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Executive Director Riz Ibrahim speaking to a full room during a CERIC roadshow, November, Toronto, ON.

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WHAT WE DO

CERIC is a charitable organization that advances education and research in career counselling and career development in order to increase the economic and social well-being of Canadians.

We fund projects, run programs and craft partnerships that develop and share innovative resources to build the knowledge and skills of diverse career professionals.

An inclusive organization, CERIC works across sectors with anyone who has a stake in career development, including practitioners, educators, employers, researchers and policymakers.

The activities of CERIC are funded in large part by The Counselling Foundation of Canada, a family foundation that has actively supported Canadians in living purposeful and productive lives through career development for more than 60 years.



CERIC collaborates each year with an extensive group of public, private and non-profit organizations that support our goal of advancing career development in Canada.



Mission, Vision & Strategic Programs (p.4) →



Mission

To encourage and provide education and research programs related to the development, analysis and assessment of the current counselling and career development theories and practices in Canada.

Vision

To increase the economic and social wealth and productivity of Canadians through improved quality, effectiveness and accessibility of counselling programs, especially in the areas of career counselling and career education.

Programs & Publications

CANNEXUS

Cannexus is Canada's bilingual National Career Development Conference, promoting the exchange of information and innovative approaches in career counselling, and career and workforce development.

CAREERING

Careering magazine is a resource by and for career development professionals in Canada, with analysis of and reflection on the latest theories, practices and resources.

CANADIAN JOURNAL OF CAREER DEVELOPMENT | REVUE CANADIENNE DE DÉVELOPPEMENT DE CARRIÈRE

CJCD is a peer-reviewed publication of multi-sectoral, career-related academic research and best practices from Canada and around the world.

CAREERWISE

The CareerWise website helps those working in career development across Canada stay up to date on the top news and views. A popular weekly newsletter curates the best of the site.

SUMMERSKILLS

Summer Skills Academy provides face-to-face, in-depth and affordable training with the experts on emerging techniques and current trends in career services.

GRADUATE STUDENT ENGAGEMENT PROGRAM | PROGRAMME DE MOBILISATION DES ÉTUDIANTS AUX CYCLES SUPÉRIEURS

GSEP encourages the engagement of Canada's full-time graduate students whose academic focus is in career development and/or related fields.



JOHN HORN
CHAIR, BOARD OF DIRECTORS



RIZ IBRAHIM
EXECUTIVE DIRECTOR

Leadership Message

Growing the Big Tent

For 14 years, CERIC has been active in building and expanding a tent that we hoped was inclusive and broad based. The idea of the tent, figurative as ever, was one that was malleable, responsive, multi-sectoral, non-partisan and aspirational. It reflected the diverse and interdisciplinary nature of those welcomed in. Our 15th year of operation, 2019, was a year where we explored the tent and created more space to welcome others.

We funded and developed projects that catered to a broad range of career and employment professionals. We welcomed international colleagues into our tent as we worked with Canadian theorists to celebrate the contributions they made on informing career development practices globally. Our work acknowledged the complex environments career professionals work in, the diverse and often challenged constituents they support, and the strong and resonant impact their work could have on the mental health and well-being of those they serve. Our work over the year also challenged our own notions of career development, how we define careers and how clients and constituents may articulate these concepts. All the while we reached broadly to connect with francophone career development professionals within Quebec and across Canada,

settlement counsellors and others as their voices resonated within the tent.

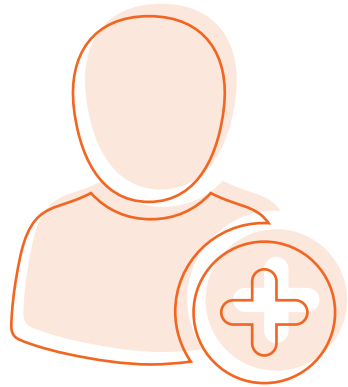
The reach and value of the big tent approach was best witnessed through active participation in all of our programs and convenings, most notably Cannexus 2019, where our attendance topped 1,200. As we ended the year, we were reassured that the tent indeed belonged to, and was defined by, the communities of Canadian career and employment professionals as we were well on our way to exceeding our record conference attendance for 2020.

As you read this Annual Report, and explore our work in support of community and collaboration, we hope you too will see the possibility of an even bigger and more vibrant safe place where ideas shape practice and practice gives rise to a greater social good.

Our work happens as it does because of a highly engaged triad of volunteer Advisory Committees and our Board of Directors - they are the pillars that hold the tent up; our passionate and talented staff are the walls and windows. And, finally, the support, encouragement and commitment from The Counselling Foundation of Canada, and especially Bruce Lawson, President and CEO, is the roof that helps us stay focused on our mission.



2019 Impact at a Glance



1,221
Cannexus19 registrations

3,184
webinar participants

11,320
Careering subscribers

30
GSEP grad students

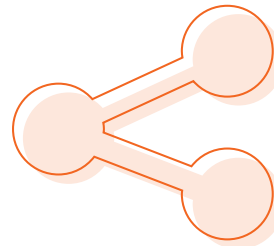
35
supporting organizations



13,697
resource downloads
& views



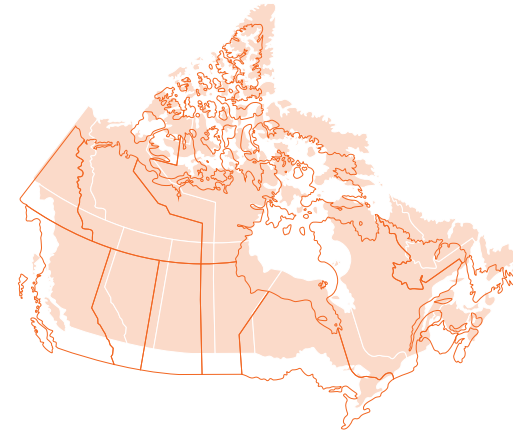
306,294
visits to CERIC websites



21,425
social media followers



101
issues of *CareerWise Weekly*/
OrientAction en bref



386
roadshow attendees



1,350
CERIC Survey responses

STRATEGIC PRIORITY

Research & Learning

Priority: Invest in an ambitious research and learning agenda that, through encouraging thought leadership, advances the career development field and builds its knowledge and skill base.



A packed plenary at Day 2 of Cannexus19, January, Ottawa, ON.

CERIC's Research & Learning Priorities

- ✓ Career practitioner with social and economic impact
- ✓ Early intervention to assist children's career decision-making
- ✓ Impact of career services on policy and programs
- ✓ New emerging career development theories and career management models
- ✓ Entrepreneurial education and career development

PROJECT COMPLETED

43 CAREER THEORIES THAT INFORM CAREER DEVELOPMENT PRACTICE AROUND THE WORLD

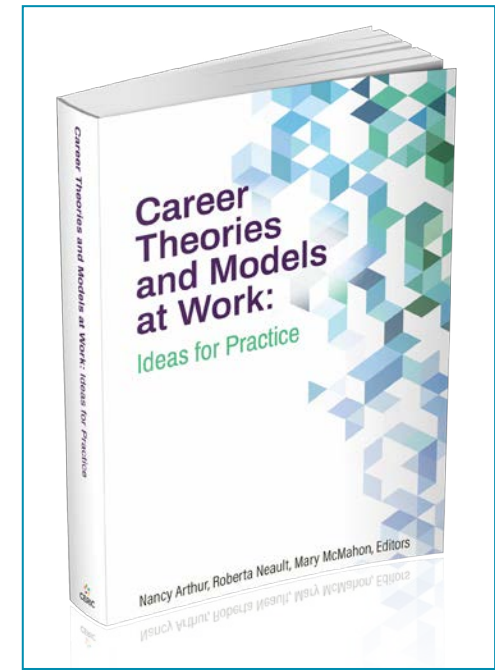
The Big Picture

Career development is a field with a distinct and defined body of knowledge. In order to effectively serve clients and the public, career practitioners need to be equipped with the latest theories and models in the field. Ethical career practice requires practitioners to be up to date with their knowledge about theory and how theory informs practice.

Informing the practice of career development globally, CERIC published *Career Theories and Models at Work* this past year. The international collection, edited by Nancy Arthur (University of Calgary), Roberta Neault (Life Strategies) and Mary McMahon (University of Queensland), features contemporary and emerging career theories and models from the original theorists and those who have adapted the work in unique ways.

The book contains 43 chapters on the theories and models that define the practice of career development today, with contributors from four continents and nine countries: Australia, Canada, England, Finland, India, the Netherlands, New Zealand, South Africa and the United States. The publication provides practitioners with a tangible resource they can use to develop theory-informed interventions and is intended as a text for career counselling courses.

Publication of this book was made possible in part by the generous contributions of our Knowledge Champions: CLSR, Wilfrid Laurier University and Douglas College. It launched at the Cannexus National Career Development Conference in January 2019, where 1,000 attendees each received a complimentary copy. It is now available for sale in print and ebook.



THIS WONDERFUL NEW BOOK JUST LANDED...IF YOU ARE SERIOUS ABOUT CAREERS WORK THIS IS ESSENTIAL READING @ROBERTNEAULT @CERIC_CA #CAREERS #COACHING #COUNSELLING @NOTBREXIT



DR JIM BRIGHT
@drjimbright

Continued on (p.9) →

43 CAREER THEORIES THAT INFORM CAREER DEVELOPMENT PRACTICE AROUND THE WORLD

Results

Career development is a field with a distinct and defined body of knowledge. In order to effectively serve clients and the public, career practitioners need to be equipped with the latest theories and models in the field. Ethical career practice requires practitioners to be up to date with their knowledge about theory and how theory informs practice.

Future Focus

Based on the popularity of the book, CERIC began work on a French translation in 2019, co-ordinated by Louis Cournoyer (Université du Québec à Montréal) with the support of Patricia Dionne (Université de Sherbrooke) and Simon Viviers (Université Laval). It is expected to be available for use in courses in January 2021. We are also exploring translations into other languages with international partners.



The editors of *Career Theories and Models at Work*, Mary MacMahon, Nancy Arthur and Roberta Neault, at the launch of the book, sharing a picture together at Cannexus19.

“Career development educators seeking a comprehensive, easy-to-understand text with illuminating case studies will want this publication on their students’ reading lists. Researchers across country contexts and disciplines will undoubtedly cite this work as background to their own contributions to the field. Those who advise and make career-related policy would do well to familiarize themselves with this valuable up-to-date guide to the theory and practice underpinning our profession.”

– Jennie Miller, National President, Career Development Association of New Zealand

PROJECT COMPLETED

SETTLEMENT COUNSELLORS NEED 8 CRITICAL COMPETENCIES AS ROLE CHANGES WITH RISING IMMIGRATION

The Big Picture

Canada is widely acknowledged to have one of the strongest settlement sectors in the world. At its core are 500 non-profit organizations that help newcomers adjust to life in Canada. But with the ongoing rise in immigration levels, the report highlights that the economic and social benefits of immigration depend on the capacity of the system, where front-line settlement workers are frequently the initial point of contact.

A CERIC-funded research project uncovered a pressing need for greater training of settlement counsellors – those on the front lines of welcoming newcomers to Canada – as their role changes in response to rising immigration levels and an increasingly complex settlement landscape. The pan-Canadian research report from two Toronto-based consultants identifies eight critical competencies that could form the basis of training to help settlement counsellors be successful.

The Competencies of Frontline Settlement Counsellors in Canada, from Iren Koltermann of eCaliber Group and Dan Scott of Calience Research and Consulting, found that the work of settlement counsellors needs to go beyond a traditional approach of providing direct services to immigrants (needs assessment, orientation, support to navigate housing, healthcare, education, employment and language-training). It has now expanded to include building capacity in communities that welcome newcomers, namely advocating to overcome biases and systemic barriers that prevent immigrants from fully participating in society. It is this second aspect that is becoming more urgent and requires greater attention.



Calience Research and Consulting



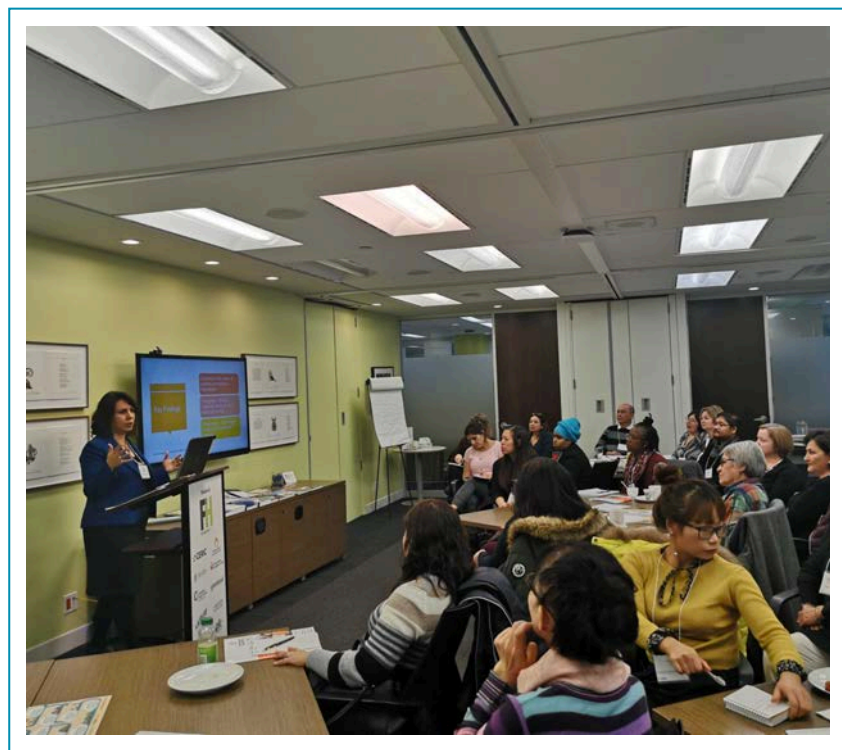
“This is such an excellent piece and very vital to the industry and community as a whole.

Thank you for sharing.”

– Stella Osagie, Women’s Community Development Co-ordinator, ACT, Toronto, ON

Continued on (p.11) →

SETTLEMENT COUNSELLORS NEED 8 CRITICAL COMPETENCIES AS ROLE CHANGES WITH RISING IMMIGRATION



Iren Koltermann speaking to a capacity crowd during a CERIC roadshow, November, Toronto, ON.

“Very good way of helping direct service workers do their best at work since info learned is most updated.”

– Lucas Aurea, Settlement Practitioner, SUCCESS Surrey-Delta Service Centre, BC

The report identifies the core competencies of settlement counsellors and maps the career path for the position in order to strengthen capacity building among settlement counsellors. Specifically, it is anticipated that settlement agencies will use this knowledge to raise the profile of the sector, discover candidates for the role, provide initial and ongoing training, and ensure that talent is well nurtured.

Results

After its release in October, 704 copies of the report were downloaded with 327 people attending a free webinar with the report authors. A meeting was arranged to share findings with Immigration, Refugees and Citizenship Canada and the report distributed to provincial immigration ministries and settlement service umbrella organizations nationally.

Future Focus

The authors of the report believe the complex challenges of settlement will require government funders, educational institutions and settlement providers themselves to support training that develops competencies and carves out career paths in the sector. Given the critical role settlement counsellors play in improving labour market integration for newcomers and enhancing public support for immigration, the value of the services provided by these workers will only continue to rise as immigration levels grow.

PROJECT COMPLETED

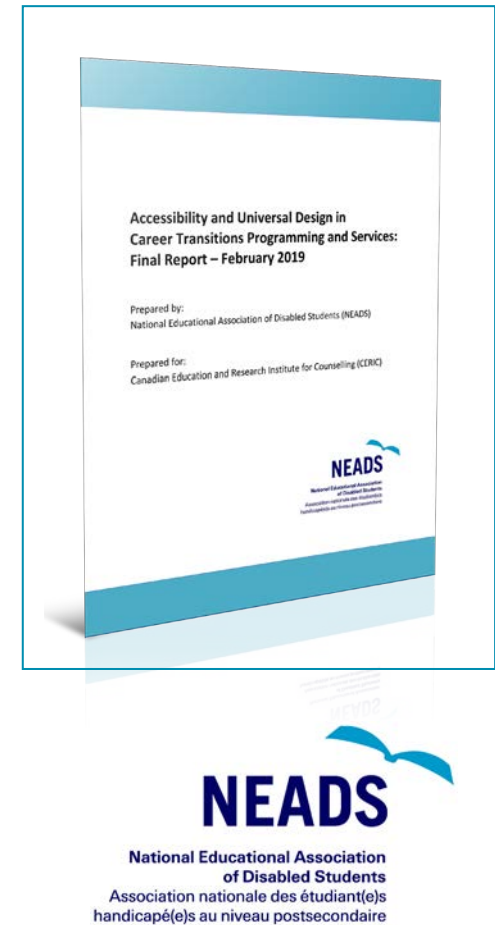
POST-SECONDARY STUDENTS WITH DISABILITIES FACE GAPS IN CAREER EDUCATION SERVICES

The Big Picture

Given that the employment rate of Canadians aged 25 to 64 with disabilities has been 49%, compared with 79% for Canadians without a disability, there is much to be done within post-secondary institutions to better prepare students for success in the workforce. This includes engaging with employers that are still slow to hire people of diverse abilities due to lack of awareness, will or supports.

While there has been progress in advancing inclusion for students with disabilities at Canadian colleges and universities, there is still work to be done to reduce structural barriers, discrimination and alienation from access to career education and work-integrated learning, according to a CERIC-funded project undertaken by the National Educational Association of Disabled Students (NEADS).

The report, *Accessibility and Universal Design in Career Transitions Programming and Services*, aggregates findings from a range of research that looks at different data-sets and populations of disabled students. CERIC's support allowed for an expansion of the scope of research within the landmark "The Landscape of Accessibility and Accommodation for Post-Secondary Students with Disabilities in Canada" project funded by Employment and Social Development Canada. The purpose of the extended research is to guide best practice models for accommodations and universal design in career education for students with disabilities.



“Very relevant and valuable information shared by highly knowledgeable and articulate presenter. Thank you CERIC for making this webinar available to us at no cost!”
– Mariann Westerlund, Career Advisor, YWCA Vancouver

Continued on (p.13) →

POST-SECONDARY STUDENTS WITH DISABILITIES FACE GAPS IN CAREER EDUCATION SERVICES

The key learnings that emerge include:

- ✓ Inclusion efforts are largely limited to the academic (classroom and online learning) environment and haven't kept up with the evolution of the student experience; accessibility in the co-curricular, professional development and work-integrated learning spaces needs to be developed.
- ✓ In particular, disability services centres on campus are funded to provide academic accommodations only. As a result, disability offices do not often have the staff to help prepare campus career educators to support students with disabilities.
- ✓ Students with disabilities are often lacking in non-academic experiences that can lead to employment including: summer employment, part-time work during the school year, co-op placement, internships, mentorship or volunteering.

Results

The NEADS research was covered in the media, including in a featured article in *University Affairs*, "Accommodating students with disabilities on campus: moving beyond silos." A total of 377 participants joined a CERIC webinar on the findings. NEADS' partners – including Council of Ontario Universities, Canadian Association of Career Educators and Employers, and Canadian National Institute for the Blind, as well as post-secondary career centres across Canada – are expected to apply the research to their work.

Future Focus

The report encourages career educators to increase their knowledge base to support the specific challenges that students with disabilities experience and to consider how – from universal design to employment accommodations – they can better transform this knowledge into programming within their post-secondary institutions.

NEW PROJECT

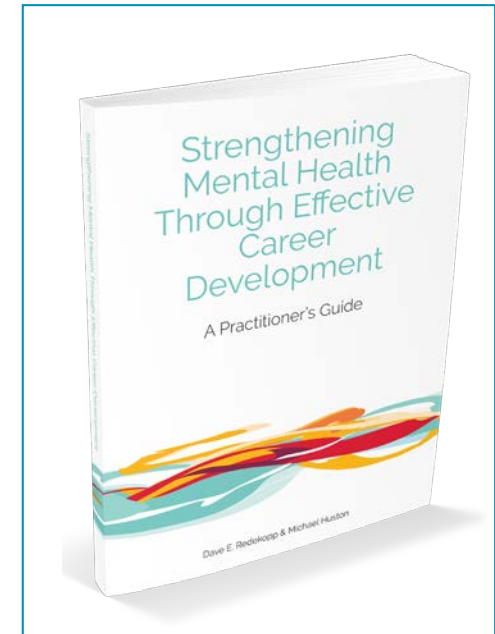
CAREER DEVELOPMENT INTERVENTIONS ARE MENTAL HEALTH INTERVENTIONS

The Big Picture

In the wake of a global mental health movement involving organizations, schools, post-secondary institutions, managers, employees and parents, there is increasing recognition that career practitioners have always influenced mental health in their work. In better understanding their strengths, students and clients can see meaning in what they are doing, know clearly who they are and feel hopeful about their ability to handle the future. The big changes are in understanding and communicating the value of career development intervention and its role in supporting positive mental health.

CERIC announced funding for a book that makes the case that career development practice is a mental health intervention, and provides skills and strategies to support career development practitioners in their work. *Strengthening Mental Health Through Effective Career Development: A Practitioner's Guide* will explore how practitioners do far more than help people prepare for, enter and navigate career pathways – they change people's lives in ways that improve mental health and overall well-being. The book is being co-authored by Dave Redekopp, the national award-winning President of Life-Role Development Group Ltd, and Michael Huston, an Associate Professor and Counsellor at Mount Royal University in Calgary.

Based on a CERIC-funded research project that includes Life-Role Development Group Ltd, Simon Fraser University and the Career Education Association of Victoria (also known as the Australian Centre for Career Education), the guide shows ways to connect career development services to clients' mental health concerns while working ethically and within the boundaries of their role and competence. It equips practitioners to improve their career development services,



 **Life-Role Development Group Ltd.**
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WILFRID LAURIER UNIVERSITY
LAURIER 
Inspiring Lives.

Ryerson University

 **AUSTRALIAN CENTRE FOR CAREER EDUCATION**

SFU FACULTY OF EDUCATION

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CAREER DEVELOPMENT INTERVENTIONS ARE MENTAL HEALTH INTERVENTIONS

broaden their view of client concerns to include well-being outcomes and strengthen their collaboration with healthcare service providers. The authors also emphasize their focus is mental health, not mental illness, and address this distinction in the book.

Future Focus

The book is slated to launch at the Cannexus National Career Development Conference in January 2020 where each delegate will receive a free copy, with the book also available for purchase or free download. This was made possible in part with support from Knowledge Champions: Ryerson University, Wilfrid Laurier University, Australian Centre for Career Education and Simon Fraser University.

Advance praise for the book is coming from career development luminaries and mental health experts.

“For too long, artificial boundaries have been created between work and mental health in counseling practice, theory and research. The reality of life is much more complex and nuanced. Dave Redekopp and Michael Huston have written a masterful book that maps the space shared by work and mental health, resulting in a game-changing contribution. This book will quickly become a classic in the field!”
– David L. Blustein, Professor, Counseling Psychology, Boston College



**IMPORTANT RESEARCH AND RESOURCE FOR
#CAREERDEVELOPMENT PRACTITIONERS!
LOOKING FORWARD TO RECEIVING A COPY
AT @CANNEXUS! HUGE THANKS TO @
CERIC_CA FOR FUNDING AND PUBLISHING
THIS WORK!**



JENNIFER BROWNE
@JenBrowneNL

NEW PROJECT

OVERCOMING BARRIERS TO THE PROFESSIONAL INTEGRATION OF SKILLED IMMIGRANTS IN QUEBEC



The Big Picture

The need for this research has emerged over several decades. Immigrants to Quebec are chosen based on a number of criteria, including professional qualifications and a high level of education. While these criteria are required for candidates to be admitted as immigrants, their integration into the workforce has been challenging (unemployment, deskilling and discrimination). Many newcomers confront an unwanted and unexpected professional shift, which usually results in a “loss of status” for the individual as well as an economic and social cost to the province.

CERIC announced it will fund a new research project in Quebec that examines how services can better support the professional integration of immigrants in response to the struggles many face – despite being selected for their qualifications and having high levels of education and training. The project is being led by Marcelline Bangali, Professor at Université Laval’s Faculty of Education and the Assistant Director of the Centre de recherche et d’intervention sur l’éducation et la vie au travail (CRIEVAT), one of the largest career counselling research centres in Canada.

Research will be carried out over three years by a research team from Université Laval and Université de Moncton. It will be undertaken in partnership with the Service d’Orientation et d’Intégration des Immigrants au Travail (SOIT), a non-profit employment agency in Quebec City serving newcomers and employers. The partnership with SOIT will allow researchers to gain a better understanding of how well the services offered by the organization meet the needs of its clients for lasting integration in a job that they consider decent and that aligns with their life choices. The end goal of the research is to design a service model that helps new immigrants manage this transition, with its inherently complex professional and identity issues.

Future Focus

The results of the project will help create a practical guide, to be published in English and French, for professionals working with immigrants. The intervention methods and recommendations that will be developed can be adapted to the needs of other provinces to better meet the needs of immigrants. A summer institute intended for guidance and career counsellors, professionals working with immigrants (eg, in social services) and career counselling students will further support the transfer of knowledge. The research will also contribute to political decision-making around the integration of immigrants in Canada.

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NEW PROJECT

THE ROLE OF CAREER EDUCATION ON THE OUTCOMES OF 7,000 YOUNG CANADIANS



CERIC will fund a Social Research and Demonstration Corporation (SRDC) project that will identify the impact of career education on high school students' post-secondary choices and workforce outcomes, with the goal of improving the quality of youth career decision-making. The project will use two unique sources of longitudinal data created to test career interventions through the linkage of education records to surveys of youth and parents and to tax records in three provinces. The data document 10 years in the lives of 7,000 young Canadians across 72 schools in British Columbia, Manitoba and New Brunswick.

To date, the interaction between different elements of high school career instruction, parental and environmental effects, and the evolution of students' career direction has not been examined in detail. This new project, led by Dr Reuben Ford of SRDC – a non-profit research organization – will investigate the role of influences such as the level of parent involvement and frequency of advice from school counsellors, teachers and peers on the relationship between young people's aspirations, education choices and their career outcomes.

The intent is to help equip the career counselling profession to respond authoritatively to increasingly urgent policy questions about how best to structure career education for young people. It will also point to best practices and the development of tools to support the work of counsellors who guide students in their career planning early in and throughout high school. Given the rigorous design and powerful data sets, this project is expected to deliver credible and convincing evidence.

The Big Picture

While Canada is an international leader on many indicators of K-12 education performance and has among the highest rates of post-secondary education (PSE) attainment of all OECD countries, it still has a significant proportion of youth who leave the formal education system ill-equipped for their transition to the world of work. Transition “derailment” can take many forms, from students leaving high school before graduating to PSE graduates who struggle to demonstrate the skills required by employers. If students leave high school without a basic idea of who they want to become and are under- or mis-informed about the relevant opportunities open to them, they will not plan appropriately and find themselves making poor choices. The chances of ending up in precarious employment or unemployment can increase.

Future Focus

Finding ways for young people to achieve their full potential is a universally shared objective, whether the ultimate goal is economic growth, innovation and competitiveness, or promoting social inclusion and reducing inequalities. Educators as well as policy and program decision-makers are likely to want to develop measures to target youth at different stages of their education and early careers. Such refinement and customization of career education needs to be founded on the best evidence concerning how such interventions fit into youth's decision-making.

HELPING STUDENTS CHOOSE THE RIGHT COMPUTING PROGRAM AND CAREER PATH

NEW PROJECT

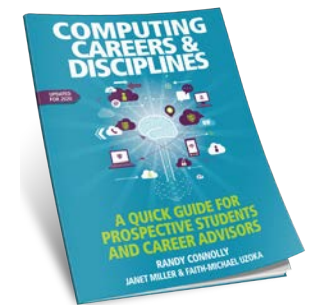


The Big Picture

Computing has undergone massive changes over the past 20 years. Research for the original project found that most undergraduate students did not understand the differences between the five main computing disciplines (computer engineering, information technology, information systems, software engineering and computer science). Students were choosing a computing program only to realize later it was not going to lead to their desired career destination, resulting in costly and unsatisfying decisions that negatively impact the individual, post-secondary institution and the labour market.

Responding to strong demand for computing graduates in Canada and a changing technology landscape, CERIC agreed to fund a project for Mount Royal University to update its popular guide to computing careers. The second edition to be titled *Computing Careers & Disciplines: A Quick Guide for Prospective Students and Career Advisors* will add new specializations such as bioinformatics, game development and cybersecurity, and expand on education and training opportunities at Canadian colleges and universities, as well as incorporate profiles of diverse computing professionals.

The guide is being used at both the secondary and post-secondary levels to inform students in their decision-making around computing-related education and career paths, so they can make choices that are aligned with their values, interests and skills. As with the previous version, the updated *Computing Disciplines* provides an overview of each of the five main computing disciplines defined by the Association for Computing Machinery (ACM) and related careers, core courses, key tasks and sample jobs. It is designed to support students, as well as the career practitioners, faculty and parents who advise them. In particular, the guide helps



Continued on (p.15) →

HELPING STUDENTS CHOOSE THE RIGHT COMPUTING PROGRAM AND CAREER PATH

provide students with adequate discipline information prior to application for program admission or prior to when they are required to choose their major.

Presented in the form of a colourful, graphic-rich guide, this resource is one again being developed by Mount Royal's Randy Connolly, Janet Miller and Faith-Michael Uzoka. In the updated guide, the authors seek to dispel myths about computing careers. Contrary to stereotypes, computing is often highly social. It supports flexible lifestyles, can be creative and allows for work abroad. The guide also underscores that computer work is highly varied and is more than just programming. It highlights that there are many pathways to most computing careers. This includes three- and four-year degrees, two-year diplomas and one-year certificates in addition to stand-alone training or post-degree specialization. The guide also notes that computing careers can be confusing to navigate, as program titles don't always map to the five discipline areas or to job titles in the workforce.

Future Focus

The new guide is expected to be released in January 2020 with an updated French edition to follow in the spring. It will once again be available for free download and help answer three key questions: Why should you consider computing when choosing a career? What kind of computing jobs are out there? What kind of education pathways will guide you to the computing career you desire?

NEW PROJECT

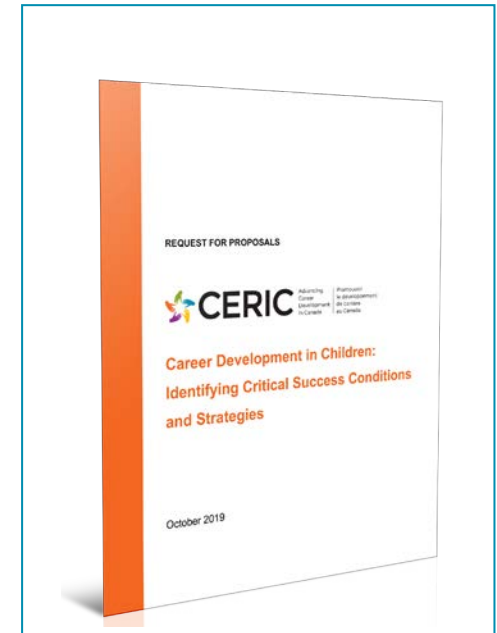
WHAT ARE THE FOUNDATIONAL SKILLS IN GRADES 4-6 THAT HELP STUDENTS THRIVE IN LATER LIFE?

The Big Picture

It is clear that introducing career concepts within the early years of education, whether formally through designed programs or informally through play-based learning, can have a long lasting and impactful presence in a person's life. But in the absence of the formal infusion of career into elementary and secondary curricula, what options are available within the education structure to ensure that children can sustainably develop the tools they will need to manoeuvre a world of work we cannot yet imagine?

This past year, CERIC issued a Request for Proposals (RFP) to invite interested researchers to submit a proposal to validate the work teachers are doing to introduce, nurture and develop the foundational skills that help their students – in grades 4 to 6 – to thrive. In particular, we are seeking to better understand and showcase this work to highlight what strategies and interventions are currently employed by elementary educators across Canada. Such approaches require closer examination of the potential impact on children's future career development and potential to thrive.

Identifying what factors lead young people into sustainable, fulfilling employment and to productive and happy lives is complex. We can posit that if a young person is thriving between K-6, they are more likely to thrive throughout their education. However, what strategies and interventions are likely to be effective practice with children in terms of preparing them for later-life success? What is the longer-term impact of such strategies and interventions on children as they mature and move through later grades (ie, grades 10, 11, 12), and



AN EXCITING REQUEST FOR PROPOSALS JUST RELEASED BY @CERIC_CA ON CAREER DEVELOPMENT IN CHILDREN: IDENTIFYING CRITICAL SUCCESS CONDITIONS AND STRATEGIES



JACKIE PICHETTE
@Jackie_Pichette

Continued on (p.22) →

WHAT ARE THE FOUNDATIONAL SKILLS IN GRADES 4-6 THAT HELP STUDENTS THRIVE IN LATER LIFE?

subsequent transitions into their post-secondary education? What foundational elements does one need to thrive through childhood and on into all phases of life and career planning?

Future Focus

The contract is expected to be awarded in spring 2020 and will produce a teacher's aid toolkit. Teachers are the lynchpin, engaging with students at every age and stage. Teachers guide various learning and playing activities that introduce or develop foundational skills (eg, healthy habits, social and emotional skills, self-confidence, empathy, team work, critical thinking, self-awareness, emotional regulation) but these are not usually undertaken from a career development perspective. Yet, in later grades, both teacher and student are expected to connect the dots to help students make sound educational, career and life-planning choices.

On the Horizon

During 2019, CERIC has been working to put together an RFP related to unlocking the career development value within experiential learning. This project would address gaps in how experiential learning programs connect to career management skills, specifically combining direct experience with focused reflection. Understanding what elements of reflective practice are beneficial to career development success would be valuable to learner, education at all levels, employers and community alike.

A follow-up to CERIC's *Retain and Gain: Career Management for Small Business Playbook* (2017) and *Retain and Gain: Career Management for Non-Profits and Charities Playbook* (2018), we are also scoping the potential to adapt the Playbook for public sector managers at municipal, provincial and federal levels. Like previous versions, this new edition would include practical tips, activities and actions to engage and retain staff. Such a resource would also be expected to elevate the profile of career development among policymakers.

LITERATURE SEARCHES

The Big Picture

In order to plan new research, it is essential to understand what work has already been done in a topic area. This helps to prevent duplication, identify gaps and discover questions left from other research to build on existing knowledge. The literature search is a starting point for future research.

Results

Over the past five years, CERIC's literatures searches have been accessed 19,156 times.

In 2019, CERIC compiled six new literature searches, featuring comprehensive listings of key research and articles in emerging areas related to career development. Literature searches, which now total 56, provide students, academics and practitioners with easy access to current knowledge across a range of topics.

The key learnings that emerge include:

- ✓ **Artificial Intelligence and Career Development** – Looks at the opportunities and challenges that automation brings to the workforce, including AI-based career assessment tools and recruiting practices
- ✓ **Gamification and Career Development** – Explores the impact of interactive play on learning and how to digitally engage and motivate people to achieve their career goals
- ✓ **Climate Change and Career Development** – Examines what environmental sustainability means to career professionals and their clients, including green careers and green-positive counselling
- ✓ **Experiential Learning and Career Development** – Takes a wide lens to experiential learning or “learning through reflection on doing,” which can include classroom-based learning as well workplace-integrated or community-based learning
- ✓ **Workforce Development** – Highlights how – with the changing nature of work and labour markets – effective workforce development strategies are increasingly viewed as pivotal to identifying emerging skill needs and supporting economic growth
- ✓ **Public Sector and Career Development** – Addresses how career professionals can advise their clients on finding or developing careers throughout the public service

Continued on (p.24) →

LITERATURE SEARCHES



A NEW @CERIC_CA LITERATURE SEARCH HIGHLIGHTS THE IMPORTANT IMPLICATIONS OF CLIMATE CHANGE FOR THE FUTURE WORLD OF WORK AND THE INTERSECTION BETWEEN ENVIRONMENTAL SUSTAINABILITY AND CAREER DEVELOPMENT #SUSTAINABILITY #CAREERDEVELOPMENT #CLIMATECHANGE



STFX EXTENSION
@StFXExtension



CANNEXUS19: A PAN-CANADIAN DIALOGUE ON CAREER AND WORKFORCE DEVELOPMENT

More than 1,200 delegates from across the country and beyond converged in Ottawa from January 28-30, 2019 for CERIC's Cannexus National Career Development Conference, exploring the disruption that is changing how we define work, find jobs, develop skills and succeed in the labour market.



Conference highlights included:

- ✓ Three thought-provoking keynote speakers: MacEwan University President Deborah Saucier challenged the perception that arts degrees are “useless”; Australian career theorist Dr Mary McMahon showed how systems thinking can help clients construct their future stories; and the Right Hon David Johnston explored how we can build greater trust across Canada.
- ✓ Dr Roberta Neault was honoured with CERIC's Etta St John Wileman Award for her lifetime of achievement in career development. The award celebrates leaders in the field who combine being a mentor, educator, advisor, advocate and role model.
- ✓ A Workforce Development Spotlight examined big labour market data, the trend toward micro-learning and how communities can collaborate for economic inclusion, while a special RBC-sponsored panel of leaders discussed Preparing Youth to Thrive in the Age of Disruption.
- ✓ As part of a CERIC youth engagement initiative, a youth-run panel highlighted bold young leaders whose programs move beyond the classroom to keep the next generation in school.
- ✓ CERIC launched its new publication, *Career Theories and Models at Work: Ideas for Practice* with all delegates receiving a complimentary copy. This international collection features contemporary and emerging career development theories and models from 60 leading researchers and practitioners.

Continued on (p.26) →

CANNEXUS19: A PAN-CANADIAN DIALOGUE ON CAREER AND WORKFORCE DEVELOPMENT

Cannexus19 featured more than 150 education sessions; some of the most-attended were career counselling with soul, trauma-informed career practice, Indigenous stories of post-secondary success, virtual reality tools for career practitioners and cultivating leadership at all levels. The latest programs, products and services were also showcased by exhibitors in addition to special zones focusing on Social Enterprise and Reconciliation. Cannexus was supported by The Counselling Foundation of Canada with a broad network of supporting organizations and a record level of sponsors.



The Big Picture

Where the jobs will be? What skills will be needed? How do we accelerate personal and organizational growth? These questions unite diverse professionals who come together at Canada's largest conference of its kind to learn how to navigate work, learning and well-being trends.

Comments included:

"Cannexus 2019 provided valuable insights into the issues that educators, organizations and governments are facing in this transformative time. The discussions and networking provided us with valuable resources that we can appeal to as we tackle the challenges we are facing."

– Tom Phillips, Director, Co-op, Careers & Experiential Learning, Trent University, ON

"Cannexus is an excellent venue for networking, learning about cutting-edge research in the career counselling field, and acquiring new tools to bring back to the workplace. It also sparks a new energy and excitement about our work."

– Margo Curley, Career Counsellor/Manager, Career Development Services, PE

Continued on (p.27) →

CANNEXUS19: A PAN-CANADIAN DIALOGUE ON CAREER AND WORKFORCE DEVELOPMENT



Results

Cannexus attracted a record 1,221 delegates as well as 48 exhibitors and 35 supporting organizations. In a post-conference survey, a total of 95% of respondents rated Cannexus as good to excellent. The majority of delegates indicated that they plan to either use what they learned at work right away or incorporate it over time with 93.1% stating they plan to share what they learned with their colleagues to impact change broadly.



AS #CANNEXUS19 WRAPPED UP YESTERDAY, WHAT STRUCK ME AND INSPIRED ME WAS HOW 1,200 THOUGHT LEADERS, CHANGE-MAKERS, LIFE-CHANGERS, ADVOCATES, SUPPORTERS AND EDUCATORS CAME TOGETHER TO LEARN AND SHARE STORIES OF HOW TO SUPPORT CANADIANS. #PROUD #CAREERPRO



MAREERN MCCANN
@mypromotion

Future Focus

During the course of 2019, CERIC was deep into planning the 2020 Cannexus conference. We announced keynotes from Natan Obed, President, Inuit Tapiriit Kanatami, Canada’s National Inuit Leader; Tristram Hooley, Director of Research, The Careers & Enterprise Company in the UK; and Zita Cobb, Founder & CEO, Fogo Island Inn and Shorefast Foundation. Preparations were under way for the launch of CERIC’s new book *Strengthening Mental Health Through Effective Career Development: A Practitioner’s Guide* and release of the results of CERIC’s 2019 Survey of Career Service Professionals. Other programming under development includes a new World Cafe to crowdsource ideas around youth empowerment and the return of the powerful KAIROS Blanket Exercise to build understanding of Canada’s shared history among Indigenous and non-Indigenous peoples.

CAREER COUNSELLING WITH SOUL AT THE SOLD-OUT SUMMER SKILLS ACADEMY

CERIC's 2019 Summer Skills Academy featured career expert, professor and keynote speaker Dr Spencer Niles for a training day on Career Counselling with Soul, held on August 13 with a sold-out crowd at the CERIC office in Toronto. The Summer Skills Academy was developed initially by CERIC in order to meet the need for career practitioner training that is face-to-face, in-depth and budget-friendly.

The focus of the session was on strategies for encouraging clients to make career choices that honour their souls or authentic selves. The need for this emerges from the fact that today, many people struggle to express their "true selves" in the work they perform and the lives they live. The bombardment of competing expectations and many workplace rules can shape who you become and how you live in ways that threaten your authenticity. Sometimes we are so intent on fitting in and succeeding that we are only vaguely aware that this is happening to us.

Spencer Niles is the Dean and Professor for the School of Education at the College of William & Mary. Previously, he served as Distinguished Professor and Department Head at Pennsylvania State University. Additionally, Dr Niles has directed a career counselling centre for adults, worked as a career counsellor in higher education, maintained a private practice focusing on career



Comments included:

"Spencer was an outstanding speaker. His facilitation was great and he created an environment for all to contribute."

– Evelyn Ley, Human Resources Advisor, Public Service Commission of Canada, QC

Continued on (p.29) →

CAREER COUNSELLING WITH SOUL AT THE SOLD-OUT SUMMER SKILLS ACADEMY

Results

The 30 spots at the 2019 Summer Skills Academy were filled, attracting one attendee all the way from Australia and two from Western Canada. A total of 94.4% of participants rated it as good to excellent.



“I love the networking aspect as much as the information from the day. It brings the theory alive and talking with colleagues who are doing research in various fields is always informative.”

– Francesca Suffield, Vocational Counsellor, Federation University, Australia

counselling, and served as a career counsellor for middle school and high school students. He has taught in 27 countries, has 130 publications related to career practice, and is the recipient of many awards from the American Counseling Association and the National Career Development Association, where he is Past President.

Future Focus

We are planning to bring the legendary Mark Savickas back by popular demand to the next Summer Skills Academy. Mark is Chair Emeritus, Behavioral Sciences at Northeast Ohio Medical University and Adjunct Professor of Counselor Education at Kent State University. He will present on “Constructing Careers in the Digital Age.”

NEW PARTNERS AND TIMELY TOPICS FOR CERIC WEBINARS NET RECORD ATTENDEES

Webinars became an increasing focus for CERIC in 2019 as we continued to invest in this accessible and convenient form of professional development to deliver a record number of webinars. Aligned with CERIC's priority to collaborate, in the past year, we worked with two new association partners, the Canadian Counselling and Psychotherapy Association (CCPA) and Career Professionals of Canada. This model allows us to identify new learning needs, extend the reach of our webinars and support associations across the country. Overall webinar topics addressed timely issues in the field of career development, including trauma-informed career development, burnout prevention for helping professionals, and preparing for the impact of artificial intelligence on jobs and skill of the future.



Paid webinar series:

- ✓ **Activating Potential: How to Apply Mindset Tools to Empower Your Clients Toward Career Success**, presented by Shellie Deloyer, Bright Futures Solutions, with Career Professionals of Canada (CPC)
- ✓ **Trauma-Informed Career Development: How to Recognize and Effectively Respond to Trauma in Your Practice**, presented by Seanna Quressette, Douglas College, with the BC Career Development Association (BCCDA)
- ✓ **AI-Powered, Human-Centred Career Development & Coaching: Preparing for Skills and Jobs of the Future**, presented by Hamoon Ehtiari, Audacious Futures, with the Career Development Association of Alberta (CDA)
- ✓ **Enhancing Psychological Health, Wellness & Resiliency: The Critical Importance of Self-Care & Burnout Prevention for Helping Professionals**, presented by Dr Joti Samra, top-rated psychologist, with the BC Career Development Association (BCCDA)
- ✓ **Building Empathy: Strengthening Your Connections with Clients**, presented by Dr Cindy Hamon-Hill, Instructor and Researcher, with the Nova Scotia Career Development Association (NSCDA)
- ✓ **Intergenerational Trauma: Context, Impacts and Trauma-Informed Practices for Career Practitioners**, presented by Seanna Quressette, Douglas College and Tina-Marie Christian, a member of the Syilx Nation, with Canadian Counselling and Psychotherapy Association (CCPA)

Continued on (p.26) →

NEW PARTNERS AND TIMELY TOPICS FOR CERIC WEBINARS NET RECORD ATTENDEES

In addition to paid webinars, each year, CERIC also works with its project partners to present free webinars to communicate the findings for their projects. This past year, notably, we started to offer free webinars with the international authors of the *Career Theories and Models at Work* book. We also began to add French sub-titles to select free webinars to extend their reach and engage further with francophone audiences.



SO MANY #MOTIVATIONAL TAKE-AWAYS FROM YESTERDAY'S #ACTIVATINGPOTENTIAL #WEBINAR. A HUGE THANK YOU TO @SHELLIEDELOYER FOR A GREAT LEARNING EXPERIENCE AND TO @CAREERPROCANADA AND @CERIC_CA FOR HOSTING THIS EVENT. LOOKING FORWARD TO NEXT WEEK!



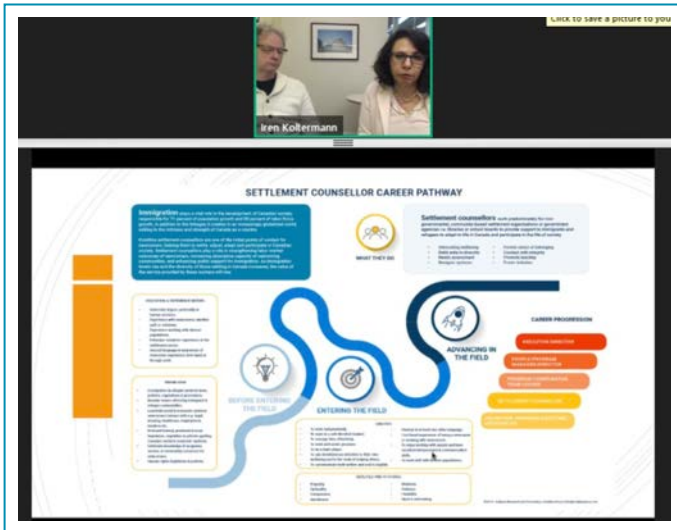
SKYE BERRY
@skyeresume

Free webinars included:

- ✓ **Managing Our Many Selves: How to Use the Dialogical Self-Theory to Help Your Clients Explore Their Professional Identities**, presented by Michael Healy, University of Southern Queensland, Australia
- ✓ **A Career Theory That Works: Cognitive Information Processing Theory**, presented by Debra Osborn, Florida State University, US
- ✓ **Scared, Lost or Confused!? Develop Your Warm Inner Compass Through Career Writing**, presented by Reinekke Lengelle, Athabasca University, Canada and The Hague University, Netherlands
- ✓ **Enhancing Accordance Between Person and Environment Through an Ecological Career Counselling Approach**, presented by Mei Tang, University of Cincinnati, US
- ✓ **Developmentally Aligned Career Programming for PK-12 Students: The Conceptions of the Career Choice and Attainment Model**, presented by Kimberly A. S. Howard, Boston University, US
- ✓ **An Innovative Acceptance and Commitment Approach to Career Theory and Practice – Why, What and How?** presented by Tom Luken, retired researcher and Professor, Netherlands

Continued on (p.32) →

NEW PARTNERS AND TIMELY TOPICS FOR CERIC WEBINARS NET RECORD ATTENDEES



Dan Scott & Iren Koltermann sharing findings of their settlement counsellors research.



Tina-Marie Christian & Seanna Quresette addressing the impacts of intergenerational trauma.

Results

Over the course of 2019, we delivered 26 days of webinars that resulted in 3,184 registrations – our highest annual number of participants. CERIC also contributed more than \$13,000 to support the work of partner associations.

Future Focus

Over the next year, CERIC plans to deliver more free webinars with authors of the *Career Theories and Models at Work* book as well as begin to regularly offer French-language webinars, having added more francophone capacity to our team.



THANK YOU CERIC FOR HOSTING SO MANY EXCELLENT WEBINARS! LEARNING PROFESSIONAL DEVELOPMENT DOESN'T ALWAYS BE TIME CONSUMING. IN PERSON CONFERENCES, TRAINING AND PD ARE CRITICAL IN SO MANY WAYS. THEY STRENGTHEN NETWORKS AND PROVIDE AMAZING INTERACTIVE LEARNING SIDE CONVERSATIONS. BUT I NEVER UNDERSTIMATE OTHER AVENUES, SUCH AS THIS!



ELAINE BALYCH
Career Strategist

STRATEGIC PRIORITY

Community & Collaboration

Priority: Champion and enable inclusive, multi-sectoral communication and collaboration with career development stakeholders.



CERIC Executive Director Riz Ibrahim exhibiting at the 2019 ASPECT BC conference during Canada Career Month and sharing an issue of *Careering* magazine.

CANADIAN JOURNAL OF CAREER DEVELOPMENT EXPANDS AND MODERNIZES



The Big Picture

Academic research journals play a critical role in refining and disseminating knowledge, provoking discussion and educating practitioners. *CJCD* provides a singular vehicle for the dissemination of pan-Canadian research in career development. It reflects the creative and thought-provoking research occurring across Canada and beyond. It is a testimony that Canada is a significant purveyor of research and leadership in the world of career development.

A major milestone for the *Canadian Journal of Career Development* (*CJCD*) in 2019 was being granted a Social Sciences and Humanities Research Council (SSHRC) award of \$72,750 to help the journal update its website and continue to provide full open access. As Canada's only peer-reviewed journal of multi-sectoral career-related academic research and best practices from this country and around the world, the grant will help build on 18 years of publishing to continue to provide career-related research into the future.

This past year, *CJCD* once again put out two editions. The winter issue contained five articles that range from the vocational needs of adolescents with learning disabilities to a model for how employers might "convert" co-op employees to full-time hires. The fall issue was published with five articles on topics including a career management course for engineering graduate students, the effectiveness of online self-directed job search and Indigenous women's career decision-making. The journal also introduced a new (non-peer-reviewed) section for community career practitioners to write on their best practices, innovative programs and techniques.



Continued on (p.35) →

CANADIAN JOURNAL OF CAREER DEVELOPMENT EXPANDS AND MODERNIZES

The journal is a partnership project between CERIC and Memorial University of Newfoundland with the support of The Counselling Foundation of Canada. CJCD is published twice a year, once in digital format in the fall and then in both print and digital formats in the winter. It is free to subscribe to the digital editions and all issues of the journal dating back to 2002 are available to access online at no cost.



FANTASTIC TO PARTNER WITH YOU @ROBERTNEALT ON UPCOMING @CJCDJOURNAL ARTICLE. #CAREERENGAGEMENT OF #OLDERWORKERS. FOCUS FIRST ON #MOTIVATION, #NEEDS, #ADAPTABILITY OF THE INDIVIDUAL, NOT POLICY. @CERIC_CA @CANNEXUS @CDAA_INC @ACCELLRES @USQEDU



JENNIFER LUKE
@aClearOutlook

Results

The number of subscribers to *CJCD* was up 29% as of the end of 2019 to 11,359. During the past year, journal articles published in 2019 were downloaded 10,132 times and there was a 10.3% increase in web traffic

“The SSHRC award allows us to improve the journal as a vehicle for academics, scholars and graduate students to continue to publish their research in a multi-sectoral approach to the field of career development and career-related issues.”

– Dr Rob Shea, Founding Editor

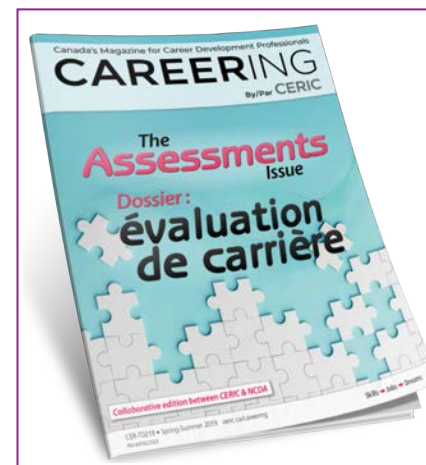
Future Focus

Moving into 2020, the funding from SSHRC will support plans to appoint a new editorial advisory board and create an interactive digital submissions and editing platform to grow a stronger base of international contributors and readers over the next three years.

CAREERING MAGAZINE TACKLES KEY ISSUES SHAPING THE FUTURE WORKFORCE

The Big Picture

Careering magazine provides timely and relevant information to stakeholders across the career development spectrum, including guidance counsellors, employment advisors, career coaches and human resources professionals. The magazine delivers on CERIC's mandate to advance knowledge in the field, champion multi-sectoral communication and facilitate conversations about the value of



The themes that CERIC selected for *Careering* magazine reflect some of the biggest issues facing the workforce in 2019. The year began with our Winter issue dedicated to “Science, Technology, Engineering and Math” (STEM). Articles considered the changing face of STEM in terms of the shifting labour market (“Is a science degree a guarantee of employment?”) with some authors asking who is included – and excluded – from pursuing STEM opportunities (“Women and girls weigh in on gender diversity in STEM careers”).

The Spring-Summer “Assessments” issue took a deep dive into the changing nature and application of assessment strategies that career professionals use in working with clients. In addition to more traditional formal approaches to assessment, this edition – our second collaboration with the US-based National Career Development Assessment (NCDA) – looked at some informal and innovative tools including a musical approach to career assessment and the power of playing with Lego.

Continued on (p.37) →

CAREERING MAGAZINE TACKLES KEY ISSUES SHAPING THE FUTURE WORKFORCE

CERIC's Fall "Climate Change and Careers" issue of *Careering* was aimed at helping professionals working in career development reflect on their role in preparing students and jobseekers to tackle this complex global issue. This timely edition was published as thousands of Canadians took to the streets as part of global protests demanding stronger responses to climate change, inspired by the leadership of 16-year-old Swedish activist Greta Thunberg. Articles examined how to discuss sustainable careers with students in K-12 and how climate change will affect the future of employment in Canada.

Careering is Canada's Magazine for Career Development Professionals and is the official publication of CERIC. It is published three times a year both in print and as an emagazine, including select content in French. It is free to subscribe and you can also access past issues online.



PRINCIPLES IN ACTION: #ELEMENTARY CAREER EDUCATION EQUIPS STUDENTS TO NAVIGATE COMPLEX WORLD OF WORK.

THANKS TO @CERIC_CA FOR PUBLISHING THIS ARTICLE ABOUT @CVWORLDOFWORK. AN APPROACH FOR #EVERYCHILDEVERYGRADE @CAJONVALLEUSD @FACETEAM6 @CVUSD_PEOPLE



ED HIDALGO
@EdHidalgoSD

Results

Careering had 11,320 subscribers to the magazine in 2019 and published 53 articles. We continued to broaden our contributors, conducting Q&As with public figures including former Governor General the Right Hon David Johnston and Senator Murray Sinclair as well as commissioning articles from Ed Hidalgo, Chief Innovation and Engagement Officer for California's Cajon Valley Union School District, which was among the most-read articles of the year.

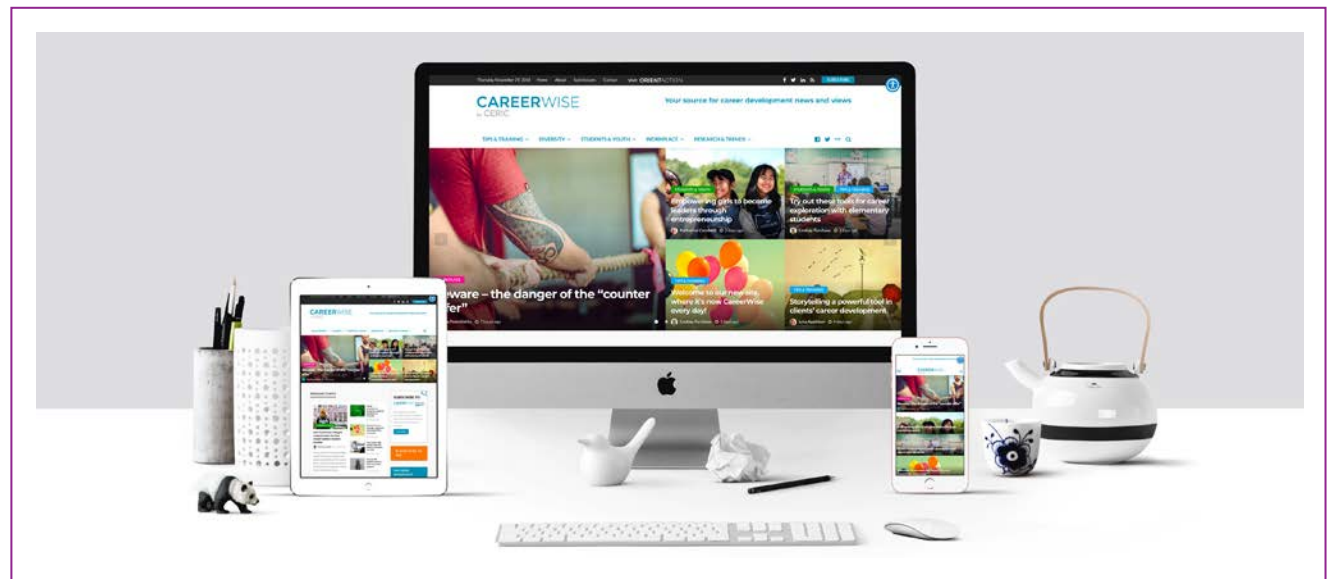
Future Focus

The Winter 2020 issue will explore the theme of "Ethics and Professionalism" and another collaborative issue is planned with NCDCA for Spring-Summer 2020 on "Rural Workforce Development," delving into the issue on both sides of the border.

CAREERWISE + ORIENTACTION: ONE YEAR OF GROWING KNOWLEDGE AND ONLINE COMMUNITY

The Big Picture

CareerWise and OrientAction offer a curated selection of relevant and thought-provoking articles on education, skills, counselling, employment and the workforce. They also feature original perspectives from recognized experts and community voices, as well as round-ups of popular resources and events. CareerWise provides actionable learning to apply with students, clients and employees and helps to build community.



This past year marked the one-year anniversary of CareerWise and OrientAction, our websites that help professionals working in career development across Canada stay up to date on the top news and trends. When CERIC decided to turn the page on its ContactPoint website and reinvent it as the modern, content-based CareerWise, we consulted, tested and researched to try to ensure our new approach would meet the learning needs of career professionals – and then we jumped, launching on Nov. 27, 2018. The relaunch of our French sister site, OrientAction, a partnership with Quebec-based GRICS, followed two days later.

Over the course of the year since the launch of the new sites, we've heard from career professionals that they are keen to learn strategies for working effectively with specific client groups, such as people with disabilities, newcomers, jobseekers in the LGBTQ2+ community, veterans and older workers. We've heard about the need for reliable labour market information and helpful advice to prepare clients/students for the future of work. We also continue to see strong interest in interview advice and resume information. CareerWise and OrientAction

Continued on (p.39) →

CAREERWISE + ORIENTATION: ONE YEAR OF GROWING KNOWLEDGE AND ONLINE COMMUNITY

have given us the opportunity to highlight the voices of career professionals representing a diverse range of experiences and perspectives from across Canada and internationally.

Our popular free newsletters, *CareerWise Weekly* and *OrientAction en bref* have continued to send the best of the websites directly to subscribers' inboxes each week.



CAREERWISE TURNS 1 YEAR OLD TODAY! THANKS TO @ CERIC_CA FOR THIS GREAT PLATFORM TO SHARE WORKFORCE DEVELOPMENT INSIGHTS. THRILLED TO BE PART OF THEIR STORY #MYCAREERWISESTORY



RALY CHAKAROVA
@rallykc



TODAY IS THE FIRST ANNIVERSARY OF THE CAREERWISE (BY CERIC) WEBSITE.

THIS IS AN EXCITING MILESTONE AND IT'S A STORY I AM A PART OF CAREERWISE SOME GREAT CONTENT! IT OFFERS CURATED SELECTION OF RELEVANT THOUGHT-PROVOKING ARTICLES ON EDUCATION, SKILLS, COUNSELLING, EMPLOYMENT AND THE WORKFORCE FROM A VARIETY OF PUBLICATIONS.

I AM SHARING THE ARTICLE I WROTE THIS YEAR, "HOW TO RAISE UP AND LEAD ON LINKEDIN"



SHELLY ELSLIGER
Globaly Recognized LinkedIn Trainer

Results

CareerWise published 162 original blog posts in 2019 while OrientAction published 127, sharing career development strategies, research, successes and challenges. In total, including external curated content, 2,471 articles were posted. The sites had 66,796 combined users in 2019. In late spring, we conducted a user survey where 93% of respondents agreed that topics on the websites were relevant to their work and 67% reported sharing an article with a colleague or peer.

Future Focus

Even as we celebrated the successes of our first year of CareerWise and OrientAction, CERIC is committed to finding ways to keep making them better. We're working on some design and layout changes based on feedback from our reader survey. Most importantly, we want to feature more voices on a variety of topics that matter to career professionals.

ENGAGING THE NEXT GENERATION OF CAREER DEVELOPMENT RESEARCHERS

The Big Picture

In order for career development to grow and thrive as a field, it requires researchers and educators who will advance our understanding of the body of knowledge, determine evidence-based strategies for practice and teach the next generation of practitioners and researchers.

Results

A total of 30 graduate students from universities across Canada joined GSEP in 2019, including six francophones. Nine students presented posters at the Cannexus19 conference and four GSEP Awards were given out to attend Cannexus20.



GSEP Award winner, Duygu Biricik, during student poster presentations at Cannexus19.

CERIC had another successful year of outreach through its Graduate Student Engagement Program (GSEP). The goal of the GSEP is to identify and involve in our work full-time graduate students whose academic research is in career development or a related field. Related fields include Education, Sociology, Social Work, Counselling Psychology, Industrial/Organizational Psychology and Business with a focus on Human Resources or Organizational Behaviour.

Continued on (p.41) →

ENGAGING THE NEXT GENERATION OF CAREER DEVELOPMENT RESEARCHERS

Through this program, master's and PhD students are introduced to CERIC and invited to join a CERIC committee, write for the CareerWise and OrientAction websites, submit to the *Canadian Journal of Career Development* and connect with other graduate students through dedicated groups on LinkedIn and Facebook. Students in the program are also invited to compete for the GSEP Award, which provides free registration and up to \$1,000 to cover expenses to attend and present a poster at the Cannexus National Career Development Conference.

In 2019, the four winners of the GSEP Award to attend Cannexus in January 2020 were:

- ✓ Connie Covey, EdD Candidate, Workplace and Adult Learning, University of Calgary
- ✓ Liton Furukawa, PhD Candidate, College of Interdisciplinary Studies, Royal Roads University
- ✓ Anais Thibault Landry, PhD Candidate, Industrial and Organizational Psychology, Université du Québec à Montréal
- ✓ Irene Zhang, MA Candidate, Industrial and Organizational Psychology, University of Guelph

Future Focus

In 2020, which marks the 10th anniversary of the program, CERIC plans to reach out to the 111 past members of GSEP to better understand their career paths. In particular, we want to know how many students pursue careers in research and teaching compared with those who move into roles as career development professionals or go in an entirely different direction.



THIS IS A WONDERFUL INITIATIVE TO SUPPORT GRAD STUDENTS! I AM PROUD TO HAVE BEEN A GSEP STUDENT A FEW YEARS AGO! @CERIC_CA



LORRAINE GODDEN
@LorraineGodden1

A new benefit for students at Cannexus is a special GSEP breakfast where they can hear a talk from career development luminary Professor Emeritus Norman Amundson of the University of British Columbia and network with fellow student researchers. This breakfast was first held at Cannexus19 and planned again for Cannexus20.

STRATEGIC PRIORITY

Advocacy & Profile

Priority: Facilitate conversations between career practitioners and their constituents and communities to raise the profile and value of the career development field.



Career Theories and Models at Work co-editor Roberta Neault at CERIC's Ottawa, ON roadshow, November 2019.

RECOGNIZING LIFETIME ACHIEVEMENT IN CAREER DEVELOPMENT

The Big Picture

It is essential for any field to recognize and honour its trailblazers. This award serves to encourage people in Canada and around the world to celebrate those who have contributed so much to the career development profession.

“From providing local in-person skill development for front-line workers to overseeing pan-Canadian research into the dissemination of labour market information and the use of career assessment within career development practice, her impact on the career development sector can be found everywhere.”
– CERIC Board Chair John Horn on presenting the award to Roberta Neault



Roberta Neault accepting CERIC's Etta St John Wileman Award at Cannexus19.

In recognition of her contribution to the growth of career development, not only in Canada but around the world, Dr Roberta Neault was honoured with CERIC's Etta St John Wileman Award at the Cannexus19 National Career Development Conference in Ottawa. The award celebrates leaders in the field who combine being a mentor, educator, advisor, advocate and role model.

Continued on (p.44) →

RECOGNIZING LIFETIME ACHIEVEMENT IN CAREER DEVELOPMENT

Dr Neault, CCC, CCDP, GCDFi, is President of Life Strategies Ltd., Project Director with the Canadian Career Development Foundation, and President of the Counsellor Educators Chapter of the Canadian Counselling and Psychotherapy Association. She has almost four decades of accomplishments in counselling, coaching, consulting, training, curriculum design, research and writing. She has supported revisions to the *Canadian Standards & Guidelines for Career Development Practitioners* and the advancement of the national Canadian Council for Career Development as a member since its inception. Dr Neault has been a passionate contributor at the International Centre for Career Development and Public Policy International Symposium as a member of Team Canada. She continues to look for strategic partnerships and innovative ways to bring the career development community together both nationally and globally. This is exemplified recently in her role as co-editor of the new CERIC publication, *Career Theories and Models at Work: Ideas for Practice*.

Initiated in 2007, the Etta St John Wileman Award for Lifetime Achievement in Career Development recognizes individuals who have devoted their lives to furthering the profession of career development and the sector as a whole. It is given out on less than an annual basis. Past recipients are Marilyn Van Norman, Denis Pelletier, Norman Amundson, Mildred Cahill, Bryan Heibert, Donald Lawson and Michel Turcotte. It is given in the name of Etta St John Wileman, a champion and crusader of career, work and workplace development in Canada in the early 20th century.



THANK YOU SO MUCH @CERIC_CA #CANNEXUS19 AND ALL MY COLLEAGUES...I AM STILL IN SHOCK BUT SO HONOURED AND SO AWARE THAT OTHERS RIGHT AT MY TABLE ARE MORE DESERVING OF THIS. I LOVE THAT IT IS FOR A "LIFETIME OF COMMITMENT AND SERVICE TO THE CAREER DEVELOPMENT PROFESSION"....THAT'S SO TRUE!



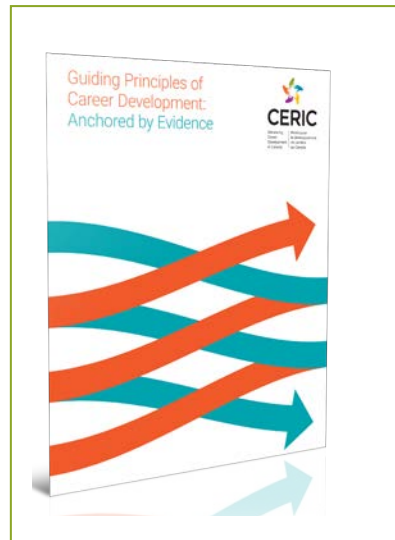
ROBERTA NEAULT

@RobertaNeault

NEW TOOLS BRING THE GUIDING PRINCIPLES OF CAREER DEVELOPMENT TO LIFE

The Big Picture

The Guiding Principles of Career Development define the core elements of career development using simple and concise language presented in a colourful and engaging infographic. They serve as a starting point for discussions with clients, employers, funders, policymakers and families. Importantly, they also highlight the need to make the career development of our citizens a top priority.



CERIC has continued to build resources based on its popular Guiding Principles of Career Development. With a goal of bringing greater clarity and consistency to our national conversations about career development, CERIC launched the Guiding Principles in 2016. Since that time, we have worked to disseminate the Guiding Principles and develop tools to support their application.

In Spring 2019, CERIC released a companion document to the Guiding Principles that outlines a selection of the extensive research which underpins them. Compiled by Yvonne Rodney, *Guiding Principles of Career Development: Anchored by Evidence* lists the eight Guiding Principles with expert quotes and references from a cross-section of journals and reports that illustrate the principles' currency, relevance and validity. The resource provides stakeholders with the theoretical grounding behind the principles and demonstrates that career development is a field with decades of evidence-based research behind it.

Continued on (p.46) →

NEW TOOLS BRING THE GUIDING PRINCIPLES OF CAREER DEVELOPMENT TO LIFE

This past fall, CERIC published a series of six Action Plans based on the Guiding Principles of Career Development for professionals working with different client groups: high school-aged youth, post-secondary students, educated and underemployed individuals, long-term unemployed adults, older workers transitioning to retirement and newcomers. Called *Career Work in Action*, the plans are authored by Karen Schaffer and Juliana Wiens, career counsellors based at Saint Mary's University in Halifax, NS. They provide relevant conversational starting points, opening questions, concrete interventions and fun activities for each of five key areas of career support: self-exploration, decision-making, support through transition, future thinking and mental health. The intended users of the plan are a broad spectrum of professionals – both inside and outside of the career development field – who may provide career-related support to others.

Results

A total of 2,211 copies of the Action Plans were downloaded in the first six weeks of their release. More than 10,000 copies of the original Guiding Principles infographic have been distributed, with career professionals posting it in their offices and classrooms, adding it to their websites, discussing it during staff meetings, including it in client counselling sessions and incorporating it into career planning curriculum.



THESE ARE FABULOUS REPORTS WITH HELPFUL ACTIVITIES AND QUESTIONS THAT CAN BE USED WITH CLIENTS. THANKS FOR PUBLISHING @CERIC_CA



JANA MCDONALD

@JanaMcDonald37

RAISING THE PROFILE OF CAREER DEVELOPMENT THROUGH MEDIA AND EVENTS

Outreach to the media and having a presence at key conferences in the field continue to be pillars of CERIC's approach to profiling our work as well as the role of career development in the lives on Canadians.

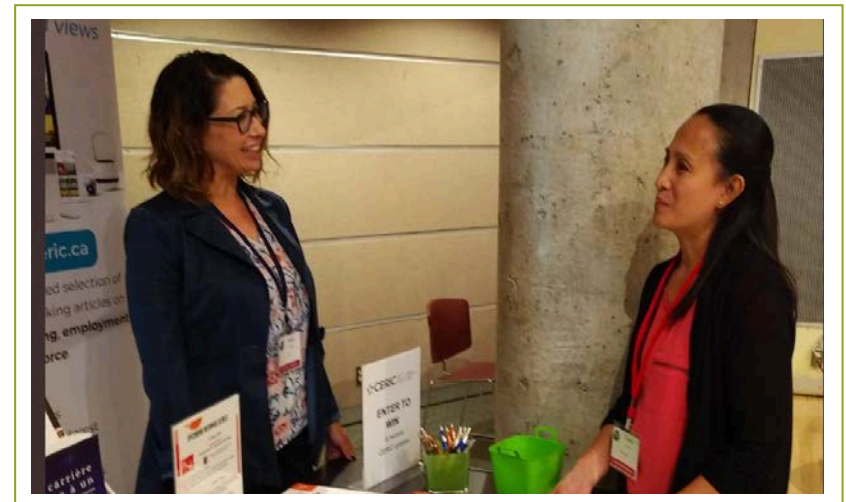
In 2019, our media relations saw us showcasing our new research and resources through contributing articles and offering expert commentary in both mainstream and targeted outlets. The subject of high school transitions was a popular one in the media with Board Chair John Horn being interviewed as part of Global TV's "Failure to launch kids': Canadian students aren't prepared for adulthood" series. The work of post-secondary career centres also received some well-deserved recognition in a feature in *University Affairs*, "Campus career centres step up to better serve students." Additionally, CERIC had content appear on Charity Village and in *HR Professional* magazine and *Academica Top Ten*. Meanwhile, many other organizations and publications cited or shared CERIC's content across social media, including People for Education, Labour Market Information Council and Brookfield Institute.

This past year, CERIC was also very active participating at a range of conferences and events across the country – including provincial conferences in BC, Alberta, Manitoba, Nova Scotia and New Brunswick – and beyond. At these events we either presented, attended or had materials available. One highlight included exhibiting at the NCDA Conference in Texas where we coordinated a book signing with the American contributors to our *Career Theories and Models at Work* book. The book's co-editors were active promoting the book internationally including at the Asia-Pacific Career Development Association

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CERIC's Board Chair John Horn appearing on an interview with Global News.



Director of Marketing Sharon Ferriss tending the CERIC booth at the Ontario LMI Conference, September, Toronto, ON.

RAISING THE PROFILE OF CAREER DEVELOPMENT THROUGH MEDIA AND EVENTS

(APCDA) in Vietnam, International Association for Educational and Vocational Guidance (IAEVG) in Slovenia, Career Development Association of Australia (CDAA) National Conference and the National Institute for Career Education and Counselling (NICEC) Conference. We attended several conferences for the first time, reflecting current areas of interest for CERIC, including Perspectives on Experiential Learning. With our increased focus on francophone engagement, we also returned to AQISEP and the QUARIERA conferences in Quebec.

The Big Picture

It is essential for the public to understand why career development matters, how they can benefit from a career development mindset and that there are career development professionals who can support them. Likewise, career professionals need to be aware of resources and learning available to equip them in their work. CERIC achieves these goals through having an active presence in the media and at events.

Results

CERIC attended 46 events with 13,250 people in attendance and was either featured in the news or was published by the media 50 times.

Future Focus

In January 2020, we will be engaging in a media outreach campaign around the findings from the 2019 CERIC Survey of Career Service Professionals related to career regret among Canadians.



IT WAS AWESOME TO SEE @CERIC_CA AT #NBCDA2019! WE WERE THRILLED TO DRAW FROM YOUR RESEARCH ON #CAREERDEVELOPMENT IN THE #WORKFORCE



CANDY HO
@CanceHo



THANK YOU SO MUCH TO @CERIC_CA FOR YOUR PRESENTATION TODAY TO ELEMENTARY GUIDANCE TEACHERS AND FOR REINFORCING THAT CAREER PLANNING IS NOT LINEAR! @PEELSCHOOL @GUIDANCEINPEEL



AMY MELO
@AmyMeloOCT

NATIONAL CERIC SURVEY OFFERS COMPREHENSIVE SNAPSHOT OF THE FIELD OF CAREER DEVELOPMENT

During Canada Career Month, from November 1-29, CERIC ran its 2019 Survey of Career Service Professionals – a comprehensive national survey to help CERIC, and the field at large, better understand the interests and challenges, as well as professional development and information needs of the field. This survey is only undertaken once every four years and presents a critical opportunity to take a snapshot of the profession and how it has changed over time. It was previously run in 2011 and 2015.

The survey is anticipated to provide rich data related to:

- ✓ Demographics, salary, career progression, competency improvement and research gaps in the career development field
- ✓ A special section on K-12 career education in our schools, exploring what form career programs are taking and whether career is infused
- ✓ New questions focused on the needs, anxieties and myths that career professionals are hearing about from the students and clients they advise



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NATIONAL CERIC SURVEY OFFERS COMPREHENSIVE SNAPSHOT OF THE FIELD OF CAREER DEVELOPMENT

Preliminary findings are to be released at the Cannexus National Career Development Conference in January 2020 in Ottawa with further analysis shared throughout the year.

The Big Picture

To know where the field of career development is going – and chart research, learning and advocacy strategies – a thorough and inclusive picture of its practitioners is required.

Results

With the assistance of many supporting organizations in the field sharing the survey with their members and networks, a record 1,350 career development professionals submitted responses.

Future Focus

Into 2020, results of the Survey of Career Service Professionals will be broken down by sector and geography with interpretation from career sector leaders.



#CAREERDEVELOPMENTPROFESSIONALS, HAVE YOUR VOICE HEARD! MANY THANKS TO @CERIC_CA FOR YOUR ONGOING EFFORTS TO ADVANCE THE PROFESSION. @CAREERMONTH #CCM2019



3CD

@3CDCanada

STAKEHOLDER ENGAGEMENT BUILDS NATIONALLY AND EXTENDS INTERNATIONALLY

The Big Picture

Given the complexity and interdependence of the career development ecosystem, CERIC engages with diverse stakeholders to support advancing career development. From consultation to joint initiatives, we take an inclusive approach, building long-term relationships that lead to better outcomes for all.



The RBC-sponsored panel at Cannexus19, Preparing Youth to Thrive in an Age of Disruption.

For CERIC, stakeholder engagement has been focused on achieving shared objectives and expanding our audiences to create an even bigger tent. During the past year, we increased our emphasis on identifying potential strategic partnerships and proactively building collaborations. Many of these were connected to areas of emerging and ongoing interest to CERIC including K-12 foundational career development skills, the intersection of career development and mental health, and workforce development. We also invested in engaging with francophone audiences and expanded our international footprint.

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STAKEHOLDER ENGAGEMENT BUILDS NATIONALLY AND EXTENDS INTERNATIONALLY

In 2019, we continued building our partnership with RBC, which has taken on a larger role with our Cannexus National Career Development Conference and is a leader in the conversation around youth employment. We have continued our involvement with Catapult 2030 – an initiative of the Rideau Hall Foundation, centred around post-secondary access and success – which is co-chaired by CERIC Executive Director Riz Ibrahim. New this year, CERIC engaged with Nelson Canada to explore our mutual interests in supporting career education, as well as with the Canadian Education Association.

CERIC also ramped up its government relations. We held discussions with Employment and Social Development Canada and the Future Skills Centre. LinkedIn has been another partner in the skills agenda conversation. Our *Competencies of Front-line Settlement Counsellors* report led us to consult with Immigration, Refugees & Citizenship Canada and the report is now being used to inform their work supporting Canada's settlement sector. Other CERIC projects have resulted in new and promising relationships such as with the Information & Communications Technology Council around our revised *Computing Disciplines* guide.

This past year, we built CERIC's francophone staff capacity to enable us to more meaningfully connect with French-speaking stakeholders at conferences and roadshows in Quebec and elsewhere in Canada. With the publication of *Career Theories and Models at Work*, CERIC also greatly expanded its international presence. Another CERIC project, the *Strengthening Mental Health Through Effective Career Development* guide, features an international collaboration. The Career Education Association of Victoria (Australia) is a partner on the project and will be disseminating the guide in that country.



Future Focus

We have laid the groundwork for further collaboration in 2020 with francophone groups including Ordre des conseillers et conseillères d'orientation du Québec (OCCOQ) and Association québécoise des professionnels du développement de carrière (AQPDC). A French translation of *Career Theories and Models at Work* is under development and there is interest in a Japanese edition, further extending our presence on the international front.

FINANCIAL REPORT

As of December 31

REVENUES	2019 (CAD \$)	2018 (CAD \$)
Foundation grants	909,600	843,311
Conference	685,535	583,851
Program delivery grants (Notes 5 and 6)	140,750	132,500
Sales and other	115,185	99,723
Other funding	34,191	50,000
Partnership grants (Notes 5 and 6)	27,873	143,450
TOTAL	1,913,134	1,852,835
EXPENDITURES		
Salaries, benefits and contract labour (Note 5)	764,532	647,081
Conference (Notes 5 and 8)	510,709	470,146
Purchased services	150,009	165,101
Program delivery grants (Note 7)	140,750	132,500
Partnership grants (Note 7)	125,177	143,450
Occupancy costs (Note 5)	79,404	73,973
Office and general	59,674	55,117
Travel	47,118	19,919
Advertising and promotion	43,780	31,957
Professional fees (Note 5)	27,902	40,438
Other	14,538	13,777
Telecommunication	12,628	10,415
Interest and bank charges	8,105	7,572
Meeting costs	6,483	3,358
Supplies	4,984	2,390
Amortization	4,851	4,539
Insurance	4,825	4,918
TOTAL	2,005,469	1,826,651
EXCESS OF REVENUE OVER EXPENDITURE	(92,335)	26,184



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