



ANNUAL REPORT 2014/2015

Annual General Meeting Sponsor



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Board of Directors

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Amanda White
Vice-Chair

Juliana Wiens
Secretary

Phil Long
Treasurer

Cathy Casey

Jenny Milligan

Rui Ferreira

Teresa Francis

Jane Orrell

Staff

Paula Romanow
Executive Director / Registrar

Paulina Alfaro
Member Relations Coordinator

Ann Kelly
Bookkeeper

Cathi Stevenson
Communications & Administration

2013 / 14 Annual General Meeting Minutes

May 29th, 2014 Oak Island Inn

In Attendance: 19 members, 2 staff

- 1. Call to Order at 8:00 am**
- 2. Welcome by Chair: Sheri Taylor-Wood**
- 3. Approval of the NSCDA 2013 / 14 AGM Agenda**

Motion / Second: Chris Cook / Juliana Wiens
To approve the NSCDA 2013 / 14 Agenda as presented

All in favor: Yes

Contrary minded: None

Approved

Action Item: N/A

- 4. Approval of the NSCDA 2012 / 13 AGM Minutes**

Motion / Second: Rebekah Skeete / Kathy McKee

To approve the NSCDA 2012 / 13 Minutes as presented

All in favor: Yes

Contrary minded: None

Approved

Action Item: N/A

5. Chair Report

Sheri Taylor-Wood presented the 2013 / 14 Chair report to members. The report was included in the AGM Binder provided to members. Sheri referenced the binder contained all committee reports for review by members.

6. Financial Report

Phil Long, Treasurer presented the 2013 / 14 financial report and review and engagement contained in the AGM binder.

Motion / Second: Jason LeBlanc / Juliana Wiens

To approve the NSCDA 2013 / 14 Financial report and Review and Engagement as presented

All in favor: Yes

Contrary minded: None

Approved

Action Item: N/A

Motion / Second: Amanda White / Janet Davidson

To appoint Conrad Hurlbert LeBlanc as auditor for 2014 / 15. Phil Long will check with other Auditors to ensure there are no better options available.

All in favor: Yes

Contrary minded: None

Approved

Action Item: Phil Long to seek out other options for the Auditor and bring forward to the board if appropriate. If no better option is discovered appoint Conrad Hurlbert LeBlanc as auditor for 2014 / 15 as approved.

7. Appointment of NSCDA 2014 / 15 Board of Directors: Executive to be nominated during June 20, 2014 in-person meeting.

Motion / Second: Amanda White / Janet Davidson

To appoint the following NSCDA Board Of Directors for 2014 / 15.

Start Date / Representing

May 2014 Metro Regional Rep:
Cathy Casey

May 2013 Metro Member at Large:
Juliana Wiens

Vacant Cape Breton Regional Rep

May 2014 Cape Breton Member at Large :
Jenny Milligan

May 2013 South West / Valley Regional
Rep / Treasurer: Phil Long

May 2014 South West / Valley Member at
Large: Kathy McKee

May 2013 Northern Regional Rep /
Secretary: Amanda White

Vacant Northern Member at Large

8. Other N/A

9. Motion to adjourn at 8:30 am

Motion / Second: Amanda White / Bernice Vance

All in favor: Yes

Contrary minded: None

Approved

Action Item: N/A

Policy Update

The NSCDA continues to update its by-laws and policies in keeping with the vision, goals, and initiatives of the NSCDA, particularly with regard to certification. Over the past year, the Assessment & Certification Committee has been working together with Registrar Paula Romanow to develop policies concerning certification, while the HR Committee has focused on HR-related policies.

In March, the NSCDA hired Consultant Gail Hall to develop terms of reference for all committees and to make recommendations on specific policies going forward. This work is currently in front of the board for approval. Ms. Hall also reviewed conflict of interest guidelines and sent forward policy recommendations pertaining to this area of focus.

After making a series of initial amendments to the bylaws at last year's AGM, the Board continued with this process, and on March 26, 2015, additional amendments were passed at a Special Resolution meeting that took place in Dartmouth with 18 members in attendance. All NSCDA members had an opportunity to review the proposed changes prior to this Special Resolution meeting.

**Respectfully submitted,
Juliana Wiens
Secretary**

Report from the NSCDA Executive Director

As part of its evolution into an oversight body, the NSCDA created the position of Executive Director, and hired me to fill that role. It's been a busy few months since then.

Mental Health Project: This year marked the final phase of *Setting the Compass: A Career Services Training Manual for Supporting Mental Health Clients*. This CERIC-funded initiative saw the development of a web-based training manual for career service workers that will improve employment and educational outcomes for people living with mental health issues by enhancing the knowledge, skills, abilities, recovery beliefs, and improving practice policies of Canada's mainstream career service workers. The launch by CERIC on May 26, 2015 will mark the culmination of three years of work. Phase one was the research project on mapping the needs of career practitioners in supporting people with mental health challenges. Phase two was the creation of the training guide. Neasa Martin will be at the 2015 NSCDA conference hosting a session on the launch (see the conference program).

Anti-spam Webinar: I took part in an Anti-Spam legislation webinar in July which was put on by the Community Sector Council of Nova Scotia and Dalhousie University. The speaker, Richard Bridge, provided a good overview of how Cana-

da's Anti-Spam Legislation (CASL) is going to affect our ability to reach out to members, and even more significantly, to non-members. We are working on a policy for outreach and marketing which addresses CASL requirements. We provided a link to the webinar archive for members to refer to.

Professional Development (PD) Session for Managers & Senior Staff: 24 managers and senior staff attended the NSCDA-sponsored professional development session "Clinical Supervision of Career Development Practitioners" with Ellen Weaver Pacquet on Oct. 17, 2014. The evaluation of the session was generally positive; feedback indicates that there is a huge appetite for more NSCDA-sponsored PD from the NSCDA membership, both to do with certification, and practice in general. We are exploring other possible topics / speakers in the upcoming months.

MSVU Communication Studies Co-op Student: We received Strategic Cooperative Education Incentive (SCIE) funding from the provincial government to assist in the hiring of a co-op student from Mount Saint Vincent University's Communication Studies Department. The successful candidate was Gregory Cutten, who was here for the period of Jan. 4 to May 1, 2015. During that time, he carried out a number of communication tasks

including organizing and photographing the Assessor Graduation Ceremony on Jan. 11. He also created the content, and layout / design for the Winter 2015 Certification Communique which went out to members in March (see website). Gregory's main task however, was to create the framework for the NSCDA's communication and marketing plan; an integral part of this task was to conduct a thorough review of the current NSCDA website and social marketing sites, and make recommendations for improvement.

Office Move and New Staff Hiring: In February, the NSCDA offices moved to Suite 420 Sunnyside Place, in Bedford. We also hired a part-time communications / administration assistant, Cathi Stevenson. Her background in communications, as well as in administration are extremely impressive. She will be responsible for the administration work connected to the Certification Program, and the NSCDA in general, as well as for the website and social media platforms. She will also be helping with the conference, membership drive, and marketing the various NSCDA PD initiatives.

NS Prior Learning Assessment Network: I attended the initial State of PLAR in Nova Scotia

workshop at Mount Saint Vincent University on March 9, 2015. The interest in creating the formation of a NS PLAR network was explored and at the end of the day, a committee was formed to work on this. Rebekah Skeete, Betsy Payne and I sit on the committee representing the NSCDA.

NSCDA Library: We are in the process of building a lending library of Career Development books on a variety of relevant topics which will be loaned to the membership for professional development purposes. The library is currently being catalogued, and the catalogue will be put up on the website.

Voluntary Certification Project: The two-year Voluntary Certification Pilot Project ended March 31, 2015 with the successful completion of the certification process by 58 candidates. (See Certification Committee Report).

**Respectfully submitted,
Paula Romanow
Executive Director,
NSCDA**

Certification Committee Report

2014-2015

2014 / 15 saw the completion of the second and final year of the Voluntary Certification Project Pilot. It has been an incredibly busy time for the Registrar and other committee members on a number of fronts.

Perhaps most significantly, we are pleased to announce that we have awarded the Certified Career Development Practitioner (CCDP) designation to 58 people during the pilot phase of our certification project. This includes our 11 competency assessors who deserve a huge “Thank You” for the hard work they have put into making the pilot a success, especially Rebekah Skeete, our Lead Assessor. We quite literally couldn’t have done it without her and her team. This is an exciting time both provincially and nationally for the growth of our profession, and we are pleased that our certification model is bringing recognition to Nova Scotia as being right at the forefront of innovation in the field of career development.

Certification Pilot Process for Candidates: We sent out a call for pilot applicants in July, 2014 and received 72 responses. Of these, ultimately 55 were chosen to be pilot participants through a blind selection process conducted by the Registrar and Voluntary Certification Committee members. The applications are very diverse and

representative of the broad spectrum of career development practitioners in Nova Scotia. The Registrar held a series of orientation sessions throughout the province in October, 2014, and the candidates wrote the certification exam in December in a number of locations (Metro, Sydney, Pictou, Windsor, Yarmouth, Glace Bay and Amherst). There were some concerns with the exam based on the results, and the committee met with Phil Mondor, the consultant who created our certification process, to do a deep analysis. This resulted in 6 questions being removed from the exam, with a resulting adjustment in marks. In the end, 15 candidates were unsuccessful at their first attempt of the exam; they were given the opportunity to rewrite in April. While this was going on, the candidates completed the second and third parts of the certification process: the Structured Interview and submission of the Work Experience Package. Of the 55 pilot candidates, 47 completed the process successfully and have been granted the CCDP designation. The protocols around retries for those who were initially unsuccessful are currently being worked out. The pilot process is also currently being analyzed based upon participant feedback in preparation for the next round of candidates. At this time, we are going to reverse the order of the process (content remains the same)

so that candidates will submit the Work Experience Package first, which will be reviewed for gaps and possible need for gap filling, then go through the Structured Interview, and finally, write the exam. We are hoping to certify between 75 and 100 people in the coming year.

Assessor Training: 14 NSCDA members took part in the NSCC Competency Assessor Training Course, and of these, 11 have become NSCDA assessors. These 11 successfully completed the NSCDA Certification process and were awarded their CCDP designations in a graduation ceremony in January, 2015. We are currently in discussions with the NSCC about customized assessor training specific to the NSCDA going forward, and will be recruiting new assessors in the coming year.

CCCD Working Group: The Registrar is the NSCDA representative to both the CCCD Certification Working Group, and to the CCDF. During the last CCCD teleconference, two subcommittees were formed, and the Registrar has a seat on both. The "Certification Survey" Sub-Committee is to research and identify the value of certification for practitioners, employers, funders, and the public and to determine the level of interest from practitioners and stakeholders in operationalizing the core and specialization competencies of the Standards and Guidelines. The "Certification Foundations" Sub-Committee is to identify minimum standards / common elements of certification for reciprocity and to explore options, including strengths and challenges, for sharing administrative or regional functions of certification.

SkillsOnLine NS: The NSCDA Learning Network set up with SkillsOnLine NS is ready to be accessed by CDPs who need gap training as they pursue certification. Currently the mandatory NSCDA Ethics webinar is available for pilot candidates only.

CAPLA/Cannexus Presentations: Rebekah Skeete and the Registrar gave a presentation to the CAPLA 2014 conference in early November. The presentation was well received, and a number of very useful contacts with other provincial CDAs were made (e.g., Manitoba and PEI). A partnership with CAPLA's national quality assurance project (for competency / RPL-based programs) is also under discussion as a result of our attendance at this conference. There were also other Nova Scotian stakeholders present who are in the process of developing competency-based certification programs (e.g., NS Boat Builders) and strategic partnerships are being explored between them and the NSCDA. Rebekah and the Registrar were also part of a Certification in Canada Panel (with Ontario and the CCCD) at Cannexus in January, 2015. It was a very interesting presentation, and highlights the rigour of our process compared to some of the other provinces.

Presentation to ENS Managers' Meeting: The Registrar gave a presentation and answered a number of questions at the ENS Managers' Meeting in Inverness the first week of October. There was general interest in the certification program, and several individuals indicated that the presentation had clarified a number of questions / concerns they had about the project. The general consensus was that certification is a positive step forward and that staff will be encouraged to pursue it. Some managers also indicated that they would be interested in applying for certification once the pilot is complete. The Registrar also presented to a group of Native Employment Officers, who were very interested in certification, but felt it might be a bit advanced for them at the moment. Discussions around this are ongoing.

The Certification Program will continue to be busy in the coming year, with a current list of

over 60 individuals waiting to begin the process in June, 2015. Professional development opportunities specific to certification (gap filling and recertification CEUs) and a quality assurance framework are also being developed and will be rolled out in the months ahead.

Respectfully submitted,
Paula Romanow
NSCDA Executive Director / Registrar
NSCDA

Report from the NSCDA Board Chair

2014 / 15 was a great year for the NSCDA. We welcomed new staff and new Board members, moved our office, obtained funding commitments, created a plan to guide us as we move forward into our new role as an oversight body, and built partnerships that will have a lasting and positive impact for our organization.

In 2014 / 15, the NSCDA:

- Undertook strategic planning with stakeholders and board members to outline a one-year action plan for the organization.
- Negotiated project and funding agreements with government to move the NSCDA model of certification for career practitioners from a pilot project to part of our core mandate.
- Completed the "Career Services Guide: Supporting People Affected with Mental Health Issues," a project funded by CERIC.
- Hired a communication studies co-op student, Gregory Cutten, from MSVU to develop a communications' plan for the organization with special emphasis on career practitioner certification.
- Completed a review of all committees, including structure, Terms of Reference and guiding principals.

- Revised by-laws through a Special Resolution vote to align our governance model to our operations and certification models.
- Certified eleven career practitioners as CCDPs. These first eleven are also the NSCDA's first Certification Assessors.
- Hosted the most financially successful conference ever at the Atlantica Hotel and Marina, Oak Island.
- Moved to and equipped the new NSCDA office in Bedford from which the Executive Director / Registrar, Member Relations Coordinator and Communications / Administrative Assistant are now working.

The NSCDA is proud to be working with a wide range of dedicated and caring individuals and organizations. From government to individual members, there is a focus on growing the career development sector in the province and across the country. We have been learning through our involvement with other groups such as CERIC (Canadian Education and Research Institute for Counselling), CCCD (Canadian Council of Career Development), NSCC (Nova Scotia Community College) and all of the individuals and agencies

who have lent their time and expertise to the NSCDA over the past year.

The NSCDA's success is due solely to the involvement of its members. With your support, we are ready for the challenges that the next year brings!

**Respectfully submitted,
Kathy McKee
NSCDA Board Chair**

NSCDA HR Committee Report

April 1, 2014 - March 31, 2015

Committee Members: Amanda White, Cathy Casey, Jane Orrell

This year was an exciting one for the NSCDA as we continue to grow as an organization. The NSCDA now has two full time staff as of October, 2014 (Executive Director/Registrar; Member Relations Coordinator) and one part-time staff (Communications / Administrative Assistant).

Prior to the hiring of the latter in April, 2015, the NSCDA hired a Mount Saint Vincent University Communication Studies Co-op student who was partly funded through a provincial Strategic Co-operative Education Incentive grant. The student was supervised by the Executive Director who found the addition of this role very beneficial in developing a comprehensive communication strategy for the NSCDA. The communications / administrative assistant will be continuing this work, as well as taking on a number of other communications tasks, and running the administration of the Certification Program.

Also this year, the HR committee completed a thorough review of the HR policies with pending recommended changes to be approved by the board in the summer. At the same time, the committee terms of reference and conflict of interest and ethics policies prepared by Gail Hall, who is an expert in not-for-profit governance, on behalf of the NSCDA, will also be reviewed.

Currently, medical benefits for staff are being investigated. This will be subject to board and funding approval.

Finally, the committee is developing a performance management strategy in consultation with the board.

**Respectfully submitted,
Amanda White
Committee Chair**

NSCDA Conference Committee Report

The 16th Annual NSCDA Career Development Conference, “Encouraging Discovery, Supporting Growth” was held on May 28 – 30, 2014 at the Atlantica Oak Island. As in the past, the conference offered Career Practitioners across the province the opportunity to connect with one another and participate in learning and professional development opportunities.

The committee’s vision for this conference was to create a more intimate and participatory experience where delegates would have the environment and forum to connect with one another in a more meaningful way, and connect with the career development community. The social events world café session and closing session were designed to this end, and were enhanced by the location.

Mark Franklin facilitated the pre-conference workshop on May 28. Participants had the opportunity to play the “Who You Are Matters” game. Those present expressed that they felt the game had great value from a personal perspective, indicated they saw value in the game and experience for clients, and voiced that they felt it was a valuable opportunity to connect and share with other career development practitioners. Mark also delivered the keynote address entitled “From Insecurity and Doubt to Hope and

Confidence – Evidence of Positive Outcomes Using a Holistic Narrative Method.” 52.2% of survey respondents were highly satisfied with Mark’s keynote address, while 40% were satisfied. There were several inquiries regarding how to get training in the CareerCycles narrative method.

The conference had many interesting and informative presenters who delivered 15 workshops on a wide variety of topics to 205 conference registrants. A plenary session facilitated by Tim Merry offered conference delegates the chance to discuss their experiences of career development in Nova Scotia with one another in a structured world café format. While the session ran a little long due to the high degree of engagement by participants, the session was a resounding success. 66.7% of survey respondents were highly satisfied, while 25.56% were satisfied. The session yielded valuable feedback from conference delegates around their concerns, challenges and perspectives on career development in Nova Scotia.

Following the workshops on Thursday afternoon, we held “Appy Hour” a networking and social event. This addition to the schedule was a success and was well attended, while costs remained low. The NSCDA paid for half the price of

drinks for the first 100 delegates, as well as the appetizers. A bonfire was also held Thursday evening and was attended by about 50 people. Charles Barkhouse, a local Oak Island expert entertained the group with stories of Oak Island.

Tim Merry presented the closing address and followed up on his world café session by asking delegates to describe their most meaningful and valuable experiences at the conference. Delegates voiced finding value in this activity and the participation levels were positive.

Location: The Atlantica Oak Island proved to be an excellent location for our conference. The hotel staff were very easy to work with, efficient and supportive. 87.7% of survey respondents said the facility was great or good. Holding the conference at a rural location seems to have 2 noted advantages:

- 1) Delegates participate more fully in the conference events, especially the social events. A metro location offers a large variety of off-site activities, and as a result, fewer people participate in the conference events.
- 2) Several comments were made that people enjoy the relaxing atmosphere of a seaside location or more rural area. The main disadvantage to this location was the minimal space available for exhibitors which limits the potential income from sponsors. Overall, I would recommend this location for future conferences.

Workshops: This year, the number of workshops presented were cut from 25 to 15. This was partly due to issues surrounding available space as one booked workshop room needed to be used for exhibitor space so as not to limit the conference's income from sponsors. However, we had also planned to reduce the number of workshops in an effort to add to the atmosphere of intimacy and connection we were at-

tempting to create. Overall, attendees responded positively to the workshops at the 2014 conference. Several people commented that they appreciated the variety of workshops, and also preferred to have better quality workshops over having more variety. Several expressed a desire for more in depth learning opportunities.

It is worth noting that of 15 workshops, 13 received an average feedback score of 4 or above out of 5. This is excellent feedback.

Sponsorship / Exhibitors: Employment Nova Scotia restored core funding for the conference this year. After 2 years of significantly decreased financial support for the conference, they sponsored us for \$10,000. Other sponsors included CareerBeacon, Canadian College of Massage & Hydrotherapy, Carpenter Millwright Trades College, Commercial Safety College, Dalhousie University College of Continuing Education, Institute for Human Services Education, Lift Communication, McKenzie College, Maritime Environmental Training Institute, New Dawn College, Nova Scotia Construction Sector Council, and Operating Engineers Training Institute of Nova Scotia.

Financials

INCOME \$60,350

EXPENSES \$24,233.35

Projected Profit \$36,116.65

Conclusion: Both in terms of satisfaction rates from delegate feedback and profit made by the conference, this year's conference was a clear success.

**Respectfully submitted,
Leah Planetta
Conference Committee Chair**

Treasurer's Report

The NSCDA has grown over the past year, and with it, financial roles and responsibilities. Financial policies have been reviewed and revised as needed, financial roles have been established and a close working relationship with the Scotia-bank has been developed.

The NSCDA has worked closely with the Province of Nova Scotia, Department of Labour and Advanced Education on projects, namely, Career Practitioner Certification (Year Two Pilot) and the development of a Virtual Careers Nova Scotia portal. All projects were accounted for, reported on through the Labour and Advanced Education "LaMPSS" software and closed out at the end of the fiscal year. The NSCDA also began discussions with Employment Nova Scotia about the value of career practitioner certification and the support measures required to develop and maintain a professional designation for Career Practitioners in Nova Scotia.

The approved budget for 2014-2015 projected a surplus of \$4,111.00 for all operational costs (does not include project budgets). Actual surplus at March 31, 2015 was \$16,340.00. This is due to an increase in conference profit and by ensuring that the operations of the organization were conducted with sound fiscal management.

This profit allowed the organization to lease and equip a small office in Bedford to house the Executive Director / Registrar, Member Relations Coordinator, Bookkeeper and part time Communications / Administrative Assistant (fiscal 2015-2016).

Investments

The NSCDA currently holds two investments: both 1-year term GICs held with Scotiabank.

GIC #1 Value @ March 31, 2015: \$15,135.00

GIC #2 Value @ March 31, 2015: \$15,627.00

The Future

The NSCDA has been successful in obtaining a financial commitment from the Department of Labour and Advanced Education for operational expenses in the coming year. This will allow the NSCDA to combine all activities into one budget and streamline financial accountability. The NSCDA has also made commitments to increase revenue. Increased revenue will be in the areas of conference, professional development opportunities, membership and certification.

Respectfully submitted,
Phil Long,
NSCDA Treasurer