

Career Developments

Volume 1, Issue 2, April 2010

Canadian Career Development Foundation

This issue of *Career Developments* is dedicated to reporting on the most recent meeting of the Canadian Council of Career Development Associations which was held March 11, 2010. It provides a summary of the meeting, its key outcomes and next steps.

The following members of the Canadian Council of Career Development Associations participated in the March meeting:

- *Alliance of Manitoba Sector Councils* (Bev Stuart)
- *ASPECT* (Norma Strachan)
- *BC Career Development Association* (Gregg Taylor)
- *Canadian Association of Career Educators and Employers—CACEE* (Paul Smith)
- *Canadian Career Development Foundation* (Sarena Hopkins; Lynne Bezanson; Céline Renald)
- *Career Development Association of Alberta* (Doreen Kooy; Scott Fisher)
- *Career Development Chapter, Canadian Counselling and Psychotherapy Association* (Kim Hollihan)
- *Career Professionals of Canada* (Sharon Graham)
- *Department of Education, Government of Nunavut* (Hilu Tagoona)
- *Dragon9 Saskatchewan* (Darlene Brace)
- *George Brown College* (Gayle Takahashi)
- *Greater Saskatoon Catholic Schools* (Lana Bauer)
- *Human Resources, Labour & Employment, Government of Newfoundland and Labrador* (Jeannie Martin; Leona Hagan)
- *L'Ordre des conseillers et conseillères d'orientation et des psychoéducateurs et psychoéducatrices du Québec* (Laurent Matte)
- *Life Strategies Ltd.* (Krista Maydew)
- *ONESTEP* (Sandra Arsenault)
- *Ontario Alliance of Career Development Practitioners* (Lorraine Katanik; Wendy Nailer)
- *New Brunswick Career Development Action Group* (Jon Fairweather)
- *Newfoundland and Labrador Association of Career Practitioners* (Cindy Stead)
- *Nova Scotia Career Development Association* (Margo Hudson)
- *Réseau des services spécialisés de main-d'oeuvre* (Christine Richard)
- *RQuede* (Nicole Galarneau)
- *University of British Columbia* (Bill Borgen)
- *University of Saskatchewan* (John Ault)
- *University of Victoria* (Bryan Hiebert)

The following is a summary of the meeting and its results:

1— THE VISION

- CCCDA's over-arching purpose is to promote pan-Canadian collaboration and cohesion among career development associations, action groups and related organizations in order to:
 - Strengthen professional identity in the career development field;
 - Establish a coherent national voice on career and labour market development issues; and
 - Influence policy and enhance service delivery.
- Priorities include the following:
 - Keep the Canadian Standards and Guidelines current and vital;
 - Be a mechanism for increased communication and collaboration regarding common issues, such as certification, training, quality standards, evaluation and terminology;

- Provide access to information on certification initiatives, associated training and best practices via an online clearinghouse;
- Promote an evaluation culture in the profession, serving as a repository for evidence-based research and practice.

2 — STRUCTURE/GOVERNANCE & MEMBERSHIP

It was agreed that it is premature to elect a Board at this time. Looking ahead, however, there should be two types of voting members, each with appropriate representation:

- Association Members (professional associations/action groups representing career practitioners); and
- Organizational Members (networks of career service-providing agencies).

There may also be non-voting Affiliate Members (organizations and/or associations with a peripheral interest in career development).

For the foreseeable future, the CCCDA will be coordinated by CCDF (Sareena Hopkins and Lynne Bezanson), working in close association with a Steering Committee comprised of:

- Jon Fairweather
- Scott Fisher
- Sharon Graham
- Lorraine Katanik
- Tannis Goddard (TBC)

A primary task of this Steering Committee will be to flesh out the terms of reference for CCCDA, making recommendations regarding the structure, governance, member representation and guiding values/principles.

They will also spearhead specific activities, such as:

- Ensuring financial contributors, such as the Career Development Chapter of CCPA and the Board of CCDF, are appropriately thanked;
- E-mailing the first edition of Career Developments to all members (with the understanding that members will disseminate throughout their respective networks);
- E-mailing a request for seed funding to all members; and
- Providing templates and samples for members to use in their own CCCDA-related activities.

3 — REVITALIZATION OF THE S & Gs

Sareena Hopkins presented the interim results of a project focused on “revitalizing” the S & Gs. Supported by the New Brunswick Career Development Action Group and New Brunswick Department of Post-Secondary Education, Training and Labour, this project began with a national call for input. In response to this call, eight submissions were received (from New Brunswick, Ontario, Alberta and British Columbia). It is noteworthy that some submissions represented the collective input of practitioners across a region or province.

A summary of the input was distributed to the group. Sareena highlighted the following two key themes:

- Diversity: the most common recommendation across submissions referred to the need for a more robust emphasis on competencies related to working with diverse populations;
- Technology: the second most common recommendation referred to competencies required to incorporate technologies into service delivery.

Additional noteworthy themes were:

- Competencies related to program design and development; and
- Competencies related to management of career services/supervision of career practitioners.

Small group discussions focussed on agreeing on priorities for revision/new content, an appropriate validation process and the role of CCCDA members in supporting the validation process.

There was a commitment to focussing on front-line practitioner competencies, in keeping with the S & Gs original intent. With this in mind, it was agreed that the revitalization project should focus on diversity and technology competencies. There was also interest expressed in ensuring competencies related to evaluation be integrated into the core competencies.

Strong interest was expressed in rationalizing the S & Gs with initiatives currently underway to better define educational requirements linked to job titles.

Members present expressed a strong commitment to actively supporting the validation process and the broader profile/use of the S & Gs through:

- Organizing focus group/consultations
- Delivering workshops
- Ensuring their conference content links explicitly to the S & Gs
- Linking job requirements/certification to the S & Gs
- Ensuring their membership/staff are informed, engaged and actively using the S & Gs.

The original consultation materials for the S & Gs can be revisited and revised for the new

competencies as the validation process will no doubt be similar.

It was noted that technology should be harnessed as a supportive vehicle throughout the validation process and beyond.

A working group was established to:

- Reach out to networks nationally to ensure stakeholders are aware of this initiative and able to participate (March-June, 2010);
- Research/Write content around these two theme areas (March-August, 2010);
- Consult on and manage the validation process to ensure buy-in from the field (September-December, 2010) - It was agreed that each province/territory should have a "lead" who will coordinate communication and consultations, roll up input and send one consolidated document to CCDF;
- Work on updating/improving the S & Gs website, including supporting elements, such as Taking Charge (March-December, 2010);
- Prepare and implement a launch of the new content/site at CANNEXUS (January 2011).

Working Group Members include:

- Lynne Bezanson/Sareena Hopkins (CCDF)
- Kim Hollihan (Career Development Chapter, CCPA)
- Gillian Johnston (TBC-George Brown College)
- Anne Norris (TBC-BC Career Development Association)
- Clarence DeShiffart (TBC-NSCC)

4 – COMMUNICATION STRATEGY

It was agreed that it is important to establish an identity and national presence for CCCDA. Efforts have been made throughout the past year to send regular communiqués to ensure transparency and inclusivity.

A working group was established to develop and implement a 12-month communication strategy, including the following priorities:

- Create a logo/look and feel (March-June, 2010);
- Establish a website or partner with an existing website (March-August, 2010);
- Disseminate a communiqué at least quarterly, providing updates on activities of the CCCDA, the S & Gs revitalization project, activities of provincial associations/organizations and/or special issues focussed on key themes such as evaluation (April 2010-March, 2011); and
- Ensure current applications of the S & Gs are known and profiled (ongoing).

Every effort will be made to leverage expertise and contributions from within the membership and their networks (translation, logo design, etc.) and to use what has already been developed as part of the S & Gs initiative. Members will be responsible for ensuring their constituents (individual members, staff and/or networks) are informed, engaged and receive regular CCCDA communications.

Working Group Members include:

- Sareena Hopkins/Lynne Bezanson (CCDF)
- Krista Maydew (Life Strategies, Inc.)
- Doreen Kooy (CDAA)
- Sandra Arsenault (ONESTEP)
- Christine Richard (Réseau des services spécialisés de main-d'œuvre)

5 — SUSTAINABILITY

A key task of the Steering Committee will be to explore mechanisms to support the longer-term sustainability of CCCDA. A plenary brainstorm resulted in the following ideas, which may be further investigated by the Steering Committee:

- FLMM Career Development Services Working Group
- Annual membership fees (fee reflective of size of membership/budget)
- Seed money from members (letter from Steering Committee requesting initial contribution—the Career Development Chapter of CCPA has already committed \$500)
- Provincial governments—Departments of Education & Training, Labour or Employment
- Other provincial sources (ex. Ontario Employment Network Development Fund)
- Sector Council funding
- In-kind contributions from members
- Project-based funding
- Advertising (web-based)
- Corporate funding (ex. Insurance Companies, RBC)
- Potential to offer group discounts to members (ex. Insurance, health/medical benefits)
- Business model/business plan.