



nscda

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

ANNUAL REPORT 2020/21

NSCDA Board of Directors

Carley Gloade
CHAIR
Millbrook First Nation
Truro, NS

Jane Orrell
PAST CHAIR
Island Employment
Cape Breton, NS

Marcus Jamieson
VICE CHAIR
TEAM Work
Cooperative
Halifax, NS

David Chipp
DIRECTOR
Property Valuation
Services Corporation
Halifax, NS

Amrita Hazra
DIRECTOR
Aqualitas
Brooklyn, NS

Tricia Crease
DIRECTOR
M&J Developments
Halifax, NS

Jennifer Baker
DIRECTOR
J. L. Baker CPA Inc.
Spryfield, NS

Tyler Gould
DIRECTOR
Mi'kmaw Economic
Benefits Office of NS
Membertou, NS

Linden Mattie
DIRECTOR
Atlantic Canada
Aerospace & Defence
Assoc.
Halifax, NS

NSCDA Staff

Kathy McKee
Executive Director

Connie Corse
Training Manager

Teresa Francis
Director, Office of the
Registrar

Chris Shupe
Project Manager

Chantelle Marshall
Financial Manager

Cathi Stevenson
Communications
Coordinator

Ashley Halverson
On maternity leave

Shila Hamilton
Executive Assistant

Victoria Colley
Certification
Administrator

Caitlin Parkinson
Content Developer

Mitchell Tempio
Administrator

Isaac Lungu
IT Support Specialist

Michael Bohan
Training Developer

Junior Moaku
Training Developer

Kayla Borden
Training Administrator

Sehaj Kaur
Training Team Lead

2020 Summer
Students

Emerald Thompson
Leah Vidito
Jedidiah MacIntyre
Antonio Kostakos

CONTENTS

2020 AGM MINUTES	1
MESSAGE FROM CHAIR	4
YEAR IN REVIEW	5
GOVERNANCE.....	7
ACTION SUMMARY 2021	9
TRAINING	11
PROJECTS	13
FINANCIAL.....	15
CERTIFICATION	19
GOP.....	21
CONFERENCE 2020	23

nscda

NOVA SCOTIA
Career Development Association

302 - 1496 Bedford Highway
Bedford, NS, B4A 1E5

*Abstract cover background and page background image
© ingara / Stock.Adobe.com*

*Hand illustrations © Dejan Bozic / Depositphotos.com
Bridge and gear illustrations © C. Stevenson*

AGENDA

September 23, 2021 | DoubleTree by Hilton, Dart., NS | Call to order at 4 pm

1. Welcome by Chair: Carley Gloade
2. Minutes of the AGM October 29, 2020
3. Consideration of the Annual Report
4. Consideration of the Financial Report
5. Appointment of the Auditor

6. Presentation of Directors for 2020 / 21
 7. Adjournment
- Immediately following:**
8. Presentation of Membership Survey
 9. Adjournment

2020 AGM MINUTES

Thursday, October 29, 2020, 3:00 pm - 4:30 pm.

Via ZOOM. Link sent out via email prior to meeting

PRESIDING: Jane Orrell, Chair

Call to Order by Jane Orrell

BOARD MEMBERS: Jane Orrell, Amanda White, Tricia Crease, Linden Mattie, David Chipp, Carley Gloade, Marcus Jamieson, Amrita Hazra, Jennifer Baker, Tyler Gould

STAFF: Kathy McKee, Cathy Casey, Connie Corse, Chantelle Marshall, Teresa Francis, Kayla Borden, Junior Moaku, Victoria Colley, Phil Ward, Sehaj Kaur, Ashley Halverson, Shila Hamilton, Caitlin Parkinson, Michael Bohan, Chris Shupe, Isaac Lungu

MEMBERS

Aaron Devine
Janet Davison
Marion Joudrie
Chris Ripley
Tara Deveau
Ashley Russell
Sonya Chisholm
Robigae Christie
Colette Sexton
Terri Lynn Keats
Blair Cameron
Hannah Hefler
Elizabeth Fitzner
Carrie Wall
Kelli Gordon-Skinner
Alva Bourque
Isaac Skeet
Joanne McKenzie
Rebecca MacEachern
Charity Deleon
Kim Marsman
Cindy Willcott
Angie Zinn
Patricia Brooks Arenburg
Chalene Rhude

Jacqueline Holmes
Dwayne Coyle
Jocelyn Sparks
Daniel McFaull
Katie Stewart Snyder
Lori Tweedy
Robena Stewart
Jan Underhill
Elaine Piper
Rui Ferreira
Tammy Hiltz
Rebekah Skeete
Richard Tousignant
Shayla Simon
Buranda Skinner
Denice Levangie
Kathy Dillman-Smith
Nancy Hayes
Aimee Mbabazi
Diane Campbell
Marissa de Blois
Sara MacInnis
Dawn Howe-Power
Cherie McCormick
Tony Babineau

WELCOME / INTRODUCTION

Opening remarks were made by Jane Orrell who welcomed attendees, then stated this is her final AGM as Chair. She has served on the NSCDA Board of Directors for the last seven years. The NSCDA is diversifying the board to ensure voices from across Nova Scotia are heard. Board members are recruited from various professional backgrounds with expertise in career development, business, the financial sectors, and human resources. This past year, the NSCDA lost two board members to external work commitments. Jane thanked Dan Nordqvist and Ramandeep Singh for their contributions. Today marks the last day of Amanda White's term on the NSCDA

board. Amanda joined the board in 2012, and has held the positions of regional representative, Secretary, and Vice Chair. On behalf of the staff and Board of the NSCDA, Jane thanked Amanda for her dedication to the work of the NSCDA over the last number of years. Jane then stated she is stepping down as Chair and taking her place as Past Chair. Carley Gloade, of Millbrook First Nation in Truro, will be taking over the role of Chair. Carley has been on the board since 2016. Jane thanked the NSCDA management team and all the staff for their understanding of the very intense workload placed on them over the last few of years.

MOTION: TO APPROVE THE AGM JUNE 28, 2019, MINUTES

Moved: Tricia Crease **Seconded:** Tyler Gould

All in Favour: Yes **Contrary Minded:** None **Motion carried.**

CONSIDERATION OF ANNUAL REPORT

MEMBERSHIP REPORT

Chantelle Marshall presented the Membership Report. Membership has grown over the past year despite the COVID-19 Pandemic. We have a total of 567 Members: 373 are from Nova Scotia Works Centres, of which 138 are CCDPs. Of the 194 non NSW members, 25 are CCDPs, and 39 are students. New membership benefits continue to grow. The Member HUB has been kept up to

date, with weekly email communications brief to members keeping them informed of what's happening within the NSCDA. We also introduced A.T.O.M. (Additional Training Opportunities for Members) with over 3000 online courses available to members. Lastly, she mentioned a self-guided meditation workshop provided by Flo Meditation & Mindfulness through ZOOM.

TRAINING REPORT

Connie Corse presented the Training Report. This year has seen a lot of momentous changes with training at the NSCDA. The biggest, most exciting change is around staffing. The training team increased substantially, hiring several individuals to fill new roles. Junior Moaku and Michael Bohan were both hired as Training Coordinators, Sehaj Kaur and Kayla Borden were hired as Training Administrators and Caitlin Parkinson moved from an administration role to Content Developer. The increase was a direct result of the large-scale projects the NSCDA was tasked with. Training was offered over the last year via webinars, in person, and online through the Training HUB. A variety of different topics were covered: Compassion Fatigue, Resume Building, Overcoming History and Cultural Competency, and Facilitation Skills.

Connie then mentioned that A.T.O.M was launched in June of 2019 and moved on to note several major events that happened, including the annual conference in Dartmouth, where over 260 delegates and more than 50 presenters took part; NSCDA staff and members went on a day trip to the Black Loyalist Heritage Museum in Shelburne; and three staff attended the World Conference on Online Learning in Dublin, Ireland.

The Ireland trip confirmed the NSCDA is on track with online learning design and development. The trip also led to a partnership with The Learning Rooms to develop new training material and

paved the way for the implementation of a new online course development tool.

The NSCDA team also attended CANNEXUS20, where we hosted an exhibitor booth and launched Case Management Training on a national level. Over the last year, the NSCDA partnered with Futureworx, Autism Nova Scotia, Department of Community Services, Labour & Advanced Education, Department of Education & Early Childhood Development, Team Work Corporative and CERIC to develop and deliver various training projects and webinars. Case Management Training was implemented in full force with a total of 280 individuals currently registered. The first six individuals completed the training in June of 2019, and to date, 116 individuals have completed the Case Management Specialization certificate.

To ensure the NSCDA's training is evidence-based, we've hired Insight Consulting to evaluate our programs, as well as develop and design and detailed policies around training and delivery. Connie then went on to say the upcoming year will be a busy one, that will include partnerships to design and deliver training for the Digital NSW project, partnerships with Davis Pier Consulting and P4G, and a career practitioner workspace with three moderators that will be launching at the annual conference.

OFFICE OF THE REGISTRAR REPORT

Teresa Francis presented the report. The Office of the Registrar was established with a team of three: Phil Ward, Registrar; Victoria Colley, Certification Administrator and; Teresa Francis, Director. As of March 31, 2020, 218 individuals had earned their CCDP designation, with approximately 135 in process of being certified. A key focus of their work is the continuous improvement of the certification process, and over the past year they have completed two projects: development of a draft for the Policies & Procedures Manual and the

review and revision of the Structured Interview and Exam of the certification program. These projects led to improvements being done on the application stage and Work Experience Package. The improvements will result in increased accessibility, create a more streamlined process, increase fairness, and provide better ability to provide feedback.

The NSCDA is involved in national certification, with the development of the national competency framework and committee work.

REPORT FROM THE EXECUTIVE DIRECTOR

Kathy McKee ended the Annual Report by saying our membership has grown substantially and with it, the development of technology to support that membership: the NSCDA Member HUB and Training HUB. The NSCDA now has 17 employees, located in office space in Bedford, with the Office of the Registrar in a separate unit, to ensure the separation of certification and training and maintain transparency. Kathy stated that with the impact of the COVID-19 Pandemic, staff began working from home on March 16 and have returned to the office a few days a week. There has been no impact on production.

In 2017, a five-year strategic plan was created for the organization, and the strategic goals were

reached. A new strategic plan is in draft form and will be completed by the new year. The NSCDA has started their second research project with Halifax Global Consultants: *The State of the Profession 2: The Growth of the Profession*. A priority for the NSCDA is the focus on diversity and inclusion and belonging. During the hiring process, P4G helped the NSCDA revamp their hiring practices. Kathy concluded her remarks by saying the NSCDA partnered with Dalhousie University in reviewing our Case Management Specialization program with the possibility of issuing a micro-credential for it, and have partnered on their Certificate of Professional and Leadership Studies in Career Development, which is co-branded with the NSCDA.

MOTION: TO APPROVE ANNUAL AGM REPORT

Moved: Tricia Crease Seconded: Linden Mattie

All in Favour: Yes Contrary Minded: None Motion carried.

CONSIDERATION OF FINANCIAL REPORT

Chantelle Marshall presented the Financial Report for the 2019 / 20 fiscal year. The NSCDA began with \$23,474.00 in retained earnings. Revenue was generated through project funding, membership, conference sponsorship, training course fees, certification program fees and provincial funding. Total revenue for the year was \$3.5 million. Expenses were attributed to five main areas: administrative, special projects,

certification program, conference, and training program. Year-end assets are \$30,000.00 capital GIC as security against organizational credit cards. Money is kept in low-risk bank accounts accruing as much interest as possible. The NSCDA received a three-year funding contract on March 31, 2020 from the NS Department of Labour and Advanced Education.

The NSCDA successfully passed the financial audit, undertaken by Baker Tilly CPA. All financial transactions have been handled appropriately with the goal of protecting assets, increasing revenue, and

meeting contractual commitments. The financial oversight of the association has adjusted as the governance structure continues to grow from an operational board to a governance board.

MOTION TO APPROVE FINANCIAL REPORT AS PRESENTED

Moved: Tricia Crease Seconded: Dawn Howe-Power

All in Favour: Yes Contrary Minded: None Motion carried.

Chantelle Marshall to bring forward the appointment of the auditor for next fiscal year.

MOTION TO APPOINT ACCOUNTING FIRM BAKER TILLY AS AUDITORS OF NSCDA

Moved: Tricia Crease Seconded: David Chipp

All in Favour: Yes Contrary Minded: None Motion carried.

Presentation of the Directors for 2020/2021 read by Jane Orrell

Slate of Directors:

Carley Gloade – Chair
Jane Orrell – Past Chair
Marcus Jamieson – Director

Amrita Hazra – Director
Jennifer Baker – Director
Tyler Gould – Director

David Chipp – Director
Tricia Crease – Director
Linden Mattie – Director

ADJOURNMENT

MESSAGE FROM THE BOARD CHAIR

In what has been a trying year for all of our members and partners, the Board of the NSCDA is very pleased to close out the 2020-2021 year with the development and delivery of many projects, including a record number of attendees at our first virtual conference. The Board sincerely thanks Jane Orrell who stepped down as Chair after successfully steering the organization to its current state and to Amanda White who has served as Chair and Member for many years to help grow and support the work of the NSCDA.

The NSCDA has continued to invest in certification and training over the period of COVID and was able to seamlessly transition to online and virtual work and service delivery. We are proud of the growth of our membership to over 700 individuals and for providing training for several thousand participants and certification for many others.

Board members and staff have taken professional development to increase competency and knowledge both of governing the organization but also in the technical and human skills required to administer an organization in growth mode.

As we slowly transition back to the office and to in-person services, we thank you for your continued support of our work and look forward to new and exciting opportunities for 2021 and beyond.

Sincerely,

Carley Gloade, Board Chair, NSCDA

YEAR IN

OPERATIONS

It has been quite a year as the NSCDA navigated the COVID-19 pandemic and learned various best practices through our own experiments and from our partners and associates. We took some valuable time to stop and take stock of what our outcomes and deliverables were and to determine the effort and collaborative work needed to produce results. It was also time to take note of team wellness and to attend to the individual needs of all staff. We were able to seamlessly transition to a work-from-home model without affecting any work obligations, in fact, we were more productive in the last year than ever. Our current and future state is predicted to be a hybrid model of at-home coupled with days in the office. We have discovered that the personal contact and collaboration that happens when staff are together can't be replicated virtually. We will learn together as we find a new way to manage in this unpredictable time.

PROJECTS

A Project Manager was hired in the summer of 2020 to begin to formally track the work and the resource allocation related to all of our project work. The NSCDA's Project Inventory has tracked over 70 projects of which 20 were completed. Twenty-four projects were tagged as priority with broad reaching impacts for clients, stakeholders and communities. The Project Management focus is on the development and implementation of an effective, flexible and functional process. This process will standardize efforts to allow the NSCDA to properly evaluate risk, and initiate, plan and execute new project opportunities. Project Reporting Policy and Risk Management Framework and associated policies have been in place since 2019.

STAFFING

The NSCDA had two departures this year. Cathy Casey retired as our Career Development Specialist after several decades of devoted work in the sector. After great success as Registrar, Phil Ward left to explore other options, allowing us time to re-evaluate our growing needs in certification and to make additions that will take place in the next fiscal. With more to work in all areas of operations, the NSCDA hired additional staff to help in training (Training Developer), administration (Project Manager and IT) and employed four summer students to help develop future projects. All staff were engaged in continuous learning and took part in over 33 professional development opportunities.

REVIEW

GOVERNANCE

A new strategic plan was to be launched in 2020, but due to COVID, the plan was not finished until March 2021. The primary goals of the plan are to continue to solidify the foundations of the organization, look for long-term financial stability, increase awareness of the NSCDA and of the profession, and to increase the number of members as well as number of certification candidates.

After many years of dedicated work, Amanda White retired from the Board. Jane Orrell moved from Board Chair to Past Chair position and Carley Gloade became the new Chair of the organization. Sincere thanks to Amanda and Jane for their commitment to the NSCDA. We would not be where we are without them. We have also welcomed four new Board members in Tyler Gould, Tricia Crease, David Chipp, and Linden Mattie who bring a broad range of knowledge and talents to our work.

One challenge of having so many projects is keeping the Board informed. To that end, we initiated an orientation session and have planned regular meetings of the Governance, Internal and External Committees. We continue to develop policy as needed and remain as a Board and organization fully committed to creating a more equitable, inclusive society.

PARTNERS

Although unable to work with partners in person, it was still possible to meet and collaborate via virtual means. The NSCDA worked with an advisory team of Nova Scotia Works' Executive Directors to help us understand the challenges of attracting and retaining a high-calibre career development workforce. We partnered with consultants to create marketing and branding initiatives for the NSCDA and the profession. We utilized expertise available in the career development sector to meet specific skill development needs (i.e. the MISSION workspace, Autism NS) and met regularly with funders and government agencies to provide targeted training and services for Nova Scotians. At the heart of our work is the need to improve the employment outcomes for Nova Scotians by helping to build a standardized, professional and diverse career development sector.

Submitted by Kathy McKee, Executive Director

GOVERNANCE

The Board of Directors

A list of Board members and the organizations they represent is on the first page of the report.

The following Directors have retired from the Board since the Annual Report last year: Amanda White, Lynn McDonagh Hughes and Dan Nordqvist. The NSCDA has thanked them for their valuable service over the years, on behalf of the Board of Directors, staff and members.

The following have accepted Board positions during this period: David Chipp, Tricia Crease, Tyler Gould, and Linden Mattie. This brings the number of Directors to nine, with a limit of ten, per the By-laws. There are three members on each of the three Board committees.

Board positions are as follows:

- Carley Gloade, Chair of the Board and Chair of the Governance Committee
- Jane Orrell, Past-Chair of the Board
- Tricia Crease, Board Secretary
- Marcus Jamieson, Vice-Chair of the Board and Chair of the External Committee
- Jennifer Baker, Chair of the Internal Committee

Succession Planning

The following items were accomplished during the year:

- The Board adopted a Succession Planning Policy for the NSCDA
- For each senior staff member, a long-term succession plan, and an emergency short-term plan was prepared.

The 2021 Strategic Plan

A new strategic plan was prepared and accepted by the Board of Directors during the year. The plan is built upon the successful implementation of the previous plan.

Mission Statement

To provide leadership and support to members and the broader Career Development Community in Nova Scotia.

Vision Statement

Career development is recognized as a career of choice in Nova Scotia, CCDPs are recognized as professionals, and NSCDA is recognized as the leader in the career development sector.

Goals

There are four goals that will define success of this strategic plan:

1. Continue to build upon the foundation expansion
2. Grow and retain members
3. To be and seen to be a leader in the career development industry
4. Human resource sustainability

Strategies

There are five strategies put into place to ensure the achievement of the goals:

1. Expansion
2. Membership Values
3. Building Awareness
4. Human Resource Development
5. Revenue Diversification

Action Plan

The strategies will be implemented by successfully implementing the 35 action items that are outlined in the Strategic Plan. As done for the last strategic plan, all action items have been printed on a very large poster board that is now hanging on the wall in the NSCDA offices. Check marks are added beside each item when they are completed!

Board Education

NSCDA is committed to continuous education for both staff and Board Members.

This year Carley Gloade, Kathy McKee and Teresa Francis attended a virtual 3-day course on Governance for Not for Profits, developed by the Institute of Corporate Directors, and delivered by the Rotman School of Management, the University of Toronto.

2021 Member Survey Highlights

NSCDA has done a good job communicating the importance of Diversity and Inclusion to its membership. A new question this year.

**98.1%
Agree**

Communication to members is sufficient and effective.

**95.5%
Agree**

If you have attended a NSCDA Annual Conference, did it meet your needs?

**85.5%
Said
"yes"**

Would you attend a NSCDA networking conference to be held in your region?

**92.2%
Said
"yes"**

ACTION SUMMARY 2021

STRATEGY 1: EXPANSION

1-1	Develop data tracking process for training evaluation scores to enable KPI benchmarking, using CASE Management as the pilot	Mar 31
1-2	Create plan for regional face-to-face training	Apr 1
1-3	Develop management and leadership training curriculum	Jul 1
1-4	Develop a plan for staff to attend national and/or international conferences in order to maintain leading edge marketplace offerings	Apr 1
1-5	Marketing Plan for training, targeting non members	Jul 1
1-6	Create Certification and Training Plan for out-of-province opportunity	Mar 31

STRATEGY 3: BUILDING AWARENESS

3-1	Formal acceptance of the Branding Strategies and Marketing Plan prepared by Martha Reynolds Marketing	Mar 31
3-2	Address the need for an internal resource to manage the plan within NSCDA	Mar 31
3-3	Ability to track media mentions of CCDPs/NSCDA	Mar 31
3-4	Campaign to reach out to other provinces/national emphasizing NSC-DA ownership of CCDP designation	Jan 1, 2022

Items included in the Branding and Marketing Plan

3-5	Creation of the PR press kit	Jun 30
3-6	Commencement of press releases, social media posts, etc.	Jul 1
3-7	Develop an "About the Profession" brochure	Sep 30
3-8	Create an advertising template and purchase select advertising in business media (print and digital, such as in AllNovaScotia.com)	Sep 30
3-9	Initiate stakeholder roundtables/conversations	Oct 1
3-10	Develop a Social Media Marketing Plan	Mar 31
3-11	Develop a Day-in-the-Life Campaign	Jun 30, 2022
3-12	Commence sponsorship of existing conferences and job fairs	Oct 1, 2022
3-13	Create a Career-in-Career Job Fair with sector partners	Mar 31, 2023
3-14	Education Sector Outreach Program	Mar 31, 2023
3-15	Create selling tools including logo and merchandising units for educational sector	Mar 31, 2023

STRATEGY 2: MEMBERSHIP VALUES

2-1	Membership Benefit Enhancement Plan	Mar 31
2-2	Regional networking and other events	Jun 30
2-3	Segment Marketing Plan	Oct 1
2-4	Conduct bi-annual members' survey	Apr 1
2-5	Develop the Champion Strategy	Apr 1

STRATEGY 4: HUMAN RESOURCE DEVELOPMENT

4-1	Annual Managerial and Leadership Development Program for all managers	Apr 1 each year
4-2	Adoption of a formal Succession Plan	Dec 31
4-3	Create a Succession Plan Document for each of the 4 identified positions	Mar 31
4-4	Create an Emergency Plan related to the unexpected non-availability of one of the 4 identified positions	Mar 31
4-5	An HR professional relationship in place	Mar 31
4-6	Life-long learning annual plan for all employees	Apr 1 each year

STRATEGY 5: REVENUE DIVERSIFICATION

5-1	New business development person hired or realignment of existing staff responsibilities	Mar 31
5-2	Selection of target markets	Apr 1 each year
5-3	Ensuring an adequate business development is in place for each year	Apr 1 each year

TRAINING

Due to the Covid-19 Pandemic, and multiple province-wide shutdowns, the training department had to make a drastic shift in any plans that included in-person training. All training went to virtual instructor-led sessions, webinars or e-learning. Our partners, together with the NSCDA training team ensured a full calendar of training opportunities, including:

- **Forty-two webinars with over 1500 members attending**
- **53 instructor-led sessions with over 1000 participants**
- **36 student interns trained, and**
- **23 instructor led meditation sessions**
- **We continued to offer Case Management training with 124 individuals completing the certificate**

As in previous years, partnerships continue to be key to the successful delivery of training.

Autism Nova Scotia

We continued to partner with Autism Nova Scotia to complete the first round of Autism training around the province and have launched the second round of training, that is on-going. This training included an initial understanding of Autism as well as looking at how to better support clients within employment settings.

Department of Community Services

The NSCDA continued our partnership with the Department of Community Services in the development and design of a training certificate consisting of Case Management competencies and additional skills.

P4G

We partnered with P4G to deliver multiple webinars including:

- Kaizen, Innovation and Leadership by Design, 4-part series
- Cluster Employment
- The DEI Maturity Model
- Mindfulness at Work
- Work-Life Integration, Aligning Your Purpose
- How to Empower the Next Generation of Young Leaders
- Purpose at Work , 10-part series
- Understanding Immigration in Canada, 10-part series

Worldwide Therapy Online

We partnered with Lawrence Murphy of Worldwide Therapy Online to deliver sessions on using video, text, telephone and virtual methods to better support clients.

Labour and Advanced Education

The NSCDA partnered with Labour and Advanced Education (LAE) to design and deliver training for the Nova Scotia Works Online Services Platform. The first round of training had several instructor-led sessions offered, with over 300 NSW staff attending. This training also included the development of an e-learning training plan consisting of several courses supporting staff using the digital services platform. This is an on-going project, and the e-learning courses continue to be developed and added to the plan. In connection with this project, was the training of 55 Change Agents

across the province. These Change Agents were trained in Procsi Change Management Theory.

Diversity and Inclusion

We partnered with LAE, the Centre for Employment Innovation (CEI) at St. FX University and Nova Scotia Works (NSW) on the Diversity and Inclusion project for African Nova Scotians (ANS) or Persons of African Decent (PAD) project. This project included development and delivery of training to introduce new NSW staff to the employment system in Nova Scotia, as well as design and delivery of a complete mentor training package for ANS/PAD Mentors within Nova Scotia Works.

Dalhousie University

The NSCDA partnered with Dalhousie University on their new Certificate of Professional and Leadership Studies in Career Development, launched in September 2020.

Employer Engagement Specialists

The NSCDA partnered with Workplace Initiatives and LAE to offer a substantial training package for Employer Engagement Specialists working in NSW centres. This training included Smartsheet

Training, as well as HR Fundamentals with Debby Lawrence, of Abundant Living Inc.

Acadia Entrepreneurship Centre

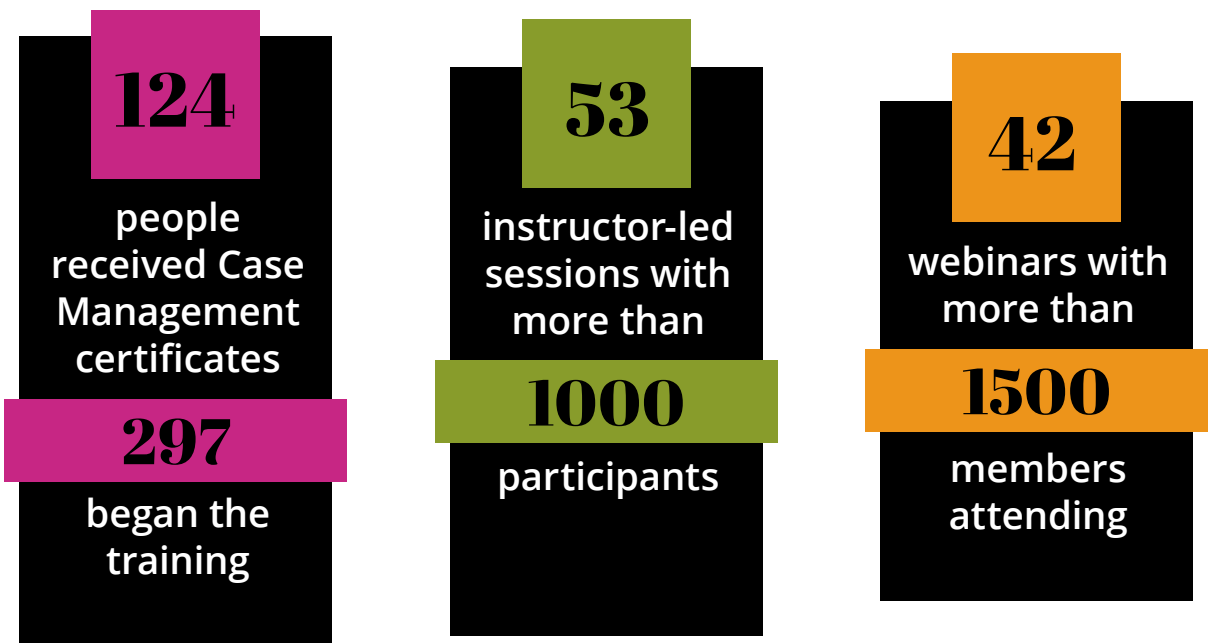
A partnership was created with the Acadia Entrepreneurship Centre in the design of an extensive multiple-modules learning plan, supporting staff working with older workers.

Flo Meditation

To support self-care, the NSCDA partnered with Flo Meditation to offer guided meditation sessions each week for five months.

The upcoming year is proving to be just as busy. Work continues on the Nova Scotia Works Online Services Platform. The NSCDA is partnering with Dalhousie University on Microcredentialling within training. There is the scheduled delivery of an Intersectionality of Experience DEI Webinar Series, as well as redesign of Case Management training, design of two disability learning plans, and a deep dive into onboarding training packages for NSW.

Submitted by Connie Corse, Training Manager



PROJECTS

Summer Student Intern Training Project

To support the NS Works Summer Internship initiative, the NSCDA created a training program to help build the skills and competencies of participating summer students within the field of career development. By completing training objectives, students gained awareness and understanding of the profession and earned professional development hours towards Career Development Practitioner certification.

Qualifying summer students were also given a year-long student membership with the NSCDA. This granted them access to current news and events within the profession, as well as opportunities for ongoing professional development which could then be applied towards CDP certification requirements.

The field of career development has often been described as an “accidental” career outcome. Many practitioners come from adjacent disciplines and backgrounds. The NSCDA hopes that through the establishment of a clear and direct career pathway, career development will become a viable choice of profession for students and youth.

Labour Market Training Plan

Most practitioners who have worked in career guidance roles will quickly acknowledge the importance of using multiple Labour Market Information (LMI) sources to support individuals in informed career decision-making. Over the past number of years, practitioners have consistently identified gaps in training and education in

the area of Labour Market Information for Career Development Practitioners.

The NSCDA partnered with Labour and Advanced Education in the development of an extensive training plan to address these training gaps. This training aimed to refresh practitioners’ existing knowledge about LMI and introduce new content, ideas and strategies that will assist career practitioners in serving clients with confidence. It aims to increase the overall ability of career practitioners to support Nova Scotians in informed career decision-making.

NSW Diversity and Inclusion Project

The Nova Scotia Works Diversity & Inclusion Program was implemented to further develop and support diversity and inclusion within the Nova Scotia Works (NSW) employment service system. The project included the hiring and mentoring of 17 Black individuals in NSW centers.

The project gave several NSW employment service providers the opportunity to hire People of African Descent (PAD) in Nova Scotia’s labour market, through the provision of financial resources and training support.

The Center for Employment Innovation (CEI), Department of LAE, and the NSCDA worked collaboratively to support the 17 participants by providing NSW employment service providers with the financial and training support to help each individual and their organizations for three years.

The NSCDA training team provided the 17 participants with an orientation and overview of career services and will also be offering ongoing skills and competencies development training.

The NSCDA also played an essential role in the development of the Diversity & Inclusion Mentorship Program. A mentor is a career development practitioner who self-identifies as African Nova Scotian (ANS) or a Person of African Descent (PAD). Mentors provide support and guidance to participants throughout the program.

Change Management / Change Agent Training Project

To prepare NSW centres for successful integration of the Nova Scotia Works Online Services Platform (NovaScotiaWorks.ca), the NSCDA utilized Change Management practices. Fifty-one career practitioners were appointed from NSW centres to become Change Agents. Change Agents were trained and prepared to help their organizations transform the way they operate.

Each Change Agent completed an intensive online course and virtual training sessions that provided them with the necessary skills and knowledge to help guide their organization to a successful transition.

Transferable Skills Portfolio

Funded by the RPL (Recognition of Prior Learning) unit of the Adult Education Division, Nova Scotia Department of Labour and Advanced Education, Transferable Skills Portfolio (TSP) is a six-session

program designed to help job seekers identify and provide evidence of their transferable skills. This information can then be used for career decision-making and job search purposes.

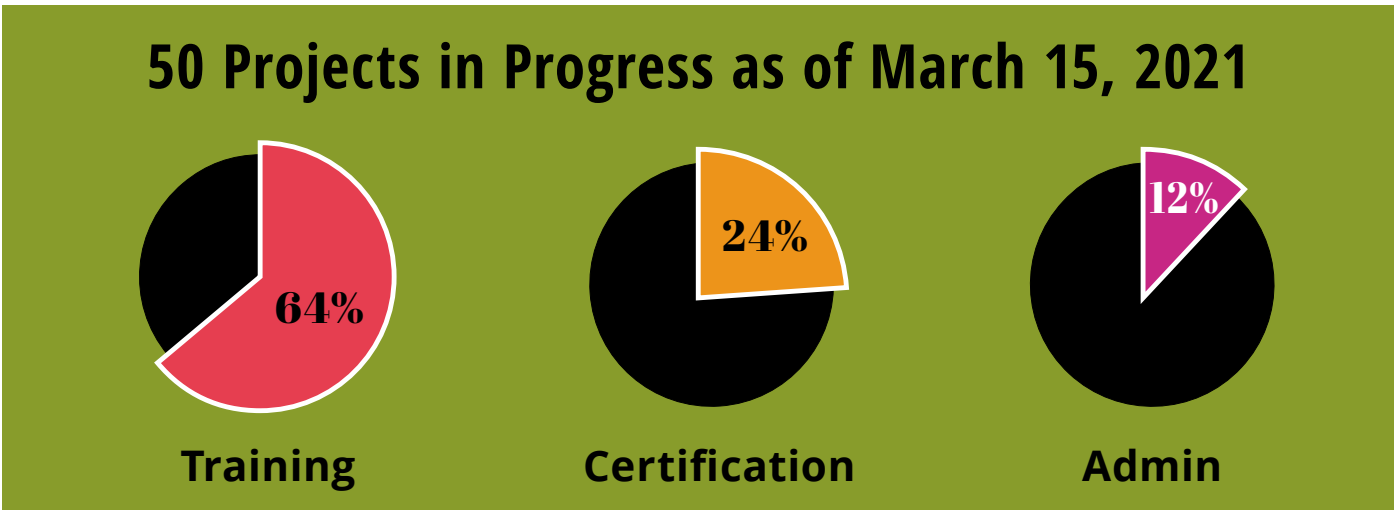
Project deliverables for 2020 included a third pilot of the program as well as the first round of TSP Facilitator training. COVID-19 required a creative approach to carrying out these activities, resulting in the adaptation of program materials and process for Zoom delivery.

The pilot was delivered as part of the Career Link program at TEAM Work Cooperative. Interest in the TSP Facilitator training was high and nine workshop facilitators completed the training.

A Focus on our Francophone Community

As part of our service commitment, we have established an improved experience for our Francophone members by providing the option to engage all our services and supports in both English and French. Starting in November 2020, the NSCDA began the process of designing, testing, and implementing a translation protocol. Where possible, the NSCDA will adopt a bilingual approach to all services, member supports, and communications.

Submitted by Staff, Training Department



FINANCIAL [DRAFT]

NOVA SCOTIA CAREER DEVELOPMENT ASSOCIATION FINANCIAL STATEMENTS FOR THE YEAR ENDED MARCH 31, 2021

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

REVENUES	2021	2020
Employment Nova Scotia	2,520,294	2,950,980
Special project funding	200,096	568,815
Certification	6,011	3,986
Conference	25,822	29,168
Membership fees	21,915	18,663
Course fees	7,757	11,274
	2,781,895	3,582,886

OPERATING EXPENSES	2021	2020
Administrative (Schedule)	1,955,284	1,687,225
Amortization	61,903	39,653
Certification program (Schedule)	55,476	7,774
Conference	162,376	110,264
Special projects	116,235	305,946
Training program (Schedule)	366,560	862,189
	2,717,834	3,013,051

	2021	2020
EXCESS OF REVENUES OVER EXPENSES	64,061	569,835
NET ASSETS: beginning of year	593,309	23,474
NET ASSETS: end of year	657,370	593,309

STATEMENT OF FINANCIAL POSITION

ASSETS		
CURRENT	2021	2020
Cash	2,955,620	845,923
Accounts receivable	2,965	-
HST recoverable	300,857	259,050
Prepays	247,793	128,059
	<u>3,507,235</u>	<u>1,233,032</u>
CAPITAL ASSETS	185,359	204,815
CERTIFICATION PROGRAM TRADEMARK	<u>8,540</u>	<u>8,540</u>
	<u>3,701,134</u>	<u>1,446,387</u>

LIABILITIES		
CURRENT	2021	2020
Accounts payable and accrued liabilities	25,107	391,293
Deferred revenue: special project funding	2,949,715	418,460
	<u>2,974,822</u>	<u>809,753</u>
DEFERRED CAPITAL CONTRIBUTIONS	68,942	43,325
	<u>3,043,764</u>	<u>853,078</u>
NET ASSETS		
UNRESTRICTED	657,370	593,309
	<u>3,701,134</u>	<u>1,446,387</u>

**2021
Certification
revenue was
up \$2,025
from 2020**

**2021
Membership
fee revenue
was up
\$3,252 from
2020**

STATEMENT OF CASH FLOWS

CASH PROVIDED BY / USED FOR	2021	2020
OPERATING		
Excess of revenues over expenses	64,061	569,835
Items not affecting cash		
Amortization	61,903	39,653
Amortization of deferred capital contributions	(16,829)	(21,640)
	109,135	587,848
Changes in non-cash working capital items		
Account receivable	(2,965)	370,945
HST recoverable	(41,807)	(139,160)
Prepays	(119,734)	(67,699)
Accounts payable and accrued liabilities	(366,186)	210,980
Deferred revenue: special project funding	2,531,255	(1,873,500)
Deferred capital contributions	42,446	3,986
	2,152,144	(906,600)
INVESTING		
Acquisition of capital assets	(42,447)	(183,489)
CHANGE IN CASH	2,109,697	(1,090,089)
CASH: beginning of year	845,923	1,936,012
CASH: end of year	2,955,620	845,923
Cash consists of:		
Cash	2,924,956	815,259
Guaranteed investment certificates	30,664	30,664
	2,955,620	845,923

SCHEDULE OF EXPENSES

ADMINISTRATIVE	2021	2020
Advertising and promotion	39,912	12,327
Bank charges	1,259	1,070
Board meetings	367	3,624
Memberships and licenses	33,226	62,109
Computer software, IT support, and web-hosting	4,979	17,489
Insurance	4,378	3,855
Occupancy	146,719	150,655
Office	27,980	25,889
Professional development	49,111	55,751
Professional fees	312,210	288,060
Telephone	20,985	30,401
Translation services	42,199	103,290
Travel	28,871	71,162
HST claim disallowed	20,750	
Wages and benefits	1,222,338	861,543
	<u>1,955,284</u>	<u>1,687,225</u>
CERTIFICATION PROGRAM		
Assessor meetings	-	2,833
Revision tools and process	39,301	-
Exam facilities	-	-
Honorariums	16,175	4,941
	<u>55,476</u>	<u>7,774</u>
TRAINING PROGRAM		
Professional development (external)	8,285	32,192
Program delivery	321,507	332,797
Program development	36,768	497,200
	<u>366,560</u>	<u>862,189</u>

Prepared by Baker Tilly  **bakertilly**

CERTIFICATION

Office of the Registrar Overview

In 2020 as Nova Scotia transitioned to a State of Emergency, NSCDA initiated nimble changes to support work from home while maintaining the highest level of service. The Office of the Registrar displayed adaptability and resiliency during this adversity, finalizing and implementing planned improvements to support members, streamline certification and recertification processes. The office continued to utilize best practices, industry standards and strategic opportunities to enhance services. The following list provides key highlights of process and administrative changes:

- Updated application and work experience package
- Scheduled dates for Certification Exam and Structured Interviews
- Recruitment and training of assessors
- Finalized new staffing structure for Office of the Registrar
- Launch of revised exam and online proctoring via teleconference

Collaboration and Initiatives

Canadian Career Development Foundation

The Office of the Registrar continues to spearhead discussions and projects with many external stakeholders. One such project is with the Canadian Career Development Foundation (CCDF). The NSCDA has two active members (Kathy and

Teresa) on the National Certification Steering Committee (NCSC) involved in developing a new National Competency Framework and Certification process for Career Development Professionals. As the NSCDA is a proven leader in this field, the continued relationship with the CCDF will bolster our foundation and solidify best practices on a national scope.

Centre for Employment Innovation

The NSCDA's partnership with the Centre for Employment Innovation (CEI) on a three-year study of the impact of Certification has moved into the data collection stage. Data is being gathered from graduates, current participants, mentors, and employers about their experiences with the CCDP program. This project will build the evidence base for the success of professional certification and how it has enhanced professional practice and the successful delivery of services.

20

New
entrants to
Assessment
Pathways

Diversity and Inclusion Project

In collaboration with CEI, a Diversity and Inclusion Project was initiated, with a focus on hiring and developing CCDPs within the Black community. Working in tandem with NSCDA trainers, 17 mentors participated in this ongoing project to develop and deliver comprehensive mentor training as well as a package of materials including role description, terms of reference and NSCDA Mentor contract. The Diversity and Inclusion Project has allowed the Office of the Registrar to capitalize on plans to further develop our mentorship program for Career Pathways to Certification.

Successful Initiatives Started this Fiscal Year:

- Secondment for Smartsheet implementation for NSW Employee Engagement Specialists
- Phase 2 of Transferable Skills Portfolio, including a third pilot and facilitator training
- Summer Student Internship project exploring current state of Recognition of Previous Learning (RPL) in Nova Scotia

*Submitted by Lindsay Guitard,
Certification Manager and Registrar*

54

**New entrants
to Career
Pathways**

30

**New CDPs
Certified**

29

**CDPs
Recertified**

234

**CDPs
Certified
since 2015**

195

**In
Certification
Process**

Growth of th

In 2018 / 2019, the Nova Scotia Career Development Association (NSCDA) undertook an extensive research study called The State of the Career Development Profession in Nova Scotia. Taking into consideration the findings and recommendations from this study, the NSCDA embarked on the development of a strategy to grow the profession in Nova Scotia. Input to inform this strategy development was received from 66 individuals, both members of the NSCDA and non-members; and an extensive secondary research undertaking which included a review of the career development profession in other Canadian and international jurisdictions.

STRATEGIC FRAMEWORK

Vision for the Profession: Career development is a widely recognized and valued profession making a difference in the lives of Nova Scotians every day.

Strategic Priorities consist of three interrelated relationships that position and promote the Profession, Nova Scotia Works, and the NSCDA as a Profession of Choice, an Employer of Choice, and an Association of Choice, respectively. Strategies were developed to grow and position each of these bodies supported by goals, objectives, and tactics.



As part of the strategy, an extensive branding and marketing process was undertaken for the career development profession and the NSCDA. A separate branding and marketing exercise is underway for Nova Scotia Works.

the Profession

POSITION

Position NSCDA as the preeminent advocate & certifying body of CDPs in Nova Scotia.

TARGET

Target current & prospective members who work in the career services sector & potential members who work in the education, not-for-profit & private sectors that cater to career & employment services.

CREATE

Create & disseminate leading edge resources to support CDPs' knowledge & competency.

REINFORCE

Reinforce the professionalization of the field & appeal to desires & motivations of members & potential members to grow in their career.

1

Positioning career development as an influential & rewarding profession because it changes lives.

2

Targeting individuals who are predisposed to working with people and are looking for meaningful work.

3

Reinforcing the professionalization of the field & appealing to potential entrants' desires for a meaningful career.

Conference 2020

The NSCDA's 22nd Conference, The Show on the Road, was like no other. While amid a global pandemic, the NSCDA shifted from an in-person gathering to an online, five-day event. The 53-session conference was hosted on PheedLoop, a virtual conference platform managed by ZedEvents. Over 500 logins were created, and 439 people virtually attended.

Conference attendees received Show Kits, a gift box consisting of Nova Scotian products, NSCDA branded swag, and sponsor items. Show Kits were assembled by the Dartmouth Adult Service Centre (DASC) and delivered to attendees.

PheedLoop's gamification option was very popular. Codes with point values were created to be hidden throughout the system and in NSCDA social media pages. Attendees collected the codes to exchange them for prizes or for draw entries. A total of 4,288 codes were claimed throughout the conference.

A virtual exhibitor space called The Exhibit Hall allowed event stakeholders to display information such as graphics, videos, downloadable documents, and contact information to their booth. Company booths displayed the names of their team members who were behind the booth. The exhibitor space also included a live video chat feature where attendees could speak directly with exhibitors.

The Show on the Road conference featured over 40 presenters, such as Tareq Hadhad, Founder and CEO of Peace by Chocolate. Tareq spoke on his family's inspirational journey from war-torn



Syria to Canada, as they fled amidst the conflict. The conference also featured keynote presentations from Activist and Author Ijeoma Oluo, a Future of Work and Workers Discussion Panel facilitated by Jamie Smith from CEI, and a presentation from Nova Scotia's own literary artist, Sheree Fitch. Keynotes also included Dr.

James Makokis of the Saddle Lake First Nation in Northern Alberta, and Her Excellency, the Right Honorable Michaëlle Jean.

Prerecorded performances were shared during lunch breaks on the first and last day of the event. Rising Mi'kmaq artist Emma Stevens was featured on Monday, while Nova Scotia's own Reeny Smith was featured on the final day.

The NSCDA's Annual Award ceremony was live streamed at the end of the fourth day. The Lifetime Achievement Award was presented to Betsy Payne, CCDP. The Service Innovation Award for NS Works Service Providers was awarded to PeopleWorx, and the Excellence in Career Development Award was presented to FutureWorx, Janice Ainsworth (TeamWork Cooperative), and Ann Botross (ISANS).

The NSCDA's first ever virtual conference was an innovative and educational experience. It demonstrated the endless possibilities of hosting a virtual event and it brought people together while amid a global pandemic. The virtual event created great opportunities for both professional development and networking.

Submitted by Mitchell Temprow, Administrator