



College & University 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

337 respondents from the post-secondary college (34.1%) and university (65.9%) sectors (25.% of all survey respondents)

Not all questions answered by all

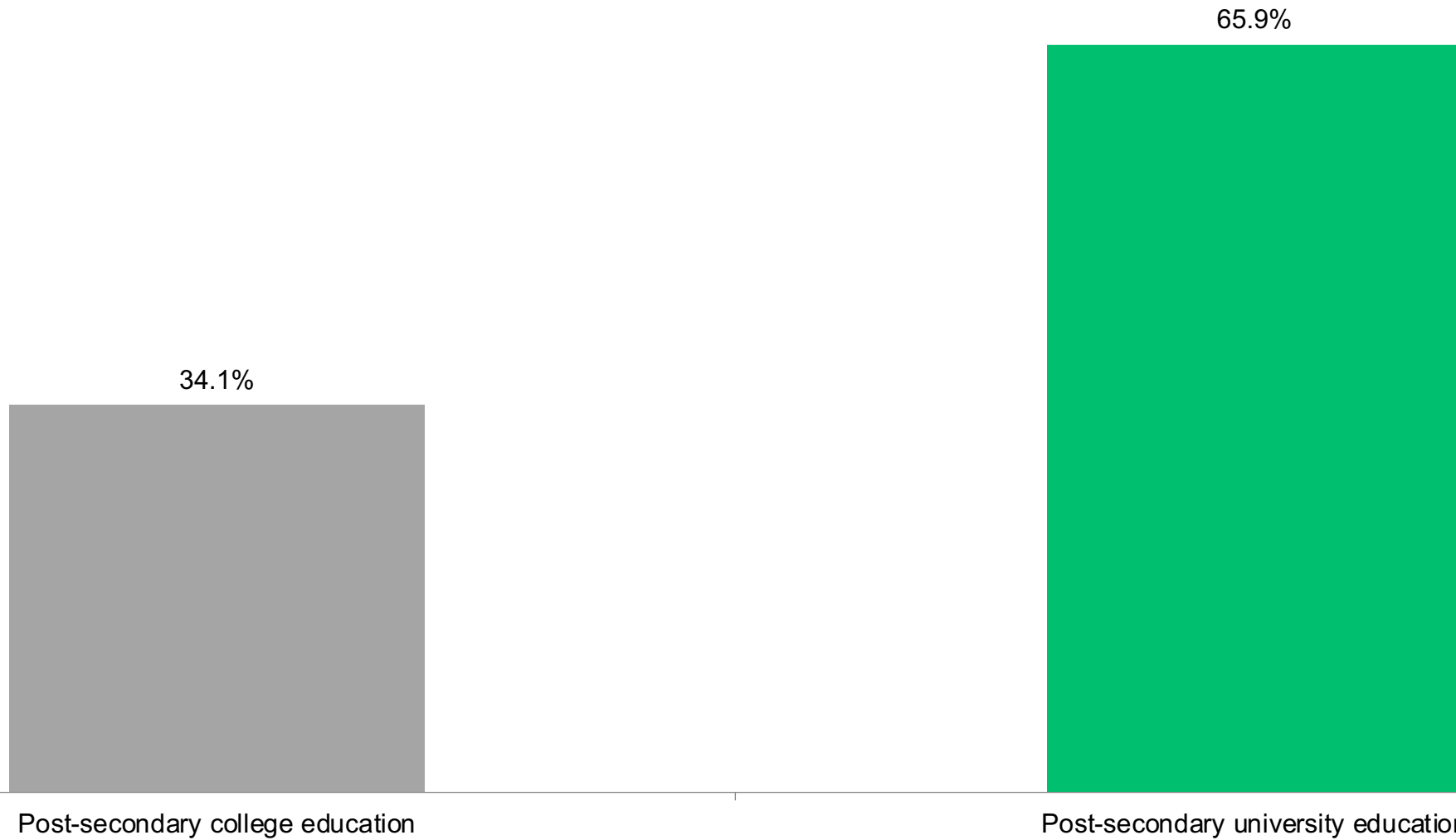
Nov. 1–29, 2019



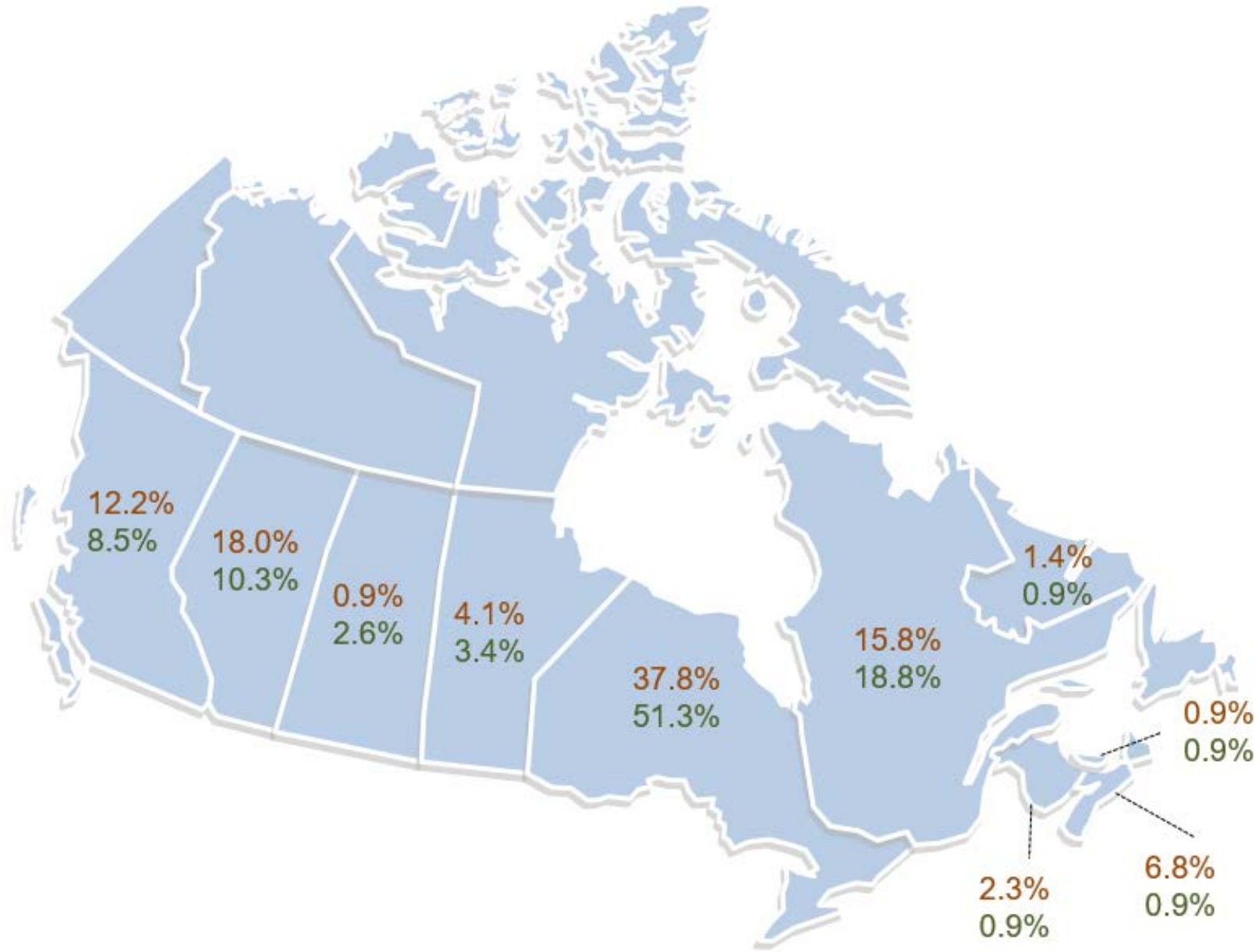
# Findings

## Sector

N = 337



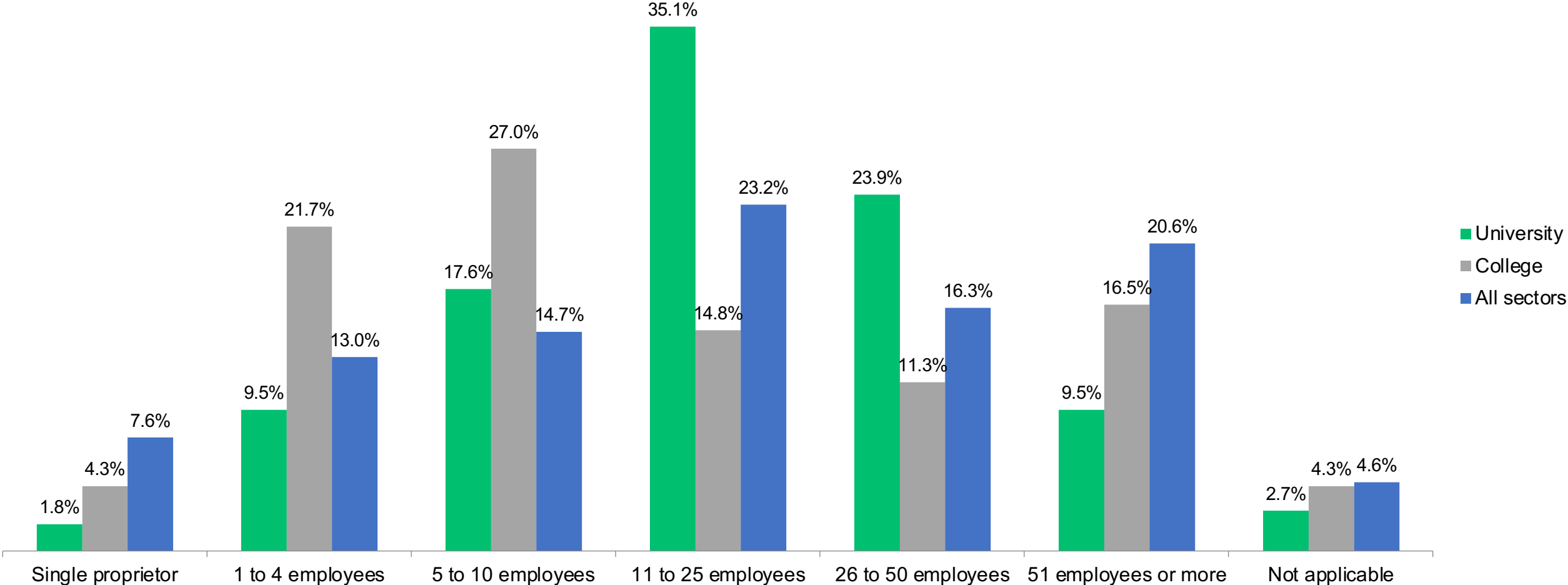




University  
College

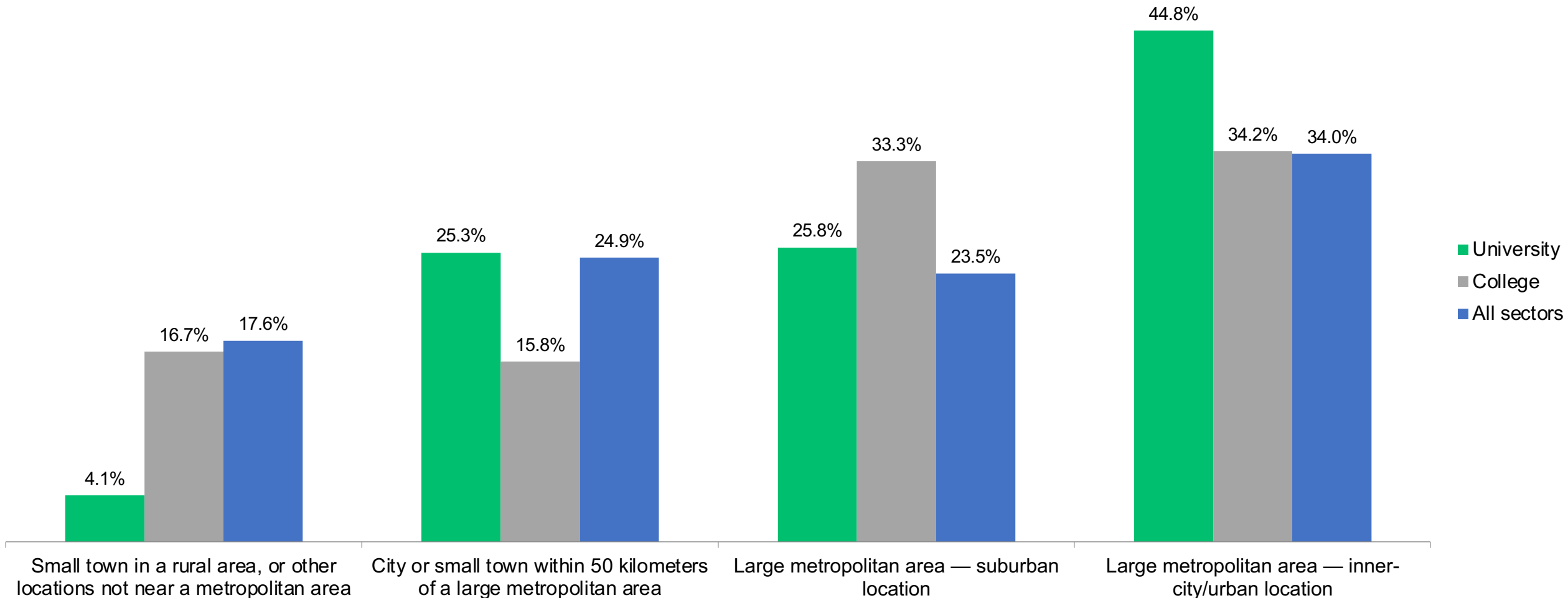
# Size of careers services organization (including departments and satellites)

N = 337



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

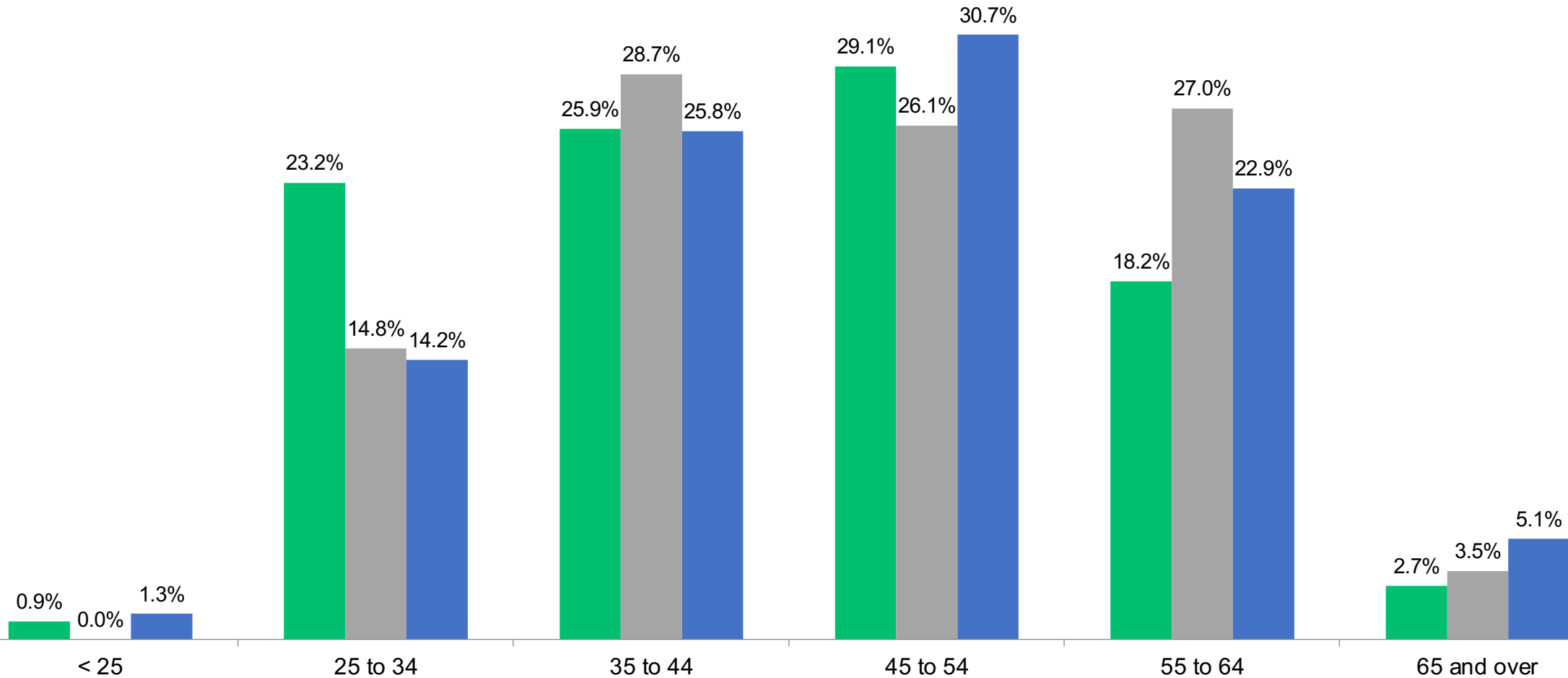
N = 335



## Age

N = 335

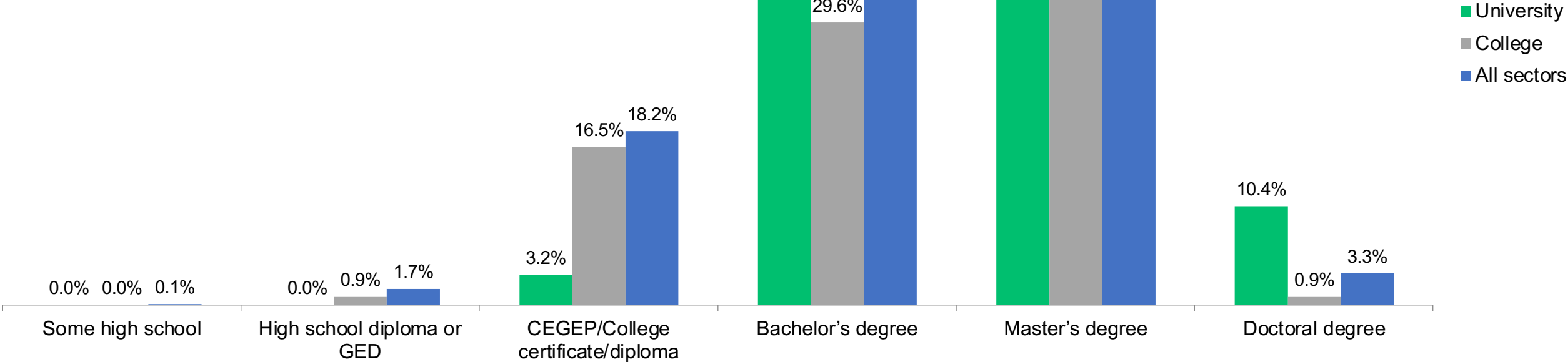
■ University  
■ College  
■ All sectors





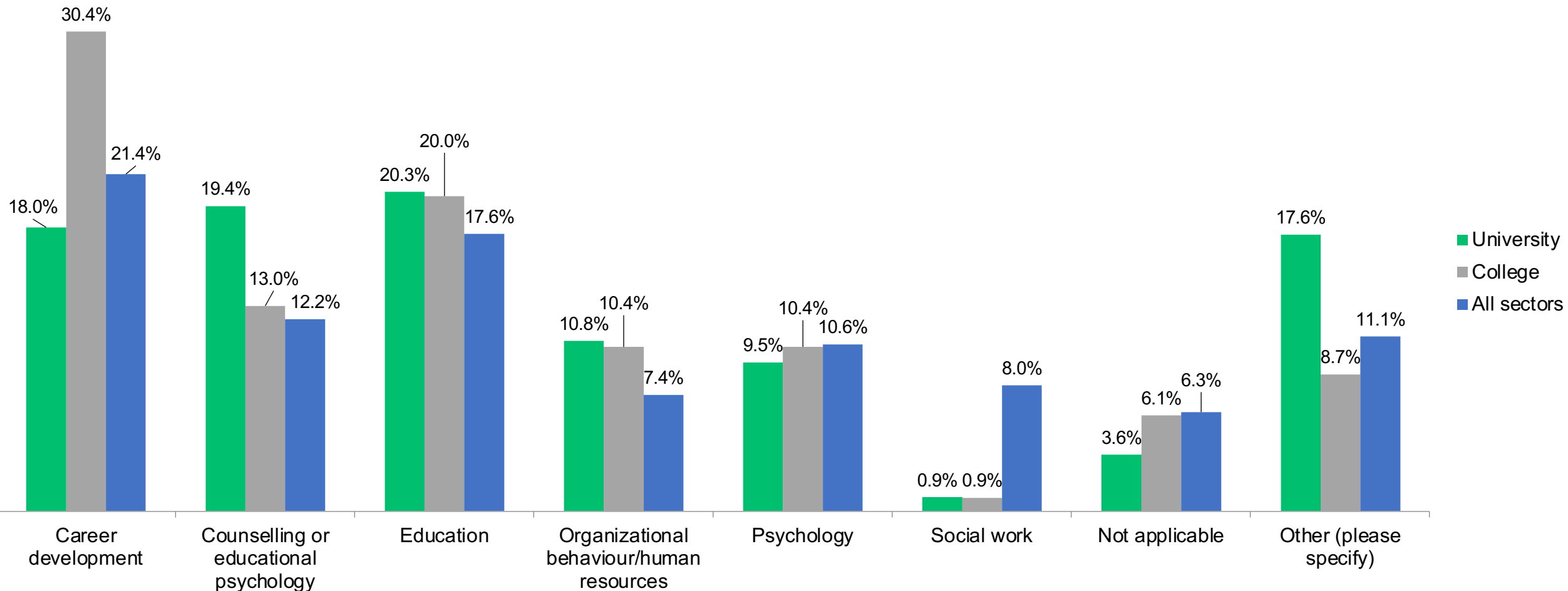
# Highest level of education completed

N = 337



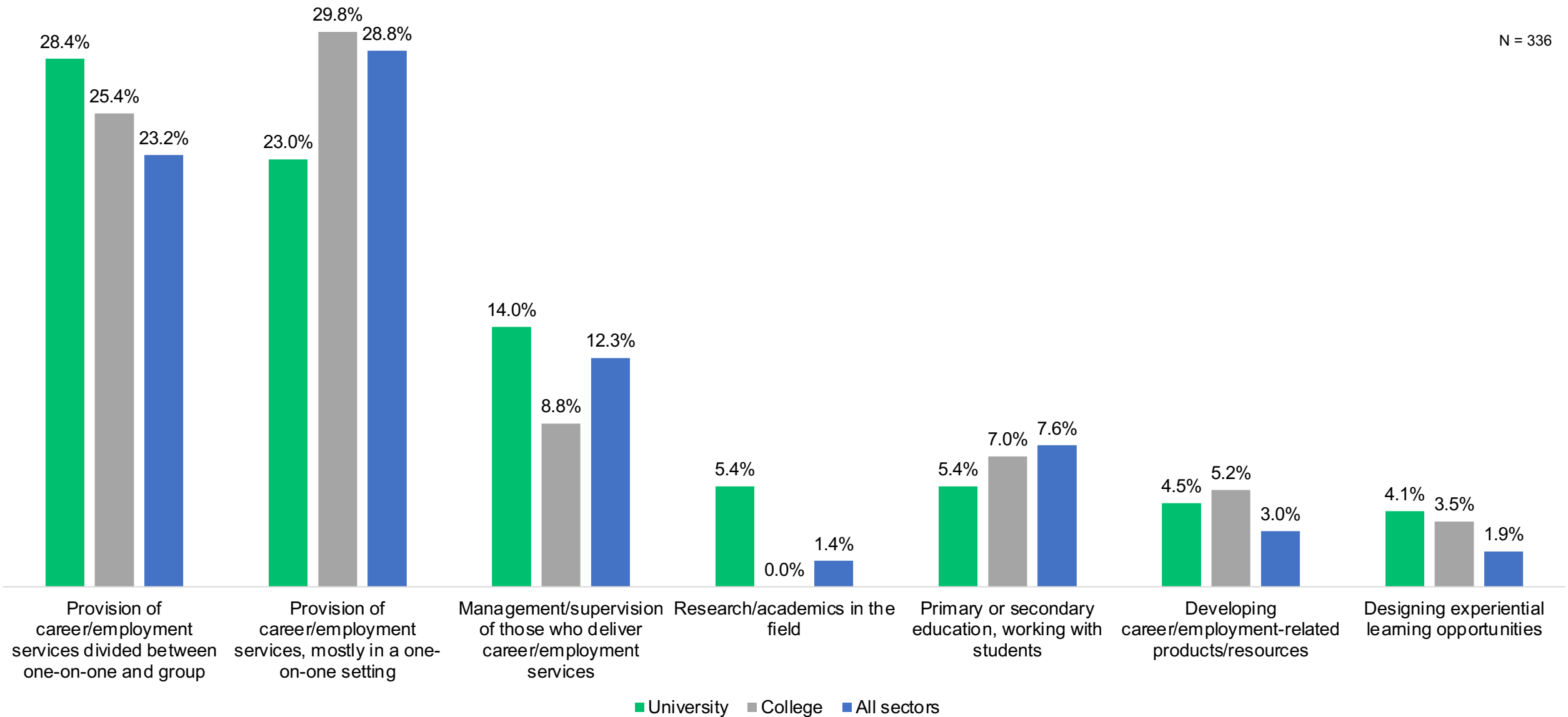
# Main area of focus in your highest level of post-secondary studies applicable to the career services field

N = 337



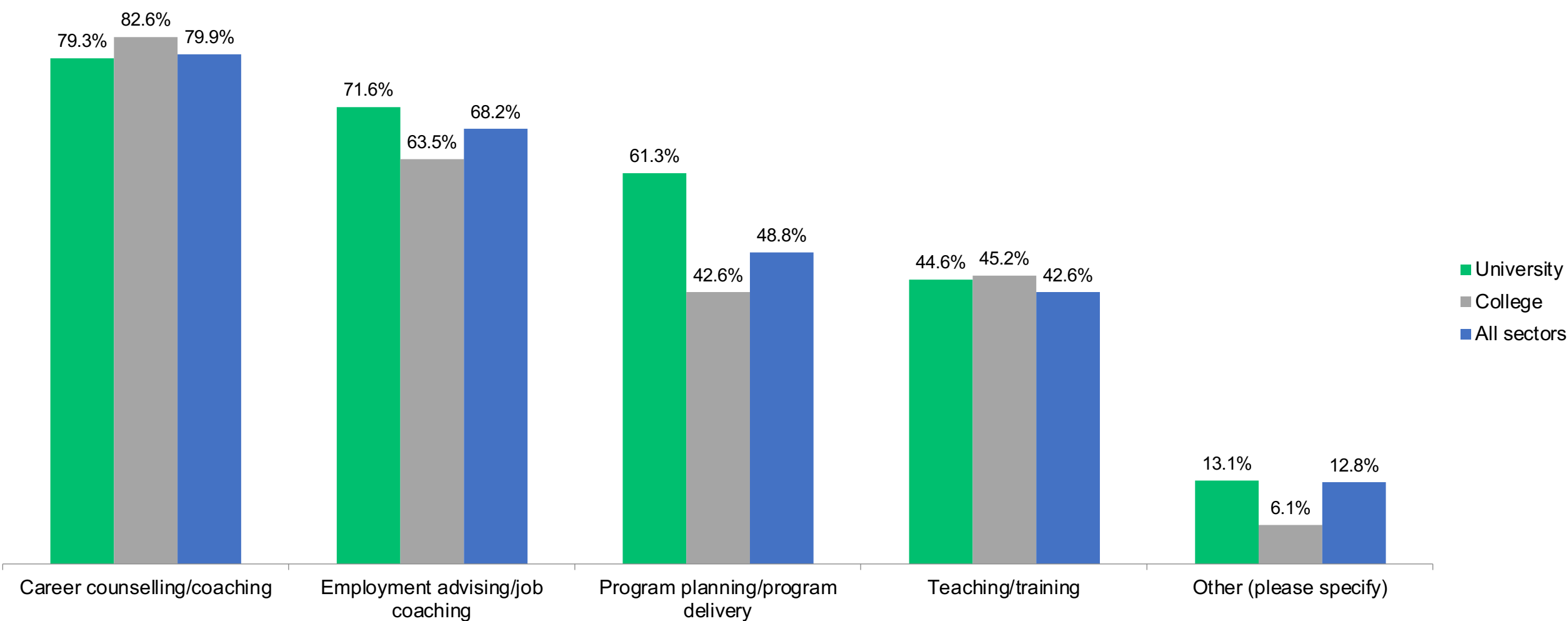
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? I am directly involved in: (Top 7 responses)

N = 336



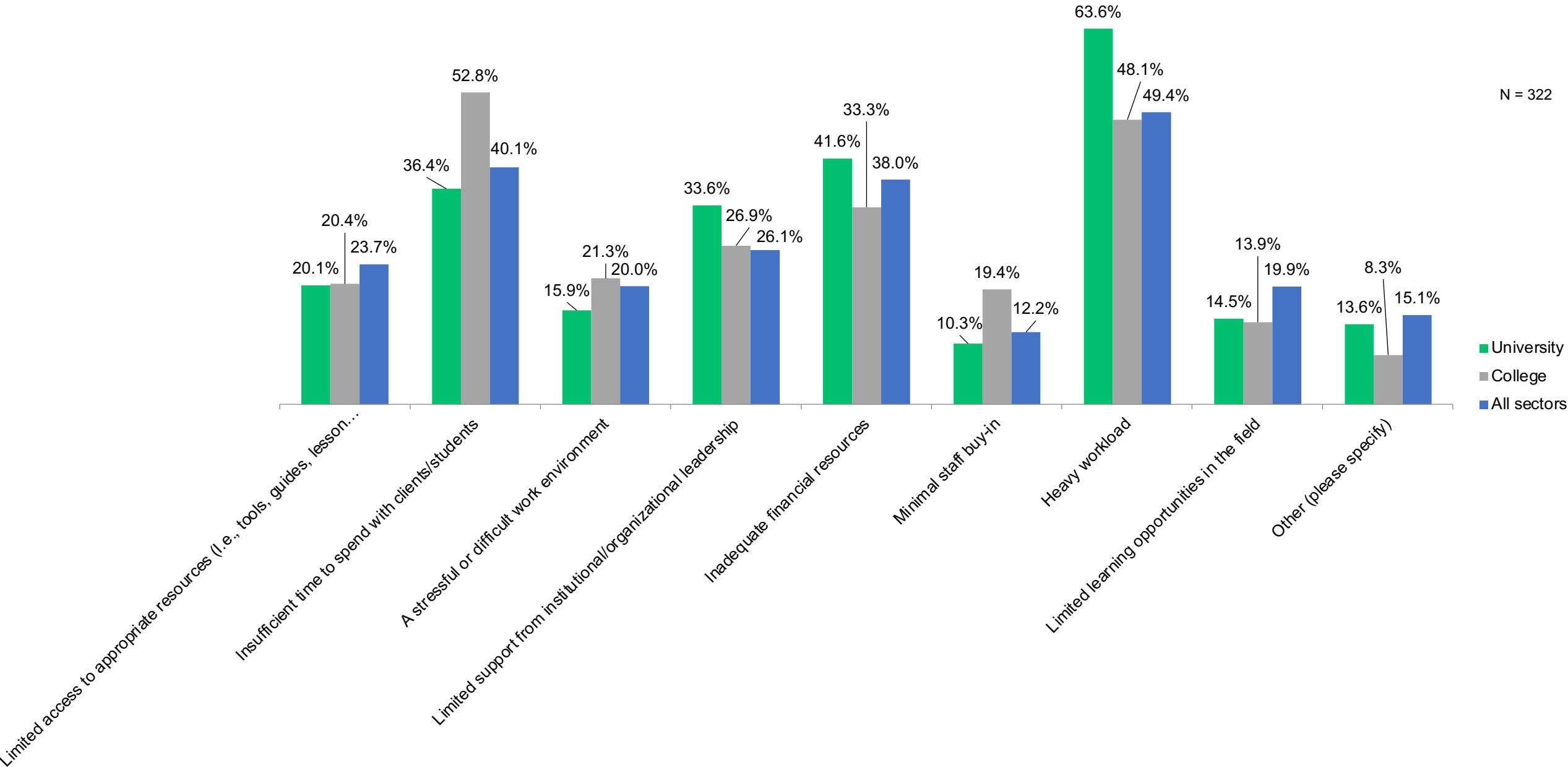
# Services you are most likely to offer

N = 337



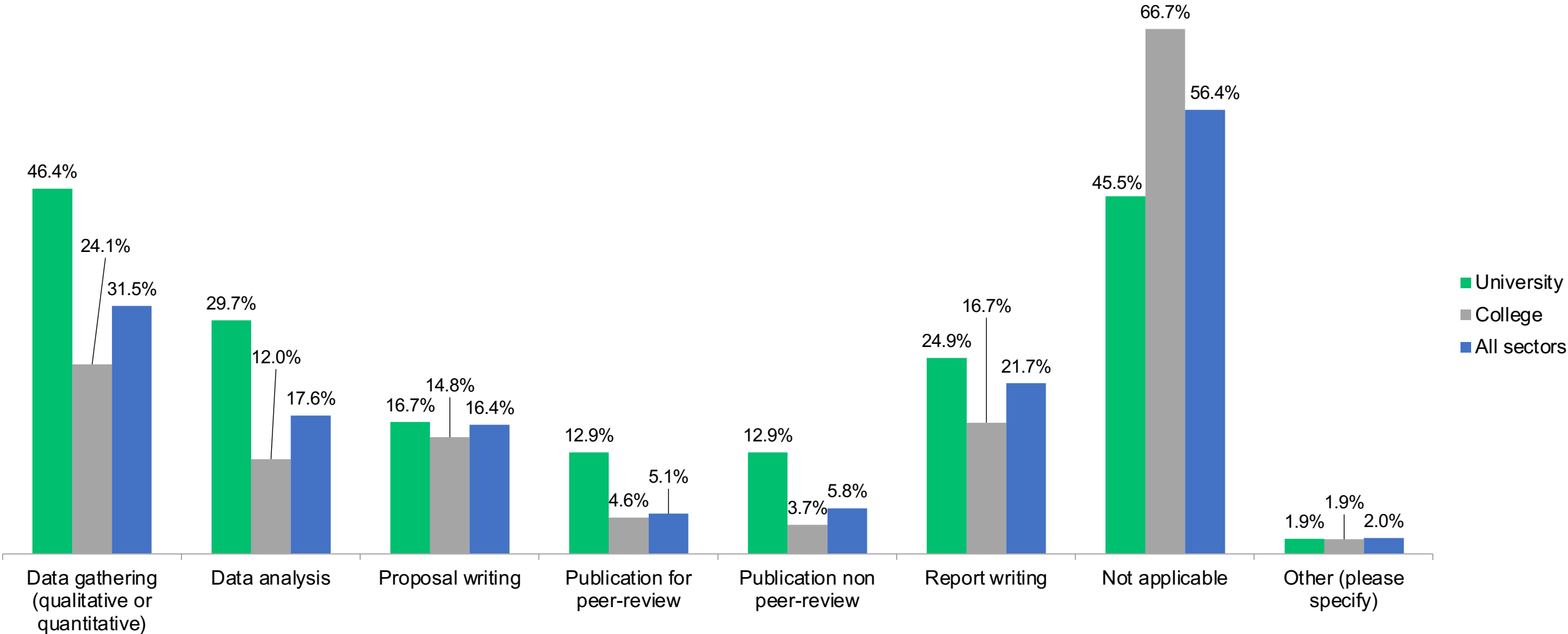
What are some elements that affect your ability to deliver career development? (Check all that apply)

N = 322



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

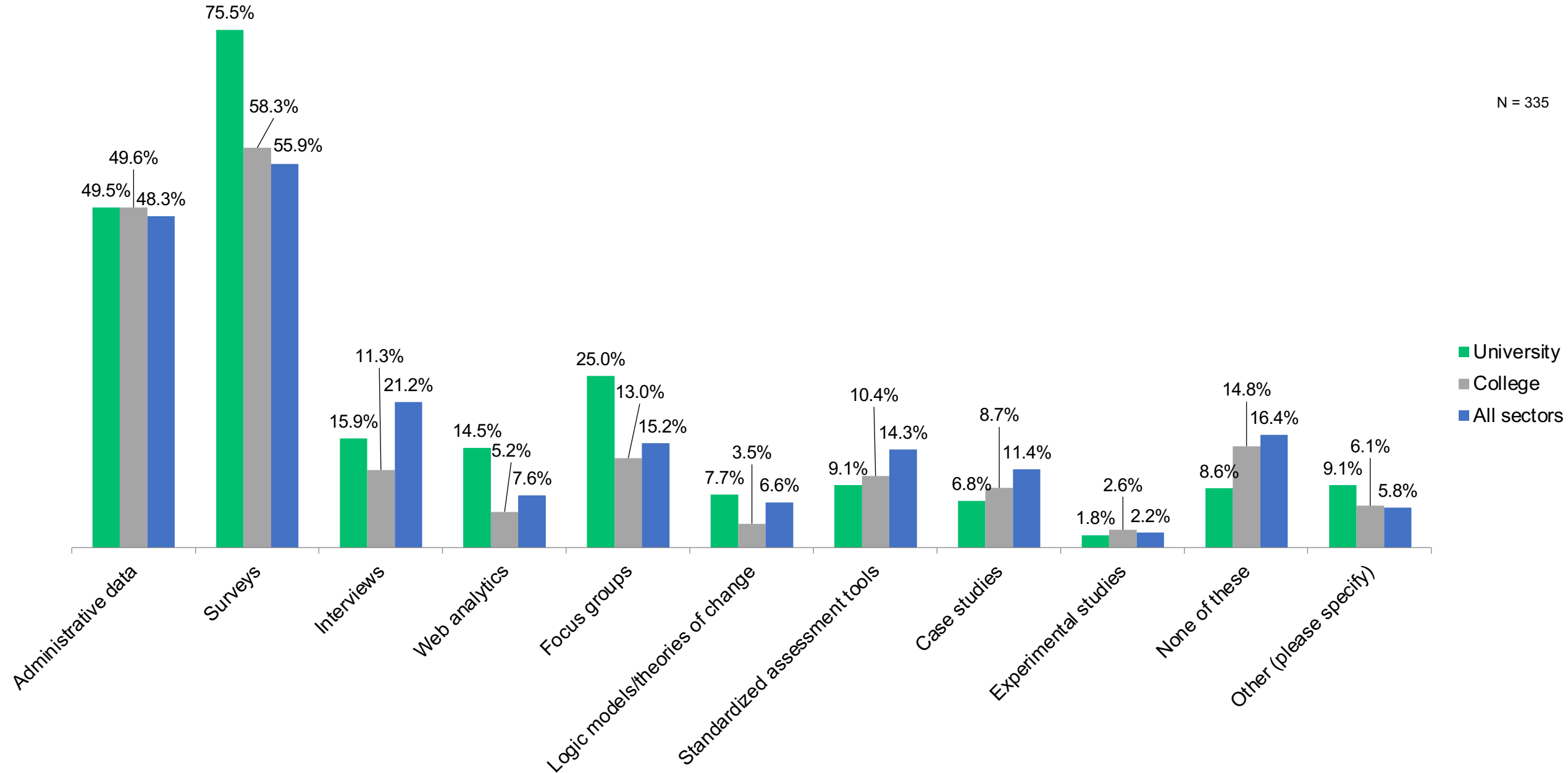
N = 317





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

N = 335

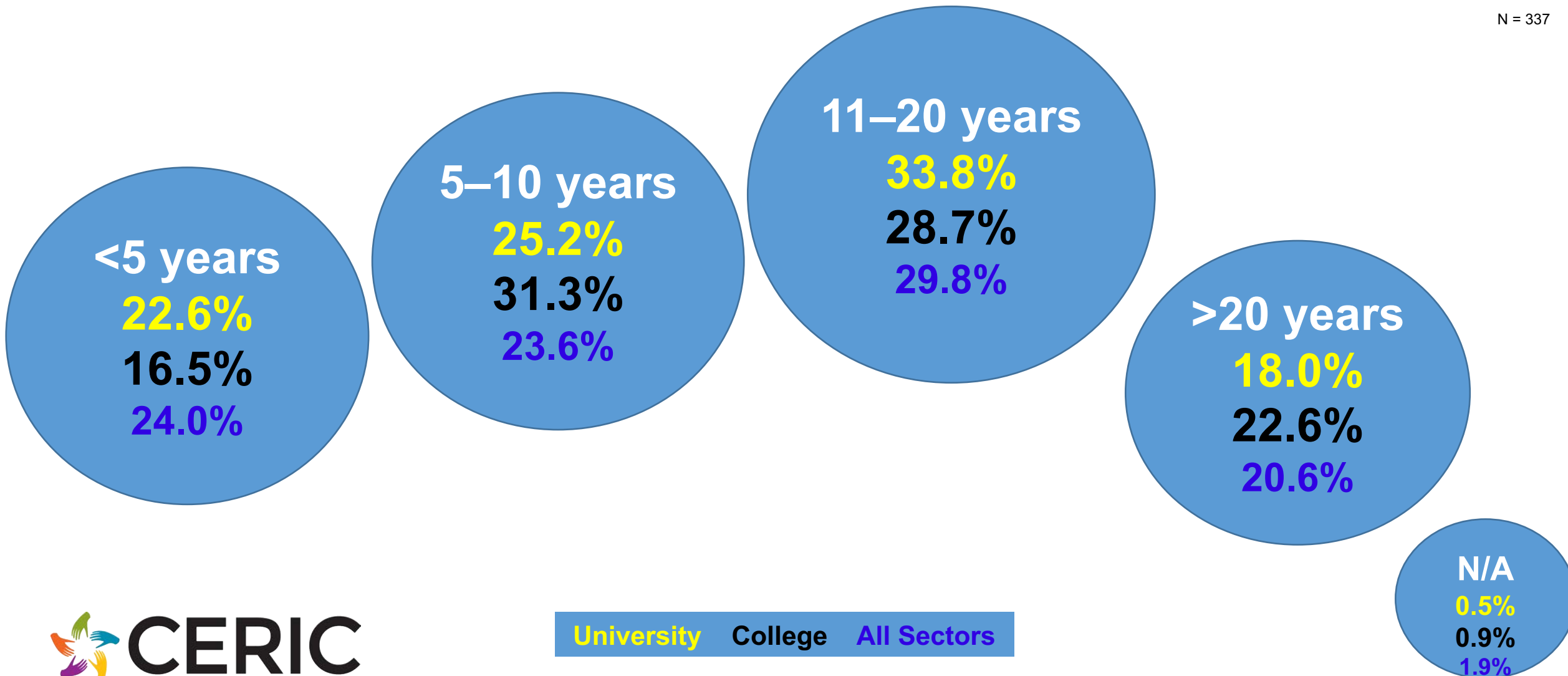




Experience,  
Salaries,  
Professional  
Development

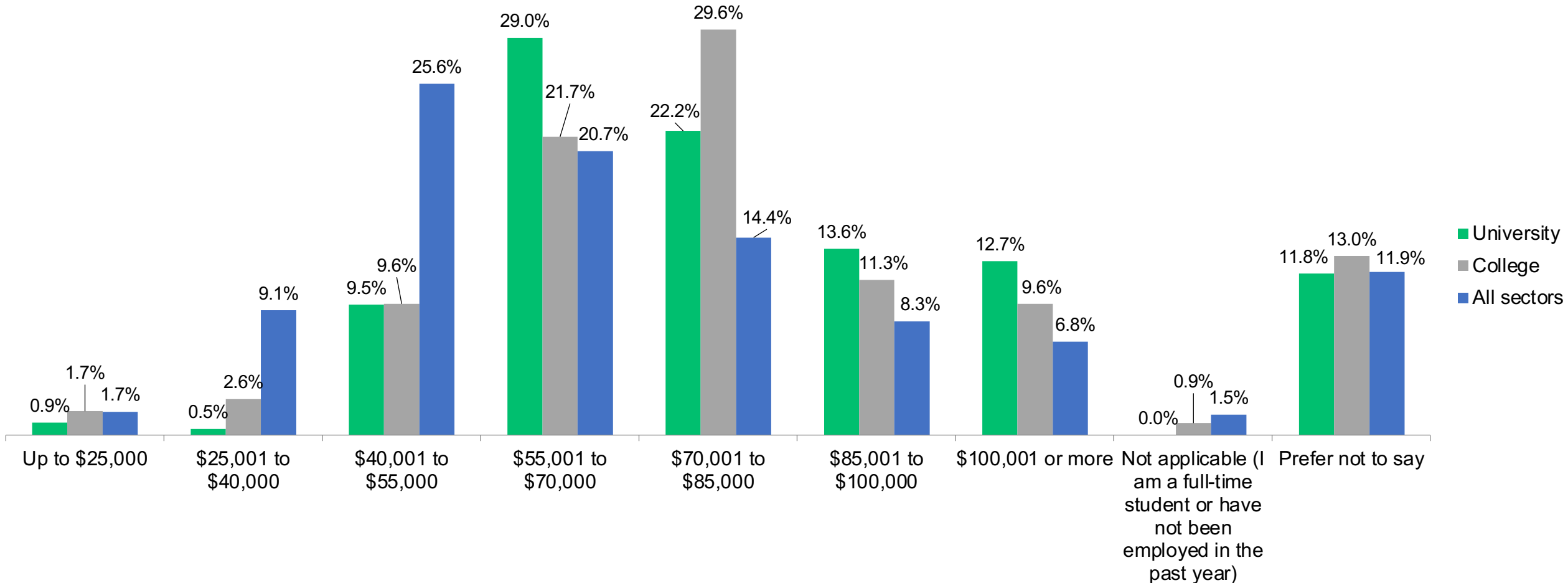
# Experience

N = 337



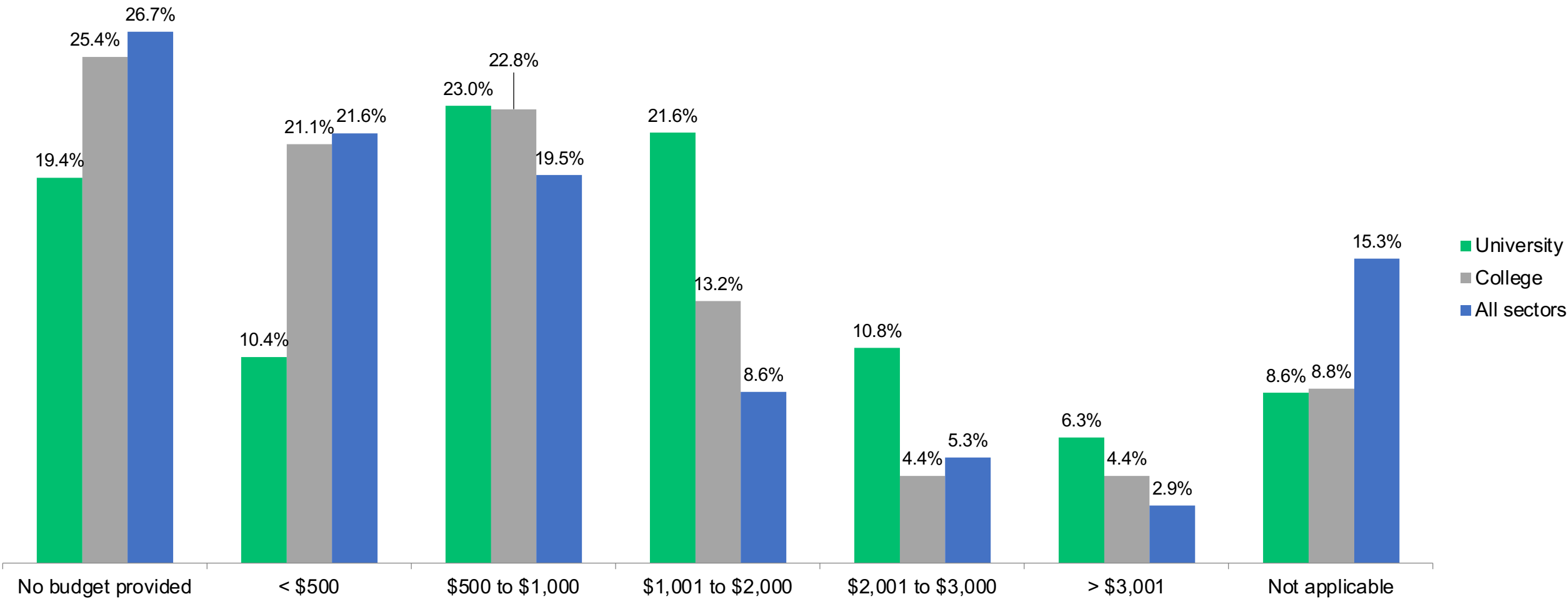
# Annual salary or income (before deductions)

N = 336



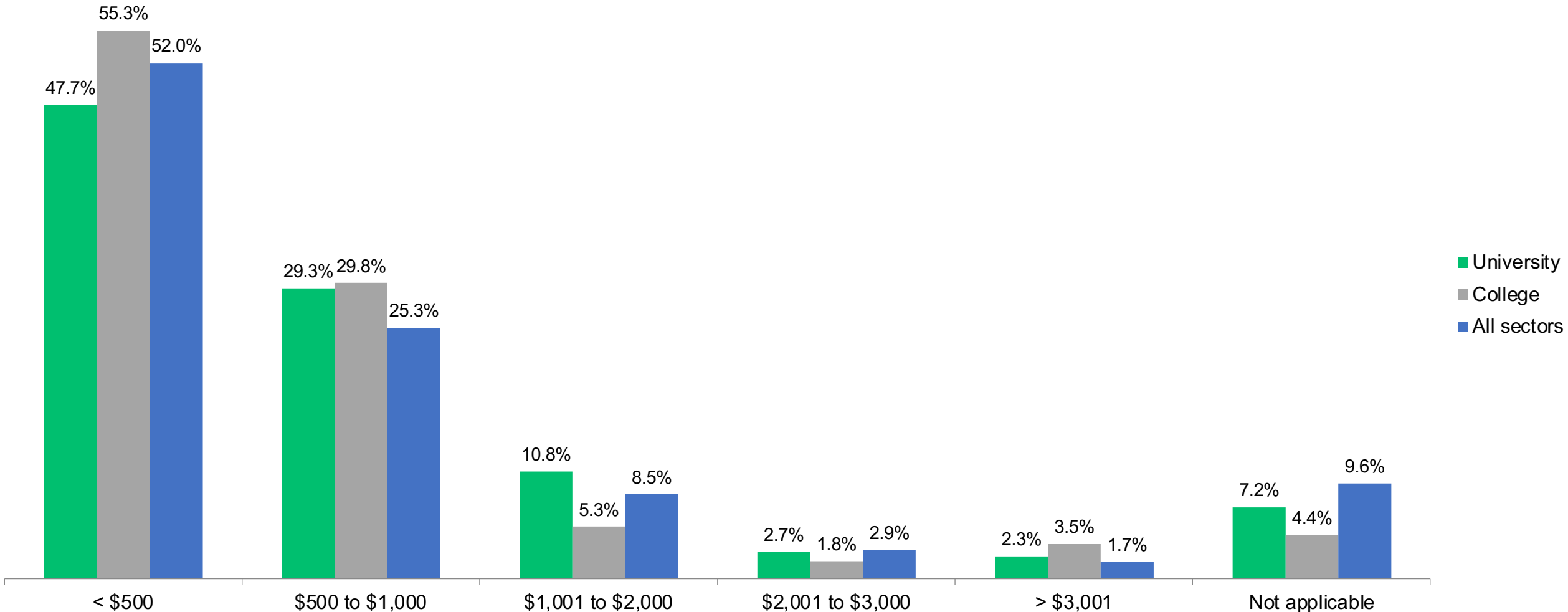
# Annual professional development budget provided by employer

N = 336



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

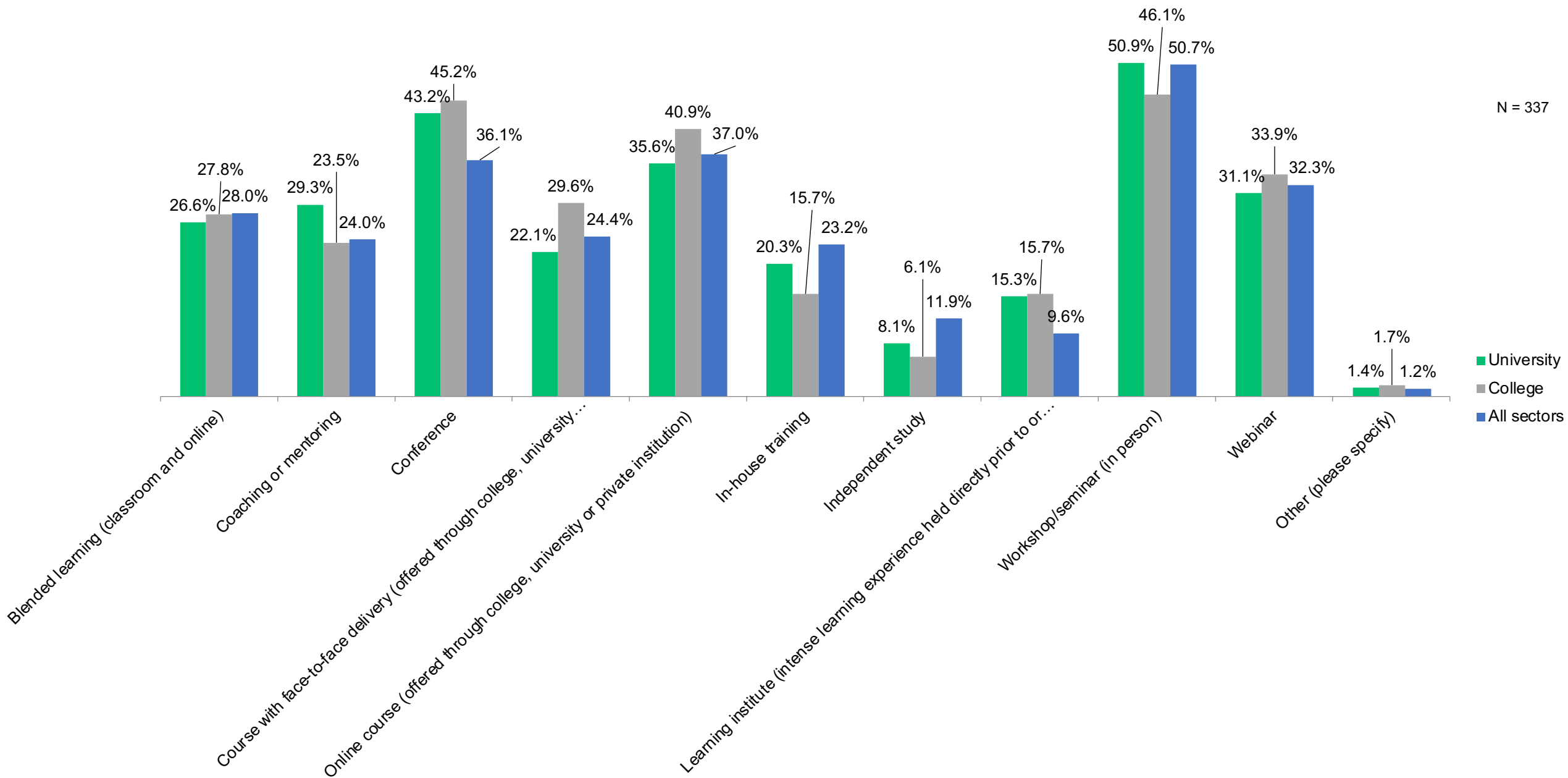
N = 336





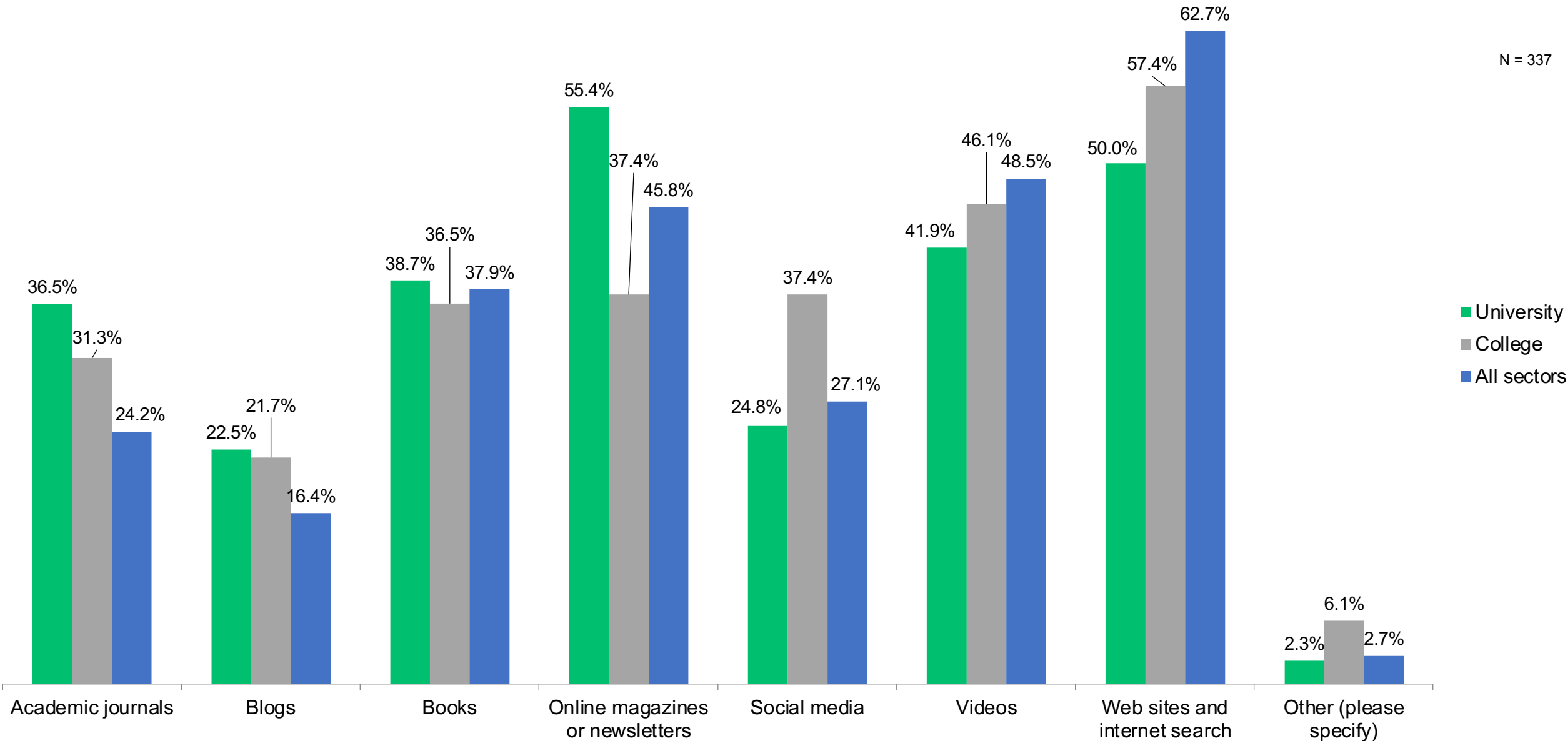
# Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

N = 337

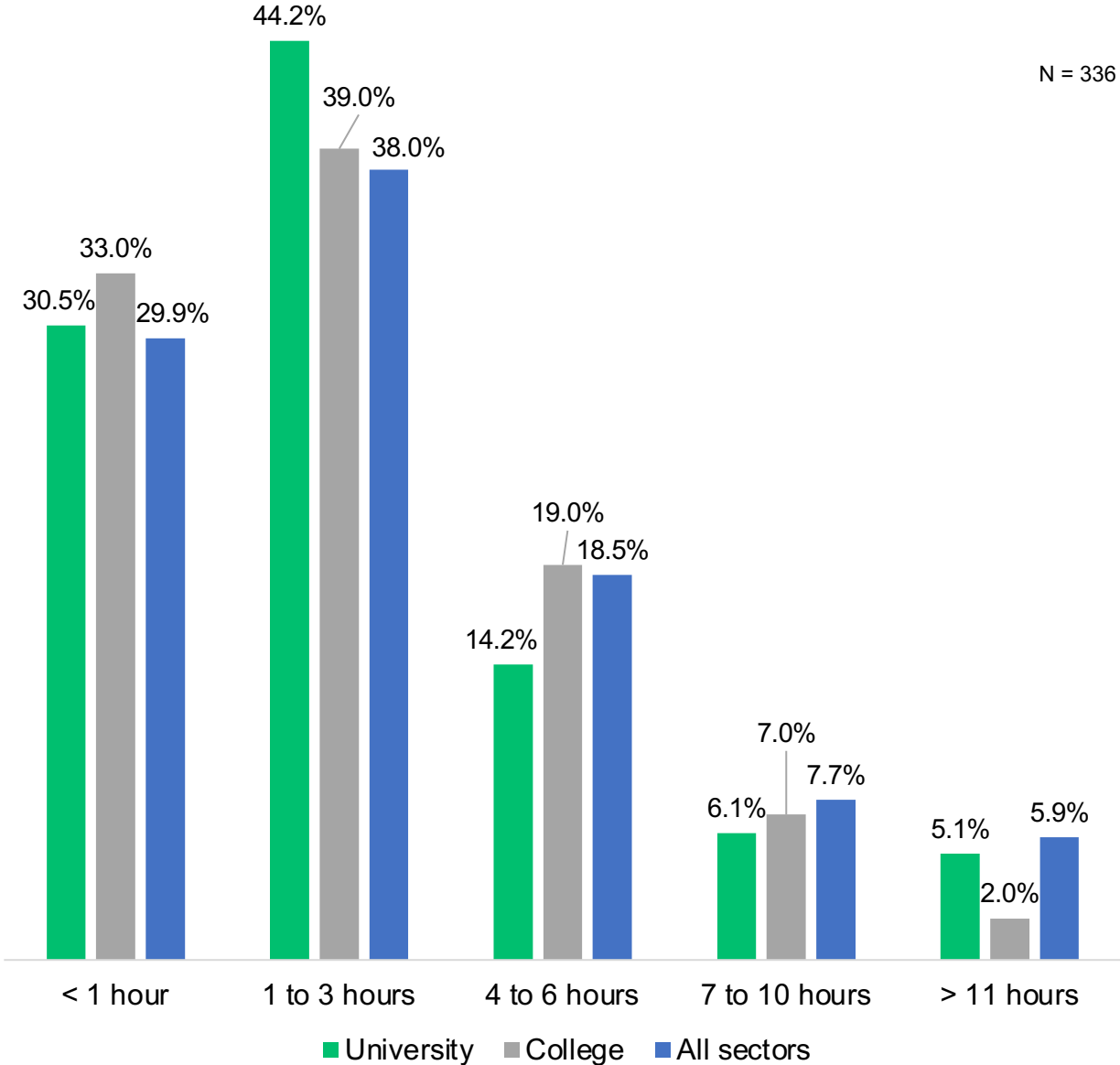


Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

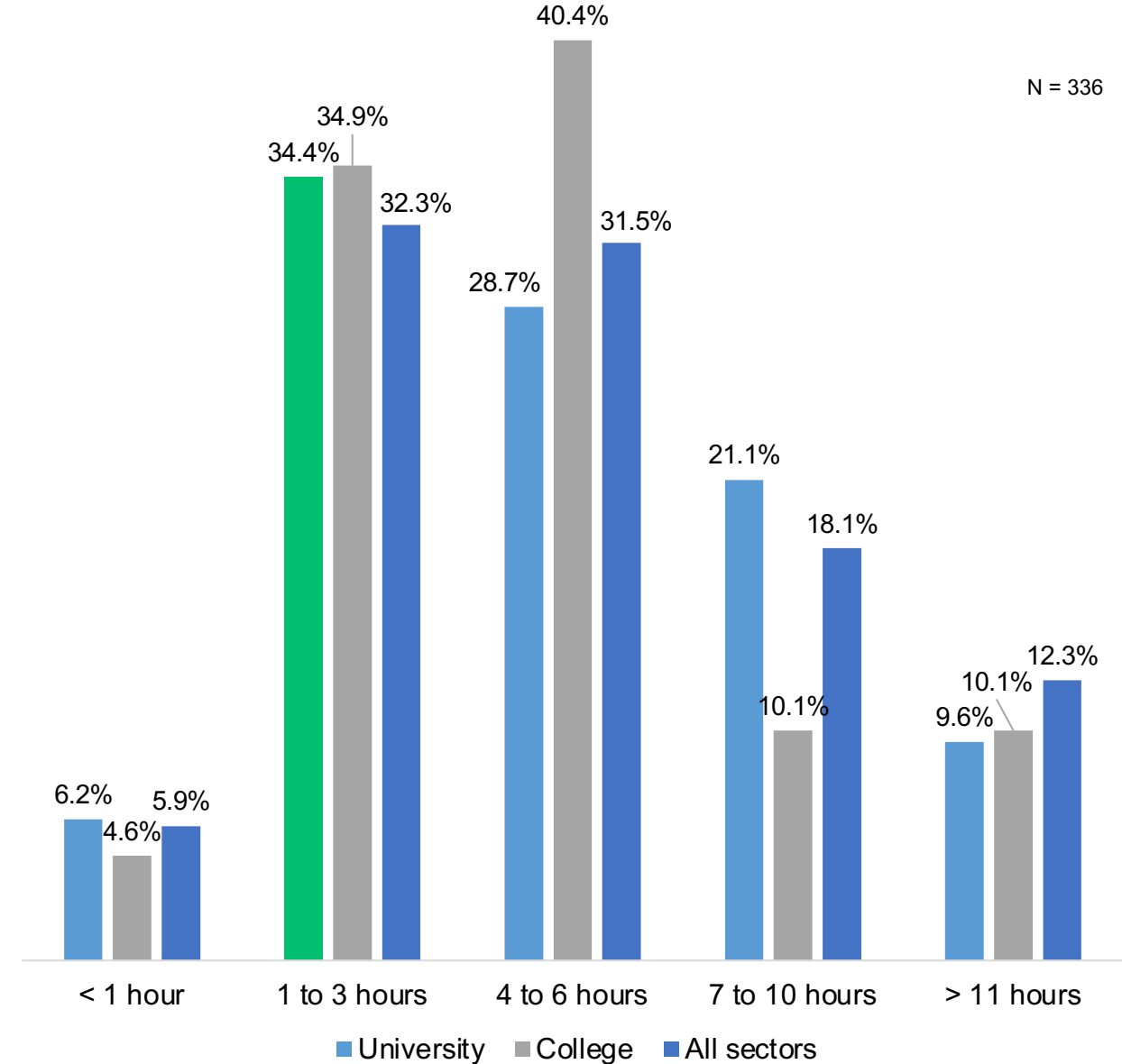
N = 337



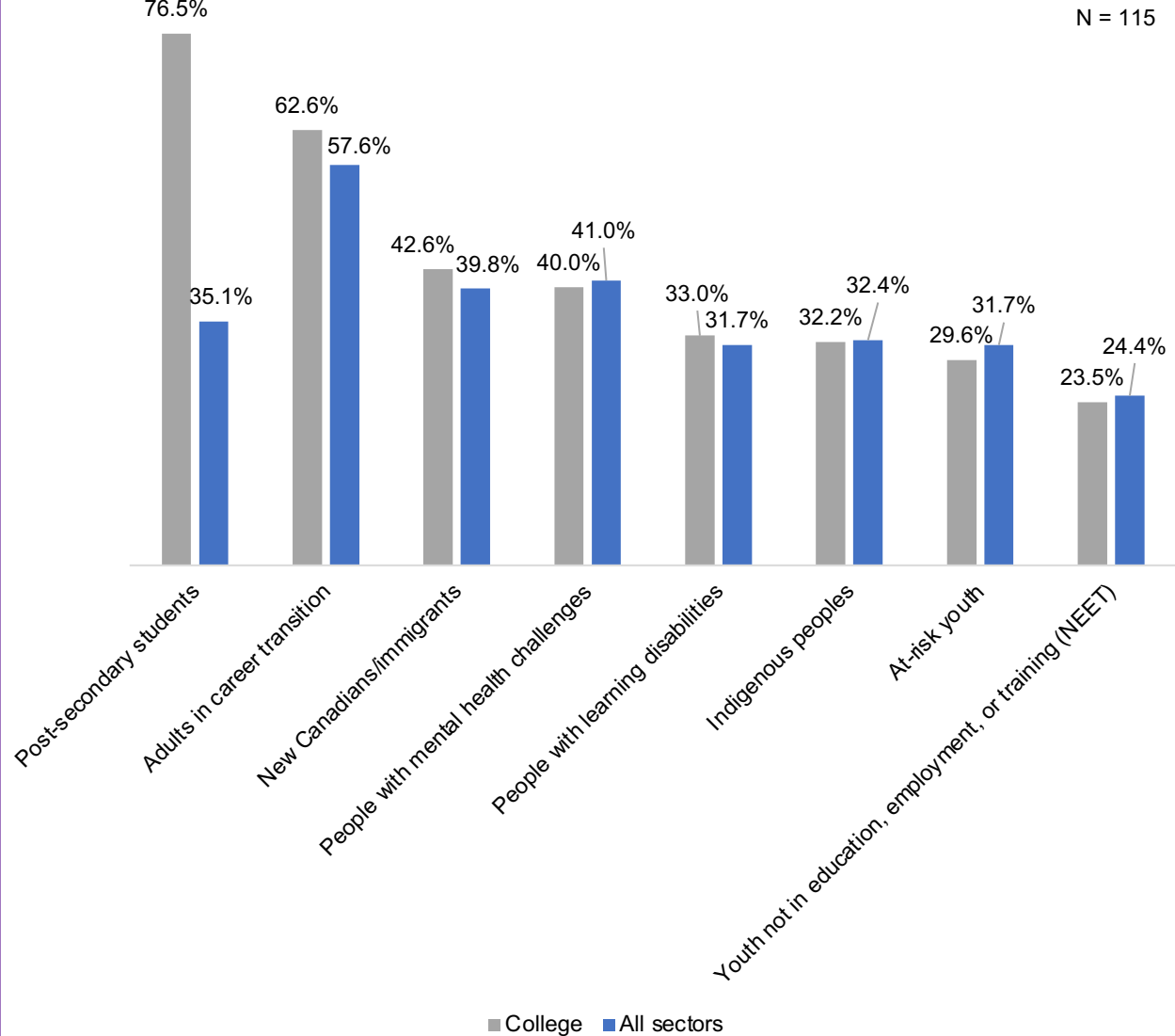
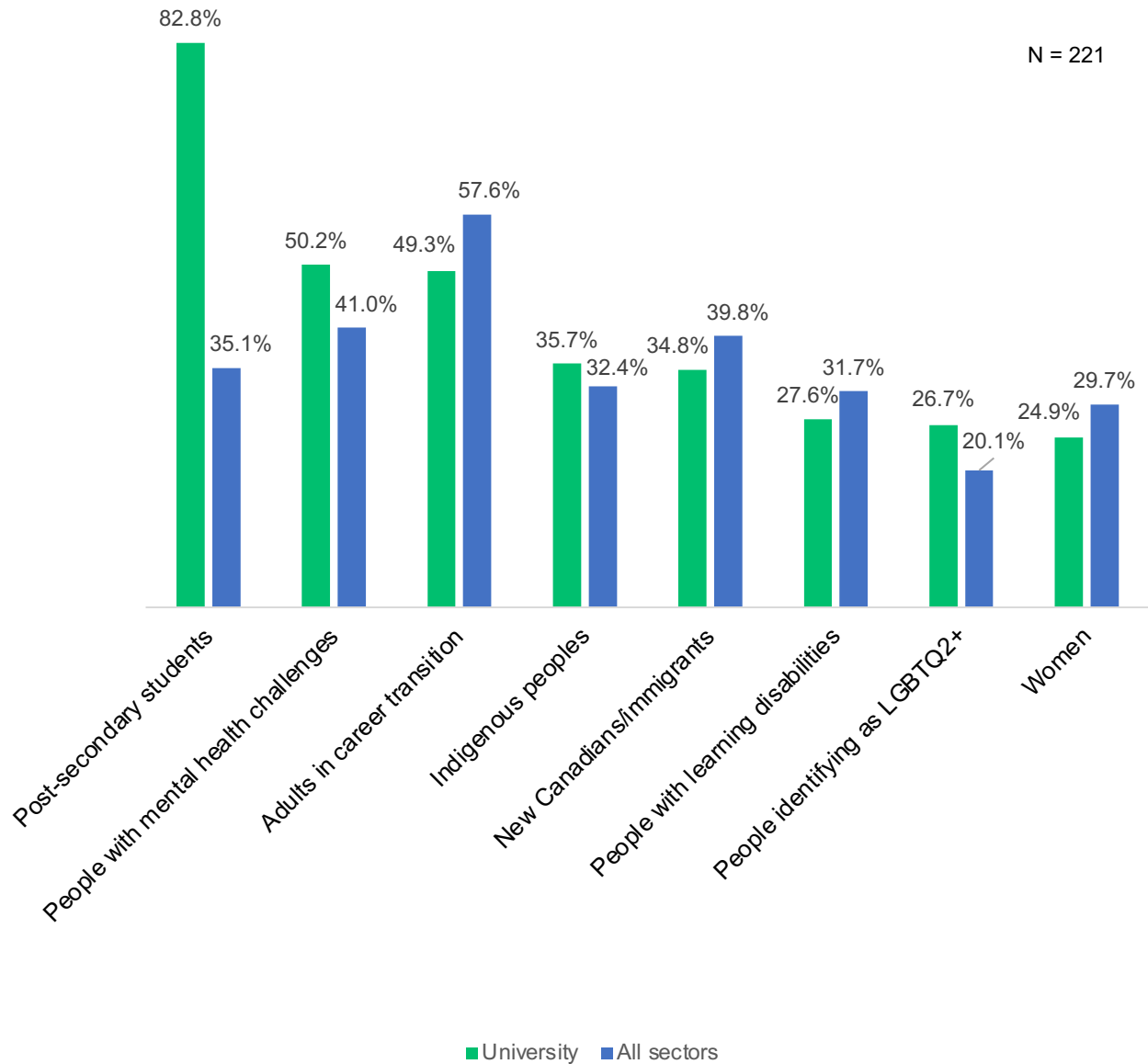
## Time spent per month: Formal learning opportunities



## 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)

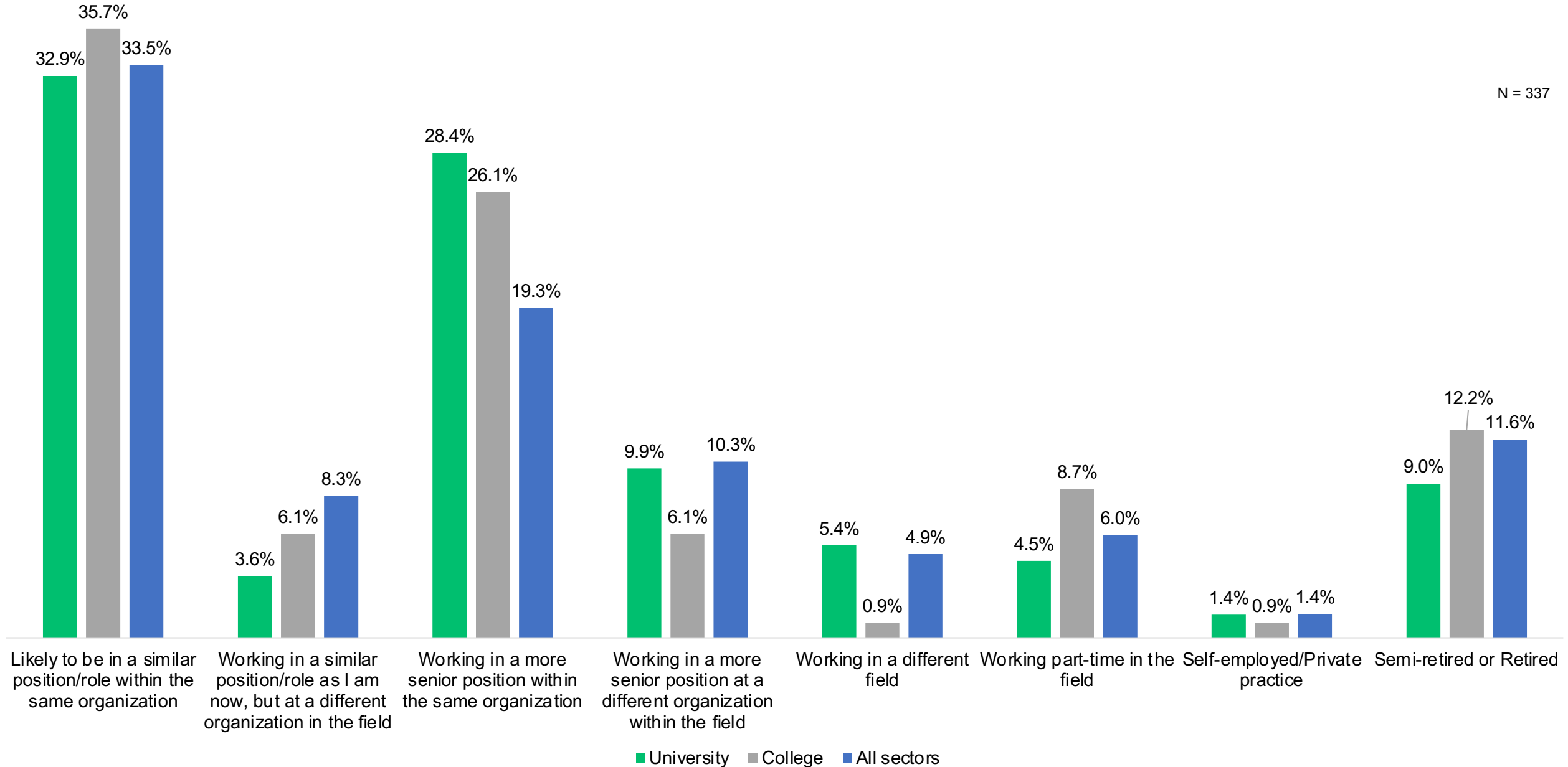




Looking to the  
future

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

N = 337

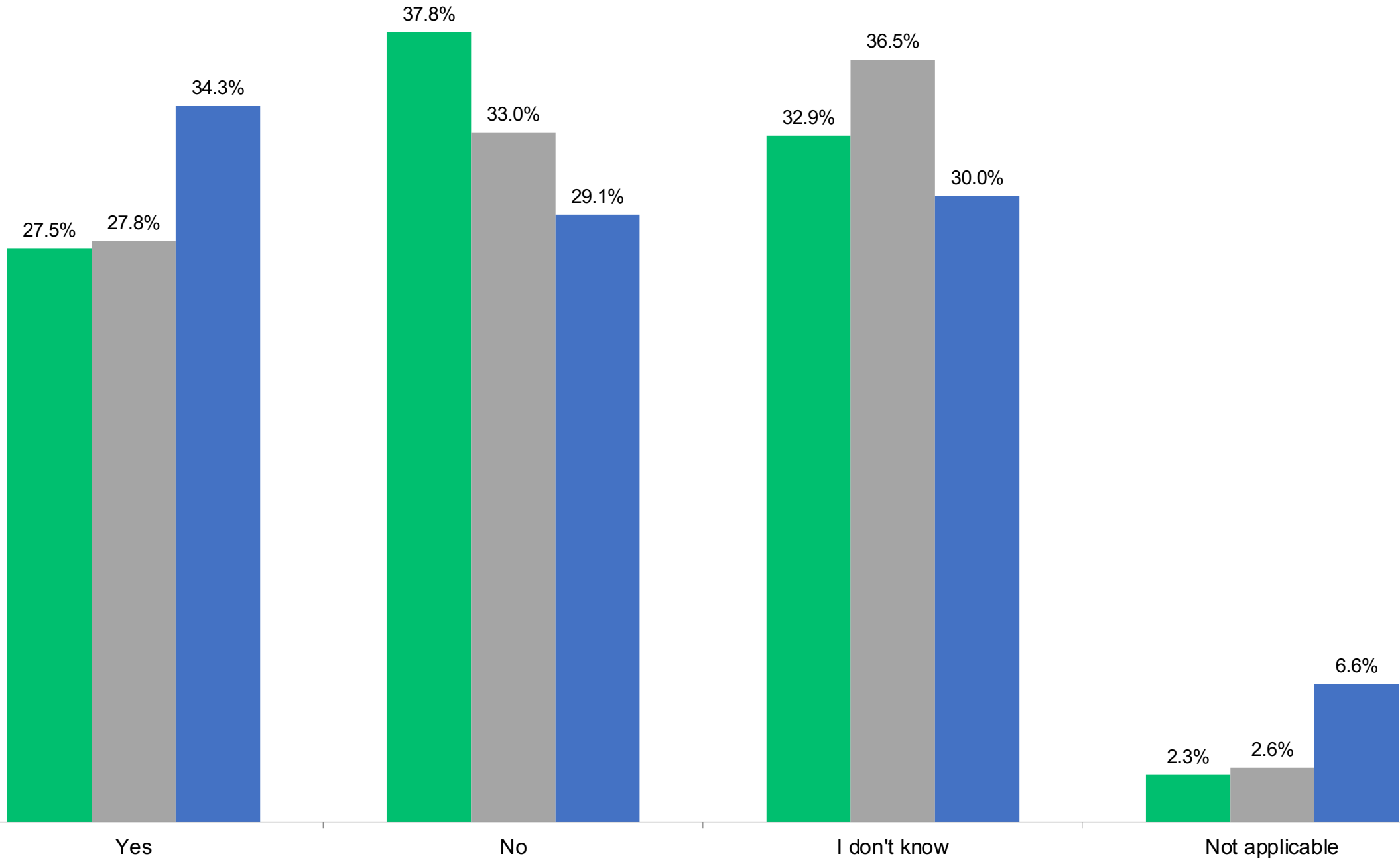




# Is your organization engaged in succession planning?

N = 337

University  
College  
All sectors



# Issues/challenges to hiring — Quotes

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“Finding candidates with a good background of experience in career development and an ability to work at scale and digitally.”

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“It’s harder to find people with previous experience the field. We’re now hiring people from other fields and training them. There’s going to be a lot of retirements in the next few years. We need to ramp up the training of younger professionals.”

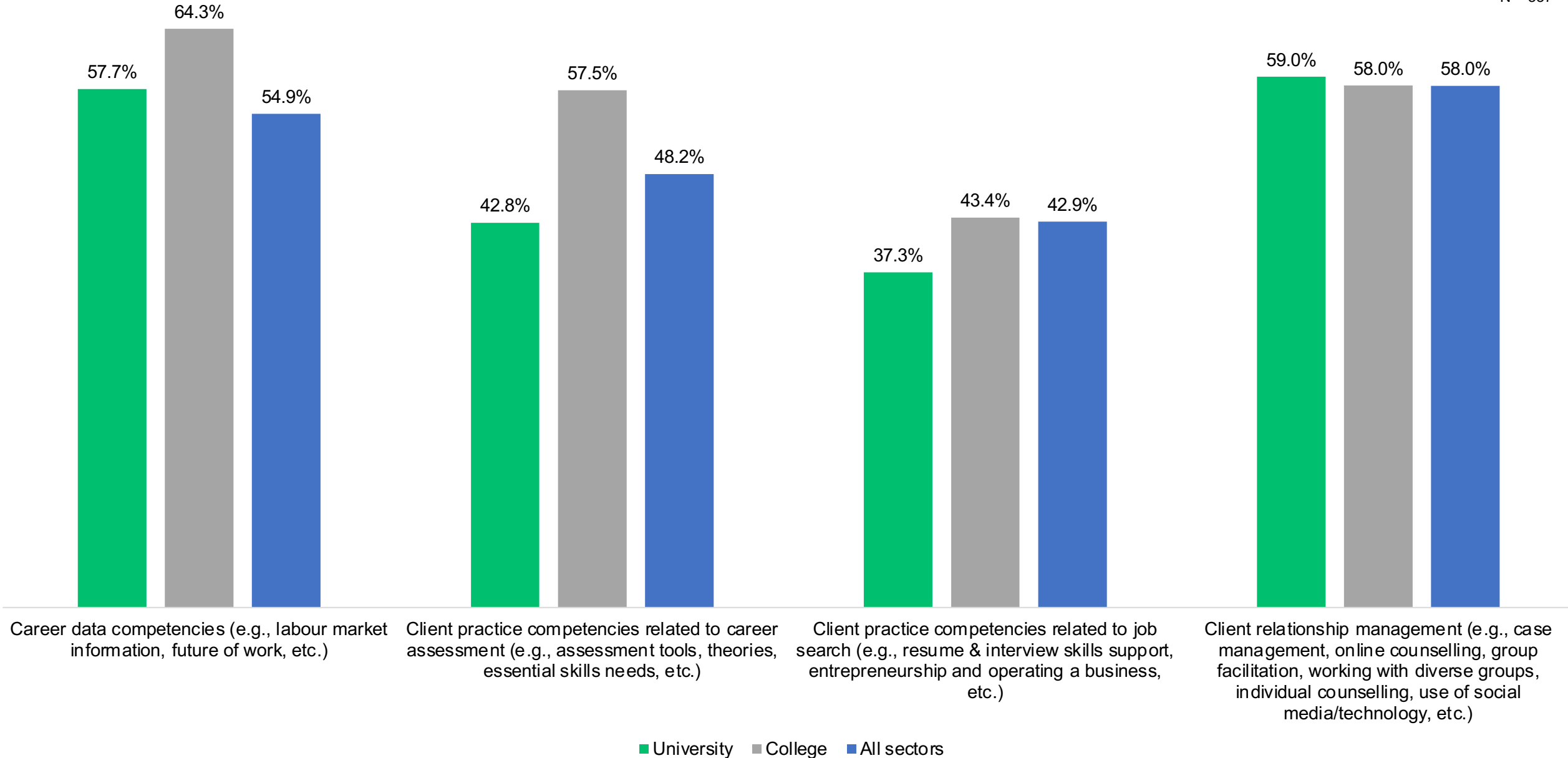
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“The lack of national certification means that there is an element of the unknown when it comes to candidates credentials/abilities in the field. We base our hiring decisions on the types of organizations people have worked in, their performance in interviews (mock facilitation) and their references.”

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

High or Essential priority

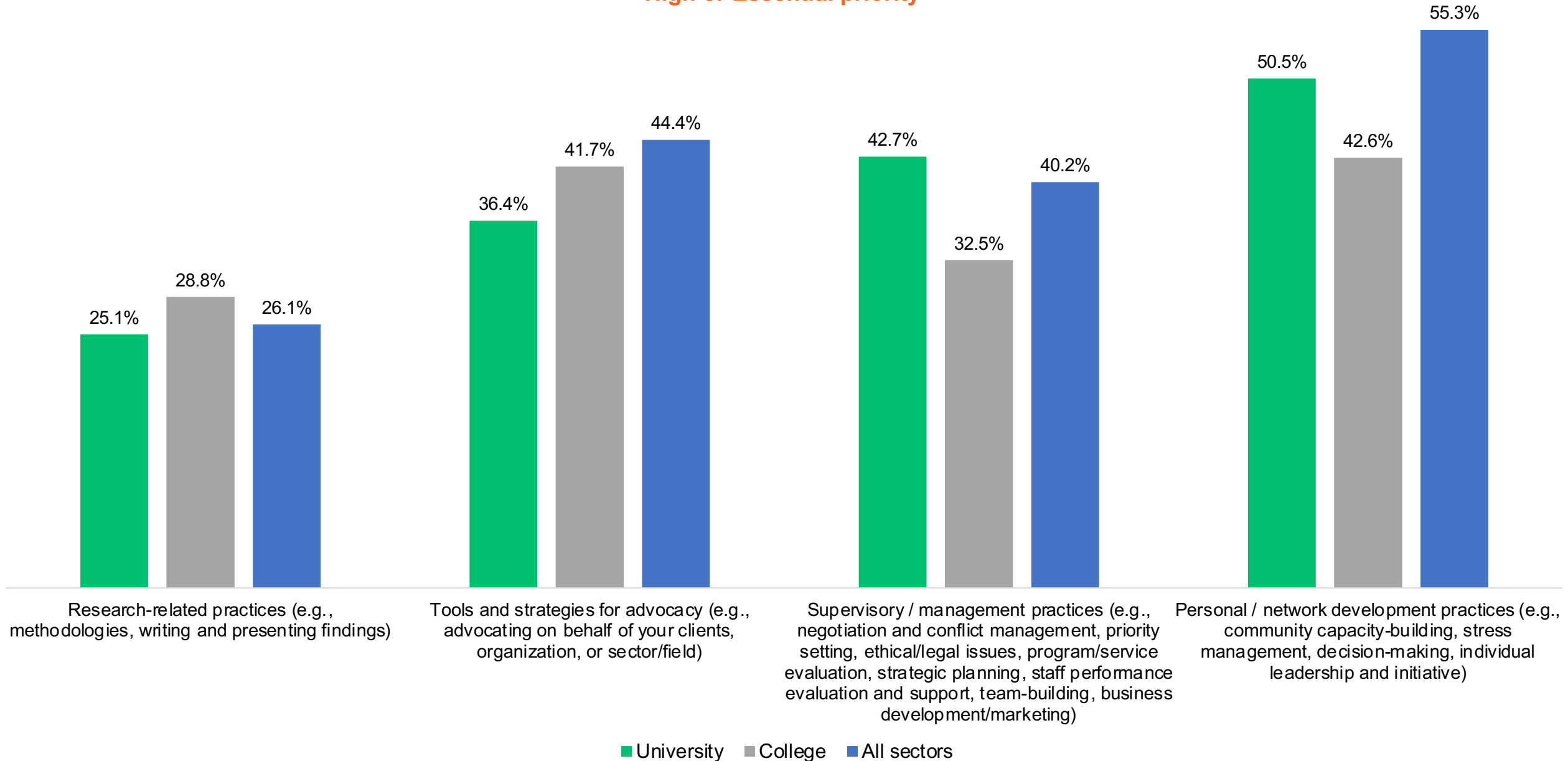
N = 337



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

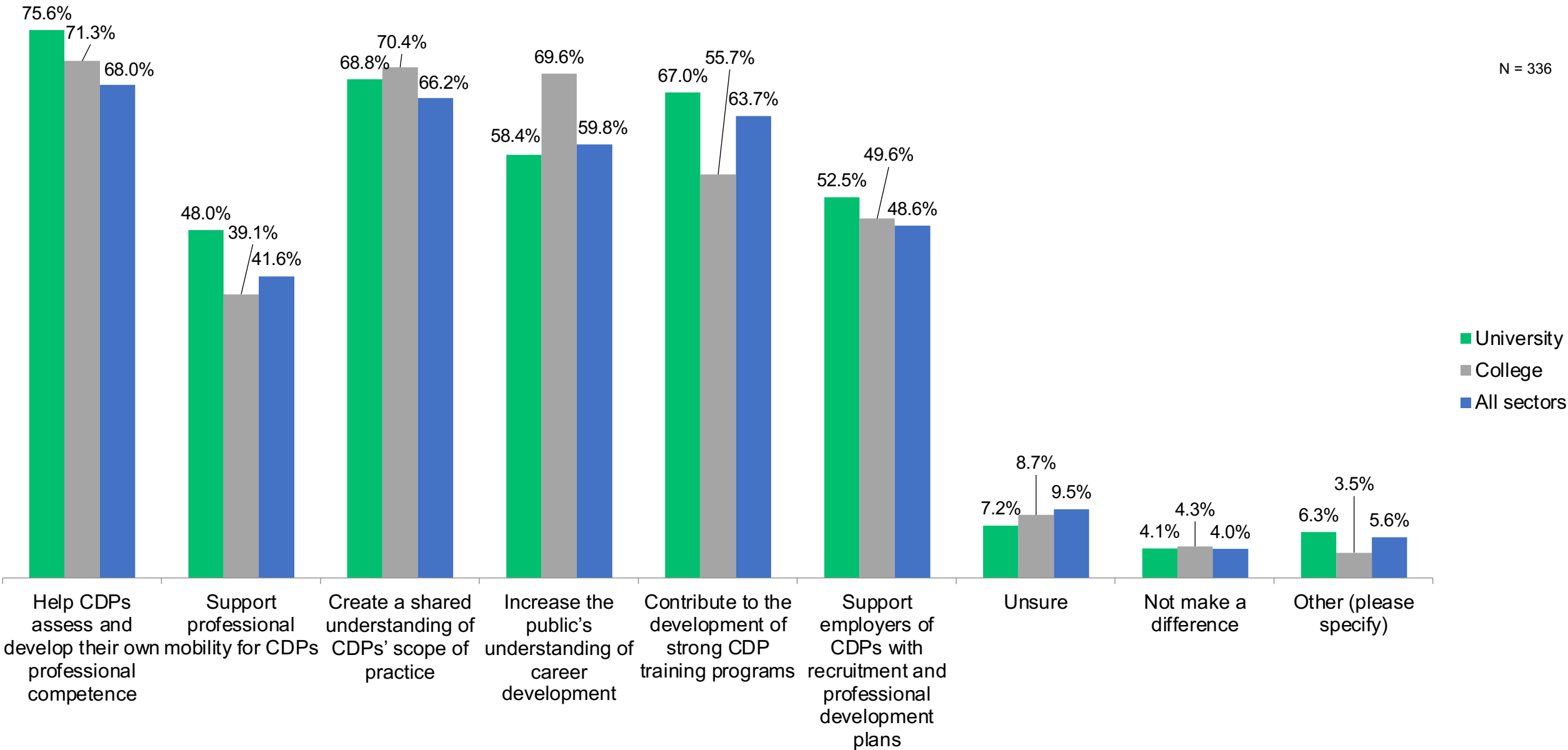
High or Essential priority

N = 337



**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 = 336



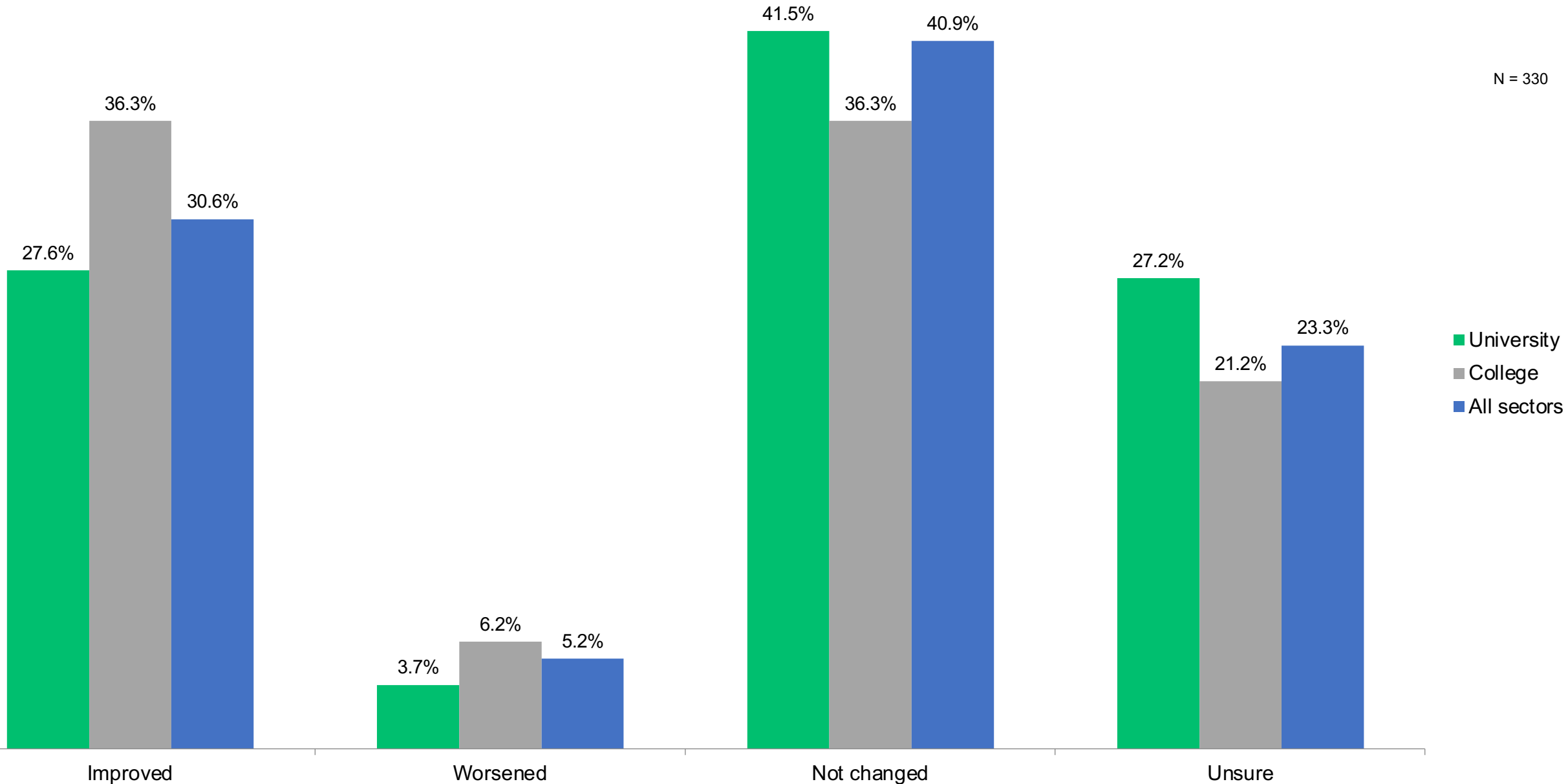


# Perceptions & Opinions



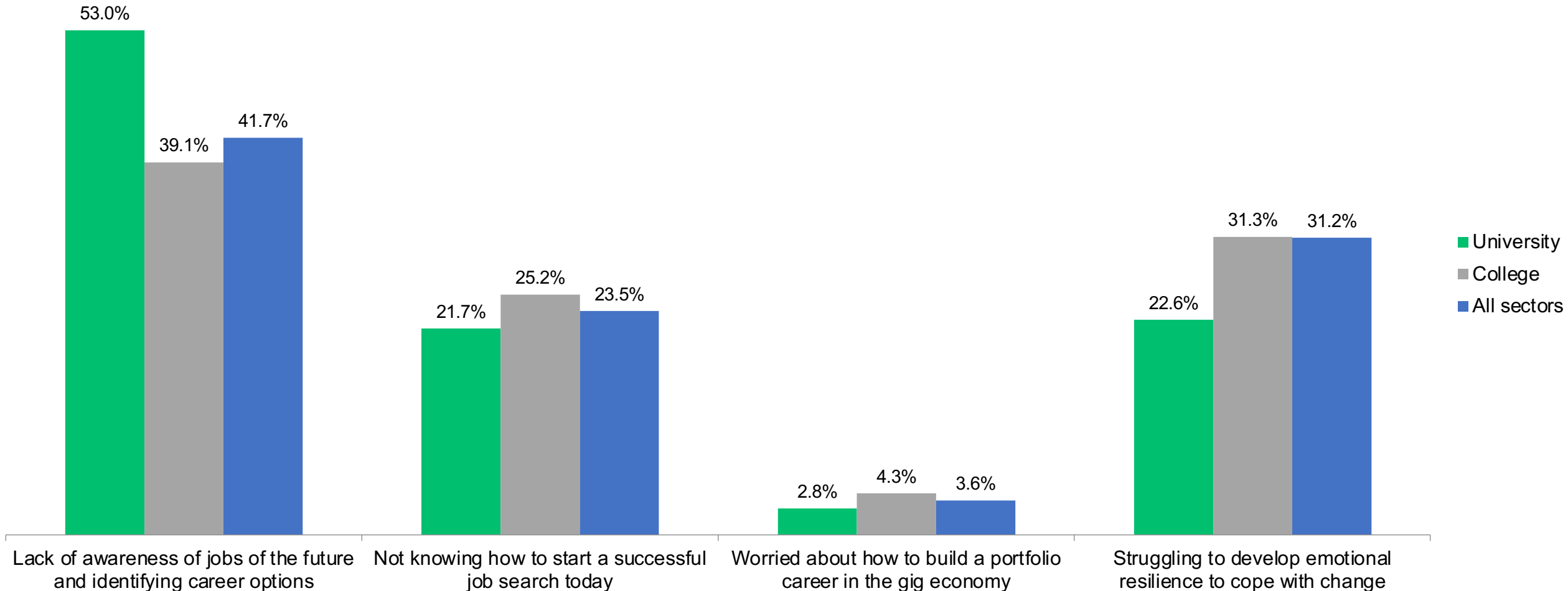
# In the past few years, do you feel the public's perception of the value of career service professionals has:

N = 330



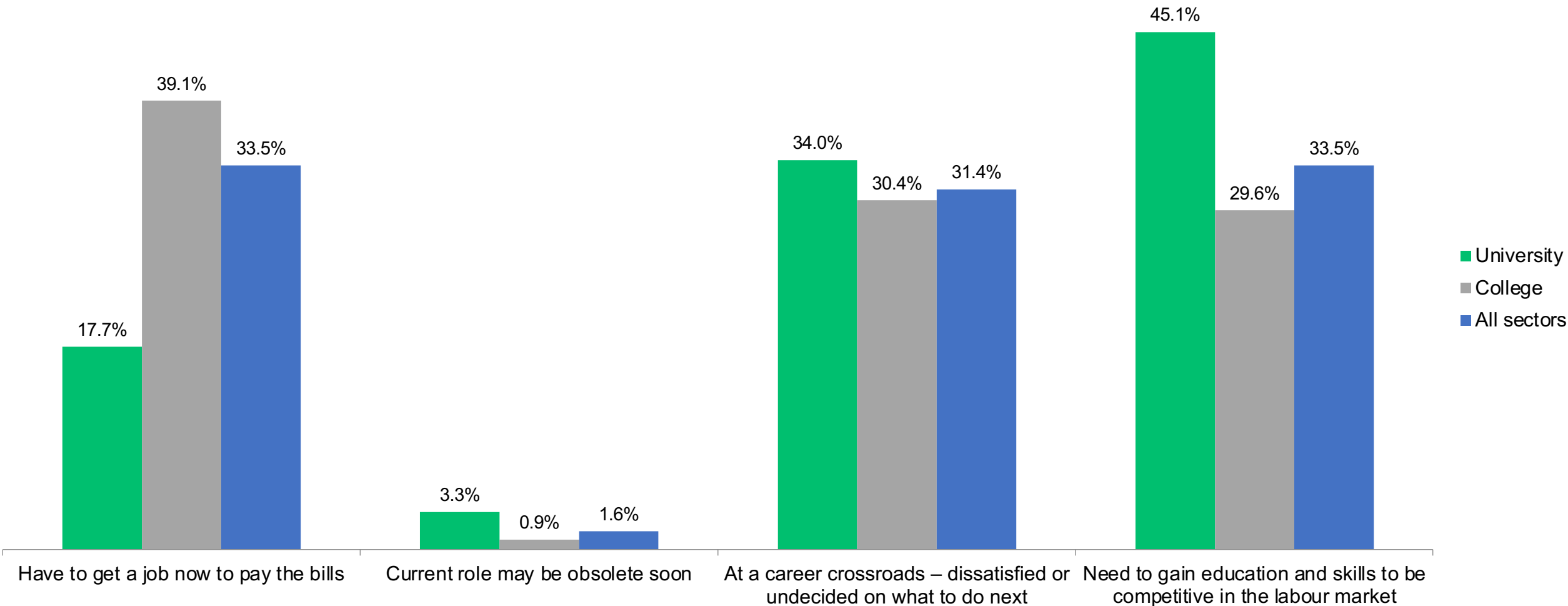
# Primary need for students/clients in career transition

N = 332



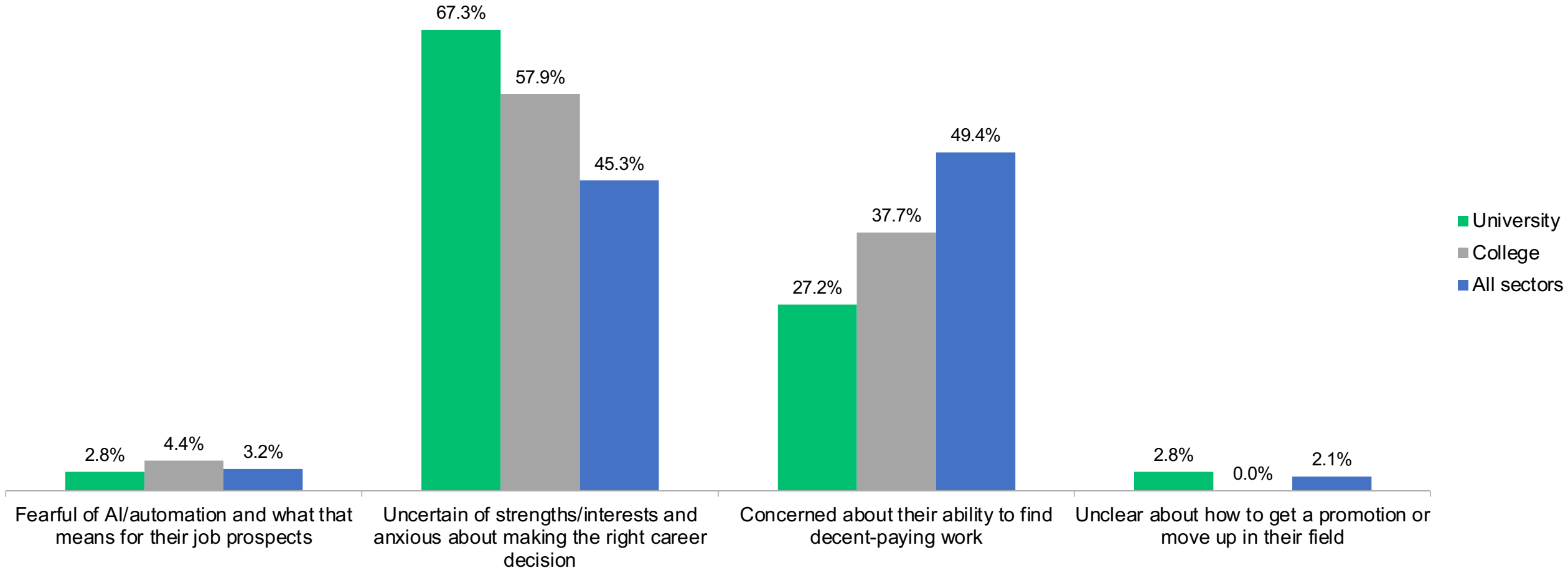
# Biggest concern for students or clients about how to navigate career

N = 330



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

N = 331



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

**72.2%**

University

**78.1%**

College

**Very often/  
somewhat often**

**71% All sectors**

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

**77.9%**

University

**76.4%**

College

**Very often/  
somewhat often**

**66.5% All sectors**

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

**56.1%**

University

**62.2%**

College

**Very often/  
somewhat often**

**61% All sectors**

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

**54.6%**

University

**56.1%**

College

**Very often/  
somewhat often**

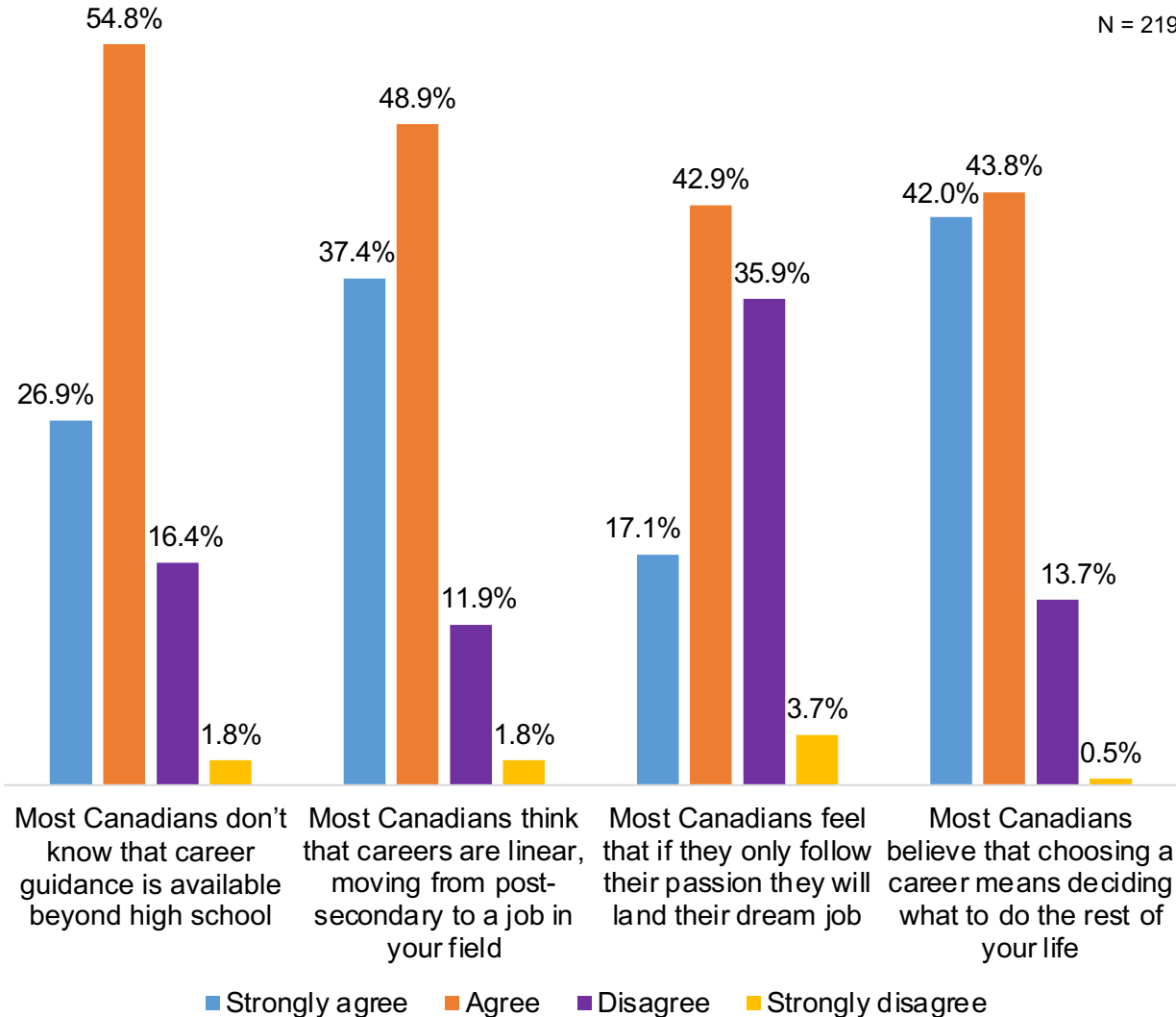
**58.8% All sectors**



# Career myths based on what you hear in your practice

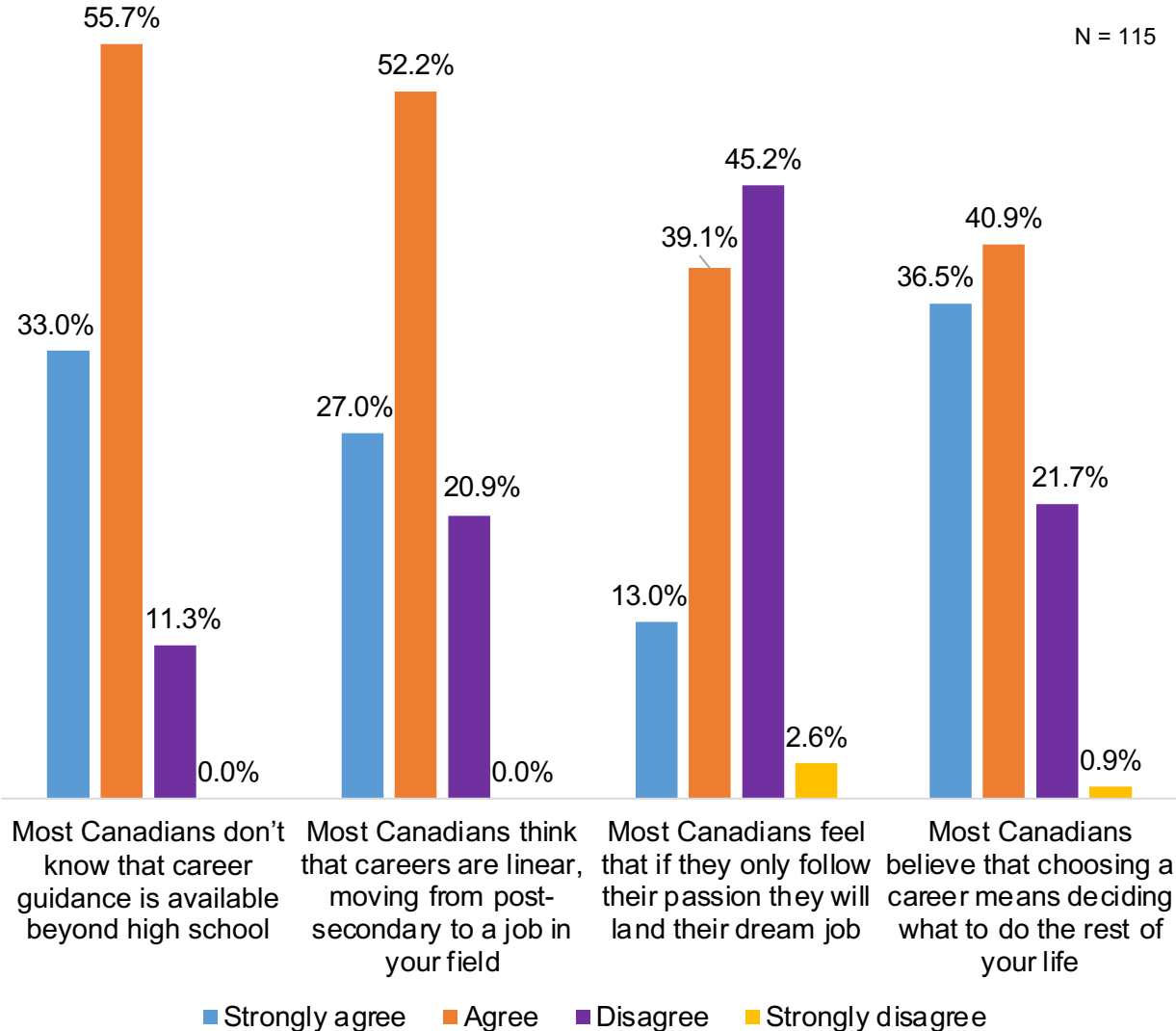
## University

N = 219



## College

N = 115



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

