



NBCDA

NB CAREER DEVELOPMENT ASSOCIATION

Strategic Directions 2016-2019



www.nbcda-adcnb.com
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Introduction

In 2009, as the result of a strategic action process, the NBCDA Board of Directors articulated a set of strategic directions that defined a course of action focused on three key themes: information sharing, professional development and career development policy.

It is time for an updated strategic plan to set the course for NBCDA's next three years and beyond. The 2016 – 2018 Strategic Directions builds on NBCDA's many accomplishments to date. It proposes a review of the Vision, Mission, Mandate and Values and outlines five strategic directions for the next three years. With a clear strategic action plan, our dedicated volunteers will continue to promote career development policy and initiatives.

Who We Are

The New Brunswick Career Development Association (NBCDA) is an incorporated body consisting of an elected, volunteer Executive and Board of Directors that represents a membership of individuals interested in the areas of career development and life/work transitions. The NBCDA motto is “connecting the career development community”. The theme of the annual provincial conference is “Making Connections” each year.

Mission

NBCDA's mission is to represent members and the career development community and to position itself as the “go to” source for in the career development field. NBCDA fosters partnerships with diverse national, provincial and local organizations and governments with an interest in the areas of career development and life/work transitions.

Mandate

NBCDA's mandate is to promote a career development culture in New Brunswick by:

- Organizing and/or promoting events related to career development;
- Promoting the development and utilization of career development resources and services; and
- Encouraging cooperation, information sharing and coordination of activities of stakeholders involved in career development.

Our Values

NBCDA is committed to acting in accordance with our values (not listed in order of priority).

Leadership – We strive to take a lead role in promoting professional development that encourages exemplary practices and improvement of professional knowledge and skills (i.e. certification of career development practitioners).

Credibility – We are a trusted source of knowledge and information.

Collaboration – We develop and leverage partnerships that respond to shared goals and interests. We seek the best from each other and engage a broad network to share the best practices and advances in the field of career development.

Ethical Conduct – We stand by the highest standards of integrity in our professional and special project endeavours. We act honestly and ethically, delivering our commitments.

Respect – We treat all people with respect. We welcome and respect a broad range of ideas and perspectives. We build trust through our commitment to open communications, valuing everyone's unique background and contributions, and celebrating and sharing successes.

Knowledge and Continuous Learning – We believe that the pursuit of knowledge, understanding and personal development should be encouraged across all stages of life.

Linguistic Duality – We are committed to providing services and supports in both official languages as resources allow.

Accommodations – We are committed to providing services and supports for persons with a disability as resources allow.

Strategic Directions 2016 – 2018

Connecting the Career Development Community

Our Plan for the Future

The strategic focus of NBCDA will be in four key areas, all of which are underpinned by our commitment to be a voice and leader in the career development community. See Figure 1: Strategic Directions.

Figure 1: Strategic Directions



NBCDA's four strategic directions focus on the alignment with the career development sector, our mandate and our vision:

- Strategic Direction #1 – Connections & Partnerships
- Strategic Direction #2 – Professional Development
- Strategic Direction #3 – Awareness
- Strategic Direction #4 – Resources

Strategic Direction #1 - Connections and Partnerships

Goals: Connecting the career development community.
Fostering and building partnerships with alliances.

Play a leadership role in initiating conversations around topical issues that relate to career development and the implications for social well being of New Brunswickers and Canadians. This includes promoting networks across the country to foster discussion and share innovative ideas.

How will this be achieved?	Who?	Time Frame
<ul style="list-style-type: none"> • Create opportunities to meet with groups and government departments to raise the profile of NBCDA, the work that they do and the important value of the career development field. Examples: Ministers, MLA's, CBDC's (Post-Secondary Education, Training and Labour (PETL), Department of Education, Social Development, ACOA, private organizations, etc.). • Acknowledge that adhoc opportunities will present themselves. • Grow and develop relationships with other organizations and jurisdictions across Canada and the world. Examples: CCCD/ CERIC/CCDF/CASE/CACEE, JEDI, national inclusive network, CCPA, universities, colleges, etc. 	Board Members	Ongoing
Membership		
How will this be achieved?	Who?	Time Frame
<ul style="list-style-type: none"> • Continue to actively recruit new members in conjunction with new benefits. 	Board Members	Ongoing
<ul style="list-style-type: none"> • Maintain and update list of lifetime members and Career Development Practitioner Awards. 	Alene Holmes	Yearly
Celebrate Canada Career Month		
How will this be achieved?	Who?	Time Frame
<ul style="list-style-type: none"> • List and promote events on the NBCDA website. • Request members send activities to be posted on the NBCDA website. 	Alene Holmes & Board Members	Ongoing
<ul style="list-style-type: none"> • Link with CCCD (national Outreach and Advocacy Committee) to endorse other projects. Ask Board members to sit on an outreach and advocacy committee. 	Board Members	Ongoing

Strategic Direction #2 - Professional Development
Goal: Promoting career development information and best practices.

Provide cost-effective opportunities for career development practitioners to update and advance their knowledge and skills to facilitate conversations between career development practitioners and stakeholders.

How will this be achieved?	Who?	Time Frame
<ul style="list-style-type: none"> Continue to offer annual "Making Connections" Conference. Continue current partnerships with Post-Secondary Education, Training and Labour (PETL) and other organizations. 	Conference Planning Committee	Yearly
<ul style="list-style-type: none"> Provide cost-effective professional development learning sessions on a variety of topics and formats which will vary based on local needs and issues of current interest. 	Board Members	Minimum once per year.
<ul style="list-style-type: none"> Continue to offer a variety of webinars that are aimed to bring knowledge and skills to the field (best practices, trends, tools and resources to the desktop of professionals). Partner with leaders in the field such as the Canadian Education and Research Institute for Counselling (CERIC). 	Jon Fairweather and Alene Holmes	Offer a minimum of one webinar or series per year.

Promote career development best practices, information and resources.

How will this be achieved?	Who?	Time Frame
<ul style="list-style-type: none"> Post relevant content across various platforms. Support other organizations by promoting and sharing their conferences and professional development events on the website. 	Members	Ongoing

Strategic Direction #3 - Awareness Goal: Raising awareness and promoting career development.		
Increase awareness of the importance of career development and of the difference that career development practitioners make.		
How will this be achieved?	Who?	Time Frame
<ul style="list-style-type: none"> • Create promotional materials such as postcards and brochures to initiate discussions and establish relationships with stakeholders. These materials will promote NBCDA and the importance of career development practitioners. 	Co-Chairs and Alene Holmes	Ongoing
<ul style="list-style-type: none"> • Form a marketing and social media committee. • Continue and enhance usage of social media (Twitter, Facebook, LinkedIn, Instagram) 	Board Members	Ongoing
<ul style="list-style-type: none"> • Establish a list of past 'Lifetime Member' award winners and add it to the Orientation Manual. • Promote the 'Career Development Practitioner Achievement Award' which has been established. 	Administrator and Awards Committee	Yearly
<ul style="list-style-type: none"> • Collaborate and partner with other organizations to make an ongoing effort to maintain and create synergy. Monitor and evaluate current partnerships. 	Board Members	Ongoing

Strategic Direction #4 - Resources

Goal: Mobilizing energy and sustaining services, staff and supports.

Financial Resources

How will this be achieved?	Who?	Time Frame
<ul style="list-style-type: none">• Engage and collaborate with partners in a range of projects.• Continue to search for new possibilities for partnerships with PETL, CERIC, CCDF, etc.	Executive	Ongoing

Monitoring and Reporting

An Executive Board meeting each year will develop an action plan based upon the strategic directions. The actions will be monitored yearly by the Executive Committee and reported to the Board of Directors.