## Career Development…Taking Charge of the Future

The Mission of the National Career Development Association (NCDA) is to "provide professional development, publications, standards, and advocacy to practitioners and educators who inspire and empower individuals to achieve their career and life goals, " supporting its Vision "for all people to attain fulfilling career and life goals."

KRA believes the Workforce Development industry owes a debt of gratitude to the NCDA for keeping the spotlight shining on the value of career development by establishing and promoting **National Career Development Day**: November 18, 2026; **National Career Development Week**: November 16-20, 2026; and **National Career Development Month:** November 2026.




Also, NCDA sponsors an annual NCDA | Poetry & Art Contest for in-school and out-of-school students and adults. This year's theme---Charting the Unknown: Mapping Your Future – Paths, Pivots, and Possibilities---encourages participants "to reflect on the journeys that have shaped them, the pivots that may change their direction, and the possibilities they imagine for the future," as illustrated in one of the NCDA's winning posters.

Our WDB clients provide the funding resources that turn broad federal legislation, i.e., WIOA primarily—into the hands-on Career Services that KRA provides for its jobseeker-customers, linked directly to the Business Services available to our employer-partners.

Whether exploring their first job, considering a career change, or preparing for advancement, KRA Career Coaches and Business Services Representatives, work collaboratively to meet our jobseekers where they are and to develop plans and programs to get them on the path to where they want to go---starting with one conversation, choosing one achievable career goal, and developing a realistic plan for moving toward that goal.

Career-development planning is the essential workforce-development component that converts short-term goal-identification (a job) to long-term goal achievement (a career). For instance, reliable sources report that a significant portion---ranging from 50% to 90%---of McDonald's corporate and administrative personnel, restaurant managers, and franchisees rose through the ranks from hourly, entry-level crew jobs!

It is incumbent upon us, as professional workforce-services providers to guide our jobseekers in understanding that no job must be a dead-end opportunity, that any job can lead to career success with persistence, planning, preparation, and purpose.

Career coaching, skill-based certifications, and continuous learning is the nexus where today's plans meet tomorrow's possibilities. Workforce development builds the pathway, and career development identifies the direction.

Click link for information on NCDA **Credentialing** for Certified Career Services Provider; Certified Master of Career Services; Certified Career Counselor; and Certified Supervisor of Career Practitioners.

To learn more about KRA's approach to workforce and career development, and to see this work in action, visit **www.KRA.com**.