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CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING
INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION

CERIC 2015 Survey of Career Service Professionals

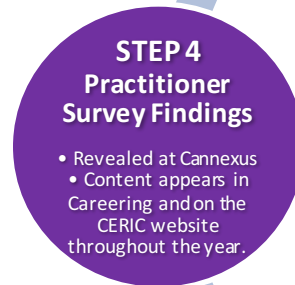
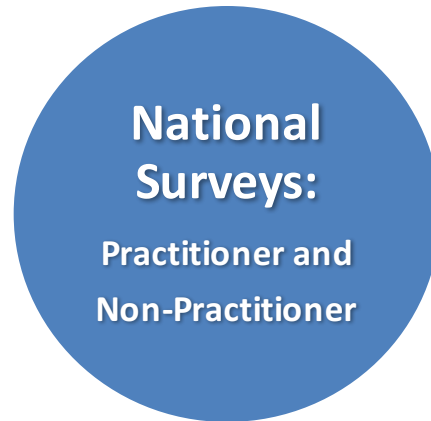
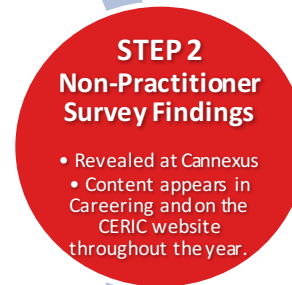
What's New and What's Changed

April 11, 2016

CERIC's National Survey Cycle

2013 Career Development in the Canadian Workplace: National Business Survey
(Findings revealed at Cannexus14 and information documents appeared throughout 2014)

2010 Survey on Public Perceptions about Career Development and the Workplace
(Findings revealed at Cannexus11 and information documents appeared throughout 2011)



2015 Survey of Career Service Professionals
(Findings revealed at Cannexus16 and information documents will appear throughout 2016)

2011 Survey of Career Service Professionals
(Findings revealed at Cannexus12 and information documents appeared throughout 2012)

Developing the Questionnaire, Survey Execution and Data Interpretation

Three Step Process: Building off of 2011; New realities; and Feedback (feedback, and more feedback)

Final Questionnaire:

2011	2015
Demographic (19 Questions)	Demographic (15 Questions)
CERIC and its Programs (9 Questions)	CERIC and the Profession (11 Questions)
Professional Development and Learning (14 Questions)	Professional Development and Competency Improvement (15 Questions)
Research (9 Questions)	Research and Learning Dissemination (4 Questions)
Career Competency & Mobility (8 Questions)	
Technology Access and Awareness (9 Questions)	

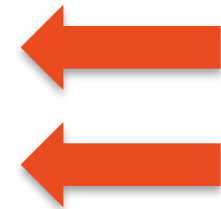
Survey roll-out and management: Online Platform (October 19 to November 20); Target Respondents; and Survey Pushes

Data Interpretation:

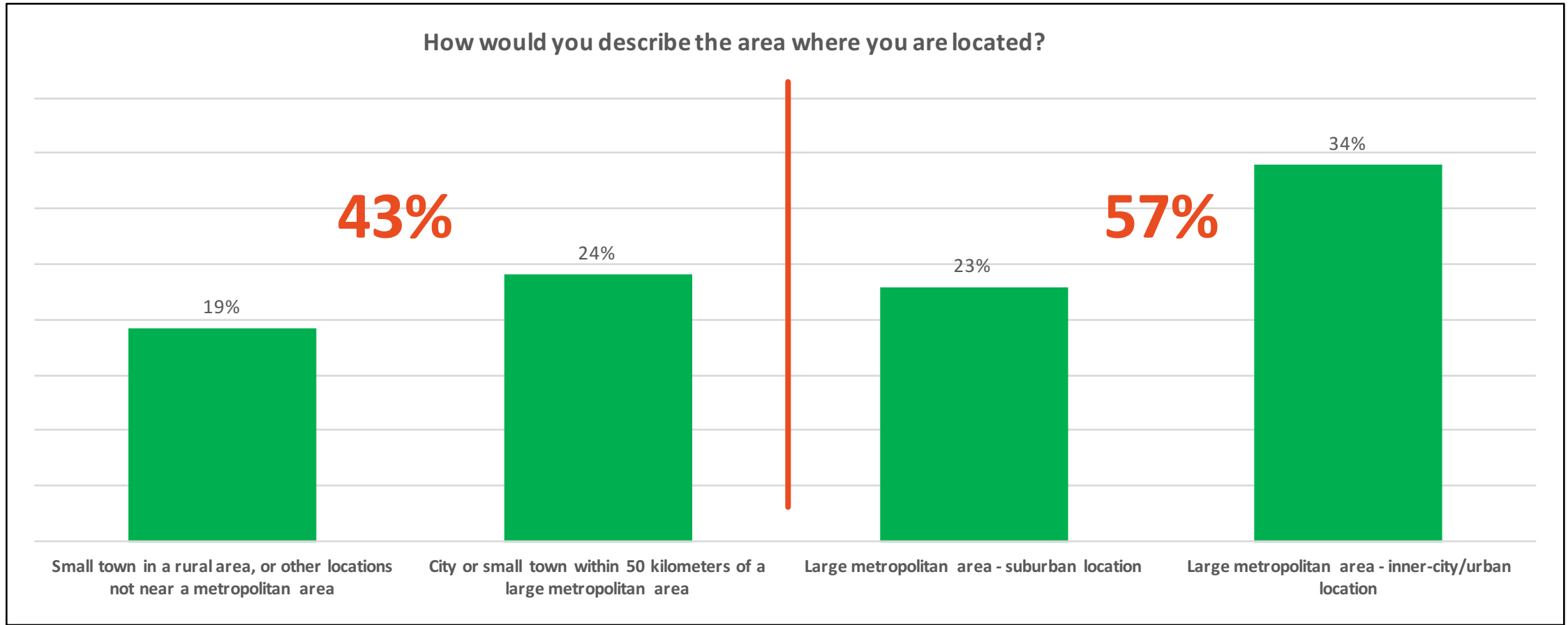
- Completed by 1,004 career service professionals.
- CERIC examined the demographic information to assess the representativeness of the sample.

Demographic Information

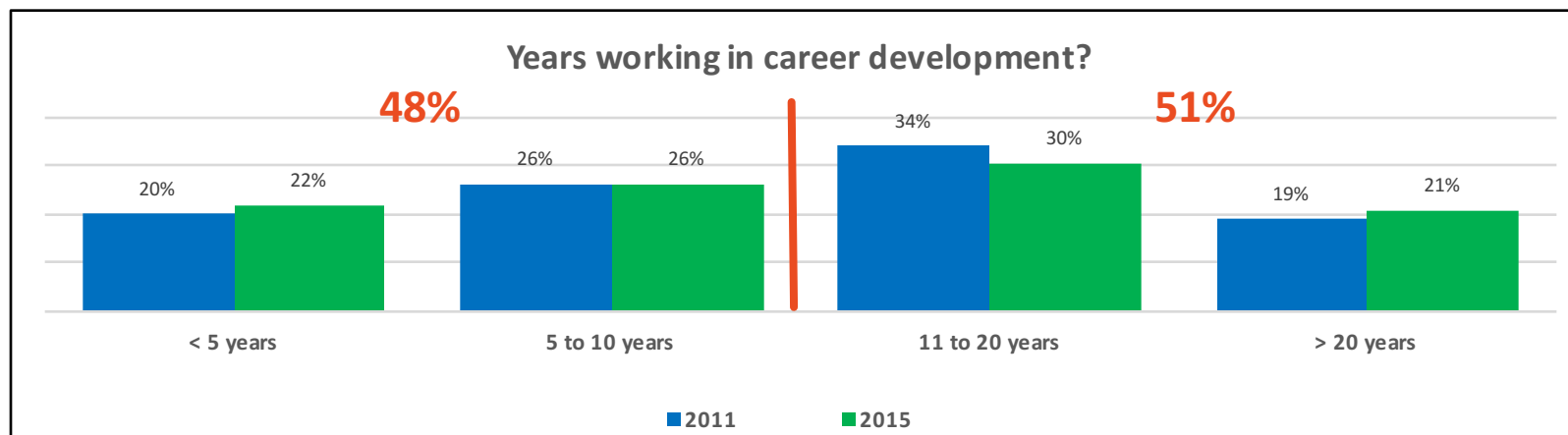
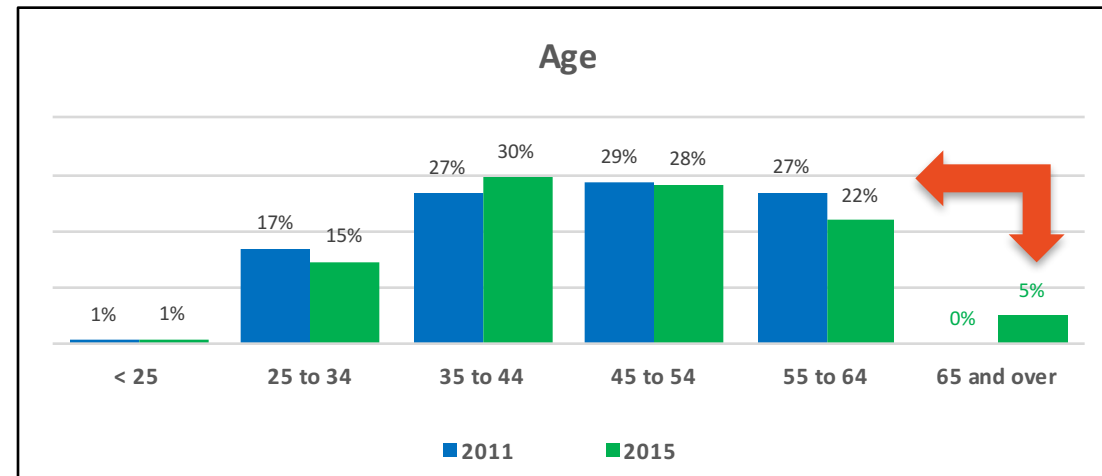
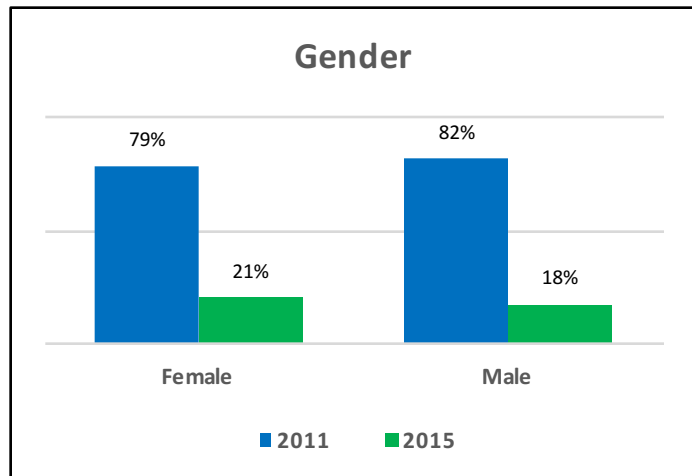
	Percentage	Count
British Columbia	14%	135
Alberta	10%	94
Saskatchewan	3%	25
Manitoba	3%	33
Ontario	38%	372
Quebec	19%	187
New Brunswick	2%	16
Nova Scotia	7%	69
Prince Edward Island	2%	15
Yukon	1%	6
Northwest Territories	0%	4
Nunavut	0%	3
Newfoundland and Labrador	3%	27



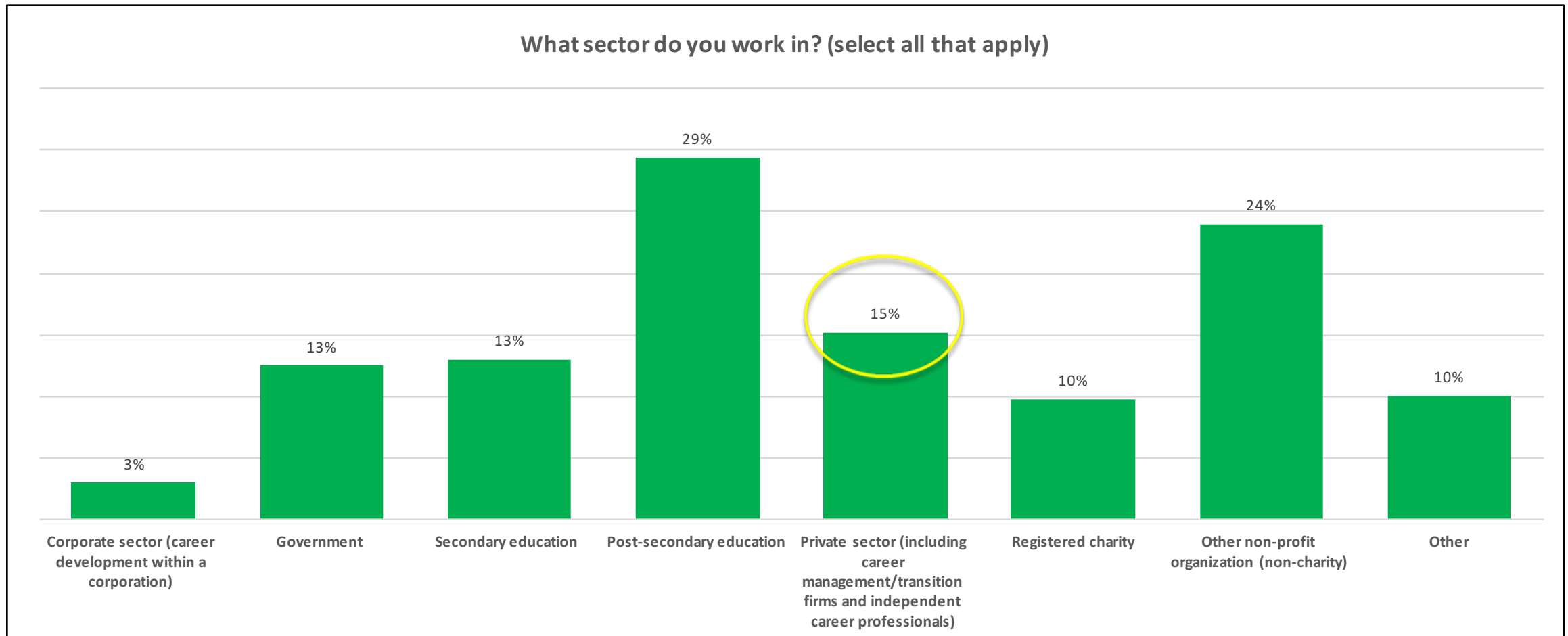
Demographic Information



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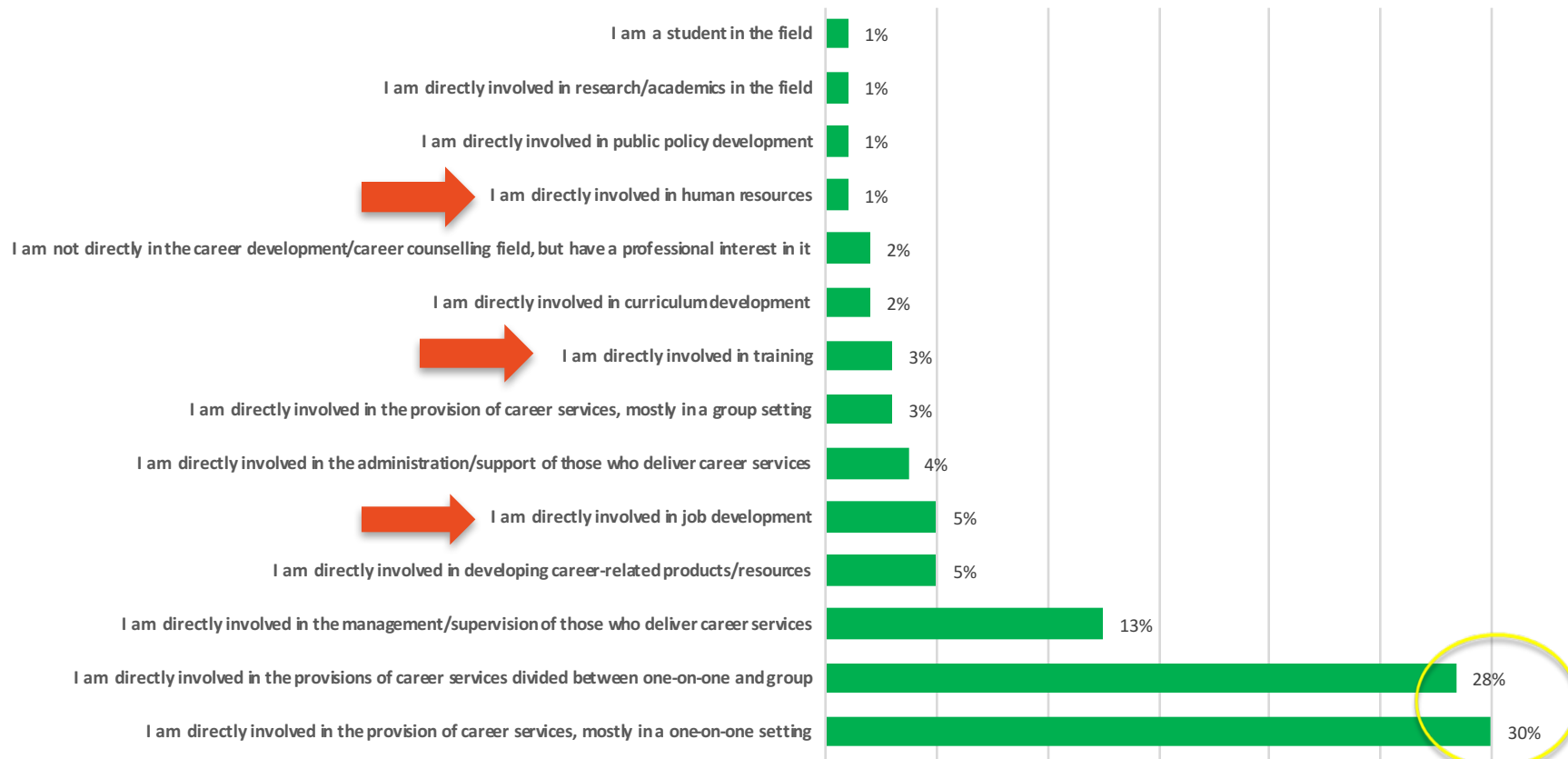


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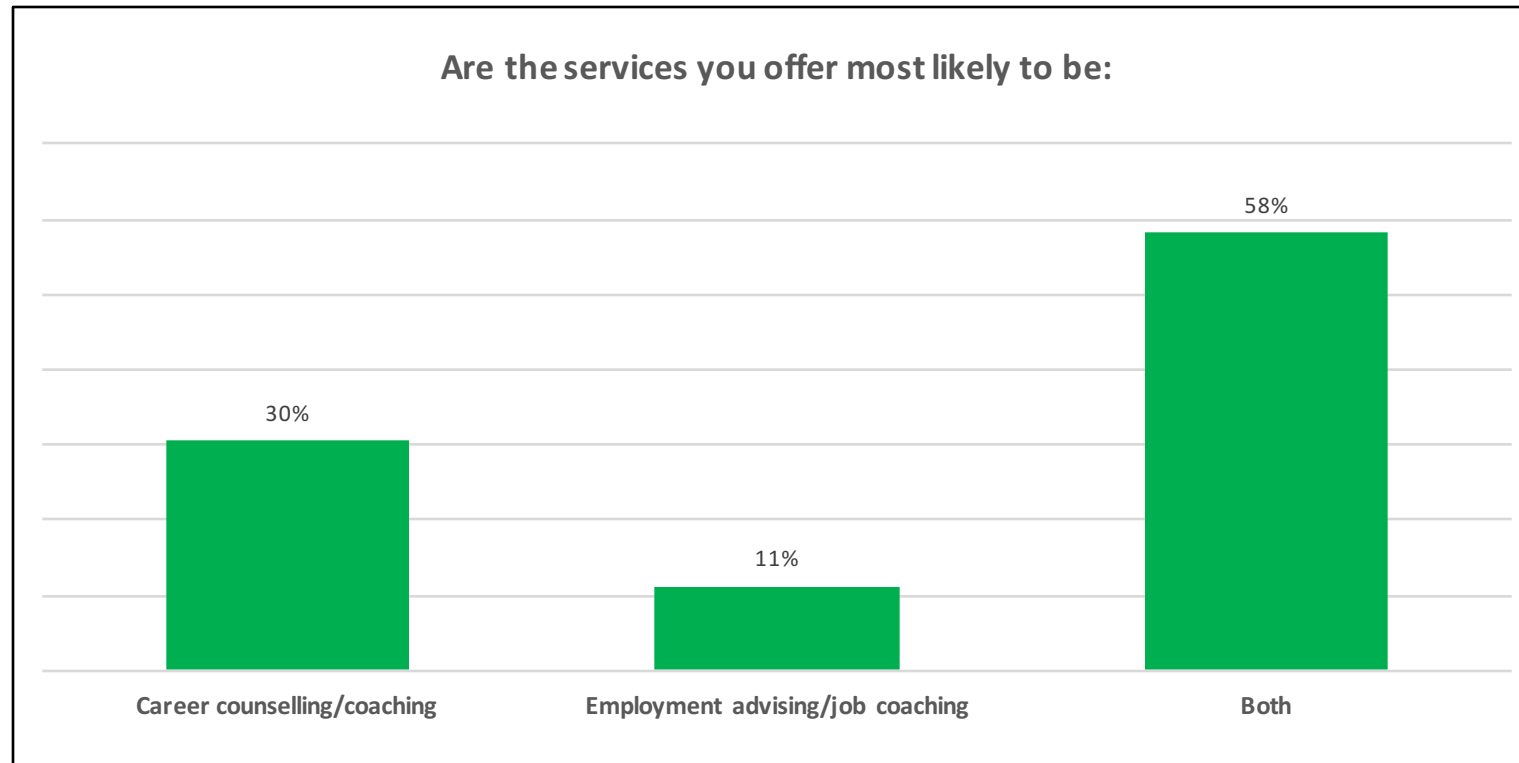


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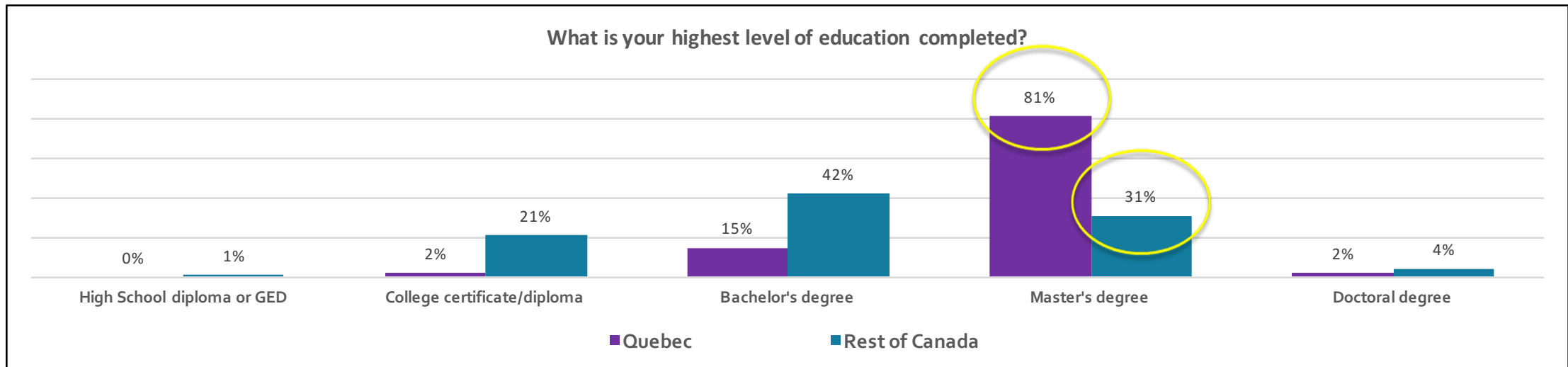
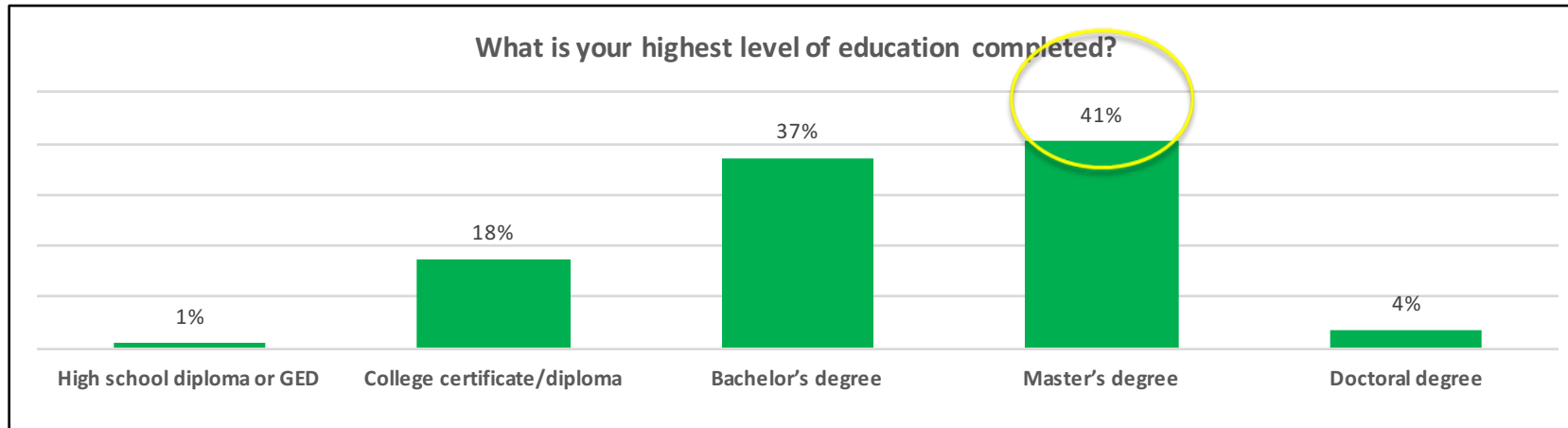
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? (choose 1 answer)



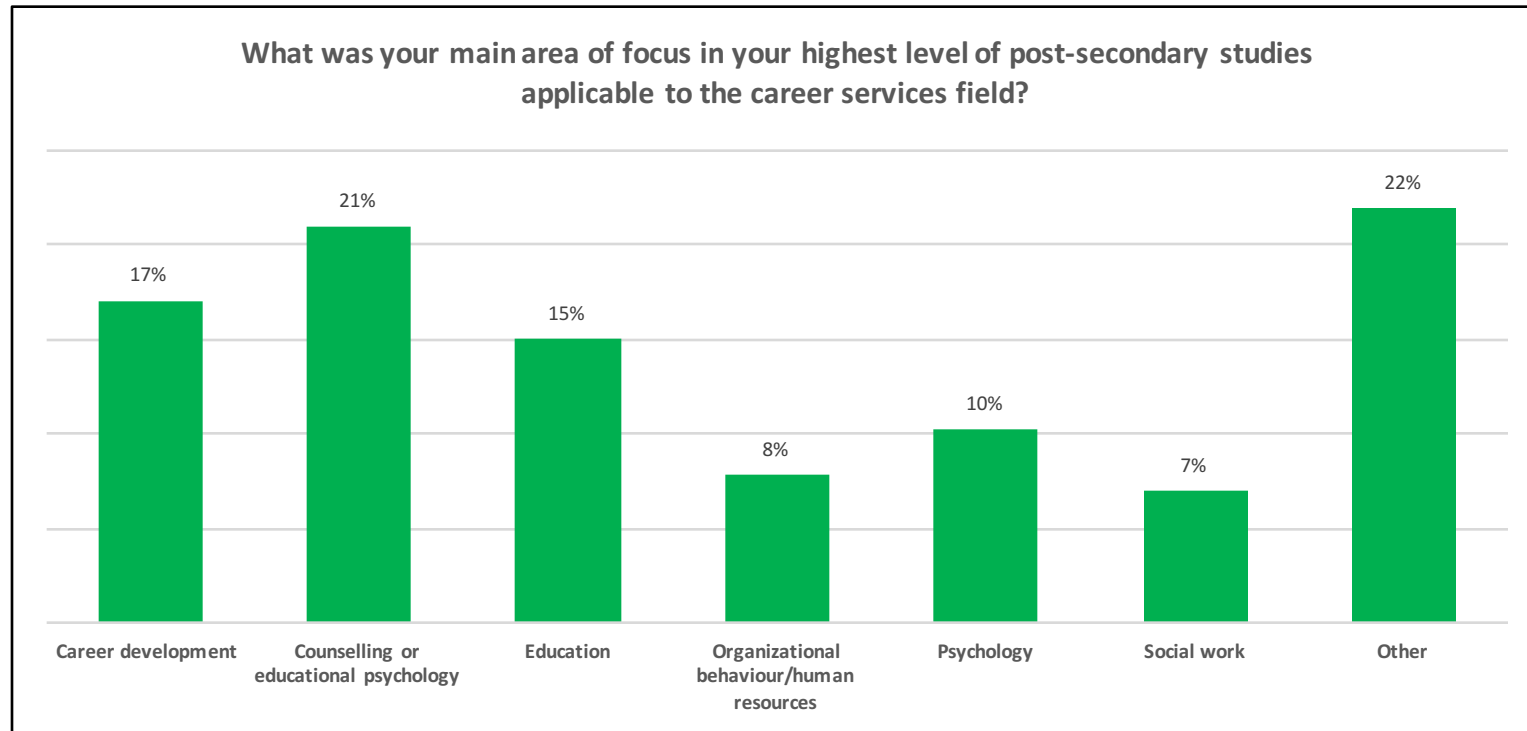
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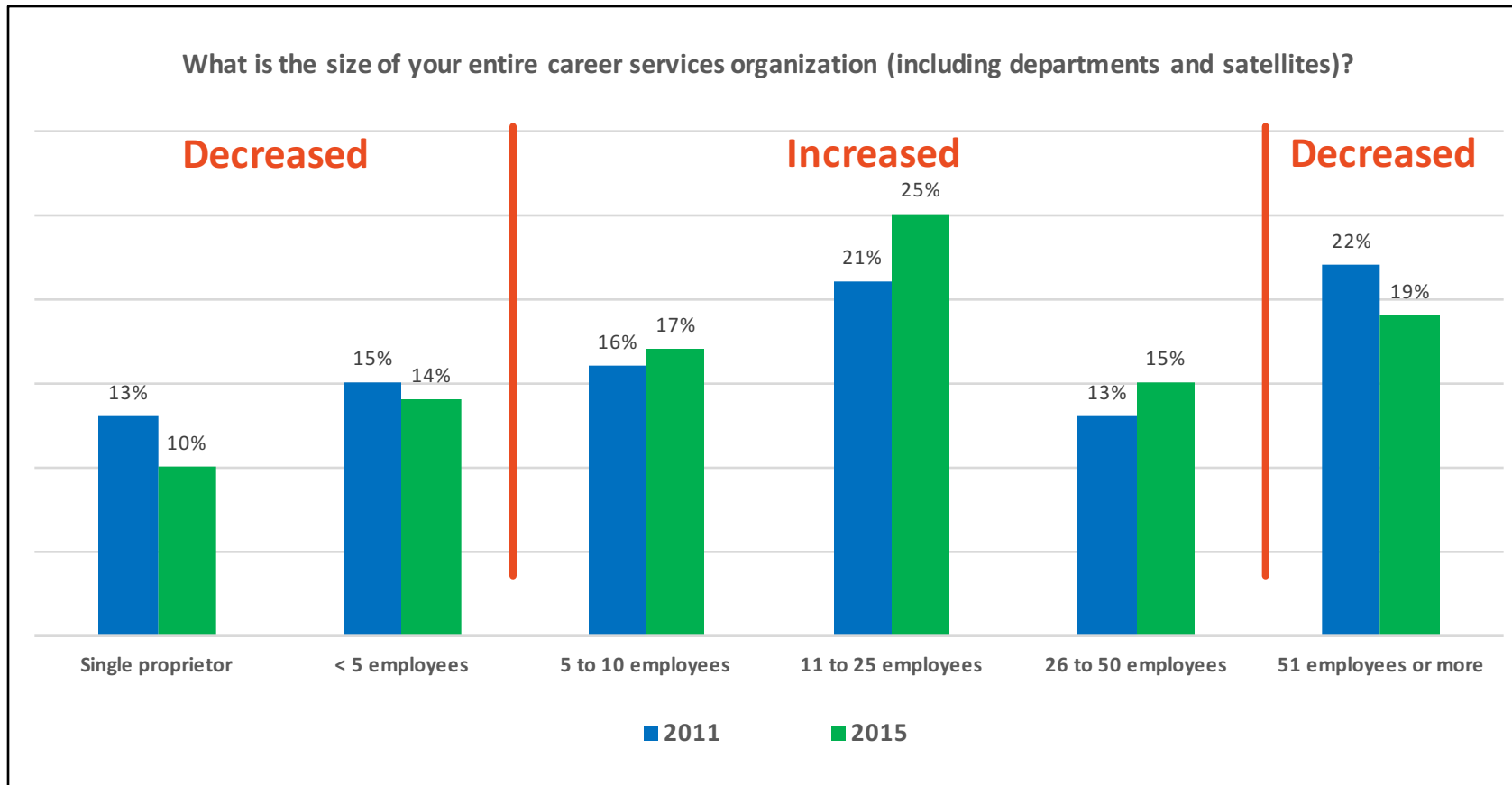
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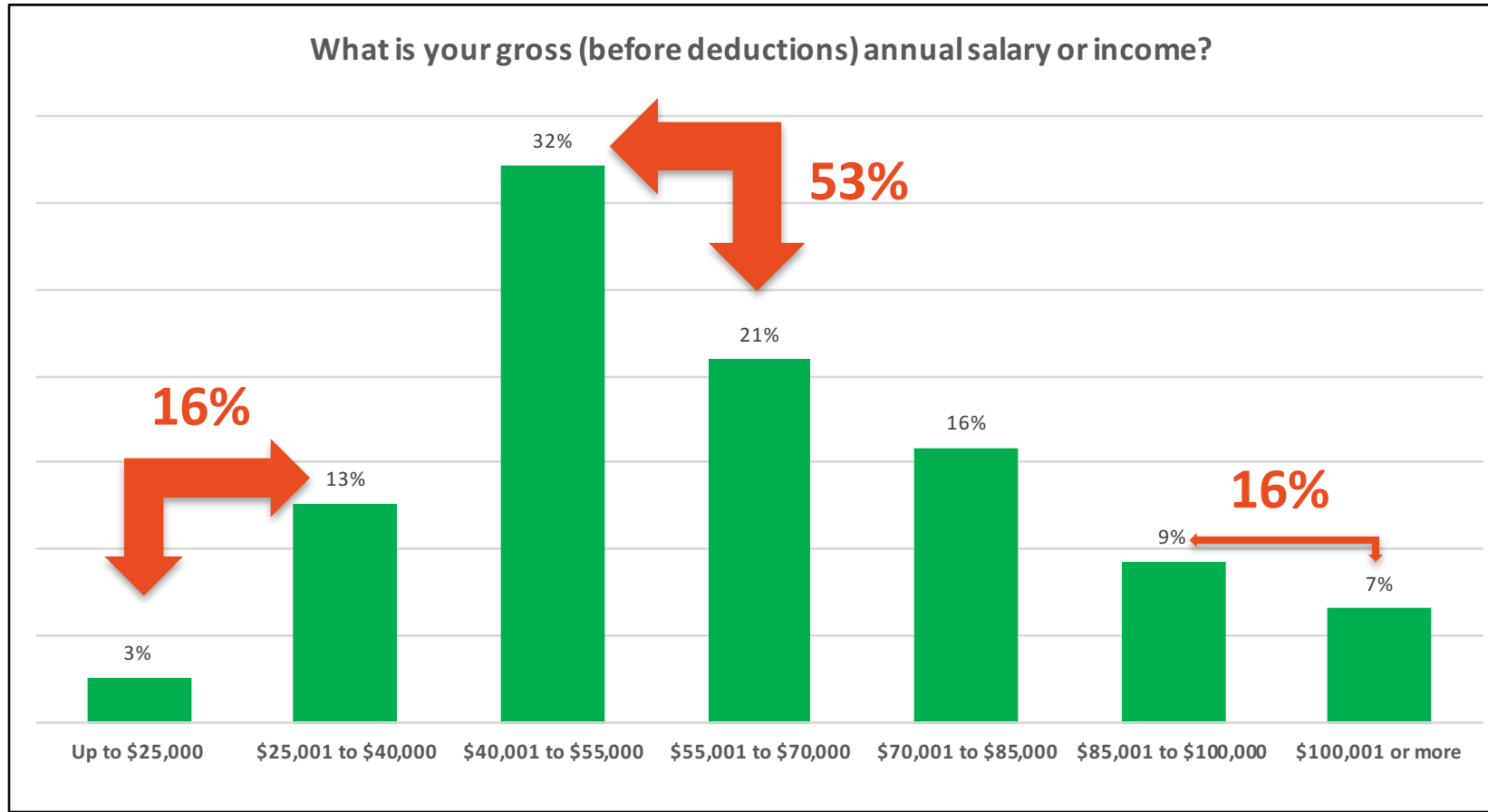
Three top "Other" responses:

- Sociology: 24
- Business and Commerce: 16
- Communications: 6

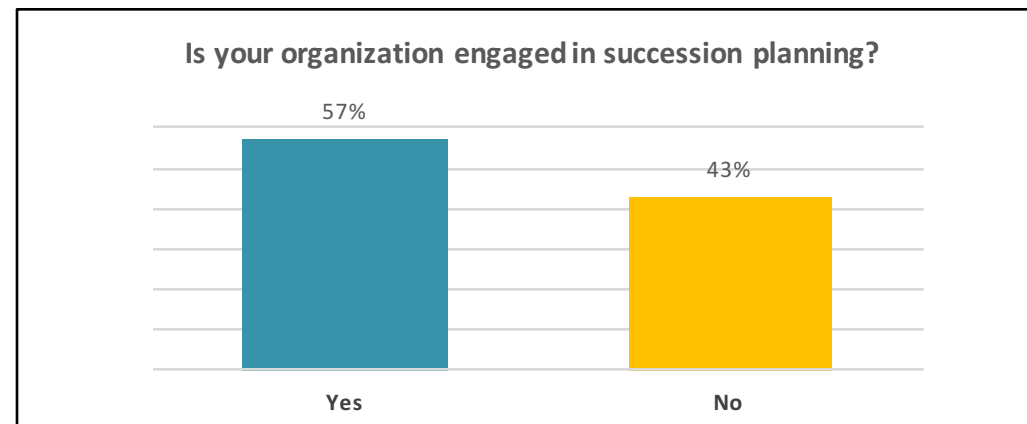
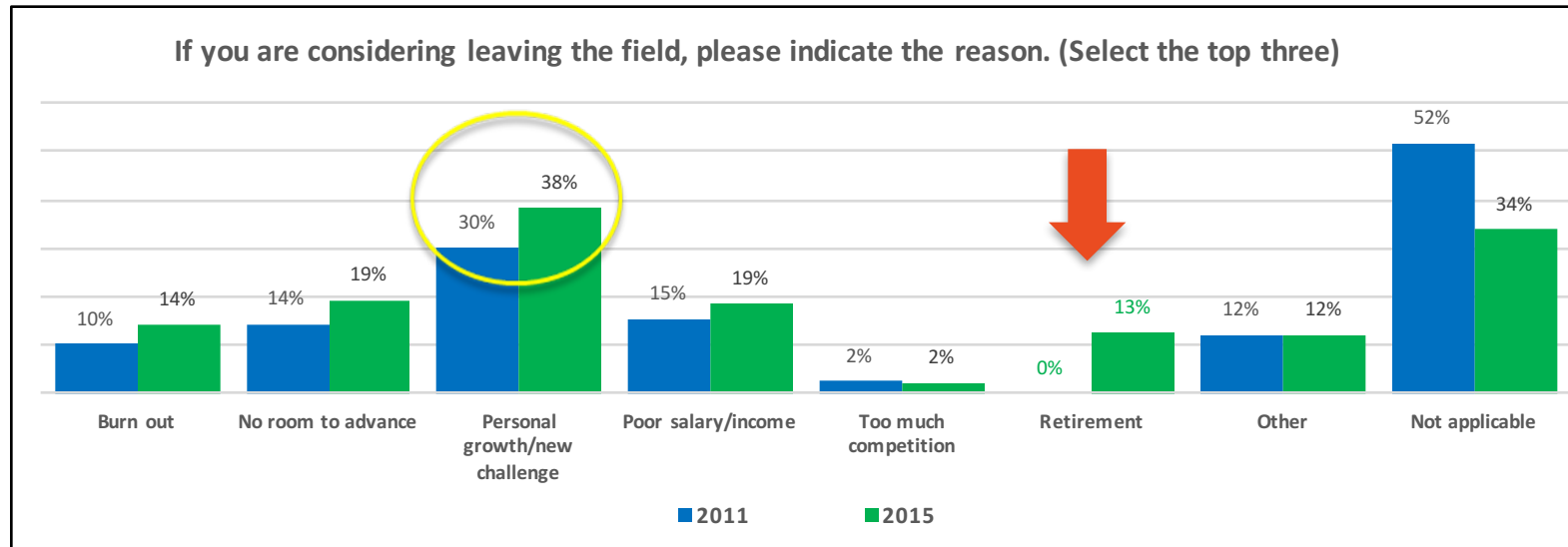
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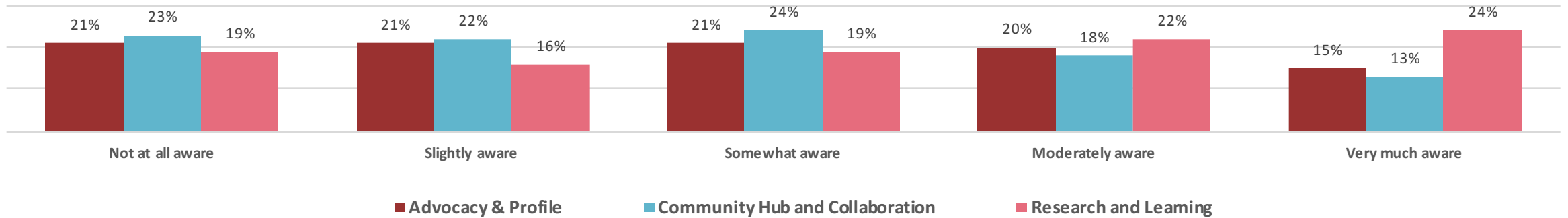


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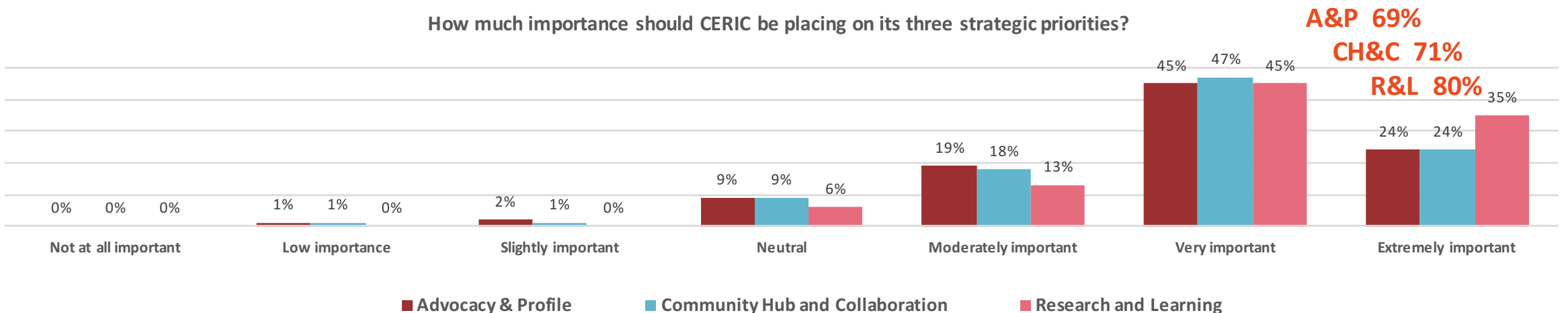


CERIC and the Profession

Are you aware of CERIC's three strategic priorities?



How much importance should CERIC be placing on its three strategic priorities?



CERIC and the Profession

Asking “What does ‘career development’ mean to you?” elicited 873 responses.

- I. A continuous process of self-discovery where one's personality, abilities, and preferences are discovered and applied to the evolving job market trends to achieve a fulfilling work experience across the lifespan.
- II. Leading and companioning individuals and groups to find, forge and navigate meaningful and sustainable work through their lives.
- III. Career development does not ask what do you want to be; it asks how do you want to live your life.
- IV. Lifelong learning and management of personal development and skills to remain relevant and current in the changing world.

Asking “What are you proud of in the field?” elicited 861 responses.

- I. Motivating and inspiring others.
- II. Being part of the process for individuals in achieving their goals and realizing their potential.
- III. The progress of certification in Canada.
- IV. The number and quality of Canadian career development thought leaders.

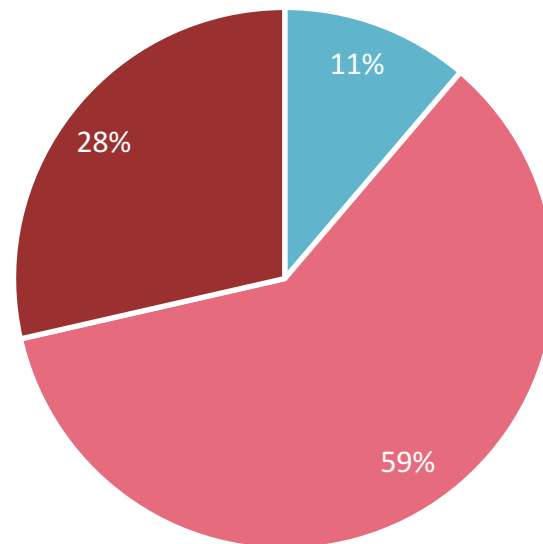
CERIC and the Profession

What keeps you up at night about the field?	Count	Percentage
Little understanding of the field and recognition of the value of career services	117	27%
Uncertain or inadequate funding	86	20%
Poor conditions (burn out/low salary/no professional development opportunities/poor management/little room for advancement)	63	14%
Impostors in the field (no field-related education & training)	52	12%
Funding sources not in line with aims of the intervention	39	9%
Prevalence of outdated practices and approaches	24	5%
Too little time for meaningful interventions	24	5%
Technology	10	2%



CERIC and the Profession

Do you feel the public's perception of the value of career service professionals has changed in the past few years?



- The profile or perception of the value of career service professionals has worsened
- The profile or perception of the value of career service professionals has improved
- No change

CERIC and the Profession

161 respondents stated that the profile or perception of the value of career service professionals has **improved** in the past few years.

- I. More people are having to change their career plans and need information as well as guidance as the world becomes more complex.
- II. The economy has made employment/lack of employment a front-page story, as has the incessant discussion about the disconnect between employers and the perceived lack of skills. This has fueled more interest in the media to talk about solutions, and career service professionals are one part of the solution.
- III. I think every satisfied customer contributes to changing the perception of the value of our work.
- IV. I see universities and colleges ramping up career development services for students and graduates. Even junior and senior high schools are now getting into these services.

31 respondents stated that the profile or perception of the value of career service professionals has **worsened** in the past few years.

- I. It think that the value has diminished due to shrinking federal and provincial labour market budgets. I think that career development professionals have not been able to properly articulate their value to individuals and governments. Career management is respected by business but career practitioners have not been linked to the practice.
- II. Mostly because many in the field are not equipped to offer professional advice because they are not fully knowledgeable. The career services field has been diluted by those who don't have an academic background in the sector.
- III. I think with technology and Google the public believes it can teach itself. A large share of the population don't understand that we provide services that go beyond what they can get (from technology).

Professional Development and Competency Improvement

If you are currently certified or pursuing certification, please tell us by which body or bodies:

Top Four Answers Provincial:

- I. Ordre des conseillers et conseillères d'orientation du Québec
- II. British Columbia Career Development Association
- III. Career Development Association of Alberta
- IV. Nova Scotia Career Development Association

Top Three Answers National:

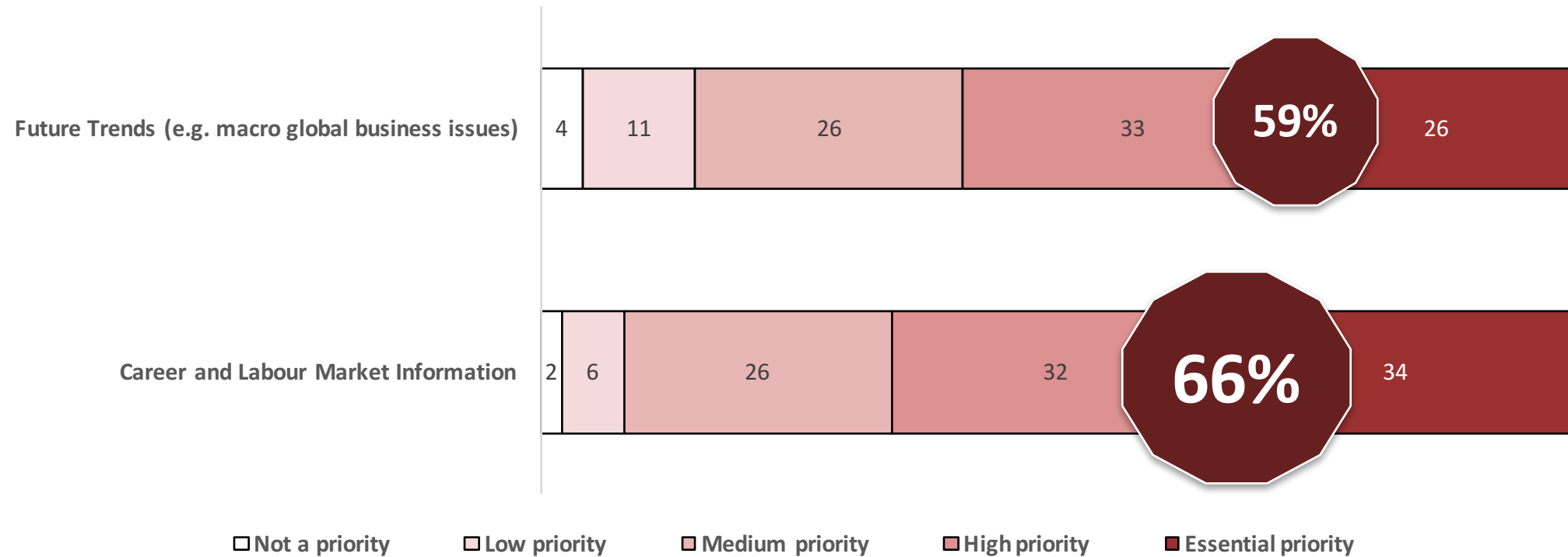
- I. Canadian Counselling and Psychotherapy Association
- II. Vocational Rehabilitation Association of Canada
- III. Career Professionals of Canada

Top Three Answers Non-National:

- I. Institute of Career Certification International
- II. International Coach Federation
- III. International Association for Educational and Career Guidance

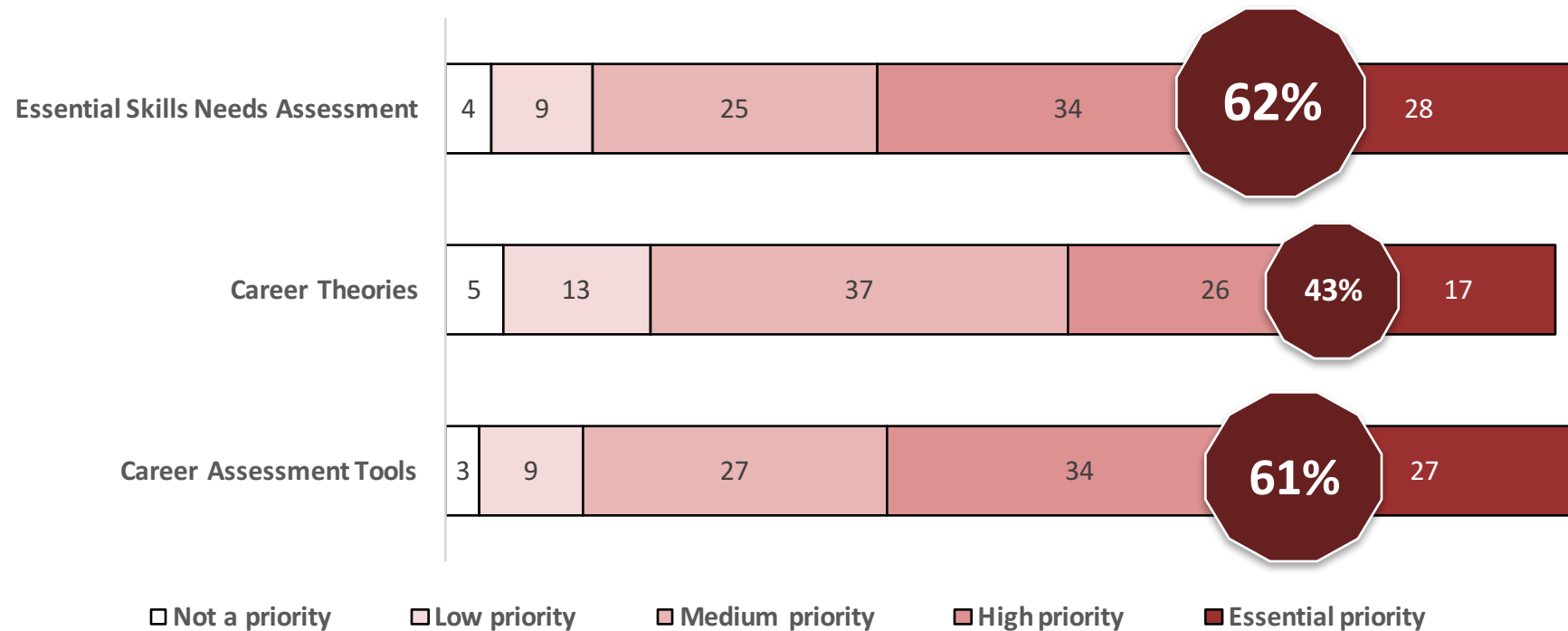
Professional Development and Competency Improvement

How interested are you in enhancing your career data competencies over the next year? (percent)



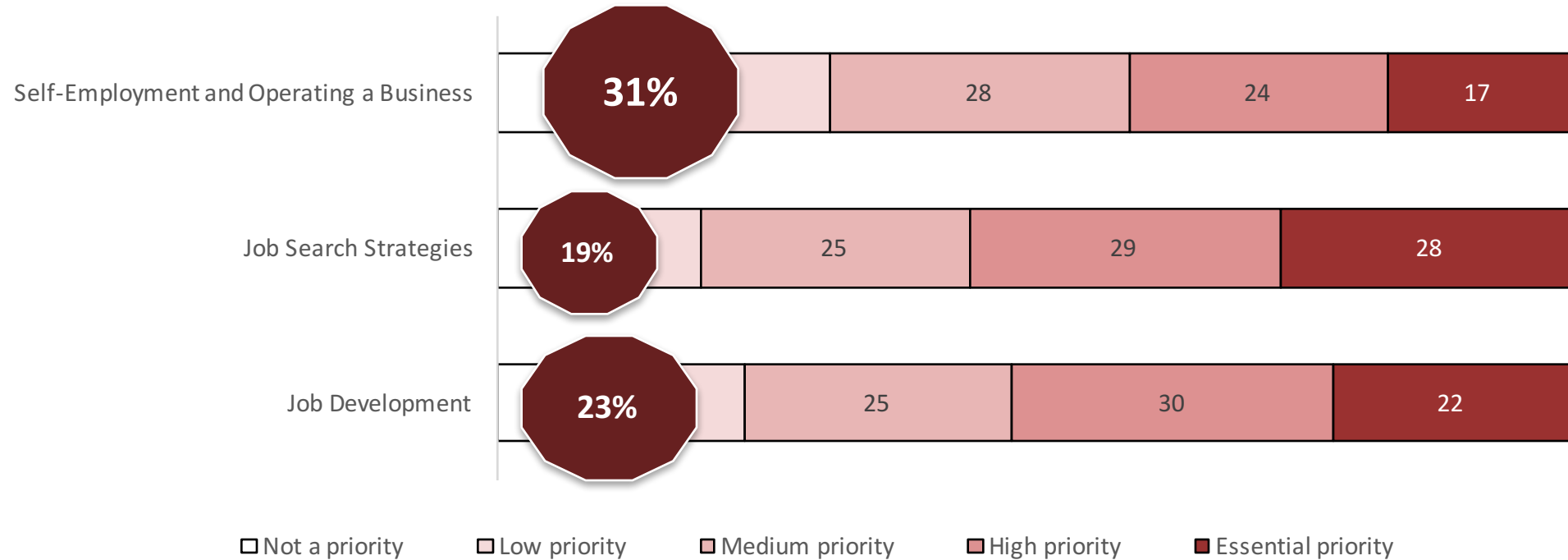
Professional Development and Competency Improvement

How interested are you in enhancing your client practice competencies related to client assessment over the next year? (percent)



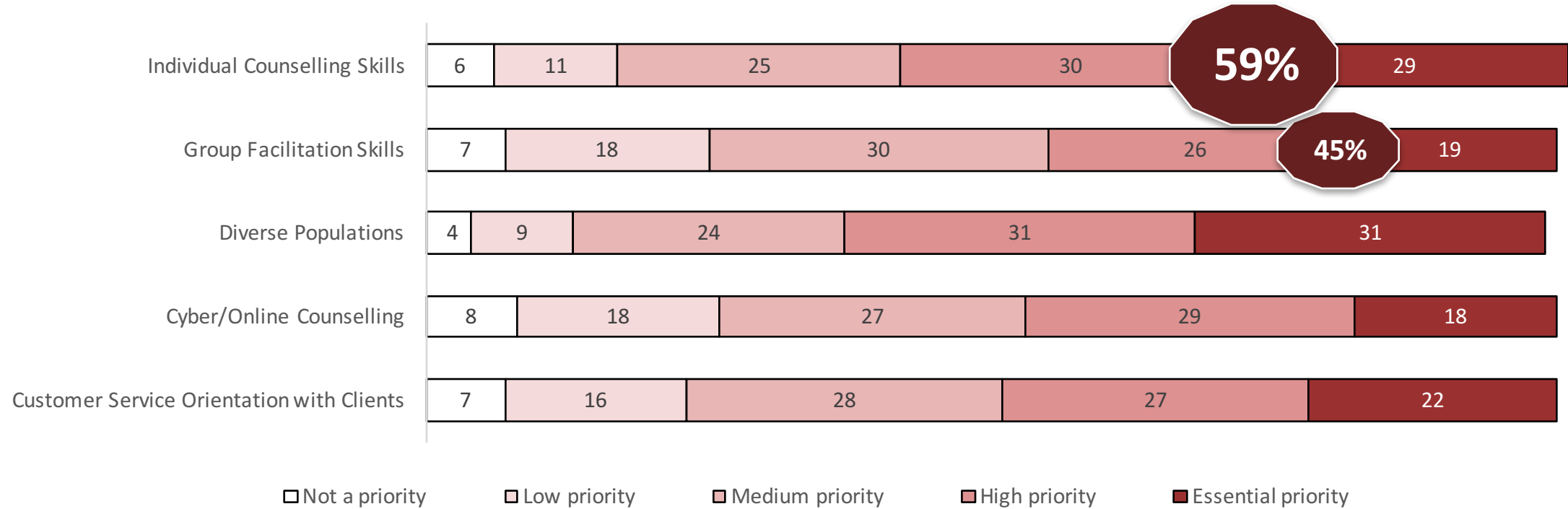
Professional Development and Competency Improvement

How interested are you in enhancing your client practice competencies related to client job search over the next year? (percent)



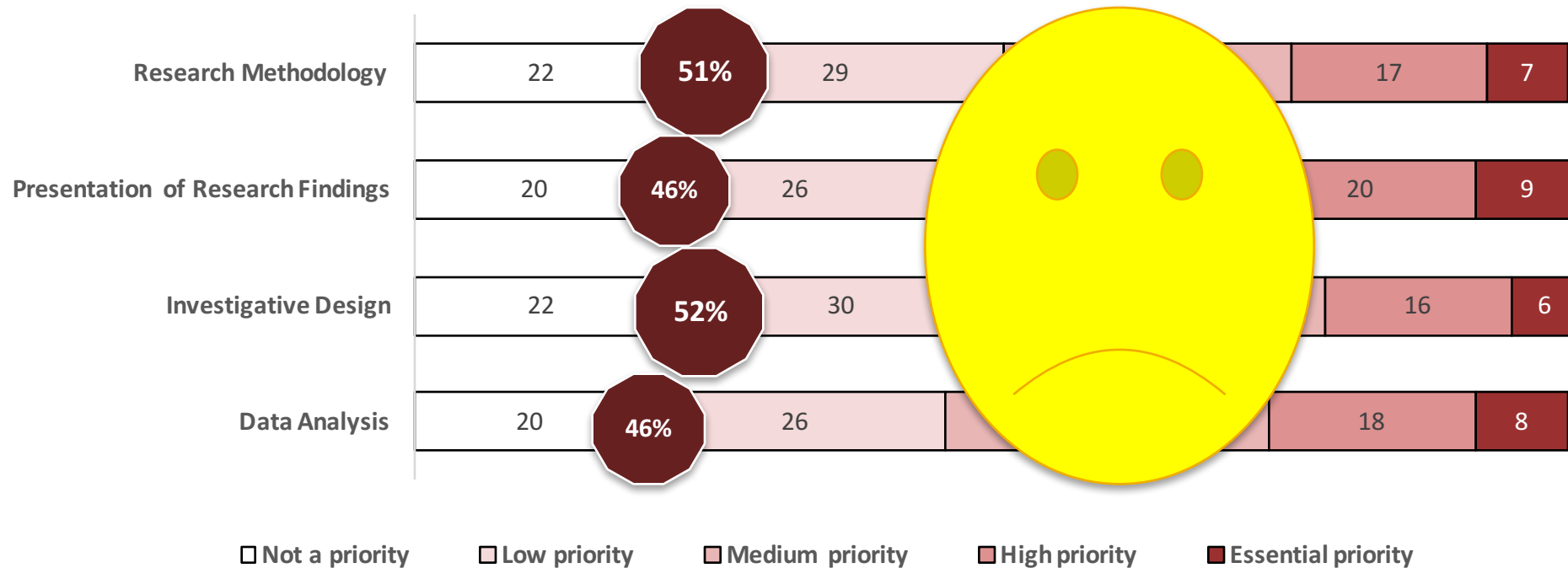
Professional Development and Competency Improvement

How interested are you in enhancing your client practice competencies related to client relationship management over the next year? (percent)



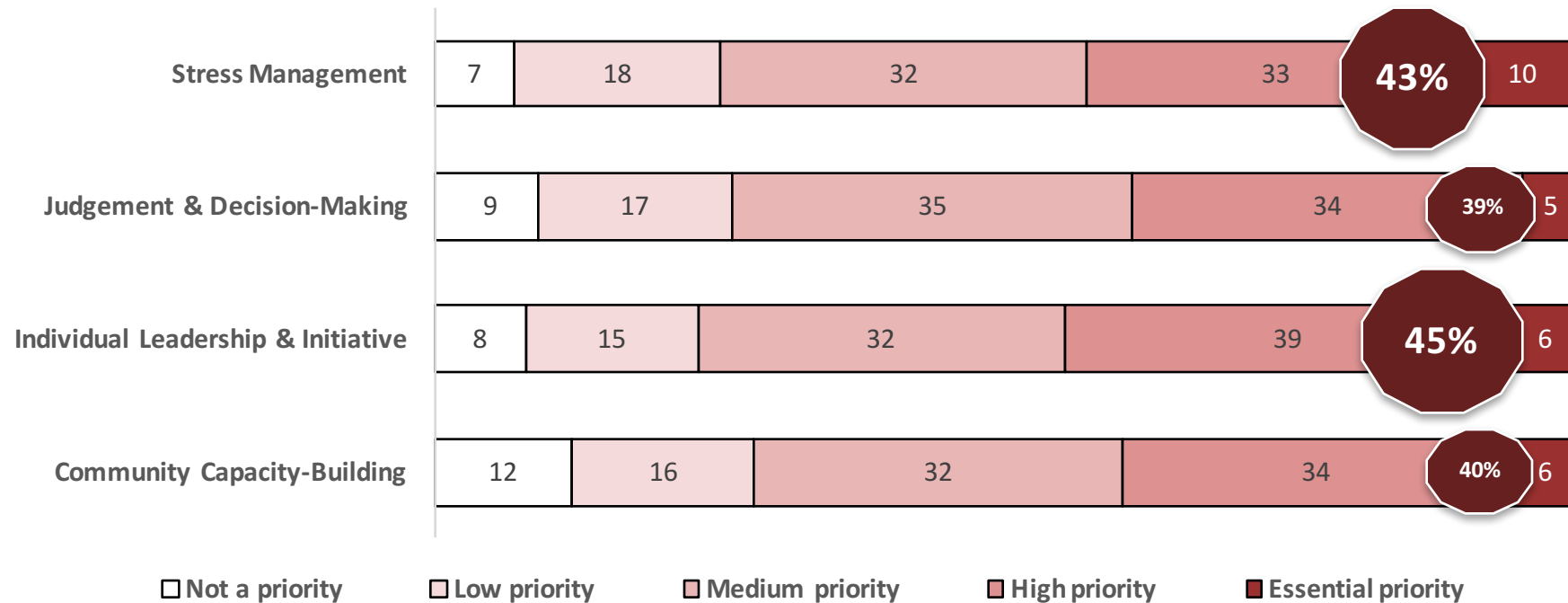
Professional Development and Competency Improvement

How interested are you in learning about research-related practices over the next year? (percent)



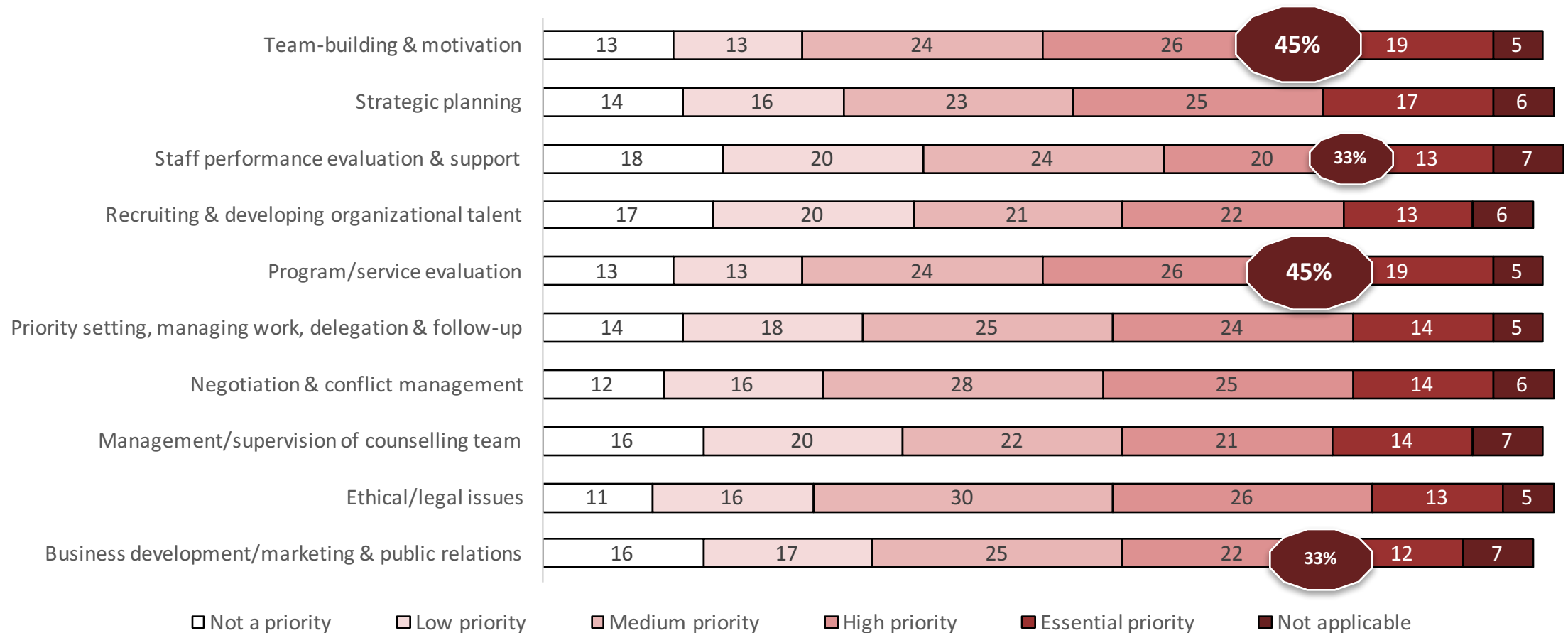
Professional Development and Competency Improvement

How interested are you in learning about the following personal/network development practices over the next year? (percent)



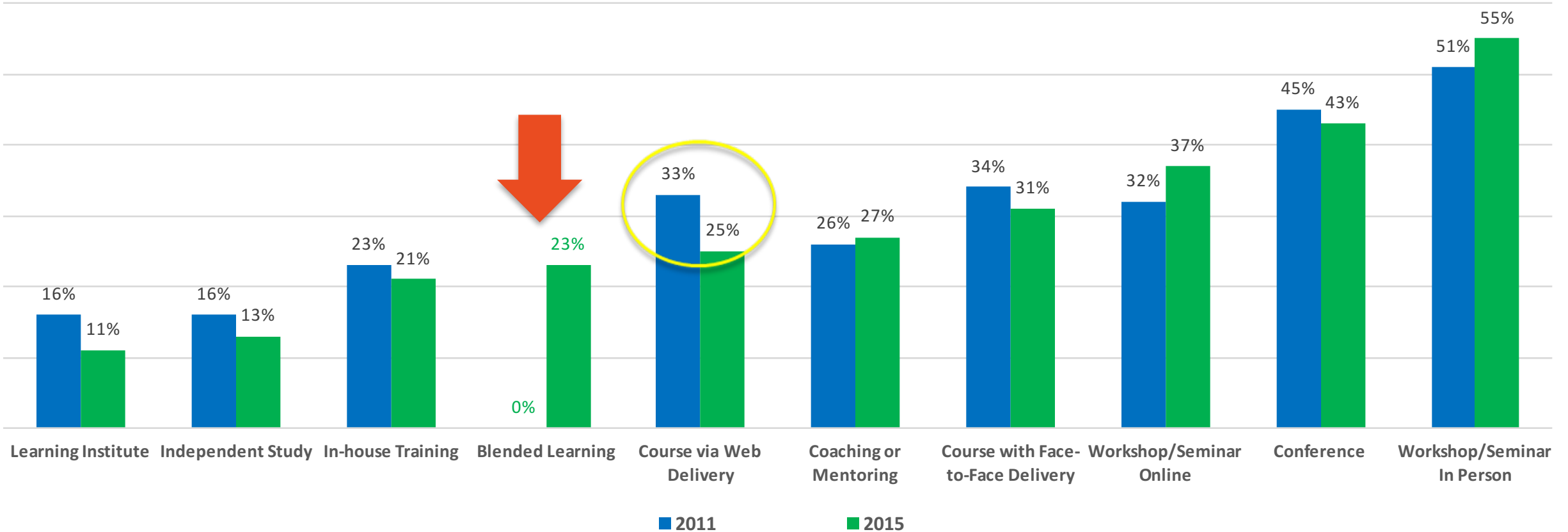
Professional Development and Competency Improvement

How interested are you in learning about supervisory/management practices over the next year? (percent)

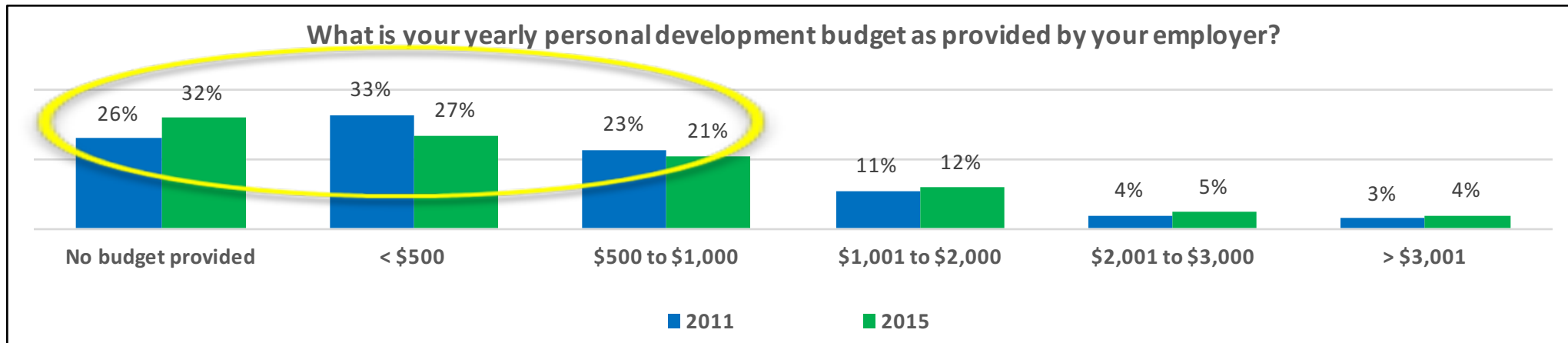


Professional Development and Competency Improvement

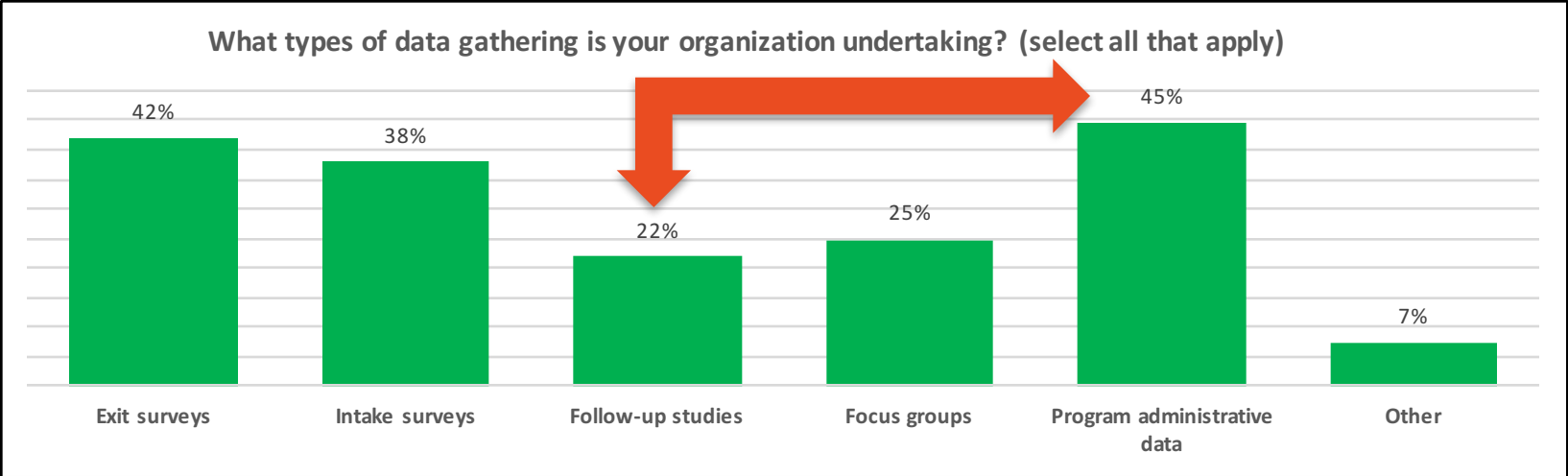
Which formal learning approaches to training do you prefer? (select the top 3 that apply)



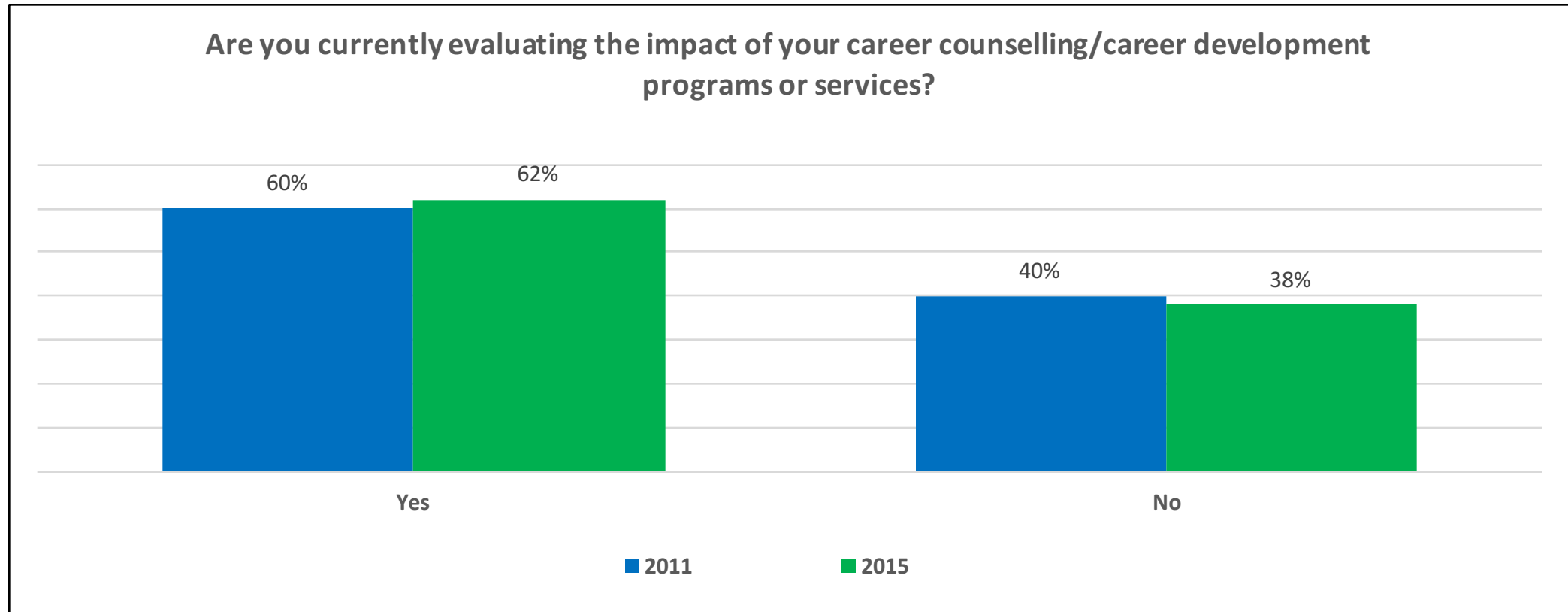
Professional Development and Competency Improvement



Research and Learning Dissemination



Research and Learning Dissemination



Research and Learning Dissemination



What three topics would you most like to see career-development research focus upon? (Top Five Thematic Answers)	Count
Practices, approaches, techniques or tools used in career counselling/career development	163
Assessing the impact/value of career-related practices, approaches, techniques or tools	116
Labour market information including data about employment or career trends	113
Skills (technical and/or soft skills)	41
Supporting people in career transitions	38

What three topics would you most like to see career-development research focus upon? (Top Five Group Answers)	Count
People in Post-Secondary Education	57
Youth	51
Immigrants	45
People with a Mental Illness or Mental Health Problem	42
People with Disabilities	40

CERIC 2015 Survey of Career Service Professionals

More information:

- Reveal Snapshot with Expert Panel Discussion (Cannexus16 website: Available)
- Complete Findings (CERIC website: Available)
- Infographic (CERIC website: Available)
- *Careering* Magazine articles (will be announced in Careerwise)
- Regional Comparisons (will be announced in Careerwise)
- Location Comparisons (will be announced in Careerwise)
- Sector Comparisons (will be announced in Careerwise)

CERIC Roadshows:

- Wednesday, April 20 Toronto
- Friday, April 29 Edmonton
- Monday, May 16 Halifax
- Thursday, May 19 Saint John
- Thursday, June 9 Peterborough