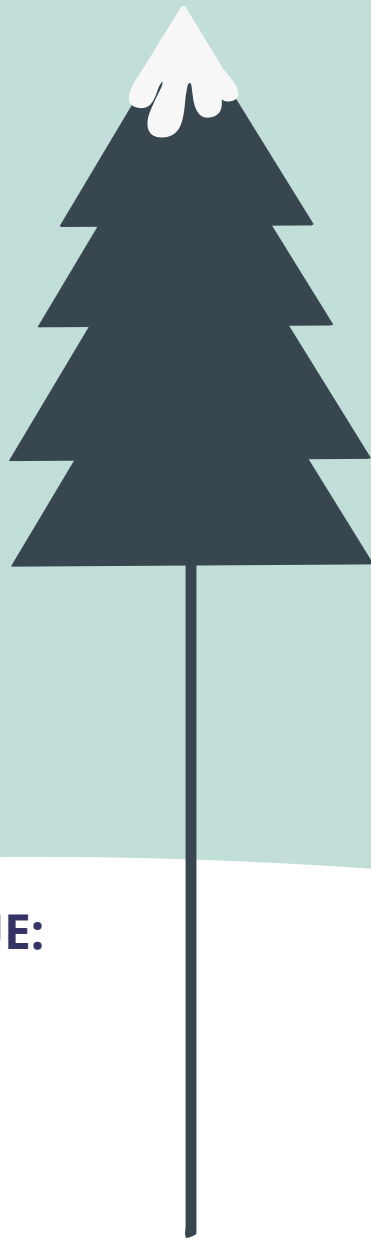




NOVA SCOTIA CAREER DEVELOPMENT ASSOCIATION

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NEWSLETTER | FALL 2018



IN THIS ISSUE:

Conference
Photos

Conference
Recap

Diversity and Inclusion
Aren't Interchangeable
Terms by Kim Crayton

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Scott not only gave us some good information, but provoked us to reflect on how we currently collect data and evaluate our programs. We realized a couple things coming out of his session that we need to change and improve going forward and had a great discussion with Scott after the session that gave us some good ideas. — *Conference survey comment*

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Diversity and Inclusion Aren't Interchangeable Terms

*Discussions about diversity, marginalization, underrepresentation and privilege can often lead to debates about what the terms actually mean. In my quest to better understand the world of diversity and inclusion, I discovered an article by **Kim Crayton, founder of the #causeascene movement**, who describes herself as someone committed to facilitating honest conversations and intentional actions for positive change. She graciously granted the NSCDA permission to reproduce her article. — **Kathy McKee, Executive Director, NSCDA***

As an educator, I've always found it helpful to begin a lesson with a review of vocabulary. There's nothing worse than looking out over a sea of blank faces during the middle of a lesson and finding out that there is confusion over foundational concepts. It is better to flag and address potential misunderstandings right away.

With this in mind, I'd like to explain a few vital terms and concepts related to inclusion and diversity efforts that are often incorrectly used interchangeably.

Privilege is about access. It's not necessarily about race or gender, although that's how it's usually addressed in conversation. Who has the privilege changes depending on location and circumstances. Who benefits from privilege in a Fortune 500 company in the US is different from who benefits in China, El Salvador, or within a professional association. So privilege should be thought of as relative.

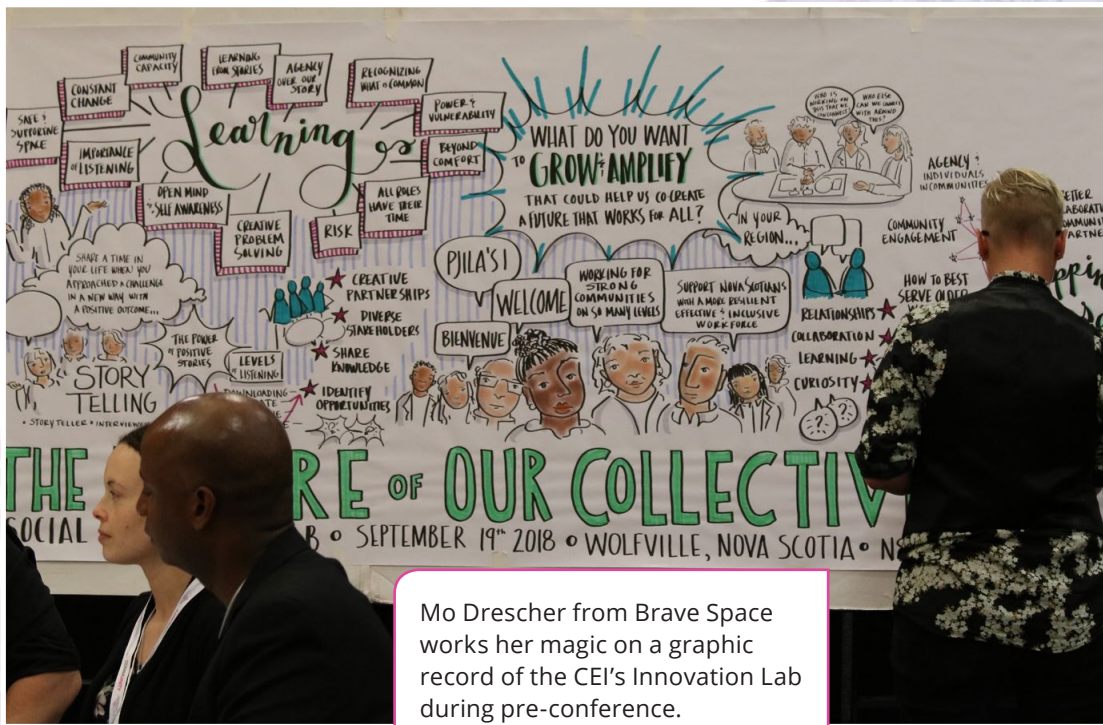
Being underrepresented is about numbers. How many of something there are. When you compare the number of men to women in tech, women would be considered underrepresented. Which means that there are fewer women working in tech than men. It's that simple.

Being marginalized is about treatment. Particularly, it refers to the groups of people who have been historically mistreated, discriminated against, and harmed emotionally and physically. This is a term that many incorrectly use interchangeably with underrepresented. So going back to the previous example, although women are underrepresented in tech, very few white women are also marginalized. Which means that more white women in tech does not equal diversity. This is especially the case in circumstances where white people are also benefiting from privilege. Examples of marginalized groups in the US would include people of color, individuals with disabilities, and members of the LGBTQ community.

Diversity is about variety. I like to use the example of a crayon box. Someone with a great amount of skill could be really creative if given only a box of four crayons, but the average person would feel pretty limited. But if given a box of 64 crayons, most people would feel unlimited in their ability to create, including the ability to create additional colors by blending what they have together. And this is the idea of diversity in the workplace. The ability to create together what could never be created from the perspective of only one or two homogeneous groups. It's this variety and the ability to blend for the purpose of creating that enables business leaders to innovate, differentiate, and gain a competitive advantage.

Finally, there's inclusion, which is about experience—the experience of a person, a group, or a community. It is how fully I feel that I can show up as my authentic self in the spaces that I enter. It's how safe and welcomed I feel. It's whether my ideas are supported and included in decisions and whether I am given credit for them. It's demonstrated in the expectation that, rather than requiring me to assimilate to the current culture and environment, what makes me unique will instead be absorbed, thereby creating an entirely different experience for everyone. Inclusion is not about the person changing to fit in, but rather about the environment shifting to accommodate those things that make each person unique. Inclusion is the holy grail. It is the end game. It's not about the individual but the collective experience. But when we focus our attention on ensuring that only those with privilege feel included, we miss out on opportunities to create better products and services for a global consumer or client.

It is my hope that by taking the time to define these very important terms that are at the foundation of any work being done to improve inclusion and diversity it will enable business leaders to begin conversations and evaluate their efforts to ensure that inclusion becomes a strategy for organizational success. **Visit Kim Crayton's site at <https://hashtagcauseascene.com/>**



Mo Drescher from Brave Space works her magic on a graphic record of the CEI's Innovation Lab during pre-conference.



Alan Syliboy and The Thundermakers and the Thundermakers Dancers performed at the evening gala.



NSCDA 20TH ANNUAL CONFERENCE



The NSCDA celebrated its 20th anniversary with a kitchen party. The cake and cupcakes were very popular, and everyone seemed to have a great time.



Guests enjoy food and camaraderie at the evening gala event held at the Lightfoot & Wolfville Vineyards.



NSCDA Conference Chair, Ashley Halverson, poses with our community sign in front of a wonderful painting by NS artist Katelyn Morse.



Conference is always a great place to relax, catch up, and network with other career developers.

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NSCDA's 20th Annual Conference Recap

by Cathi Stevenson
Communications and Media, NSCDA

The NSCDA's 20th Annual Conference marked a milestone in the organization's history, and featured many "firsts."

Approximately 250 delegates joined us at Old Orchard Inn in Wolfville over the course of two-and-a-half days. Included in that number were 88 people who attended the pre-conference Innovation Lab hosted by CEI on Sept. 19. A Mental Health Champions training session was also held during pre-conference with more than 30 people participating. It was a busy itinerary, with 20 sessions, keynotes, panel discussions and events.

An informal "kitchen party" was also held on the 19th, with a birthday cake to celebrate 20 years of NSCDA conferences. The room was filled to capacity throughout most of the two-hour event that proved to be the social and networking highlight of the conference.

The NSCDA embraced new technology this year by using the Attendify cell phone app. Attendify enabled delegates to view schedules and speaker profiles, and included a social media platform that allowed people 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.

In keeping with the conference theme of "community," many speakers shared different perspectives of life and customs outside what many of us experience day-to-day. Sadi Motsuenyane spoke of 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.

“To hear the MC speak in French ... I thought that was the best thing ever. I appreciated that very much.
— Conference survey comment

In yet another nod to the 20th anniversary milestone, Clarence DeSchiffart hosted a session on identifying mutual linkages between core principles in career development and mental health. Clarence was

instrumental in the development of the NSCDA and first conference — called a forum at the time, held at the Sea King Club in Shearwater back in 1999. Clarence is also one of two recipients of the NSCDA's Lifetime Achievement Award, along with Laurie Edwards.





Conference 2019

June 5 – 7, 2019

DoubleTree by Hilton
Dartmouth, NS

We conference well!

Conference 2020

June 3 – 5, 2020

**Membertou Trade &
Convention Centre**
Membertou, NS

