upset client tactfully.

Designed by TechSmith, the creators of Camtasia, Jing is a Camtasia-lite. Camtasia is software that records what is on the educator's screen and creates a presentation that can be accessed on a Flash-enabled web browser as a screencast. The software manages the multimedia within the presentations, such as movies or accompanying audio, and it encloses the presentation and multimedia together in a Flash (.swf) file that can be shared on the Internet. Camtasia is frequently used in educational settings for anytime access to presentations, such as lectures or instructions, which may also need an audio accompaniment. Camtasia is a licensed product, but educators and career practitioners may not need all of Camtasia's tools, or have the funds to pay for a license. Jing is free, lacks many of the higher-end Camtasia tools, and the screencasts are limited to five minutes, and they can be edited only by using Camtasia.

Jing is available for download from TechSmith, <http://www.techsmith.com/jing.html>, and it needs to be installed on your computer to use. Jing will also require that you create a user name and password to sign into the service when you make a screencast.

The design and presentation content is entirely up to the practitioner. You need to either plan the steps you will take on your desktop to visit each station on your screen, or create a presentation, using PowerPoint or some other presentation software, that you can record in Jing. The five minute time limit is an absolute, so it is also helpful to come up with a basic script. If you want to add narration to your screencast, you will also need a microphone. If you use Skype with other clients, your Skype-enabled headset with microphone will work just fine.

Using Jing to Make a Screencast:

Continued...



Once Jing is installed, a small, yellow, dome-like icon will sit at the top of your screen. Because the program is unintrusive, you can leave it on all the time, even if you are not creating a screencast, or turn it off if you don't need it during your session. When you are ready to make a screencast, click on the little yellow dome and select *Capture*. You will then need to enlarge the target area to capture the space on your screen that you want to record.

You can take a still picture, with *Capture image*, or create a screencast, using *Capture video*, by selecting those options from the bar at the bottom left hand side of your screen. If you select *Capture video*, Jing provides a three second countdown and then begins recording your mouse movements on the screen, the slides on your presentation, as well as any audio that you wish to include. If you use presentation software that includes animation, you can advance the slides automatically, or by clicking your mouse without affecting the recording, as you specified when you created your presentation.



This image, altered from Jing's original black to make the buttons higher contrast, shows the toolbar that appears on the bottom left of your screen while recording. While recording you can *stop*, *pause*, *mute/turn your mic on*, *restart* or *cancel* the recording. Jing also provides a timer and warns you when you are close to the five-minute mark.



When you are finished recording, click on the *stop* button to halt the recording. Jing will show a preview of the presentation which you can save to the Jing folder on your computer which Jing created when it was installed on your computer. The saved screencast is a Flash (.swf) file that you can upload to your website, blog, send via email or save to a thumb drive for sharing. Jing has additional tools for marketing your screencasts through your Twitter or Facebook pages.

You can also upload to screencasts.com, another TechSmith service, which will increase your distribution; however, free accounts on this service are limited to 2GB of files, with a limited amount of bandwidth for viewing, so if you plan on lots of screencasts and lots of viewings on their site, you may want to consider buying into the premium version. You do not need an account on screencasts.com to upload to your own site or blog, but the uploaded screencasts may affect any data or storage limits that you have in place with your internet provider. To see a sample screencast, created for this article, you can view this [screencast](#) on screencasts.com. This sample has no narration and used the timer and animation features available within PowerPoint, and it also uses the full screen for the recording, which you can adapt for your own site and screencasts.

Jing is free, simple screencasting software that you can use to make multimedia screencasts that you can share locally, during a live presentation, or on the Internet.

ALIS Update

By: Harina Malhotra, ALIS Project Coordinator

Do Your Clients Include Mature Workers or Persons With Disabilities?

If so, check out the [Mature Workers](#) and [Persons With Disabilities: Career, Learning and Work](#) sections of the ALIS website.

The [Mature Workers](#) section brings together information for workers over the age of 50. It includes topics on work search, enhancing current work, and managing finances and health. It also provides links to related retirement information.

Visit **Mature Workers** at alis.alberta.ca/matureworkers.

The [Persons With Disabilities](#) section offers disability specific information on career planning, learning and work search. The section also includes information about disclosure, accommodations, and assistive services and technology.

Visit **Persons With Disabilities: Career, Learning, and Work** at alis.alberta.ca/disabilityresources.

As a counsellor or educator, you can also take advantage of the Resources page located in each section. Here you'll find links to related information and services to assist you with each client.

Stay Informed

Subscribe to the ALIS RSS (alis.alberta.ca/rss) and eNewsletter (alis.alberta.ca/newsletter) to find out what's new on the ALIS website and learn about new and updated products.



To ask: what kind of career is best and possible for me is to ask: How should I live my life? We helpers should assist people to find answers to this fundamental moral and existential question. ~ R. Vance Peavy, 2002



Writing and Publishing a Book – a CDAA Member’s Perspective

By: Cristy Hayden

As a long-time member of CDAA it is an honour to share my experience of writing and publishing a book. Each stage of writing, editing, publishing, and promoting my book has presented a tremendous learning experience so I am eager to share it with others. I often hear from others, “Yes, there is a book inside me.” I am sharing my experience to let you know that if I can write and publish a book, so can you!

The catalyst for writing my book was Neale Donald Walsch, author of *Conversations with God* and many other books. In 2009, I participated in an Alaskan cruise with Neale Donald Walsh. During the cruise, he asked me if others might benefit from my experience of recovering from a severe car crash. I agreed, and he directed me to write for 20 minutes every day. He said within a year, I would have my book written. He wasn’t far off in his prediction as I followed his advice and published my book about a year and half following my discussion with him.



My book is creative non-fiction and is titled *Love and Accept it All – A Journey from Near Death to Bliss*, published by Balboa Press in 2011.

Writing

The writing part was the easy part! As recommended by Neal Donald Walsch I dedicated 20 minutes each day to “free fall writing.” I just wrote... Wrote anything... No editing, no censoring, no consideration of the end product, I just wrote.

About 8 months into my writing journey I joined a friend in a self-created writing retreat. We booked a condo in Radium during the off season when there was literally nothing else available to us than to write. In the condo, each of us hunkered down in our rooms with our laptops and wrote, wrote, wrote! What a gift to just dedicate my full energy to writing for one week exclusively. It was during this writing retreat that the format of my book truly came together. Finally, I could see that it was possible to write a book.

Doubts

Who am I to write a book? How could I have anything unique to offer in the form of a book? These were questions that plagued me but thanks to past experience I found the courage to keep writing and know that my story was meant to be shared. I presented a session at Building Tomorrow Today in 2005 on a subject similar to the content in my book. The memory of this presentation and feedback I received following the presentation confirmed that sharing my story could help others.

Writing and Publishing a Book – a CDAA Member’s Perspective: *continued...*

Editing

Once I was somewhat content with my manuscript, I knew it was time to hire a professional editor. I contacted Maryanne Pope, Author of *A Widow’s Awakening* who had been an instructor at a creative non-fiction course I had participated in previously. She quickly recommended a local editor she had used with her books. I met with this editor, shared my manuscript and within a month my manuscript edited and finalized.

Publishing Options

The options for publishing seem limitless which can be intimidating.

From my experience, there are three possible options:

1. Traditional Publishing
2. Self-Publishing
3. Assisted Self-Publishing

I chose Assisted Self-Publishing, with Balboa Press, a Division of Hay House as the genre of their publications is similar to mine. Overall, I had an exceptional experience with Balboa Press. Under my guidance, I paid them to design, publish, and print my book. They ensured my book was available for purchase on balboapress.com, chapters.ca, amazon.com, and barnesandnoble.com. They also made the first chapter of my book available to preview on google.com.

Printing

After much consideration, I chose to print 250 books to sell myself and share with family, friends, and anyone interested.

The universe was conspiring on my behalf for the delivery of my books. I seldom go home from work for lunch but on a cold day in November 2011 I decided to go home to enjoy lunch. While at home, Purolator arrived with three boxes of my books – What a gift to be present as my books were delivered!

Lessons Learned

Reach out for help and guidance early in the process – Help exists!

I spent the first few months of writing my book entirely on my own. It finally dawned on me that there are books, classes, and online resources to guide the way. I soon found an amazing offering of resources to help me as I wrote and produced my book

Doubting yourself serves no purpose... I had a wise mentor once tell me, “It is your moral obligation to share your gifts with the world.” I now agree with her. Having written and shared my book, I have received comments that confirm that I made the right decision to share my story with the world.

If you are interested in learning more about my experience or purchasing a copy of my book, please contact me at cristylynnhayden@gmail.com. You can also visit my website www.CristyHayden.com

Working the Web: Buying, Selling, and Freeing On-Line Information

By: Victoria (Vicky) Driver, Career Practitioner Lester B. Pearson High School

I have been writing W the W for several years and for the first time someone has asked me to reflect on how I select my resources. They are not challenging me but rather asking me to reflect on my process and share my insight with my colleagues.

Selecting resources is subjective because Momentum is read only by Career Practitioners, and I am presuming that the user/reader has the ability to come to their own conclusions. I may label the reference as one for professionals who understand Career Development theory and are aware of industry and workplace preferences about resumes, cover letters, interviewing techniques, et al. Other resources are user-friendly and also suitable for the average client.

There is rarely a black and white answer or only one way to select resources.

Criteria

- Everything on the site must be current and accurate to the best of my knowledge.
- Preference for Canadian content to avoid clients being misled by stats or other information that is not relevant in this labour market.
- Bias: does the information have a slant that is intended to cause a client to think in a certain way or come to a conclusion that may be invalid? For example, there may be variations by province in what work sectors are hot and what are not, so there may be jobs in IT in Alberta but not Newfoundland. Conversely you may make a living in the fishing industry in Newfoundland but not as likely in Alberta. Shepherds probably not much in demand anywhere.
- Statistics are merely a snap shot from the day and time the numbers or information is gathered. They may be inaccurate if they were gathered a long time before the report was published. We know the job market can change in a hurry as demonstrated by the seemingly sudden downturn in the world economy of recent years.

Are online career resources intended to be used by youth?

The short answer is NO, and it is the rare career planner or work seeker of any age that will not have a better experience if they consult with a Career Practitioner in person. Because I work with youth under the age of 20, I am wearing that hat when I consider or evaluate anything that I see online.

Youth Left Out: There are very few resources online that are truly for youth of high school age. Even ALIS and the Calgary Youth Employment Centre don't have models/samples for that age group. The information they have is useful, but I doubt if a high school student could adapt the examples without the assistance of a career practitioner.

Working the Web: *continued...*

Youth Seeking Post-Secondary Information: Some of the basic concerns when evaluating resources online include links and information that is out of date, as well as URL links that are broken or defunct. Far too many Canadian-based agencies link to Internet resources from the United States without adding a caveat. American resources are not fundamentally different from ours but there are some variations and they also use different terminology. These are some of the most relevant examples:

- In the US, the words “college” and “university” when referring to 4 year post-secondary institutions are interchangeable with college being the more common term.
- Some of their post-secondary curriculum is very different in content and in the length of program and I understand they offer courses in many colleges and even some universities that are not accredited by either the state or federal departments of education.
- A liberal arts education in the United States is not the same as an Arts degree in Canada. The term liberal arts has more than one meaning and may be more closely affiliated with what we would call General Studies.
- The labour market information in the US does not reflect the Canadian labour market. Within Canada, there are significant variations province to province.

There are many good reasons to offer career information online, such as providing information to people who may not have a career practitioner in their community, or allowing for access to basic information at any time. In addition, Web based information can be updated easily and in a timely way while printed information may be outdated before it even reaches the reader. Online resources also save paper, to some extent, as well as on storage space. However, the overall quality of the resources could be improved if more professional associations prepared career material, since they have access to inside information within their profession, as well as a pool of experts in their membership.

There are also many drawbacks to providing career information online. No face to face contact is an issue, since career practitioners learn a great deal about the client by paying attention to body language and facial expressions. Clients may present saying they want information about X but I quickly discover they really need to know about Y when I see what interests them and what does not.

The average youth career planner or work seeker may not have the ability to evaluate what they are reading and be able to tell if it is current advice. LMI information may be difficult to interpret unless the reader understands it.

The Internet may provide information instantly, but this is often not the shortcut that young people believe it to be. They often do not understand that career planning is a process not an event and that the journey is at least as important as the next destination.

Information on the Internet may appear to be facts when it is at best an opinion and, in some cases, not based on what employers want or expect. The spread of sites, like eHow, which are not written by professionals, but by freelance writers with no or limited experience in the area that they have prepared their information for, could spread misleading information to young people.

Can Career Services be delivered online? The short answer is maybe, but I do not believe online services should be used **INSTEAD** of group workshops and one-to-one discussions.

Providing Services Online and Marketing: Interview with

Paula Wischoff-Yerema

By: Christine Gertz, CAPS Library and Information Specialist

About Career Designs for Life

Career Designs for Life was established in 2008 by Paula Wischoff Yerema, CCDP, a passionate professional in the areas of career development and vocational rehabilitation. Through Career Designs for Life Paula provides career and employment support to career planners and transitioners, work searchers, and individuals returning to work. Much of her work is contract based but she does also work with private clients and facilitates / co-facilitates team building workshops for organizations.

Paula answered questions about marketing services online.

How much time do you spend on your Internet marketing?

My Internet marketing consists of keeping my Career Designs for Life Facebook page up to date on a daily basis, writing and sending one newsletter per month, and contributing to LinkedIn conversations as I am able. Because I am attending school full time, and volunteering with the Career Development Association of Alberta, I do not have a lot of time to spend on marketing activities. In fact, the time that I spend online I consider mainly as relationship and credibility building rather than marketing. I don't formally advertise my services but what I do is provide tips, information, resources, and ask questions about various topics.

To be perfectly honest, I spend very little time on internet marketing. I update my Career Designs for Life Facebook page at least once per day with a quote, article, tip, or question and respond to comments as I am able throughout the day. Because my Facebook page is attached to my website it keeps my website dynamic. Each month, I write an article on a career or employment relevant topic which is sent to my subscriber list as well as posted on my website and on my Facebook page. On average I spend 10 hours a month on online marketing activities. That includes contributing to LinkedIn discussions, posting on Facebook and responding to comments, and creating my newsletter.

Based on your experience, if a career professional was just starting out as a self-employed provider, which marketing tool do you feel would be the most effective?

People want to work with people they like. Any forum that allows you to have conversations with potential clients and for them to sample your work is a good use of time in my opinion. Much of my work comes to me through referrals and my online presence makes facilitating those referrals very easy. Having a LinkedIn profile and a Facebook page for my business allows people to check me out before they ever contact me. I am very pleased with my webpage but most of my business comes to me through people who are connected with me on Facebook and LinkedIn or who come to be connected with me through their connections.

Providing Services Online and Marketing: continued...

Most people assume that Internet marketing is the best, because it is "free", as in you can make a free Facebook page or Twitter account. However, some of the most effective services are not free, so what should a self-employed career professional budget for marketing, at least initially?

I am very pleased with my website and am glad that I invested the money I did to have it professionally designed. It is also a great benefit to me to have the same company that designed my website also design and send out my newsletter on a monthly basis. The cost of my website was approximately \$2,000.00 and I pay a flat rate of \$300.00 per month to have my newsletter designed and sent as well as any updates that I need made to my website. Having paid my \$300.00 per month upfront ensures that I take time every month to create my newsletter!

I do occasionally advertise through the Chamber of Commerce and the community calendar but only if I have a special promotion or a service that I want the business community or public to be aware of. Committing to a regular and consistent communication plan and identifying the best way to share that communication will in part determine the required budget. It is important the communication you are sending out is reflective of who you are! It is possible to spend as little as \$1.00 per day on marketing and as much as you can imagine. I don't spend more than \$5,000.00 per year on formal marketing but find that it is the time that I spend connecting with people in public, at events, and online that is the most effective for me.

Spring into Action with CDAA

Your CDAA Board of Directors has had a productive start to 2012! CDAA was in the spotlight at Cannexus 2012 in Ottawa, ON at the end of January as part of a panel discussing certification in Canada. The session, hosted by the Canadian Council of Career Development Associations (CCCD), gathered associations from across the country to discuss certification and some of the related successes and challenges. We were also fortunate to be part of the CCCDA Annual General Meeting. There are some very exciting initiatives happening at the national level, which CDAA is proud to be a part of; these initiatives include:

- the revitalization of the Canadian Standards and Guidelines – check out the new website at http://career-dev-guidelines.org/career_dev/;
- the launch of the new CCCDA website – <http://cccda.org/cccda/>; and
- supporting and assisting associations in other provinces to establish a certification process.

In the weeks and months ahead CDAA will continue to serve on the CCCDA steering committee and contribute to projects that will directly benefit the career development profession, career development professionals, and the public.

By now you should have received an email with information about the CDAA Refer a Friend Program. This was an idea proposed by Sue Kersey, a former member of the Board of Directors and long-standing member of the Association. We are thrilled to be able to introduce this program and hope that it will encourage you to talk about not only your work as a career development professional but also your Association. Be sure to get your nominations in to earn money towards your registration or professional development registration fees!

In order to provide more frequent and accessible professional development the Edmonton and Calgary Chapters, in conjunction with the Membership Development Committee, have joined forces to bring you a spring training day with Peggy Gizen, a very popular speaker from past BTT consultations. Watch your email for registration information.

We invite you to join us in Red Deer on May 11 for our Annual General Meeting (AGM) and Professional Development Day. We are delighted to announce that Sarena Hopkins – Canadian Career Development Foundation, and Dave Redekopp – Life Role Development Group will be our morning and afternoon speakers. This is one AGM that you definitely won't want to miss...and since you will be in Red Deer anyway, why not stay another day for a BONUS professional development day on May 12! We'll get details out about that just as soon as we have them finalized.

The Marketing and Communications Committee has also been active in planning a NEW and IMPROVED website – one that will allow you to complete your membership registration or renewal online, register for events online, and get up to date, relevant, and professional information! Stay tuned for the official launch later this spring!

Spring into Action with CDAA

We know that having an annual conference is important to you – it is important to us too. That is why after the 2011 AGM we established the Career Development Conference Working Group. This group is in the process of establishing a Career Development Partnership Committee so that the career development community can once again host an annual consultation in Alberta! We'll be sharing more information about this in the coming months and at the AGM in Red Deer on May 11 but felt it important to let you know that we are working towards a consultation for 2013!!!

GET INVOLVED

With the AGM just around the corner now is the perfect time to start thinking about how you would like to be involved with your Association. There are Board positions, committee positions, event volunteer opportunities, and project opportunities. Do you have a special interest or talent you would like to share? Perhaps you would like to write an article for Career Momentum, or present on a topic of interest to your fellow Chapter members. Let's work together to build a strong and sustainable Association! Please connect with Alice Funk, CDAA Administrator, at admin@careerdevelopment.ab.ca for more information.

A strong membership is a strong voice for the profession. We would be pleased to present to or speak with your team, department, or organization about the benefits of membership, certification, and the work that CDAA is involved in to promote career development in Alberta, and beyond. Please let us know how we can be of service.

11 tips to help you stay current, connected, and committed:

- Read your emails from CDAA – information is being sent out on a regular basis
- Visit the CDAA website “members only” section for all sorts of great resources, job postings, member benefits, and information about your Association and field
- Join the CDAA Facebook and LinkedIn pages and start or join conversations about career development issues that are of interest to you
- Read books, articles, papers, journals, studies, and of course Career Momentum
- Attend conferences, professional development and networking events, and participate in education or training to enhance your value to your clients
- Connect with other professionals about the work they do and share best practices
- Find out what other provinces, and countries are doing in the field of Career Development
- Get involved with your Association – there are a variety of volunteer positions available
- Promote your business through the Career Practitioner Directory
- Talk to your clients, colleagues, supervisors, etc. about your work as a Career Development Practitioner
- Display your membership certificate and or CCDP certificate proudly

Spring into Action with CDAA

STAY CONNECTED

We value your membership and love hearing from you!!! Your thoughts, comments, suggestions, ideas, and questions are essential to the growth and sustainability of not only CDAA, but of the profession.

You can contribute to ongoing conversations, and get updates and information relevant to the profession by joining us on LinkedIn or Facebook and are always welcome to connect with us by phone at 780-577-1466 or email at admin@careerdevelopment.ab.ca.

Thank you for your ongoing commitment to your profession. Career development IS important and the work we do DOES make a difference.

We look forward to seeing you at one of the upcoming CDAA events!

Warm regards,



Paula Wischoff Yerima, CCDP
CDAA Chair (on behalf of your CDAA Board of Directors)
Current. Connected. Committed.

Be sure to visit the Members Only section of the CDAA website at www.careerdevelopment.ab.ca for job postings, articles, upcoming events, and benefits.