



BC CAREER DEVELOPMENT ASSOCIATION

2013-2016

THREE-YEAR PLAN



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A Message from the President

I want to thank the BCCDA Board for the time and efforts they put into the development of the Three-Year Plan 2013-2016. All the directors are busy professionals with much work and personal commitments who volunteered their time to serve the Association. They are role models for our members and all career development practitioners.

Along with the board, Donna Brendon, our General Manager, was also instrumental in the developmental process helping us stay on track given the many directions we needed to be aware of. Her tireless work ethic and member service orientation have been a key factor for a very successful year for the BCCDA.

We have heard from you, our members, about your concerns, interests and needs. Your feedback has been incorporated into our planning process and this final plan. Thank you for your contributions.

The BCCDA is a membership-based organization. Its future sustainability relies on member contributions. We look forward to working with all of you to implement the new Three-Year Plan (and operational work plans) and ensure BCCDA remains a leading career development association.

Michael Yue, M.Ed.

President, BCCDA

BCCDA Overview

Incorporated in 2010, the BC Career Development Association (BCCDA) was formed through a merger of two well-established career development organizations: Career Management Association of BC (CMA) and ENET Society. As the services and membership of these two associations converged, the boards and members voted to merge and create a more streamlined, resourceful and dynamic association for career development professionals in BC.

From our office in downtown Vancouver, the BCCDA currently serves 650 members and 859 Certified Career Development Practitioners, representing professionals across the spectrum of career development services in BC. Our members and CCDPs include professionals in employment, rehabilitation, career counselling, human resource management, settlement, and other related fields. These professionals work in a wide range of environments including government-funded employment programs, non-profit community agencies, private career and employment service companies, business corporations, outplacement/career transitions firms, public and private schools and postsecondary institutions.

BCCDA administers the BC Certified Career Development Practitioner (CCDP) designation. Starting from a pilot project in 2008, the number of practitioners holding the designation has grown to 859 in June 2013. BCCDA offers a variety of professional development opportunities to support practitioners in their work.

Every year, the BCCDA presents the BC Career Development Conference, the largest event of the career development sector in BC that attracted over 300 delegates in 2013. We are committed to the professional development of practitioners and continuous improvement of our services and programs.

Planning Process

Over the past year, the BCCDA Board has undertaken an extensive review process that included many strategic discussions in Board meetings, consultation with members and stakeholders, and ultimately a special Board Planning Day in February 2013 where the directors formulated a draft strategic plan framework to guide our work in the next three years (2013-2016). In the plan, three themes were identified as highly critical to the success of moving forward: Governance, Membership and Business Development; and Stakeholder Relations.

Through the planning process, the Board also reviewed and revised the vision and mission of the BCCDA to better reflect the values, principles and goals of the Association and its members.

The BCCDA Three-Year Plan is the map which will connect the strategic themes with the action steps and measurements required for success. A final plan will be produced after BCCDA members have a chance to provide their feedback on the draft as presented in this document. More detailed operational plans will be eventually created to implement the many initiatives embedded in the Three-Year Plan. We are looking to all members to support us in achieving the goals set out in this Three-Year Plan.

Vision and Mission

OUR VISION

BCCDA is recognized as a leader in supporting competent and ethical Career Development Practitioners and advocates for the profession in order that the highest quality of service is provided.

OUR MISSION AND PURPOSE

Our Mission is to advance the practice and professionalism of career practitioners in BC and to promote the highest quality of career development services to the public.

Strategic Themes

The BCCDA identified three themes during the planning process, which the Board is committed to focussing on, over the next three years. These include:

- I. GOVERNANCE
- II. MEMBERSHIP AND BUSINESS DEVELOPMENT
- III. STAKEHOLDER RELATIONS

I. Governance

In the 2013-2016 Three-Year Plan, we will focus on three key areas of Governance:

1. Governance Model
2. Membership Representation on the BCCDA Board and Committees
3. Accountability of Board Committees and Sub-Committees

The Board wants to ensure that the BCCDA has the structure required to continue to provide successful programs to our members. Initiatives in this area include:

GOVERNANCE INITIATIVE #1: Implement a renewed governance model to support the activities of the three year plan 2013-2016

- Undertake a review of governance models and adopt best practices to enhance our own governance model
- Create clear Terms of Reference and supporting policies for the Board, committees and staff
- Implement effective training to the Board, committees and staff to ensure compliance with the Governance Model, Terms of Reference, and Policies

GOVERNANCE INITIATIVE #2: Create a Board and committees that reflect the demographics of the membership

- Utilize member demographics to establish Board and committee recruitment goals and priorities
- Develop and implement programs that encourage representation from the diverse membership areas to feed into the Board and committees
- Review membership representation on the Board and committees on an annual basis

I. Governance continued

GOVERNANCE INITIATIVE #3: Create active, accountable committees that are assigned key functions

- Strengthen and streamline committees (and subcommittees therein) with clear annual objectives and measurable outcomes to be accountable to the Board. Committees set policies to guide BCCDA operations and support the BCCDA office staff in implementing the 3-Year Plan.
- The existing committees include:
 1. Finance and Operations Committee: budget and financial control, administrative oversight, human resources management
 2. Professional Development and Certification Committee: training and professional development, certification and recertification program
 3. Membership and Marketing Committee: membership development, member benefits and engagement
- A new Government Relations and Public Affairs Committee may be created to assist the Board in building connections with government officials and conducting advocacy activities

II. Membership and Business Development

Membership and business development are critical for strengthening the organizational sustainability of the BCCDA. Over the next three years, we will focus on three key initiatives in order to raise the profile of the organization, provide value to our members, and grow our membership. Initiatives in this area include:

MEMBERSHIP INITIATIVE #1: Enhance the credibility and value of BCCDA membership and the Certified Career Development Practitioner (CCDP) designation

- Enhance the position of the Registrar to manage the CCDP Program and ensure the designation continues to be valued by employers and career development practitioners
- Create high-quality and accessible training and networking opportunities to cater to the needs of members and CCDPs
- Promote the profession to the general public and a broad range of stakeholders

MEMBERSHIP INITIATIVE #2: Enhance member engagement opportunities

- Develop new programs (e.g. Mentorship Program, Volunteer Program, etc.) to tap into the diverse talents of members and enhance member participation in the organization
- Create new roles (e.g. Mentorship Coordinator / Volunteer Coordinator) to develop and manage engagement opportunities for members
- Develop regular communication with members (e.g. monthly news digests)

MEMBERSHIP INITIATIVE #3: Attract more regional members and enhance regional member services

- Establish Regional Chapters led by regional representatives to engage members and provide developmental opportunities
- Enhance regional representation on the Board and committees

III. Stakeholder Relations

Maintaining, engaging and building stakeholder relations are integral to the success of the BCCDA's ability to serve its diverse membership. Strong stakeholder relations will strengthen ties, increase membership and advocate for the career development profession. Initiatives in this area include:

STAKEHOLDER RELATIONS INITIATIVE #1: Centre for Employment Excellence

- Formalize and consolidate a collaborative partnership with the BC Centre for Employment Excellence, through a Memorandum of Understanding that outlines areas of potential collaboration and partnership

STAKEHOLDER RELATIONS INITIATIVE #2: Provincial Government

- Develop a strong advocacy voice in provincial government policy development that is relevant to career development and employment services, through a new Government Relations and Public Affairs Committee

STAKEHOLDER RELATIONS INITIATIVE #3: Aboriginal Stakeholders

- Collaborate with Aboriginal career development and employment services to engage practitioners and increase membership
- Investigate needs of Aboriginal career development practitioners and develop professional development opportunities aligned with their needs
- Enhance Aboriginal representation on the BCCDA Board and committees

STAKEHOLDER RELATIONS INITIATIVE #4: Postsecondary Institutions

- Develop relationships with key postsecondary stakeholders and investigate the needs of college and university career development practitioners to better engage these professionals
- Create professional development and networking opportunities for postsecondary practitioners to become involved in the BCCDA
- Create and market a new postsecondary stream at the Career Development Conference