



British Columbia  
edition

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



Advancing  
Career  
Development  
in Canada

Promouvoir  
le développement  
de carrière  
au Canada

# Methodology

No weighting

Multiple choice, multiple answer, & open-ended Qs

227 respondents in British Columbia (16.8% of all survey respondents)

Not all questions answered by all

Nov. 1–29, 2019

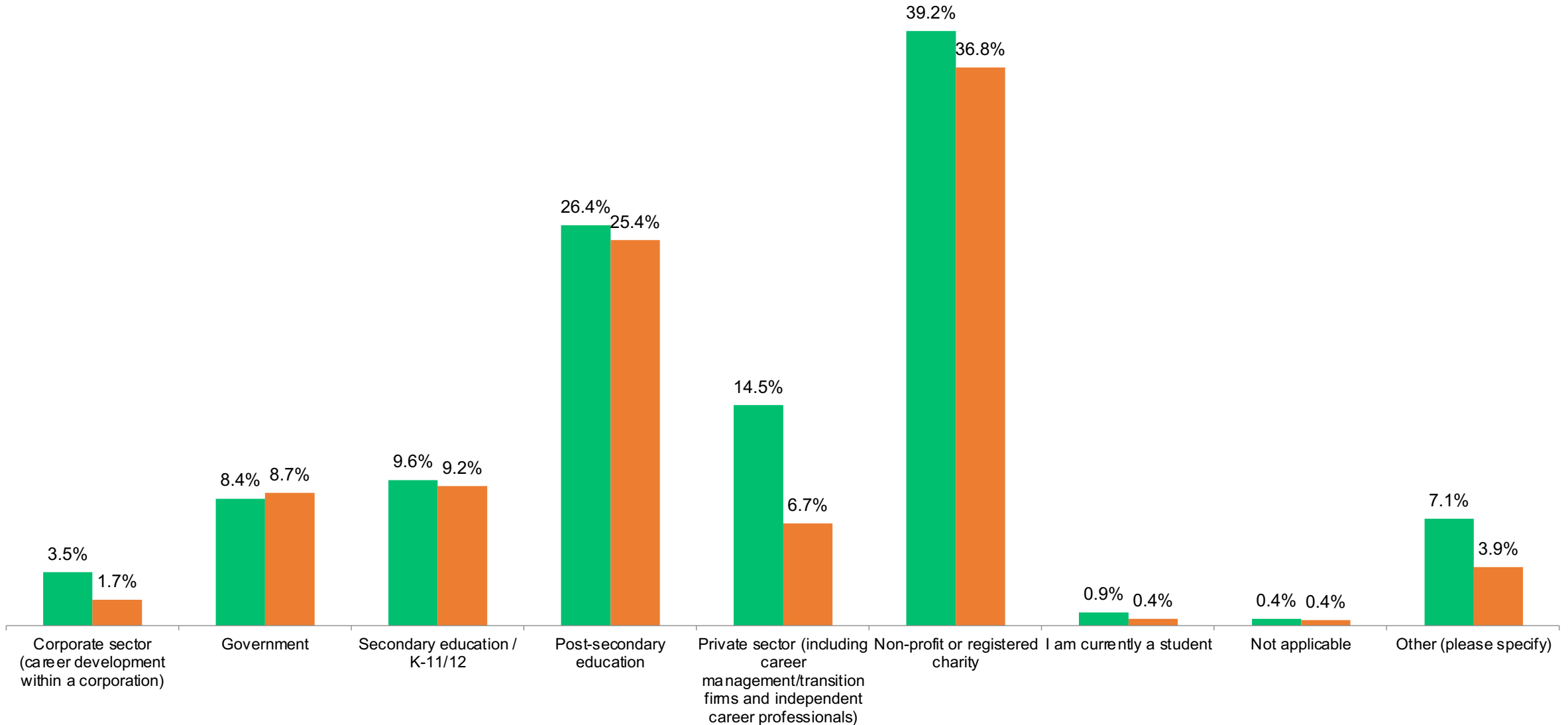


# Findings

## Sector

N = 227

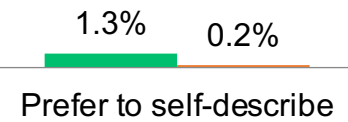
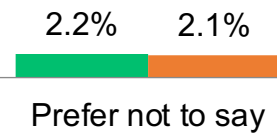
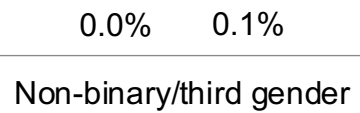
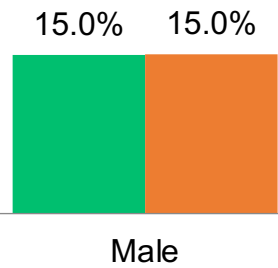
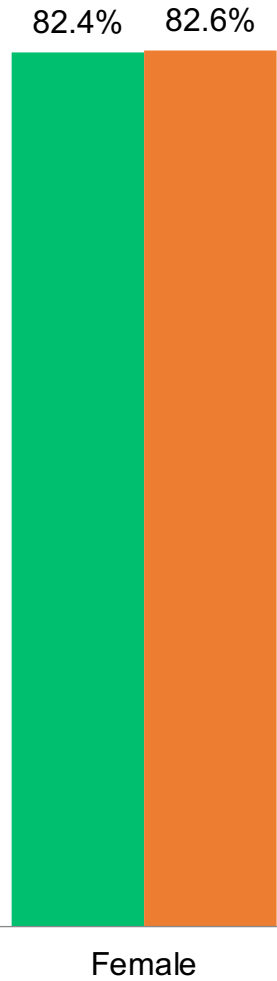
■ BC  
■ National



# Gender

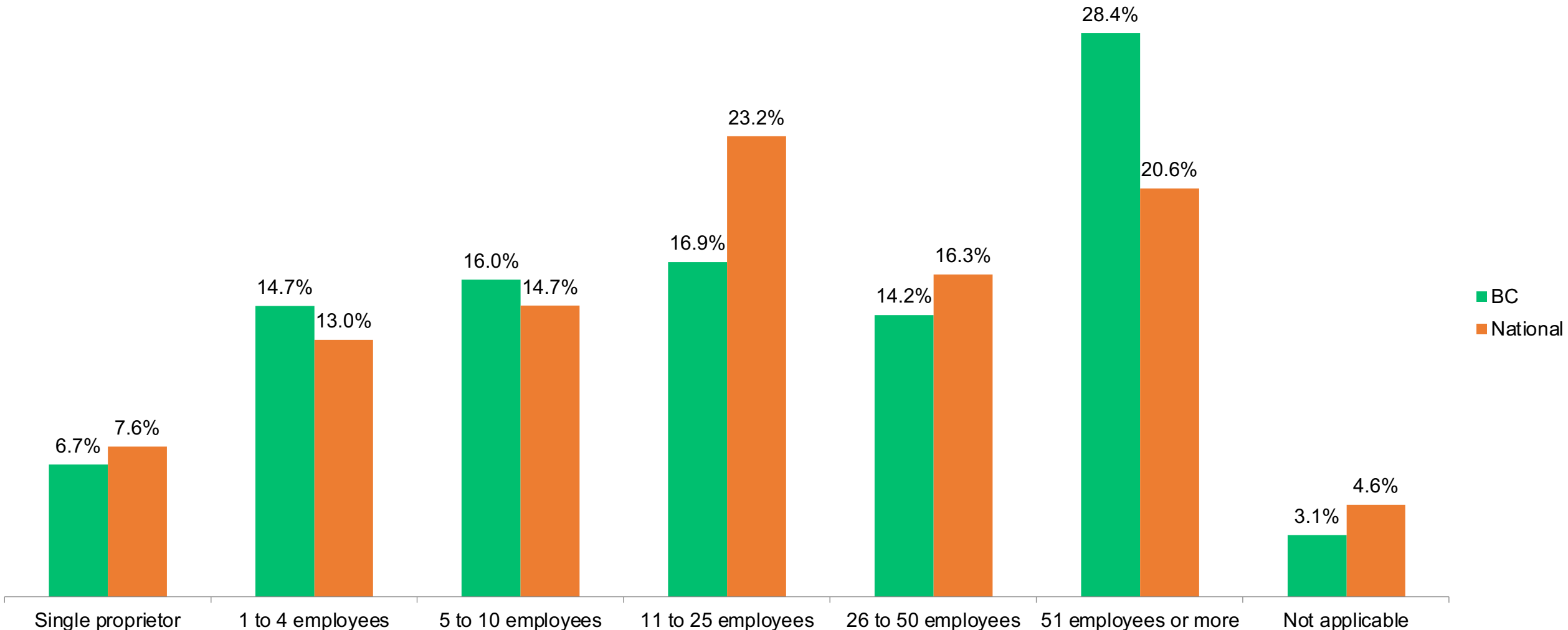
N = 227

■ BC  
■ National



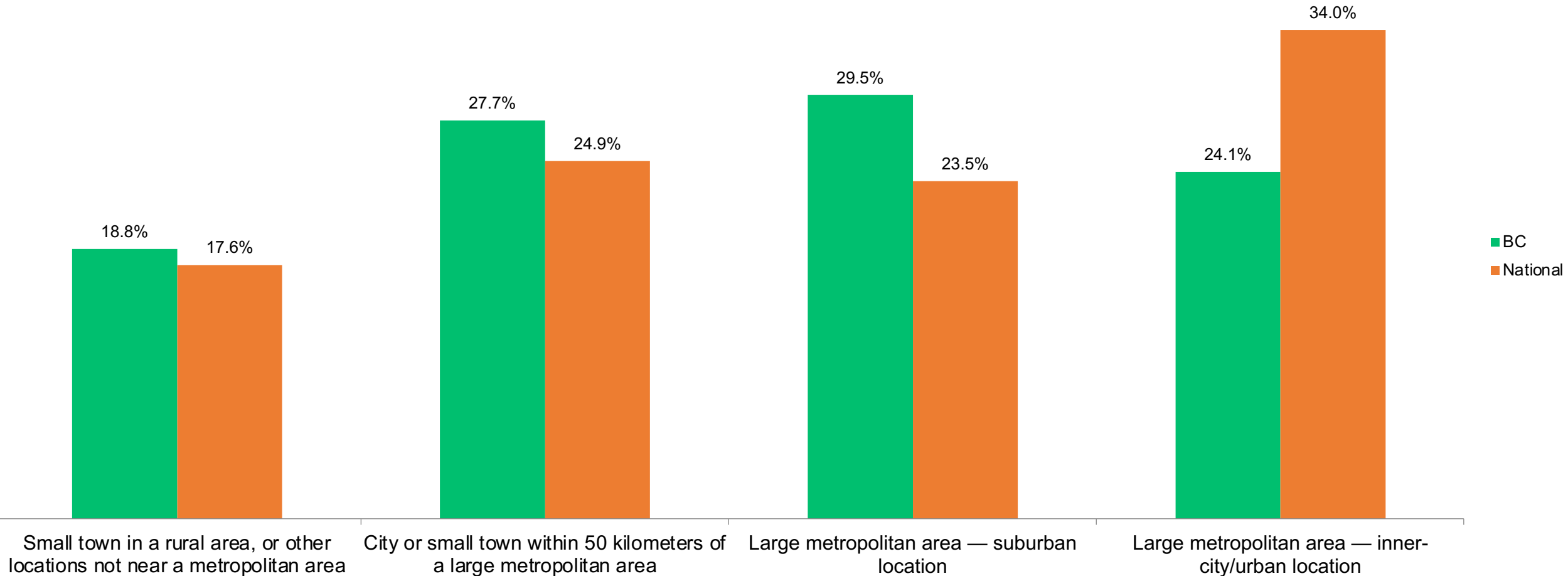
# Size of careers services organization (including departments and satellites)

N = 225



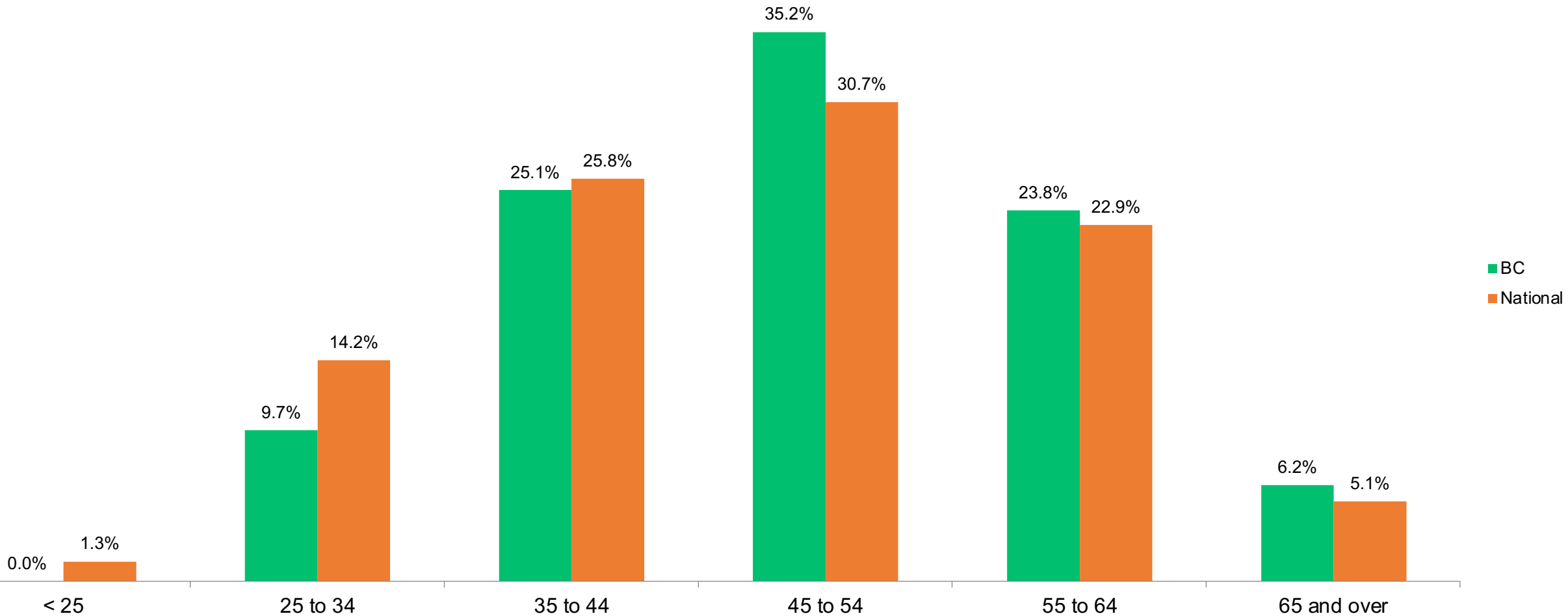
## How would you describe the area where you are located?

N = 224



## Age

N = 227

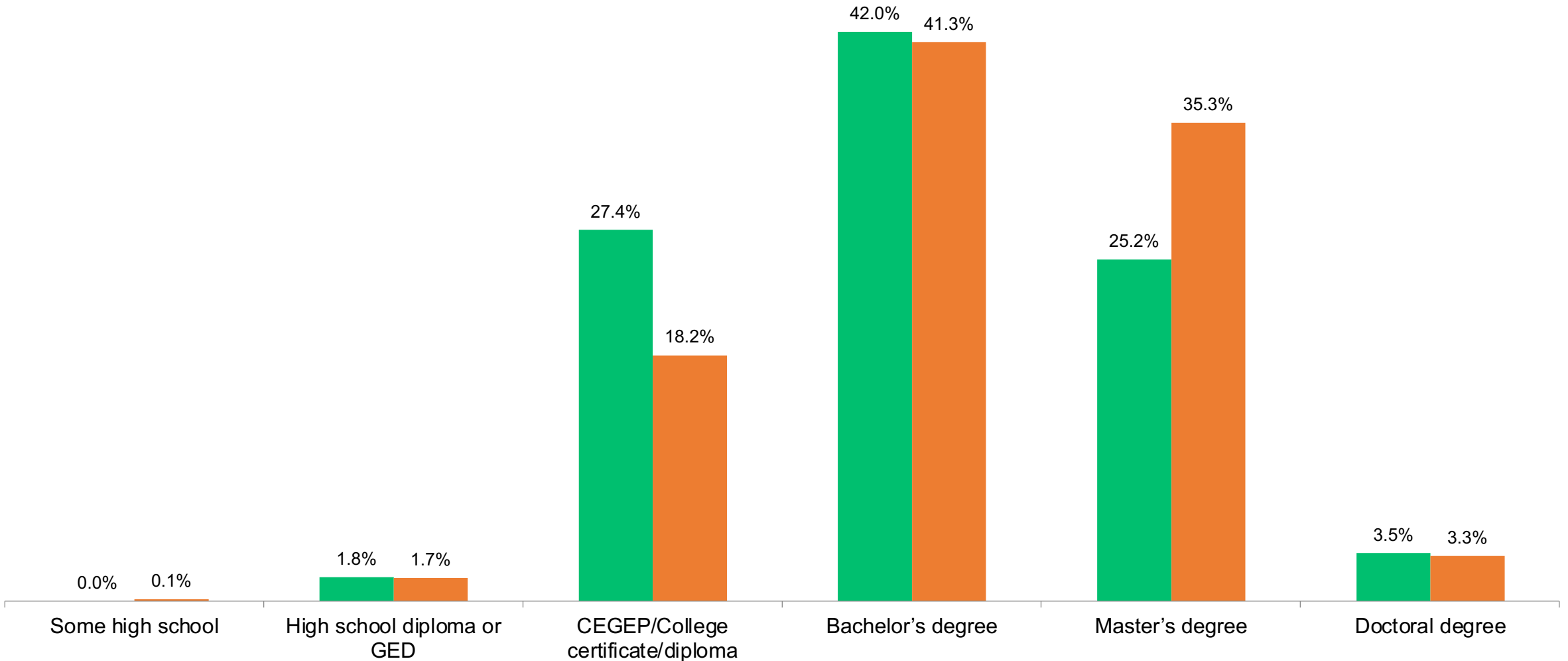




# Highest level of education completed

N = 226

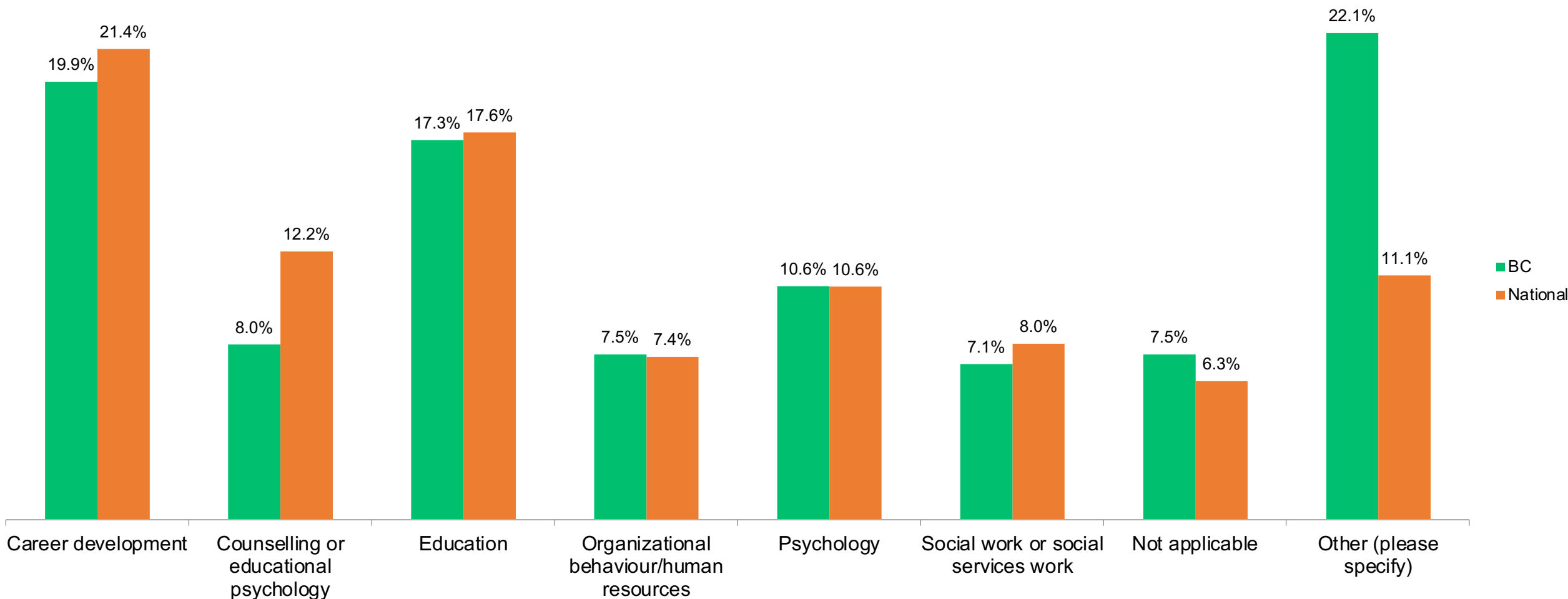
■ BC  
■ National



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

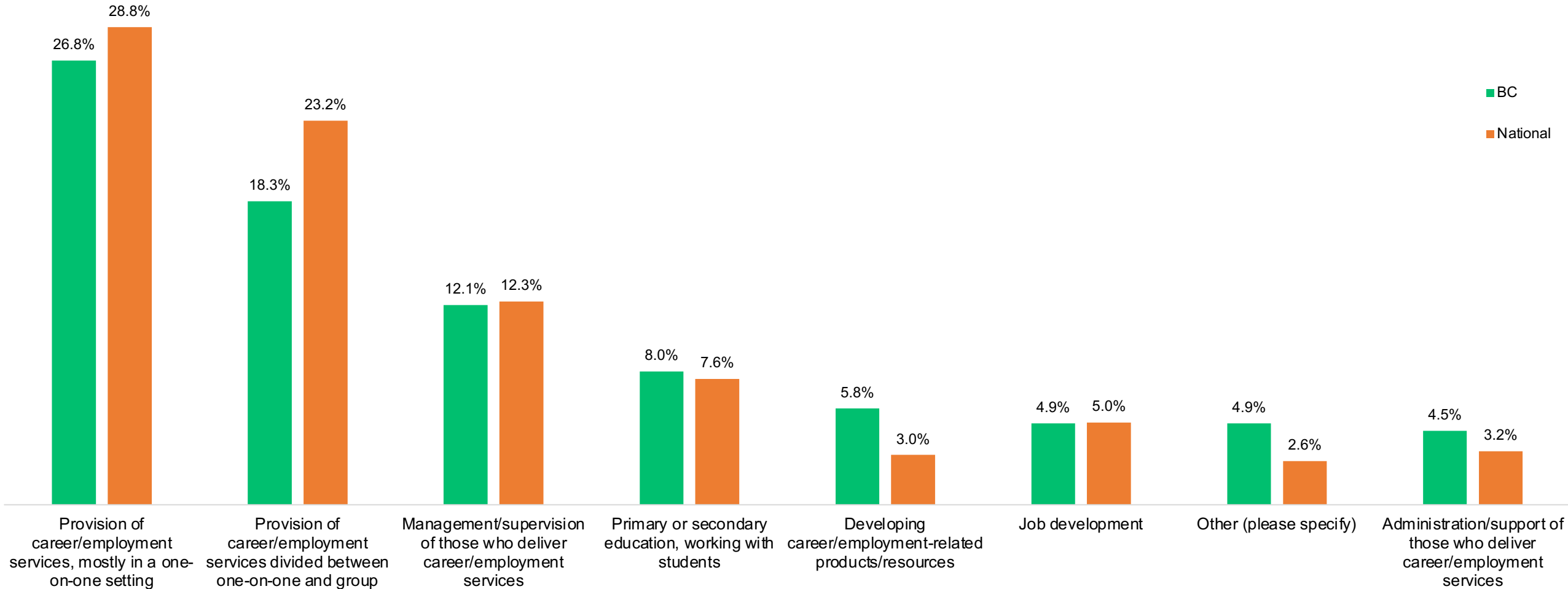


N = 226



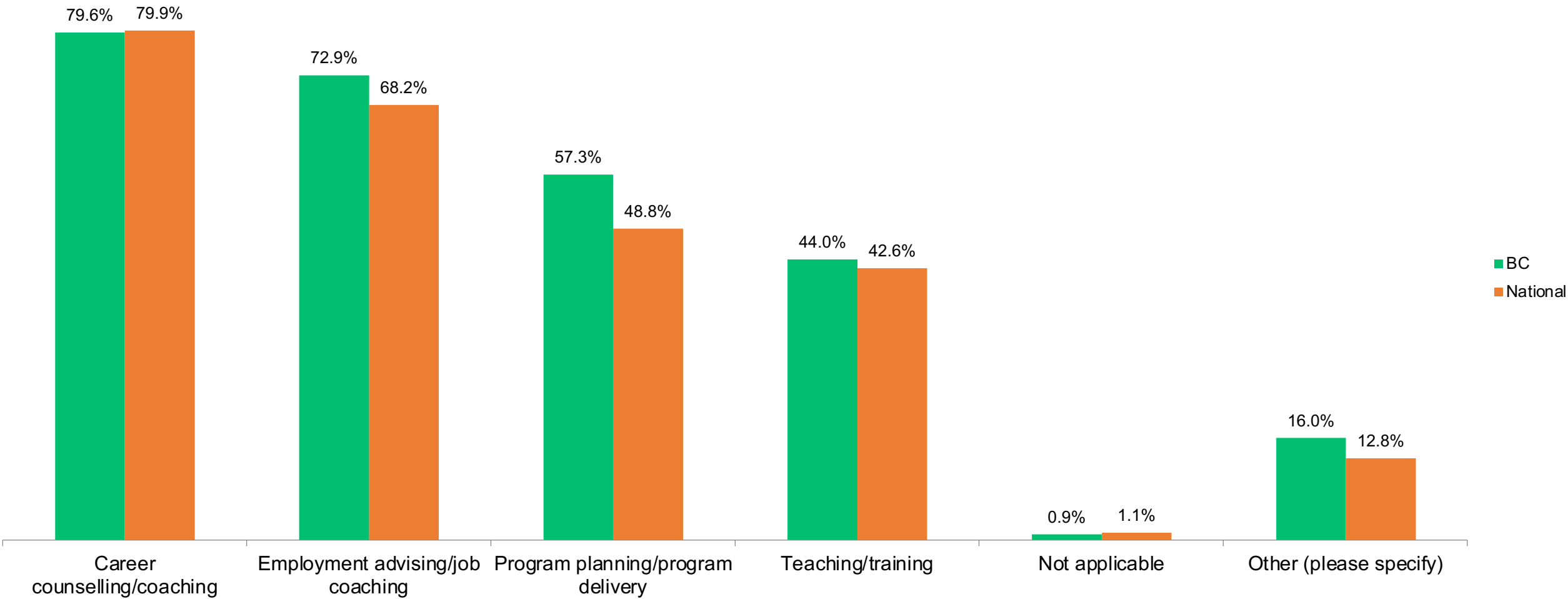
**Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? I am directly involved in:  
(Top 8 responses)**

N = 224



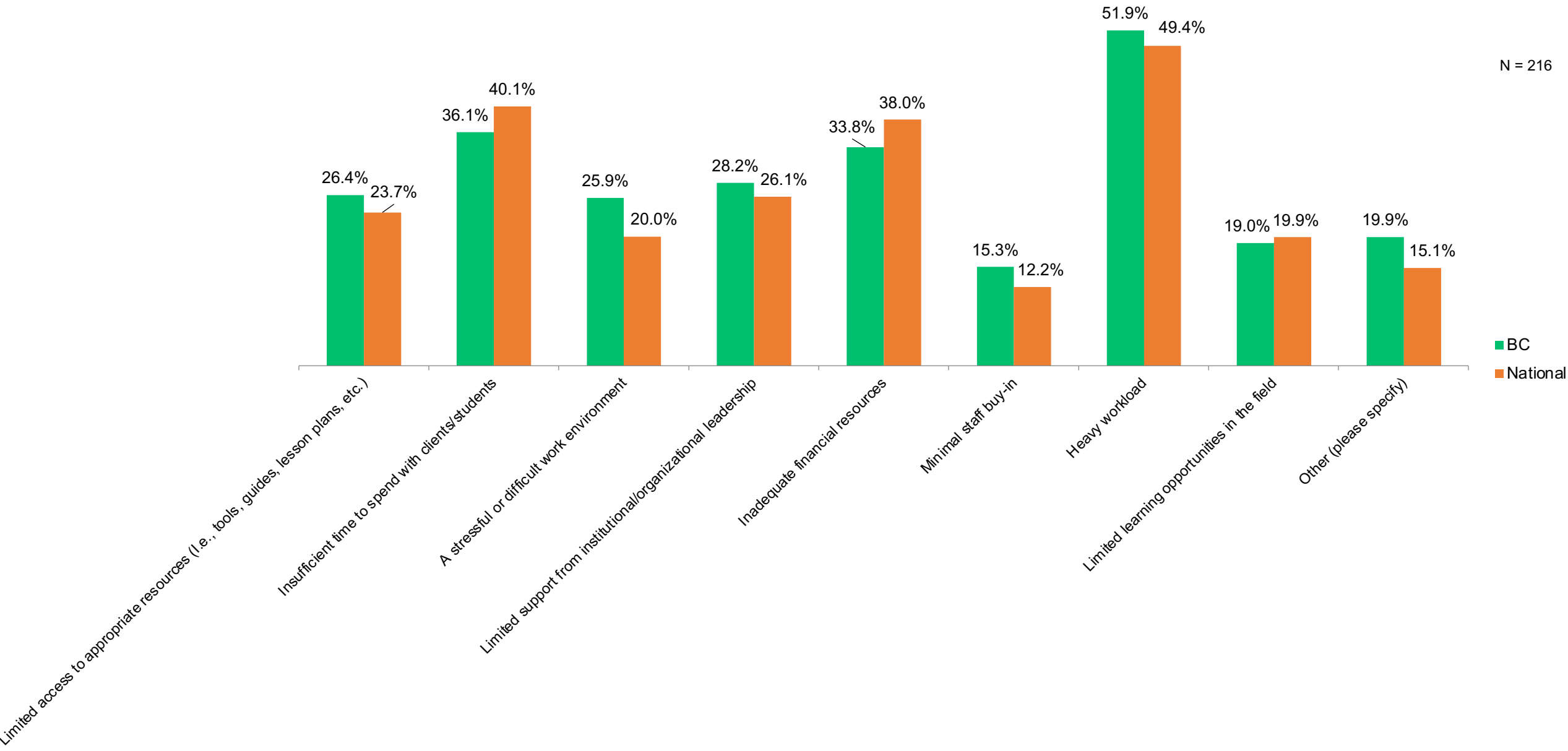
# Services you are most likely to offer

N = 225



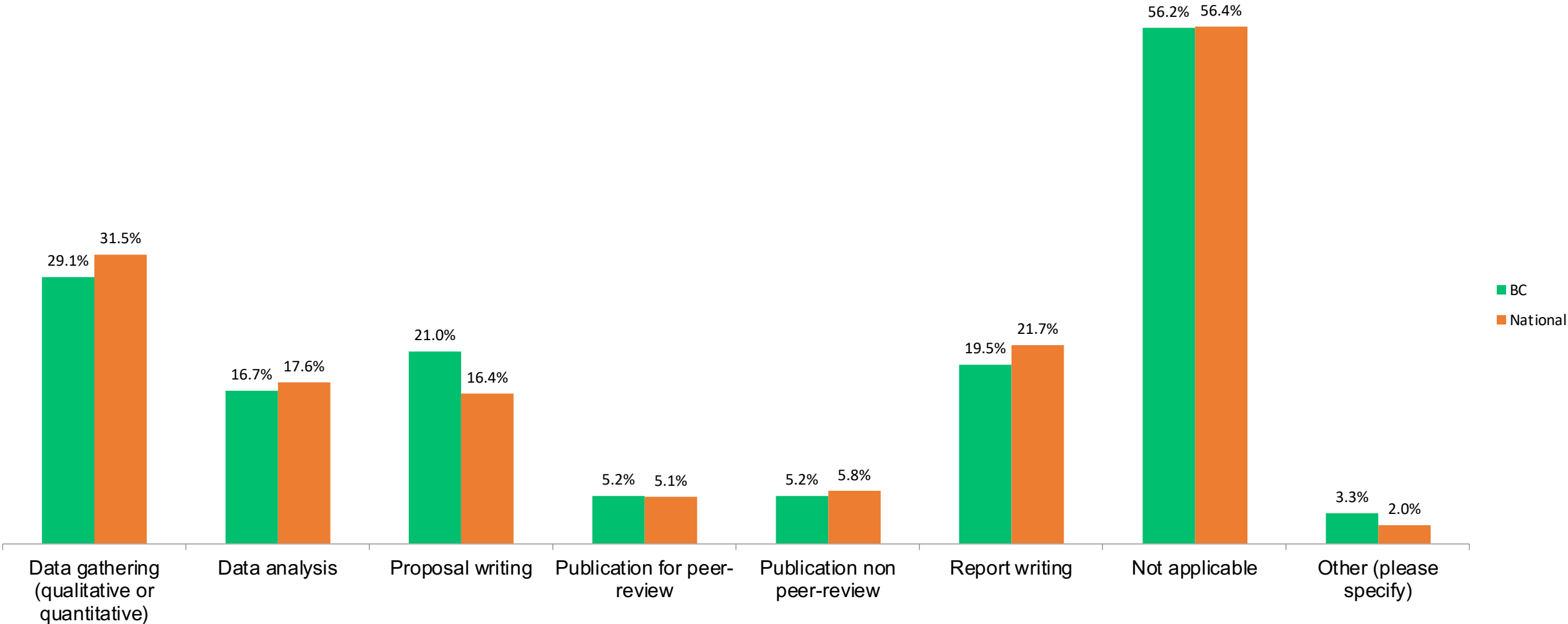
# What are some elements that affect your ability to deliver career development? (Check all that apply)

N = 216



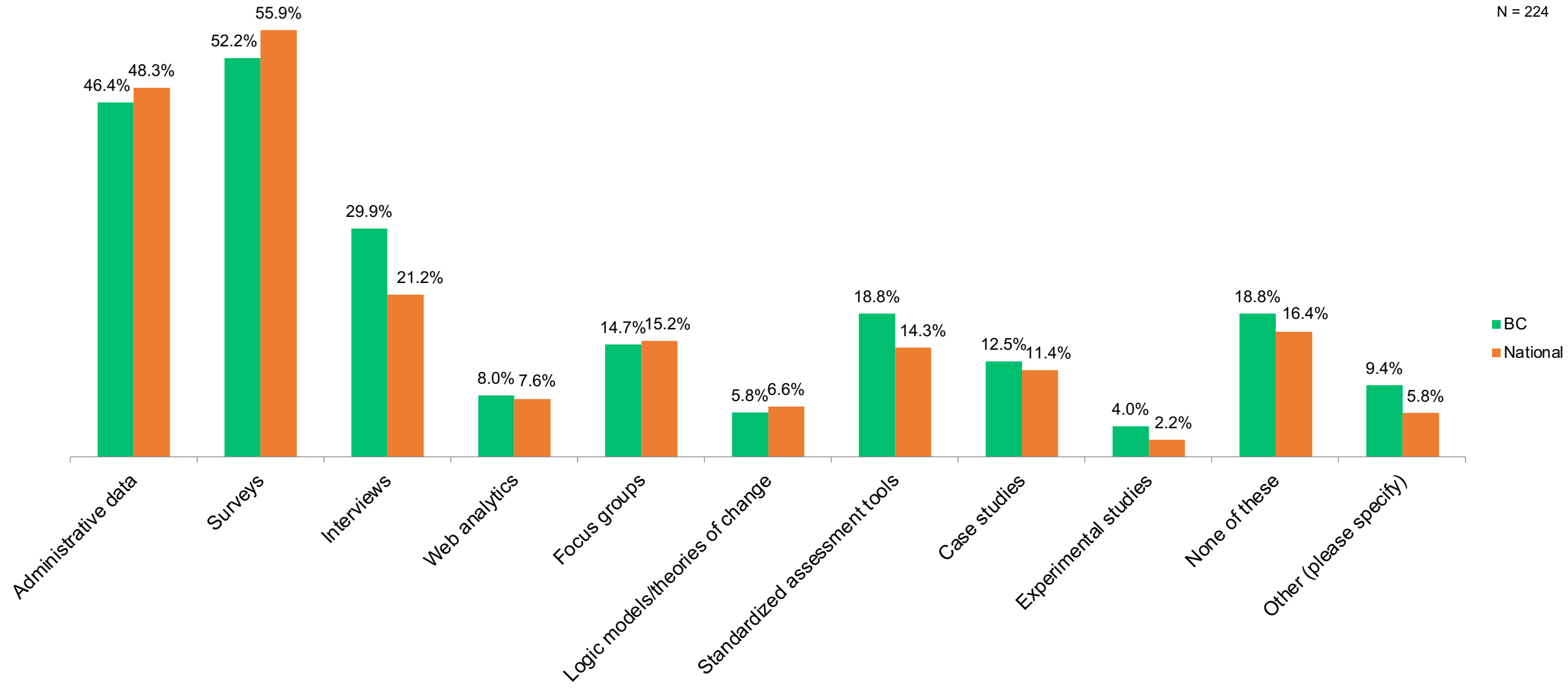
# Are you involved in the following career development research activities? (Check all that apply)

N = 210



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

N = 224



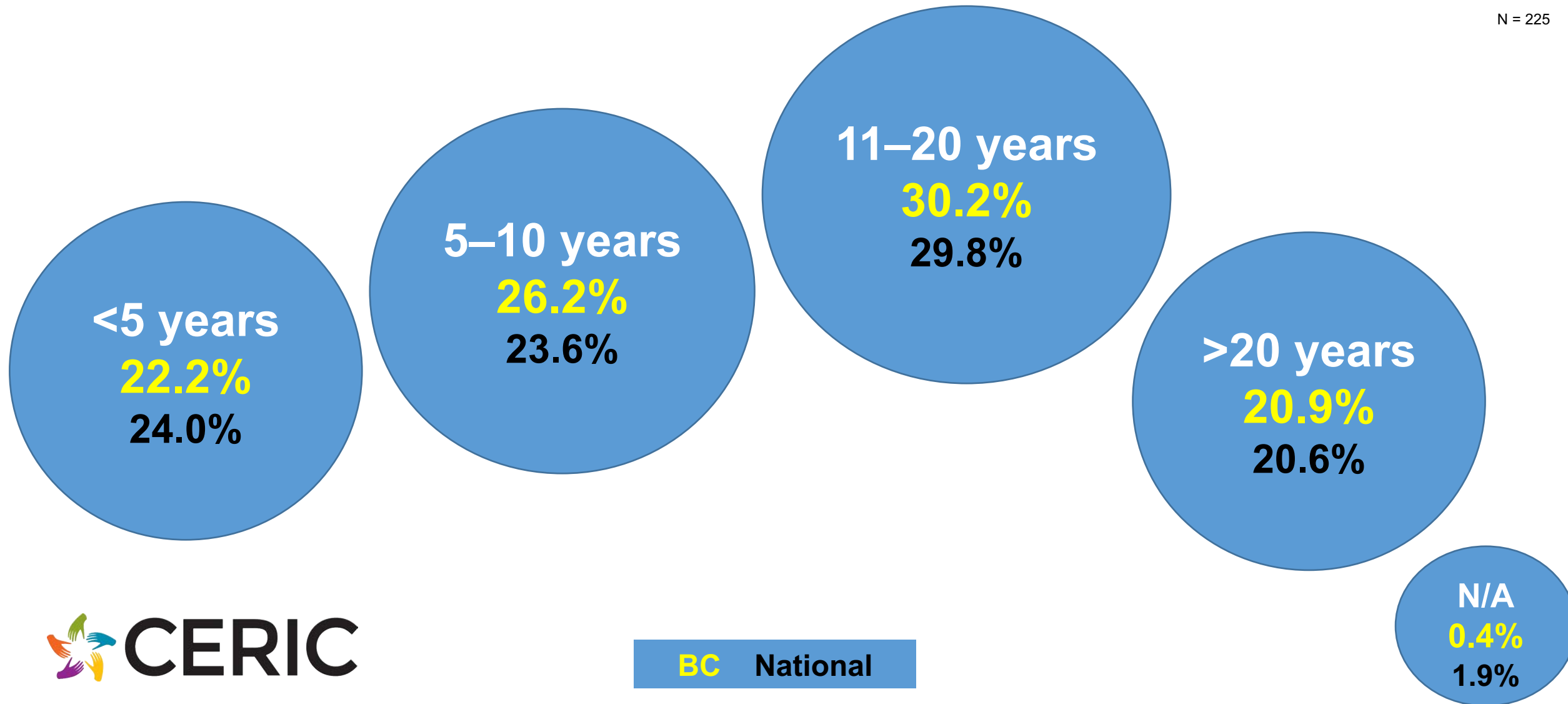


Experience,  
Salaries,  
Professional  
Development



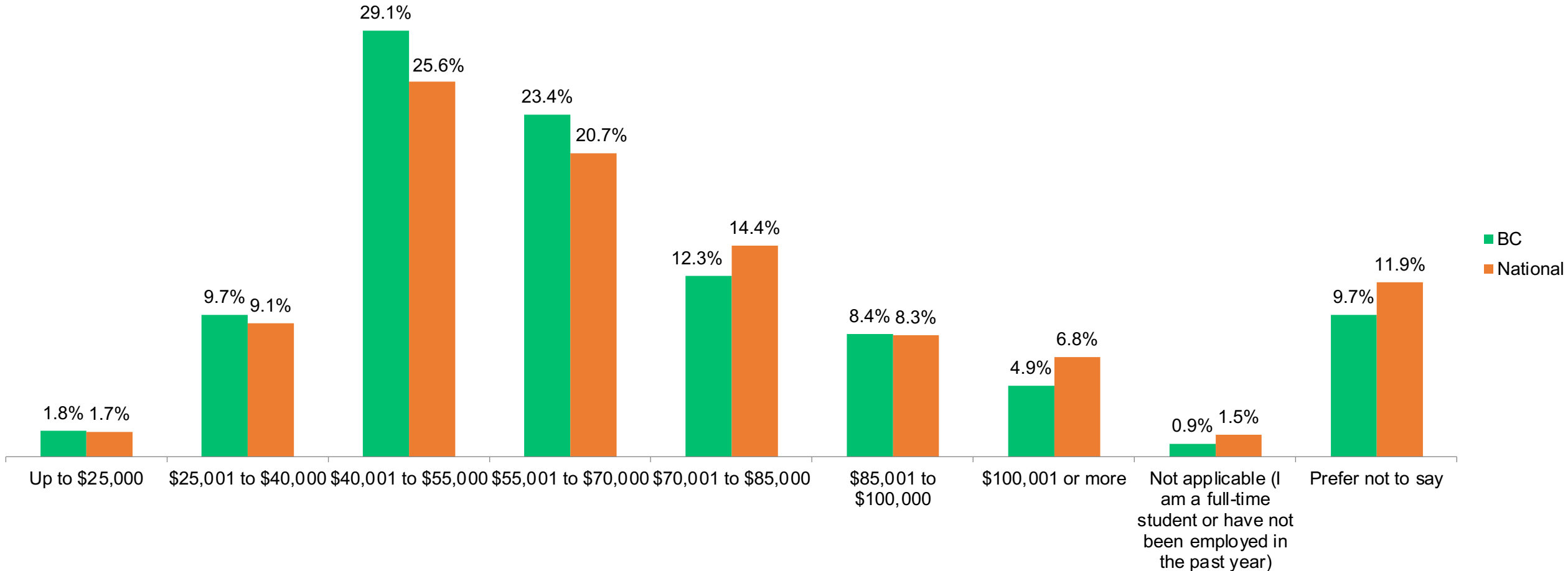
# Experience

N = 225



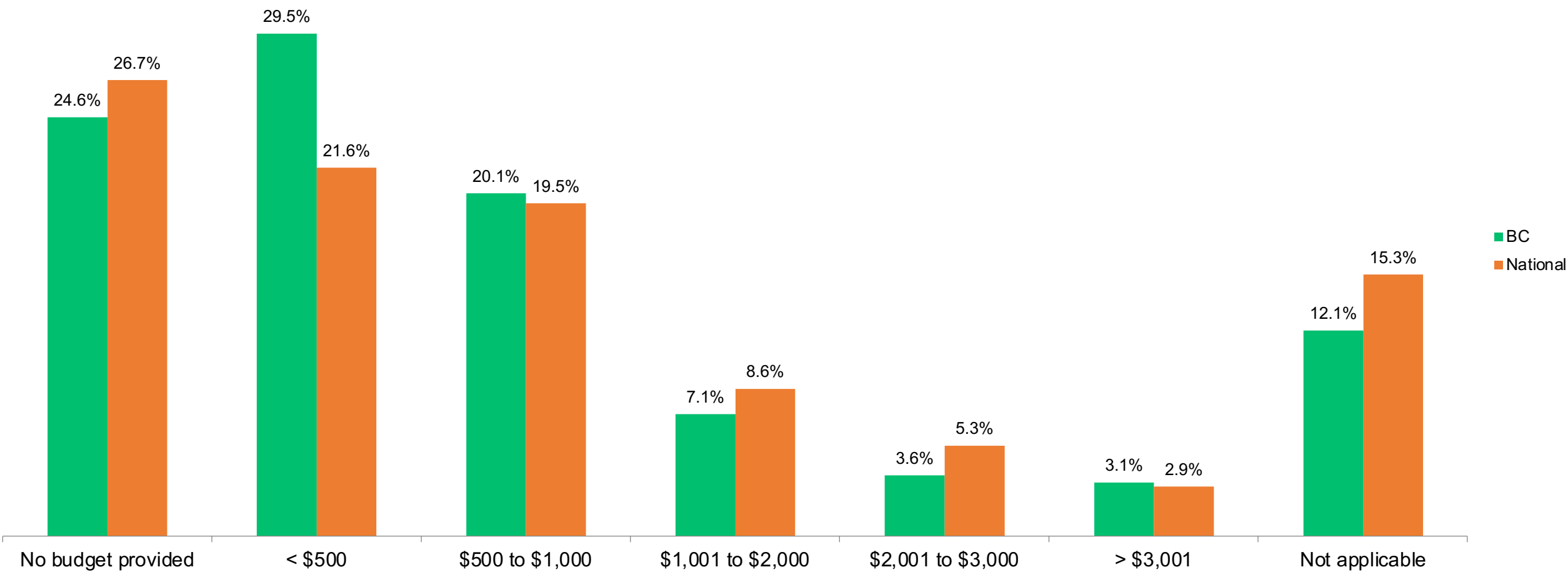
# Annual Salary or income (before deductions)

N = 227



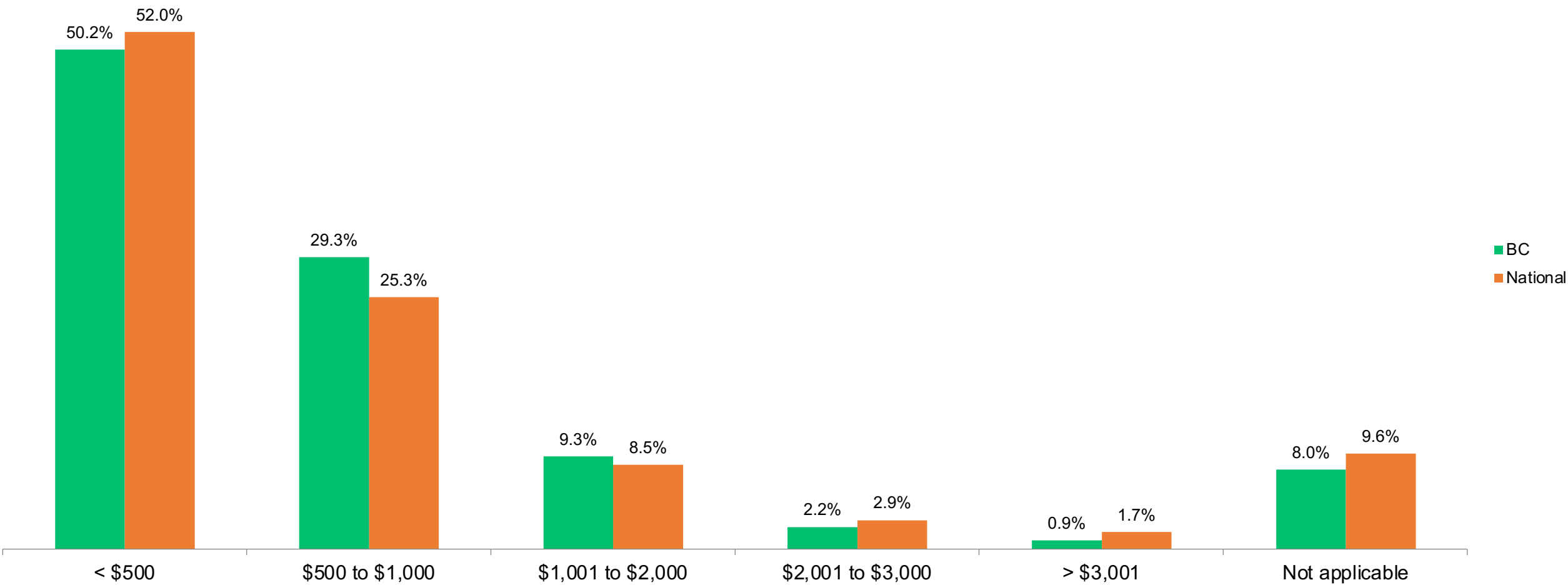
# Annual professional development budget provided by employer

N = 224



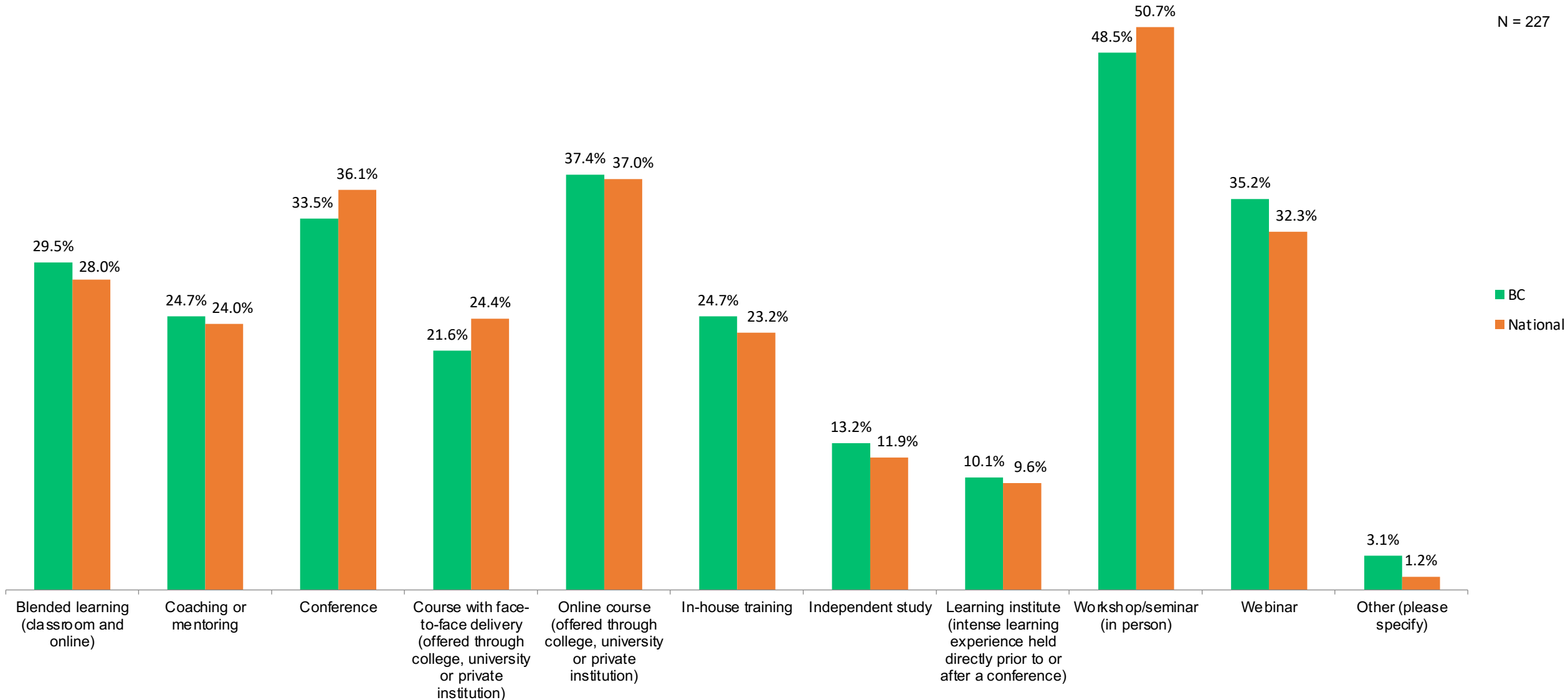
# How much would you personally be willing to pay for professional development annually?

N = 225



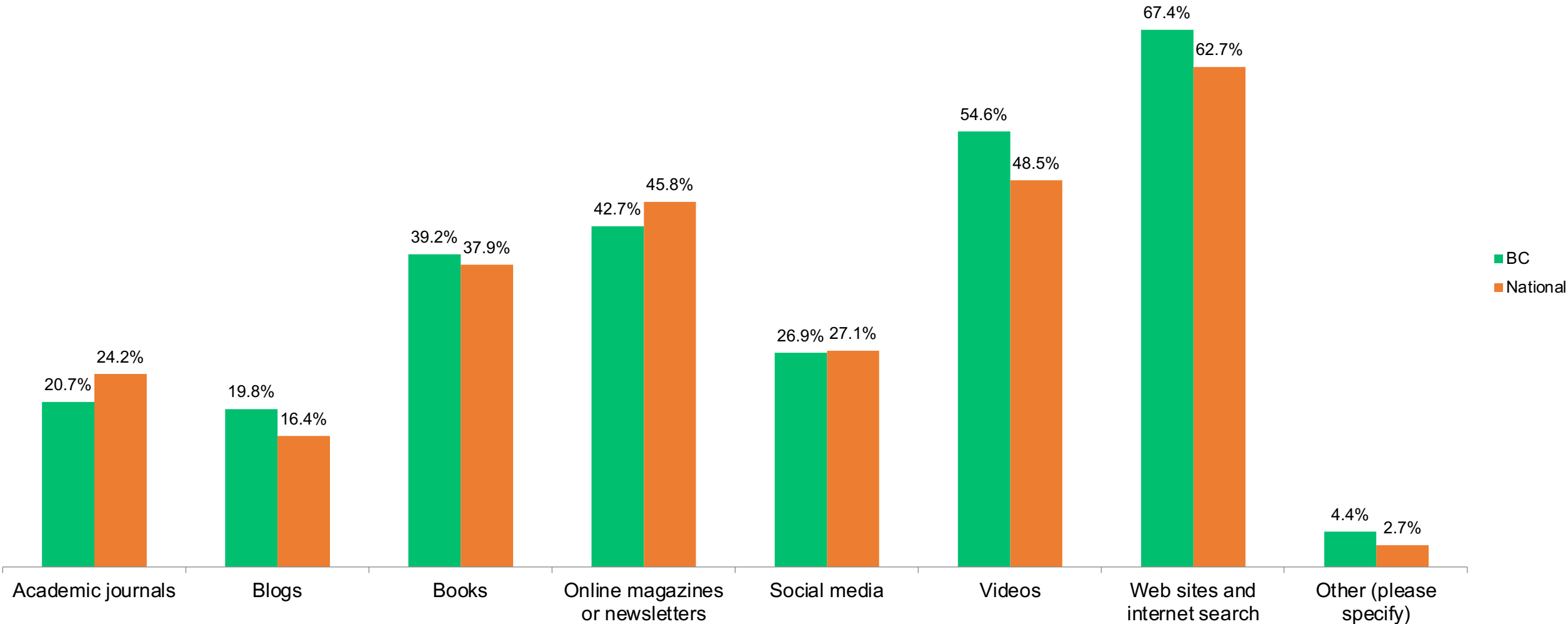
# Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

N = 227

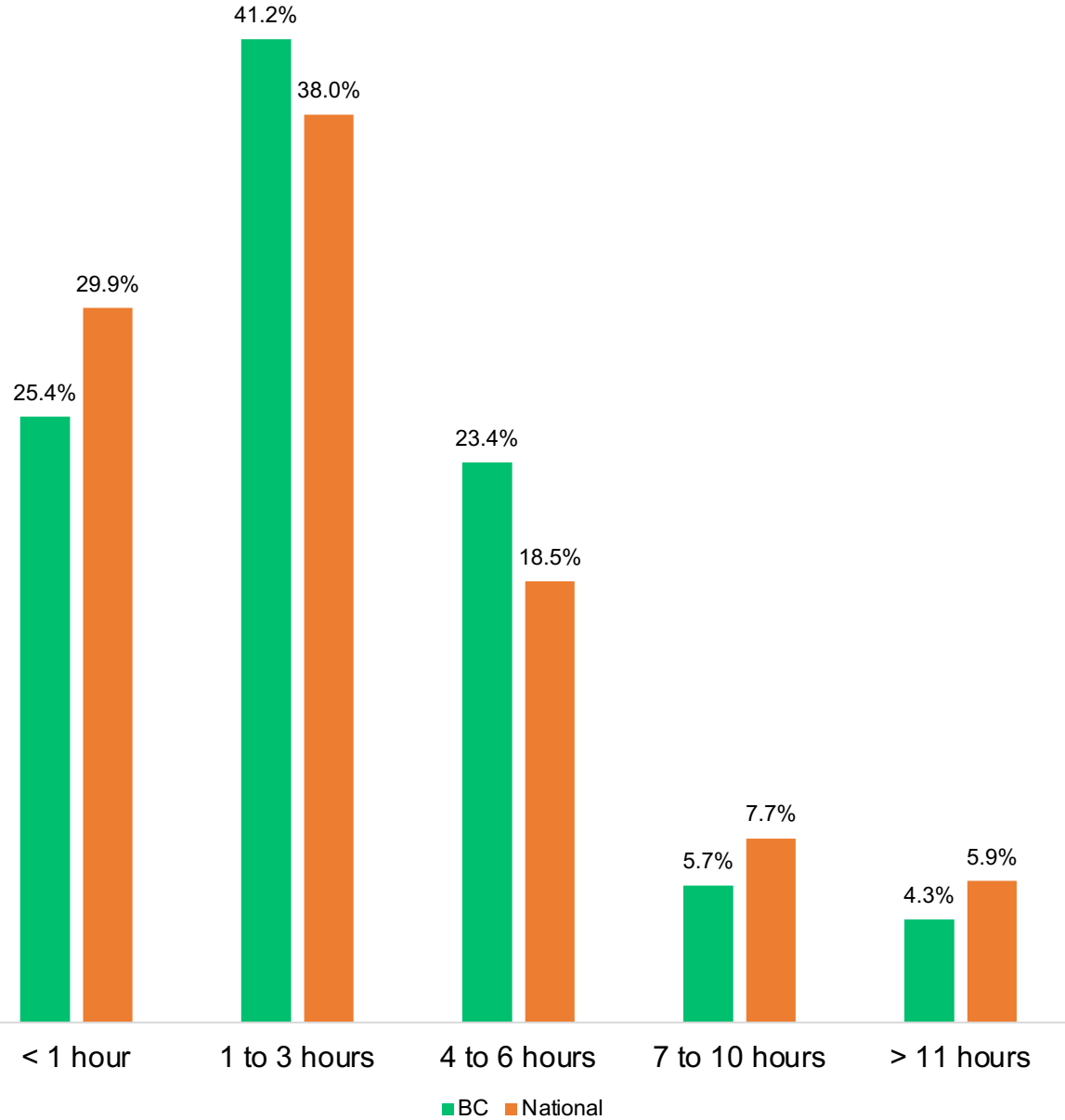


# Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

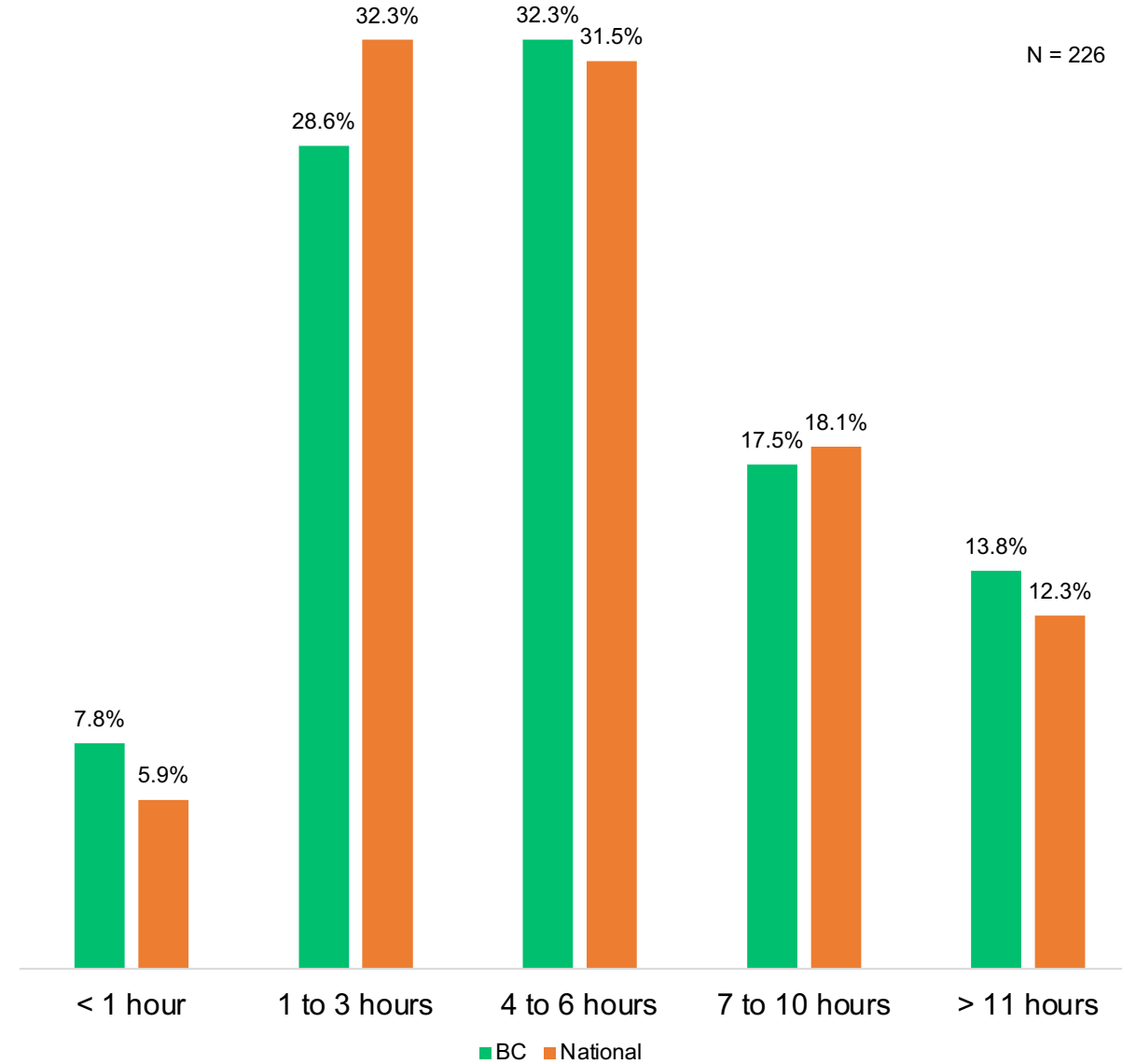
N = 227



**Time spent per month: Formal learning opportunities**

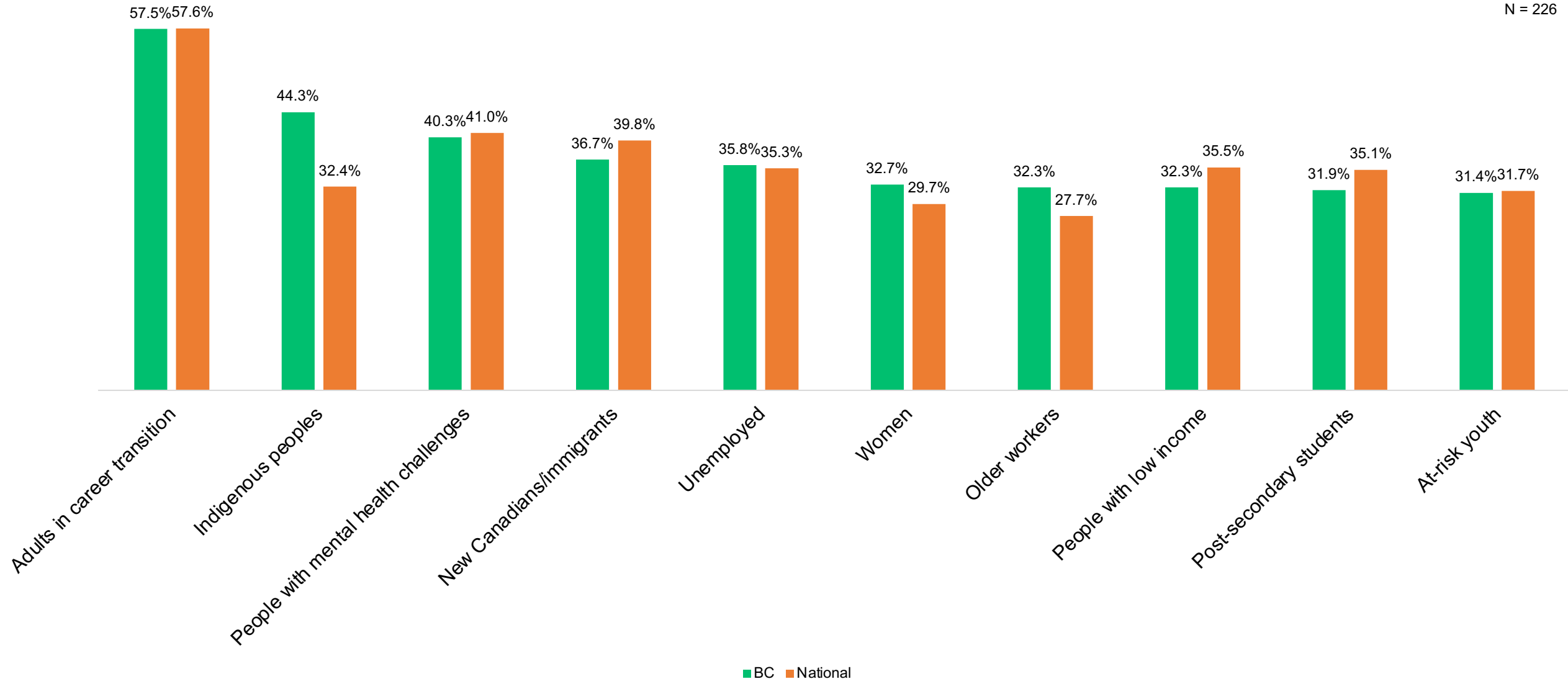


**Time spent per month: Informal learning opportunities**



**Please check the client group(s) you would prefer to focus your professional development on (e.g., through a webinar or other learning).  
(Top 10 responses)**

N = 226



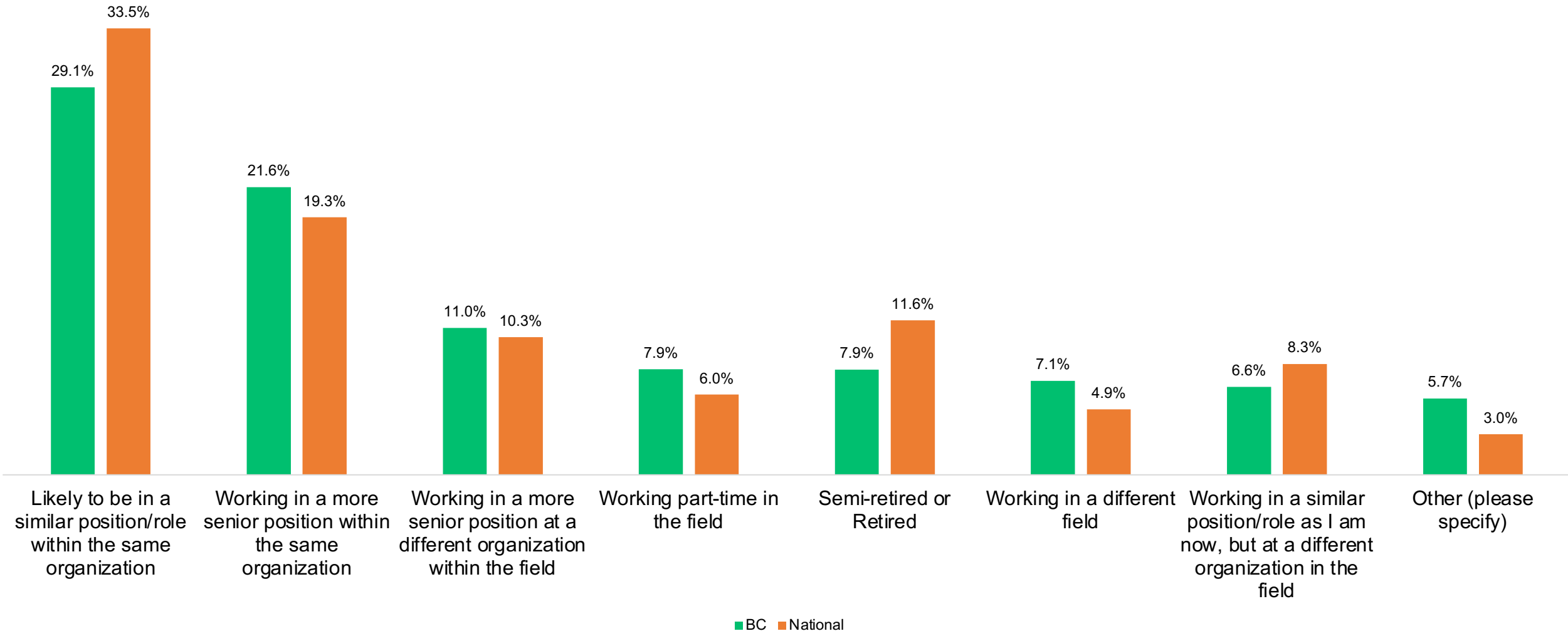




Looking to the  
future

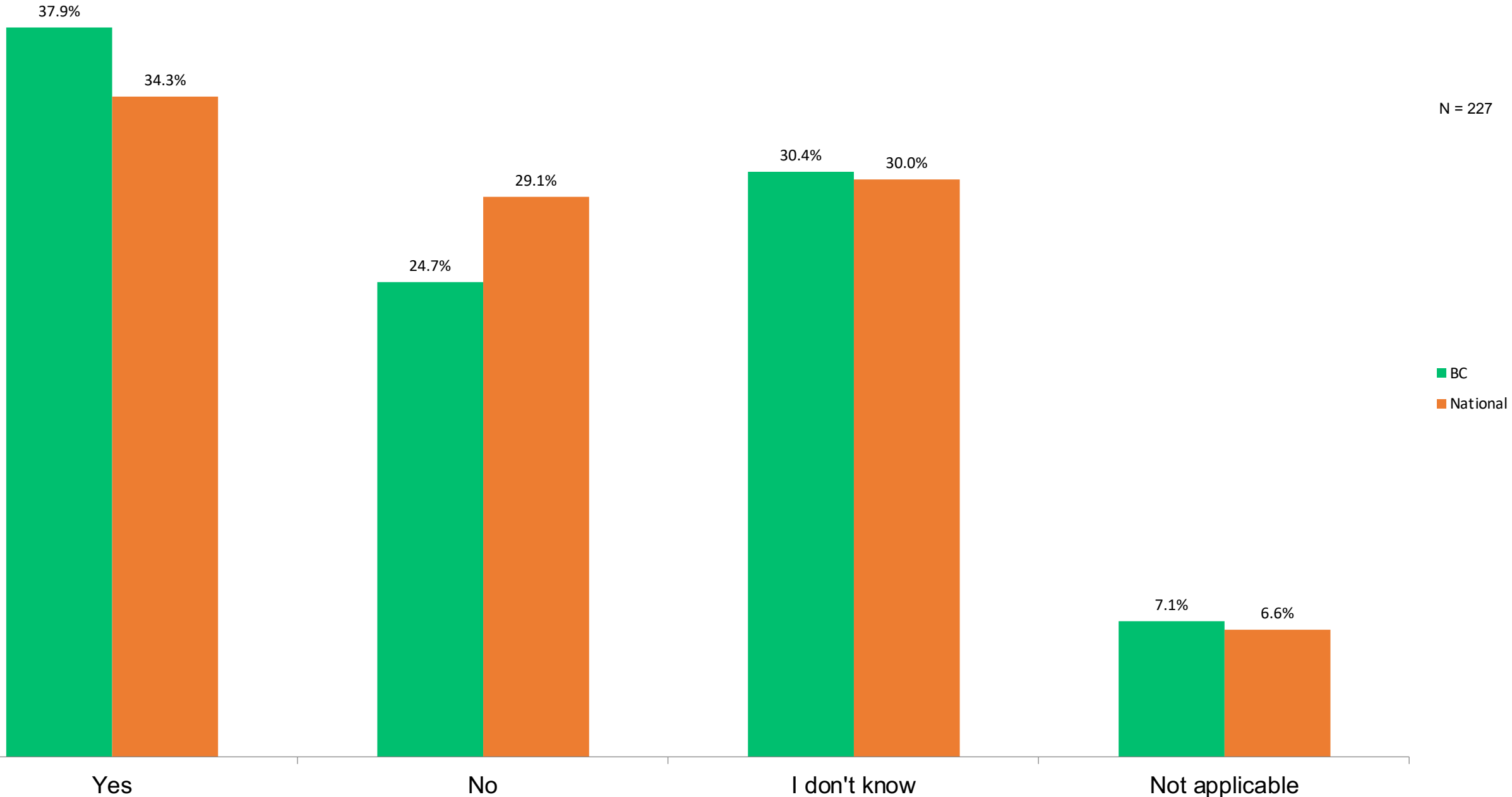
# Thinking about your career, where do you see yourself in five years? (Top 8 responses)

N = 227



# Is your organization engaged in succession planning?

N = 227



# Issues/challenges to hiring — Quotes

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“Not a lot of people with experience in the field.”

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“Positions demand increasing levels of experience and education but salaries remain relatively low.”

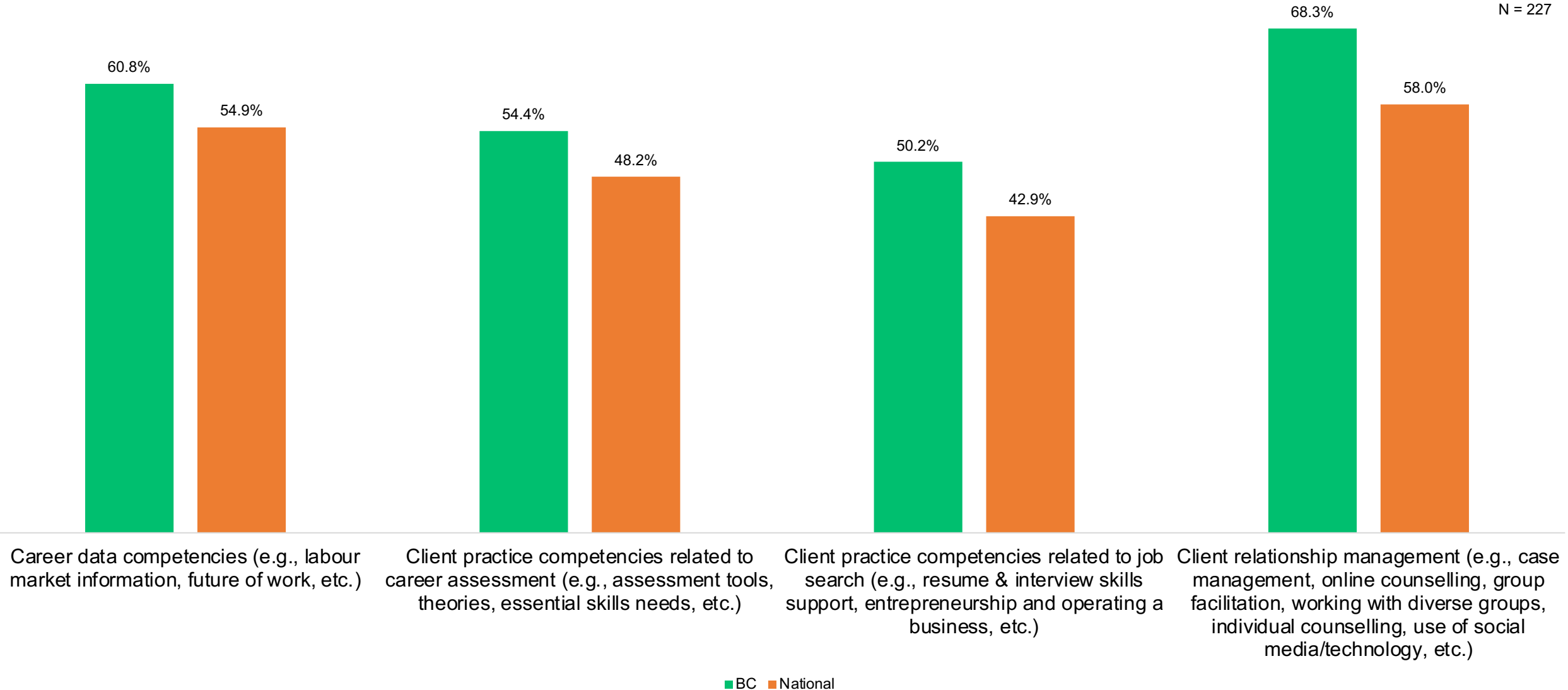
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“Many changes are happening in this industry which makes people apprehensive and cautious as to which company to work for.”

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

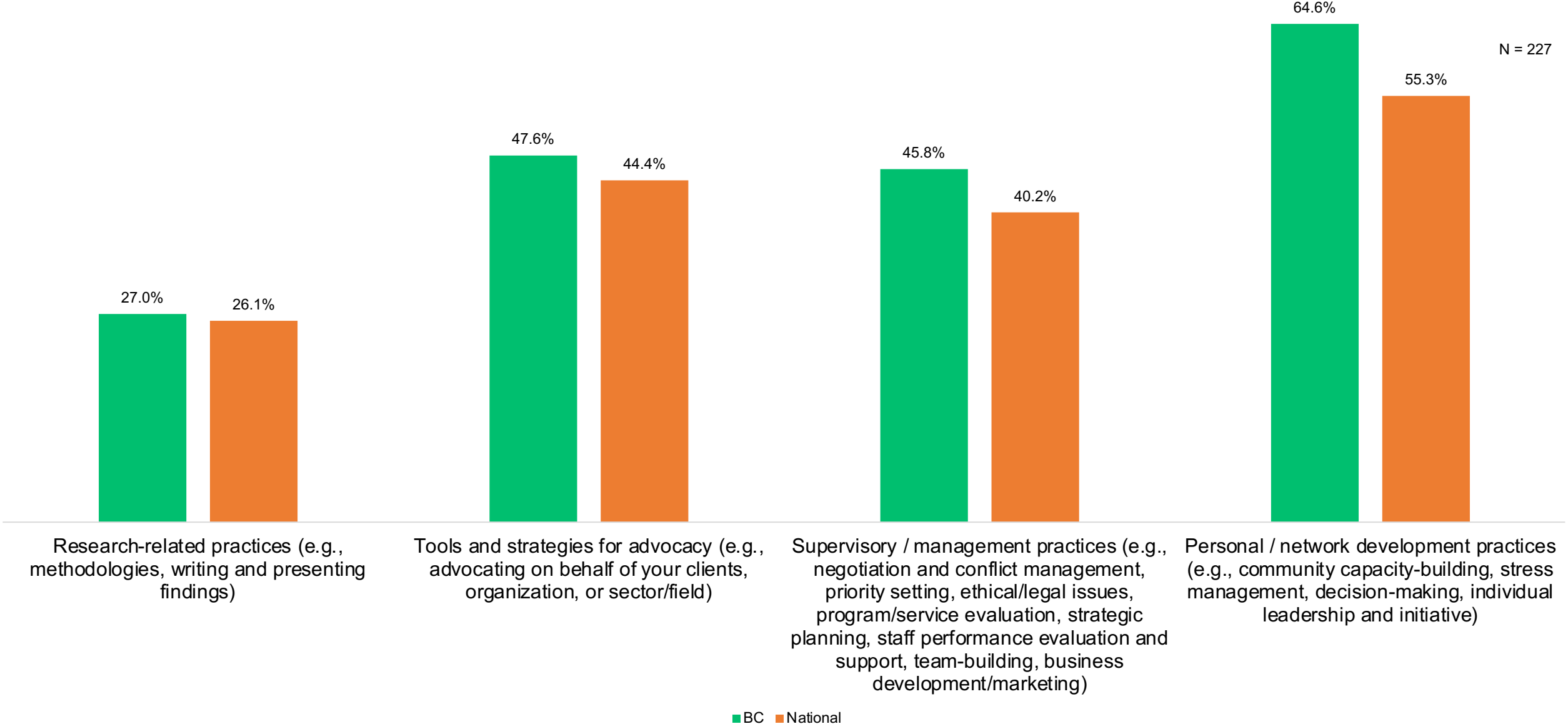
High or Essential priority

N = 227



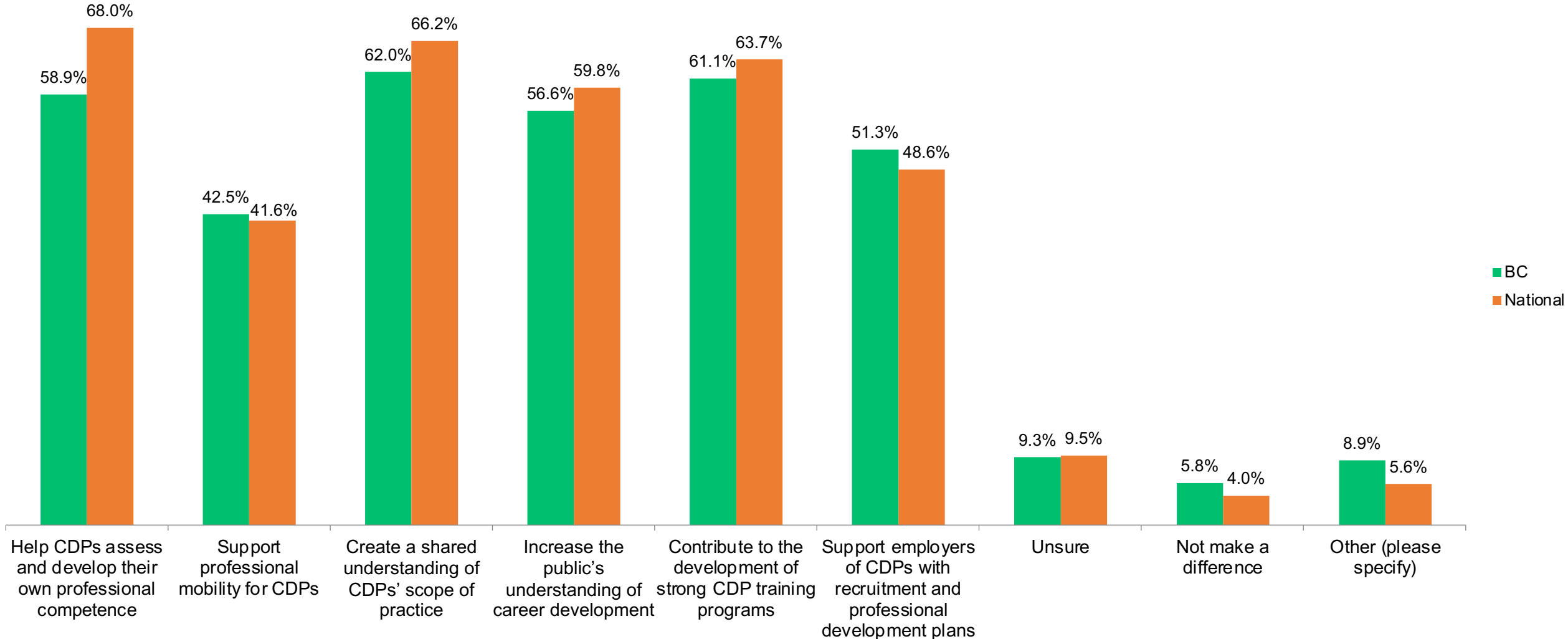
# In the next year, how interested are you in enhancing or developing the following competencies:

High or Essential priority



**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 = 226



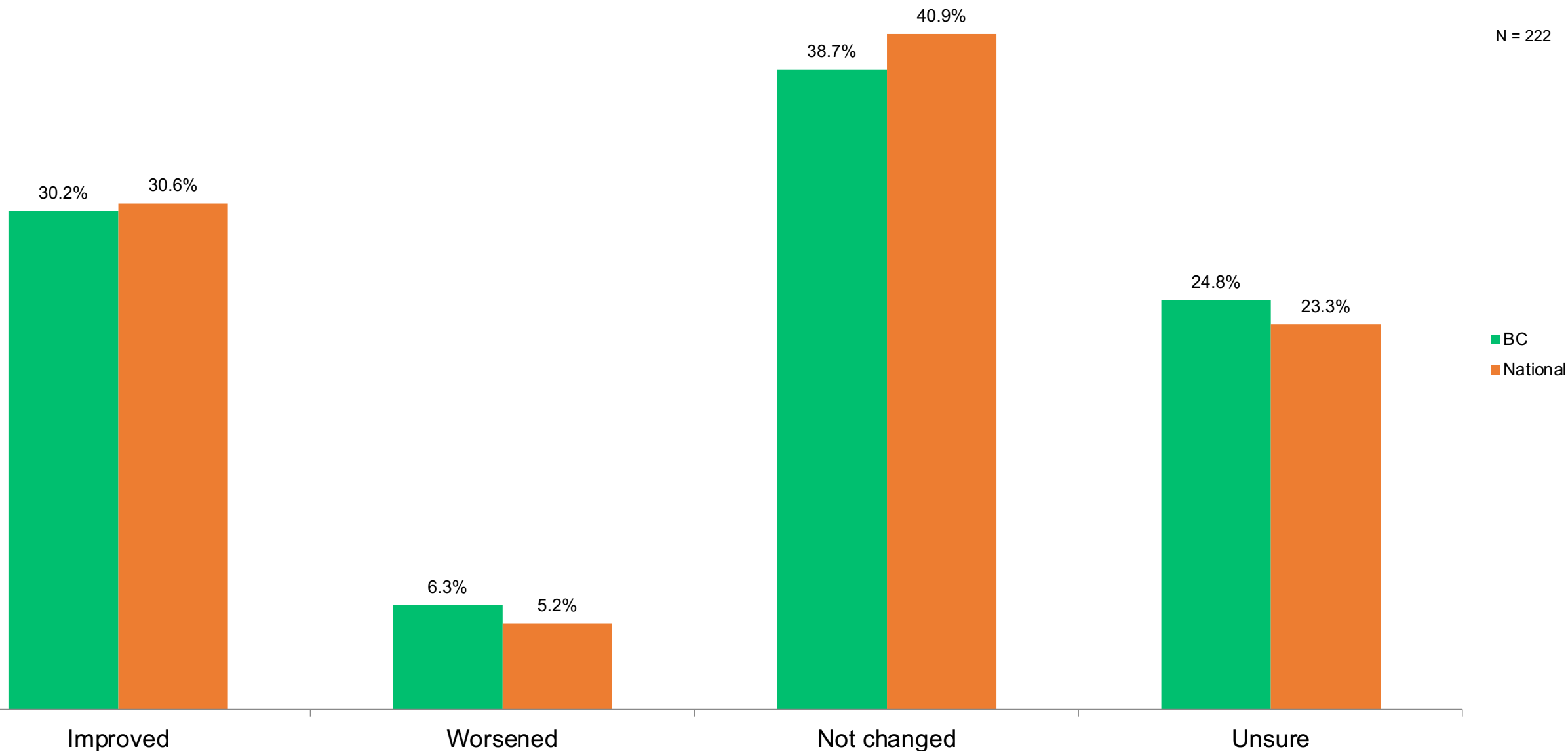


# Perceptions & Opinions



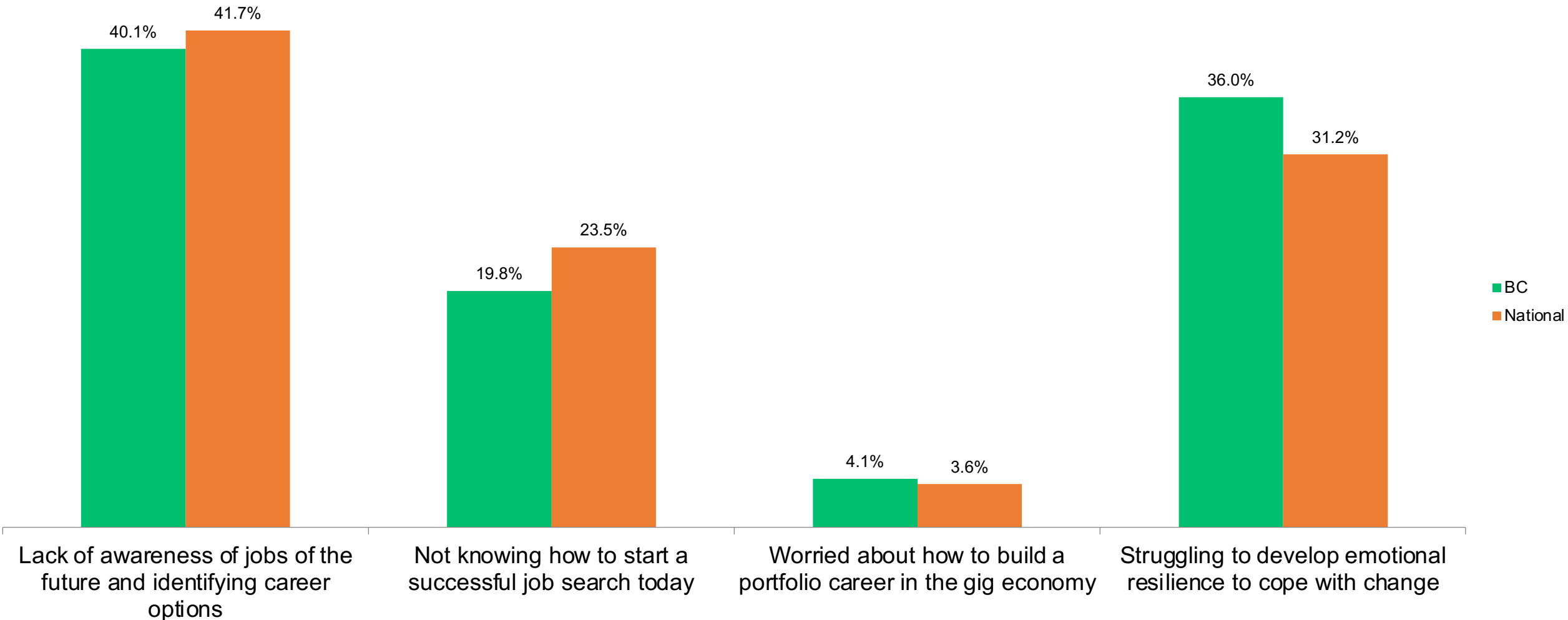
# In the past few years, do you feel the public's perception of the value of career service professionals has:

N = 222



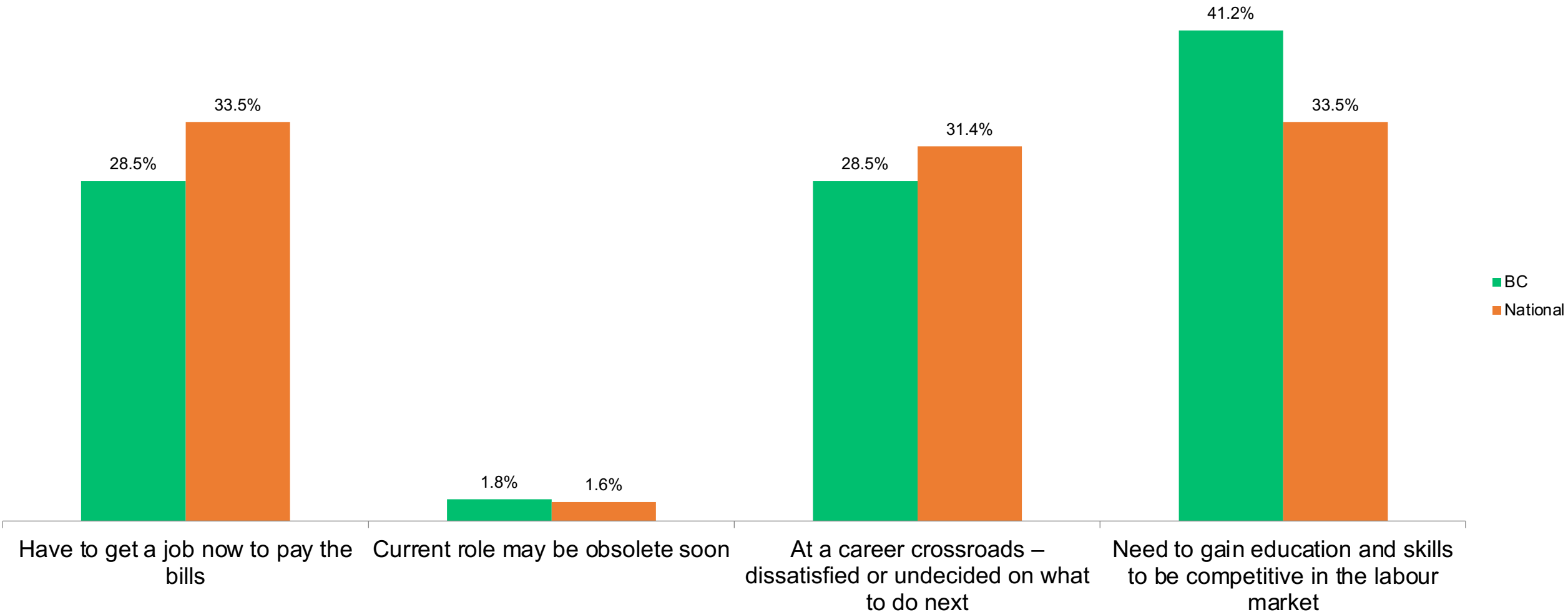
# Primary need for students/clients in career transition

N = 222



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

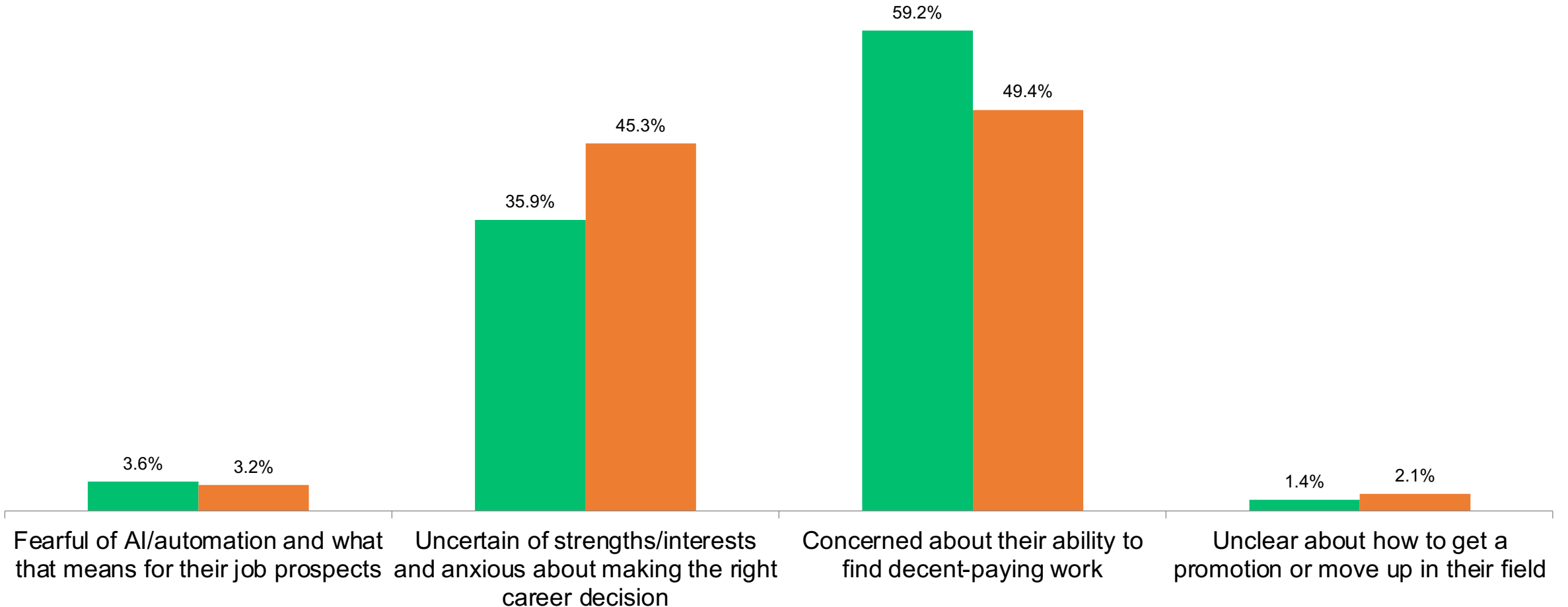
N = 221



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

N = 223

■ BC  
■ National



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

**71.6%**  
(71% Nationally)  
**Very often/  
somewhat often**

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

**67.7%**  
(66.5% Nationally)  
**Very often/  
somewhat often**

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

**64.4%**  
(61% Nationally)  
**Very often/  
somewhat often**

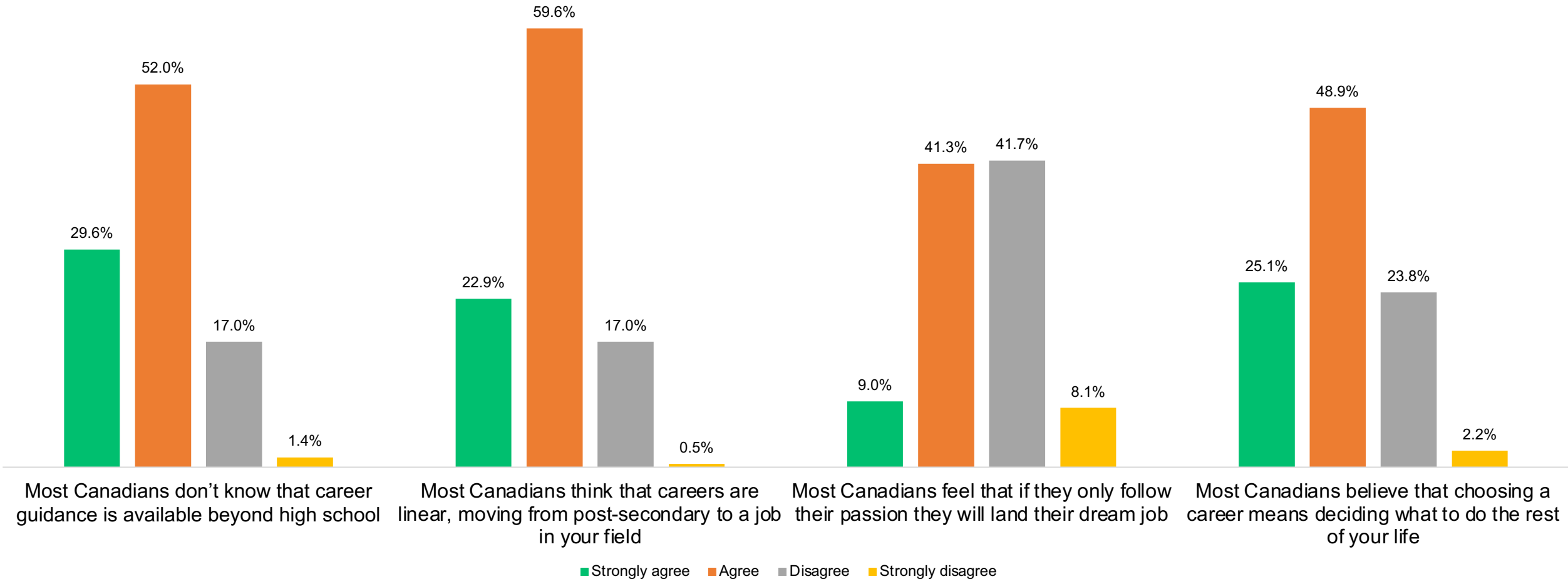
“I wish I hadn’t  
**narrowed my  
options** so soon and  
been able to explore  
other careers.”

**55.6%**  
(58.8% Nationally)  
**Very often/  
somewhat often**



# Career myths based on what you hear in your practice

N = 223



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

N = 223

