

# CAREER CONNECTIONS

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## President's Report

Save the date! October 20 and 21 will prove to be a grand opportunity for you to connect with fellow educators, proudly wear your green and white and experience the warmth of the SCWEA people at our *Go the Distance* Conference. This conference is being held at the gorgeous Temple Gardens Mineral Spa in Moose Jaw, Saskatchewan. We are an inclusive special subject council and as difficult as it may be..... yes, Blue Bomber fans are welcome to attend as well (However chances of you winning the best dressed 'Rider competition are slim!)

Your SCWEA executive continues to work for you with determination and enthusiasm. One new incentive has been to give our loyal members the added benefit of SCWEA e-News. We hope these helpful and

informative monthly newsletters are enriching your lives. If you have not received e-News, please contact us. We will happily add you to our email list.

Enjoy the sunshine.  
Jacky Lothian



Gainer claims that the Going the Distance Conference will be awesome.

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Email: [wright-fulton.cynthia@nesd.ca](mailto:wright-fulton.cynthia@nesd.ca)  
Kerri Beuker, Co-Editor  
Email: [beuker.kerri@nesd.ca](mailto:beuker.kerri@nesd.ca)



# SCWEA Executive 2010-11



**Jacky Lothian**  
**President**

Presently, Jacky Lothian is happily employed as a Career Development Consultant for Prairie South School Division.

For the past 20 years she has worked in schools as an administrator, teacher and division coordinator. Jacky's dedication and passion towards Career and Work Education first began when she taught her first CWEX class in 2000 and witnessed the invaluable experiences it provided to her students.

Jacky lives in Avonlea with her family. Their favorite past-time is spending time at White Bear Lake where they enjoy water sports and golfing.

Jacky is privileged to be the president of this association as she knows she is working with Saskatchewan's finest. An eventful year awaits us with such a dedicated, talented and enthusiastic executive.



**Marlene Flaman Dunn**  
**Vice President**

Marlene Flaman Dunn grew up in a farm family of 10 children, in

Southey, SK, and attended the University of Saskatchewan where she earned her B.S.P.E and B.Ed. degrees. Marlene then spent the first 25 years of her teaching career in three different Saskatoon high schools, her first four years at Bedford Road Collegiate, 12 years at Aden Bowman, and seven at Evan Hardy. Her primary area of teaching was Physical Education, with over two decades of coaching both volleyball and track and field. For the 1997-98 school year, the Dunn family moved to San Diego, CA, where Marlene completed a Master's degree in

Educational Leadership – it was also a fabulous experience for the whole family! In her final three years at Evan Hardy, Marlene took over the Career and Work Education 10/20/30 classes, became their Career Facilitator, and spent countless hours developing the "Academic Research/Work Placement Program" there, which offered academic students a choice of numerous excellent 10-week academic placements at the University of Saskatchewan. In 2005, Marlene left the gymnasium and the classroom to accept the position of Program Leader for Career and Work Education for Saskatoon Public Schools and is now in her fourth year of serving the teachers and students of her Division in this role. Marlene continues to be passionate about nurturing existing CWE programs, particularly expanding the Academic Research/Work Placement Program, as well as providing a leadership and/or support role for new career development initiatives in Saskatoon schools such as delivering the new Middle Years (Grade 9) Curriculum, and the cutting-edge FuturePaths program. Marlene sits on the Board of Directors and the Operations Committees for the SIEC, and was proud to be on the Planning Committee for the 2009 SCWEA Conference in Saskatoon.

Marlene is married to Ken and they have three boys, Jordan (24), Justin (21), and Mitchell (18), who are suddenly grown up and now busy pursuing career paths of their own! For family fun, the Dunns travel together every chance they get, and recently enjoyed an unforgettable trip together to Thailand in December 2008. They look forward to their annual trek to the mountains this winter for another week or two of skiing/snowboarding, and to spending holidays with their rather large "extended family"!



**Val Laing**  
**Past President**

Val Laing began her teaching career in Dinsmore, Saskatchewan, mainly in Home Economics. She later

moved to Maidstone and expanded her teaching experience into the middle years, core subjects, and special education. It was here that she met her husband, Les, from Cut Knife. A year later they married and Val continued her job in Maidstone. Their first daughter was born and Val took one year off to stay home with their new baby. Val went back to a part-time job in Maidstone for a year. Next she accepted a teaching position in Cut Knife which meant she was closer to her family, home, and farm. The years followed with two more daughters and an increasingly busy farm with cattle and crop enterprises.

Val has been involved with Career and Work Exploration since 1988 upon joining the Wilkie School Division. The program was enhanced with some federal money at the division level and Val well remembers some of her first great resources coming from Newfoundland. Val has seen the division amalgamate twice, the first time to become Landswest, and most recently to become Living Sky. Many changes have occurred, yet one solid anchor has been the Career and Work Exploration program in Cut Knife. It was in 1998 that Val proposed a mandatory Career and Work Exploration Course at the Grade 10 level to the staff and local board of Cut Knife. The proposal was well received and as a result Val has taught over 200 Career and Work Exploration students. Career and Work Exploration, as well as Home Economics, are two of Val's passions.

Val was approached to take on the job of the president of SCWEA one year ago. The main drive behind accepting

the job was a strong desire to see SCWEA more viable. In addition, Val's aim is to see Career and Work Exploration gain a higher profile in high schools across Saskatchewan.



**Margaret Anderson**  
Director

Margaret grew up in Rosthern, Saskatchewan, and attended the University of Saskatchewan where she earned her Bachelor of Education Degree. She began teaching in Hudson Bay, Saskatchewan in 1979 and is presently in her 30th year of teaching. She spent the first 18 years of her career at Stewart Hawke School in Hudson Bay where she mainly taught grade 6. She then moved to Hudson Bay Composite High School where the majority of her teaching time has been spent in the area of English Language Arts. She also teaches Career Guidance 9 and has been the school's career counsellor for the past 11 years.

Margaret attended the Saskatchewan Career and Work Education Conferences in 2007 and 2009, and found both events to be very valuable learning experiences. Therefore, she was excited to become involved with SCWEA and has just begun her first year as a director. She looks forward to assisting with the planning of the 2010 conference. She is also excited to be working with colleagues who share a passion for career education from across the province.

Margaret lives in Hudson Bay with her husband Brian. Their two children are presently attending post secondary education in Saskatoon. Eric (22) is completing his Combined Kinesiology/Education degree, and Kelsey (19) is in her second year of nursing. Outside of work and school, Margaret and her husband enjoy spending time with family and friends, and relaxing at their cottage at Fishing Lake.



**Kerri Beuker**  
Director

Kerri grew up in Fort Qu'Appelle and attended the University of Regina where she earned her B.A. and B.Ed degrees. She has since worked for the North East School Division at Melfort and Unit Comprehensive Collegiate (MUCC) in Melfort. After teaching ten years in middle school, Kerri took on the position of Academic/Career Services Coordinator for MUCC in 2001. Along with these duties she teaches English, Commercial Cooking and Home Economics.

Kerri is serving her second term as a director of SCWEA and editor of the newsletter and is a member of the planning committee for Conference 2010.

She is looking forward to working with the executive as their enthusiasm and passion for this special subject council fuels her own.

Kerri lives in Melfort with her husband Allan, and two daughters, Lexi (8) and Sofi (4).



**Corinne Cobbe**  
Director

Corinne Cobbe is presently employed with the Prairie South School Division #210 at Mortlach School in Mortlach, Saskatchewan. Mortlach is 43 kms west of Moose Jaw on the Trans Canada highway. She has taught at Mortlach since 1989. Corinne has been the CWEX teacher at Mortlach for several years. Her teaching assignment changed this year. She will be doing Student Support Services and Senior English Language Arts. Besides work, Corinne enjoys golfing and attending Rider games.

Corinne lives in Mortlach with her husband Bob. She has been treasurer for SCWEA for three years.



**Jill Konkin**  
Director

Jill Konkin has been employed by the Saskatoon School Board for the past 20 years. She has taught in four Saskatoon high schools and is presently teaching at Walter Murray Collegiate. This year Jill will be teaching Psychology 30, Life Transitions 30, Career Exploration 20/30, Academic Placement (CWE30B) and is the Career Facilitator at Walter Murray.

Jill has a physical education background and has coached a number of school sports teams over the years and continues to enjoy this aspect of her job. She is married and has two busy children ages eight and 13.

Jill has enjoyed her membership and involvement in SCWEA and the professional development and personal growth opportunities that it has provided.



**Christa Lapointe**  
Director

Christa is employed with the Holy Trinity Catholic School Division and has been at Vanier Collegiate in Moose Jaw since her convocation from the University of Regina in 2001. She is currently employed as a career counsellor and business/career work teacher. Christa is also the teacher advisor for Vanier's Junior Achievement program, Duke of Edinburgh's Award and SMARTRISK No Regrets youth program.

Christa values lifelong learning and collaborative projects that assist youth in realizing their potential and reaching their goals. Career education and development provides such opportunities and makes all education relevant and meaningful to students. Because of her passion, she is excited to be part of SCWEA; a vibrant, informative and motivated career and work association!

Christa resides in Marquis, Saskatchewan with her husband Jason and daughters Grace (6) and Kate(4).



**Vanessa Lewis**  
**Director (Secretary)**

Vanessa Lewis is the Career Development Consultant for Sun West School

Division and has been working in the area of Career Development for approximately eight years. This year, she accepted the nomination to take on the role of Secretary for the special subject council and is excited about this new responsibility.

Vanessa very much enjoys her professional relationship with SCWEA executive members and was especially thankful for the opportunity to work with three of her allies, Lori Carter, Jill Konkin, and Marlene Flaman Dunn, in planning and organizing the recent "Access Your Allies" SCWEA Conference 2009 in Saskatoon.

Vanessa resides in Elrose with her husband and two young and energetic boys. This year, she even took up one of their interests and is learning the sport of archery. So far it is proving to be a wonderful family oriented activity as well as a form of stress relief.

Vanessa enjoys working with the SCWEA Executive as they are such an energetic and passionate bunch. She views her involvement with SCWEA as an opportunity to stay up-to-date on provincial initiatives and to network with a group of dedicated people in the area of career development. She looks forward to a new year of involvement with this special subject council.



**Leanne Merkowsky**  
**Director**

Leanne is very excited about jumping on board with the SCWEA team this year.

She is currently employed as the Career Development Consultant with Living Sky School Division and brings 15 years of teaching experience with her. Prior to undertaking this role, she was a PAA and French middle years teacher. Although she misses the quiriness and unpredictability of her students, she enjoys sharing her stories and experiences with fellow teachers and visiting schools to spread the word about the importance of 'following your heart' while choosing a career path.

Leanne lives in her hometown of Battleford with her fiancé, Chris and fish, Doby. She especially loves travelling and is always ready to learn a new language or try a new food. (Alligator really does taste like chicken!). She is also very involved in the local Drama club and you'll often find her on stage, taking on the persona of a writer, a suppressed memory and even a space creature. Although her volleyball skills are somewhat to be desired, she enjoys playing and you'll often find her bandaging up a broken fingernail. During the summer months, if she isn't overseas, you'll often find her sipping cool refreshments, totally immersed in a tear-jerking novel, while sprawled out in the sun

Leanne comes to us with a fresh eye in career development. She has attended many workshops and conferences on the subject and is looking forward to sharing her ideas, while growing by learning from others. Career development is a journey, and she is well on her way!



**Cynthia Wright-Fulton**  
**Director**

Cynthia Wright-Fulton is presently employed with the North East School

Division #200 at Tisdale Middle and Secondary School in Tisdale. She was born and raised in Saskatoon and attended the University of Saskatchewan receiving a B.Ed./86 and P.G.D./94. Cynthia is currently an Academic Counsellor and teaches Career Work Exploration 10/20 and A30, B30. This year Cynthia is co-editor of Career Connections, the SCWEA newsletter. She enjoys her work with the executive and is looking forward to this exciting new position as editor.

Cynthia lives with her husband Jack, son Mackenzie and dog Chuba, just south of Tisdale on 40 acres of land. Much of her time is spent watching her son Mackenzie in the hockey rink and in many school gymnasiums. She enjoys her own personal spare time outside, at the pool and in the gym.

**Visit our website!**

**[www.scwea.com](http://www.scwea.com)**



# From the Editors

Cynthia Wright-Fulton  
and Kerri Beuker

Engagement is the theme of this issue. Our goal is to share with you all the creative ways that people across the province are engaging in career exploration. We have provided a sample of school and community activities that are enhancing the relationships between students, schools and the work place.

We look forward to seeing everyone in Moose Jaw at the Temple Gardens Mineral Spa for Conference 2011.

## Parent Engagement Whole Group HOT TOPIC Session November 5, 2010 Provincial Career Development Action Planning Workshop

### Session Summary:

Parents are proven to be the greatest influencers in the life/career development process of teens. As a result, it is important for us, as career practitioners, to find ways to engage parents in this process. In the Parent Engagement presentation, common myths were dispelled, current trends were considered, the importance of the career planning model was reviewed, and the value of career conversations was stressed. Ideas for the opening session originated from various sources including "A Career Development Resource For Parents" (CCIP Resource), "Career Planning With Teens: A Guide for Parents, Guardians, and Counsellors" (Prince Albert Catholic School Resource), "Career Coaching Your Teens: A Guide for Parents (Alis Guiding Youth Resource), Future Paths Website, Pursue Online Website, and ideas from colleagues.

Information was shared with participants in relation to attempts being made by Sun West School Division to increase parent engagement in the career planning process such as:

- Career Counsellors meet with students/parents
- Career counsellors attend parent/teacher/student conferences
- Career counsellors circulate information home to parents
- Division supports Take Our Kids To Work Day

- Regional Career Development Parent Workshops
- Career Development Website
- Parent Survey

Participants were then encouraged to engage in round table discussions using the following prompts:

- How important is parent engagement in career development? Why?
- Are there additional common myths we, as career counselors, could help to dispel in discussions with parents?
- How can parents support their children in preparing for their futures and in dealing with current trends?
- How do we inform parents of current educational practices with regard to career development?
- How do we share Ministry initiatives and new resources with parents in our division?
- In your division, what role do parents have and how is their voice heard.
- Other ...

The session concluded with a brief sharing of highlights from various table groups.

The presentation has been uploaded to SlideShare and can be viewed at: <http://www.slideshare.net/lewey1/parent-engagement-2> If any SCWEA member would like the actual file with speaker notes, they can request it by contacting Vanessa Lewis at [vanessa.lewis@sunwestsd.ca](mailto:vanessa.lewis@sunwestsd.ca).



# Engaging Students in Saskatchewan's Environmental Industry through the SEIMA/Stantec Student Chapter

Getting involved with an industry association is a great way for students to become exposed to different career choices, to develop career-building skills, and to network with future employers. As students approach the job market, networking and contact-building become crucial aspects of career development. At the same time, many employers in the environmental industry look for qualities above and beyond educational qualifications. The SEIMA/Stantec Student Chapter provides students with an opportunity to set themselves apart as being committed to responsible environmental practices, and gives them exposure as students interested in learning all they can about Saskatchewan's environmental industry outside of the classroom.

The Saskatchewan Environmental Industry and Managers Association (SEIMA) is a provincial association of companies and individuals within the environmental industry, with a mandate to grow Saskatchewan's environmental business. Our membership spans disciplines from engineering, biology, chemistry, geology, land use, ecology, soil sciences, geography, technology, law, and computer science, to planning, policy development, environmental stewardship and beyond, as well as environmental managers from other industries.

The SEIMA/Stantec Student Chapter represents the up-and-coming talent of this industry, and ultimately

provides the focus through which SEIMA communicates with the industry's future employees. With the help of Stantec Consulting Inc., the Student Chapter sponsor, SEIMA is working hard at developing the Chapter into a student-led group that can help shape its direction and plan student-specific events. Recently SEIMA has been focused on expanding student member benefits to address the issues that they identify as important.

As a result of these efforts, in March of this year SEIMA hosted our first annual Environmental Careers Speed-Mentoring and Networking Night in Regina and Saskatoon: an event designed to directly connect students with environmental employers in a supportive career-building environment. At this event, Student Chapter Members from different disciplines had an opportunity to meet face-to-face with SEIMA members from private companies, the public sector, research organizations and educational institutions. Throughout the evening, our member-mentors shared their environmental career path experiences with the students, answered questions about their past and present jobs and how they got there, and talked about the industry in broad strokes. Outside of this student-specific event, SEIMA aims to provide supportive student-employer interactions at all SEIMA events frequented by our broader membership by assigning an experienced member to greet and introduce student members.

Joining the SEIMA/Stantec Student Chapter is the best way for students to embark on a path to becoming part of Saskatchewan's environmental workforce. By joining SEIMA's network, students have constant access to up-to-date environmental information, allowing them to stay on top of the issues important to the broader industry. In addition they also have access to student-specific resources including links to environmental scholarships and student contests. Cost-recovery rates at all SEIMA networking events, workshops, conferences and trade shows give students front-row access to meet SEIMA members and access professional development opportunities. Further, combining these networking events and other avenues of exposure with using our new on-line job board and resume bank feature is a powerful way for students to get their name out among SEIMA members and beyond.

Beyond networking with employers, Chapter members also become part of an interdisciplinary network of students through meetings, events, and on-line interaction; they join a group of peers who can support them through their studies and job transition. In addition, just like all SEIMA members, student members have the opportunity to participate on one of SEIMA's many committees where they can learn how organizations work, and where they can gain invaluable experience from fellow committee members who are seasoned environmental professionals.

In addition to the Student Chapter, the Green Team Student Summer Works (SSW) program administered by SEIMA presents a great opportunity for students to try their hand at environmental work. For their job search, students can download a list of employers from the SEIMA website who have received funding in the past to hire summer students in environmental positions ([www.seima.sk.ca/green\\_team](http://www.seima.sk.ca/green_team)). Through the Green Team program, students receive great exposure to potential long-term employers, and to the varied and numerous opportunities available in Saskatchewan's booming environmental industry.

An environmental career allows students to apply their knowledge to crucial real-world issues and to manage the environment for their generation and beyond. SEIMA can help them get there by providing crucial networking connections, professional development opportunities, and the information they need to get where they want to go.

### **Fast Facts: The Environmental Industry in Saskatchewan**

- Saskatchewan's environmental workforce represents 2.7% of the workforce, or 14,500 workers, with the majority being skilled and highly skilled.

- The environmental sector is, in many respects, an enabling sector as environmental impact analysis and environmental planning are critical components to major projects that drive our economy.
- The forecast demand over the next three years is 3,721 workers with the vast majority requiring post-secondary training.

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(SEIMA *Labour Force Assessment and Demand Analysis for Saskatchewan's Environmental Industry*, 2009. The full report can be obtained by contacting the SEIMA office. Contact information can be found at [www.seima.sk.ca](http://www.seima.sk.ca))

## **So You Want to Engage Students? Try Some of These Conversation Starters**

- What is the dirtiest job you can think of?
- What is the scariest job you can think of?
- What job would you not do for \$100,000 a year?
- What job would you do for free?
- What job do you respect the most?
- What job do you respect the least?
- What job can you do with a grade eight education?
- What jobs can you not do with a grade ten education?
- What is more important your work or your leisure?
- What is more important your work or your family?
- What three things would you be willing to give up for a fulfilling family life?
- If you could pick a new occupation for your parent, what would you pick and why?
- What is more useful volunteer time or leisure time? Explain why
- What does your role in your family have to do with success in the workplace?
- What is your pet peeve when dealing with the public?
- What makes a perfect boss?
- What workplace benefit do you think is the most important?
- If you were the boss and could choose an employee with great skills or an employee with a great attitude, which would you choose? Why?
- Would you rather hire a new employee who is currently working elsewhere or someone that is not currently working? Why?



- Are there occupations that are better suited to one gender or to younger workers?
- Are there any occupations that wisdom or age is of benefit?

# North West Career Development Partnership

Submitted by Val Laing, SCWEA Past President

The North West Career Development Partnership is a joint effort between Living Sky School Division, North West Regional College, Light of Christ School Division, Sakewew First Nations High School, North West School Division, Prairie North Health Region and the Battlefords Chamber of Commerce. CanSask Career and Employment Services and Service Canada are business partners. The partnership wishes to provide opportunities for students to explore different careers and experiences that may impact their career choices. It also strives to better match employers with students who possess sought after qualities in order to produce a prosperous market. The primary activity of the project this year was hosting speakers knowledgeable in the following areas: multi-generational workforce, aboriginal employment, the power of the portfolio, trends in employment and technology in the workforce. The first speaker was Kristen Cumming who spoke in November on the multi-generational workforce and the power of the portfolio. The second speaker in the series was Kelly Lendsay.

## **Kelly J. Lendsay, President and CEO of the Aboriginal Human Resource Council**

Kelly is a social entrepreneur who is internationally recognized as one of Canada's foremost innovators of Aboriginal diversity. His career has involved creating effective networks, corporate and community goals into advancing educational, employment, and economic opportunities for Aboriginal people. Lendsay is a proud Canadian of Metis, Cree and European ancestry

who earned his Bachelor of Science in Kinesiology in 1981. In the eighties, he worked in aquatic and recreation management, international swift-water rescue and was the youngest person to serve as the national chairman of the National Lifeguard Service. The life line that saved Kelly, during a river weir rescue, becomes the theme of his presentation in "The Power of Inclusion" which ultimately is the life line in our schools, workplaces and communities.

Four important cornerstones are education, economy, employment and self-esteem. Employers must be cooperative and collaborate and remove stereotypes in all races and genders in the workplace. Kelly shares personal stories of stereotypes from times when he was young and others from his children's experiences. Together the stories illustrate the importance of looking beyond appearances and first impressions, to find the true individual and their knowledge, skills and abilities.

Attitude, perseverance, integrity, and a willingness to learn are important. Students and workers must respect themselves first and then respect others. Being prepared and in full attendance is extremely important to the school/workplace and community. If high standards are set gaps will begin to close with respect to the negative stereotypes that exist. The essential skills for workers are important and youth must be prepared to demonstrate knowledge and insight. Various examples are given on the "smart generation" that is soon to enter the workforce. This is a generation who tolerates less discrimination and racism than previous generations.

They use designated drivers and wear pink T-shirts on Fridays to show a unified voice against bullies. This generation lives in a global world with internet, the web and instant information. Kelly stresses that this generation is the future of inclusion and they will change the world. Aboriginal people have always had a proud tradition of work and a "Reason to Believe" from the Aboriginal Human Resource Council can be found on YouTube.

The third speaker in the series was Albert Jame from zu.com. Albert is the creative director of Zu who graduated with a Bachelor of Commerce in Marketing from the U of S in 2001. He has worked for Zu for ten years.

Albert explores the new communications model and the world of social media. He engages his audience with anecdotes and ability to frame new concepts using simple metaphors. He reviews statistics regarding communication trends and discusses how they affect individuals, businesses, and non-profits. He shares why it is critical that Saskatchewan organizations adopt new technology and learn how to do so in a practical and effective way. He shows how technology is changing our world and gives us insight into how new technology can help meet an organizations' overall objectives.

Zu is a Saskatoon based interactive agency specializing in website strategy, design and development. The team of more than 50 has 15 years of experience in the industry. They provide innovation, creativity and strategy for website design clients who want a website that not only informs and gets the job done, but also dazzles the visitor.

# Career Portfolios and Work Experience

“I realized that this job wasn’t what I thought it was.”

“I had no idea people worked that many hours.”

“It convinced me to take a college course upon graduating.”

“It showed me how busy the workplace can be.”

“I found out what I don’t want to do.”

“I got a part time job out of it.”

“Working for a living was harder than I thought.”

The results are in . . . and all fingers point to the fact that job shadowing and work experience opportunities impact students in ways that traditional schooling just can’t. The overwhelmingly positive response from students was that ‘hands-on’ opportunities in the workplace offered so much more than just an overview of ‘what was to come’. It gave students a chance to discover the wealth of jobs that exist, make valuable contacts and explore options.

Just as the number of job shadow participants increased so did the number of newly created portfolios. Portfolio usage in the Battlefords and Meadow Lake region seems to be on the rise. Employers, parents and students have been exposed to the potential benefits of portfolio use and schools are promoting their creation.

The Partnership is a collaboration between Living Sky, North West and Light of Christ School Divisions, North West Regional College, Prairie North Health, Battlefords Chamber of Commerce, Canada-Saskatchewan Career Employment Services and REDA. They have joined forces to bring portfolios into the spotlight, while at the same time, engaging students in work related experiences.

A database was also created this year that lists potential placements for students. This database was comprised of businesses in the region who agreed to host students for either job shadows, work placements or interviews. This makes the job of finding participating businesses a lot easier on teachers who were often struggling to ensure all students were able to participate.

The goals set out by the Partnership and achieved were 1) promoting the importance and raising awareness of student career portfolios within the area to both students and employers; 2) developing willing employer contacts who were able to offer work experience opportunities to students. Through community presentations and employer surveys that advocated the value and application of career portfolios, employers were educated as to the benefits of the portfolio for human resources applications. A booklet was created highlighting the potential uses of a portfolio and how to best present it. Businesses were made aware of the benefits of inviting students into the workplace. We feel our goals were accomplished and we look forward to continuing the work of spreading the good news that portfolios and work placements work for everyone!

# Relevance Magazine

## – Making Career Information Relevant

In February, the Ministry of Education distributed the 2011 *Relevance* magazine to schools across Saskatchewan. The magazine is in its sixth year of publication and is produced in partnership with Credenda Virtual High School and College, Saskatoon Industry-Education Council, the Government of Saskatchewan, and Service Canada. This publication has proven to be a valuable tool to support career education and career development, and last year's issue "made its way into the hands of over 65,000 students, parents, teachers, and future employees across Saskatchewan." According to the magazine's chairman, Vince Hill, the mission of the publication "is to encourage young people to explore career paths and find the necessary education and training to get there."

*Relevance* suggests when making career decisions it is important to "Picture your dream life; work schedule, lifestyle, where you live, how you feel inside – everything, then look at what you need to get there." The magazine is filled with articles which profile amazing people who accomplished great things because they set goals and didn't let obstacles stand in their way. "This year's profiles encourage readers to think outside the box and look at career options they might not have considered before." These profiles include amazing stories about people like Bryan McCrea, a 23 year old entrepreneur who is the CEO of 3twentysolutions, a company that converts shipping containers into affordable and flexible living spaces that are used at constructions and industrial sites. Other profiles include the story of

Shay Anderson, who started out with a diploma in Agriculture minoring in animal science, and then moved into a degree program in Environmental science; Jason Flinn, a Mine Technician at Cameco's Rabbit Lake Operation; and Desmond Jackson, who trained to become a constable with the RCMP. The magazine profiles ten successful Saskatchewan young people and explains how they ended up in their present career. Through these stories, the reader is exposed to the challenges and the influences that one may experience when exploring career options. Many of these profiles illustrate the reality that "where you start might not be where you end up."

A major component of *Relevance* is the Job Chart; a comprehensive guide to nearly every job in Saskatchewan. The chart provides a job description, the average income, the training needed, and the job's future prospects. The chart also offers a listing of all the post secondary routes available in Saskatchewan to train for these jobs.

Other articles encourage young people to "Know Your Skills"; the soft skills or personality traits, and the hard skills such as communication skills, analytical/research skills, and leadership/management skills. The magazine provides fun and interesting career planning activities and quizzes that can be great starting places for students, teachers, and counselors as they explore what the student's life will be like after high school.

*Relevance* contains facts and statistics about post secondary life and the world of work. Some of

these stats include the fact that, "In an average week, a skilled tradesperson will earn \$178 more than a high school dropout, someone with a college certificate or diploma will earn \$218 more and a university grad will earn \$558 more." Also, "Futurists say that approximately 60-70 per cent of jobs will require two years of post-secondary education within the next few years." It is stated that "in the next two decades, 40 per cent of new jobs will be in the skilled trades and technologies," and also that "Saskatchewan experienced labour shortages in 29 trades in 2009, with eight of those shortages considered severe. More shortages are expected in 2010." Statistics like these have huge implications for high school students planning their careers.

*Relevance* is truly "an invaluable tool for everyone involved in planning careers with Saskatchewan youth. The fact of the matter is that Saskatchewan's economy is strong and there is a high demand for educated employees. Young people are advised that "If you are not sure what you love, do something you like" and don't let fear of failure prevent you from exploring options. The reality is that "failure is simply an overheated word for not accomplishing what you set out to do. It can be embarrassing, even painful, but it is okay. You need to fail in order to learn and grow." With this wise advice, students, teachers, parents, and career counselors are encouraged to delve into *Relevance*, or check it out online at [www.relevancemag.ca](http://www.relevancemag.ca), to see the potential it holds for helping today's youth explore options for the future.

# SCWEA CONFERENCE 2011

## GOING THE DISTANCE

Temple Gardens Mineral Spa  
Moose Jaw, Saskatchewan  
October 20 & 21, 2011



**Keynotes: Matt Dominguez & Scott Schultz**

Contact Jacky: lothian.jacky@prairiesouth.ca

## Career Work Exploration 10/20/30 Photo – Scavenger Hunt

Do you want to engage students using a hands-on activity outside of the classroom?

This activity is a fun way for students to think about the types of workers that can be found at your local mall or school.

### Overview

1. Inform the mall management of the impending activity.
2. Assign students to groups, each group has one camera.
3. Arrive at the nearby shopping mall.
4. Set a time limit.
5. Set a meeting place.
6. Return to classroom, download the pictures and score as a large group.

### Rules of the Hunt

- Use utmost respect when approaching your subjects
- Vehicles cannot be used for transportation
- Stay in your assigned group
- Be back in classroom \_\_\_\_\_ by \_\_\_\_\_ PM (or at a designated meeting spot by \_\_\_\_\_)
- The same employee cannot be used twice
- Have fun in a safe way (not in Safeway just in a safe way)
- Everyone in the group must be in each photo (except the photographer)
- Take turns taking the photos

### Take photos of the following:

1. a manager
2. a WHMIS symbol
3. a person wearing PPE (personal protective equipment)
4. an employee wearing a uniform
5. an employee with post secondary education
6. an employee at their first job
7. an employee in a job that requires computer knowledge
8. an employee in a job that requires interpersonal skills
9. an employee in a job that requires trades skills
10. an employee that has at least twenty years of work experience

### Two points per picture:

- One point for creativity
- One point for having at least two people in each picture

## SCWEA EXECUTIVE

**JACKY LOTHIAN, PRESIDENT**  
 Career Development Consultant  
 Prairie South School Division  
 Email: lothian.jacky@prairiesouth.ca  
 PH: 868-2223

**VAL LAING, PAST-PRESIDENT**  
 Superannuated Teacher  
 Email: valerie.laing@lksysd.ca

**MARLENE FLAMAN DUNN, VICE-PRESIDENT**  
 Program Leader  
 Career and Work Education  
 Saskatoon Public School Division  
 Email: flamandunn@spsd.sk.ca  
 PH: 683-8419

**VANESSA LEWIS, SECRETARY**  
 Career Development Consultant  
 Sun West School Division  
 Email: vanessa.lewis@sunwestsd.ca  
 PH: 378-2505

**CORINNE COBBE, DIRECTOR**  
 Principal  
 Mortlach High School  
 Prairie South School Division  
 Email: cobbe.corinne@prairiesouth.ca  
 PH: 355-2332

**MARGARET ANDERSON, DIRECTOR**  
 Teacher and Career Counsellor  
 Hudson Bay Composite  
 Email: anderson.margaret@nesd.ca  
 PH: 865-2267

**CYNTHIA WRIGHT-FULTON, DIRECTOR/EDITOR**  
 Guidance Counsellor  
 Tisdale Middle & Secondary  
 North East School Division  
 Email: wright-fulton.cynthia@nesd.ca  
 PH: 873-2352

**JILL KONKIN, DIRECTOR**  
 Teacher  
 Walter Murray Collegiate  
 Saskatoon Public School Division  
 Email: KonkinJ@spsd.sk.ca  
 PH: 683-7850

**KERRI BEUKER, DIRECTOR/EDITOR**  
 Academic and Career Counsellor  
 Melfort Comprehensive Collegiate  
 North East School Division  
 PH: 752-2891  
 Email: beuker.kerri@nesd.ca

**JOCELYN KENNEDY, DIRECTOR**  
 Vice Principal  
 Big River Community High School  
 Saskatchewan Rivers School Division  
 Email: jkennedy@srsd119.ca  
 PH: 469-2288

**LEANNE MERKOWSKY, DIRECTOR**  
 Career Development Consultant  
 Living Sky School Division  
 Email: leanne.merkowsky@lksysd.ca  
 PH: 937-7936

**CHRISTA LAPOINTE, DIRECTOR**  
 Teacher and Career Counsellor  
 Vanier Collegiate  
 Moose Jaw, SK  
 Email: christa.lapointe@htcsd.ca  
 PH: 693-6744

# SCWEA Membership Form

The following information will be used to contact members for renewal and membership drive purposes, to send out newsletters, to be included on the membership directory and to forward conference and professional development opportunities information.

\_\_\_\_\_

First Name	Initial	Last Name
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Address (choose either your home or work address for preferred mailing):

\_\_\_\_\_

Street	City/Town	Province	Postal Code
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\_\_\_\_\_

Phone	Fax	Email
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Teacher's Certificate Number: \_\_\_\_\_

(to verify STF membership for the purpose of determining grants)

I would prefer to receive *Career Connections*  
 by email or  by Canada Postal Service.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

SCWEA Membership Fees are:  
 Regular Members: \$25.00  
 Students: \$15.00  
 Institutional: \$25.00  
 Corporate: \$100.00

Please make cheques payable to the **Saskatchewan Career and Work Education Association**. Submit membership form to:

Marlene Flaman Dunn – Saskatoon Public Schools,  
 Career and Work Education Office  
 820 – 9th Avenue North  
 Saskatoon SK S7K 2A2

Phone: 683-8419  
 Fax: 657-3959

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