



Charitable & Nonprofit 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

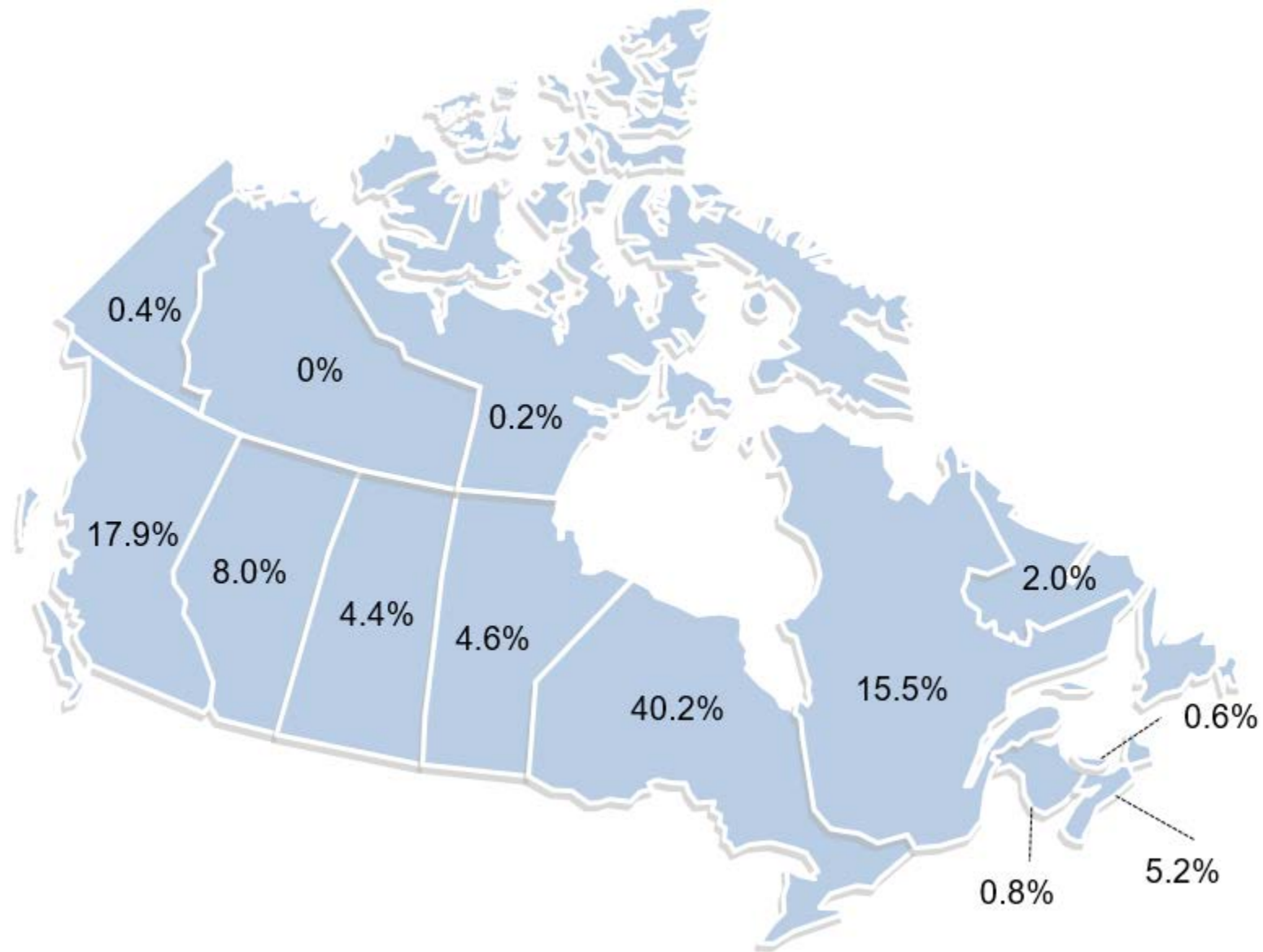
497 respondents from the charitable (18.3%) and non-profit (81.7%) sectors
(36.8% of all survey respondents)

Not all questions answered by all

Nov. 1–29, 2019

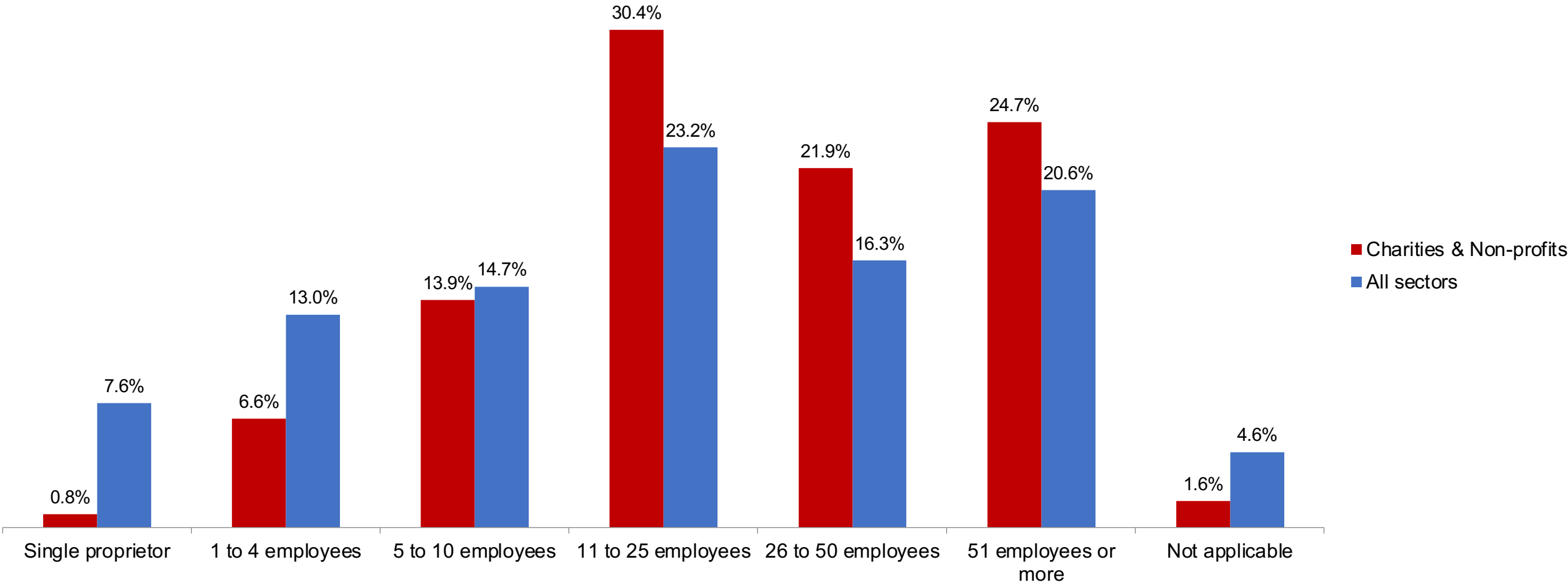


Findings



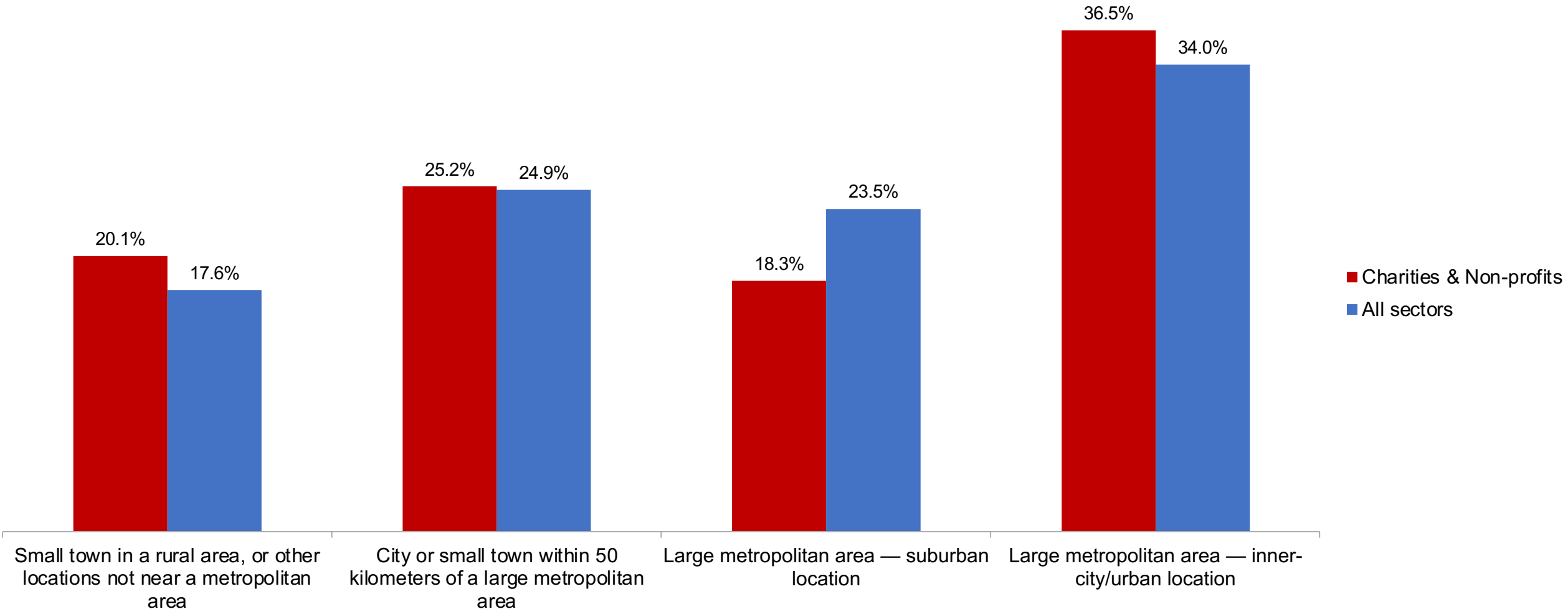
Size of careers services organization (including departments and satellites)

N = 497



How would you describe the area where you are located?

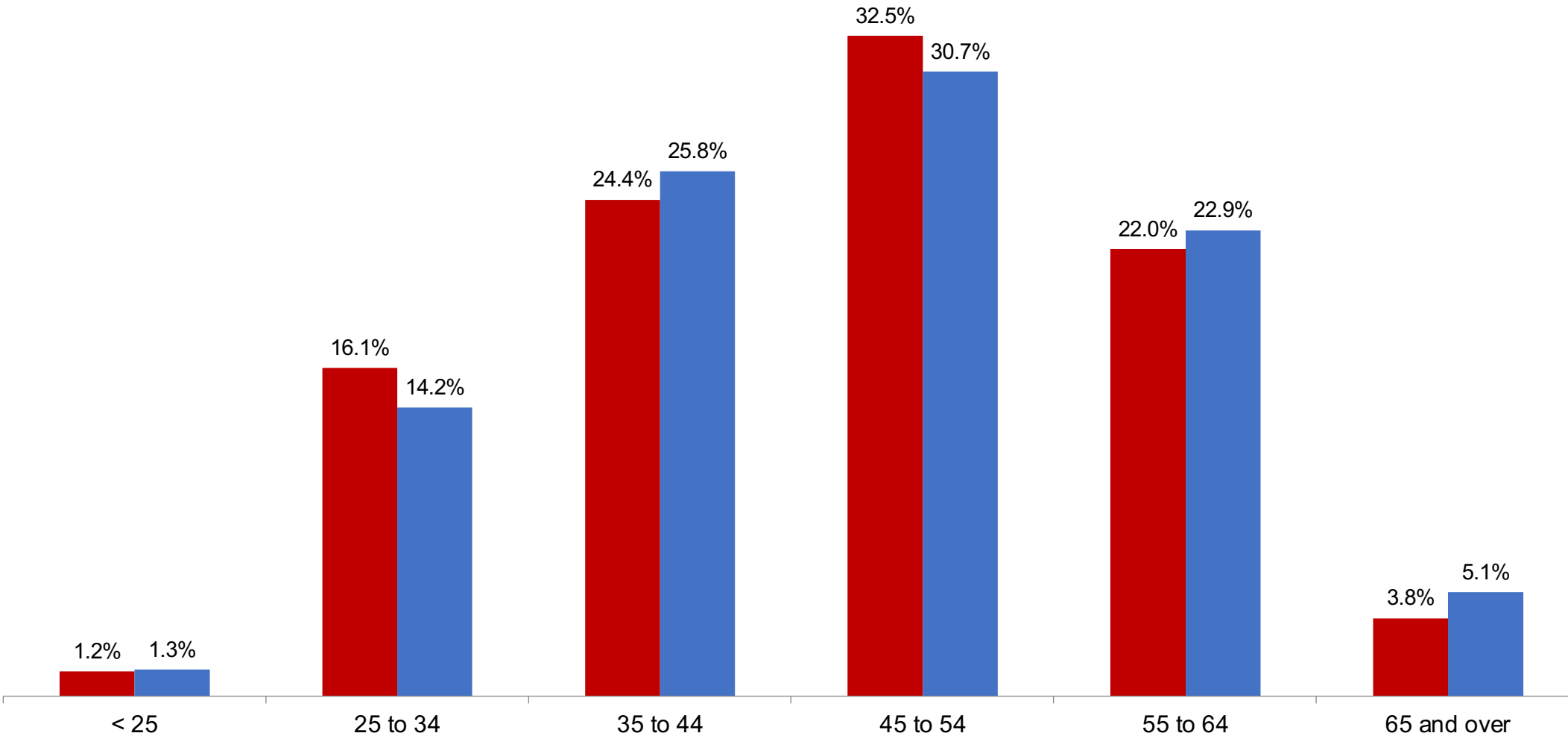
N = 493



Age

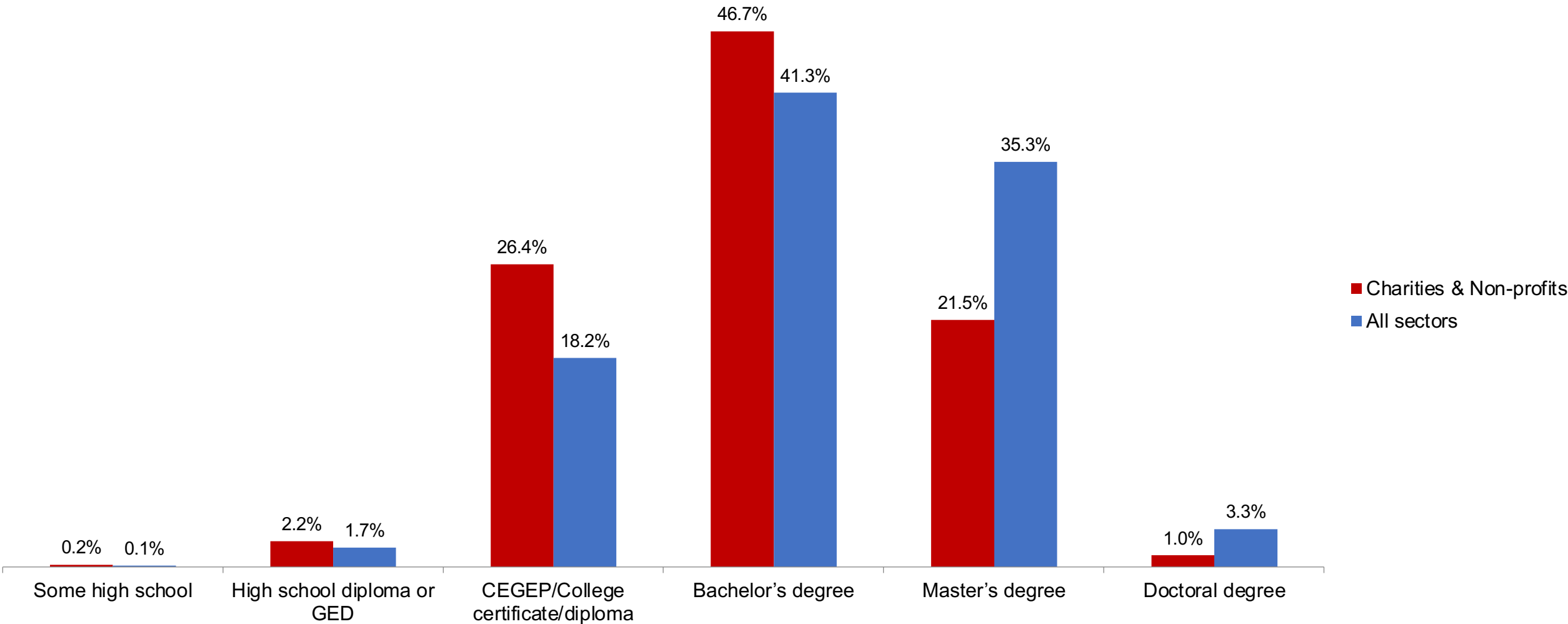
N = 496

■ Charities & Non-profits
■ All sectors



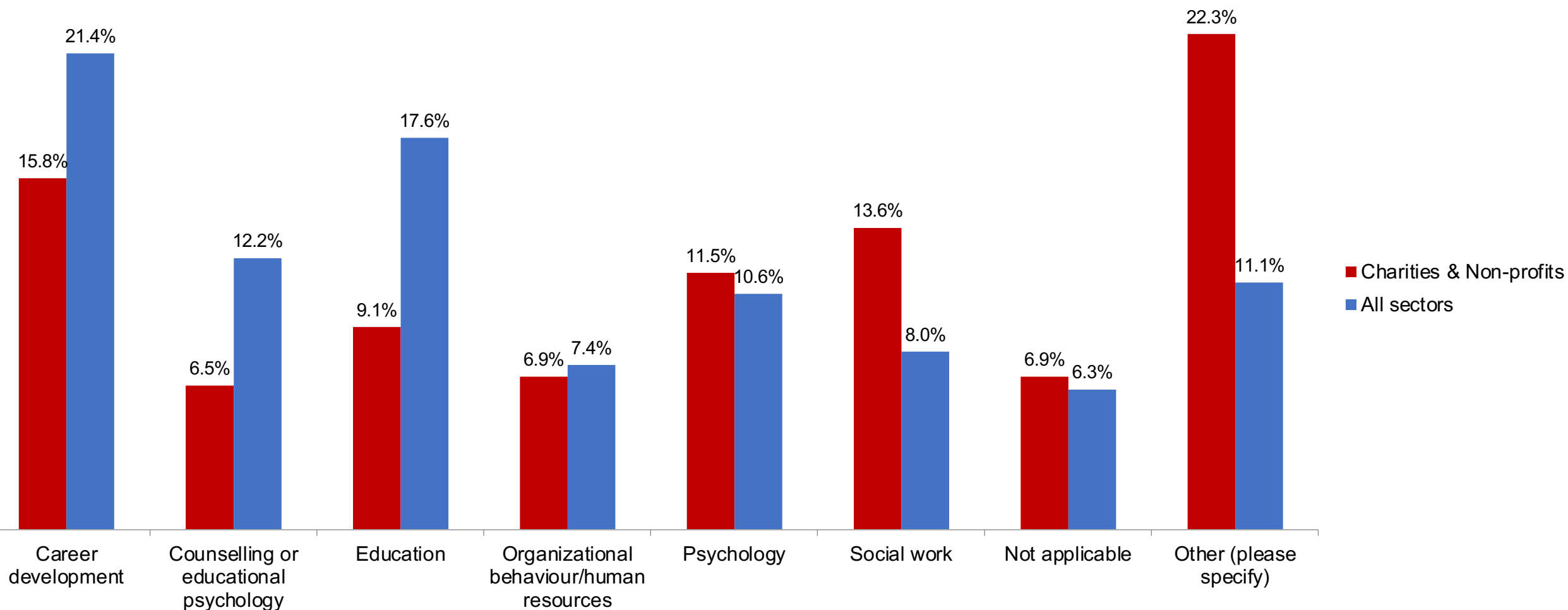
Highest level of education completed

N = 493



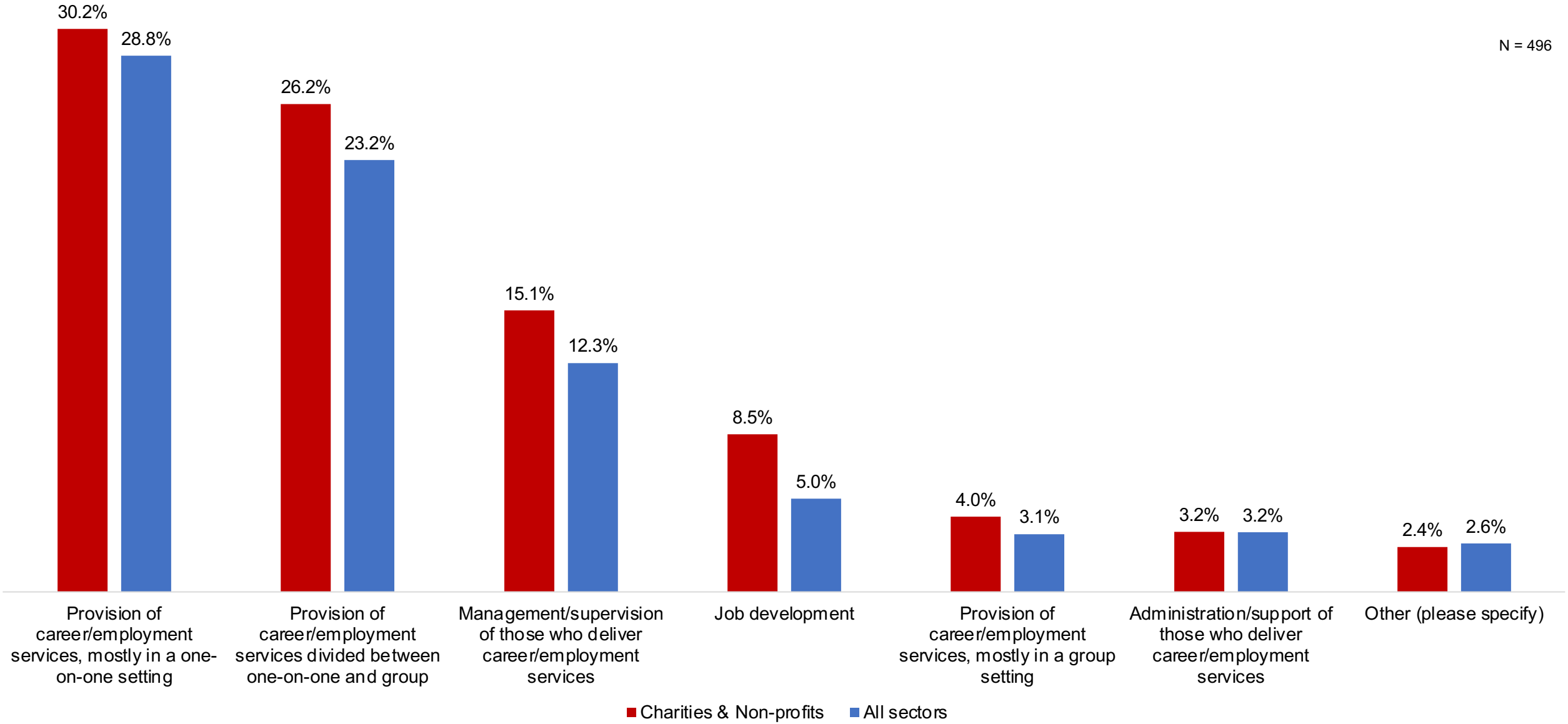
Main area of focus in your highest level of post-secondary studies applicable to the career services field

N = 494



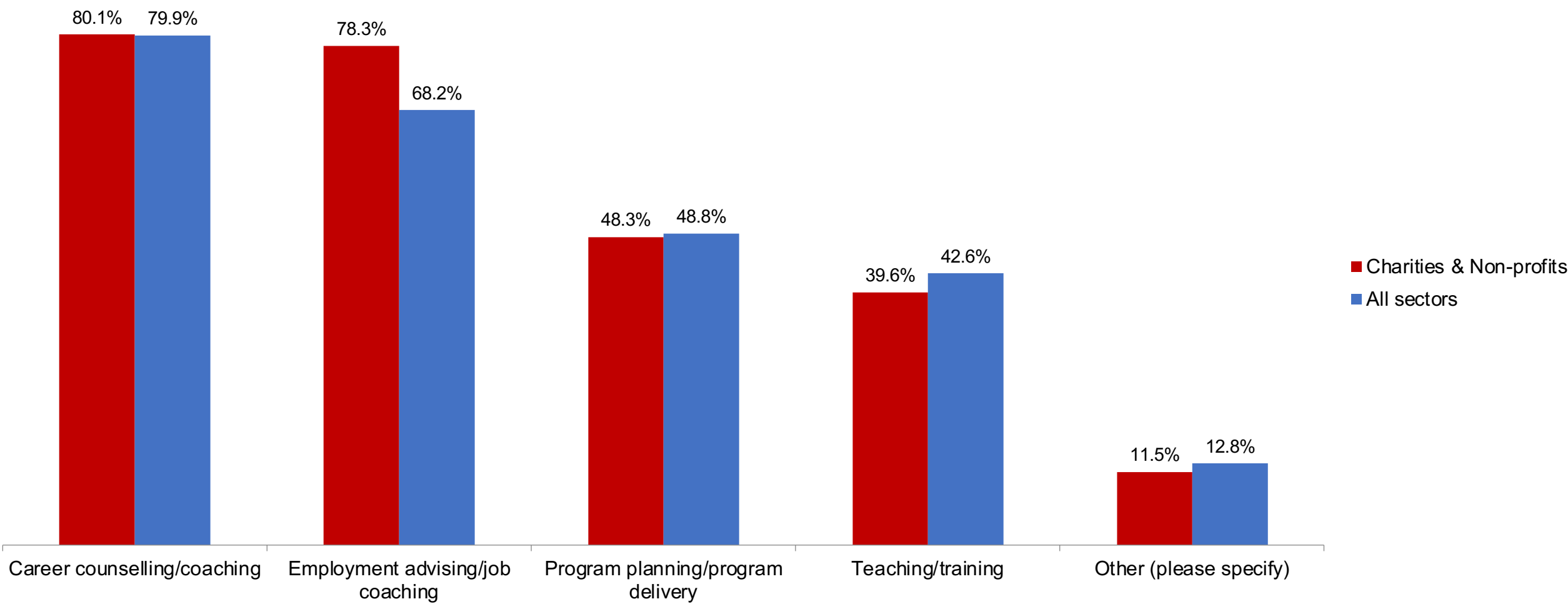
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? I am directly involved in: (Top 7 responses)

N = 496



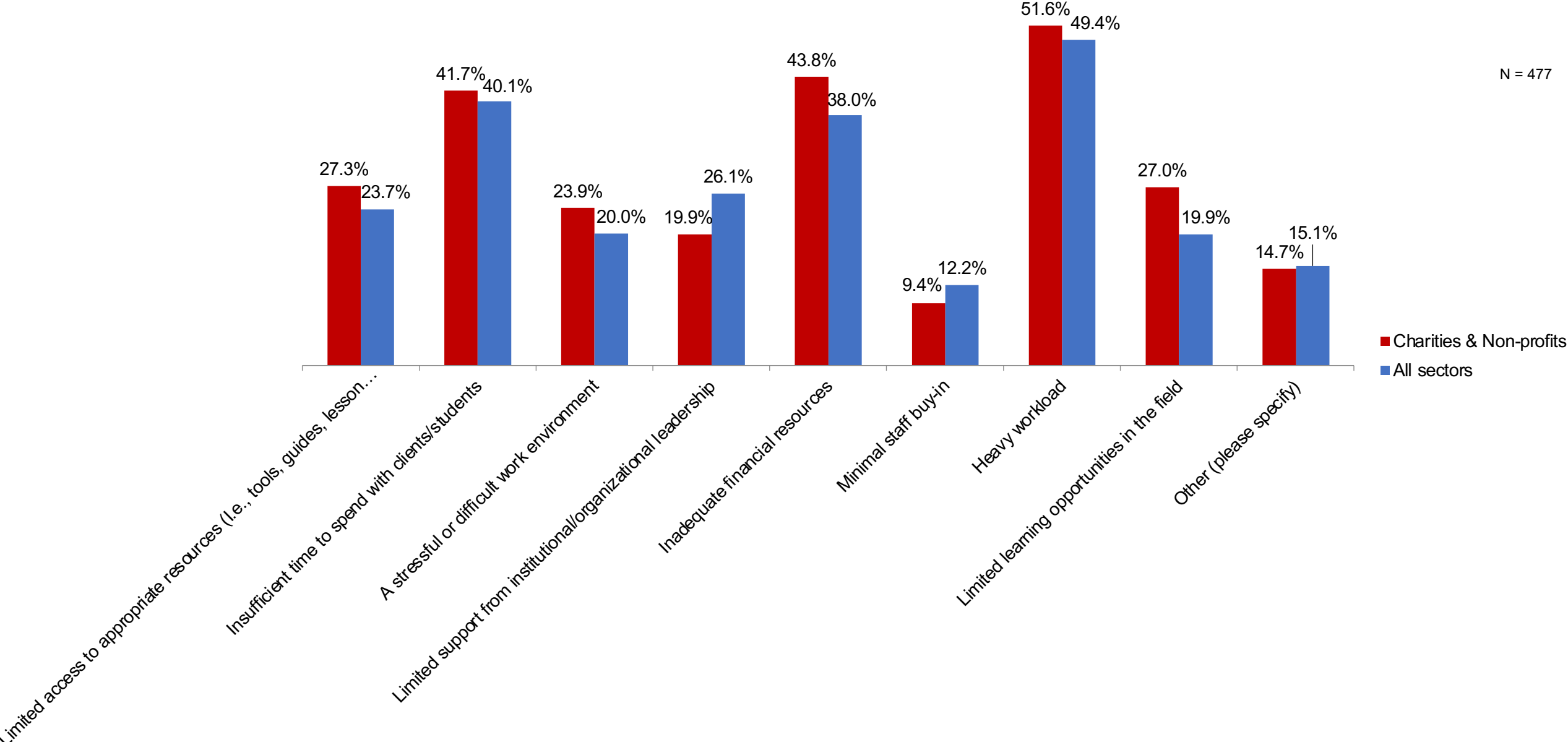
Services you are most likely to offer

N = 497



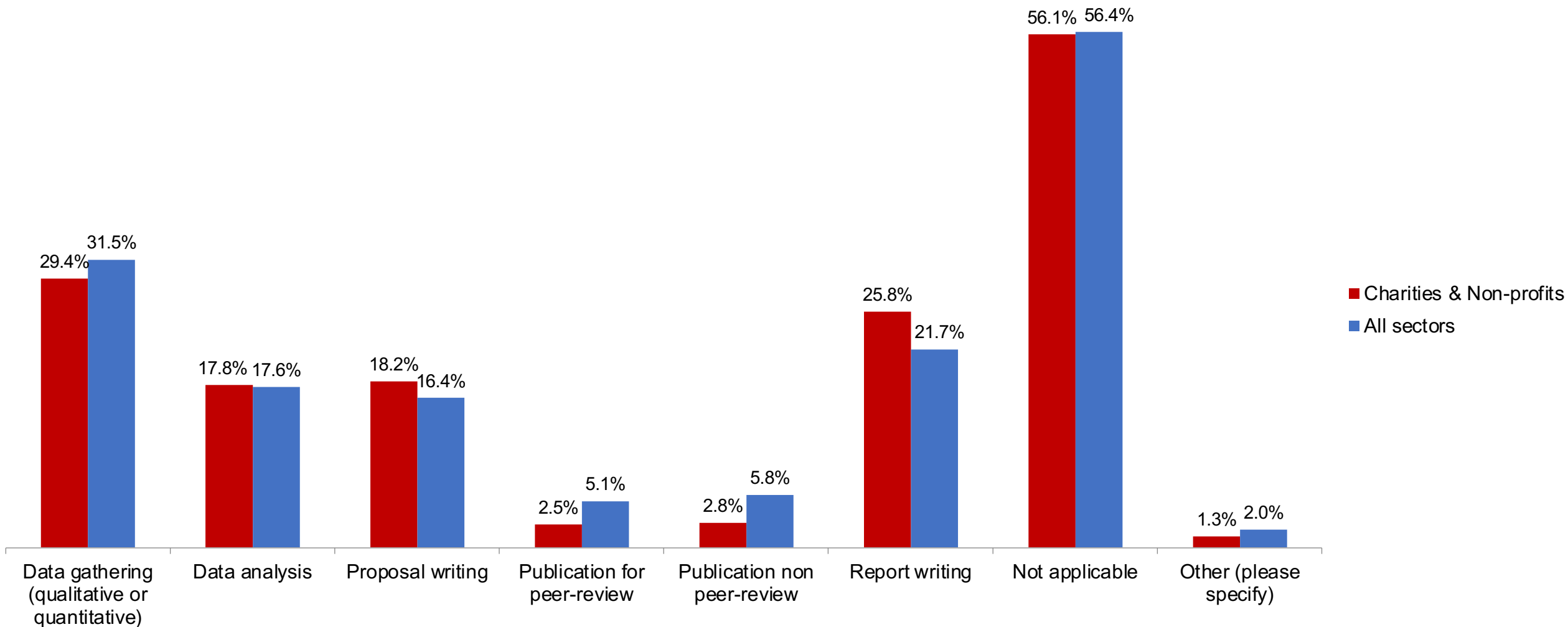
What are some elements that affect your ability to deliver career development? (Check all that apply)

N = 477



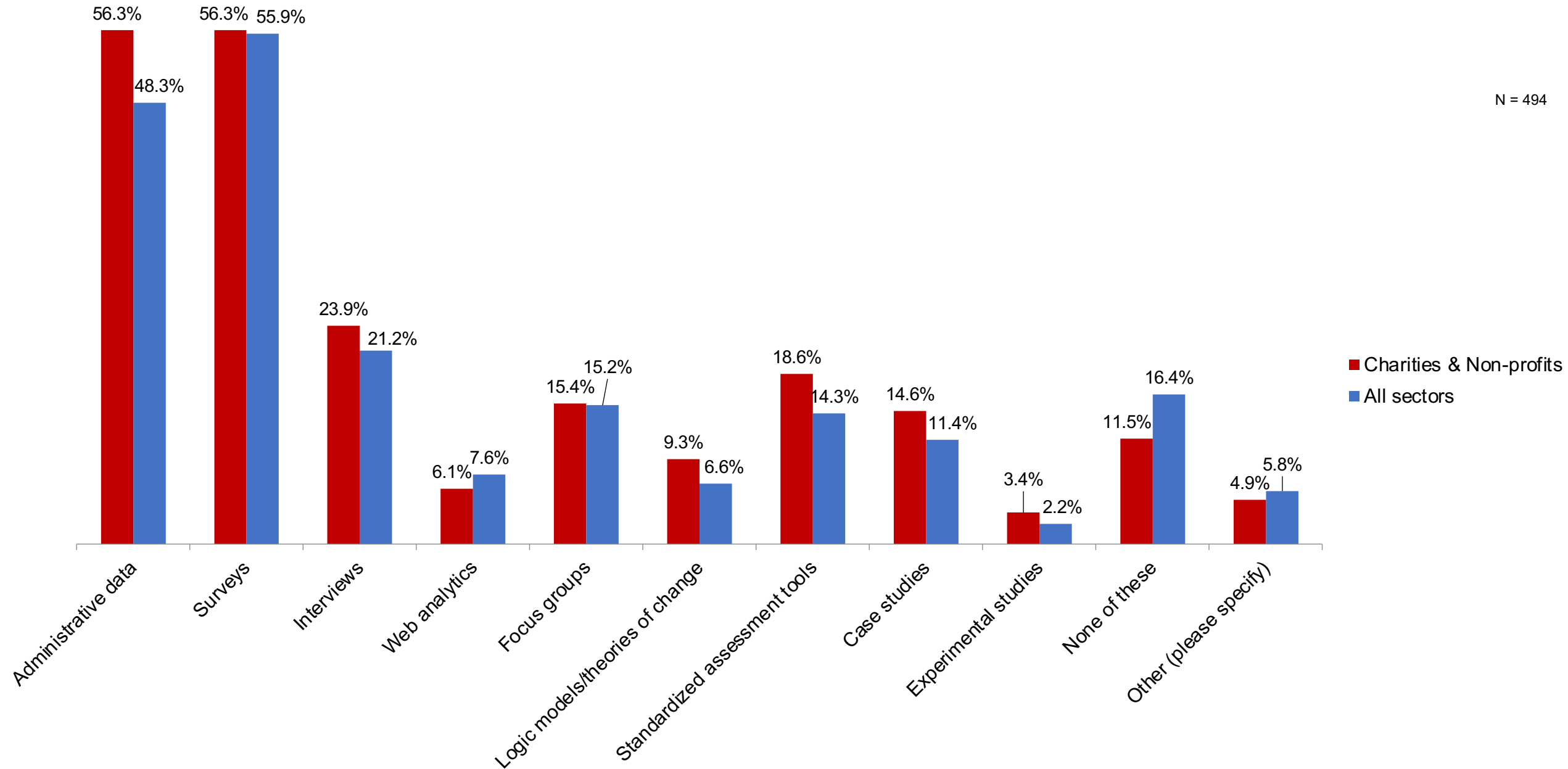
Are you involved in the following career development research activities? (Check all that apply)

N = 472



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

N = 494

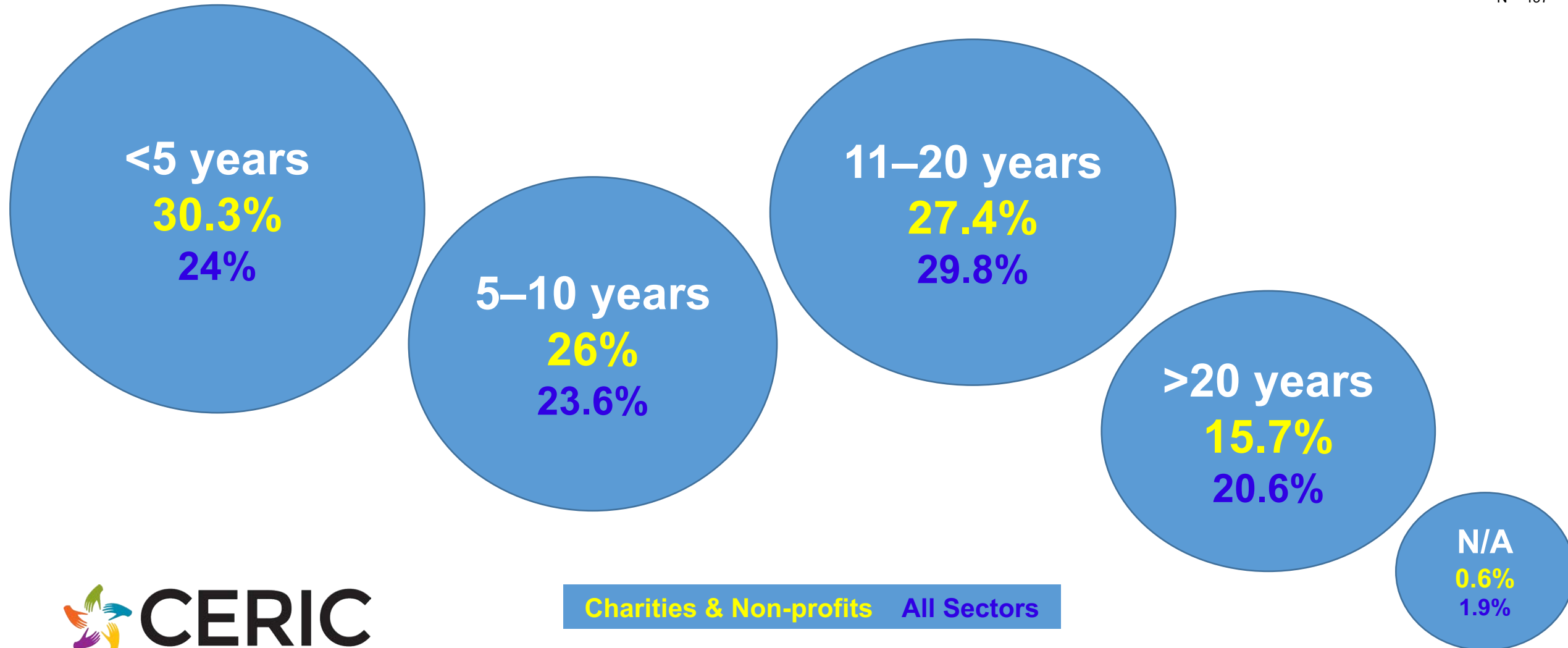




Experience,
Salaries,
Professional
Development

Experience

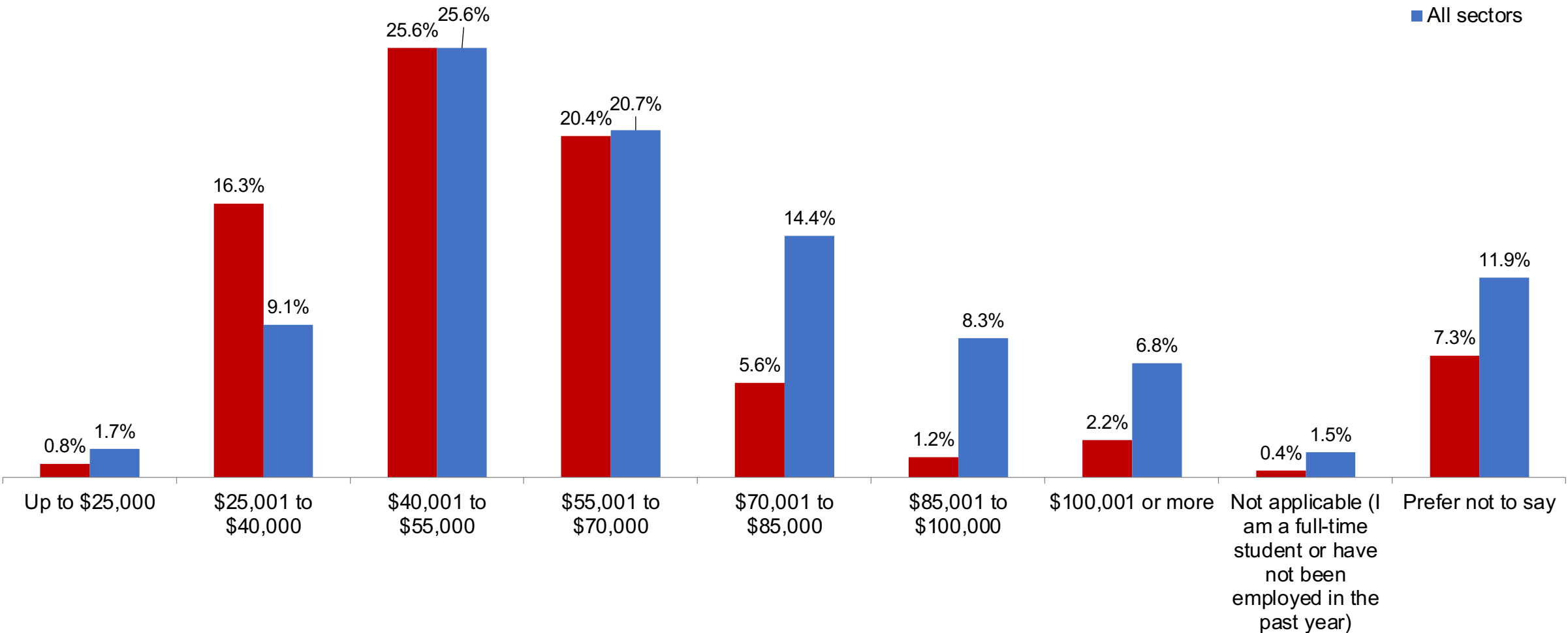
N = 497



Annual salary or income (before deductions)

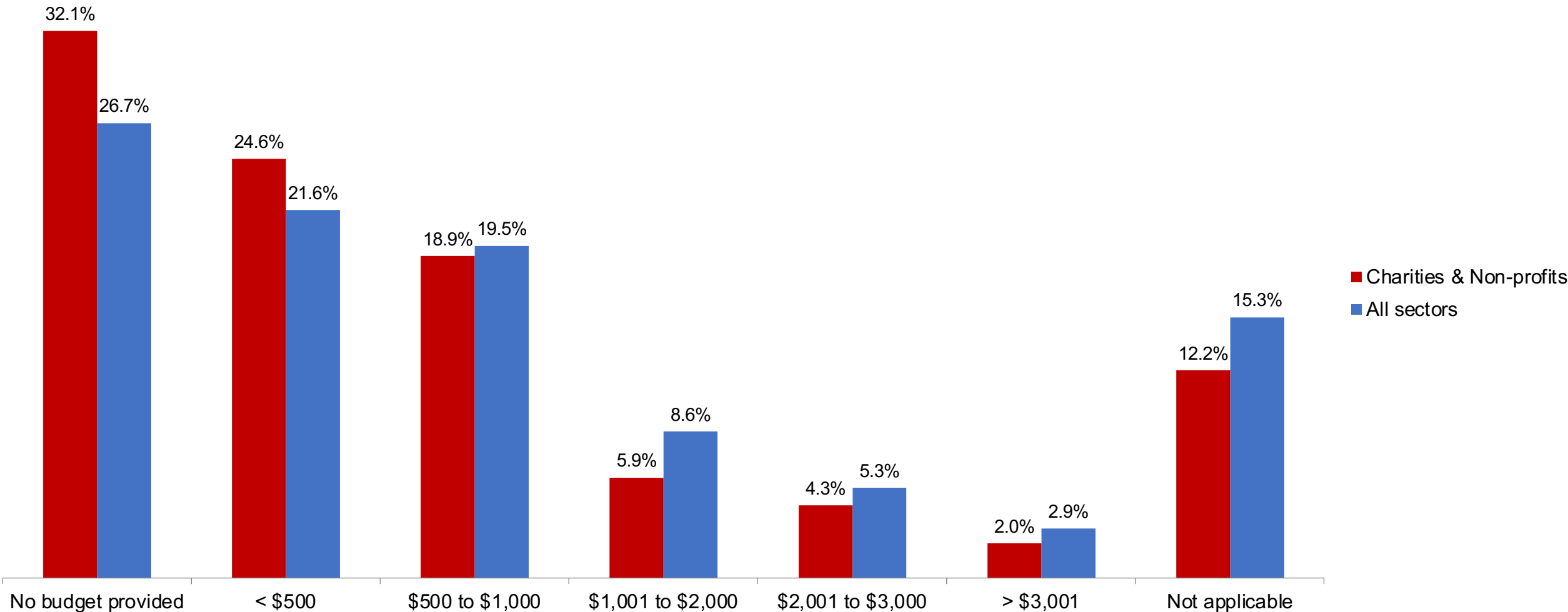
N = 496

■ Charities & Non-profits
■ All sectors



Annual professional development budget provided by employer

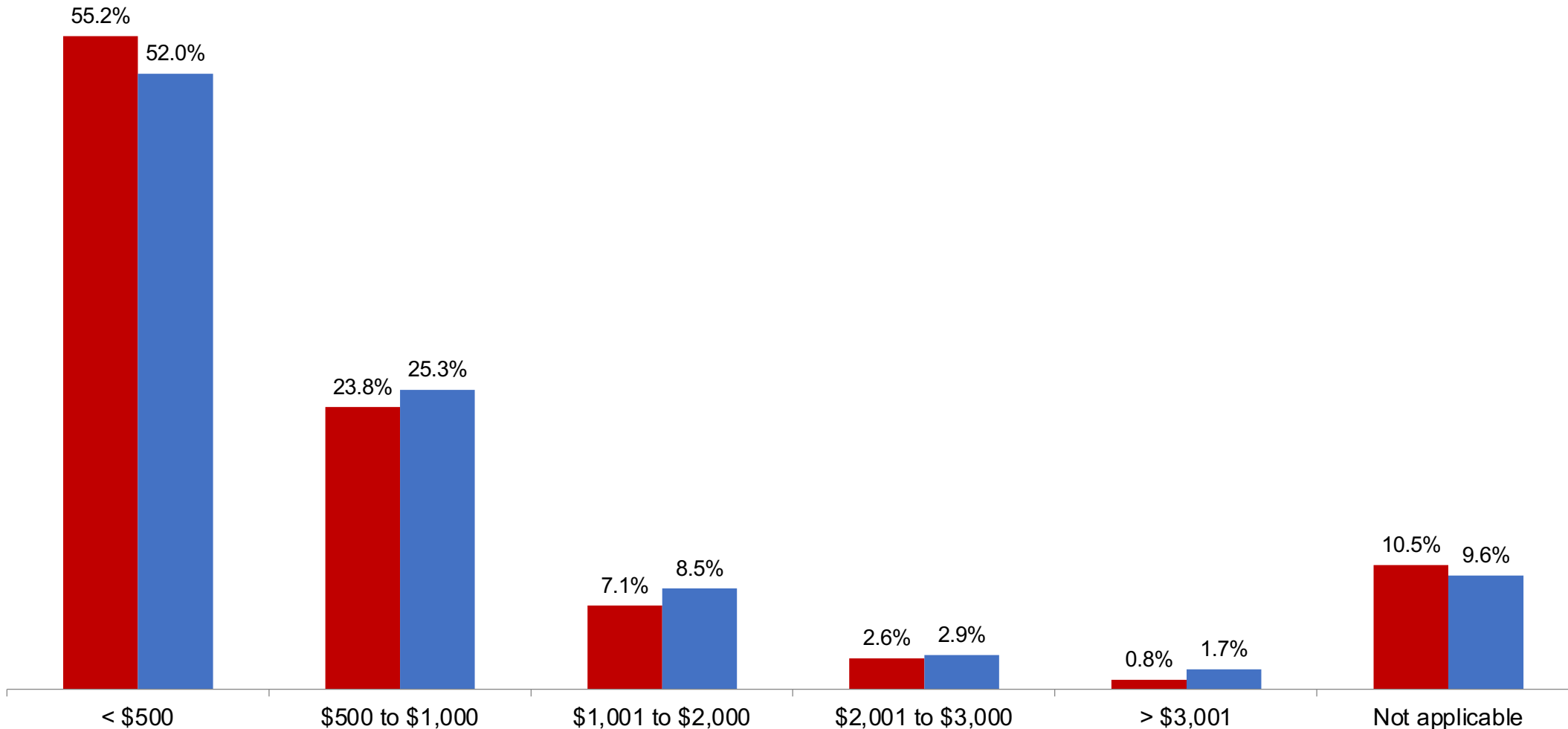
N = 492



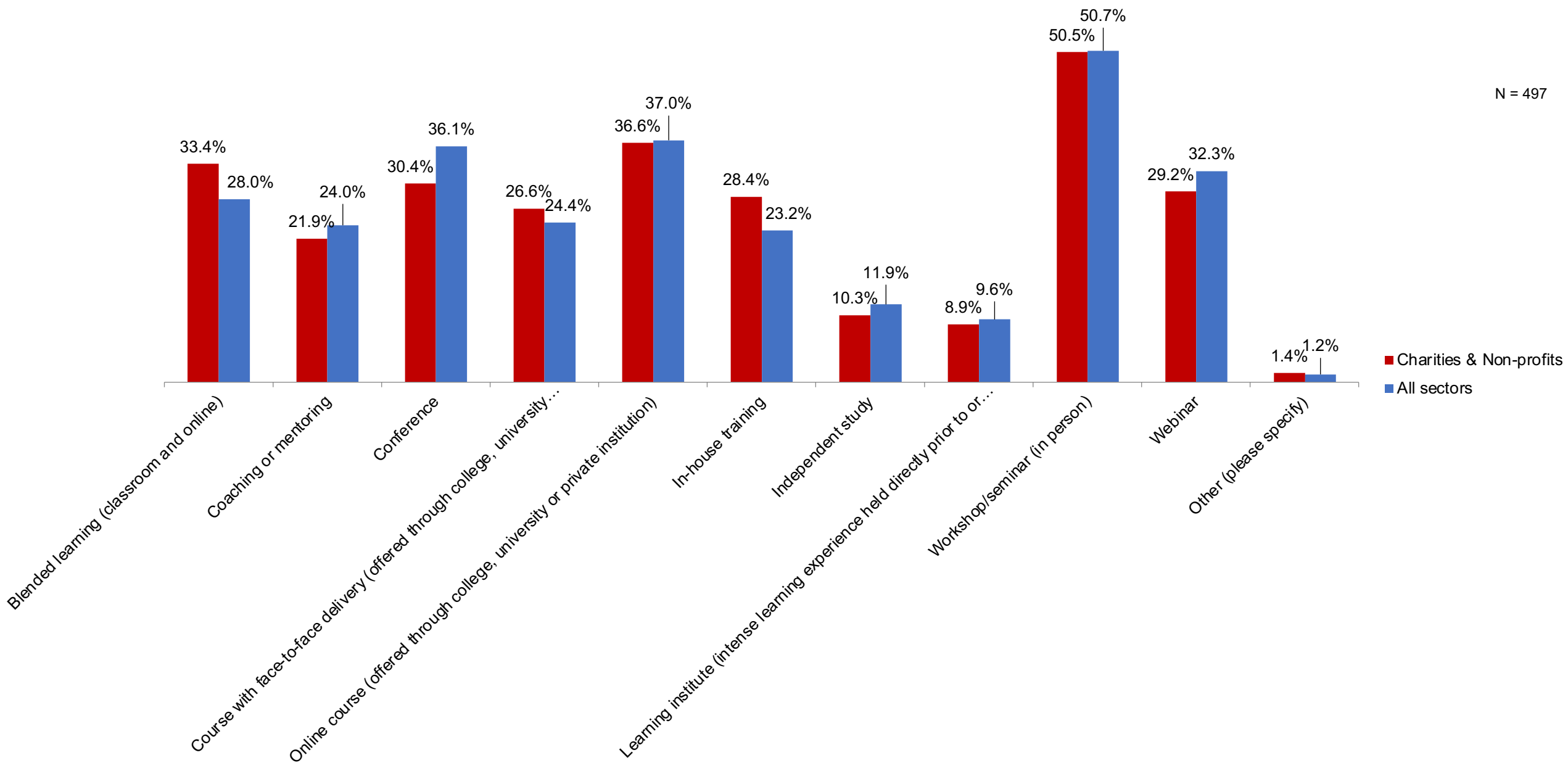
How much would you personally be willing to pay for professional development annually?

N = 495

■ Charities & Non-profits
■ All sectors

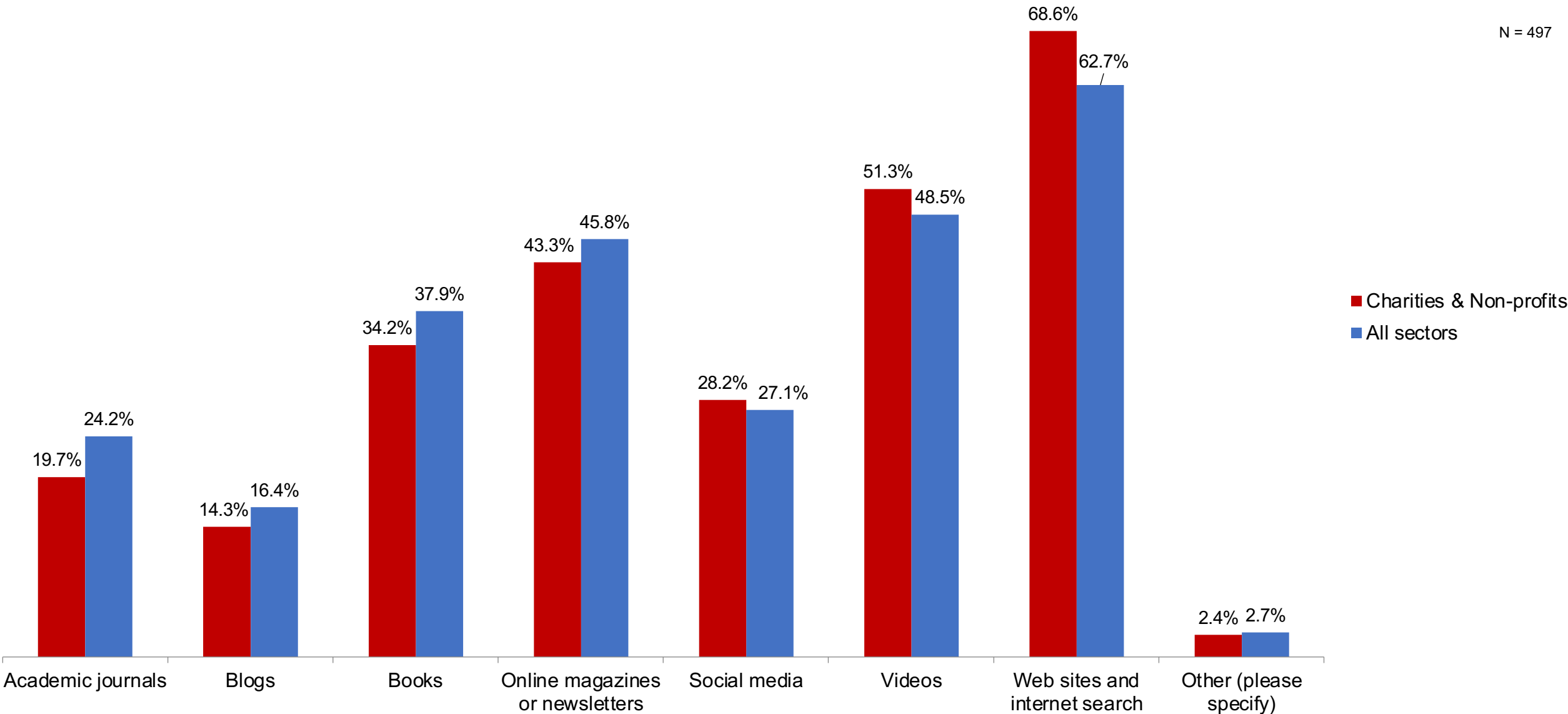


Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

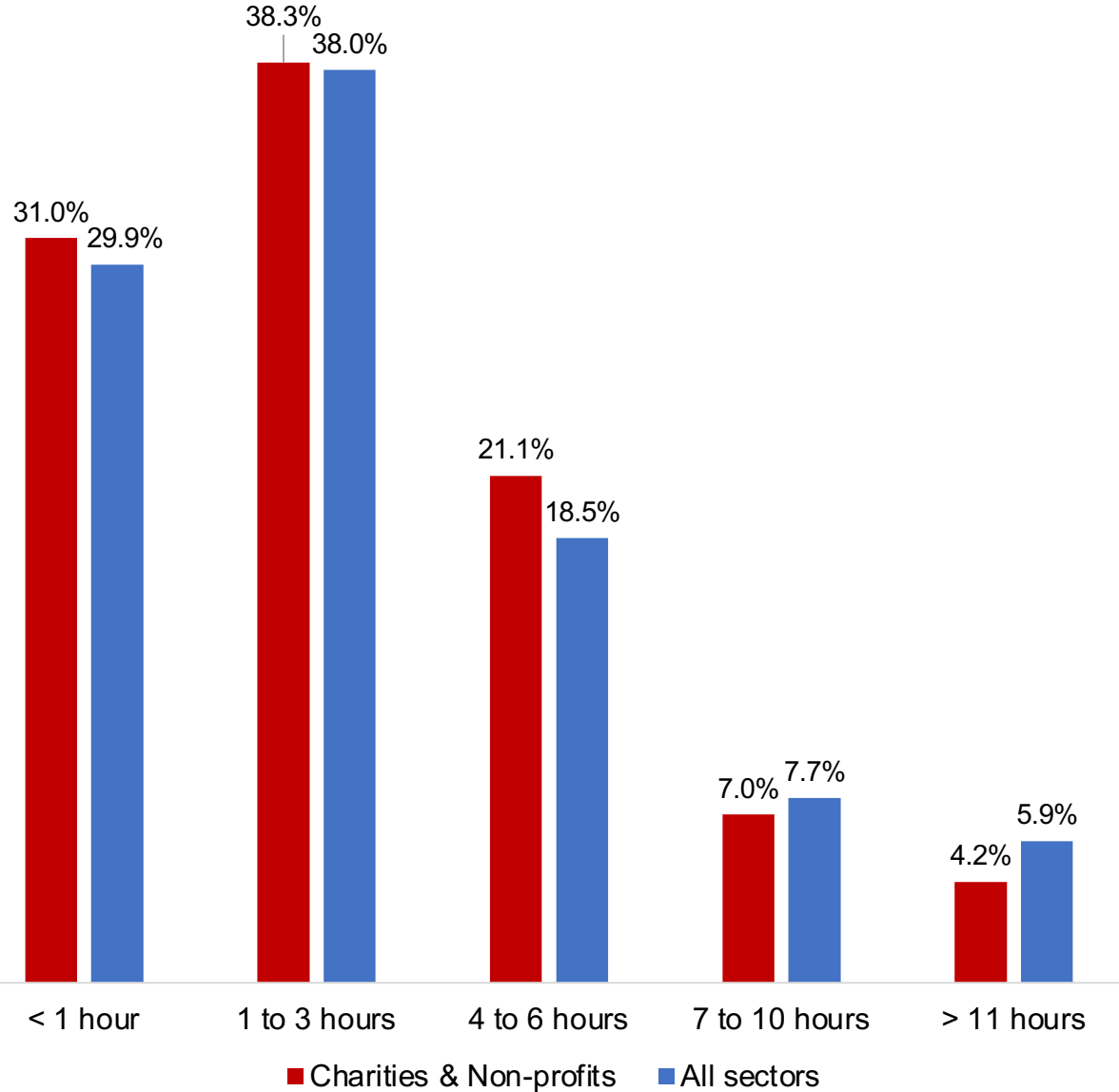


Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

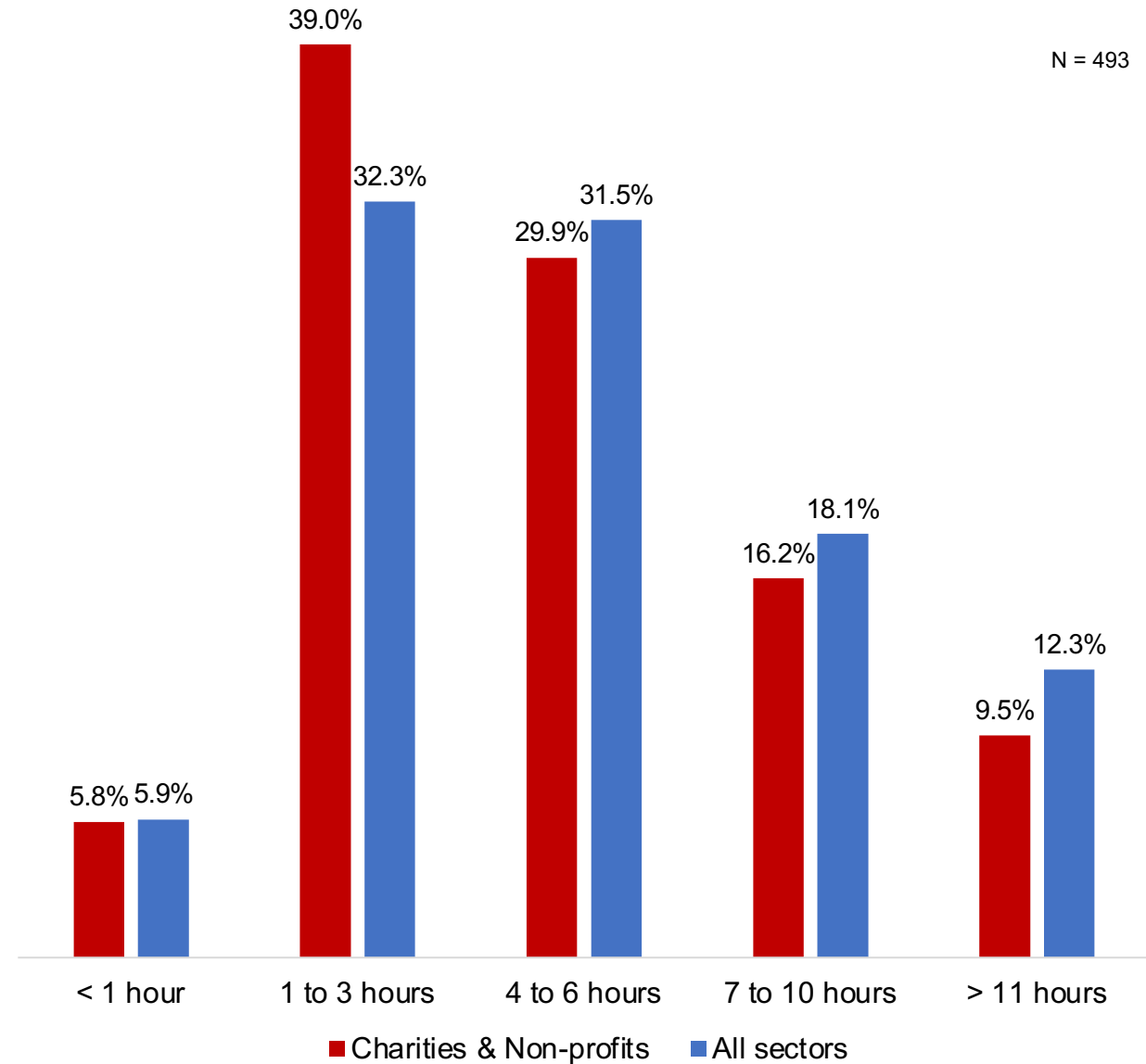
N = 497



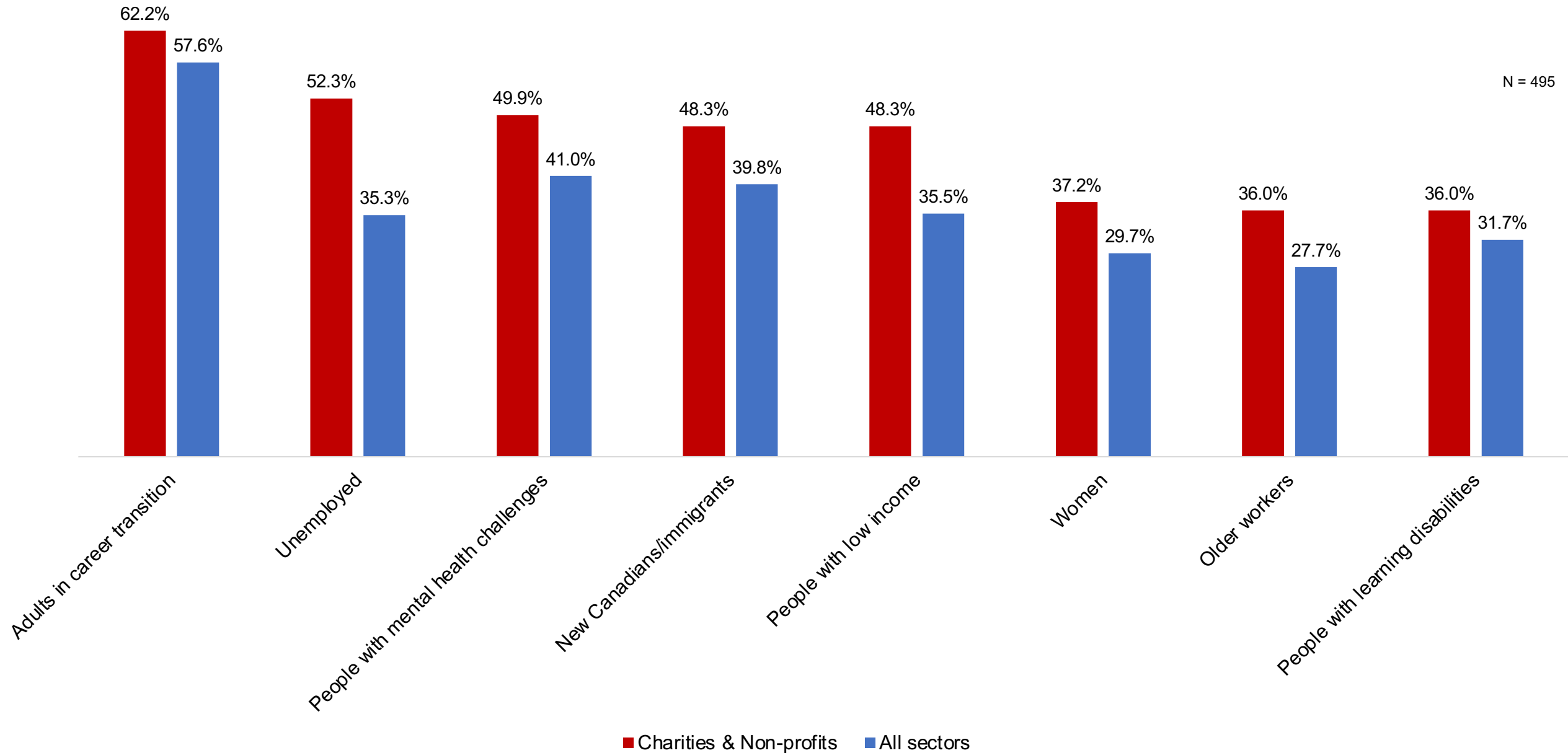
Time spent per month: Formal learning opportunities



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 8 responses)

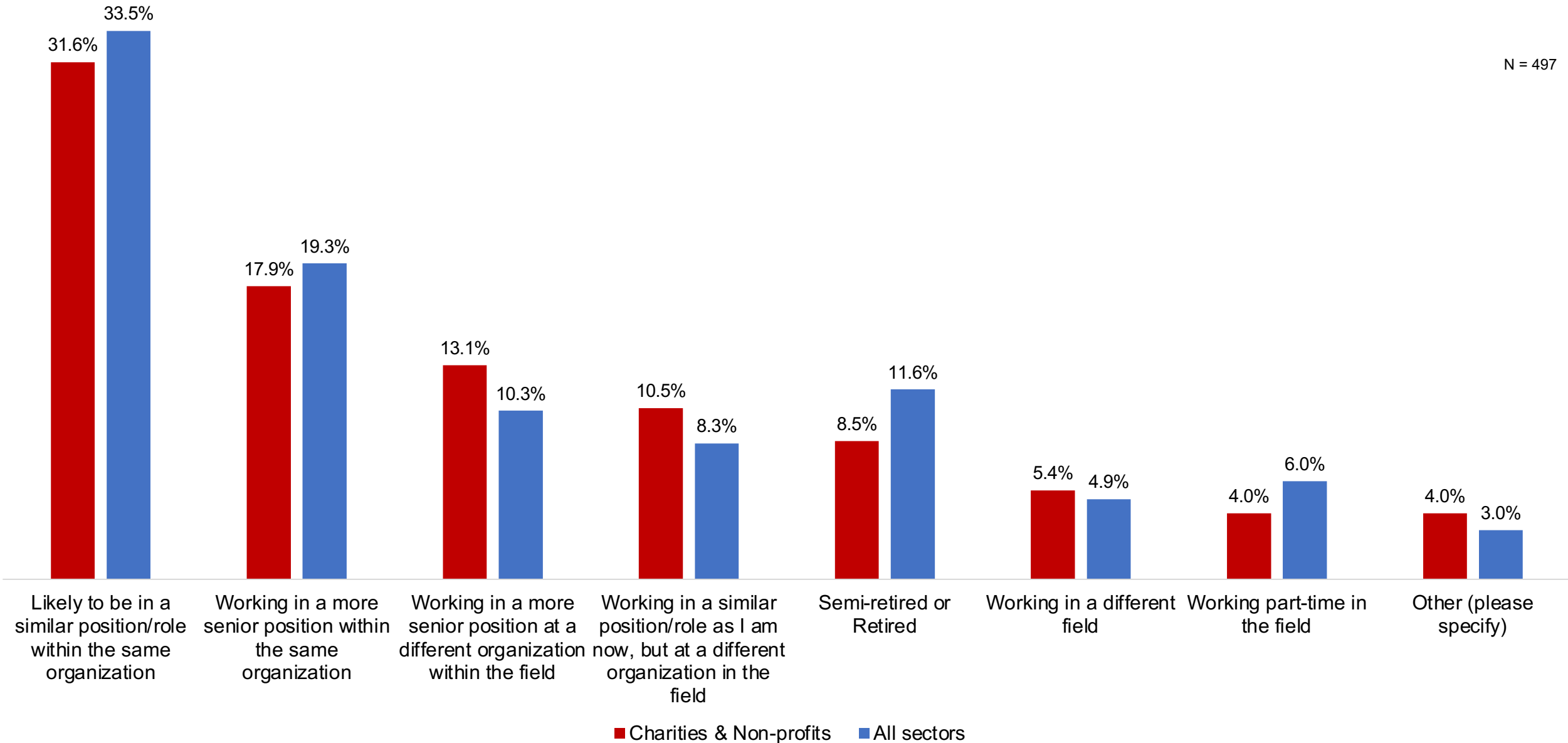




Looking to the
future

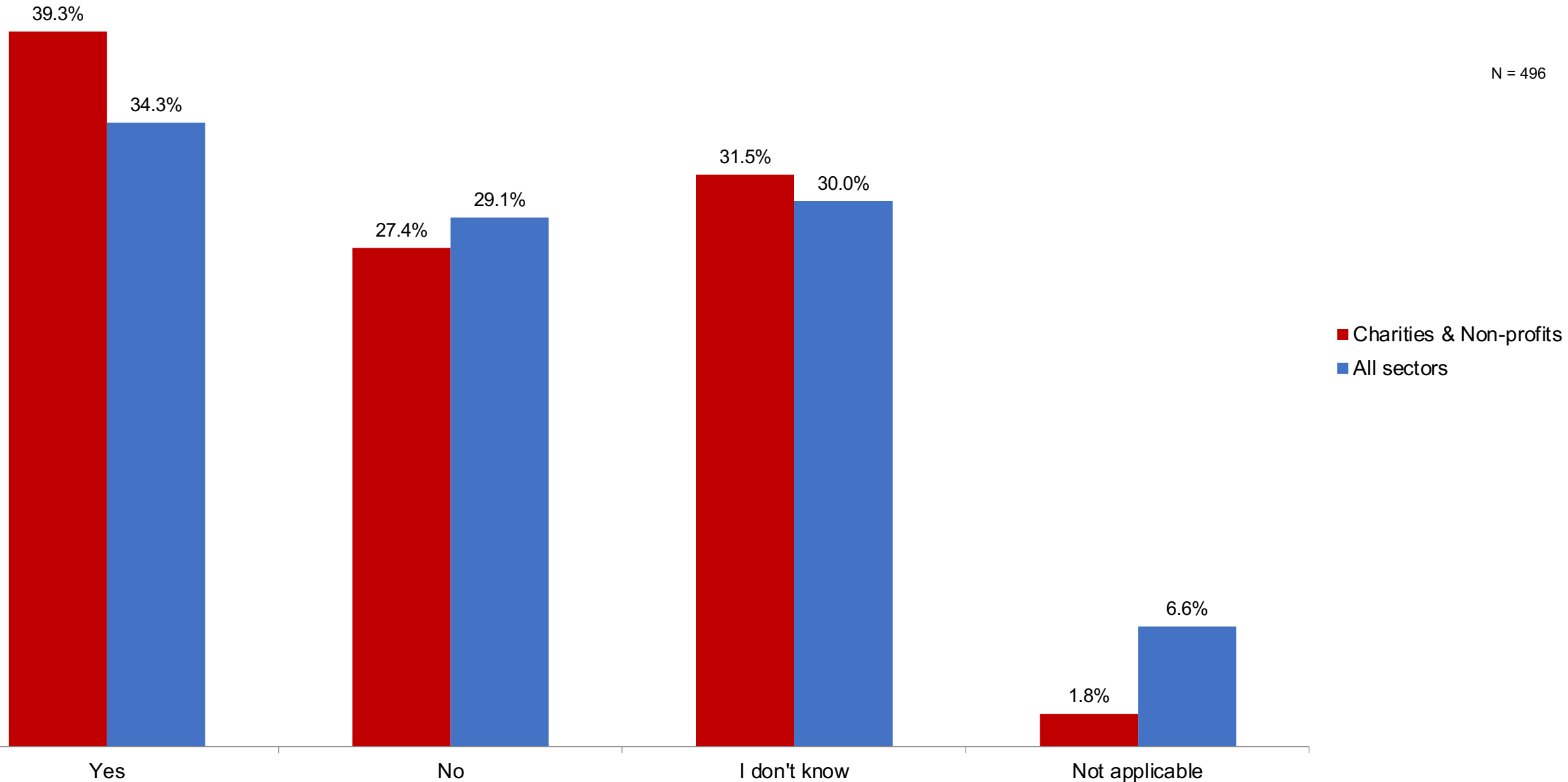
Thinking about your career, where do you see yourself in five years? (Top 8 responses)

N = 497



Is your organization engaged in succession planning?

N = 496



Issues/challenges to hiring — Quotes

“They have facilitation experience, but no employment industry knowledge. Or they have employment industry knowledge, but no facilitation experience.”

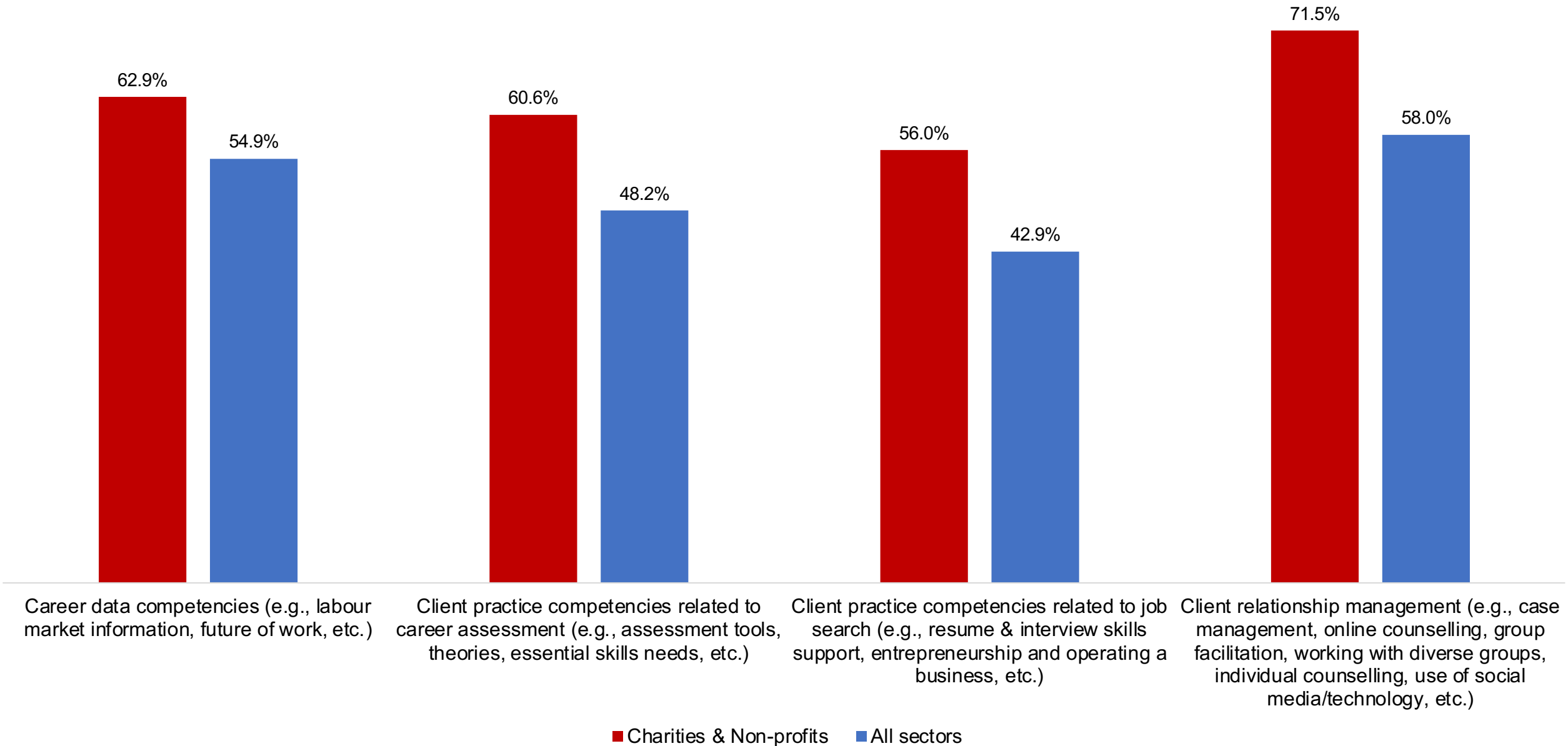
“Our not for profit organization does not attract experienced candidates due to low pay. We are a training ground for newcomers into the field.”

“There is a limited pool of people with experience. It’s a limited pool of candidates that can truly work with marginalized populations and with persons with disabilities.”

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

High or Essential priority

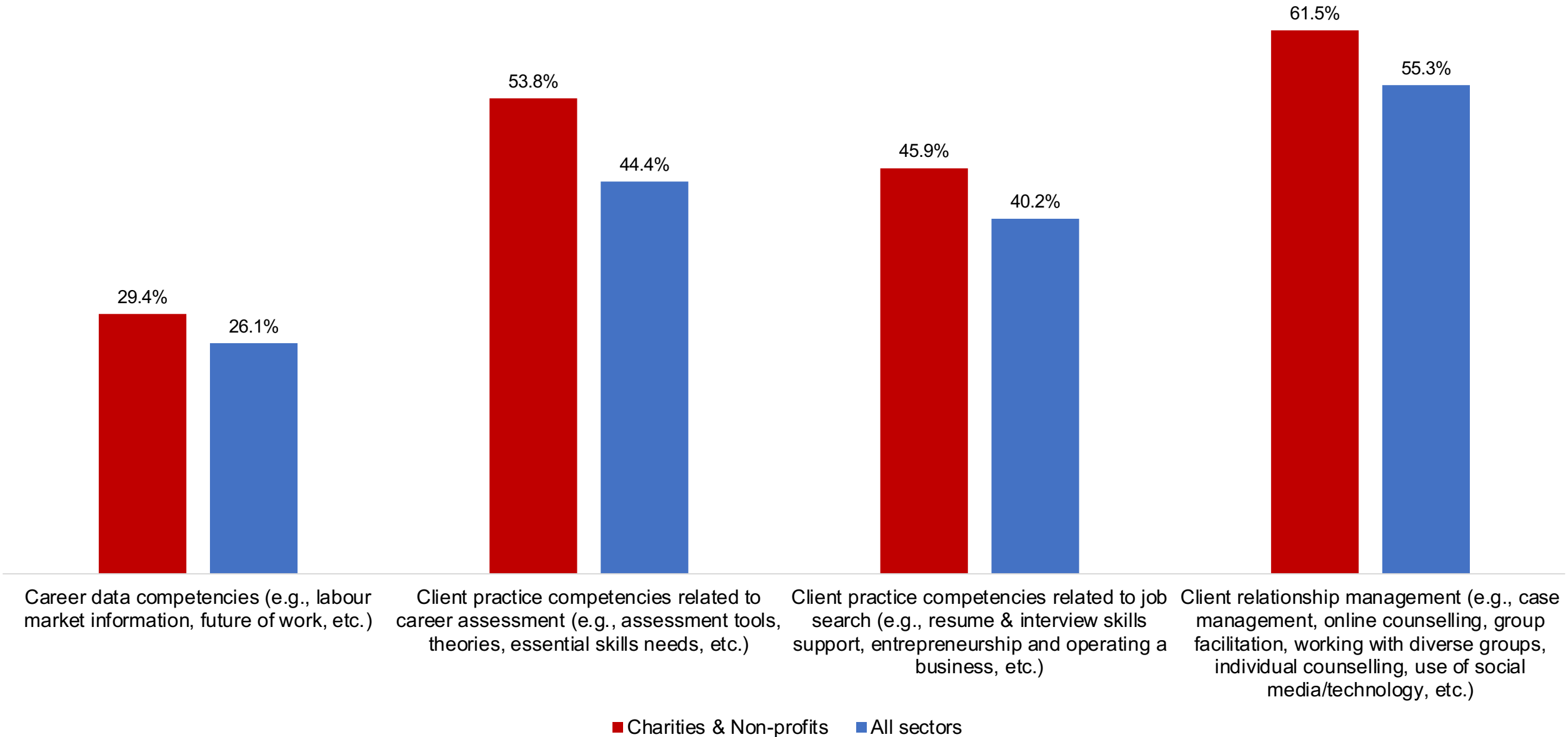
N = 497



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

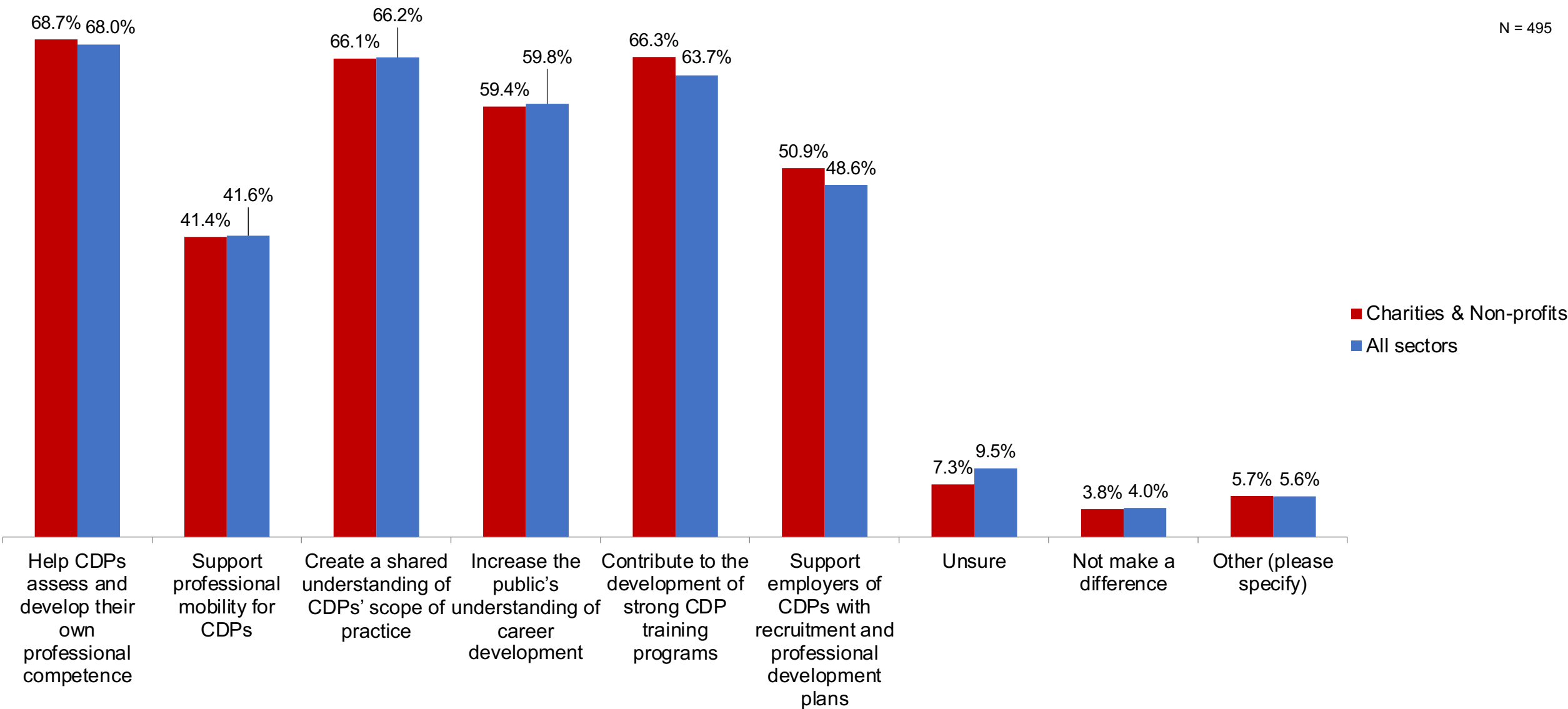
High or Essential priority

N = 496



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 = 495

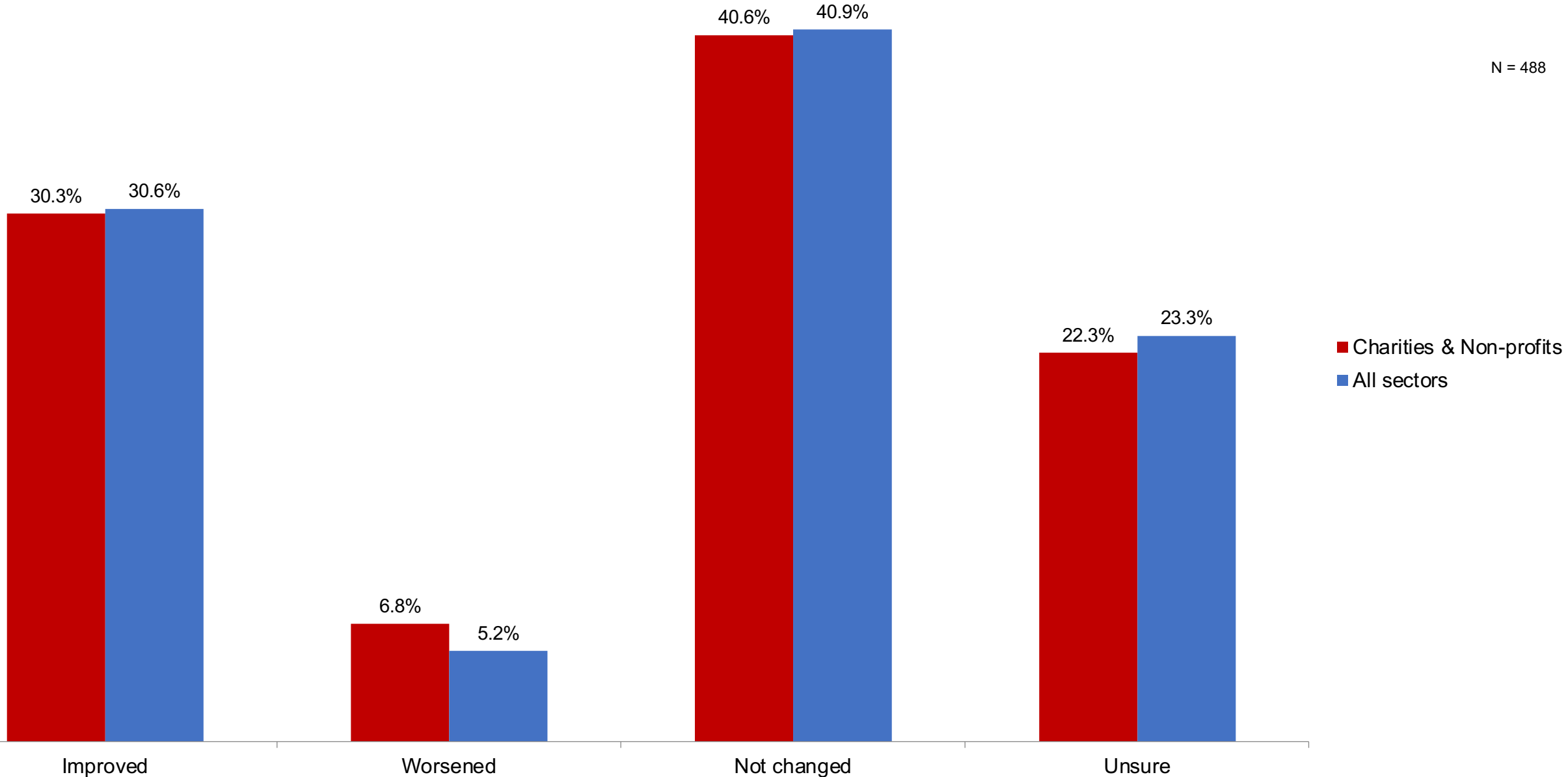




Perceptions & Opinions

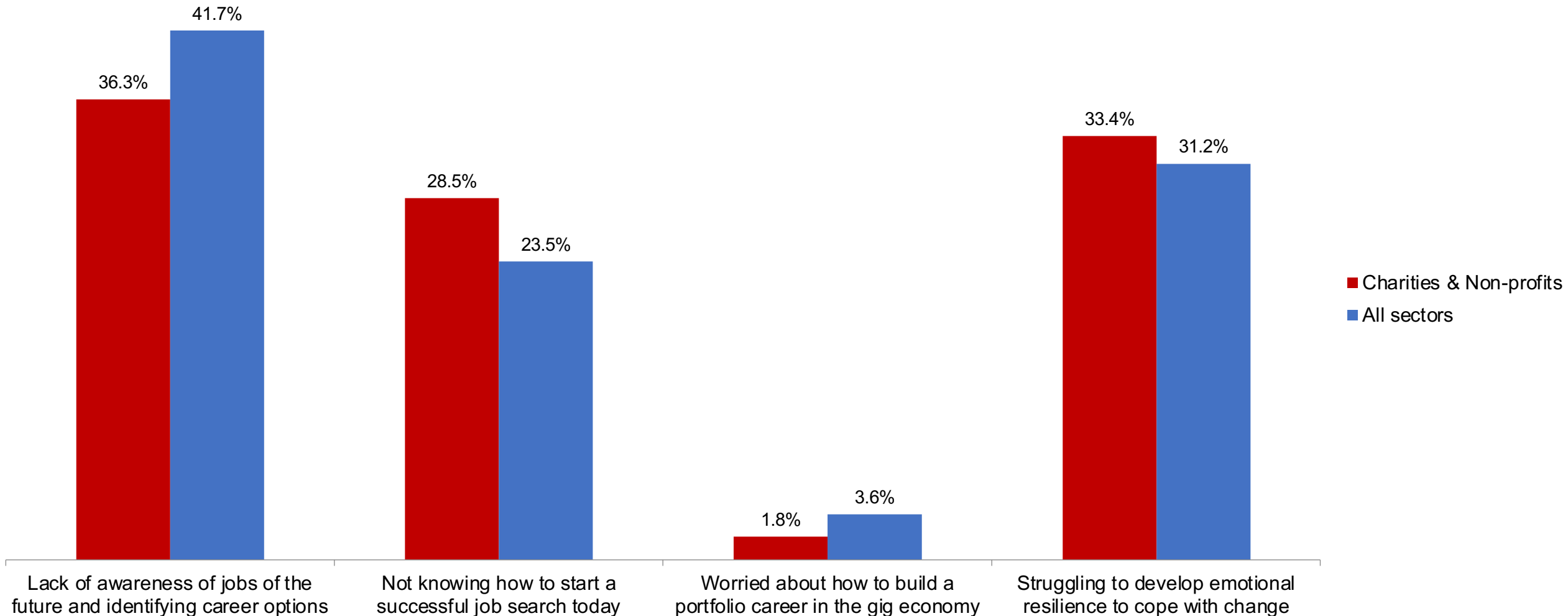
In the past few years, do you feel the public's perception of the value of career service professionals has:

N = 488



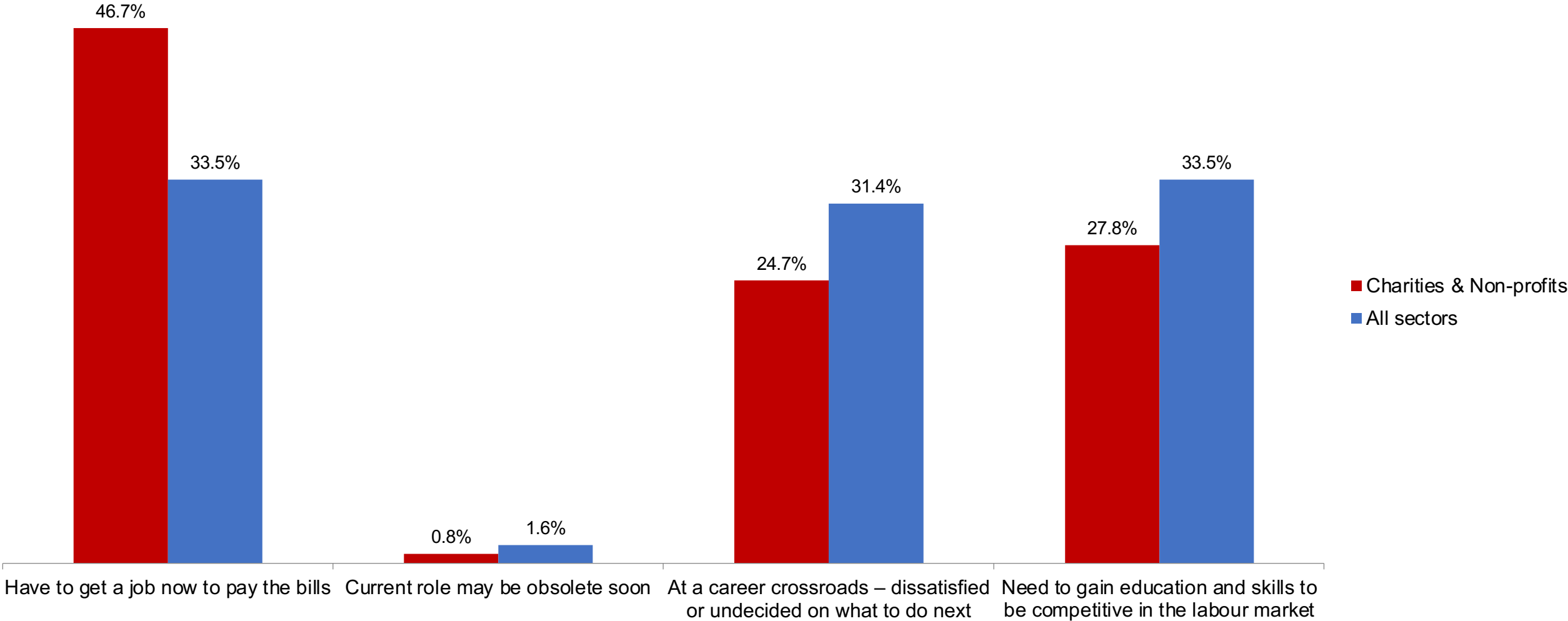
Primary need for students/clients in career transition

N = 488



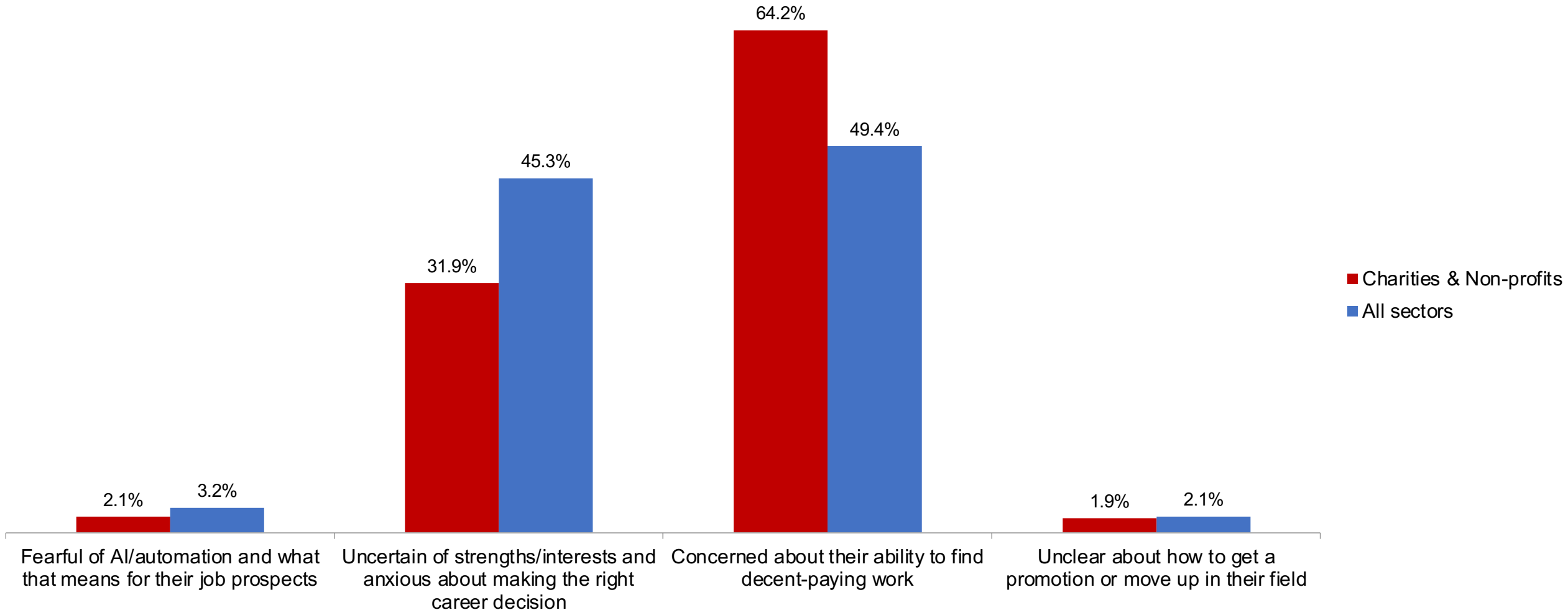
Biggest concern for students or clients about how to navigate career

N = 486



Canadians that you advise are mostly stressed about...

N = 486



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

69.9%
(71% all sectors)
**Very often/
somewhat often**

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

61.6%
(66.5% all sectors)
**Very often/
somewhat often**

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

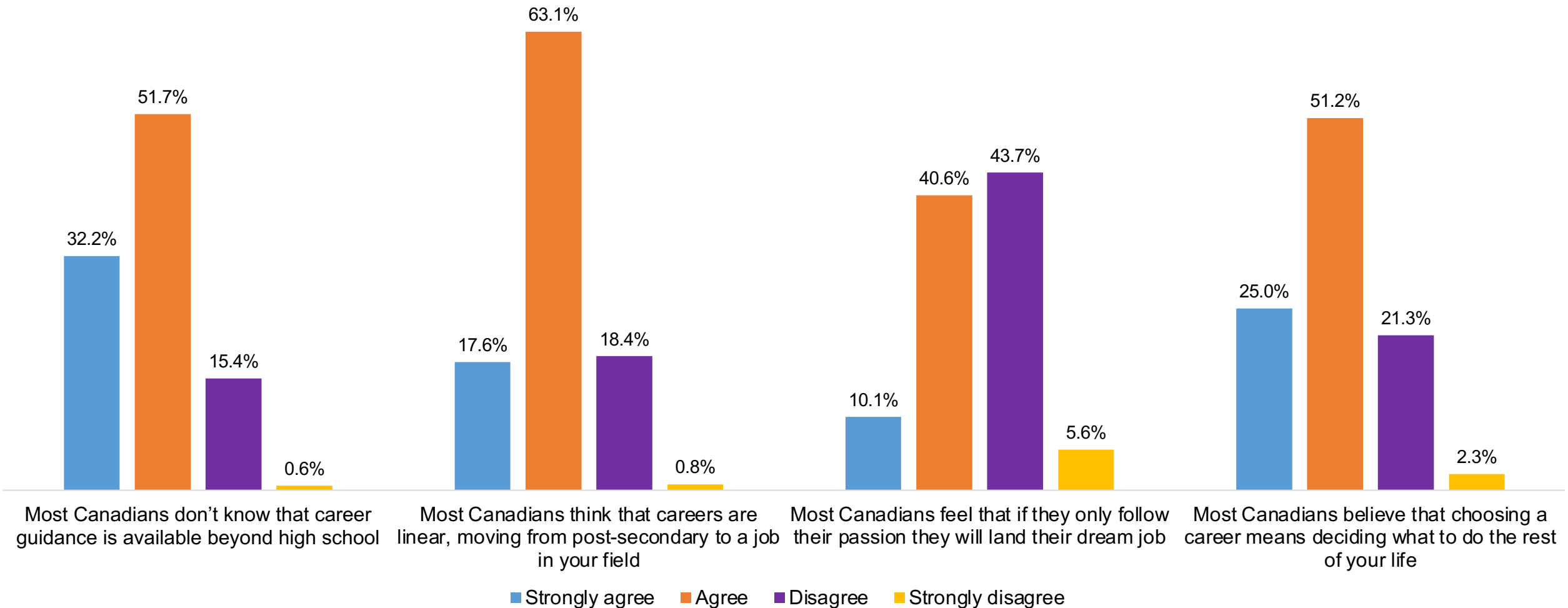
57.6%
(61% all sectors)
**Very often/
somewhat often**

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

59.8%
(58.8% all sectors)
**Very often/
somewhat often**

Career myths based on what you hear in your practice

N = 489



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

N = 489

