



# 2019 Survey of Career Service Professionals: Who We Are and Where We're Going



**CERIC**

Advancing  
Career  
Development  
in Canada

Promouvoir  
le développement  
de carrière  
au Canada

# Methodology

French (14.2%) & English (85.8%)

No weighting

Multiple choice, multiple answer, & open-ended Qs

1,350 Respondents (N value noted on subsequent slides is for 2019)

Not all questions answered by all

Nov. 1–29, 2019

# Comparing 2011, 2015, & 2019: Questionnaires, Survey Participation, and Findings

2011	2015	2019
Demographic (19 Questions)	Demographic (15 Questions)	Demographic (15 Questions)
CERIC and its Programs (9 Questions)	CERIC and the Profession (11 Questions)	CERIC and the Profession (17 Questions)
Professional Development and Learning (14 Questions)	Professional Development and Competency Improvement (15 Questions)	Professional Development and Competency Improvement (11 Questions)
Research (9 Questions)	Research and Learning Dissemination (4 Questions)	Research and Learning Dissemination (3 Questions)
Career Competency & Mobility (8 Questions)		K – 11/12 (10 questions)
Technology Access and Awareness (9 Questions)		



2011 Survey of Career Service Professionals: 1,013 completions  
 2015 Survey of Career Service Professionals: 1,004 completions  
**2019 Survey of Career Service Professionals: 1,350 completions**

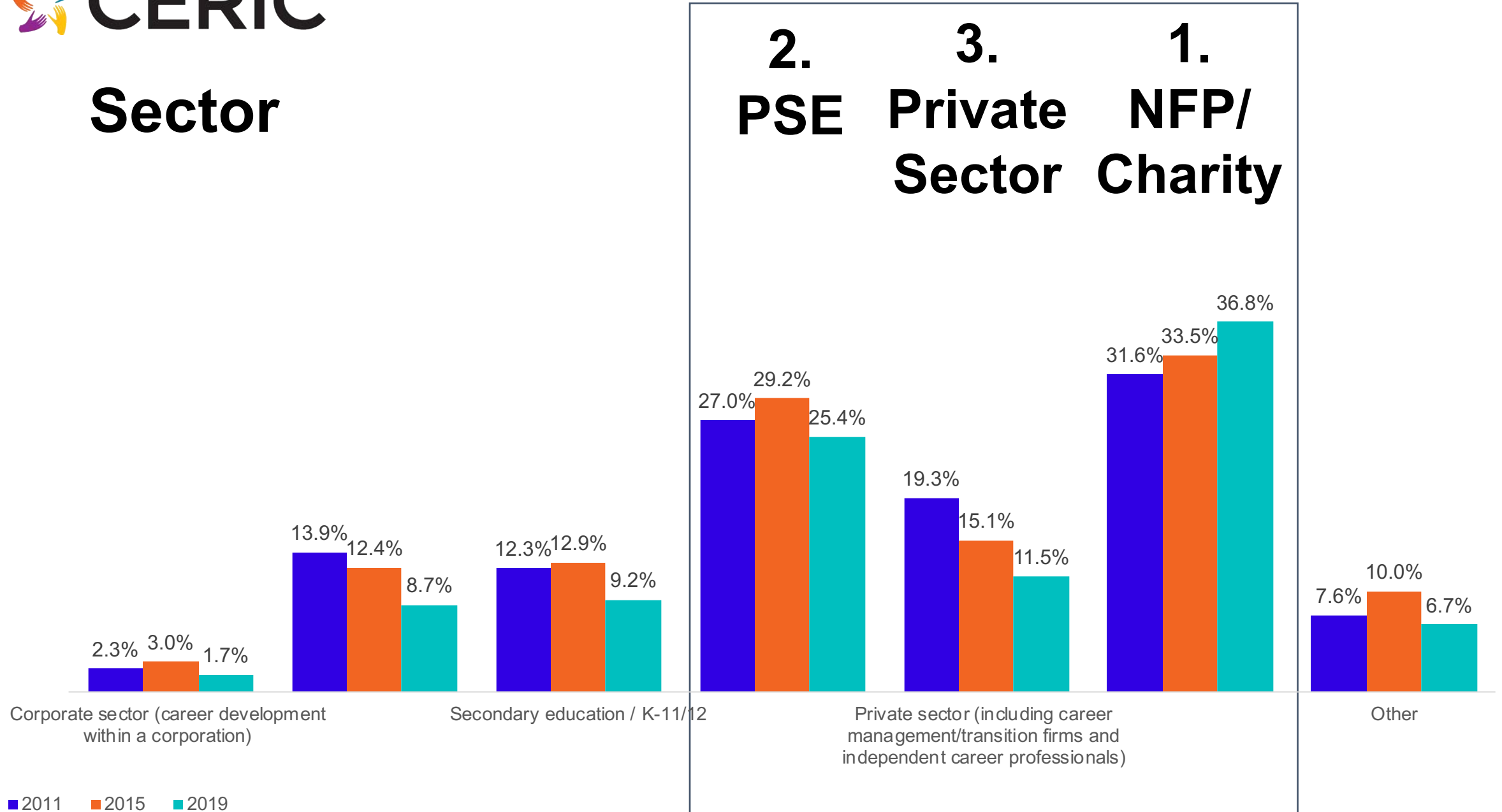


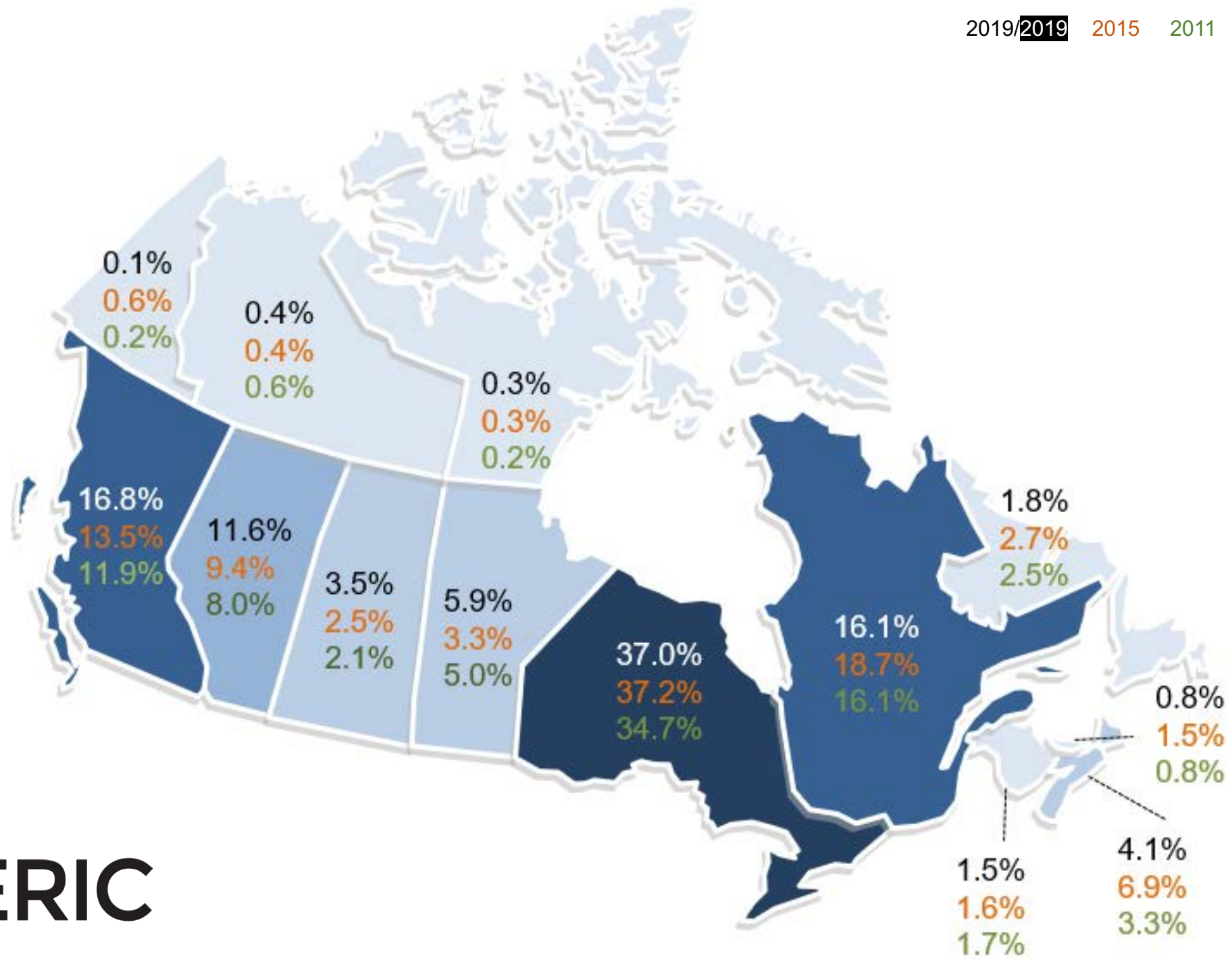
# Findings



## Sector

N = 1350





82.6%

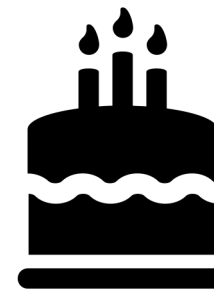


23.2%



11–25 Employees

30.7%



Between 45–54

41.3%



Bachelor's degree

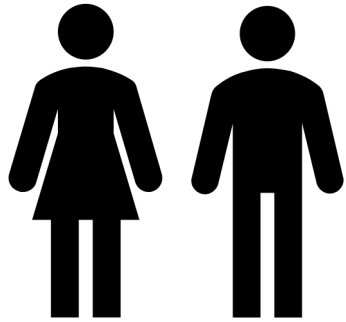
34.0%



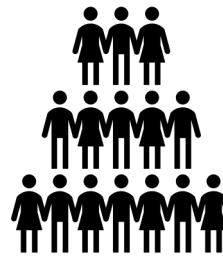
Large metropolitan area

**Most likely to be (in 2019)...**

97.6%

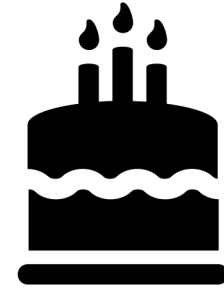


43.8%



11–25 or **51+ Employees**

56.5%



Between 35–**54**

76.6%



Bachelor or **Master's** degree

58.9%



Large metropolitan area or **city**/small town within 50 km of a large metropolitan area

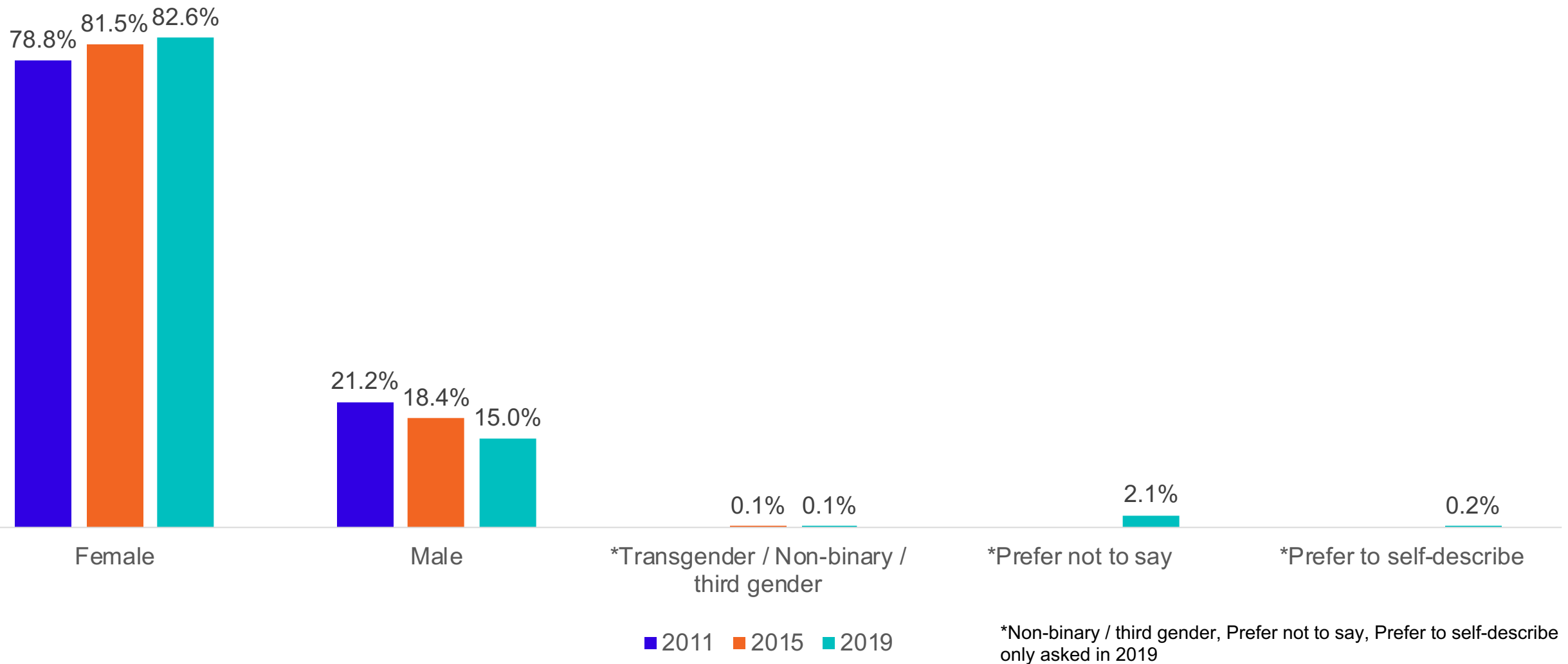
# Most likely to be (in 2019)...

Combining top 2 responses



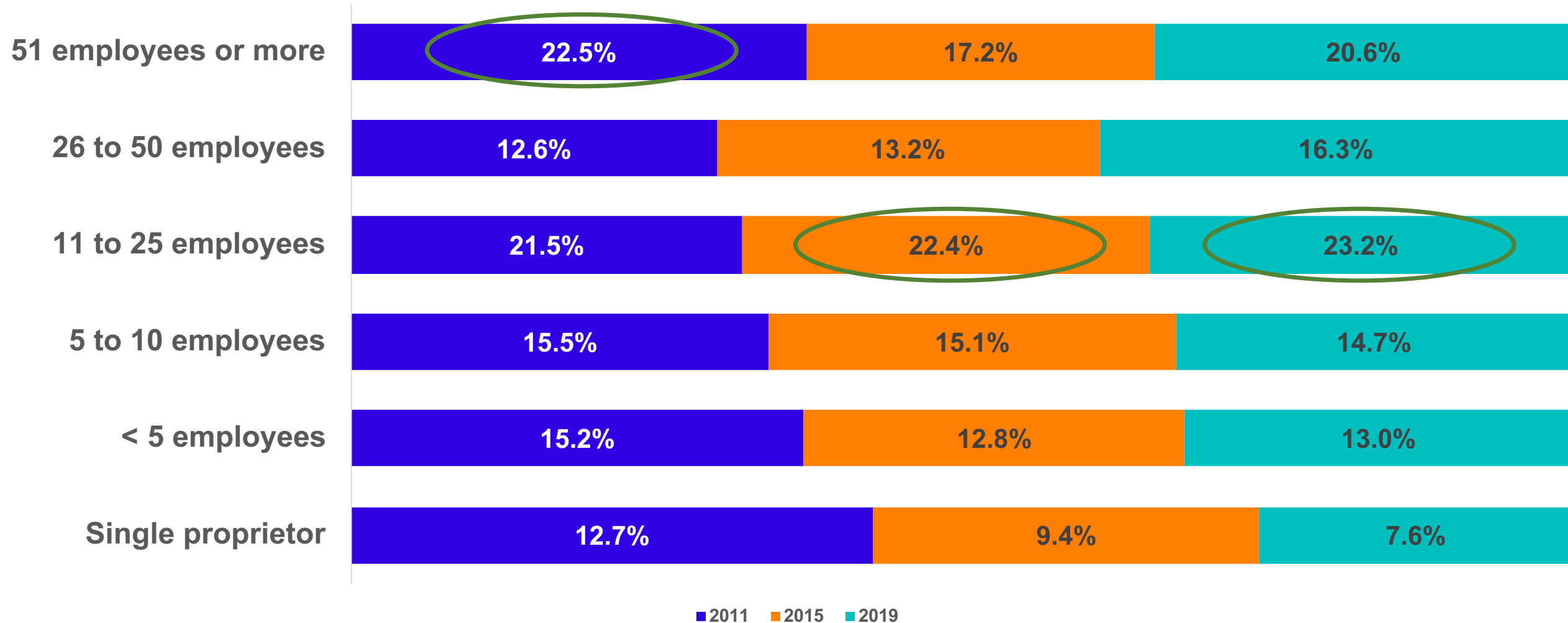
# Gender

N = 1350



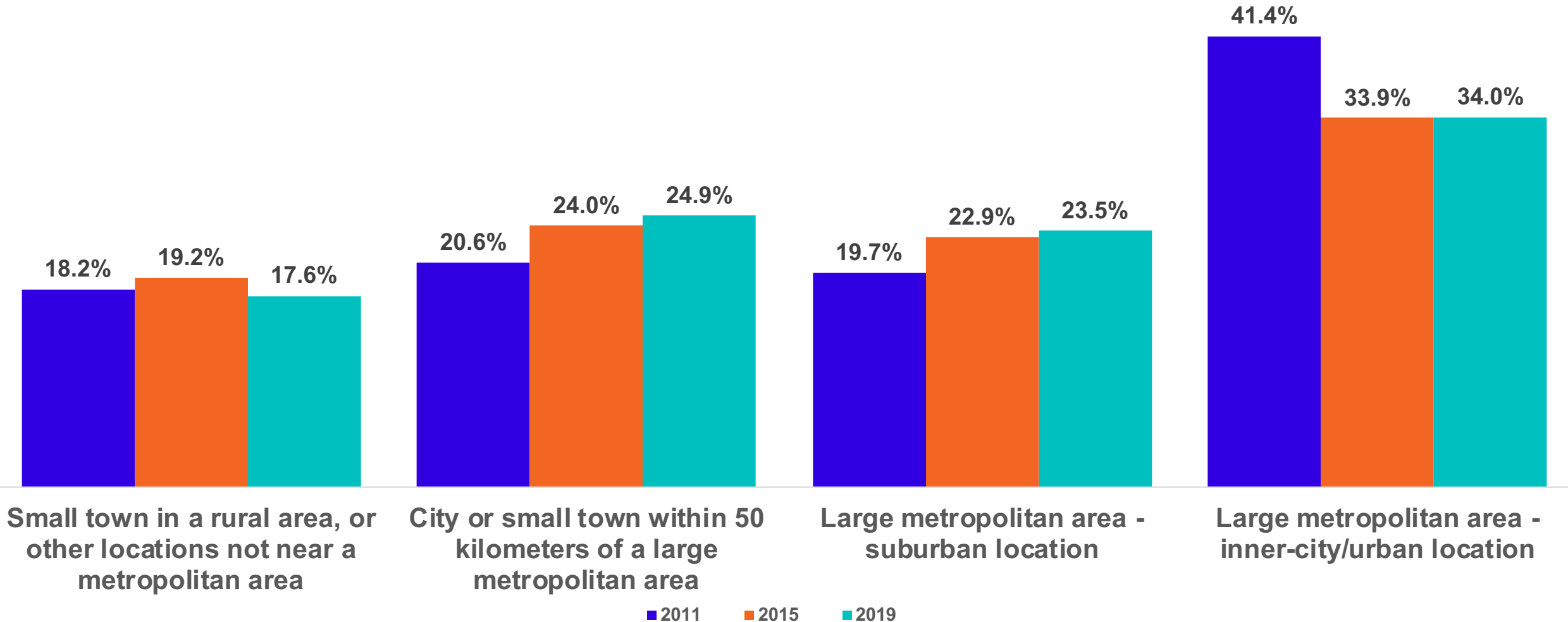
# Size of careers services organization (including departments and satellites)

N = 1334



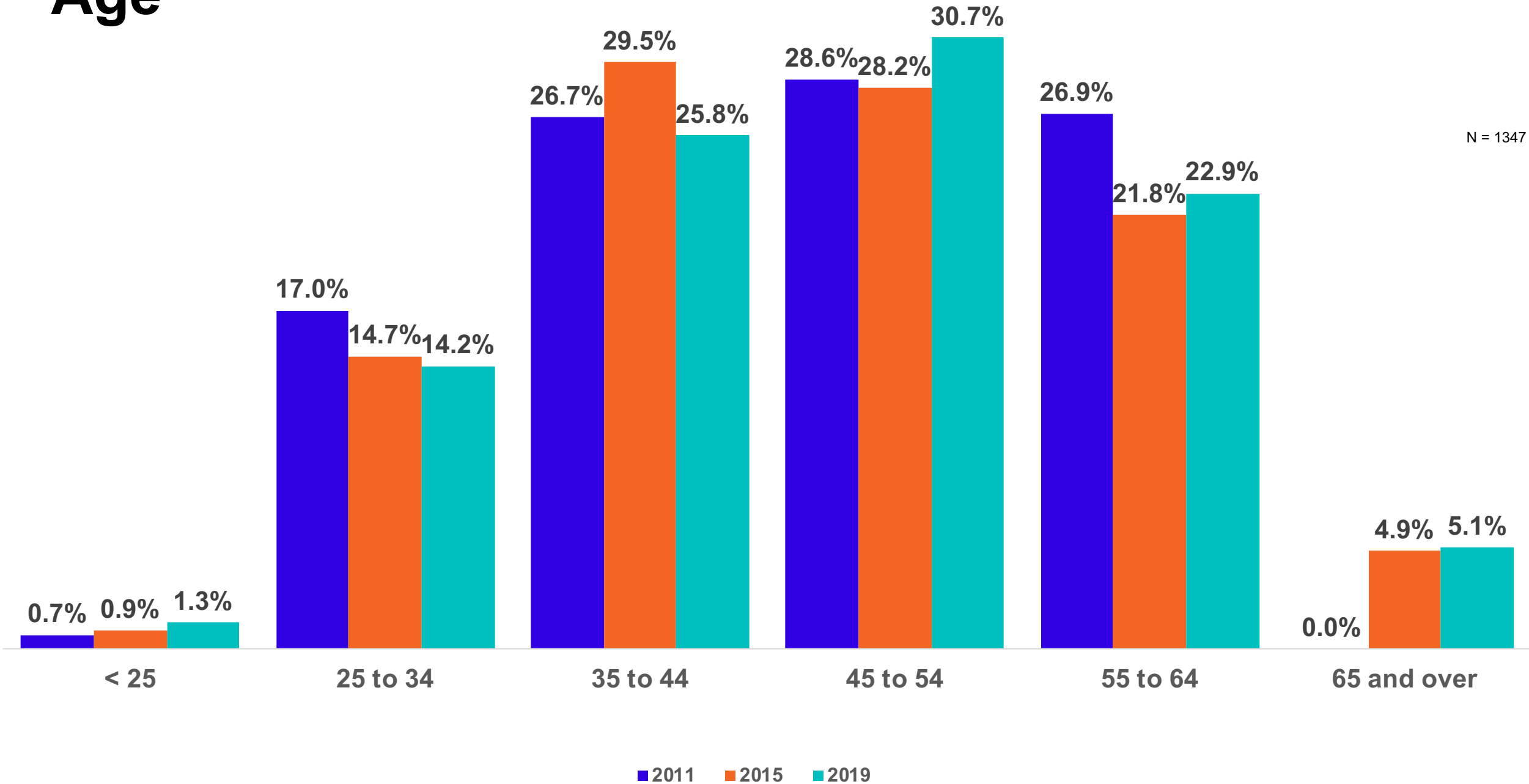
# How would you describe the area where you are located?

N = 1343



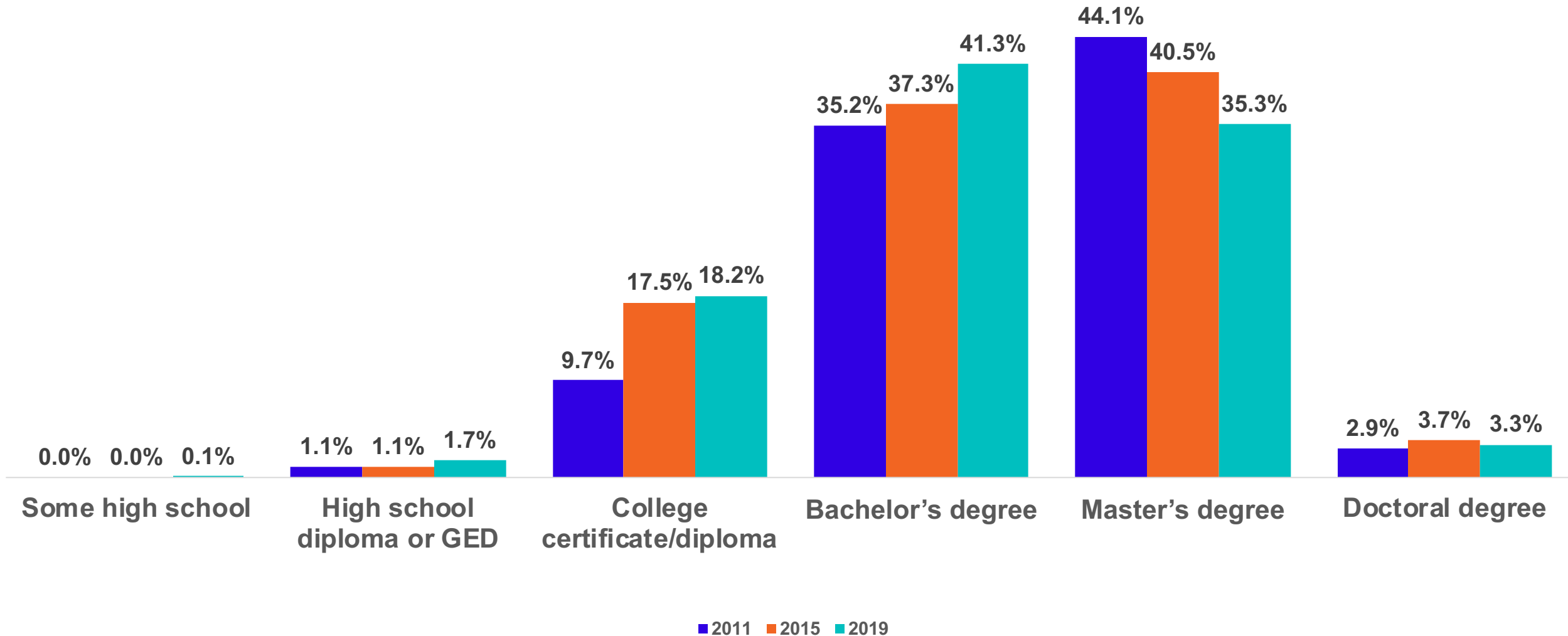
# Age

N = 1347



# Highest level of education completed

N = 1344





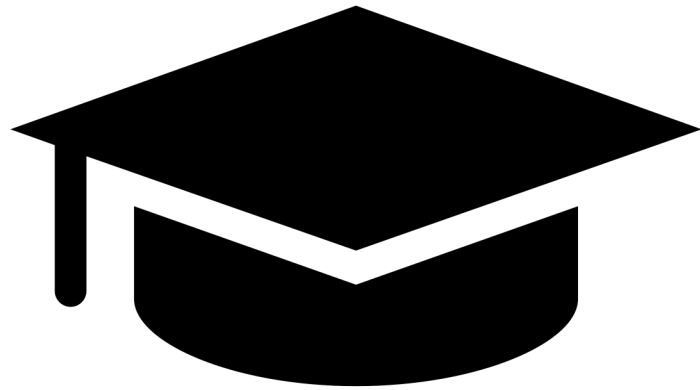
# Highest level of education completed 2011–2019

▲ # of College certificate/diploma & Bachelor's degrees

▼ # of Master's degrees

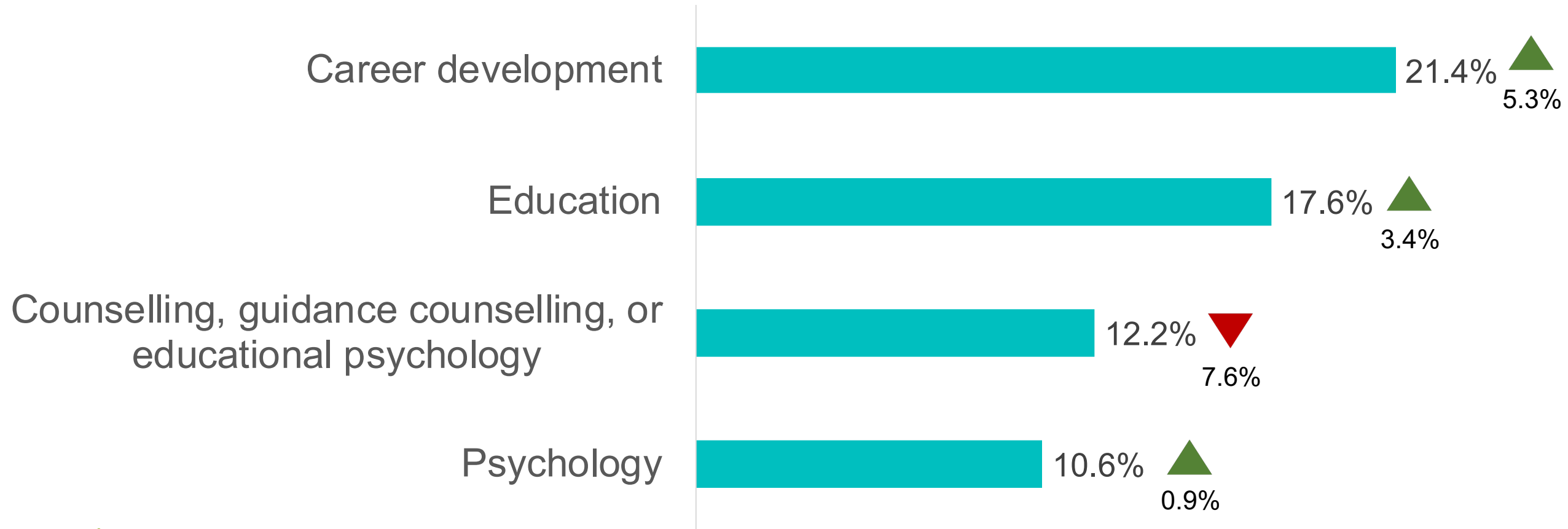
👍 In 2011 & 2015, a Master's degree was most common

👍 In 2019, a Bachelor's degree was most common



# Main area of focus at highest level of post-secondary studies (Top 4, 2019)

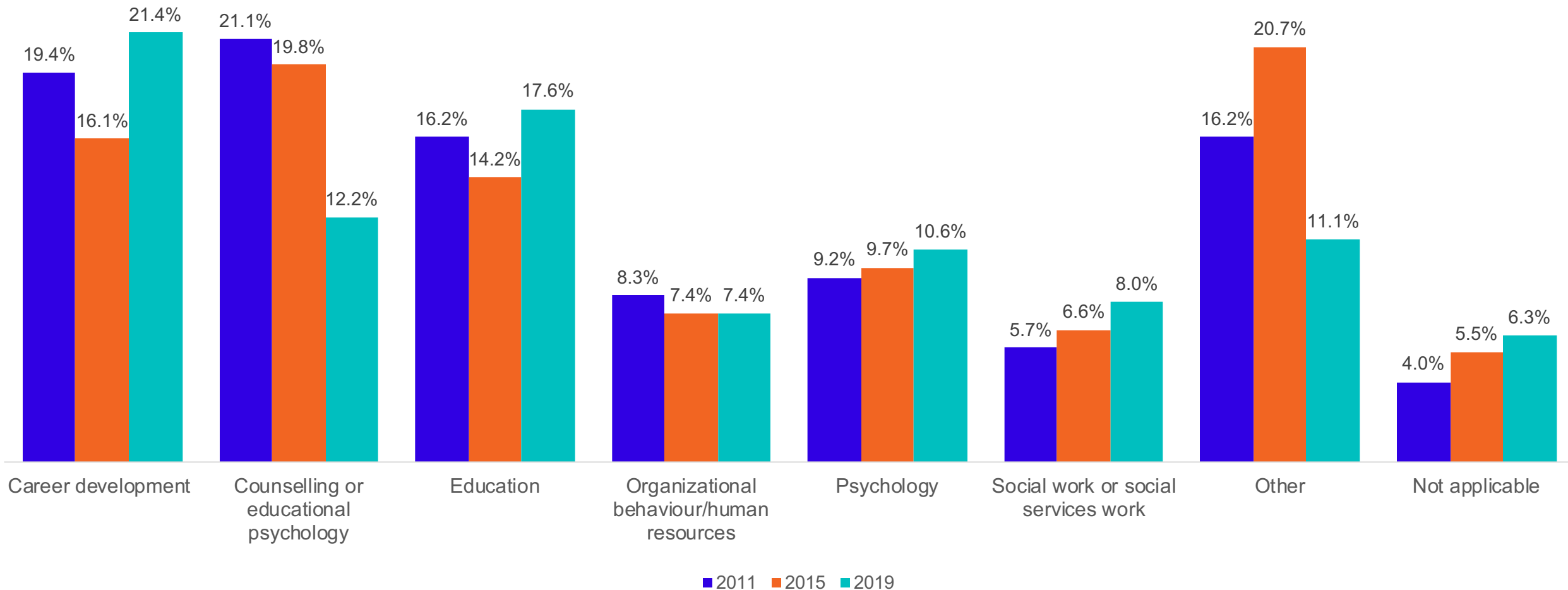
N = 1344



# Main area of focus in your highest level of post-secondary studies applicable to the career services field

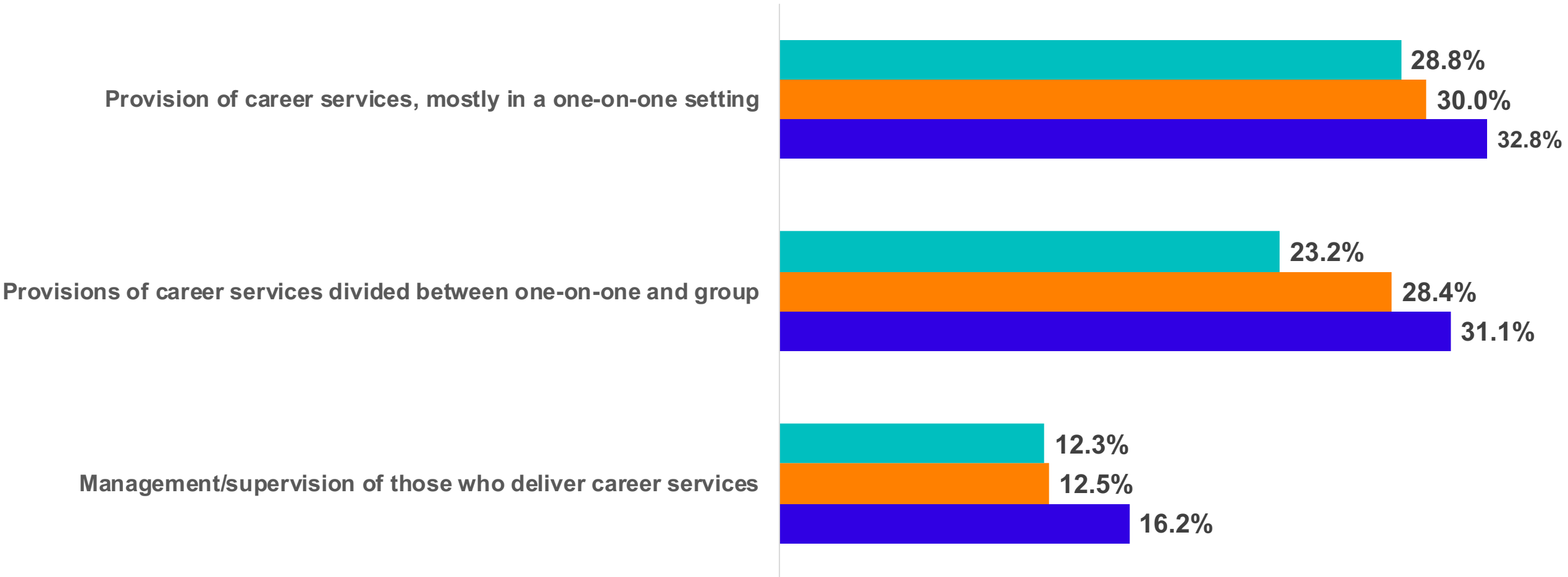


N = 1344



# Primary job function (Top 4)

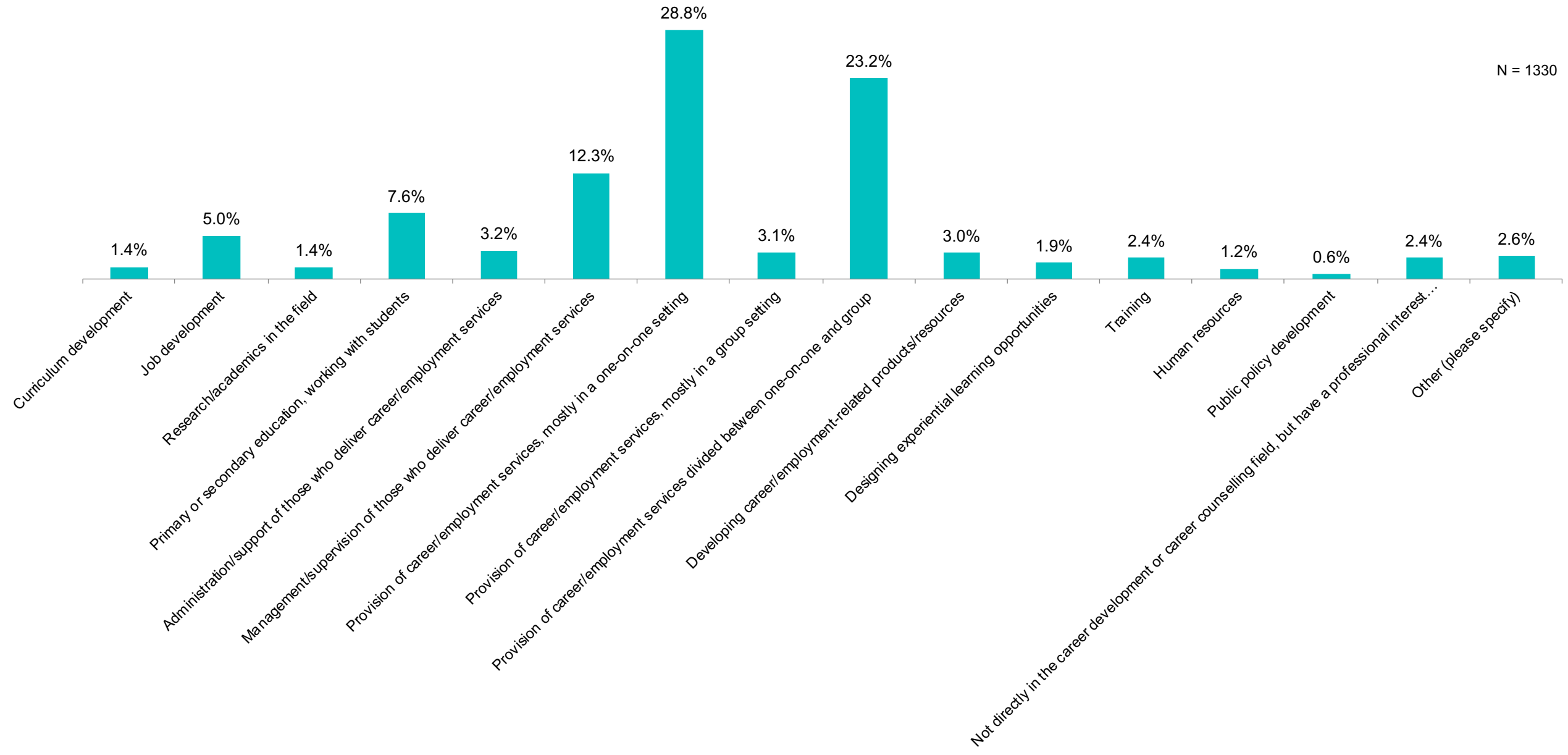
N = 1330



#4. Job development = 5% (2015 & 2019)

■ 2019 ■ 2015 ■ 2011

# Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? I am directly involved in:





# Services you are most likely to offer 2015 and 2019

N = 1333



1. Career counselling & coaching



2. Employment advising/job coaching



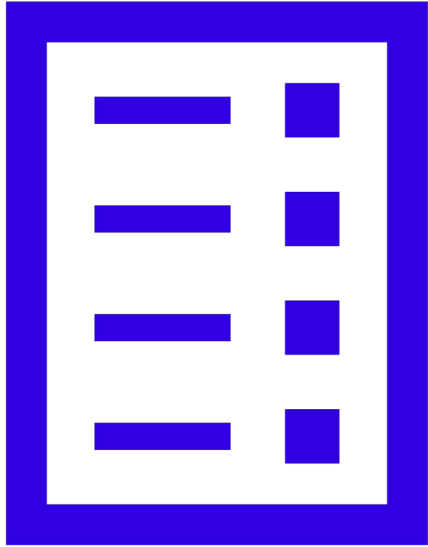
3. Program planning/program delivery\*



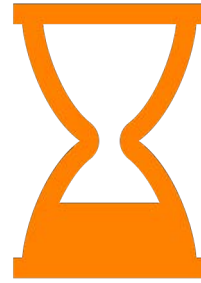
4. Teaching/training\*

\*Only asked in 2019

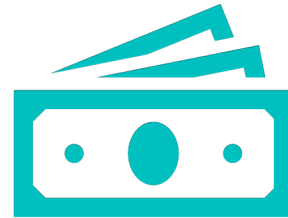
49.4%



40.1%



38.0%



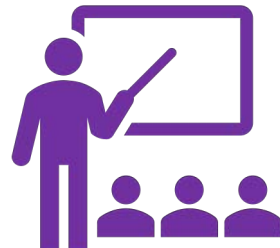
## Elements that affect your ability to deliver career development? (Top 5, 2019)

1. Heavy **workload**
2. Insufficient **time** to spend with clients/students
3. Inadequate **financial resources**
4. Limited support from institutional/organizational **leadership**
5. Limited **access** to appropriate **resources**

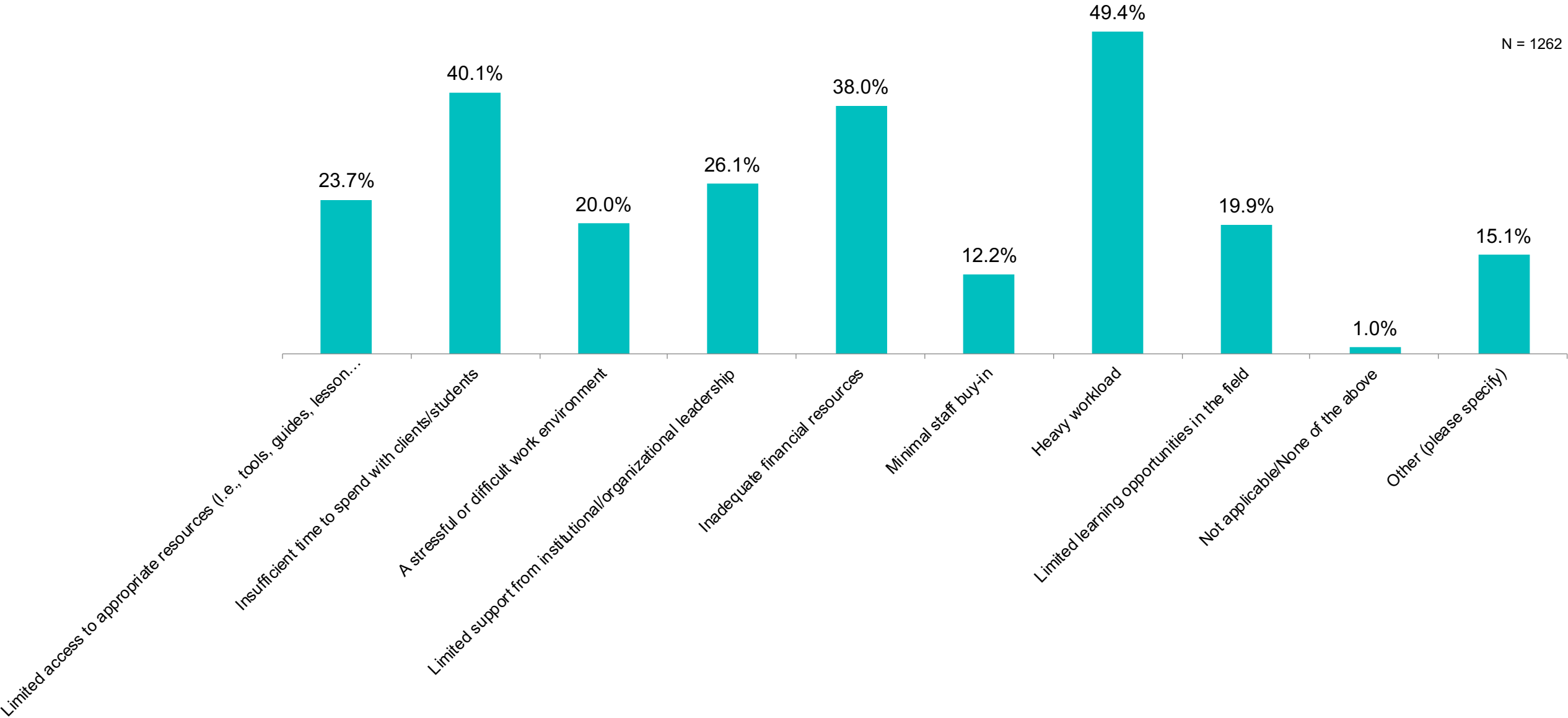
26.1%



23.7%

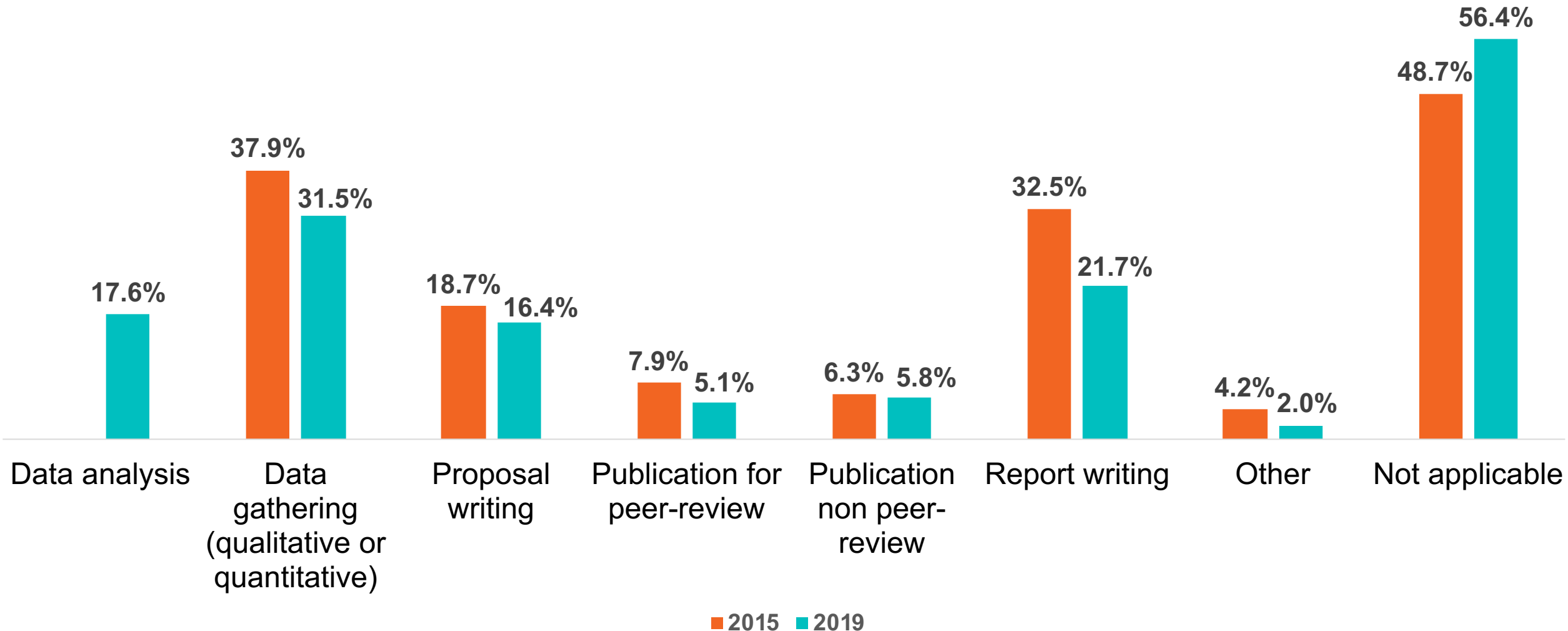


# What are some elements that affect your ability to deliver career development? (Check all that apply)



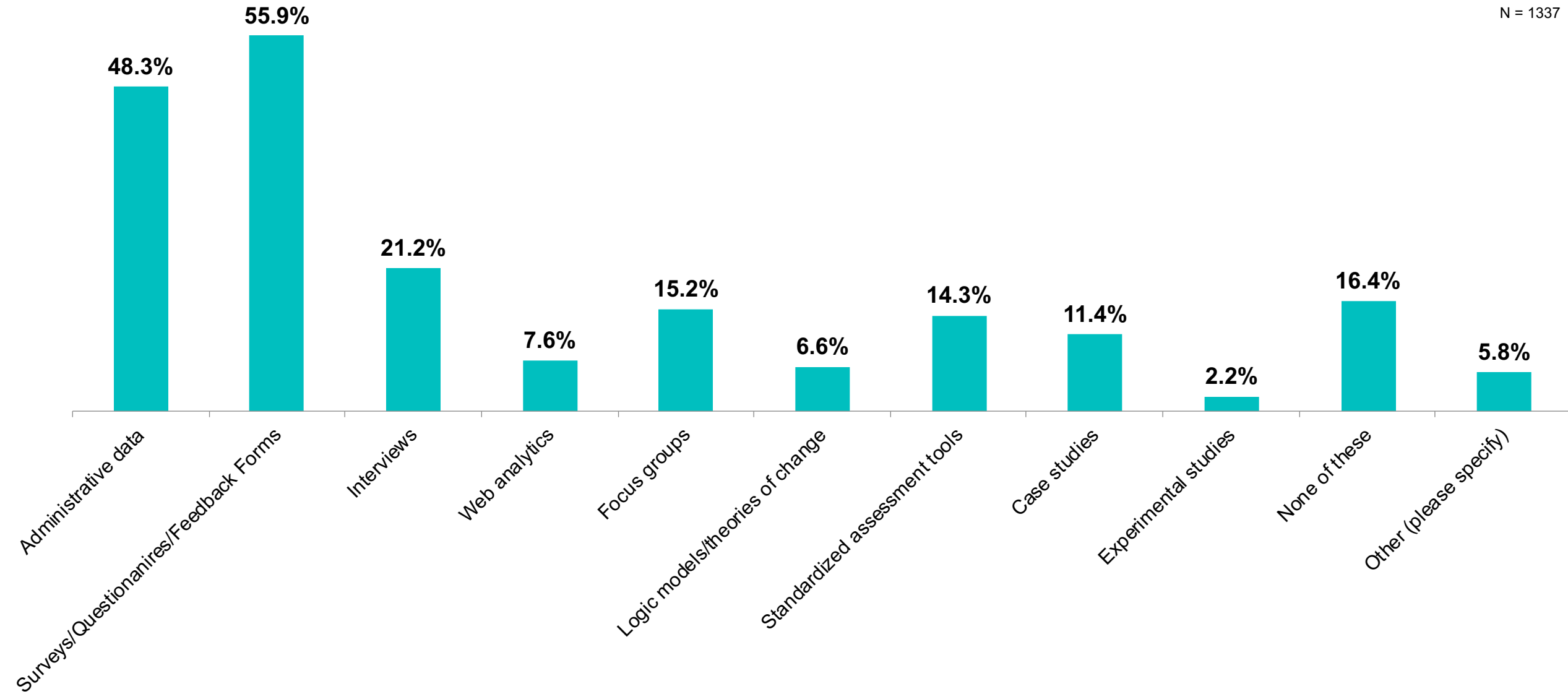
# Are you involved in the following career development research activities? (Check all that apply)

N = 1283



# What methods do you currently use to evaluate the impact of your career counselling/career development programs or services? (Check all that apply)

N = 1337



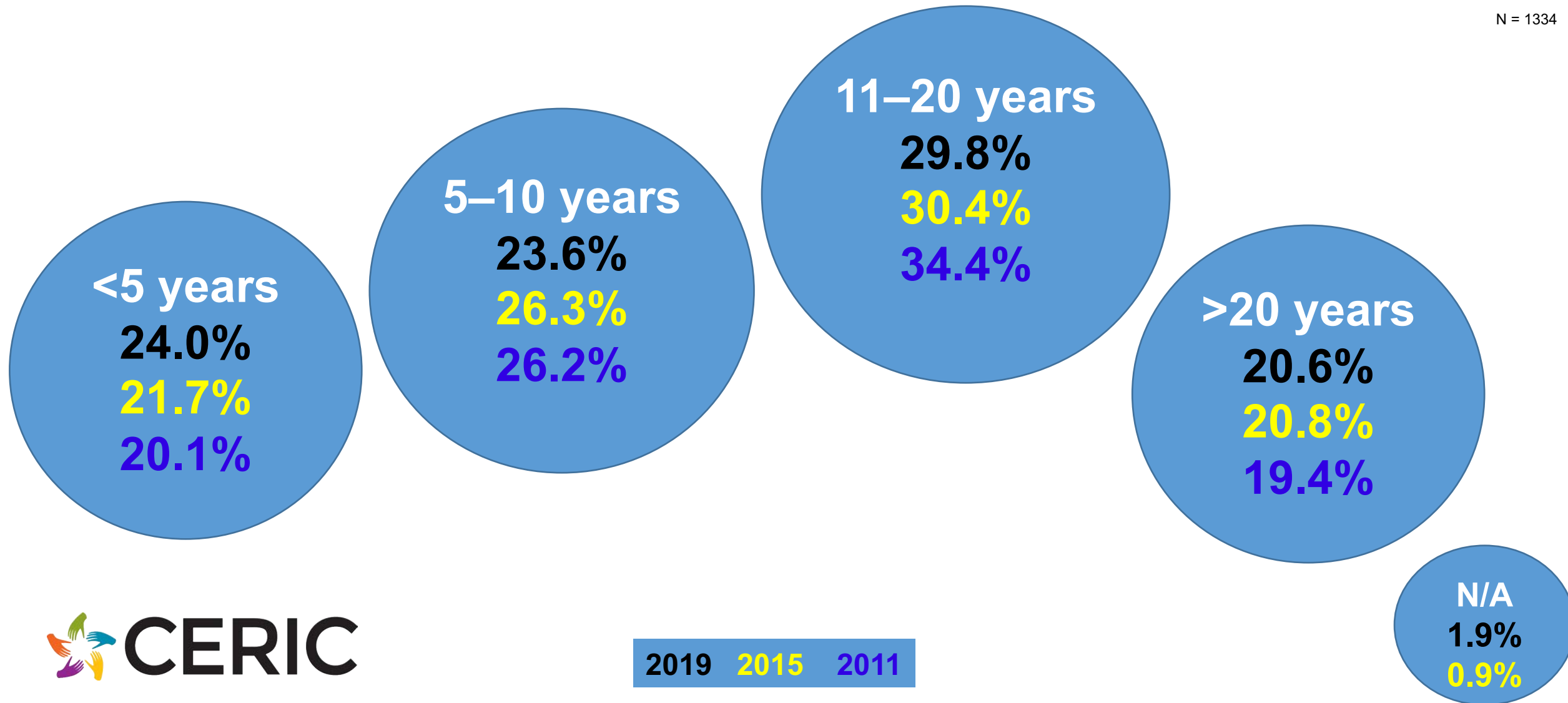




Experience,  
Salaries,  
Professional  
Development

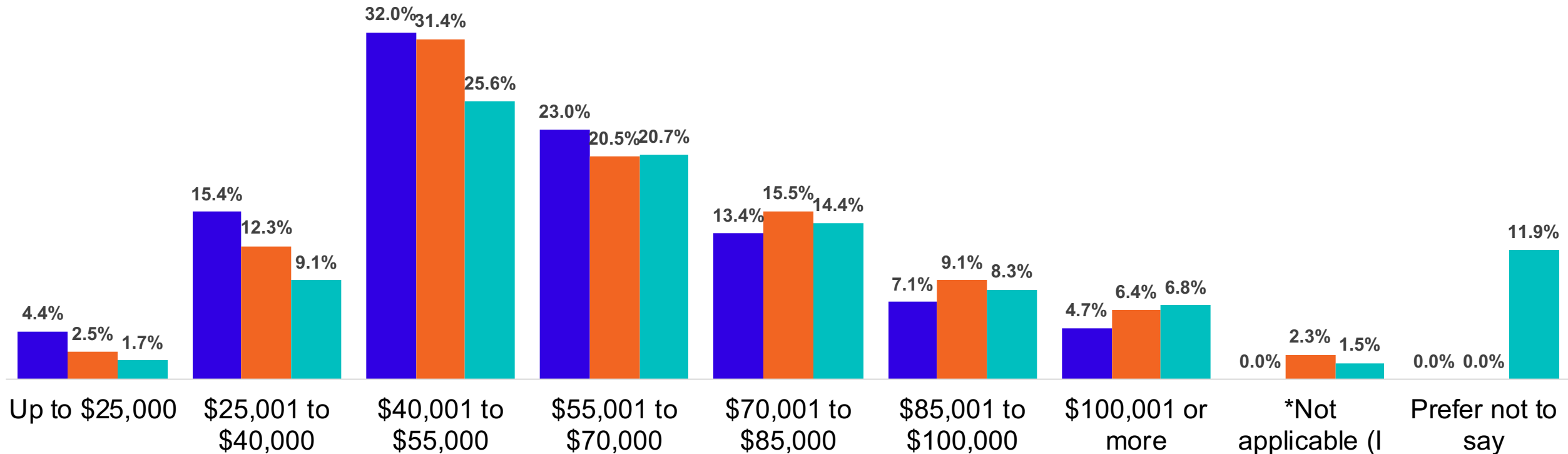
# Experience

N = 1334



# Annual salary/income

N = 1346



# Experience vs. Income in 2019: Most common income category

**\$40,001–  
\$55,000**

**33.8%  
< 1 year**

**36.3%  
1–4 years**

**32.7%  
5–10 years**

**\$55,001–  
\$70,000**

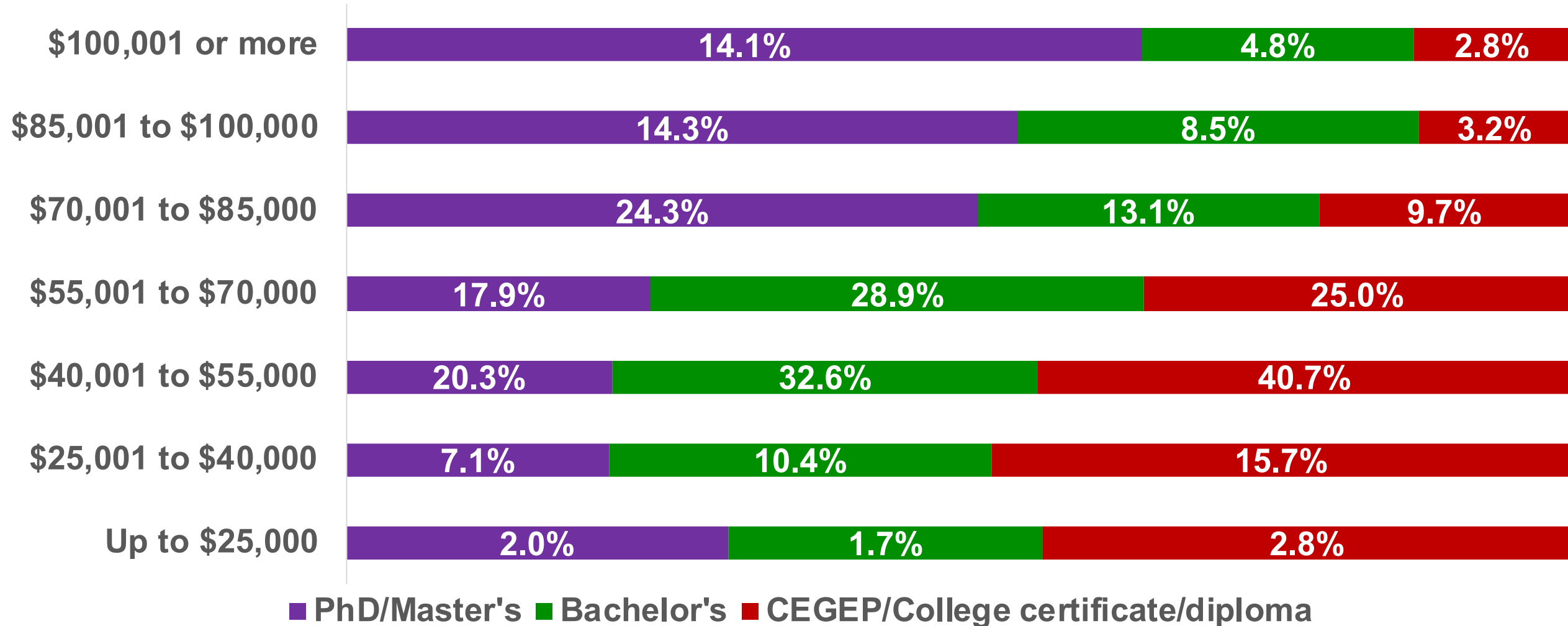
**22.7%  
11–20  
years**

**\$70,001–  
\$85,000**

**19.0%  
> 20 years**



# Education vs. Income in 2019

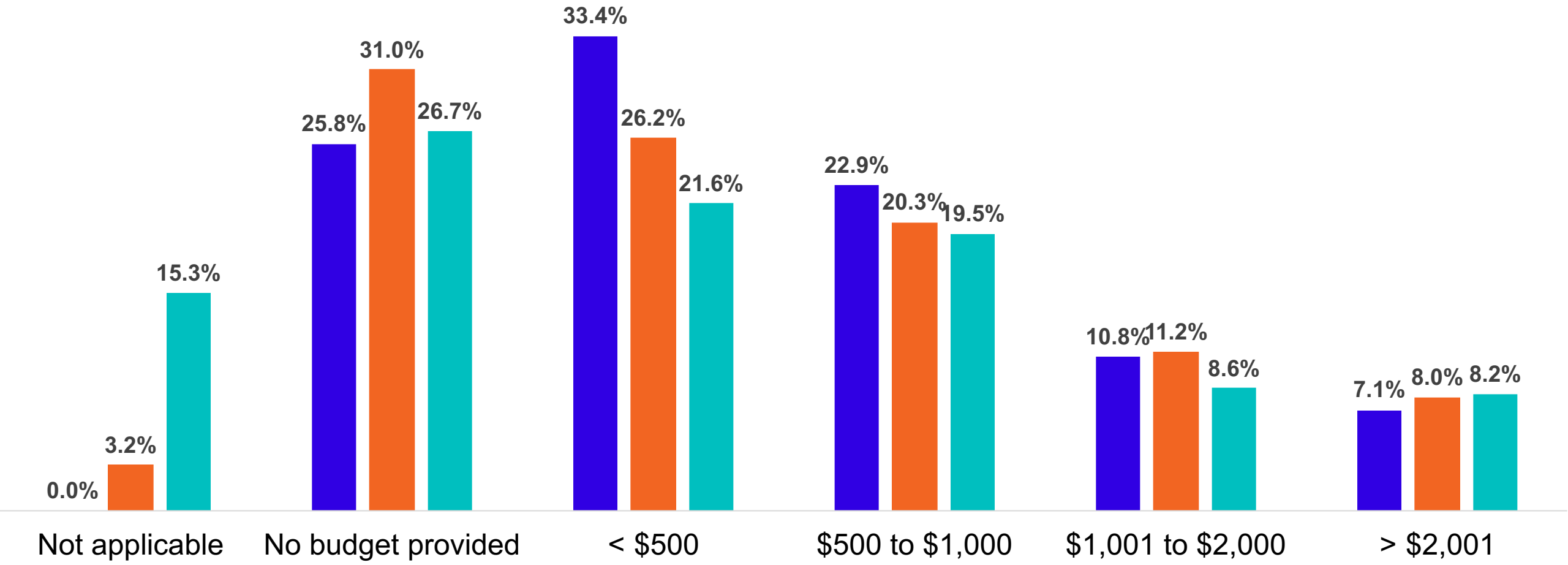




# Annual professional development budget provided by employer

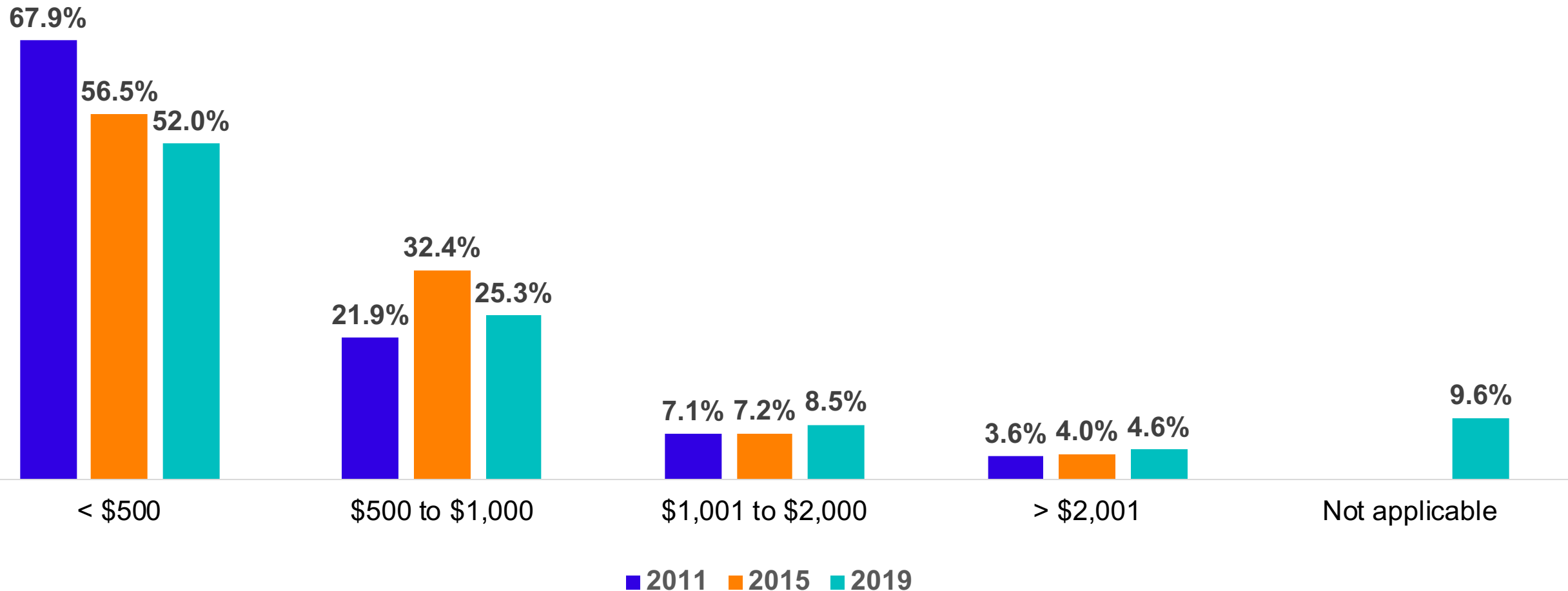
N = 1343

■ 2011 ■ 2015 ■ 2019



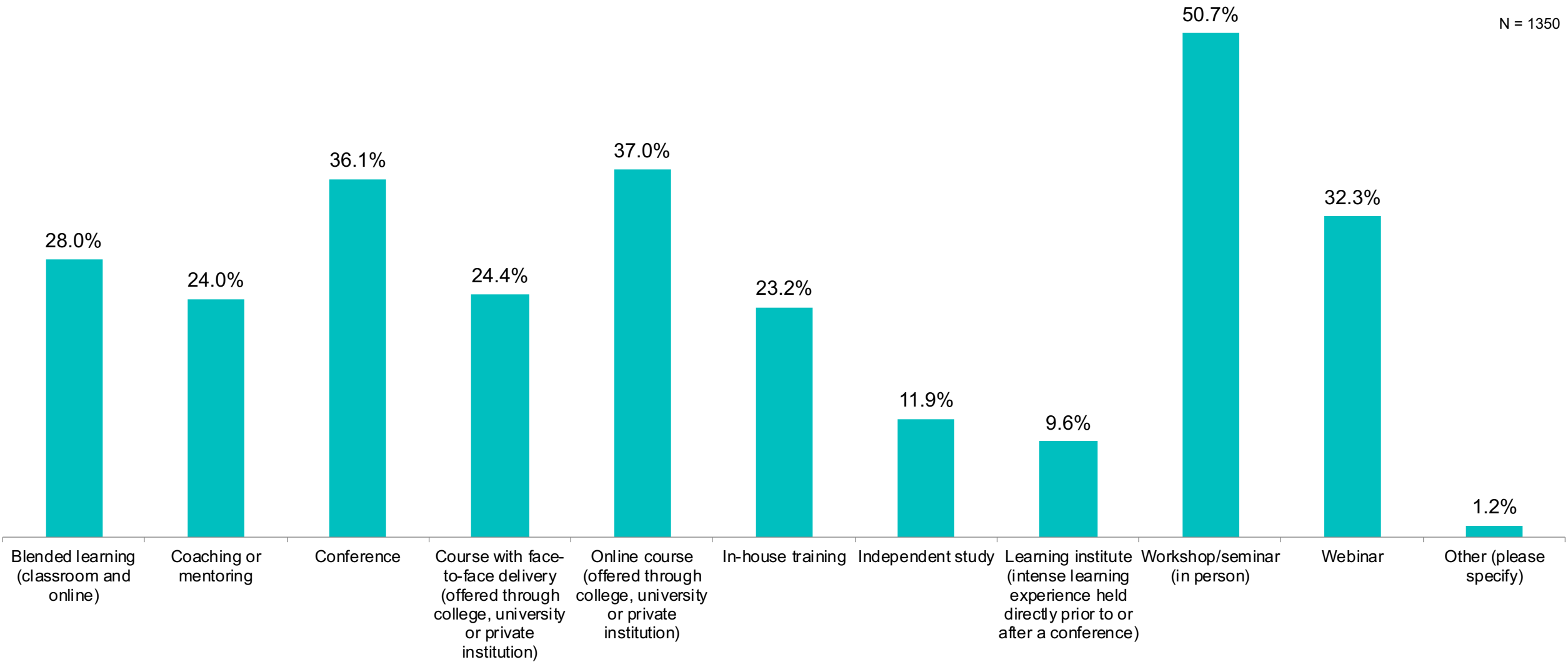
# How much would you personally be willing to pay for professional development annually?

N = 1343



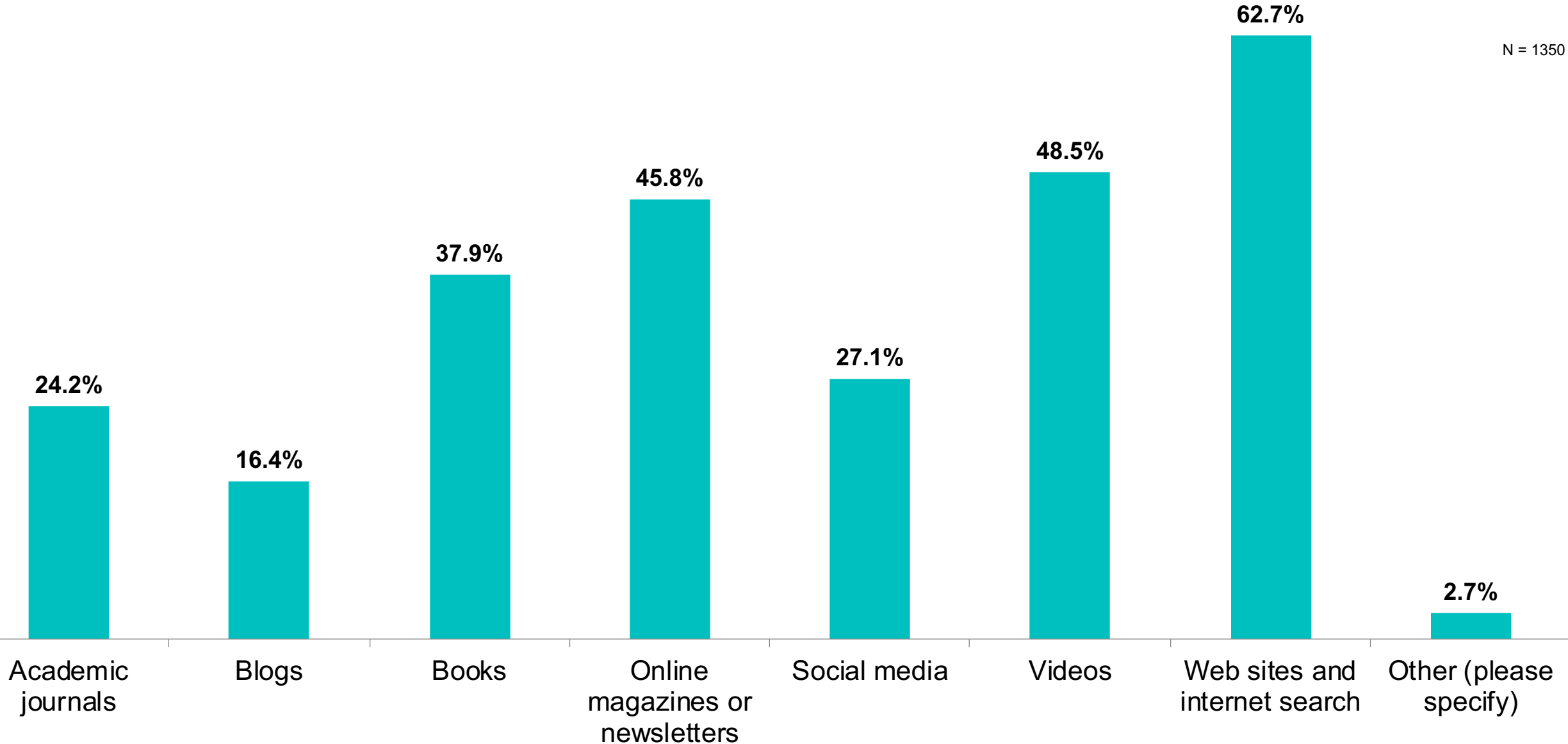
# Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

N = 1350



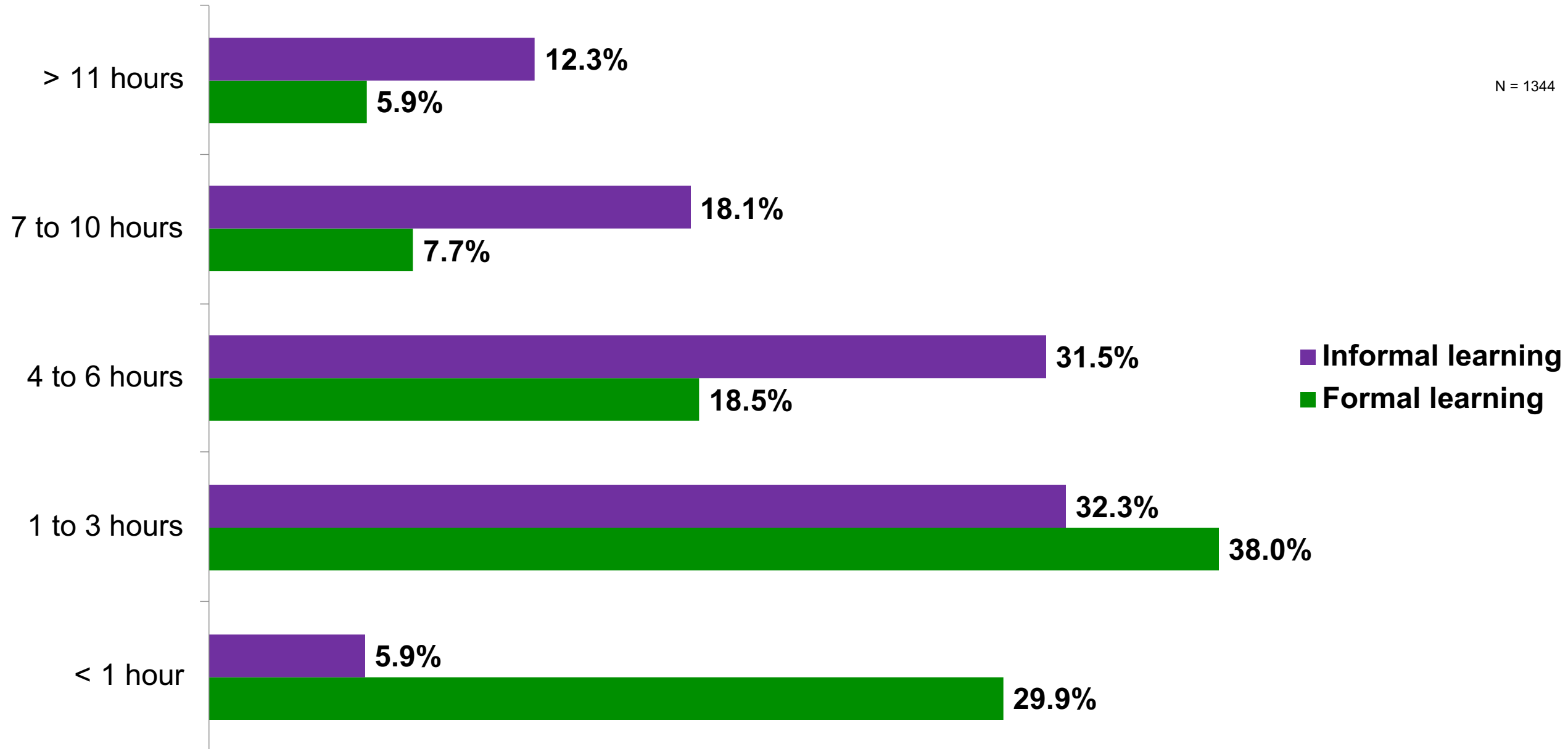
# Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

N = 1350



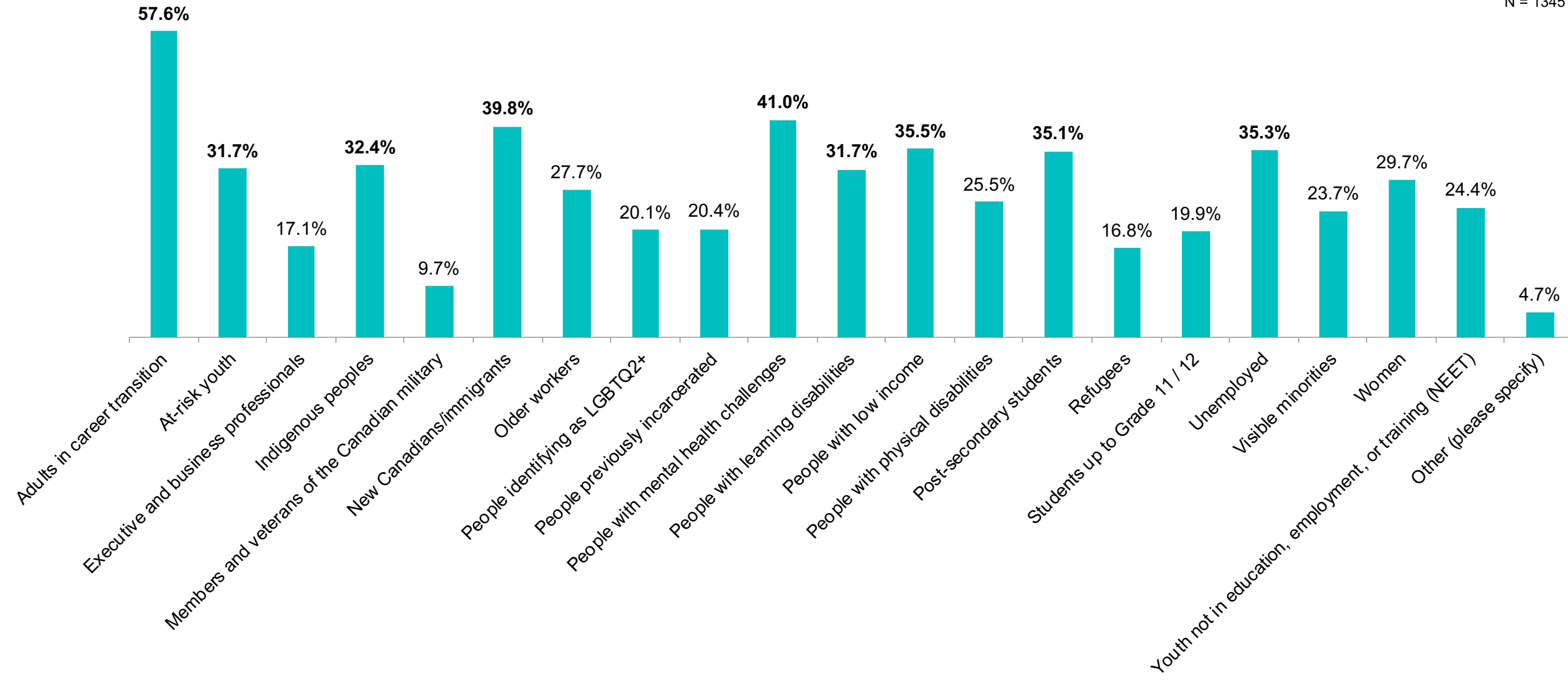
# How much time per month (on average) would you typically spend on professional development (both formally and informally)?


N = 1344



# Please check the client group(s) you would prefer to focus your professional development on (e.g., through a webinar or other learning).


N = 1345





Looking to the  
future

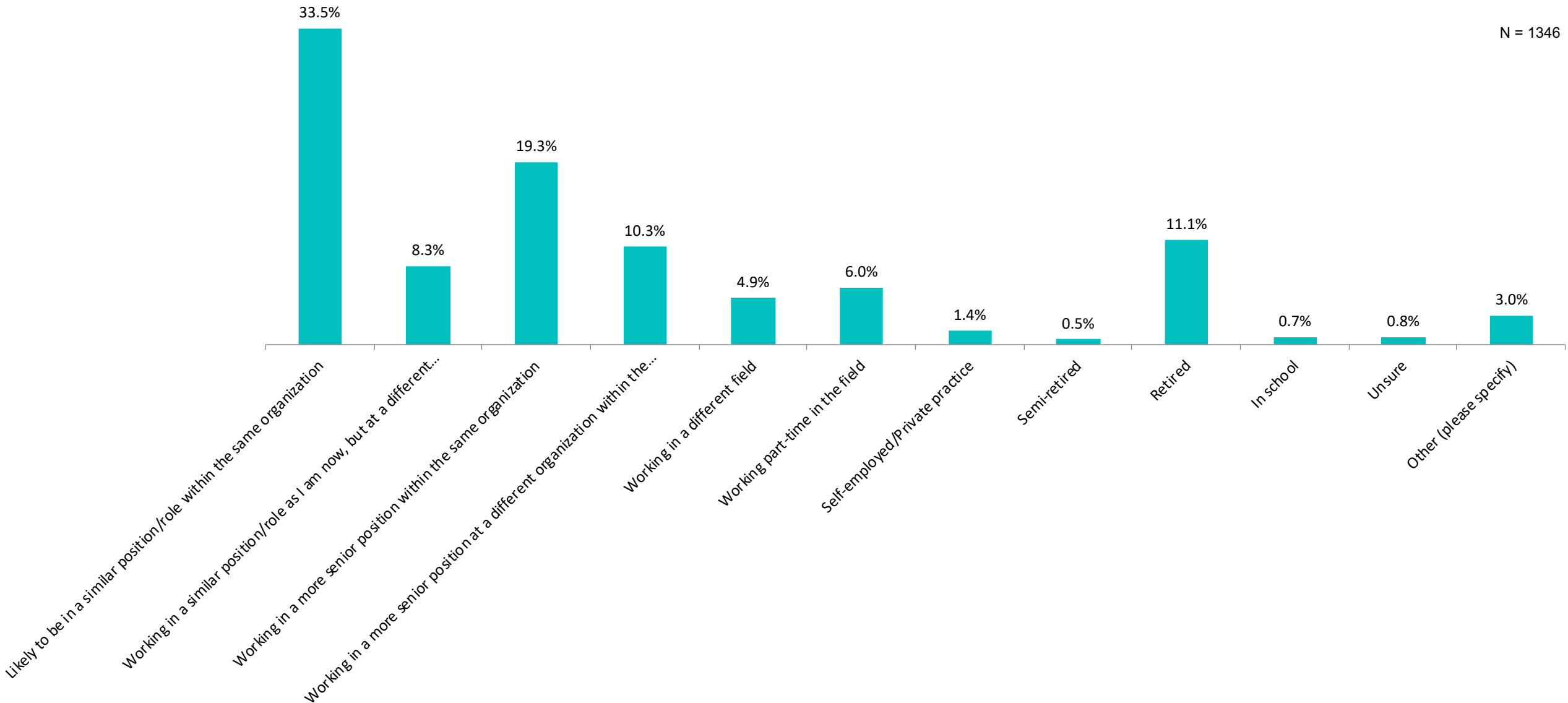
# Where do you see yourself in five years? (Top 5, 2019)

1. **33.5%, Similar position/role within the same organization**
  2. **19.3%, More senior position within the same organization**
  3. **11.6%, Retired or semi-retired**
  4. **10.3%, More senior position at a different organization**
  5. **8.3%, Similar position/role, but in a different organization**
- 



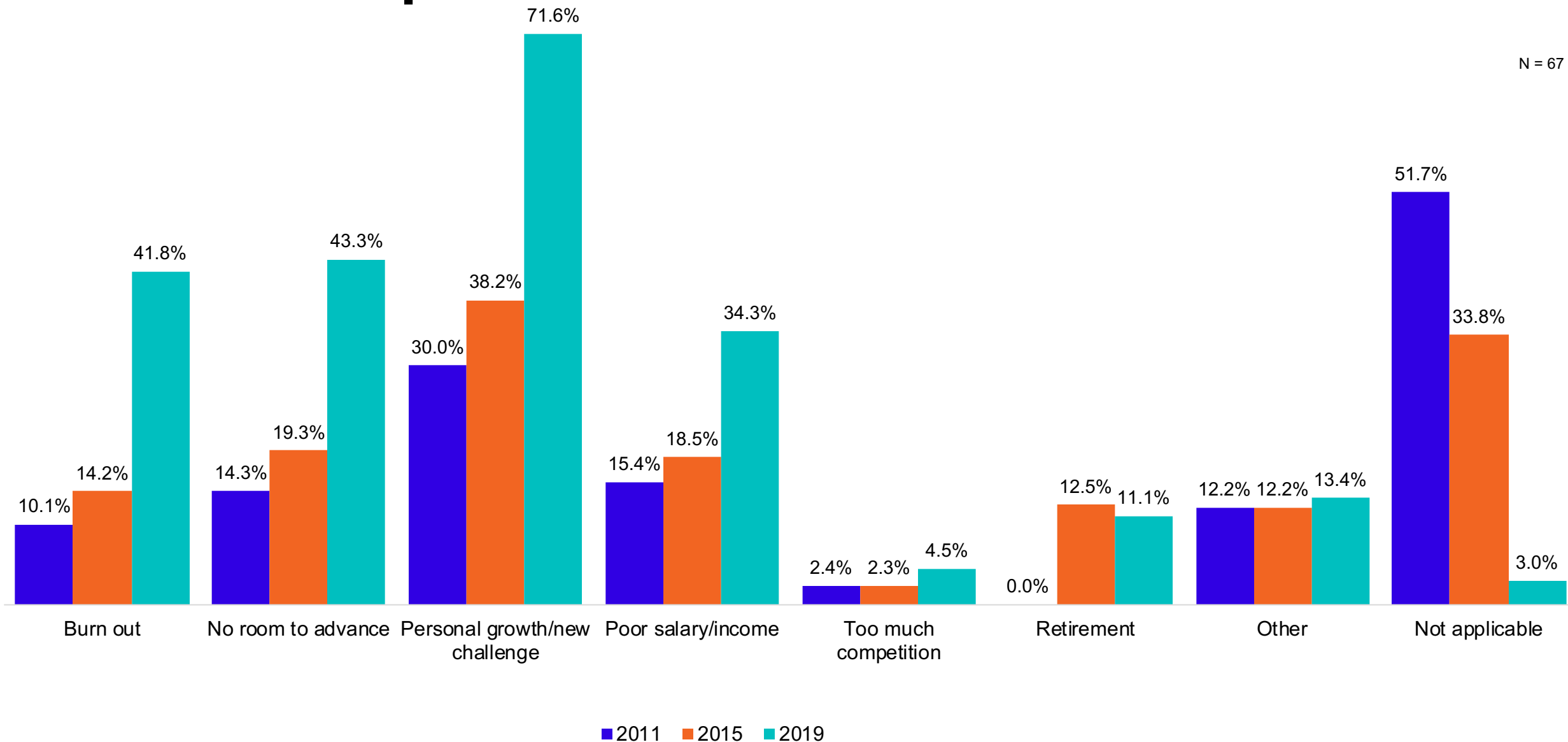
# Thinking about your career, where do you see yourself in five years?

N = 1346



# If you are considering moving to a new field, please indicate the reason.

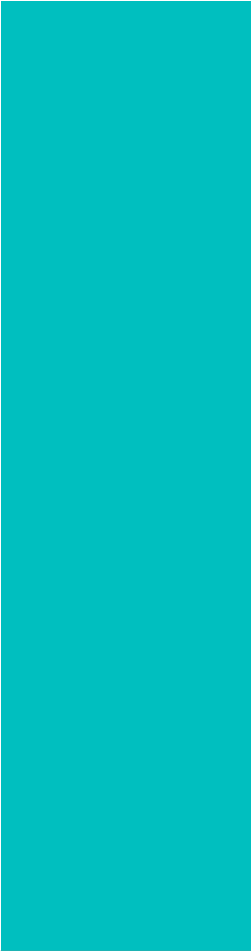
N = 67



# Is your organization engaged in succession planning?

N = 1347

34.3%



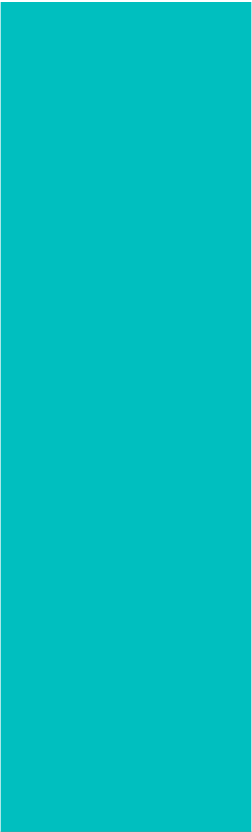
Yes

29.1%



No

30.0%



I don't know

6.6%



Not applicable



**11.6%**  
plan to retire or  
semi-retire



**28%**  
are 55 or older

**BUT ONLY:**



**34.3%**  
of  
organizations  
are engaged in  
succession  
planning

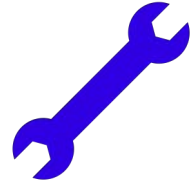
# Issues/challenges to hiring (Top 5, 2019)

N = 325



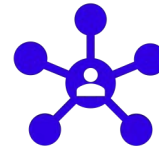
**20.9%**

No direct  
education or  
training in  
career  
development



**18.5%**

Insufficient  
career  
development  
skills



**15.1%**

Limited  
experience  
in the field



**12.9%**

Low rate  
of pay



**8.0%**

Experience  
working  
with  
diverse  
populations

# Issues/challenges to hiring

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“There are not enough people with appropriate skills.”

---

“Most candidates have limited counselling skills for working with marginalized, multi-barriered clients.”

---

“Difficult to attract qualified and experienced people with the compensation package offered.”

# High or essential priority competencies to develop/enhance in the next year (Top 4, 2019)

N = 1349

Client relationship management (e.g., case management, online counselling, group facilitation, working with diverse groups, individual...)

58.0%

Personal / network development practices (e.g., community capacity-building, stress management, decision-making, individual leadership and initiative)

55.3%

Career data competencies (e.g., labour market information, future of work, etc.)

54.9%

Client practice competencies related to career assessment (e.g., assessment tools, theories, essential skills needs, etc.)

48.2%

#8. Research-related practices (e.g., methodologies, writing and presenting findings) = 26.1%

# In the next year, how interested are you in enhancing or developing the following competencies:

High or Essential priority

54.9%

48.2%

42.9%

58.0%

N = 1349

Career data competencies  
(e.g., labour market  
information, future of work,  
etc.)

Client practice competencies  
related to career assessment  
(e.g., assessment tools,  
theories, essential skills  
needs, etc.)

Client practice competencies  
related to job search (e.g.,  
resume & interview skills  
support, entrepreneurship  
and operating a business,  
etc.)

Client relationship  
management (e.g., case  
management, online  
counselling, group  
facilitation, working with  
diverse groups, individual  
counselling, use of social  
media/technology, etc.)



# In the next year, how interested are you in enhancing or developing the following competencies:

High or Essential priority

26.1%

Research-related practices  
(e.g., methodologies, writing  
and presenting findings)

44.4%

Tools and strategies for  
advocacy (e.g., advocating  
on behalf of your clients,  
organization, or sector/field)

40.2%

Supervisory / management  
practices (e.g., negotiation  
and conflict management,  
priority setting, ethical/legal  
issues, program/service  
evaluation, strategic  
planning, staff performance  
evaluation and support,  
team-building, business  
development/marketing)

55.3%

Personal / network  
development practices (e.g.,  
community capacity-building,  
stress management,  
decision-making, individual  
leadership and initiative)

N = 1349

# What topics would you most like to see career development research focus on?

N = 874

## 2011

1. Labour market information including data about employment or career trends
2. Social media, web 2.0, and cybercounselling
3. Mental health and career development
4. People in post-secondary education
5. Indigenous issues
6. Newcomers and refugees
7. Older workers
8. People with disabilities

## 2015

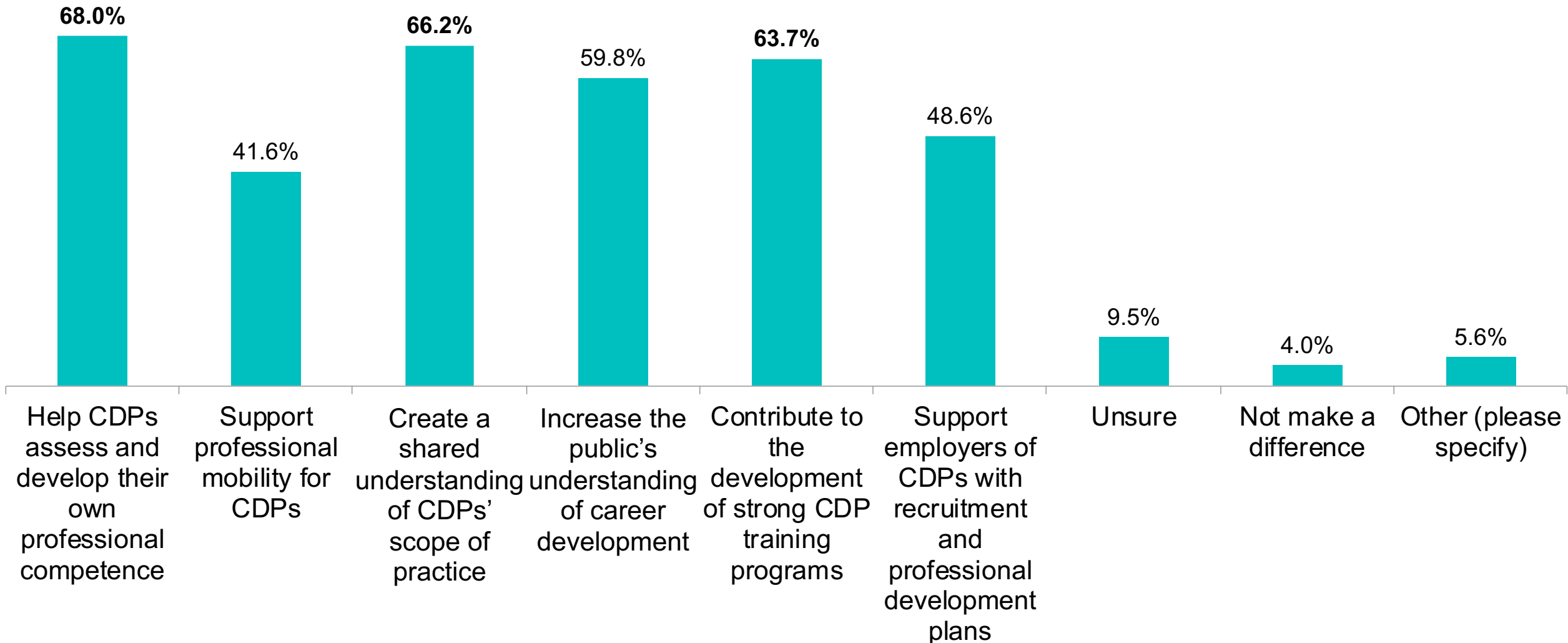
1. Practices, approaches, techniques, or tools used in career counselling/ development
2. Impact/value of career-related practices, approaches, techniques, or tools
3. Labour market information including data about employment or career trends
4. People in post-secondary education
5. Youth
6. Newcomers and refugees
7. Mental health and career development
8. Skills (technical and/or soft skills)

## 2019

1. Practices, approaches, techniques, or tools used in career counselling/development; field related issues
2. Labour market information including data about employment or career trends (and impact of technology)
3. Mental health and career development
4. Impact/value of career related practices, approaches, techniques, or tools
5. Transitions through various stages and ages
6. Youth
7. Skills (technical and/or soft skills)
8. Newcomers and refugees

**There is some discussion in the field about developing a framework that articulates professional competencies of Career Development Professionals (CDPs). In your view, having this Competency Framework would:(Check all that apply)**

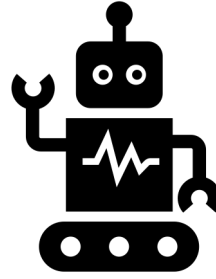
N = 1346



1



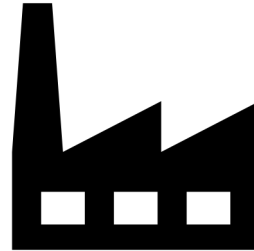
2



## Most significant changes in your practice over the next five years (Top 6, 2019)

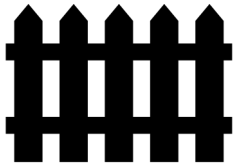
N = 1048

3

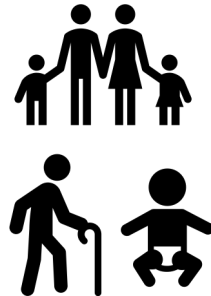


1. Change in **government** priorities, processes, or funding
2. Affect of **technology, AI, or automation** on jobs and job searching
3. **Labour market** shifts, a changing **job market**, and the rise of the **gig economy**
4. Increased use of **online** services, tools, resources, and social media
5. Shifting **demographics**
6. Working with more **clients or students facing barriers**

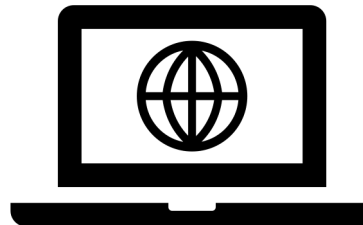
6



5



4





# Perceptions & Opinions

How do you  
feel the public  
perceives the  
value of career  
services  
professionals?



43.3%

**Don't know,  
understand,  
or appreciate**

“I think that the public is **mostly unaware of services** that are provided by career service professionals.”

“The public **does not believe in the value of career services professionals until they are in need of** these services themselves.”

How do you  
feel the public  
perceives the  
value of career  
services  
professionals?

17.7%

**Viewed  
positively,  
but...**

“Invaluable  
resource, but  
doesn't know  
everything we can  
help with.”

“Overall really  
positive, but at the  
same time, I find  
there's a  
misconception that  
'everyone/anyone  
can do this type of  
work.'”

How do you  
feel the public  
perceives the  
value of career  
services  
professionals?

10.7%

It depends

“Some people  
perceive great value  
if they hit a wall and  
seek help, others  
don't need us and  
therefore don't see  
value.”

“Depends on their  
age and experience.”



How do you  
feel the public  
perceives the  
value of career  
services  
professionals?

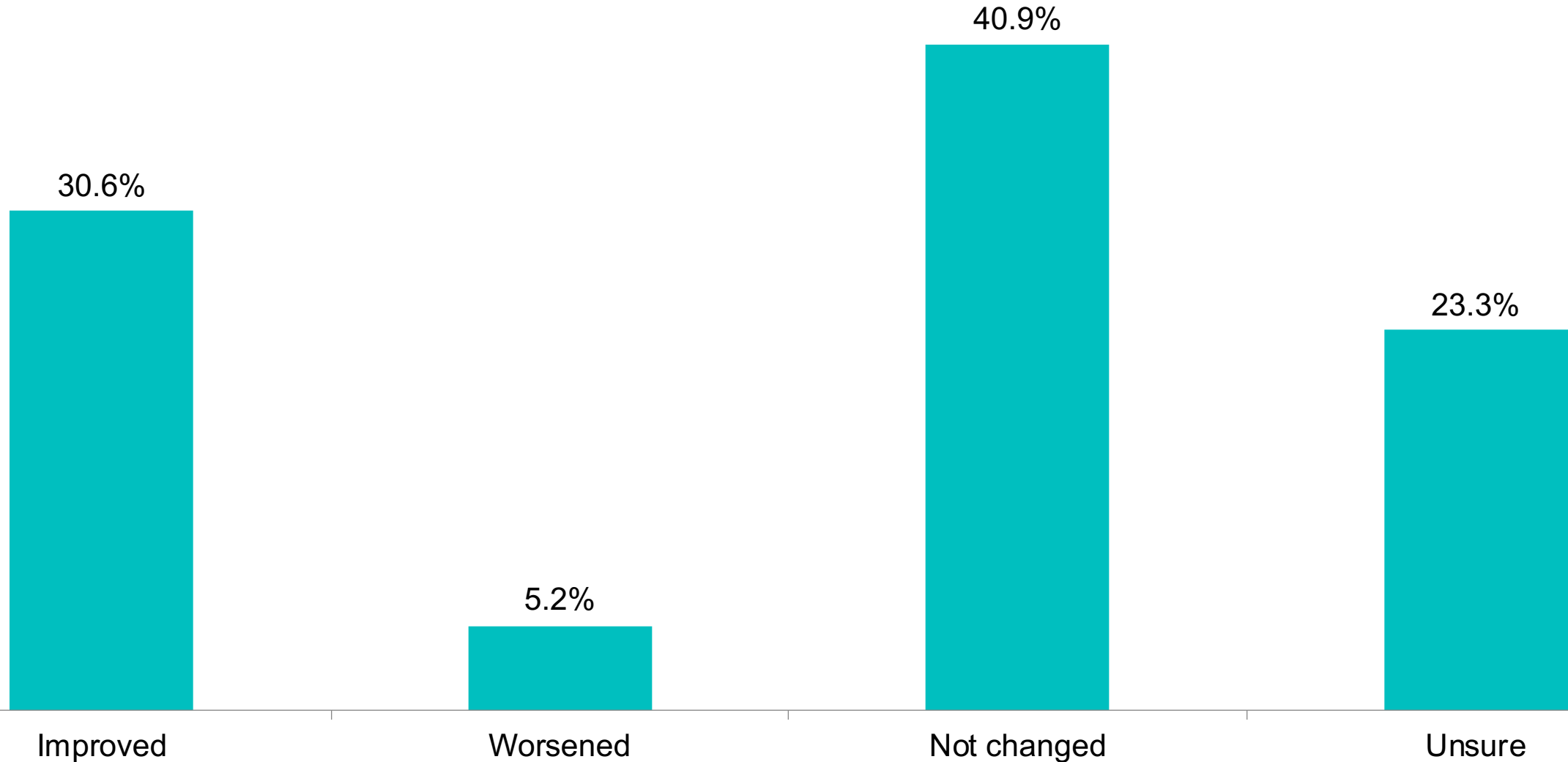
10.2%

**Misinformed,  
confused,  
unrealistic about  
nature and  
purpose of career  
services**

“I don't think they understand what we do. I think they perceive us as accessible only through college/university career centres for students or government low income programs.”

# In the past few years, do you feel the public's perception of the value of career service professionals has:

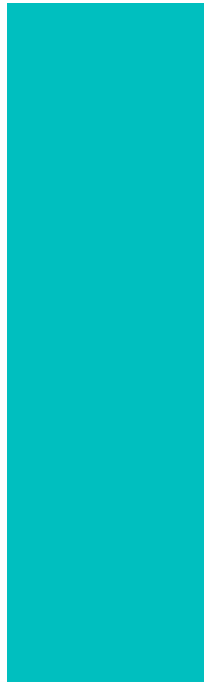
N = 1326



# Primary need for students/clients in career transition

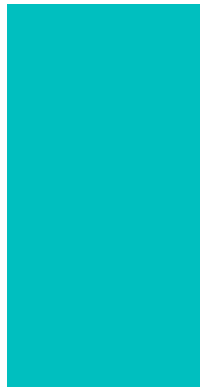
N = 1325

41.7%



Lack of awareness of jobs of the future and identifying career options

23.5%



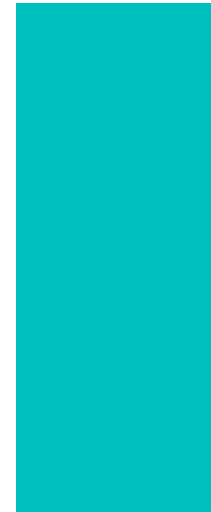
Not knowing how to start a successful job search today

3.6%



Worried about how to build a portfolio career in the gig economy

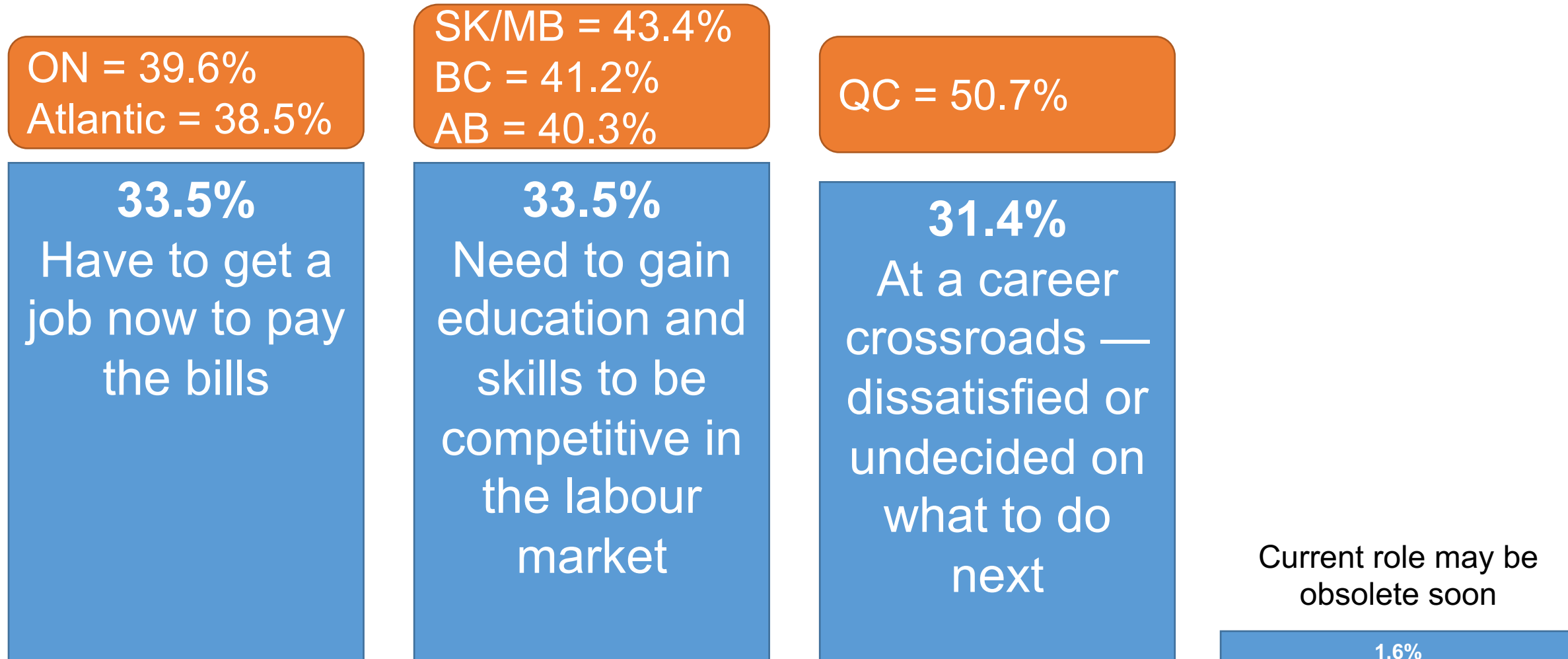
31.2%



Struggling to develop emotional resilience to cope with change

# Biggest concern for students or clients about how to navigate career

N = 1320



# Canadians that you advise are mostly stressed about...

N = 1323

BC = 59.2%  
Atlantic = 55.6%  
ON = 54.5%  
MB = 52.1%  
AB = 47.1%

QC = 70.2%  
AB = 47.1%

**49.4%**  
Concerned  
about their  
ability to find  
decent paying  
work

**45.3%**  
Uncertain of  
strengths or  
interests and  
anxious about  
making the  
right career  
decision

Fearful of AI/automation  
and what that means for  
their job prospects

**3.2%**

Unclear about how to get  
a promotion or move up  
in their field

**2.1%**

“I wish I had  
understood myself  
better and chosen a  
career that is  
aligned with my  
values.”

**71%**  
Very often/  
somewhat often

“I wish I hadn’t been  
**pressured** into  
pursuing a career I  
didn’t want to  
pursue.”

**66.5%**  
Very often/  
somewhat often

“I wish I hadn’t  
played it safe and  
let fear prevent me  
from taking a  
different career  
direction.”

**61%**  
Very often/  
somewhat often

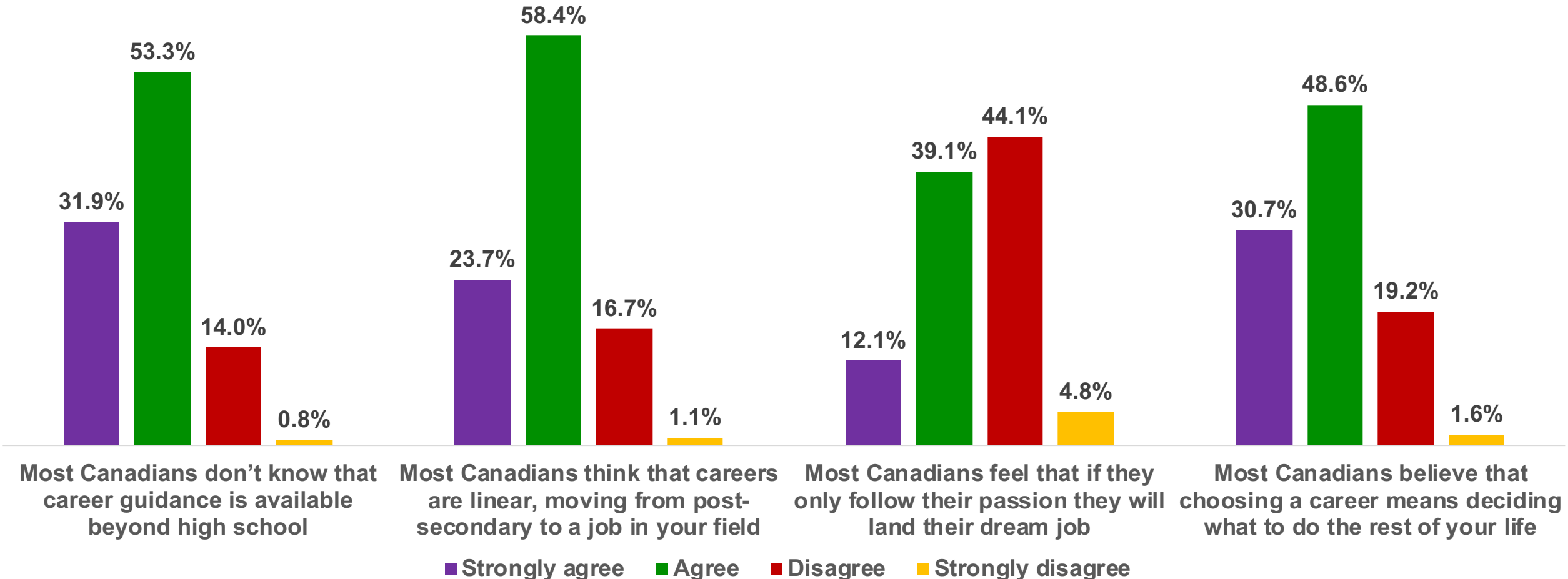


“I wish I hadn’t  
**narrowed my  
options** so soon and  
been able to explore  
other careers.”

**58.8%**  
Very often/  
somewhat often

# Career myths based on what you hear in your practice

N = 1334



# How often do you hear these views expressed by your students/clients about what they would go back and change if they could?

N = 1328

