

CERIC 2015 SURVEY OF CAREER SERVICE PROFESSIONALS

The online survey took place from October 19 to November 20, 2015

Demographic Information

82%
female



18%
male

Years Working in Career Development?

22% have worked less than 5 years
26% have worked from 5 to 10 years
31% have worked from 11 to 20 years
21% have worked more than 20 years

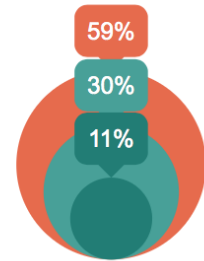
More Than 80% Have at Least a Bachelor's Degree



More Than 50% Make at Least \$55,000 per Year



SERVICE PROVISION APPROACH



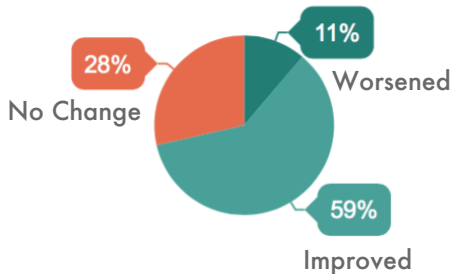
■ Empl. Advising/Job Coaching
■ Career Counselling/Coaching
■ Both

46%
up to 44 years old

54%
45 years old and over

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?



Professional Development and Competency Improvement

1/3 DO NOT RECEIVE ANY PROFESSIONAL DEVELOPMENT BUDGET FROM THEIR EMPLOYER



61% BELIEVE IT IS AN IMPORTANT PRIORITY

BELIEVE IT IS AN IMPORTANT PRIORITY

43% BELIEVE IT IS AN IMPORTANT PRIORITY

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Research and Learning Dissemination

33%

8%

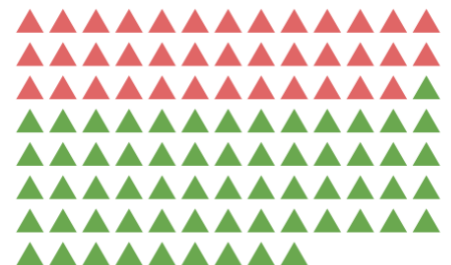
Report Writing

6%

Publication for Peer-Review Publication for Non Peer-Review

TARGET OF CAREER DEVELOPMENT RESEARCH ACTIVITIES

Are you currently evaluating the impact of your career counselling/career development program or services?



■ No (38%) ■ Yes (62%)

What are you proud of in the field?

- "Motivating and inspiring others."
- "The number and quality of Canadian career development thought leaders."
- "Being part of the process that helps individuals achieve their goals and realize their potential."

TOP THREE CONCERNS ABOUT THE FIELD

27% Little Understanding of the Field by the General Population and Others

20% Uncertain/Inadequate Govt Funding

15% Poor Working Conditions (i.e. low salary and no room for advancement)

TOP 5

Favourite Formal Learning Approaches to Training

Workshop/Seminar - In Person **55%**

Conference **43%**

Workshop/Seminar - Online **37%**

Face-to-Face Course **31%**

Coaching or Mentoring **27%**

MOST COMMON DATA GATHERING APPROACHES

- 45% . . . Program Administrative Data
- 42% Exit Surveys
- 38% Intake Surveys
- 25% Focus Groups