



Ontario edition

# 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

No weighting

Multiple choice, multiple answer, & open-ended Qs

500 respondents in Ontario (37% of all survey respondents)

Not all questions answered by all

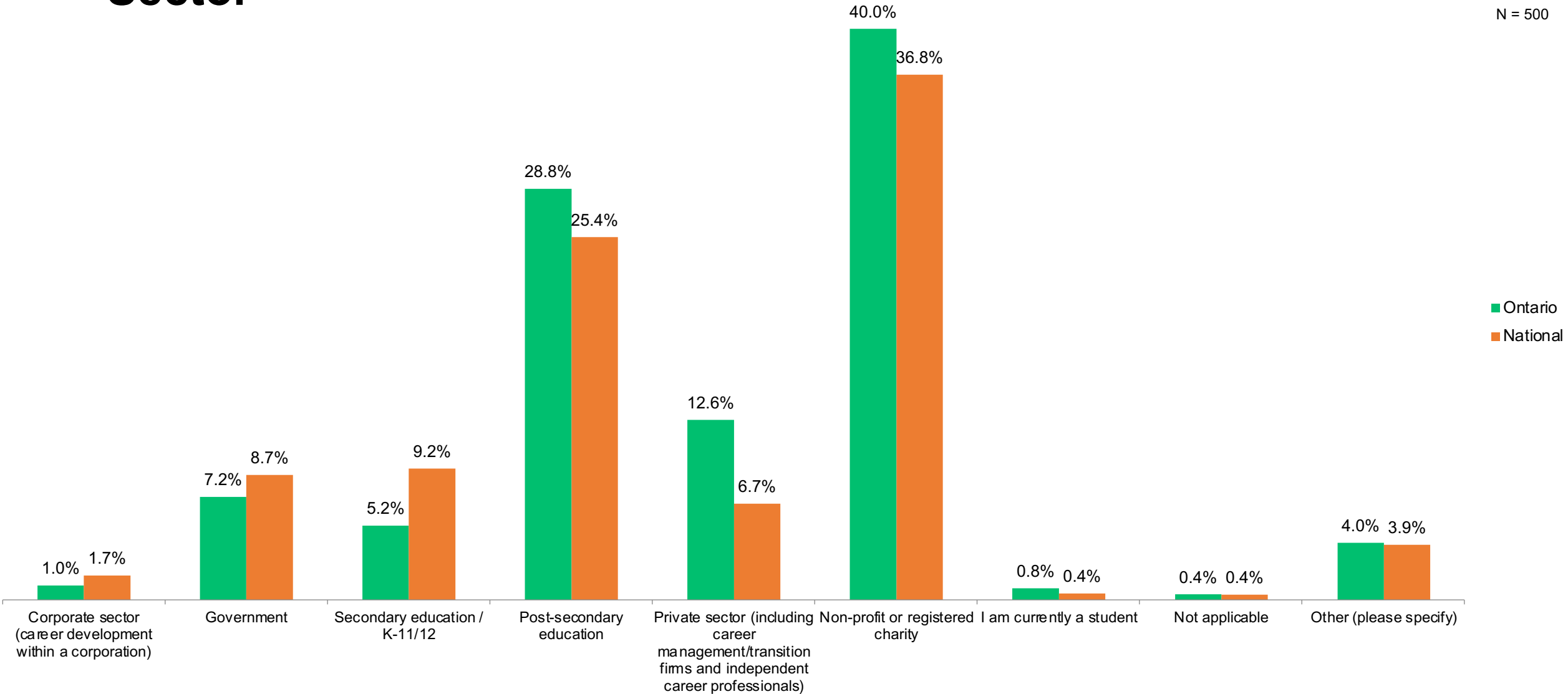
Nov. 1–29, 2019



Findings

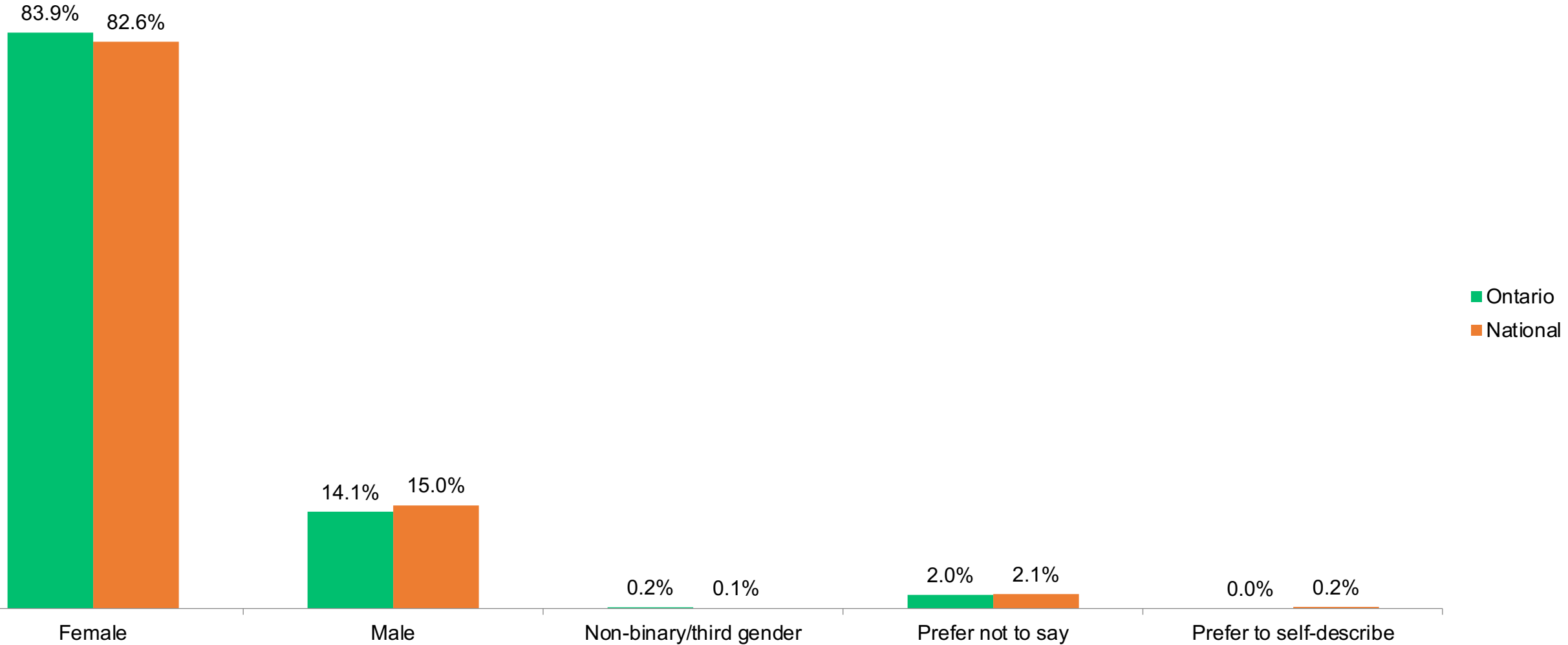
## Sector

N = 500



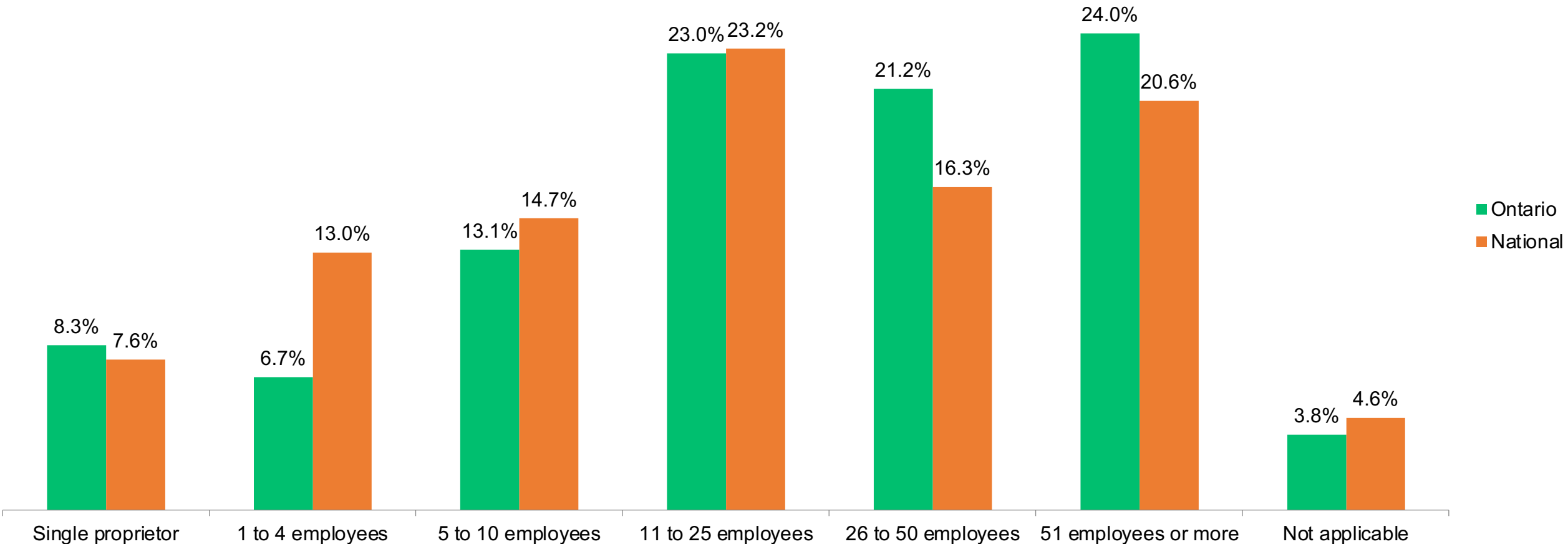
# Gender

N = 498



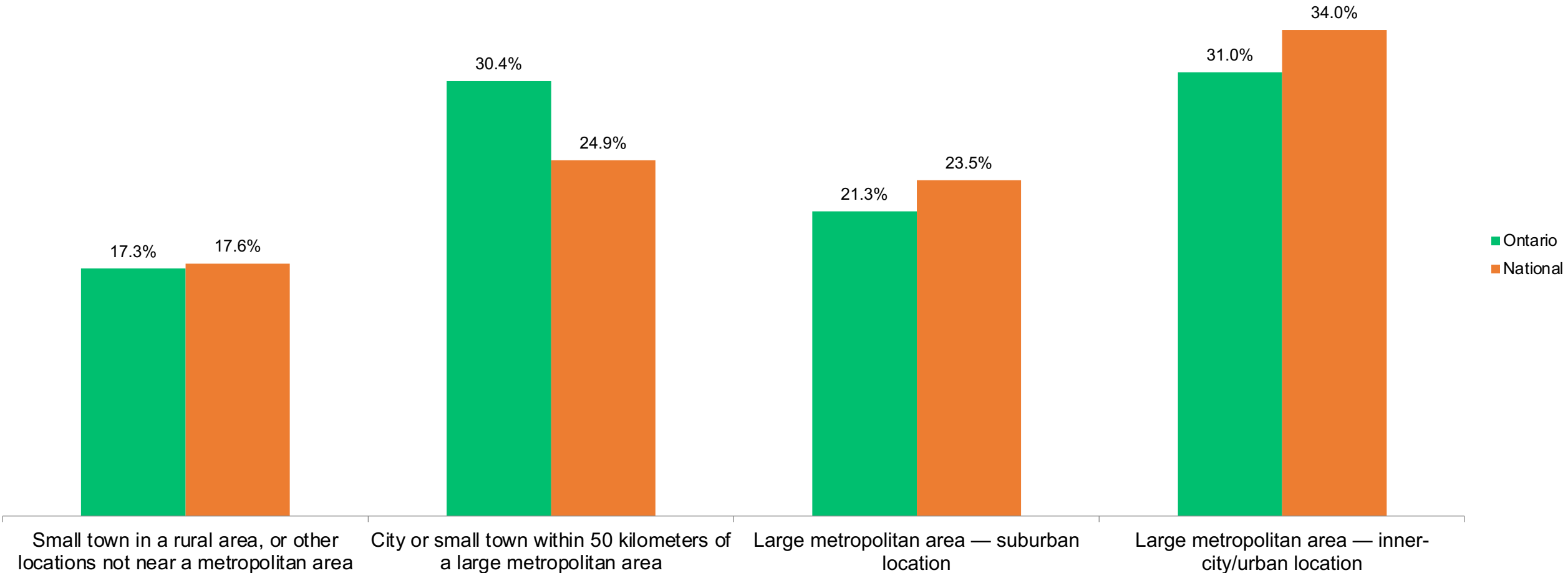
# Size of careers services organization (including departments and satellites)

N = 496



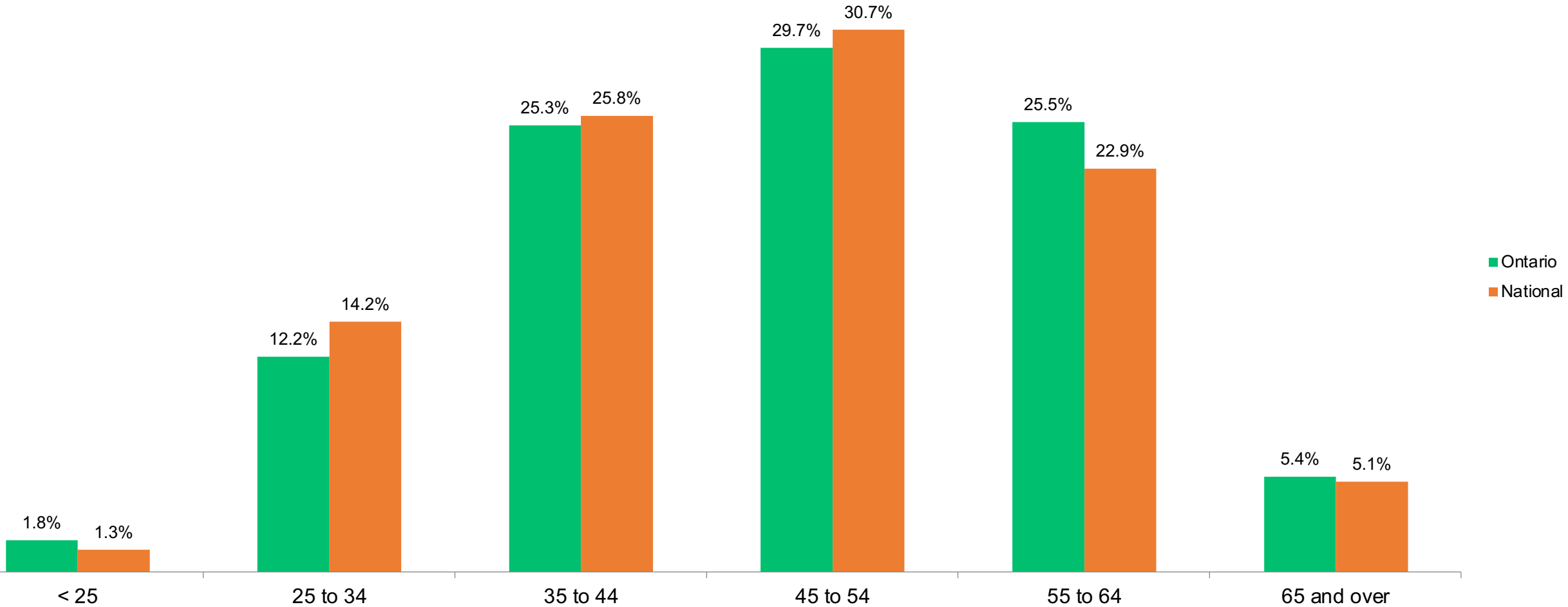
# How would you describe the area where you are located?

N = 497



# Age

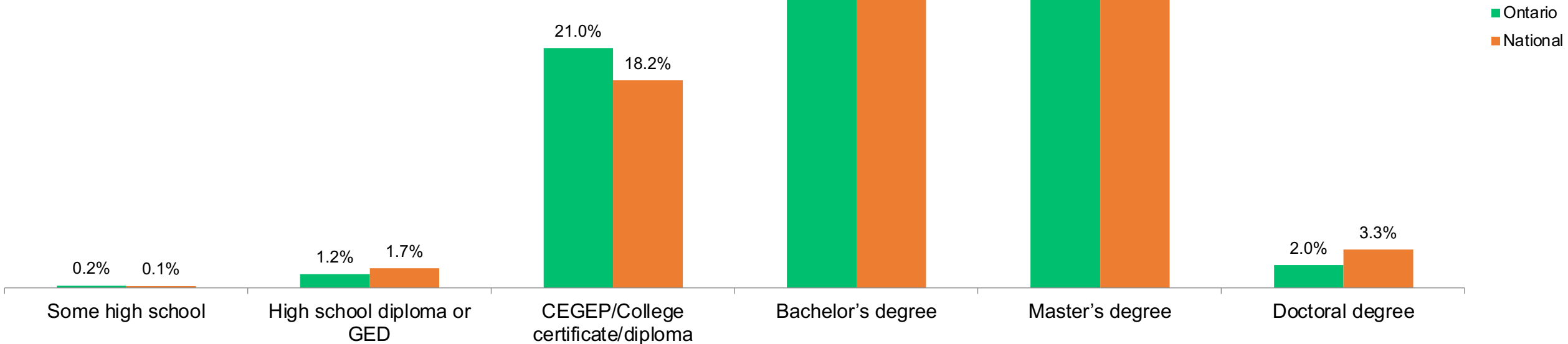
N = 498





# Highest level of education completed

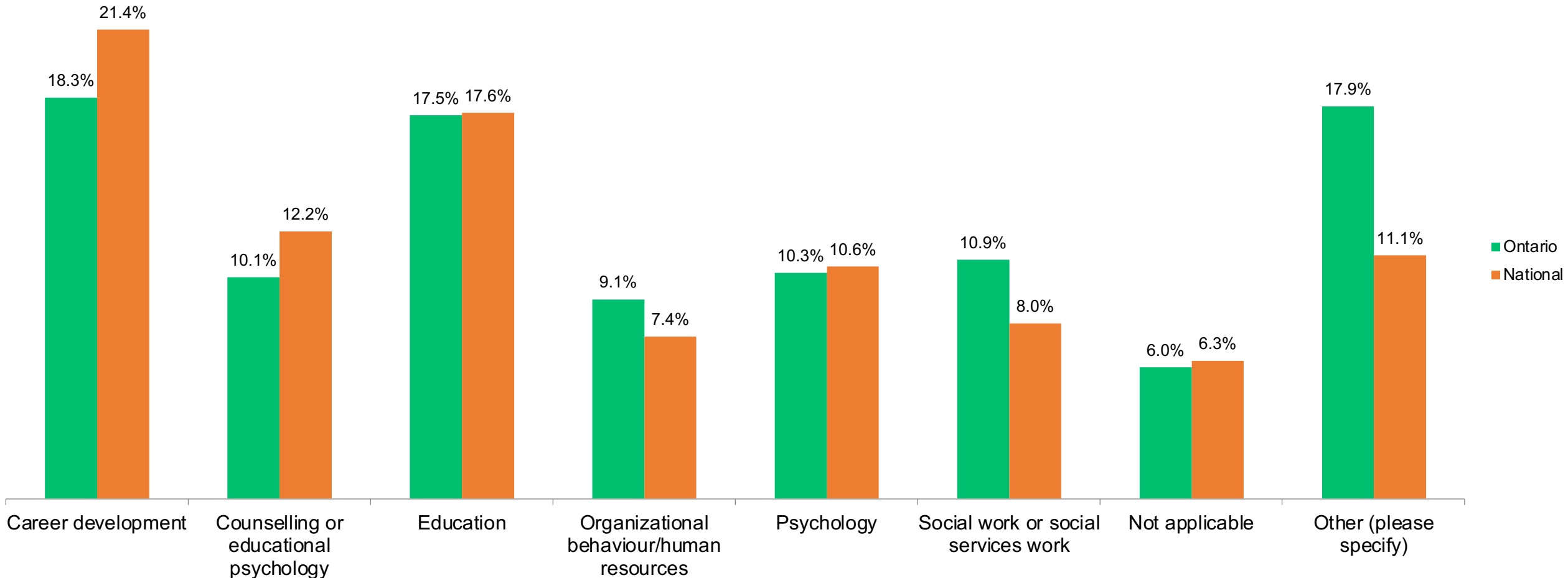
N = 496



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



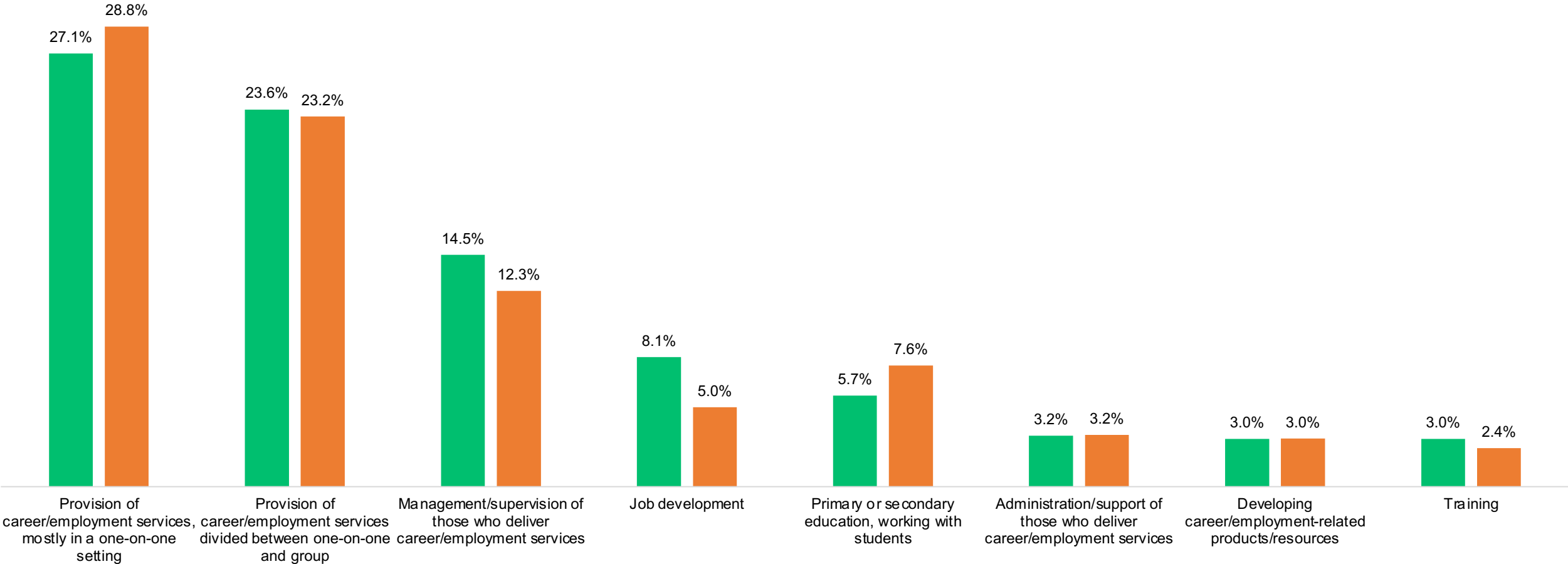
N = 497



# 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)

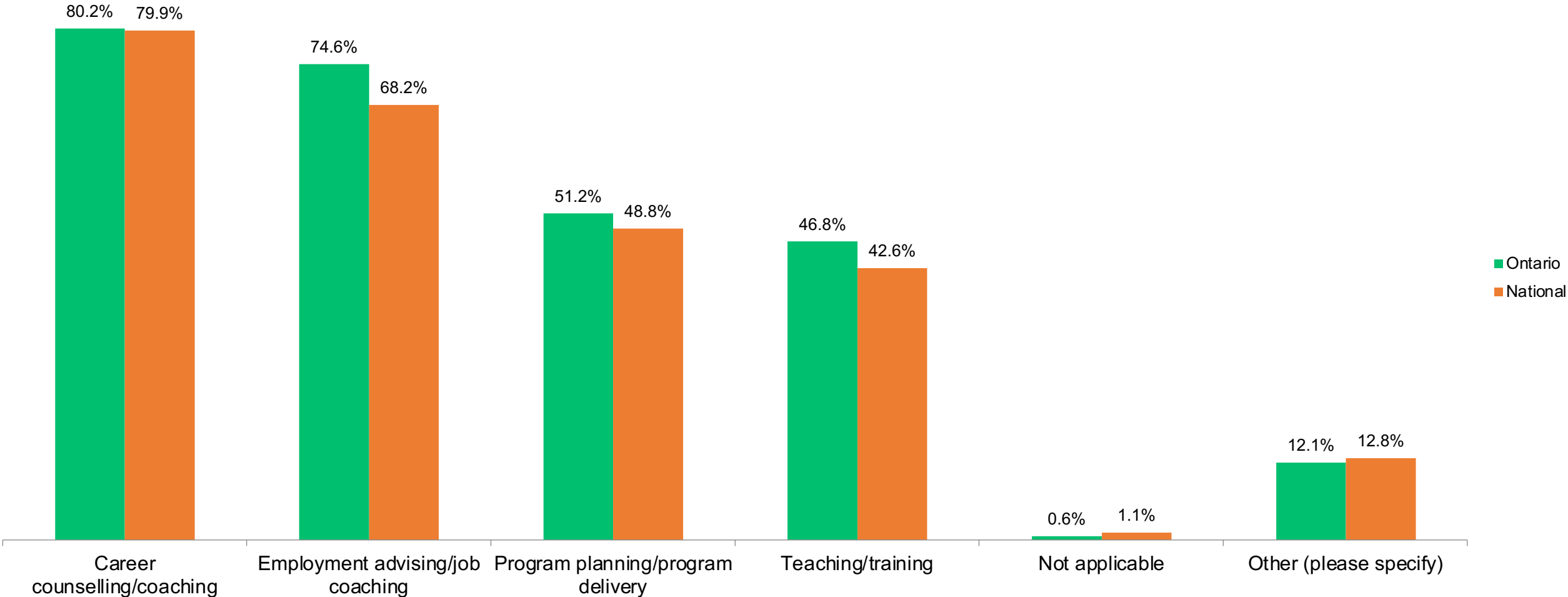
N = 495

Ontario National



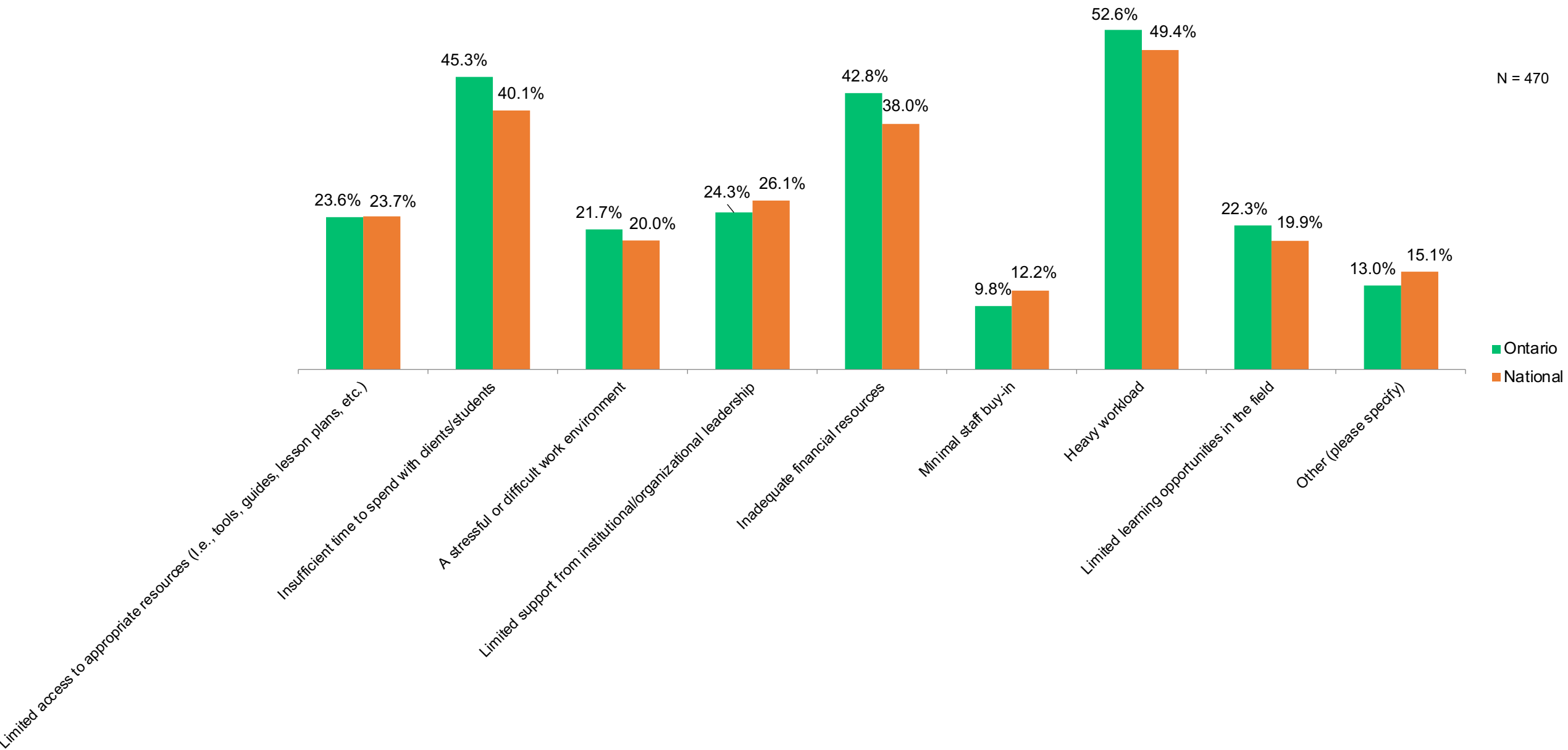
# Services you are most likely to offer

N = 496



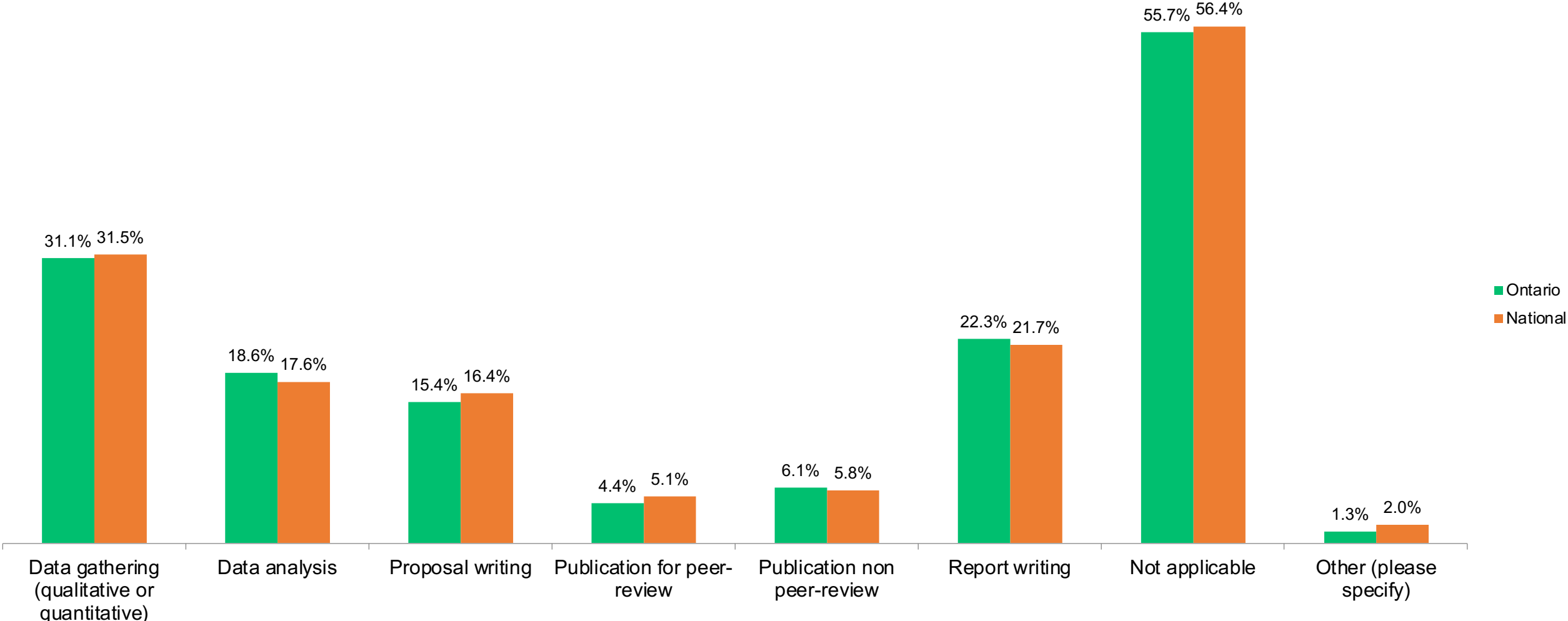
# What are some elements that affect your ability to deliver career development? (Check all that apply)

N = 470



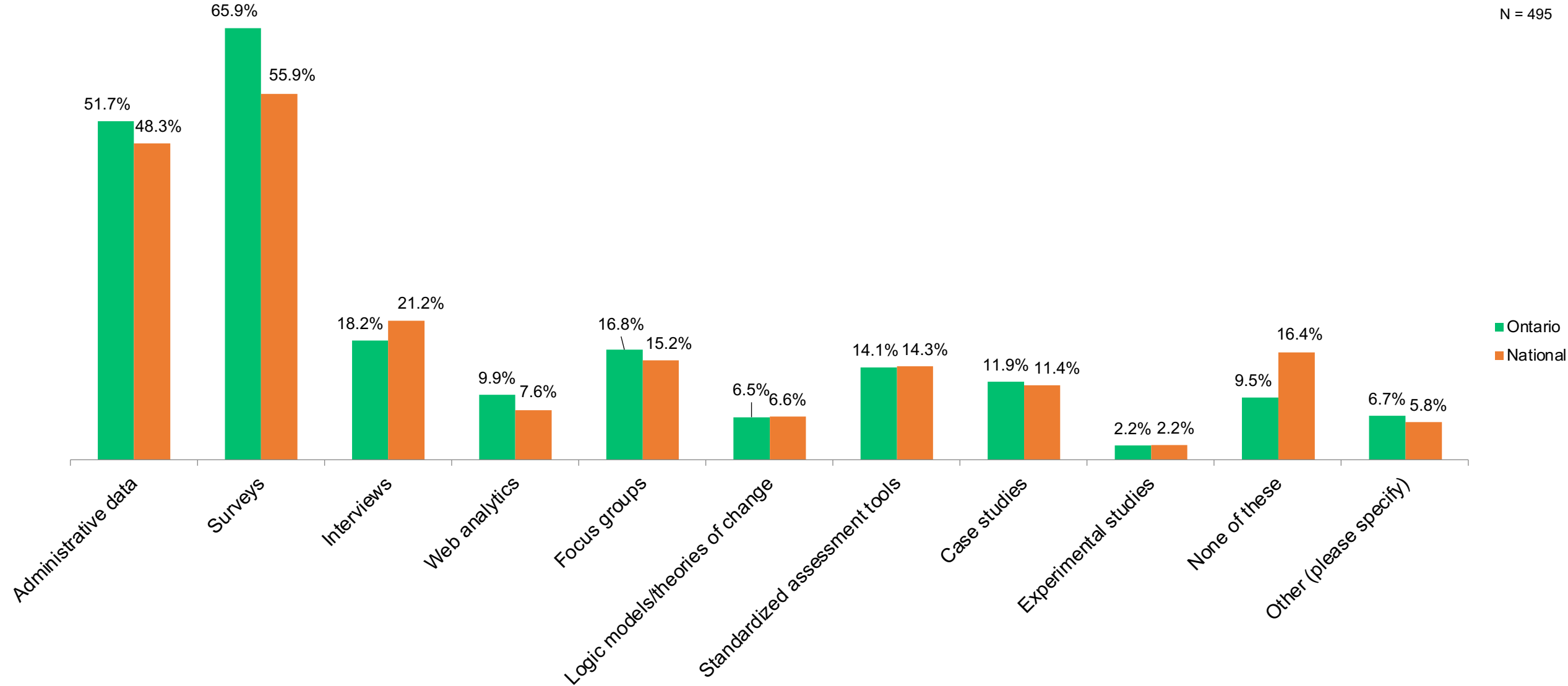
# Are you involved in the following career development research activities? (Check all that apply)

N = 479



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

N = 495



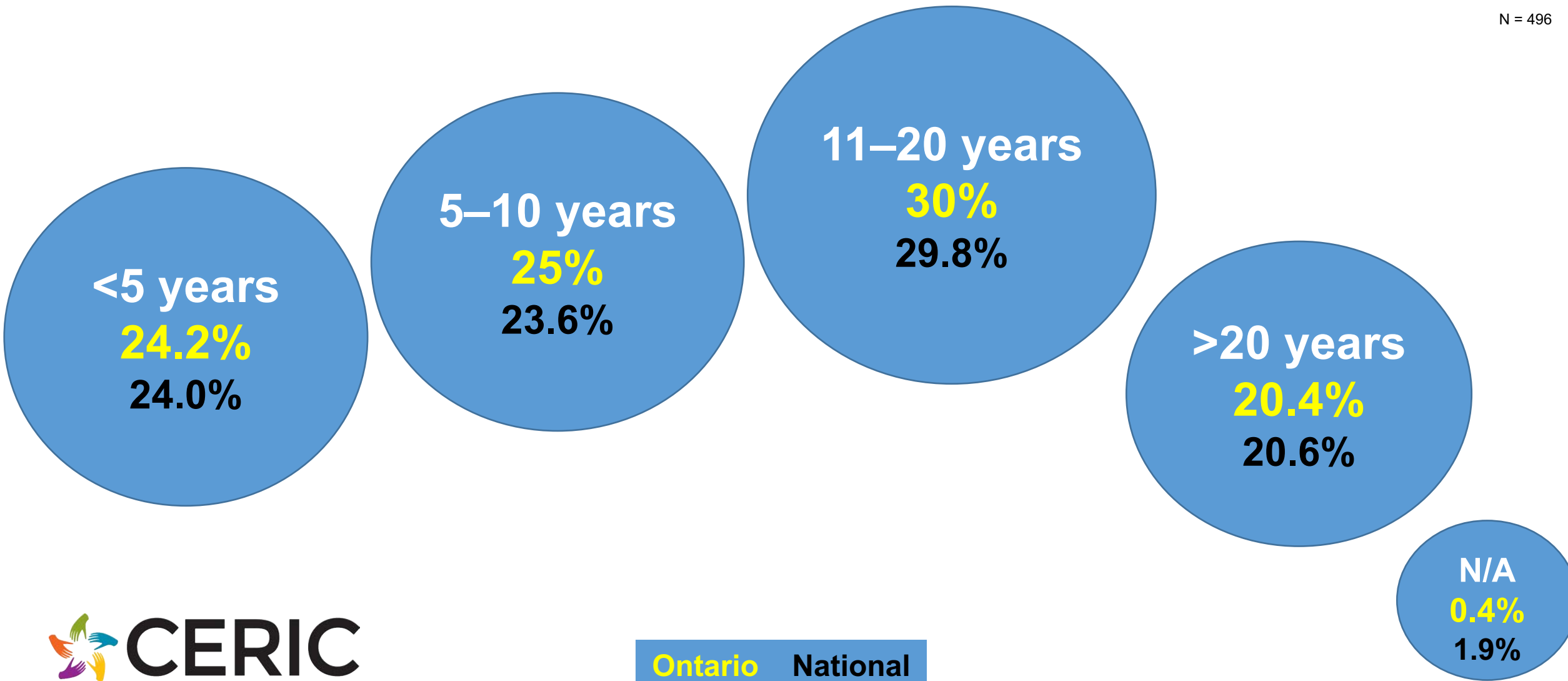


Experience,  
Salaries,  
Professional  
Development



# Experience

N = 496



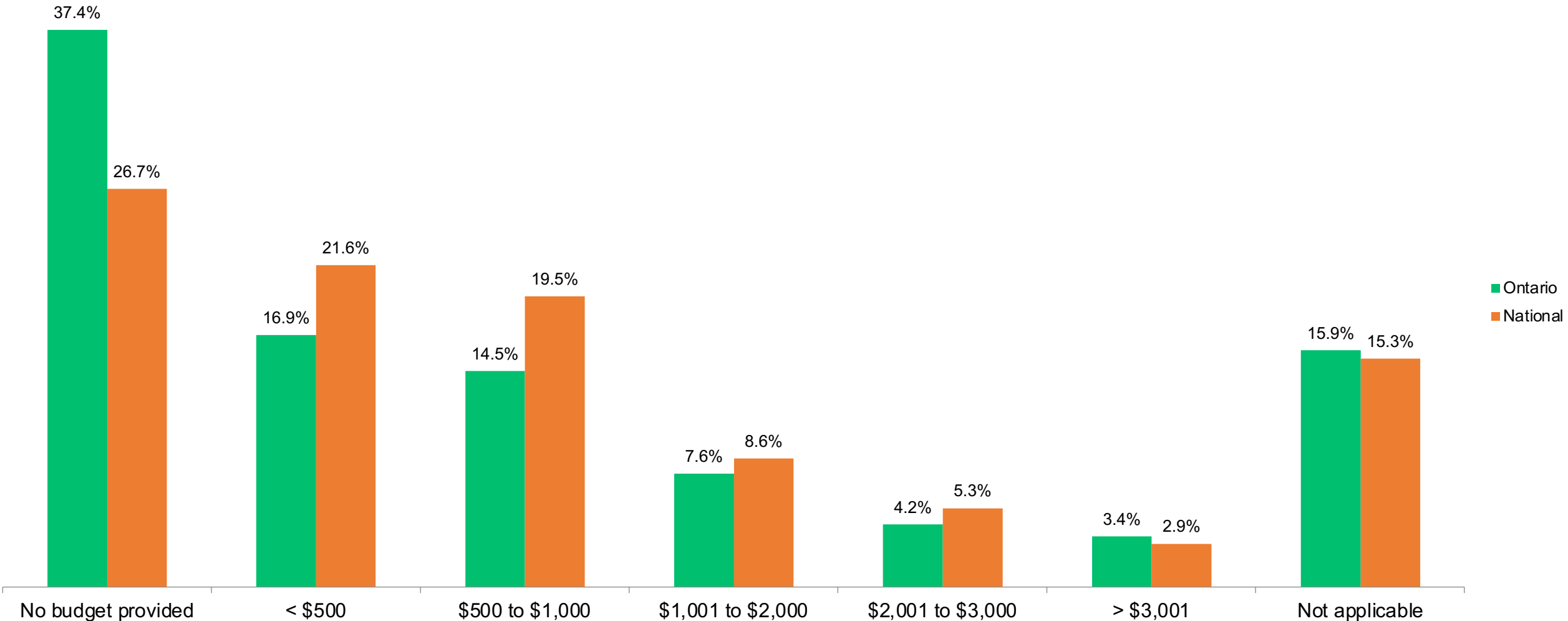
# Annual salary or income (before deductions)

N = 498



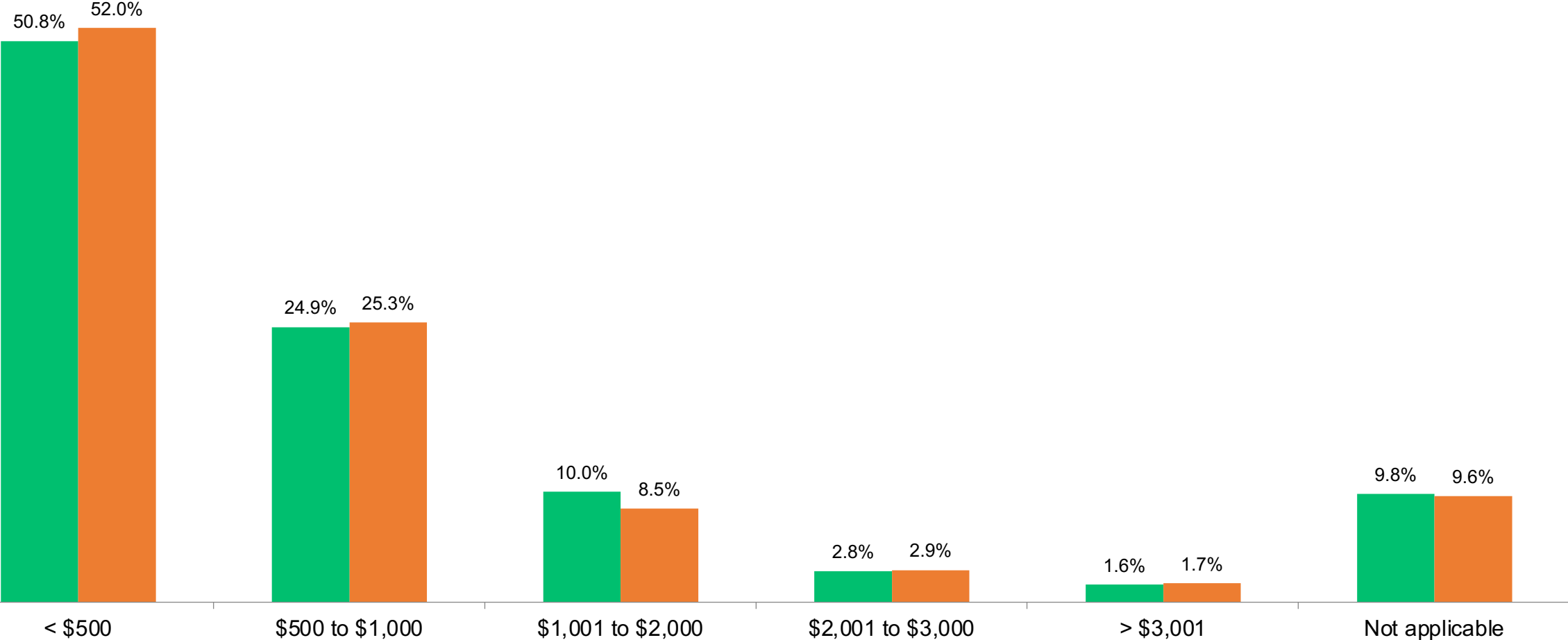
# Annual professional development budget provided by employer

N = 497



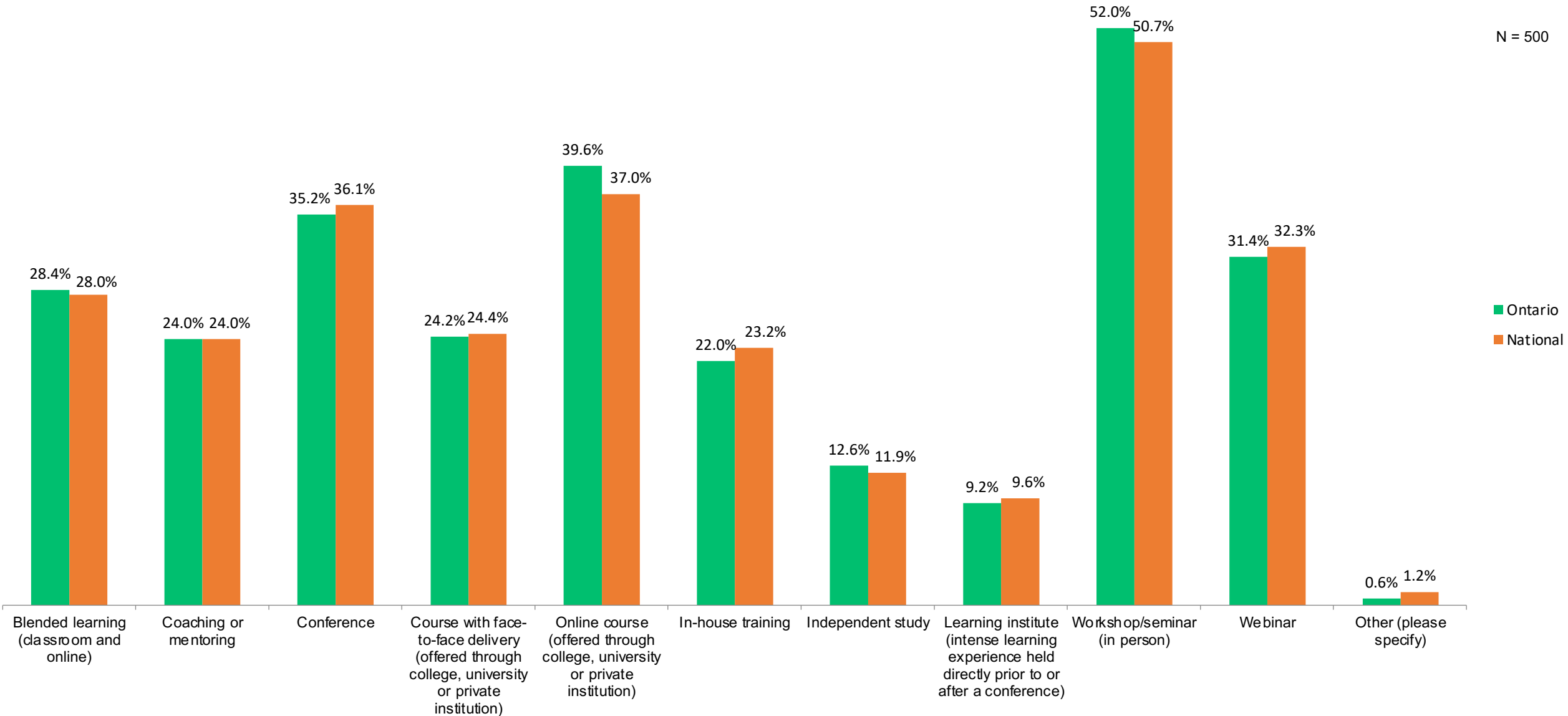
# How much would you personally be willing to pay for professional development annually?

N = 498



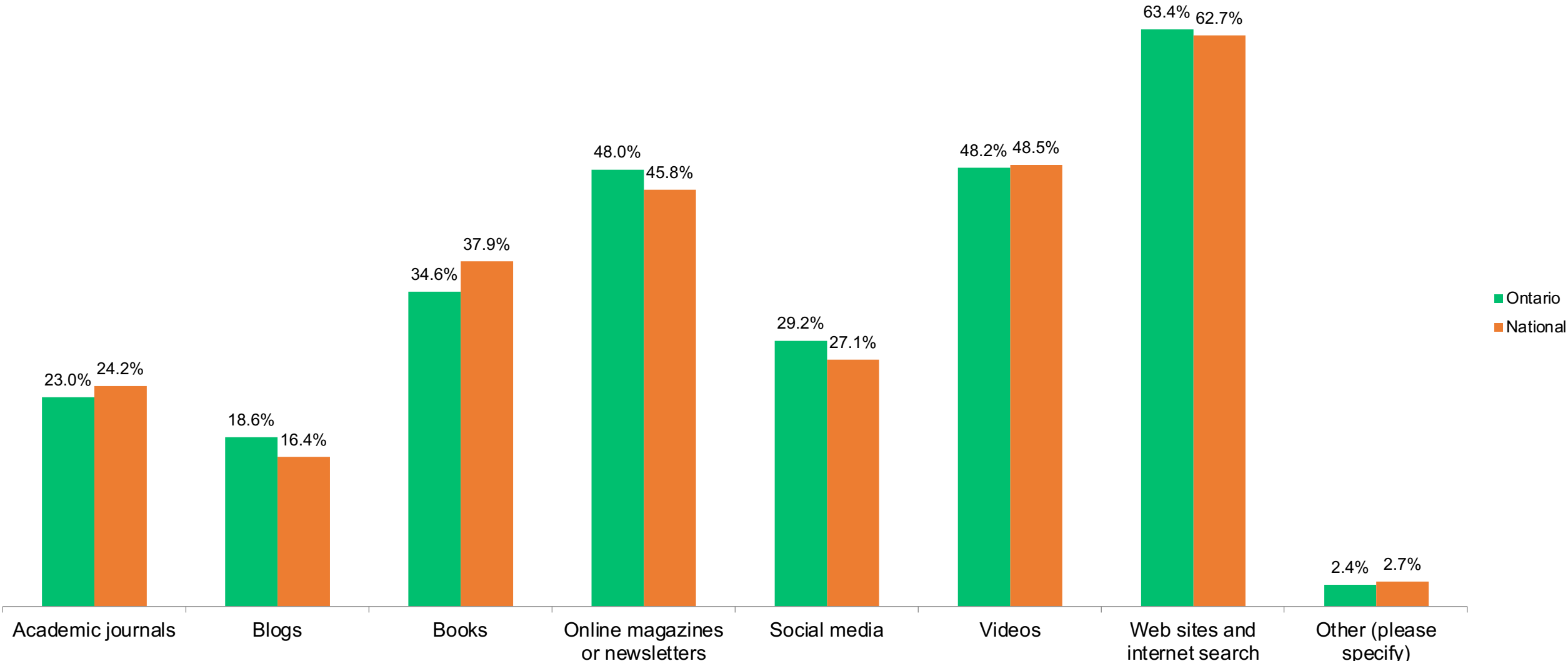
# Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

N = 500

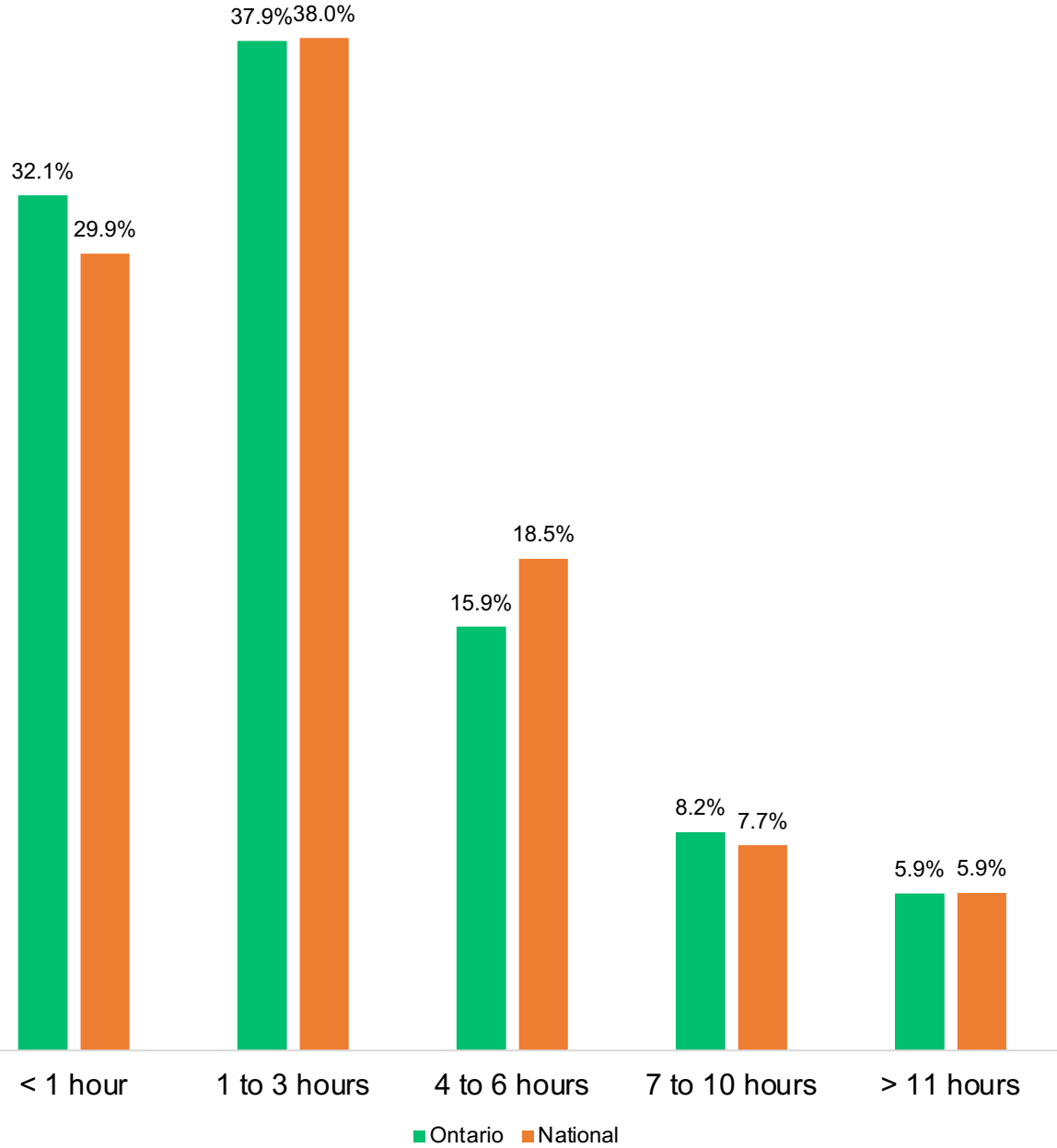


# Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

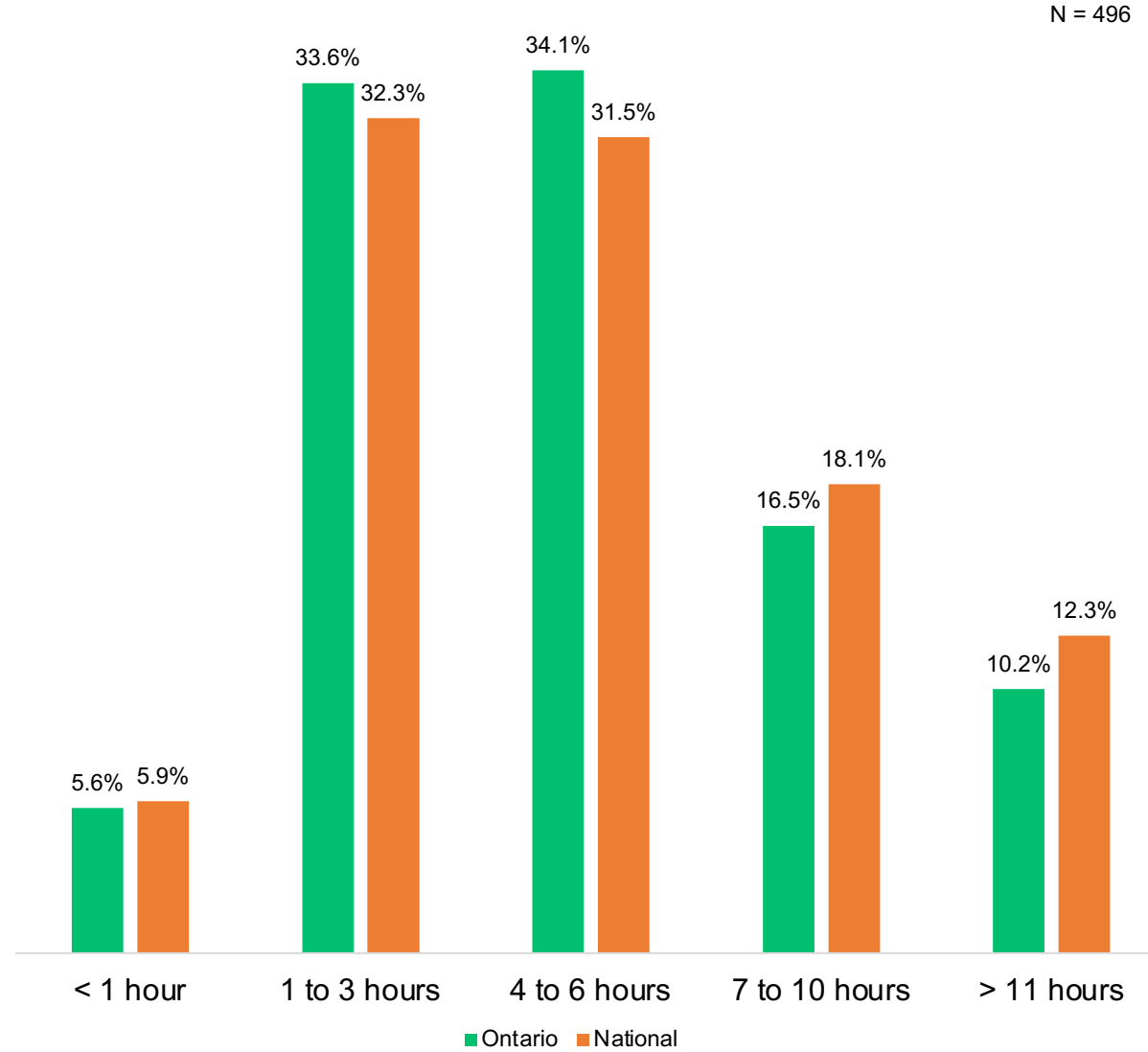
N = 500



### Time spent per month: Formal learning opportunities

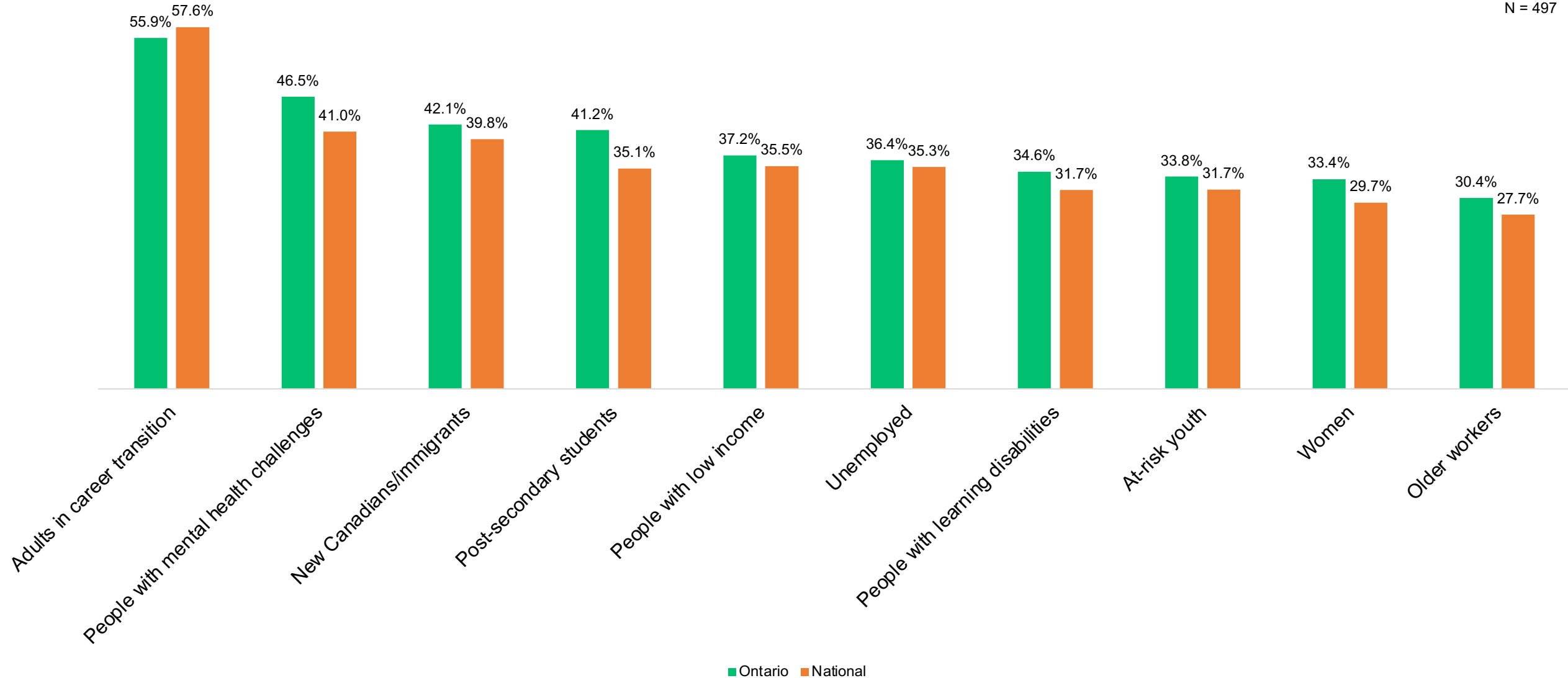


### Time spent per month: Informal learning opportunities



# 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 = 497



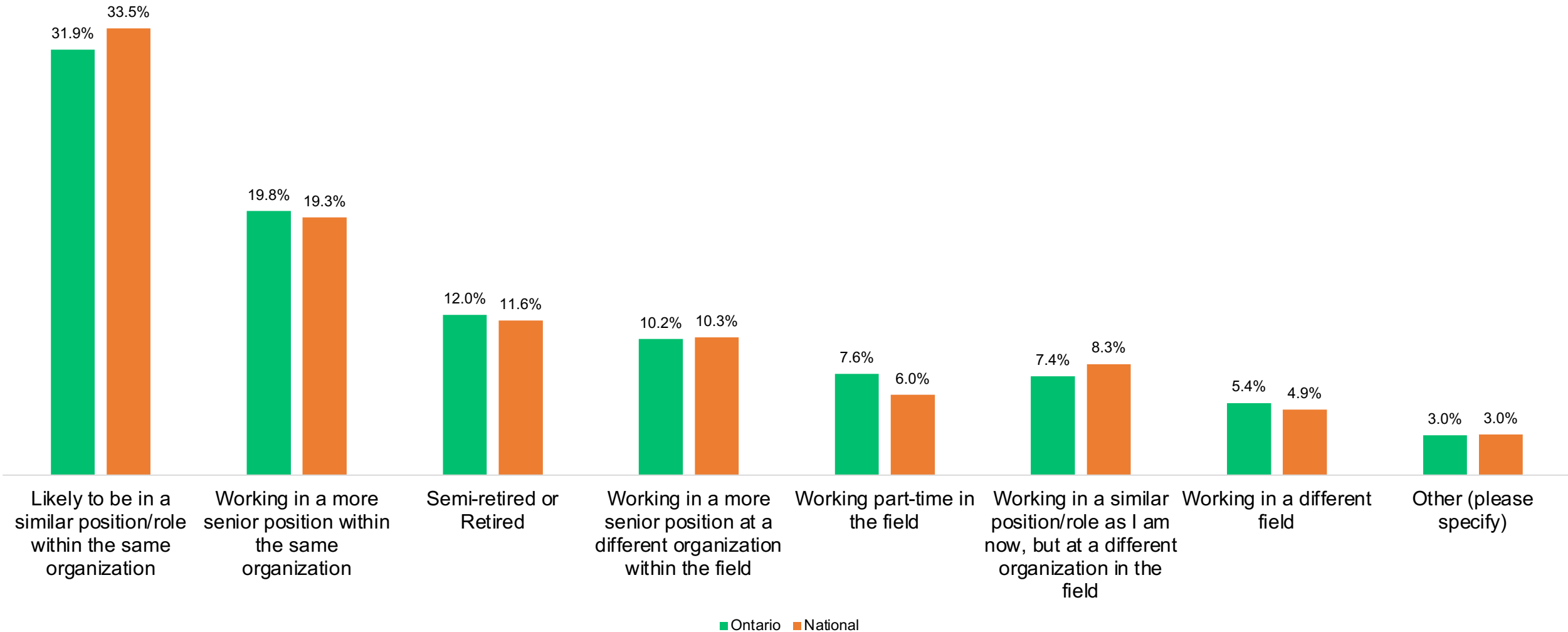




Looking to the  
future

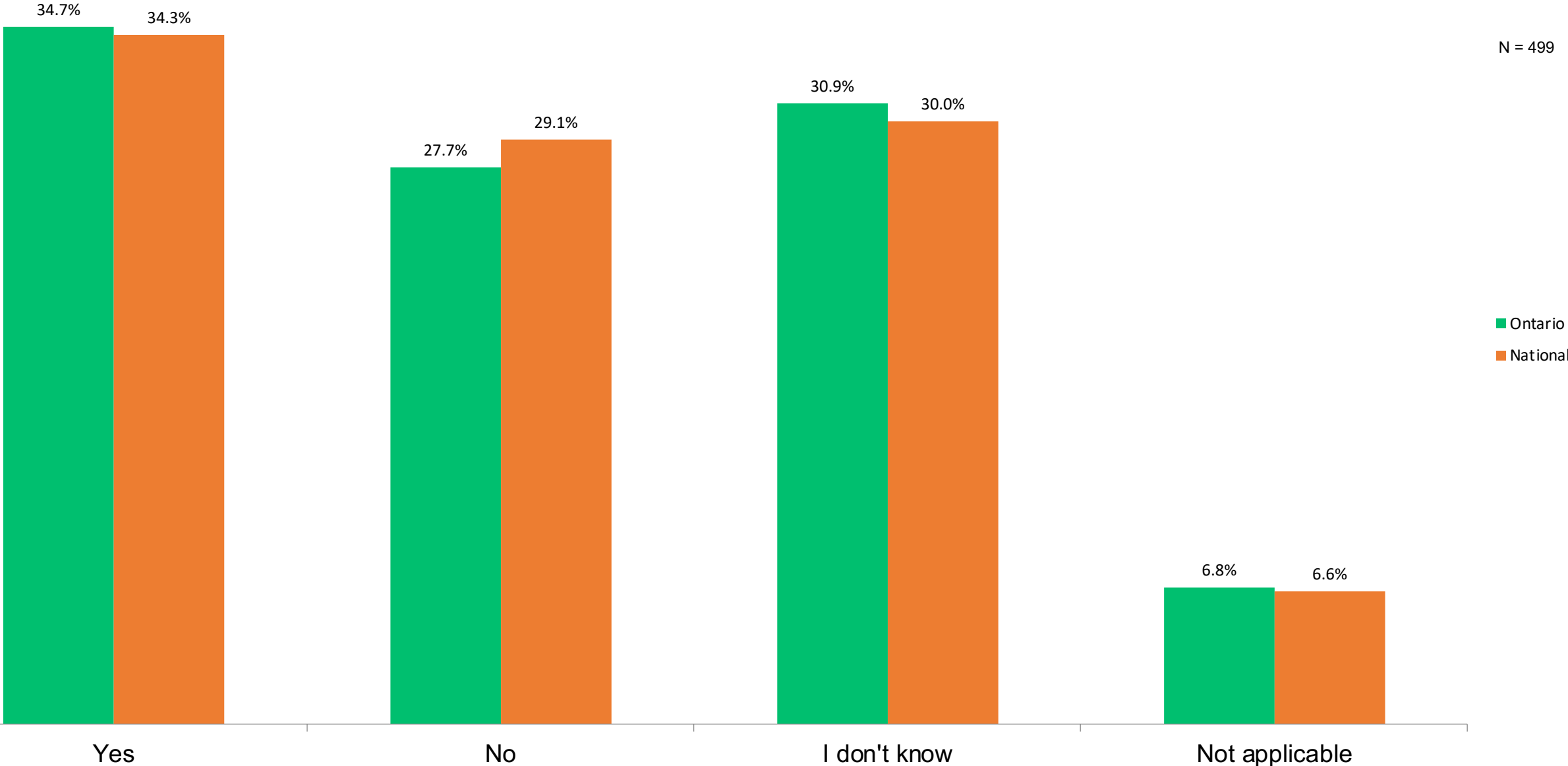
# Thinking about your career, where do you see yourself in five years? (Top 8 responses)

N = 499



# Is your organization engaged in succession planning?

N = 499



# Issues/challenges to hiring — Quotes

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“Need staff who have experience working with individuals who live with barriers. And we need staff with a recognized credential.”

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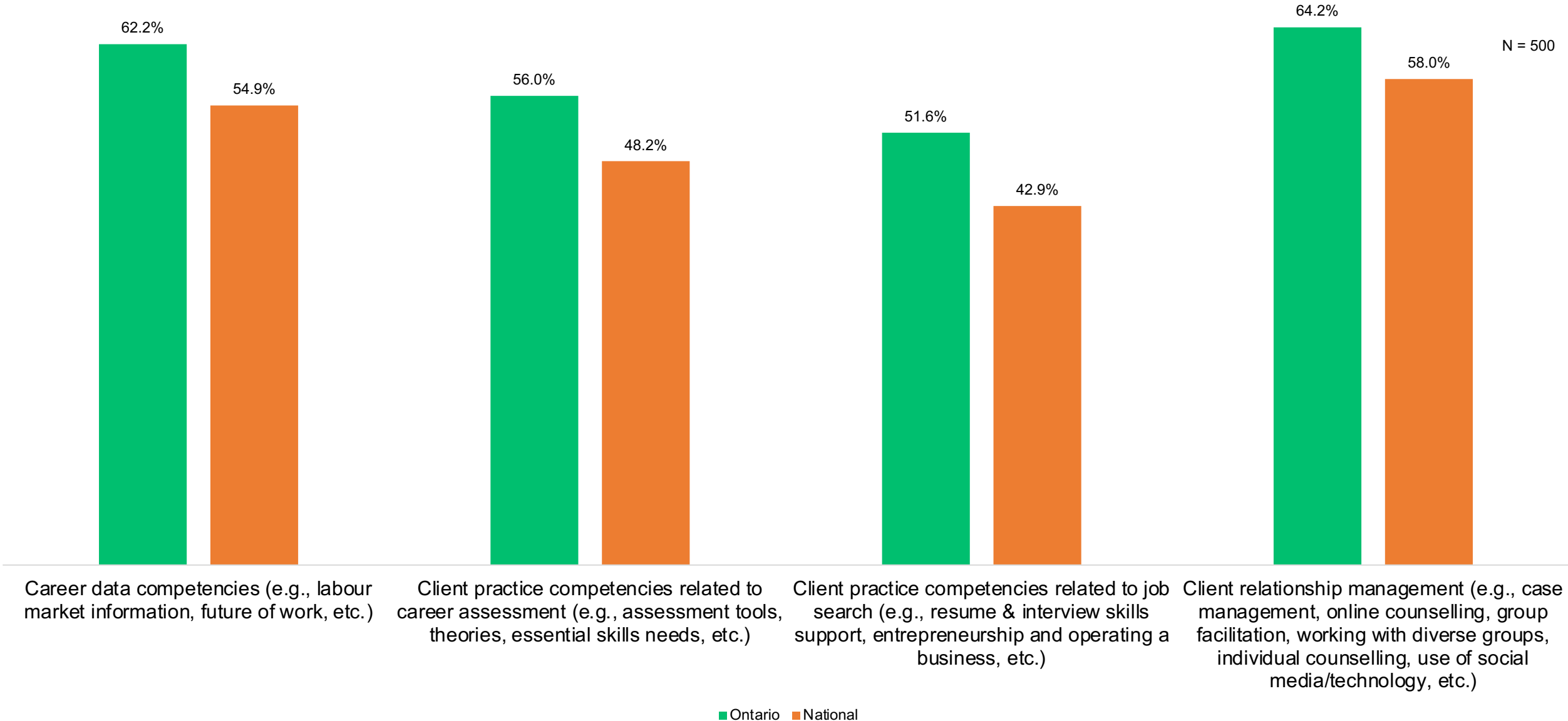
“Difficult to attract qualified and experience people with the compensation package offered.”

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“The lack of appropriately trained people applying. Also senior managers/leadership not understanding career development professionals’ backgrounds.”

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

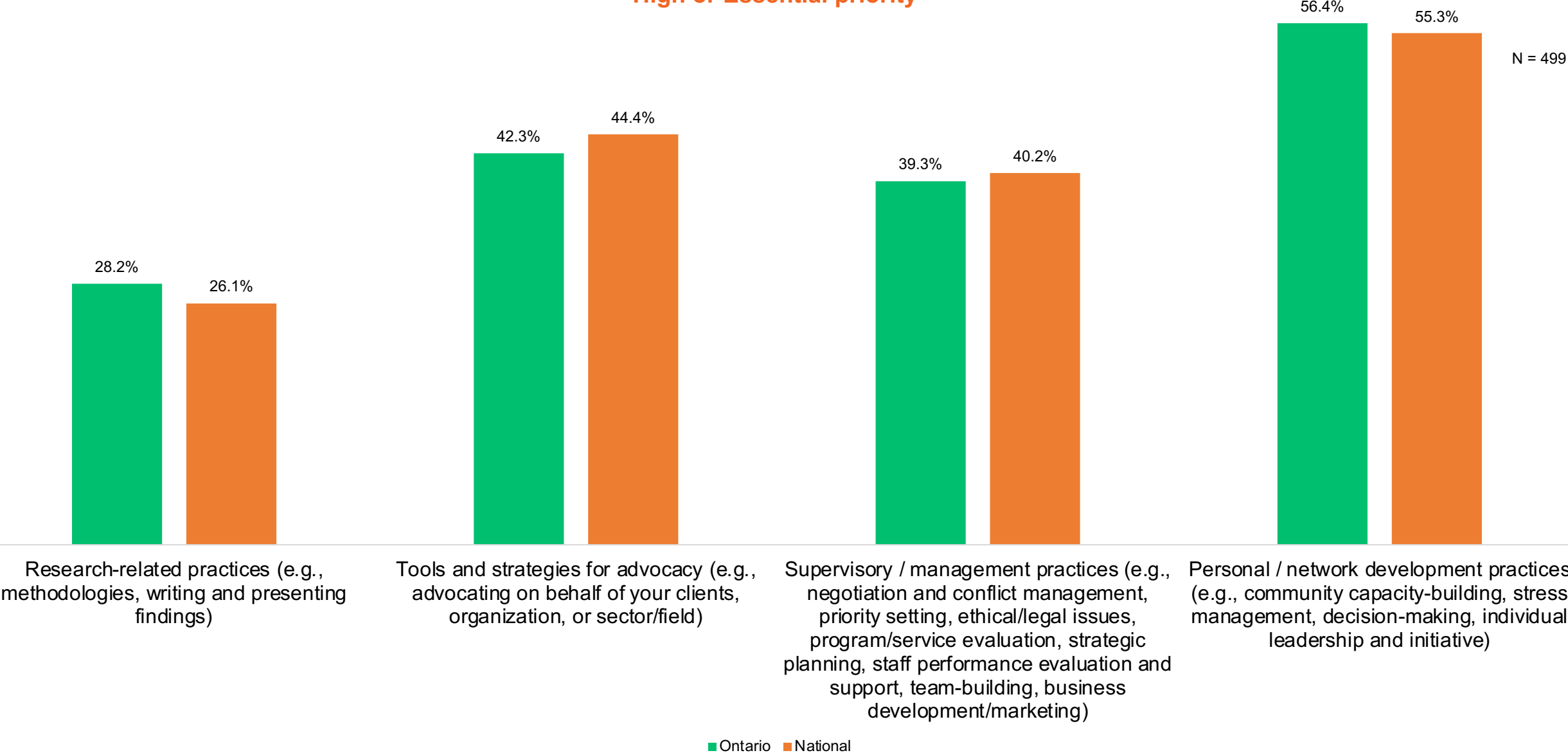
High or Essential priority



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

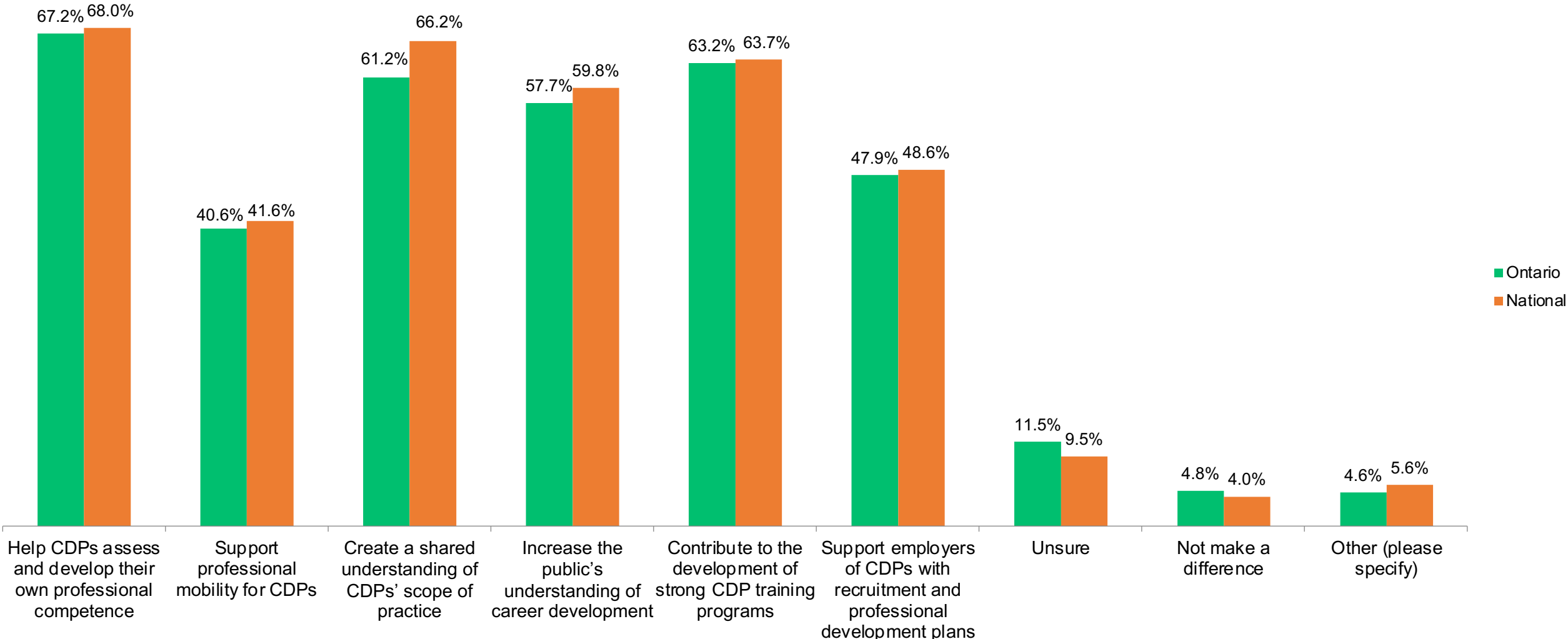
High or Essential priority

N = 499



# 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 = 497



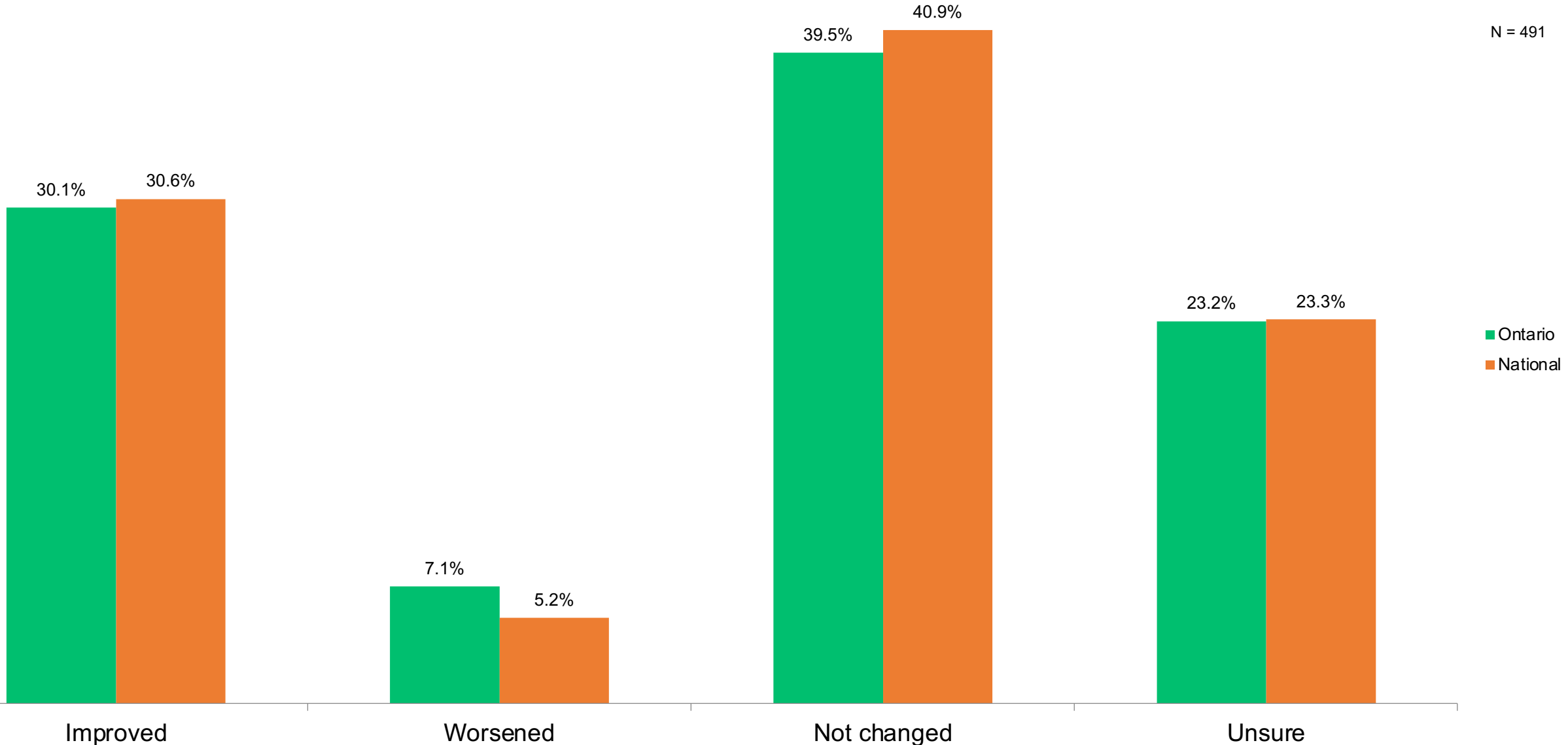


# Perceptions & Opinions



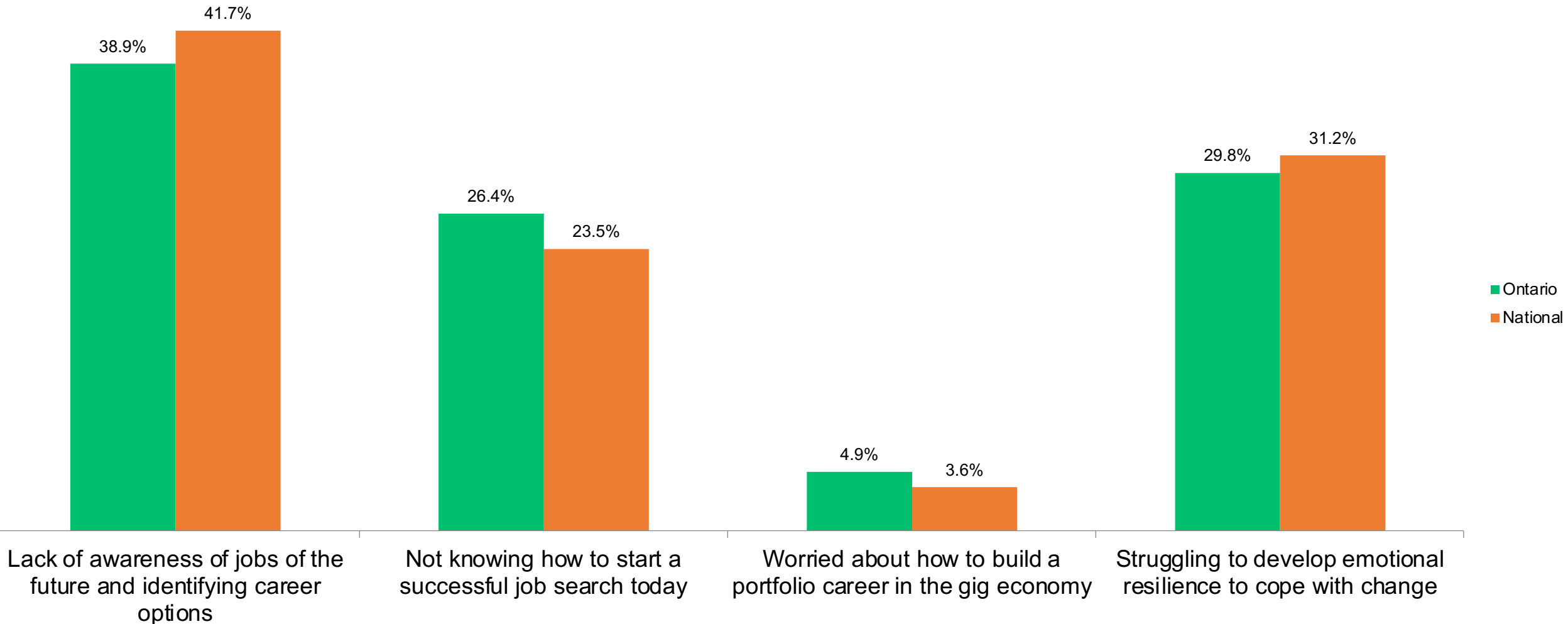
# In the past few years, do you feel the public's perception of the value of career service professionals has:

N = 491



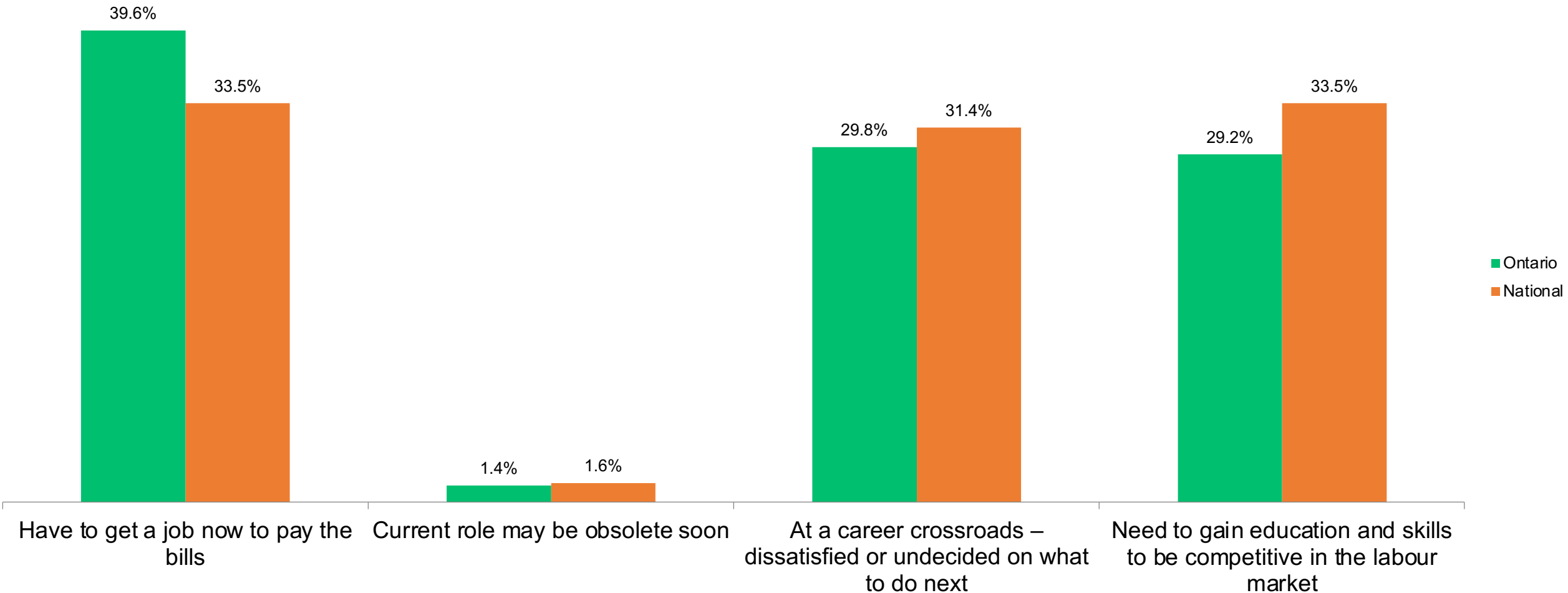
# Primary need for students/clients in career transition

N = 493



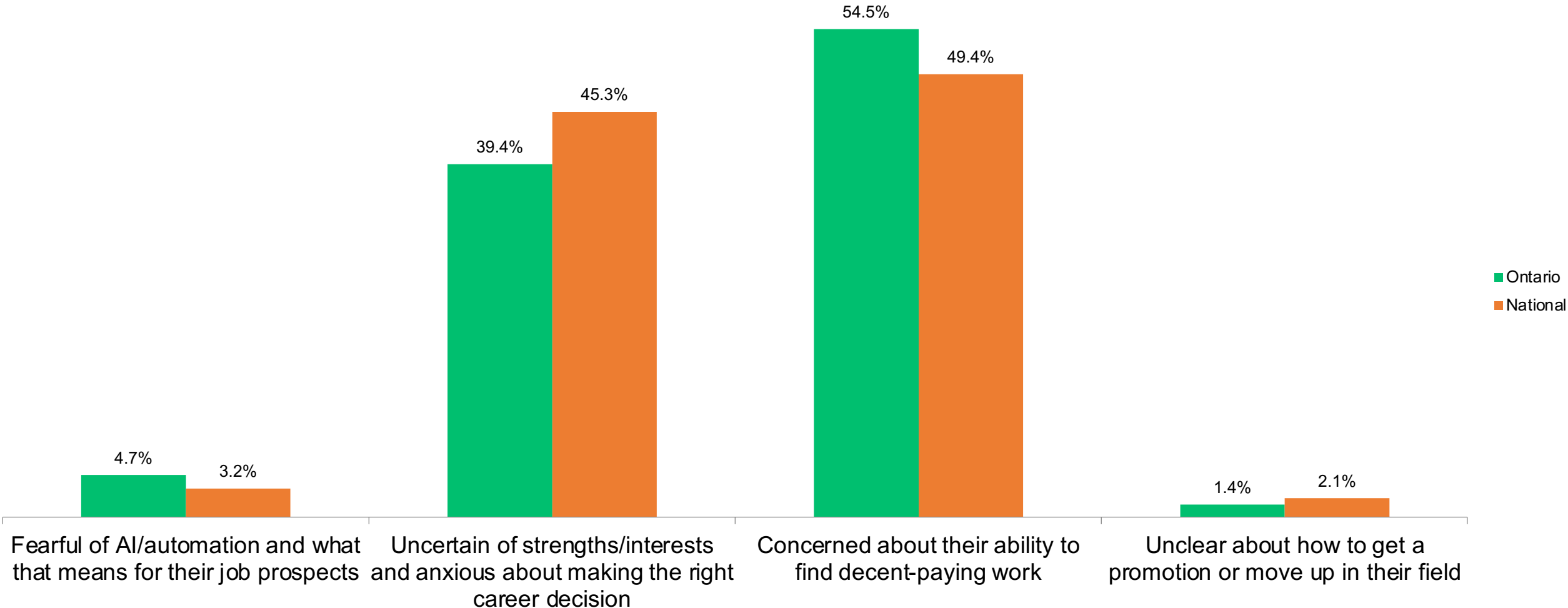
# Biggest concern for students or clients about how to navigate career

N = 490



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

N = 492



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

**73.9%**  
(71% Nationally)  
Very often/  
somewhat often

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

**69.1%**  
(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.”

**62.5%**  
(61% Nationally)  
**Very often/  
somewhat often**

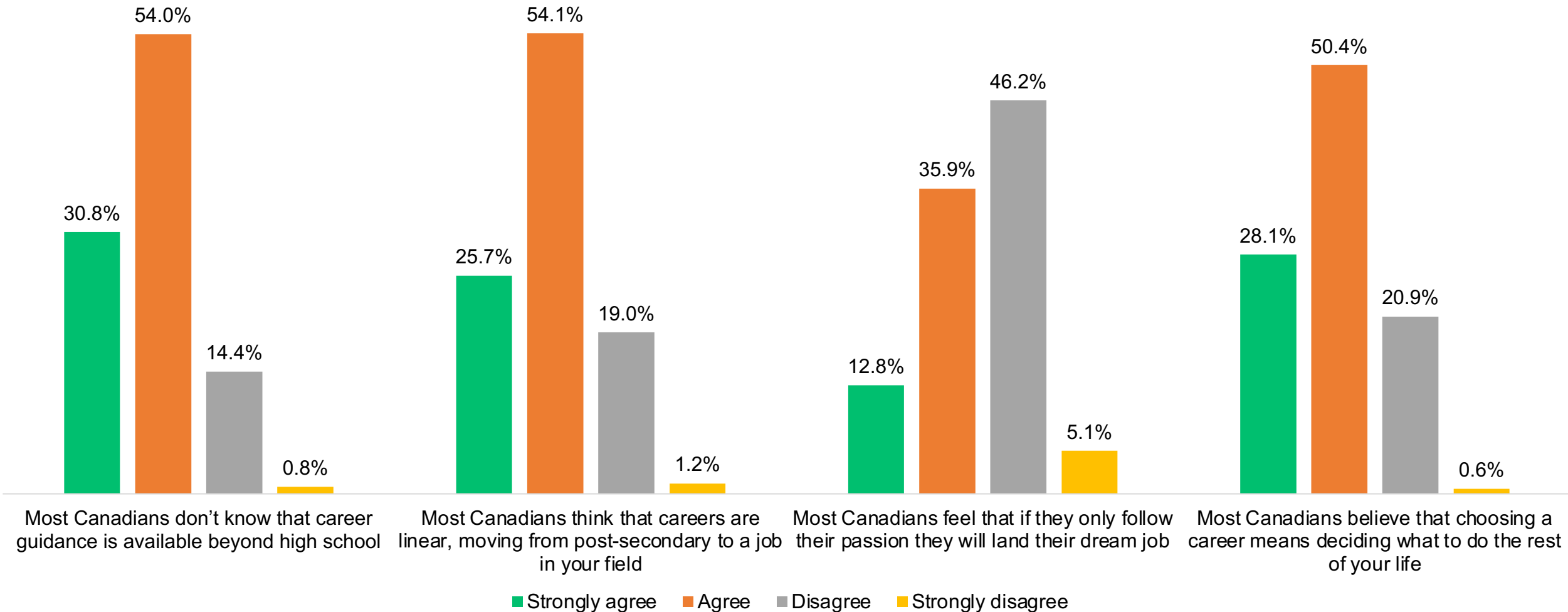
“I wish I hadn’t  
**narrowed my  
options** so soon and  
been able to explore  
other careers.”

**59.7%**  
(58.8% Nationally)  
**Very often/  
somewhat often**



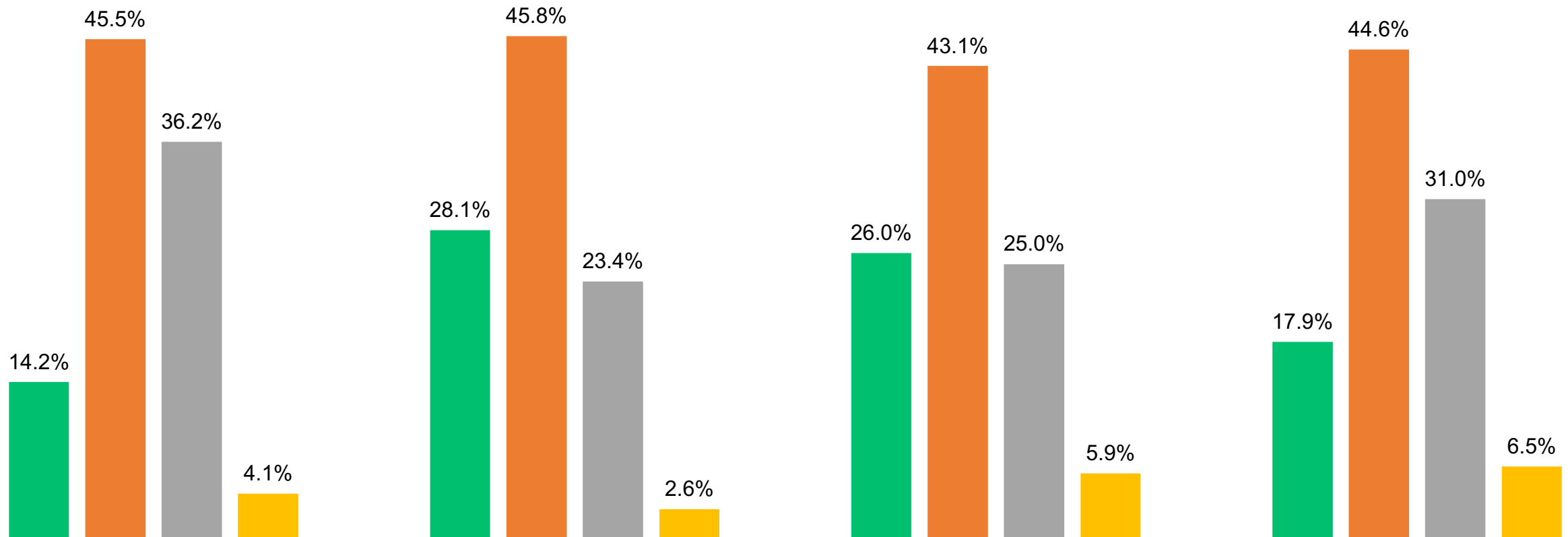
# Career myths based on what you hear in your practice

N = 495



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

N = 494



I wish I hadn't narrowed my options so soon and had been able to explore other careers | I wish I had better understood myself and chosen a career that is aligned with my values | I wish I hadn't been pressured into choosing a career path that wasn't what I wanted to pursue | I wish I hadn't played it safe and let fear prevent me from taking a different career direction

Very often Somewhat often Rarely Never