

# ANNUAL REPORT 2018/19

**nscda**  
NOVA SCOTIA  
Career Development Association



## NSCDA Board of Directors

**Jane Orrell**

*Chair*  
Island Employment  
Cape Breton

**Amanda White**

*Secretary*  
Career Connections  
New Glasgow

**Carley Gloade**

*Director*  
Millbrook First Nation  
Millbrook

**Lynn McDonagh Hughes**

*Director*  
NSTHRC  
Halifax

**Amrita Hazra**

*Director*  
Aqualitas Inc.  
Brooklyn

**Marcus Jamieson**

*Director*  
Team Work Cooperative  
Halifax

**Jennifer Baker**

*Director*  
CPA  
Sackville

**Dan Nordqvist**

*Director*  
CPA  
Halifax

## NSCDA Staff

**Kathy McKee**

Executive Director

**Phil Ward**

Registrar

**Connie Corse**

Training Manager

**Chantelle Marshall**

Financial Manager

**Cathi Stevenson**

Communications  
and Media

**Cathy Casey**

Career Development  
Specialist

**Ashley Halverson**

Administration

**Caitlin Parkinson**

Training Administrator

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# Agenda

June 27, 2019

Hampton Inn & Suites, Dartmouth, NS

Call to order at 3 pm

Welcome by Chair: Jane Orrell

Minutes of the AGM June 28, 2018

Consideration of the Annual Report

Consideration of the Financial Report

Appointment of the Auditor

Presentation of the Directors for 2019/20

Adjournment

**Immediately following:**

Presentation of Membership Survey

Results from State of the Profession

Adjournment

Networking Event

**nscda**

N O V A S C O T I A  
Career Development Association

**nscda**

L'Association de développement de carrière  
de la Nouvelle-Écosse

Sunnyside Place | 201-1600 Bedford HWY  
Bedford, NS | B4A 1E8 | 902-832-0334

# 2018 AGM MINUTES

**Thursday, June 28, 2018 3:00pm**

**Hampton Inn & Suites, Dartmouth, Nova Scotia**

**Presiding:** Jane Orrell, Chair

Call to Order: 3:15pm by Jane Orrell

**Board Members Present:** Phil Long, Jane Orrell, Carley Gloade, Amanda White, Lynn McDonagh Hughes

**Staff present:** Kathy McKee, Cathi Stevenson, Phil Ward, Chantelle Marshall, Ashley Halverson, Cathy Casey, Caitlin Parkinson, Connie Corse

## Members present:

Angela Bear	Hannah Hefler	MJ Crawford
Paula Romanow	Marcus Jamieson	Angie Zinn
Dawn Howe-Power	Darlene MacNeil	Elaine Piper
Lori Tweedy	Katie McNutt	Mark Wentzell
Marek Jablonski	DeNeen Harold	Nicole Farmer
Carrie Lynn Wall	Teresa Francis	Andy Cutten
Elizabeth Hodder	Issac Skeete	
Randy Lindsay	Betsy Payne	
Christie Giddens	Cora Rogers-Martin	

## 1. Welcome and Introductions: Jane Orrell

Jane introduced NSCDA staff, mentioning that board members will be introduced later. Noted that this meeting marks the change from an operational board to a governance board with this need stemming from the dramatic growth of the NSCDA and the deliverables required of it. The board has adopted the Cortex model of governance. Phil Long was thanked for his years of service to the board. Introduced the AGM report and asked for attendance to be recorded.

**Motion:** To approve the agenda as presented

**Moved:** Amanda White **Seconded:** Phil Long

**All in favour:** Yes **Contrary minded:** None

**Motion carried.**

## 2. Minutes of the AGM June 8, 2017 circulated

**Motion:** to approve the AGM minutes

**Moved:** Connie Corse **Seconded:** Betsy Payne

**All in favour:** Yes **Contrary minded:** None

**Motion carried.**

## 3. Consideration of the Annual Report

**Kathy McKee, Executive Director.** Referred all to the documents in their AGM package, including the annual report, case management specialization outline and KPI dashboard.

Highlighted the new office, new staff, certification numbers, training offerings, conference and governance work. Specific reports are in the report. Questions at any time welcome.

**Motion:** to approve the AGM Annual Report

**Moved:** Paula Romanow **Seconded:** Chantelle Marshall

**All in favour:** Yes **Contrary minded:** None

**Motion carried.**

## 4. Consideration of Financial and Auditor's Report

**Chantelle Marshall, Financial Manager:** Presented the financial and auditor's report via PowerPoint. NSCDA generated revenue from projects, membership, conference and training. In the second year of a two-year contract, all expenses and revenue tracking as expected. Growing revenue streams will be certification and training. Members were invited to review documents and to contact the office at any time with any questions that may arise.

**Motion:** To approve the Financial and Auditor's reports as presented.

**Moved:** Connie Corse **Seconded:** Ashley Halverson

**All in favour:** Yes **Contrary minded:** None

**Motion carried.**

## 5. Appointment of the Auditor

**Motion:** To appoint Collins Barrow as auditors for 2018-2019.

**Moved:** Amanda White **Seconded:** Angela Bear

**All in Favour:** Yes **Contrary minded:** None

**Motion carried.**

## 6. Presentation of Directors/Officers for 2018-2019

Jane Orrell, Amanda White, Lynn McDonagh Hughes, Carley Gloade

**New Directors:** Dan Nordquist, Jennifer Baker, Marcus Jamieson, Amrita Hazra

The new slate of directors was introduced explaining the nomination process and the new requirements of board competency.

**Motion:** To approve the slate of Directors 2018-2019.

**Moved:** Phil Long **Seconded:** Phil Ward

**All in favour:** Yes **Contrary minded:** None

**Motion carried.**

**Motion to adjourn:** Jane Orrell / **Adjourned at:** 3:40pm

*Respectfully submitted by Amanda White, Secretary*



# Special Resolution Meeting Minutes 2018

Thursday, June 28, 2018 3:41pm

Hampton Inn & Suites, Dartmouth, Nova Scotia

**Board Members Present:** Jane Orrell, Carley Gloade, Amanda White, Lynn McDonagh Hughes

**Staff present:** Kathy McKee, Cathi Stevenson, Phil Ward, Chantelle Marshall, Ashley Halverson, Cathy Casey, Caitlin Parkinson, Connie Corse

## Members present:

Angela Bear	Hannah Hefler	MJ Crawford
Paula Romanow	Marcus Jamieson	Angie Zinn
Dawn Howe-Power	Darlene MacNeil	Elaine Piper
Lori Tweedy	Katie McNutt	Mark Wentzell
Marek Jablonski	DeNeen Harold	Nicole Farmer
Carrie Lynn Wall	Teresa Francis	Andy Cutten
Elizabeth Hodder	Issac Skeete	Phil Long
Randy Lindsay	Betsy Payne	
Christie Giddens	Cora Rogers-Martin	

**Presiding:** Jane Orrell, Chair

Call to Order: 3:41pm by Jane Orrell

## 1. Revision of Bylaws to reflect the new governance structure

Jane introduced the new bylaws, indicating that the vote was advertised as per bylaws and copies of changes sent out to all members for input as per the bylaw requirements. Discussion and questions ensued. Nothing noted that required bylaw revision prior to vote.

**Motion:** to approve revisions to the Bylaws dated March 2015 as circulated.

**Moved:** Lynn McDonagh Hughes

**Seconded:** Caitlin Parkinson

**All in favour:** Yes

**Contrary minded:** None

**Motion carried.**

**Motion to adjourn:** Jane Orrell / **Adjourned at:** 3:46pm

*Respectfully submitted by Amanda White, Secretary*



## MESSAGE FROM THE BOARD CHAIR

The Board of the NSCDA is very pleased to close out the 2018-2019 year on a solid platform both in creating a governance structure that will take us into the future but also in developing staff and resource capacity to deliver the work to which we have committed.

The NSCDA had a successful booth at Cannexus in Ottawa this year and attracted quite a considerable amount of national attention to our training and certification models. Staff also took part in the Canadian Council for Career Development's national advisory group for a re-vamp of the Canadian Standards and Guidelines for Career Development Practitioners. The NSCDA continues to partner in Nova Scotia and across the country to develop our sector.

As we prepare for more growth in training and certification, please be on the lookout for a few employment advertisements on our website, and an open house announcement for our new, expanded office space at 1496 Bedford Highway. The move is scheduled for July 15, 2019.

*Sincerely,*

*Jane Orrell, Board Chair, NSCDA*



# YEAR IN REVIEW

## New Board Members

The NSCDA welcomed four new Directors to the Board this year including Amrita Hazra, whose strong background in Human Resources in India and Canada is a great asset to the NSCDA; Marcus Jamieson, who is well-respected for his work at TEAM Work Cooperative; Jennifer Baker, CPA, and Dan Nordqvist, CPA, who both possess a high level of financial expertise, offering many benefits to the organization. Carley Gloade has moved into the Vice Chair position in preparation for taking over as Chair next year.

## CASE

In June of last year, the NSCDA was a major event sponsor for the CASE national conference held in Halifax. Approximately 180 members attended the event at the new Nova Centre.

## Conference

The NSCDA's 20th Annual Conference featured several new initiatives, including:

An evening Gala, held at the Lightfoot and Wolfville Vineyards. The event hosted almost 300 conference delegates and special guests.

The introduction of the Attendify App that brought conference news and programming directly to delegates' cell phones. Approximately 100 delegates used the app, and the leaderboard challenge brought out a good-natured competitive spirit in those who participated.

A very successful anniversary shindig was held to mark the milestone of our 20th conference. The room was filled to capacity throughout the two-hour event, which proved to be the social and networking highlight of the conference.

## National Market

The NSCDA also entered the national market with its training programs, while hosting a very successful booth at Cannexus19 in Ottawa. Response was very positive and work began immediately to customize the NSCDA's popular online training programs for a national audience.

## Inclusion and Diversity

Inclusion consultant Neasa Martin completed *Creating a Path Forward*, to support the NSCDA's growth and commitment to Diversity and Inclusion. In Feb 2019, the NSCDA Board of Directors passed a motion to undertake the organiza-

tional change necessary to create a diverse and inclusive workplace, making inclusion an embedded element of its governance, programs, systems and services.

## Consultants

Consultants helped create large swaths of work for the organization this year. In addition to Neasa Martin's contribution, Andy Cutten of Halifax Global Inc. helped us complete our board manuals, policy and operational guides, as well as a risk framework. Chris Hornberger of Halifax Global began working on a State of the Profession research paper with an advisory group from the career development sector and Scott Christian of Insight Consulting & Evaluation constructed an evaluation tool for our online courses. We continue to work with many consultants to help us develop content for our training.

## Partnerships

Partnerships are being built across sectors and government. We have projects underway with the Department of Community Services, Department of Labour and Advanced Education, Department of Education, as well as Adult Education and Youth Services. In addition, staff were asked to collaborate on Older Workers, Youth, Employability Skills, and school-based training.

## HUB

During the past year, the NSCDA has introduced our Member HUB. The HUB offers many benefits for members and serves as a central location for information, events, job postings, and links to training. It streamlines registrations to events such as conference, and training activities.

## PD Tracking

Professional Development Tracking is an integral part of maintaining CCDP certification, as well as supporting development of skills. As part of the Member HUB, the NSCDA introduced the Professional Development Tracker. This tracker allows individuals to record their training and professional development in one place.

As the year passed, it became apparent that the current load on staff was untenable and that the NSCDA would have to look for larger office space. We have since settled on a building only two minutes from our current location. The office will be double the size of the current facility and house a larger training room and offices for new project staff.

# GOVERNANCE

The NSCDA has continued its work with Andy Cutten of Halifax Global Inc. to help with the foundation work of governing the association. To date, the NSCDA has successfully moved from a hands-on operations' board to a governance board. This was facilitated by designating board positions to competencies outside of career development. There are now specific roles allotted to board positions, such as finance, HR, and our new requirement, IT/Change Management. The board has the flexibility to add specialty knowledge as required.

The last year has seen the completion of the Board Member's Manual, Operations Guide, Policy Manual and Risk Management Framework. The addition of two CPA positions to the Board alongside the successful financial audit has augmented our already sound financial practices.

The collegial nature of the work relationship between board and staff ensures that we are all working on shared goals for a healthy and productive association to the benefit of our members.



Current and former NSCDA board members pose for a photo at the 2018 AGM in Dartmouth, from left: Teresa Francis, former board member; Cathy Casey, Career Development Specialist; Kathy McKee, Executive Director, NSCDA; Phil Long, Executive Director, ARCDA (NSCDA Board Treasurer at time of photo); Jane Orrell, NSCDA Board Chair; Carley Glode, NSCDA Board Director; Amanda White, NSCDA Board Secretary.



# TRAINING

Building on its successful launch in late 2017, the 2018 year saw training and development at the NSCDA pivot towards the HUB and the development of original, specialized training programs with a focus on service excellence.

Research and development began on several previously announced projects — such as the Older Workers training and the Employer Engagement training learning plans. The complete Case Management Specialization training program was uploaded to the HUB, and the final modules of the program were added within the first few months of 2019.

Other specialized training programs offered to members included MBTI Assessment Training for Career Counsellors, Job Developer Training and the Employer Engagement Specialist forum held at Oak Island in March, 2019.

## Some other highlights included:

- Partnering with BBMD Consulting, Inc. to deliver two extremely popular webinar series: Motivational Interviewing and Professional Case Notes Writing. The webinars were delivered across five sessions, with close to 100 attendees viewing each session.
- A four-part webinar series on research methods in partnership with Paula Romanow from the Centre for Employment Innovation, which attracted over 30 viewers across 10 member organizations.
- Beginning our partnership with Nova Scotia service providers working with special interest populations, including the Nova Scotia Office of Immigration and Lake City Works, with more service webinars to come.
- Partnering with Futureworx to deliver training on the Employability Skills Assessment Tool.
- Delivering Myers-Briggs Type Indicator assessment training through Psychometrics to 13 career counsellors across Nova Scotia. Eight workplaces will now have a certified MBTI assessor on staff.
- Delivering six-week specialized Job Developer training to 19 job developers, in conjunction with Life Strategies.
- Consultant Betsy Payne offering the popular Resilience and Compassion Fatigue workshop to 54 participants at five locations across Nova Scotia.
- Coordinating with LearnSphere to deliver three unique workshops across the province on topics such as Communication Skills for Improved Collaboration, Conflict Prevention and Resolution, and Hiring and Retaining Motivated Staff.
- Completion of the development of Case Management on-line training program, in the province of Nova Scotia.
- Taking Case Management training to the national stage at CANNEXUS in Ottawa, January 2019. Adaptations to the Nova Scotia curriculum were made in March 2019, and a national version of Case Management Training went live on the Training HUB.
- The annual conference held in Wolfville, Nova Scotia in

## April 1, 2018 - March 31, 2019

**735**  
**people**

registered for  
training sessions  
(all delivery methods)



**635**  
**people**

registered for  
webinar training



September. Over 300 people were present, with approximately 100 people attending the free pre-conference event hosted by CEI.

- A Mental Health Champions training day held concurrently with pre-conference day in Wolfville.
- Partnering with Labour and Advanced Education, Business Initiatives to deliver an Employer Engagement Forum held at Oak Island Inn. Attendance was between 40 and 70 over the two days.

## Upcoming Projects in 2019:

- A partnership with Department of Community Services in developing the Career Development Standards and Competencies Certificate.
- A partnership with Labour and Advanced Education for the revamp of the Labour Market guides, as well as the

development of a Labour Market Training Plan.

- Development of the Employer Engagement Training, and Older Workers training.
- Digital Services Delivery training (in partnership with LAE).
- Case Management Specialization in French and Accessible versions.
- Parents as Career Coaches revamp.
- Partnership with VANSDA for the delivery of *Overcoming History: The Impact of Race on Building Cultural Competency and A Welcoming Workplace*.
- Webinar series on Empathy, in partnership with CERIC.

*Submitted by Connie Corse, Training Manager, NSCDA*

# PROJECTS

## State of the Profession Research Study

The NSCDA contracted Chris Hornberger of Halifax Global Inc. to undertake a study on the state of the career development profession in Nova Scotia. The purpose of the study was to:

- Define the career development profession in Nova Scotia;
- Understand the status of the sector in Nova Scotia and Nova Scotia Works' position within the sector;
- Determine where the jobs are now and future predictions for the profession; and
- Identify sources from which the NSCDA might recruit new members.

## The findings revealed many things, including the facts that:

- There is very little diversity in the sector.
- Salaries and benefits in the NSW system and in other NGOs are lower by some margin than in government, post-secondary institutions or the private sector.
- CDPs are highly satisfied with and tend to stay in their profession. That is to some extent dependent on their geographic location, background and the nature of their employment relationship.
- There appears to be little awareness of the NSCDA and the profession, even by those who work within it, representing significant opportunity for membership growth.

The full document covering research and recommendations will be available on the NSCDA's website, following the AGM.

## A Case Study of Peer Support With Career Services at an NSW Centre

The NSCDA partnered with Team Work Cooperative to conduct a research study on the results of embedding peer support within career services. Jonathan Hall completed the research study, together with Peer Support Worker Brad Rowe. This study consisted of a review of the referral process, services offered, and the impact clients felt it had on their employment search, as well as recommendations to consider. Feedback was obtained by both the referral staff at Team Work Cooperative and Job Junction, as well as from clients who had accessed the service.

## Older Workers Research Project

The NSCDA hired consultant Betsy Payne to conduct research focused on the needs of older workers to connect to the local labour market and what older workers want and need for services and support. Focus groups were also held with local service providers to obtain thoughts on current services and future needs. This information will be used as a basis to continue the development of the Older Workers training plan as well as suggestions for Older Workers programming.

# FINANCIAL [DRAFT]

## STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS FOR THE YEAR ENDING MARCH 31, 2019

### REVENUES

	2019	2018
EMPLOYMENT NOVA SCOTIA	1,190,310	1,057,419
<b>SPECIAL PROJECTS</b>	<b>181,534</b>	<b>15,911</b>
MEMBERSHIP	19,826	12,758
<b>CONFERENCE SPONSORSHIPS</b>	<b>31,038</b>	<b>11,275</b>
COURSE FEES	16,861	6,965
<b>CERTIFICATION</b>	<b>14,831</b>	<b>6,531</b>
INTEREST	4,633	3,059

**1,459,033**      **1,113,918**

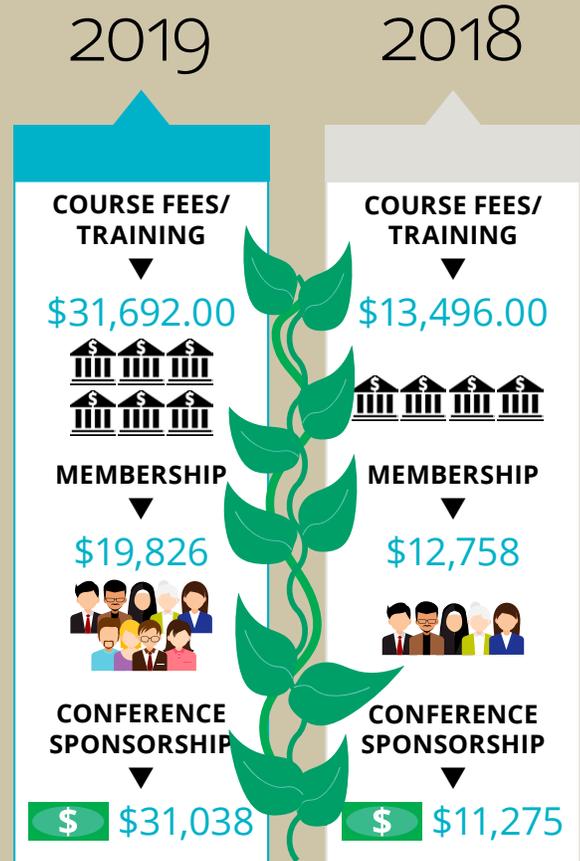
### OPERATING EXPENSES

<b>ADMINISTRATIVE</b>	<b>916,857</b>	<b>642,287</b>
AMORTIZATION	17,528	19,317
<b>CERTIFICATION PROGRAM</b>	<b>3,317</b>	<b>8,413</b>
CONFERENCE	190,953	82,551
<b>SPECIAL PROJECTS</b>	<b>91,718</b>	<b>13,929</b>
TRAINING PROGRAM	419,015	285,838

**1,639,424**      **1,052,335**

<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>(180,391)</b>	<b>61,583</b>
<b>NET ASSETS – BEGINNING OF YEAR</b>	<b>212,544</b>	<b>150,961</b>
<b>NET ASSETS – END OF YEAR</b>	<b>32,153</b>	<b>212,544</b>

### Comparison of Year-to-Year Generated Revenue



The NSCDA began the year with GIC investments equaling \$212,544. Revenue was generated throughout the year through project funding, membership, conference sponsorships, course fees, certification program, interest income and provincial funding. Total revenue for the year is \$1,459,033.

Expenses are attributed to five (5) main areas: administrative, projects, certification program, conference expenses and training program.

Year end assets are a \$30,000 cashable GIC as security against the organizational credit cards. Monies are kept in low risk bank accounts accruing as much interest as possible while ensuring that funds are secure.

The NSCDA was fortunate to have received a two-year funding contract on March 31, 2017 for its operations, which was extended to December 31, 2019. We are committed to providing value to our membership by growing all parts of the organization through increasing membership and

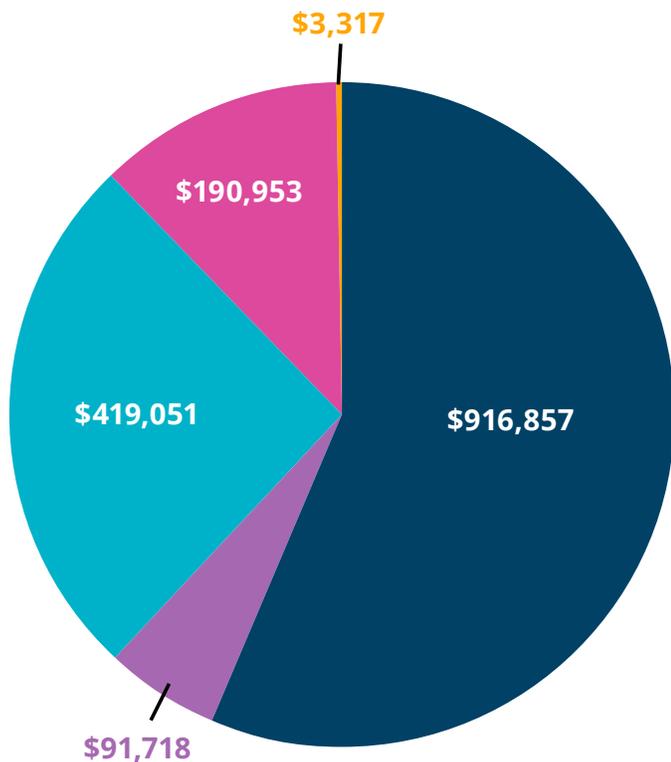
providing opportunities for professional development such as the certification program, case management and annual conference.

The NSCDA successfully passed our financial audit on June 21, 2019, undertaken by Baker Tiller (formerly Collins Barrow), Chartered Professional Accountants. All financial transactions have been handled appropriately with the goal of protecting our assets, increasing revenue and meeting our contractual commitments.

The future financial oversight of the association will be adjusted as the governance structure changes from an operational board to a governance board. The NSCDA has targeted professional financial expertise as one of the requirements of the Board. This expertise will guide us as our support to members grows.

*Submitted by Chantelle Marshall,  
Financial Manager, NSCDA*

## Operating Expenses



Expenses are attributed to five main areas:

- administrative (55.92%)
- projects (5.59%)
- training program (25.56%)
- conference expenses (11.64%)
- certification program (.2%)

Total expenses for year: \$1,639,424

*Does not include amortization.*

# CERTIFICATION

In 2018, the NSCDA undertook a significant evaluation project aimed at assessing the degree to which the Certification Program was meeting its intended objectives. Scott Christian, Insight Consulting & Evaluation, carried out the evaluation. The final report, released in August 2018, confirmed the value of the certification process and designation for practitioners, employers and the community. As well, the report's recommendations identified areas for further development. Work is currently underway to address the recommendations and this will be a major focus in the coming year.

## Professional Development Tracking

Professional development tracking is now on the Member HUB. Candidates can login and monitor hours in conjunction with their Learning Contract for Career Pathways, or towards recertification requirements as CCDPs. Much work has been done to prepare for the transition of the Career Pathways learning plans from being paper-based to digital,

and in completing French translations for all certification documents.

## New Position

To meet the growing demand for services, the NSCDA announced the establishment of the Office of Registrar to oversee the management, administration and delivery of all outcomes, programs and services related to certification. The Office of the Registrar will comprise a small team including a Director, the Registrar and Certification Support.

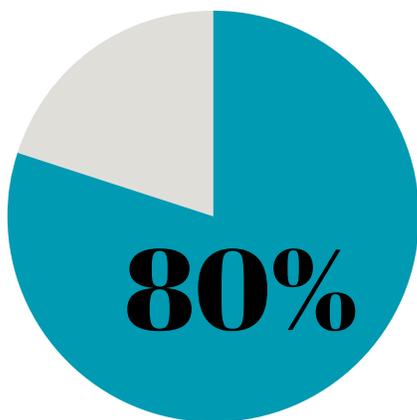
## Two Hundred CCDPs

In March 2019, we reached 200 CCDPs. One candidate finished the final step of certification in Australia. This achievement is something we all should be proud of!!

*Submitted by Phil Ward, Registrar, NSCDA*

### 200 CCDPs in Spring, 2019

Projected goal: 250



### Career Pathways to Certification

Projected goal: 50



# CONFERENCE

We were delighted to host the NSCDA's 20th Annual Conference in the beautiful Annapolis Valley at the Old Orchard Inn in Wolfville, featuring celebrations to mark this milestone in the organization's history.

## The Numbers

Approximately 250 delegates joined us over the course of two and a half days with a busy itinerary of 20 sessions, keynotes, panel discussions and events. We decided to change the format of pre-conference by partnering with CEI who hosted a full-day Innovation Lab on Sept. 19, attended by approximately 100 delegates. This day also included a Mental Health Champions training session with more than 30 people participating.

## Celebration

The evening of the 19th kicked off the celebrations with an informal "birthday shindig, that celebrated 20 years of conferences. Delegates enjoyed cake, wings and two hours to socialize and network. This event was also the beginning of a few "firsts" featured during the conference.

## "Firsts"

The NSCDA embraced new technology this year by using Attendify. The cell phone app allowed people to view schedules, speaker profiles, and included a social media platform to share images and comments. Ninety-nine delegates and exhibitors used the app, sharing 133 images and interacting more than 1400 times.

Another first for the NSCDA conference was the gala event held off-site at the Lightfoot and Wolfville Vineyards. The networking event included a light meal and featured keynote

speaker Sadi Motsuenyane. Later in the evening, Alan Sylliboy and the Thundermakers awed everyone with their spectacular art video display, music, and dancing.

## Different Perspectives

Many of the speakers shared different perspectives of life and customs outside of what many of us experience day-to-day. This tied in the theme of "community" quite well with Sadi Motsuenyane speaking of community life in South Africa, and an ISANS' panel discussion delved into the topic of welcoming newcomers to our communities. Lorraine Whitman, a Glooscap First Nation Elder and Nova Scotia Native Women's President spoke about the Seven Sacred Teachings. John R. Sylliboy shared his experiences as a gay man who grew up in both Eskasoni First Nation in Cape Breton and Millbrook First Nation in Truro. He talked about seeking acceptance, and shared information from his many years of research on the topic of career development and Indigenous youth.

Clarence DeSchiffart, who was instrumental in the development of the NSCDA and the first conference in 1999, hosted a session on identifying mutual linkages between core principles in career development and mental health, another nod to the 20th anniversary milestone.

Delegates left this conference feeling inspired, informed, more connected to their peers and with a stronger sense of community.

*Submitted by Ashley Halverson,  
Co-chair, Conference Committee, NSCDA*



"To hear the MC speak in French ... I thought that was the best thing ever. I appreciated that very much."



"It was great to network and share different perspectives on the career development field."