

Welcome to the November e-News! I hope you had a meaningful **Remembrance Day** and were able to spend some time reflecting on the tremendous sacrifices of our past, present and future Canadian troops – all in the name of the wonderful freedom and peace that we Canadians, from coast to coast to coast, are so fortunate to enjoy. LEST WE FORGET!




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### LET'S "PRACTICE" WHAT WE PREACH!

As Career Educators, one of our primary goals for our students is to equip them with the tools they need to become confident, skilled, independent career planners. Kathleen Johnson, at Concordia University, College of Alberta, explains why this work is so important:

*“While it’s true we cannot predict what the future has in store for us, planning can increase the odds that our life will hold meaning. Career planning can help create a personal vision of where we want to go with our working lives.”*

Before we can help our students become strong, life-long career planners, we need to have a good understanding of ourselves and practice GOOD career planning ourselves! Grab a pen and paper, reflect on your career and answer these essential questions we need to ask ourselves:

#### WHO AM I?

- ❖ What is my life purpose? When I reach the end of my life journey, what is it I hope to have accomplished?
- ❖ What are my unique talents, interests, values, characteristics, motivators, likes and dislikes?
- ❖ What specific results do I want to achieve from my career?
- ❖ How might those outcomes change as I move through different life stages?

#### WHAT HAVE I DONE?

- ❖ What are my transferrable skills?
- ❖ What education, training, knowledge, experience, and competencies do I have to offer?
- ❖ What is the most effective way to market myself in the world of work?

#### WHERE AM I GOING?

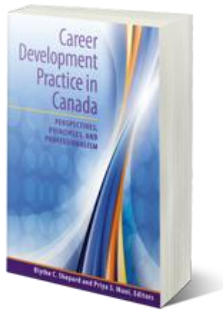
- ❖ What’s my understanding of alternatives and options for my career path?
- ❖ What are my specific career goals (short, medium and long term)?
- ❖ How do I make successful career transitions?
- ❖ How will I ensure that my career brings meaning to my life?

#### HOW WILL I GET THERE AND WHAT MIGHT GET IN THE WAY?

- ❖ What’s my strategy for reaching the career goal(s) I have identified?
- ❖ What resources and strengths do I have to surmount obstacles and challenges?
- ❖ What support and networking resources are available to me?
- ❖ What ongoing career management strategies do I need?

The previous Career Educator survey is taken from Canada's first comprehensive Career Development textbook, and if you haven't bought your copy of this fantastic Career Development resource, do it now! This GREAT reference text has been brought to us by CERIC (Canadian Education and Research Institute for Counselling) and should be at the fingertips of every Career Development teacher/consultant/practitioner:

## ***Career Development Practice in Canada: Perspectives, Principles and Professionalism – Reference Textbook***



Rob Straby, Career Development Practitioner at Conestoga College, loves this new “comprehensive text focused on Canadian career development, one that eloquently articulates multiple perspectives, established principles, and standards of professional practice. This book is a must read.” It also “Includes: Stop-and-reflect moments; a glossary of key terms; references with web links, discussion and activities for individuals and comprehensive career development textbook! Not only does it pull together the history and development of career development in Canada, but it offers discussion and activities for individuals and group; and resources and supplementary readings.”

I have already personally used this great book numerous times to support my work in various reports, shared activities with classroom teachers, and used its rich information in Board presentations and Division professional development. Contact [sales@ceric.ca](mailto:sales@ceric.ca) or call them at (416) 929-2510 to order your copy. The print version is \$48 but if you buy in bulk for a group of educators in your school division, bulk prices are available.

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### ***CES Conference in Vancouver, BC*** ***“Career Education: Catch the Wave of Excellence”*** ***November 24-25, 2014***

I was SO fortunate, along with nearly 400 other guests, to be able to attend the amazing 37<sup>th</sup> Annual CES (Career Education Society) Conference held earlier this week out in beautiful British Columbia! It is always so fascinating and refreshing to learn how career development is delivered in different parts of Canada. This Conference is held at the gorgeous Four Seasons Hotel (Conference rate \$150/night!!) right smack-dab in the heart of downtown Vancouver. The hotel is also situated directly above the Pacific Center – an awesome shopping mall of about 200 stores – dangerous! SO, this is the reason for the lateness of this edition of the e-News – I wanted to be able to share some of my Conference “learnings” with you, my hard-working colleagues! While it is very difficult to summarize the 25+ pages of notes I took over these two session-packed days (whew!), I will attempt to share some of the highlights of a couple of many excellent sessions I attended. READ ON!

## A. First Keynote: Jody Urquhart – “Follow Me – I’m Right Behind You” – HUMOUR at work! ☺



Motivational Keynote Speaker

Jody Urquhart

*"You really captivated a burnt out and cynical crowd, they left energized and smiling, great job!"*

-Cendent

- On stress: 1/3 people are now experiencing burn-out at work – we need to lighten up!
- On purpose: We need to know and reflect often on why we are passionate about our jobs
- On change: Our parents and grandparents lived in the same house, worked at the same job and had the same spouse their entire working lives. Today, people change jobs every 2.5 years, and move to a different home every 3 years, and if born after 1960, will have more spouses than they will children! Now that’s a LOT of change! By age 25, most baby-boomers owned their own homes and had 2.5 kids. Nowadays, most 25 year olds are still living at home, in their parent’s basements!
- On technology: when we were young, the average attention span was 20 minutes; now it is 9 seconds! Students now want to be entertained in class, because they get that from technology and at a very fast pace. Hence, they get bored very quickly in class ... So how do we engage them?
- The #1 reason people leave their jobs – they feel unappreciated.
- Employees today act like they are “renting” their jobs, just like they rent a car. They don’t treat them like they “own” them, so they are not willing to invest and engage in them, since they are going to change jobs soon anyway.
- To increase the connection to and engagement in our jobs, we need to let our purpose and passion guide us. Begin by listing all things we love about our jobs.
- Let humour at work sustain you! You need to have fun at work – play should not be the opposite of work, but rather PART of your work! Smiling and laughing releases endorphins (a chemical 10 times more powerful than morphine) into the body, with the same exhilarating effect as strenuous exercise, reduces muscle tension and stress, increases blood flow and oxygen to our brains and helps us to be more focused and productive.
- Kids laugh 400 times per day, while adults, by age 35, laugh only 15 times per day ☹
- Stress levels are more than double what they were 20 years ago – there are fewer resources and fewer people to do the same amount of work. Therefore, we need humour to help us reduce the stresses we are under.
- We create special bonds when we laugh together with co-workers. Humour levels the playing field to create an atmosphere encouraging honest dialogue, open communication and increased risk-taking. Creating more equality in power and control shows people respect and builds pride in their work. Shared laughter is a team-building exercise! Being open to humour and being positive is a choice we make and it lets us control our environment. When we lighten up, it allows us to be present in the moment and see the fun and enjoy it! Play puts us in a moment of no stress – time flies by so quickly when we are having fun – that’s why kids always ask “just five more minutes?” Five minutes of humour every morning has been proven to add years to your life! It is all around us – let it become part of who we are. If we play together, we really do stay together!

Another great session at the CES Vancouver Conference encouraged all school divisions to assess where they are at in terms of their Division's "state of affairs" on Career Development. Here is a very helpful self-evaluation tool to help you and YOUR school Division assess where you are at now, and what you need to keep working in the future:

## Complete a Self-Evaluation

No matter where you're at in career program development, it's vital to perform regular evaluations to make sure things are on track. Use these questions along with the following checklist to help guide your evaluation process:

1. Where are we now? (Issue)
2. Where do we want to be? (Goal)
3. How will the plan help to meet the needs of the community/region and province in terms of filling labour market shortages? (Is goal compatible with district and community goals and needs)
4. How do we get there? (Plan)
5. How do we measure our progress?

School District has:	Yes	No	Still to do or refine existing plan
<b>Career Development Education Strategy</b>			
An articulated vision, goals and plans for its career development education programming that was built on consultation with stakeholders (educators, parents, community and industry)			
The strategy takes into consideration local, regional and provincial labour market needs			
A strategic plan for the implementation and execution of its vision, goals and plan for career development education from k-12 over a 3-5 year horizon			
Articulated outcomes for k-12 students related to career awareness, career exploration and career engagement including: <ul style="list-style-type: none"> <li>• k-6 – career awareness activities and infusion into day-to-day learning</li> <li>• 7-9 – career exploration opportunities and infusion into day-to-day learning</li> <li>• 10-12 – career engagement programming that integrates career mapping, planning and opportunities for youth to participate in transition activities linked to external stakeholders (post-secondary, employers, virtual learning)</li> </ul>			
Continuous improvement plan in place that includes a process for monitoring and assessing progress against measureable outcomes			

<b>Operations</b>			
Funding identified and allocated to support career development activities and programming			
Infrastructure to support the vision, such as staff, equipment, facilities, consumables, professional development			
Staff dedicated to career development education programming at the district level and responsible for implementing the plan and its outcomes			
Staff at the school based level responsible for career development education outcomes			
Complies with MOE and funder's policies, procedures			
Professional development opportunities to support staff career development education			
<b>Communications and Marketing</b>			
A communication plan is in place to support career development messaging and to support activities including website and social media			
Communication key messaging includes staff, parents, students and external stakeholders as audiences			
<b>Student Engagement</b>			
Activities and programming that are in place to support career development outcomes in k-6, 7-9 and 10 12 related to career awareness, exploration and engagement and is a district wide effort			
Awareness activities that are integrated into day to day learning at k-6 and include leading practices around career development such as Maker Days, hands-on learning with connection to careers, connection to learning pathways, design thinking			
Exploration opportunities that are integrated into day-to-day learning and include leading practices around career development such as "Take Your Kids to Work, career fairs, spotlight speakers, Planning 10			
Engagement options that are integrated into programming such as dual credit, trades and technology programs, career preparation programs, Work Experience, Secondary School Apprenticeship, Co-op			

**What does INDUSTRY say about Interview Preparation? Check out this checklist!**



## Interview Preparation

Preparation for a job interview is vital. You want to appear confident and capable. There will be questions from both the hiring manager and Human Resource Consultant around your education, work experiences, skills and abilities.

- **Print the posting and review in depth**
  - Review your experience and accomplishments, both paid and unpaid, as they relate to the position.
- **Be prepared to speak to:**
  - Your specific knowledge of the duties required. (terminology, theories, concepts, etc.)
  - Specific experiences you have had that relate to the duties.
  - A hypothetical job related situation.
- **Research information about the City of Saskatoon and the specific Department the position is in.**
  - It is readily available on our website (Saskatoon.ca). Assess your strengths and determine how you can relate them to City of Saskatoon's needs and the future success of the organization.
- **Prepare a list of questions that you can ask about the position**
  - A few well-thought out questions will help to convince the interviewer that you are genuinely interested in the organization and in the position.

Interview Do's	Interview Don'ts
<ul style="list-style-type: none"> <li>• Dress the part for the job</li> <li>• Plan to arrive about 10 minutes early</li> <li>• Check ahead of time for parking availability, bus schedules, or anything else that could cause you to be late.</li> <li>• Greet the receptionist with courtesy</li> <li>• Come prepared with extra resumes and/or portfolio, work references</li> <li>• Stress your achievements</li> <li>• Close the interview by telling the interviewer you <i>want</i> the job</li> <li>• Ask relevant questions about the job or the organization</li> <li>• Begin with a firm handshake (if offered)</li> <li>• Keep answers short and to the point</li> <li>• Sell yourself without being immodest</li> <li>• Demonstrate a positive attitude and enthusiasm</li> <li>• Know the contents of your résumé</li> </ul>	<ul style="list-style-type: none"> <li>• Chew gum</li> <li>• Have your cell phone on</li> <li>• Rely on your application to do the selling for you</li> <li>• Use poor language such as "like", "uh" and "um"</li> <li>• Answer questions with just a "yes" or "no"</li> <li>• Be late</li> <li>• Wear perfumes/colognes</li> </ul>

**And what about COVER LETTERS and RESUMES?? What do these EMPLOYERS want to see??**



2013 Canada's Best Diversity Employers

## Cover letters

You may want to include a cover letter with your résumé, but it is not a requirement. The cover letter should convince the reader to look at your résumé by:

- Call attention to relevant elements of your background.
- Showcase your communication skills.
- Ensure that your letter reflects your attitude, motivation and enthusiasm.
- Provide any information specifically requested in the job posting or advertisement.

## Resume

Tips and Tricks	Include in your Resume
<p><b>Keep it Short</b></p> <ul style="list-style-type: none"> <li>▪ Usually one or two pages. It may be appropriate to create a longer resume in some cases.</li> </ul> <p><b>Easy to Read</b></p> <ul style="list-style-type: none"> <li>▪ Be precise - use specific and accurate words to describe your skills and abilities.</li> <li>▪ Be concise - only relevant information is required.</li> <li>▪ Avoid big words.</li> <li>▪ To make for easy reading use short sentences or point form.</li> </ul> <p><b>Well organized</b></p> <p>Organize information under headings. Underline headings or type them in bold print so they stand out. Use the same format throughout the entire document. For example if you list information on your present job in point form, don't switch to sentences or paragraphs when describing previous jobs.</p> <p><b>Attractive</b></p> <ul style="list-style-type: none"> <li>▪ Use black ink on 8 1/2" by 11" white paper.</li> <li>▪ Leave plenty of white space; do not crowd your information.</li> <li>▪ Leave a one inch margin on all sides.</li> <li>▪ Make clear, clean copies.</li> </ul>	<p><b>Contact Information</b></p> <ul style="list-style-type: none"> <li>▪ First &amp; Last Name</li> <li>▪ Street Address, City, Province, Postal Code,</li> <li>▪ Phone Number (Cell/Home)</li> <li>▪ Email Address</li> </ul> <p><b>Experience/work history should include</b></p> <ul style="list-style-type: none"> <li>▪ Company Name</li> <li>▪ Dates of employment</li> <li>▪ Positions you held</li> <li>▪ Responsibilities and achievements- bulleted list</li> </ul> <p><b>Education</b></p> <p>Educational institutions (including high school, post secondary)</p> <ul style="list-style-type: none"> <li>▪ Other training taken with the certification attained</li> <li>▪ Special awards and honors earned</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>▪ Skills related to the position/career field hat you are applying (computer skills)</li> <li>▪ Other skills (language skills)</li> </ul> <p><b>Professional Memberships</b></p> <p><b>Additional Information</b> Volunteer activities, Hobbies</p>

*That's all for this month! Keep up the all the great Career Development work with your students, everyone! Good luck with all your Christmas preparations, drive safely as you come and go, stay warm, and keep those snow shovels handy!! ☺☺*