



Prairie 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

283 respondents in Alberta (55.1%), Saskatchewan (16.6%), & Manitoba (28.3%) totalling 20.9% of all survey respondents

Not all questions answered by all

Nov. 1–29, 2019

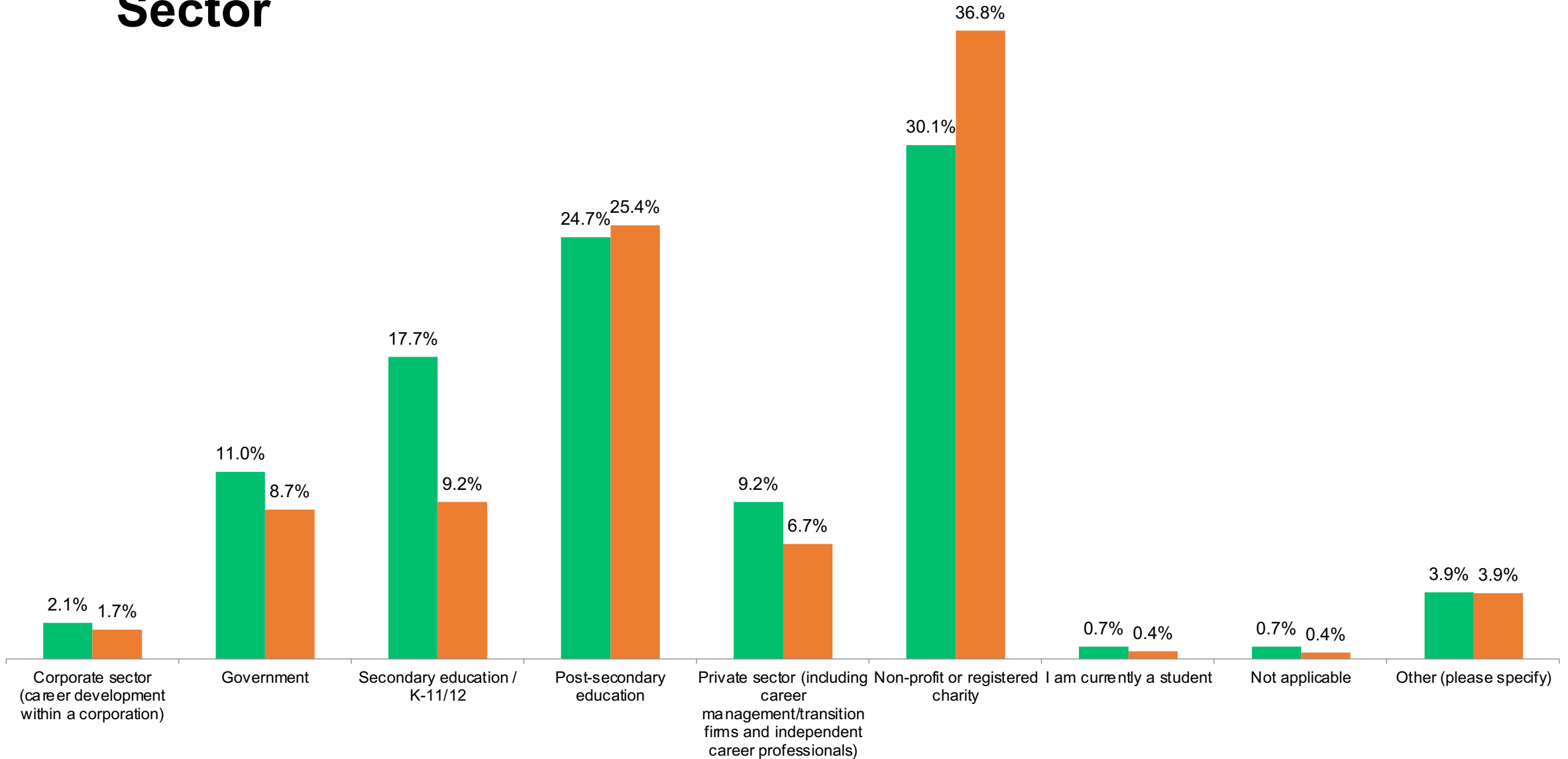


Findings

Sector

N = 283

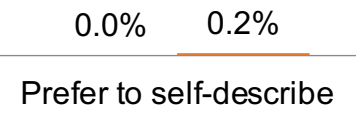
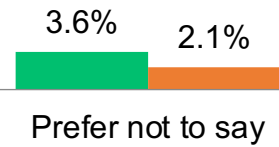
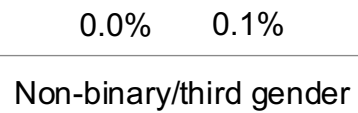
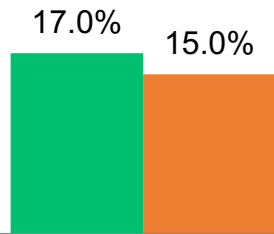
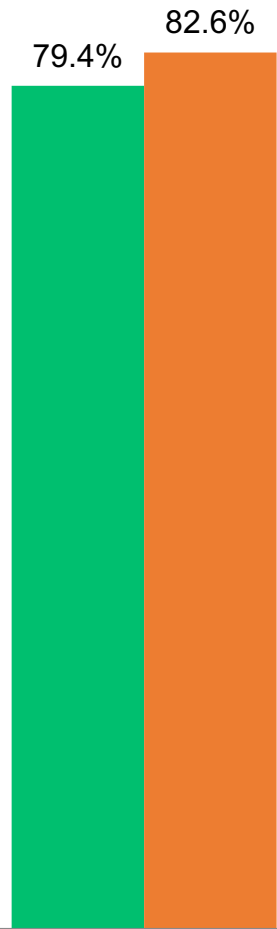
Prairie
National



Gender

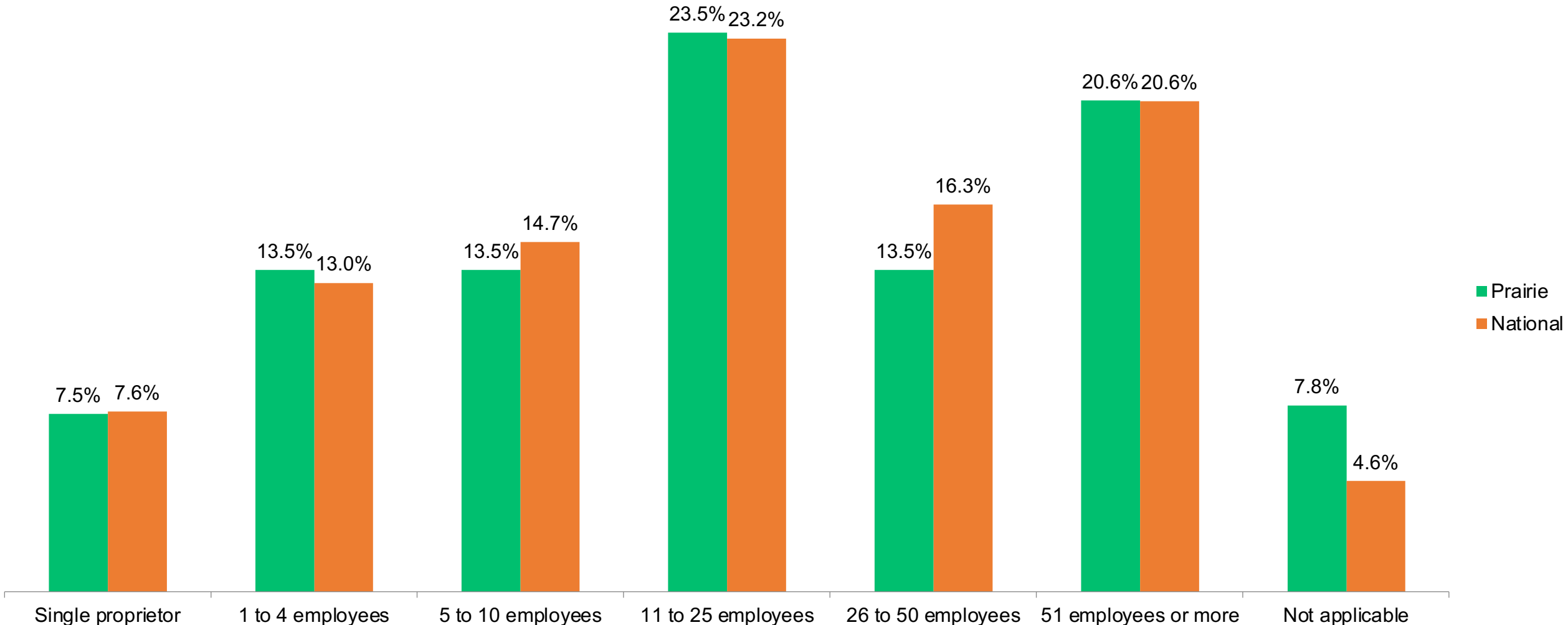
N = 282

■ Prairie
■ National



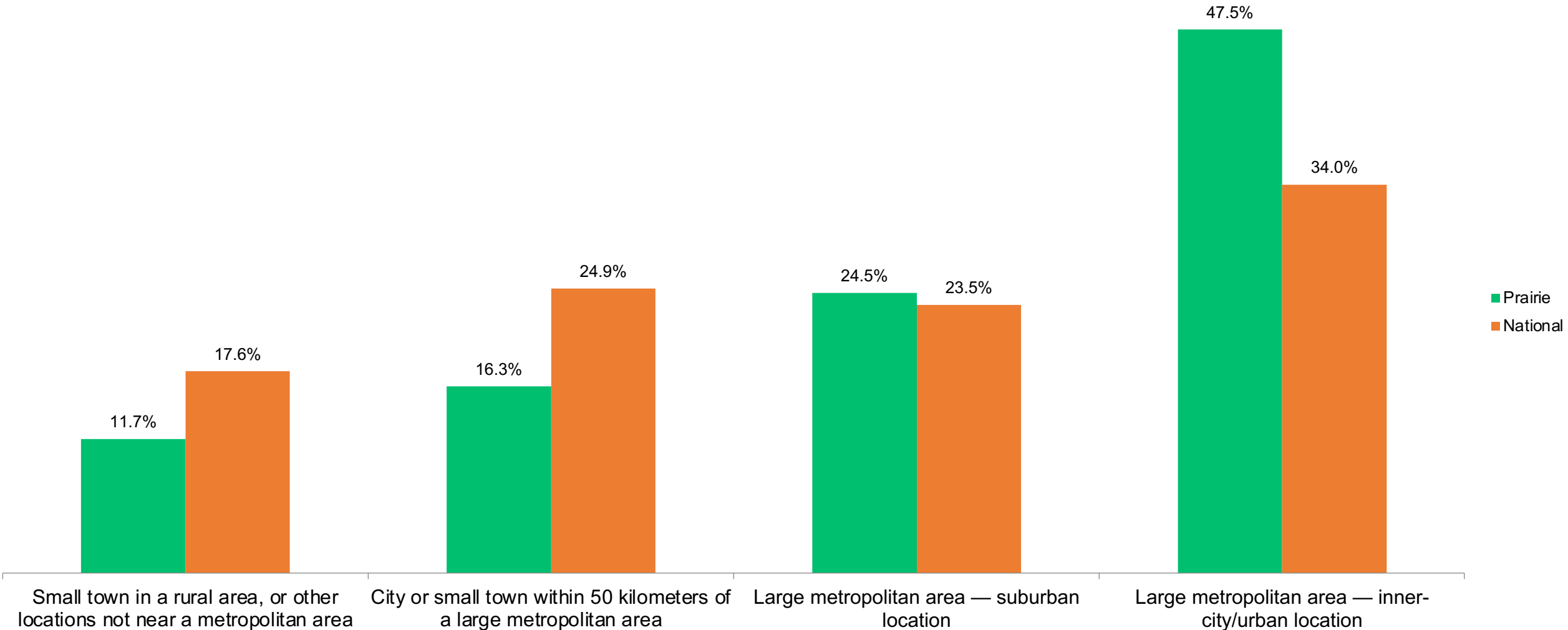
Size of careers services organization (including departments and satellites)

N = 281



How would you describe the area where you are located?

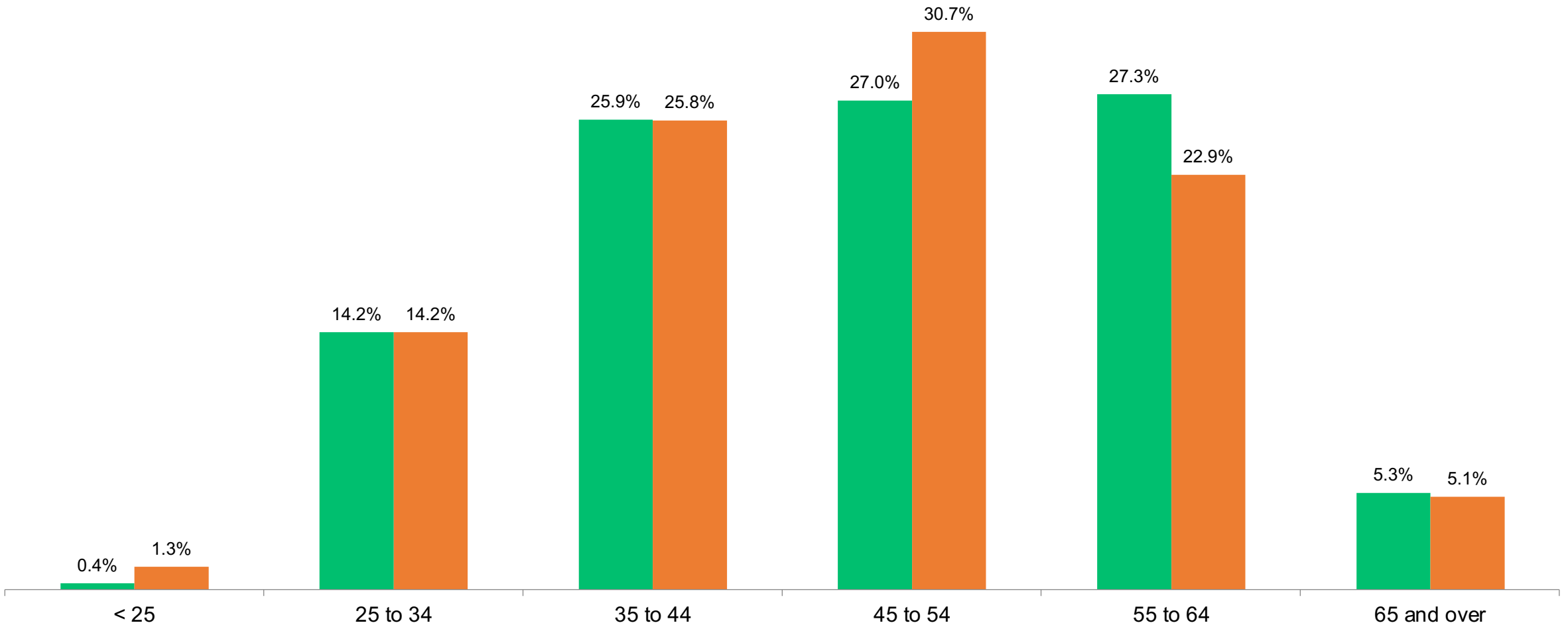
N = 282



Age

N = 282

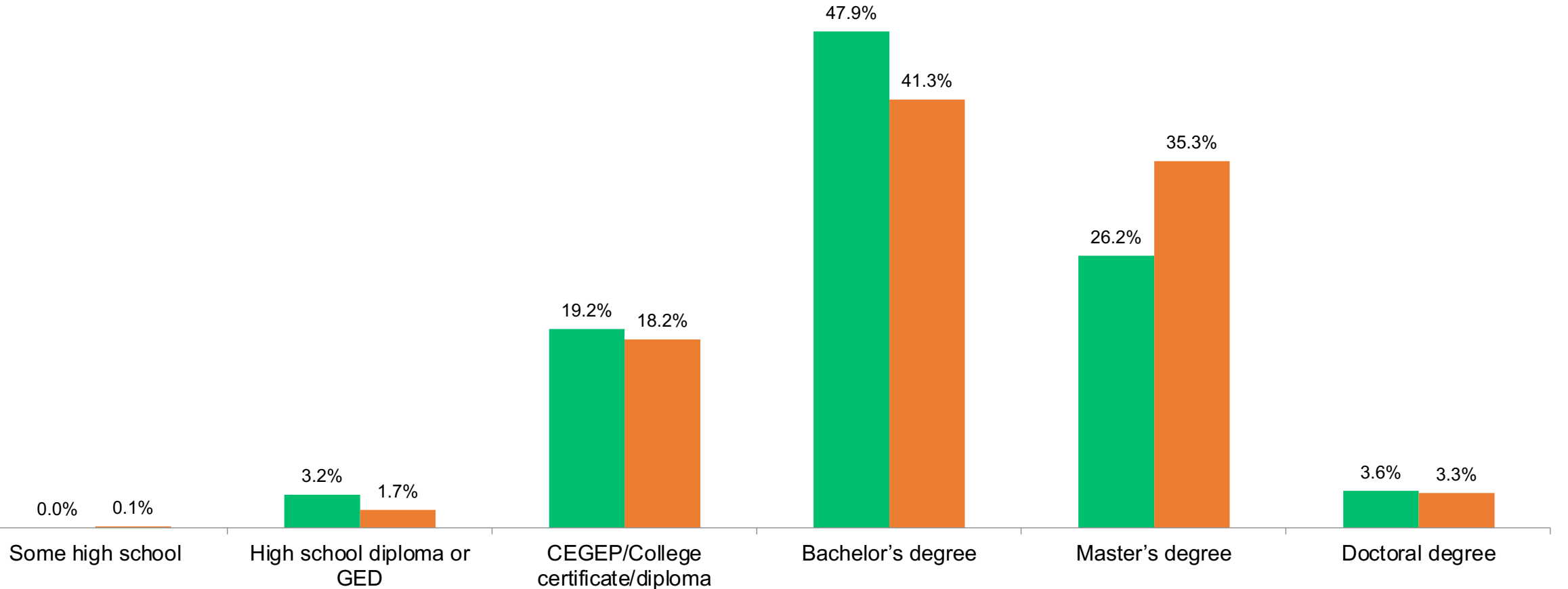
Prairie
National



Highest level of education completed

N = 282

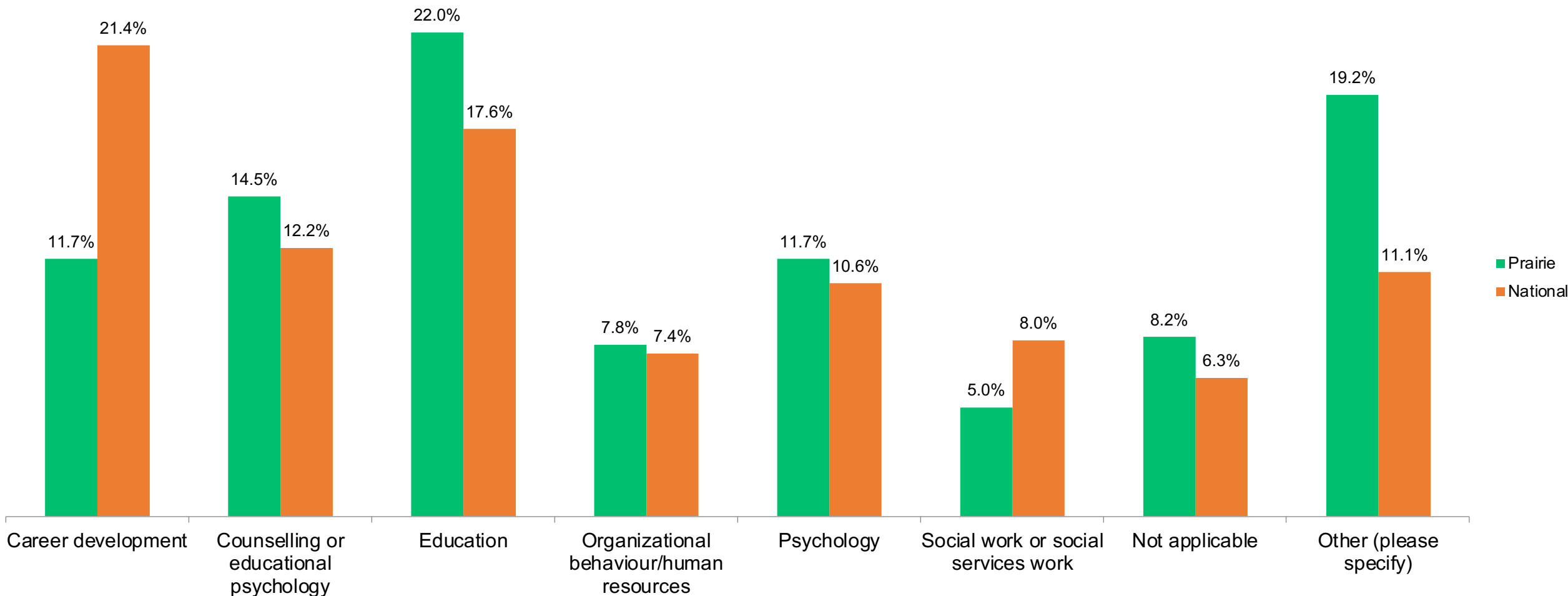
Prairie
National



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

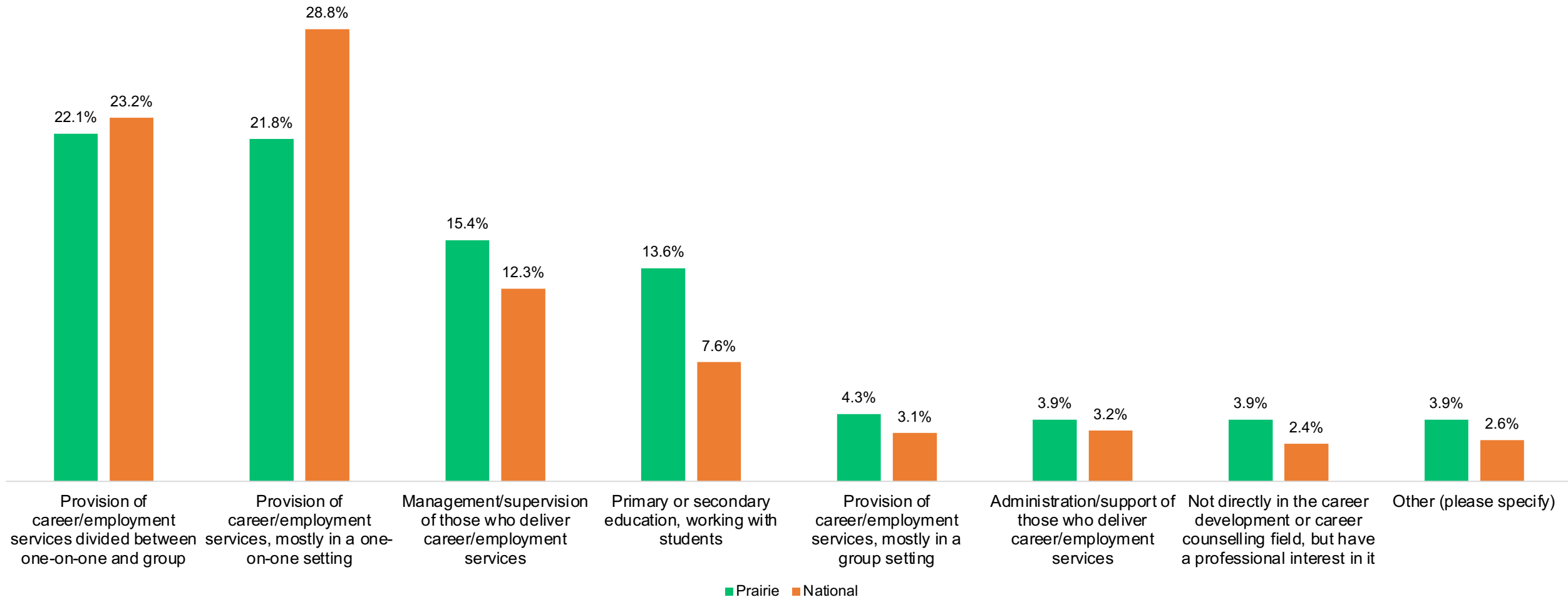


N = 282



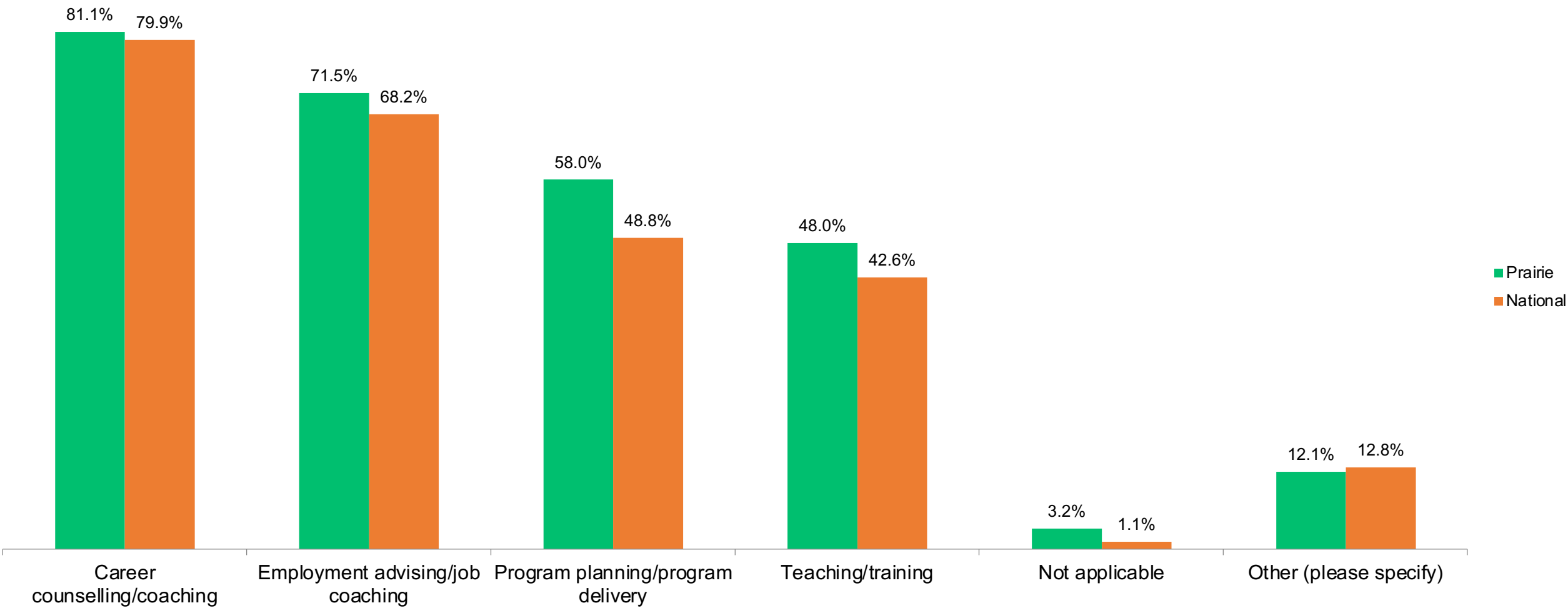
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? I am directly involved in: (Top 8 responses)

N = 280

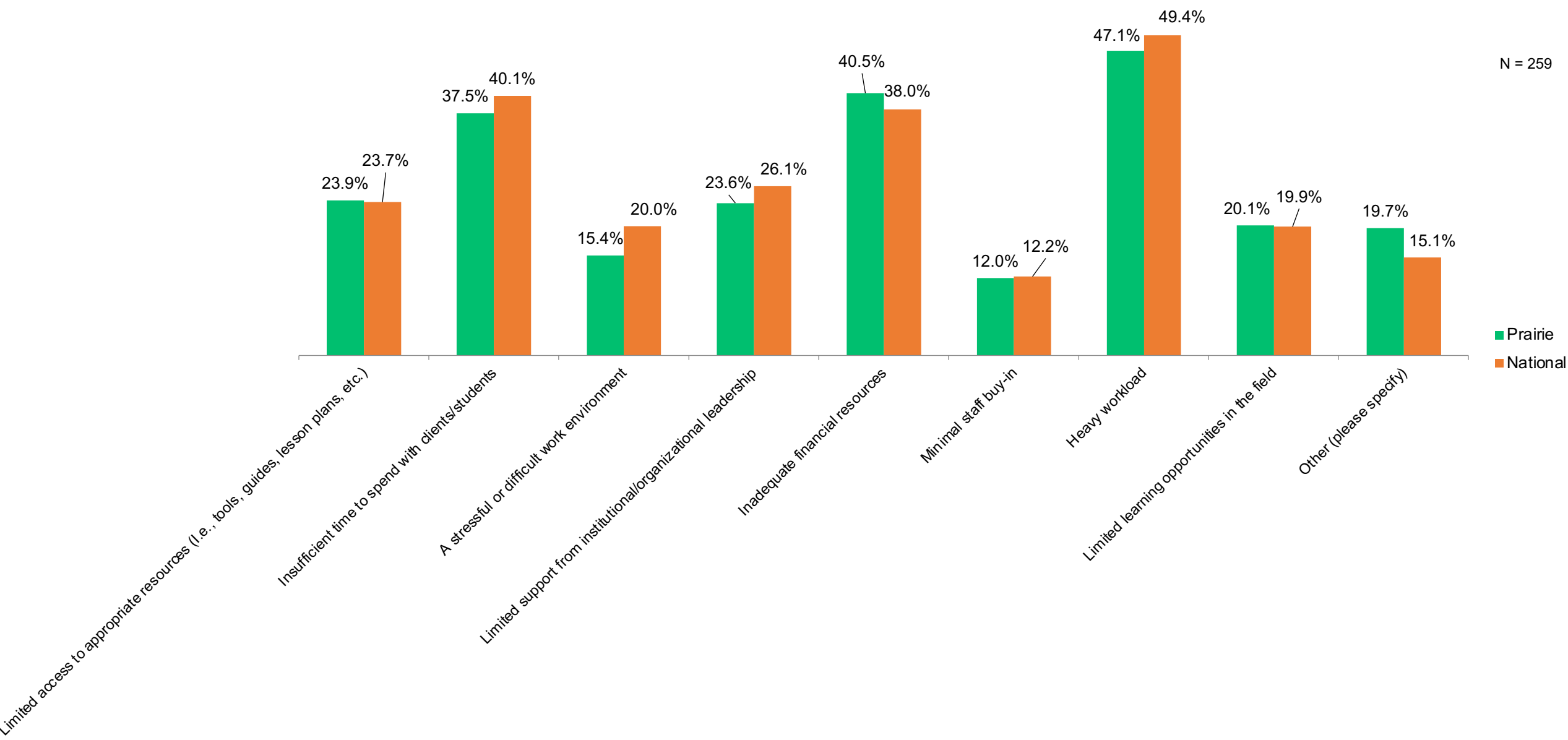


Services you are most likely to offer

N = 281

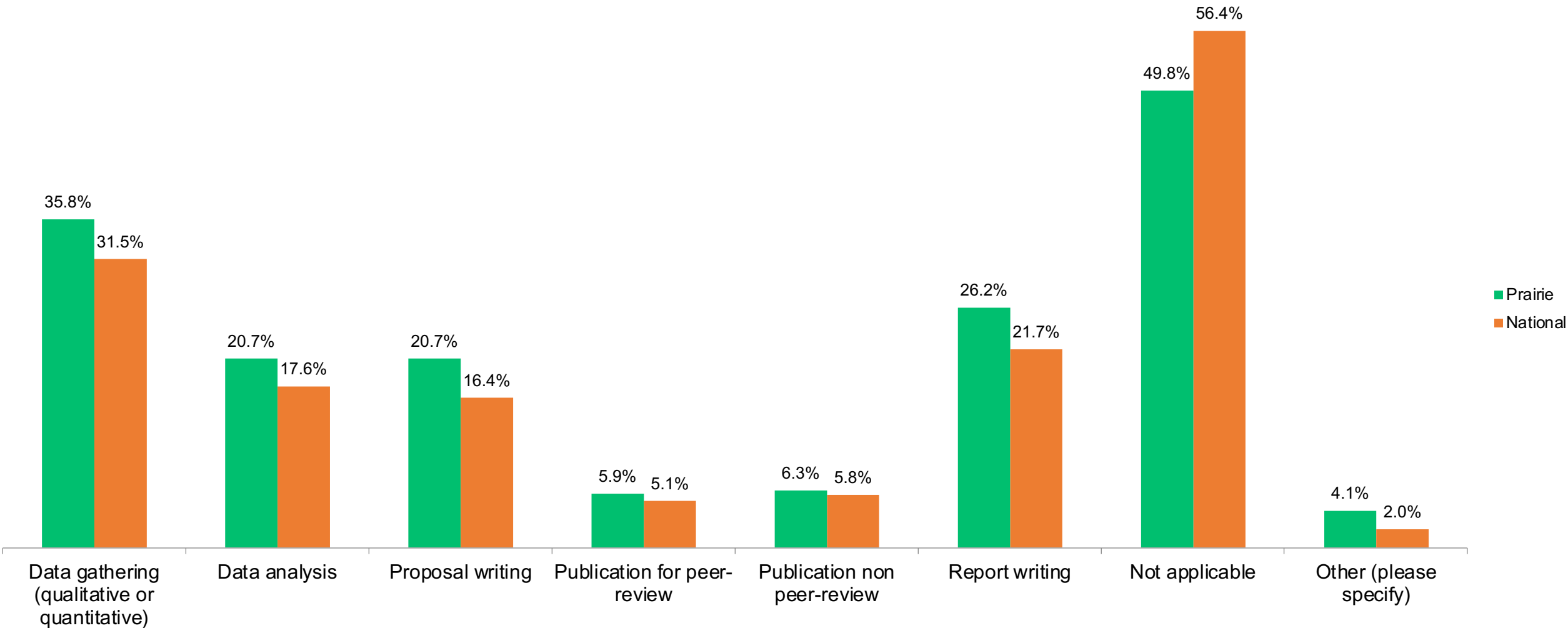


What are some elements that affect your ability to deliver career development? (Check all that apply)



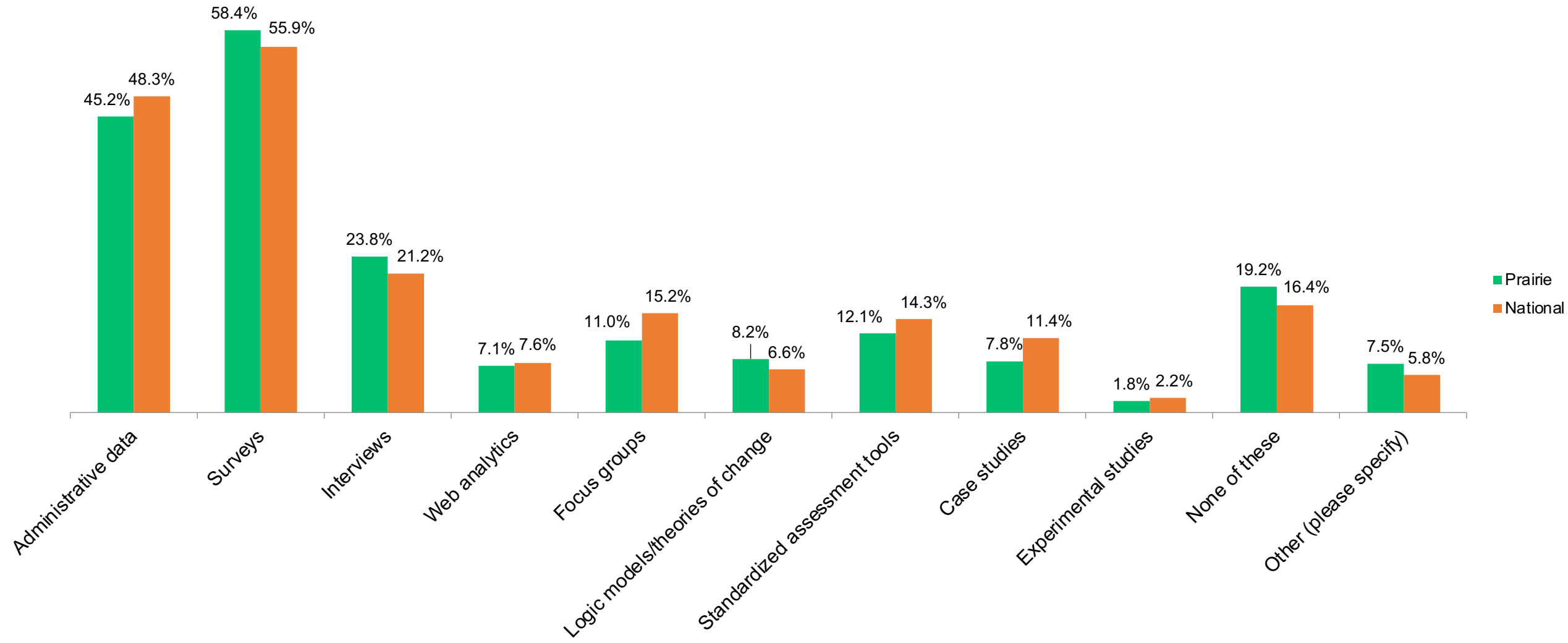
Are you involved in the following career development research activities? (Check all that apply)

N = 271



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

N = 281

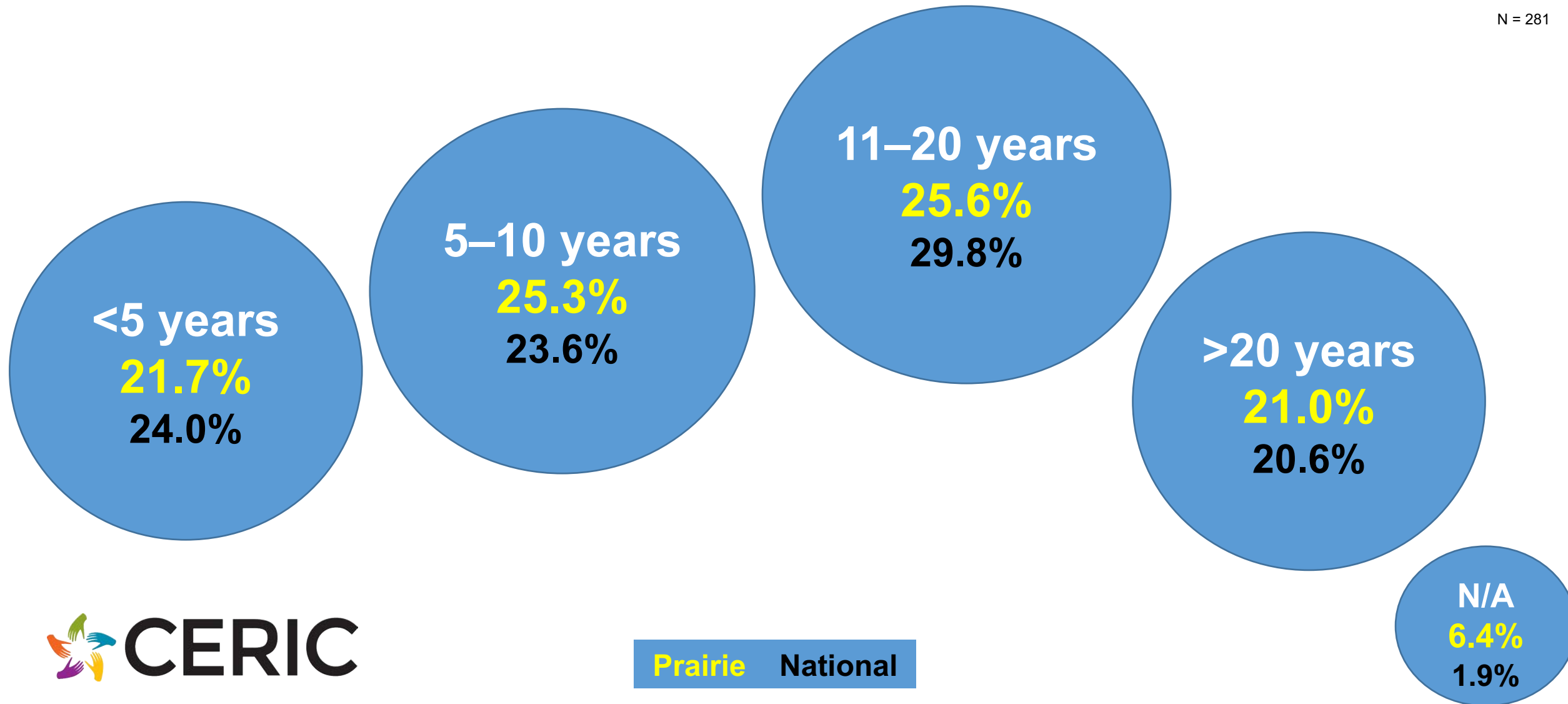




Experience,
Salaries,
Professional
Development

Experience

N = 281



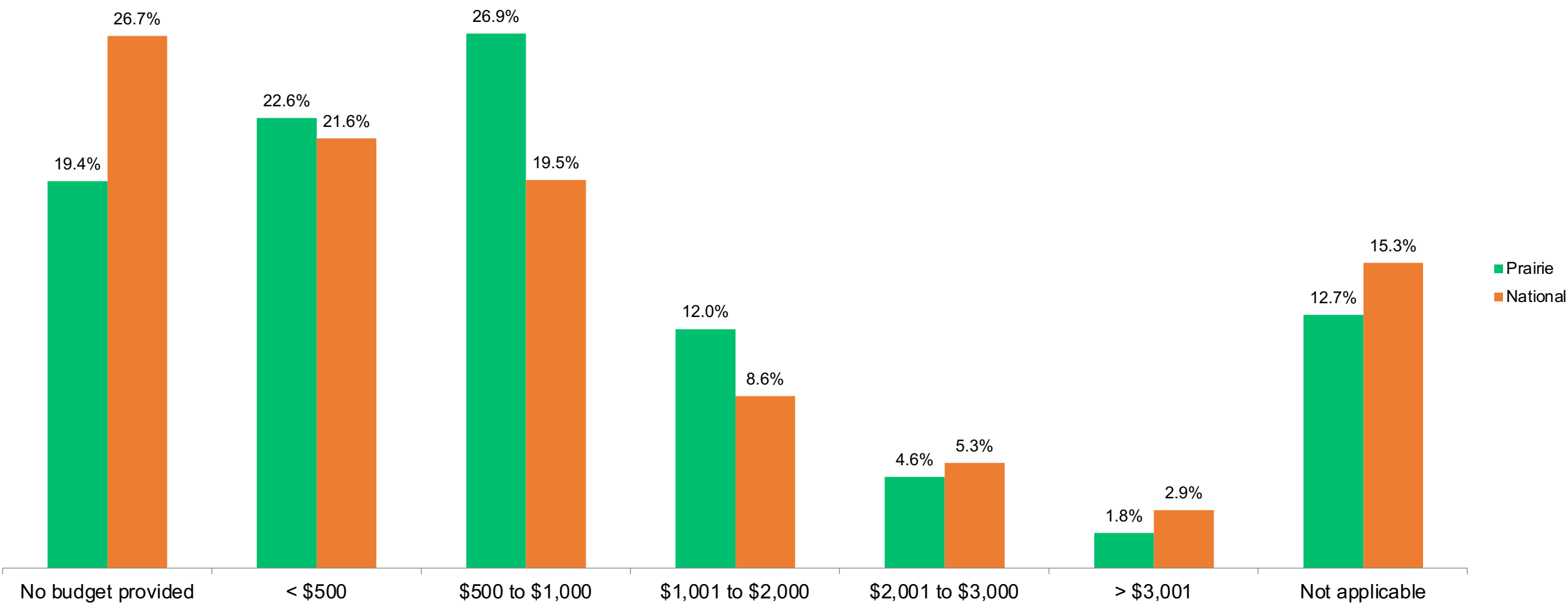
Annual salary or income (before deductions)

N = 281



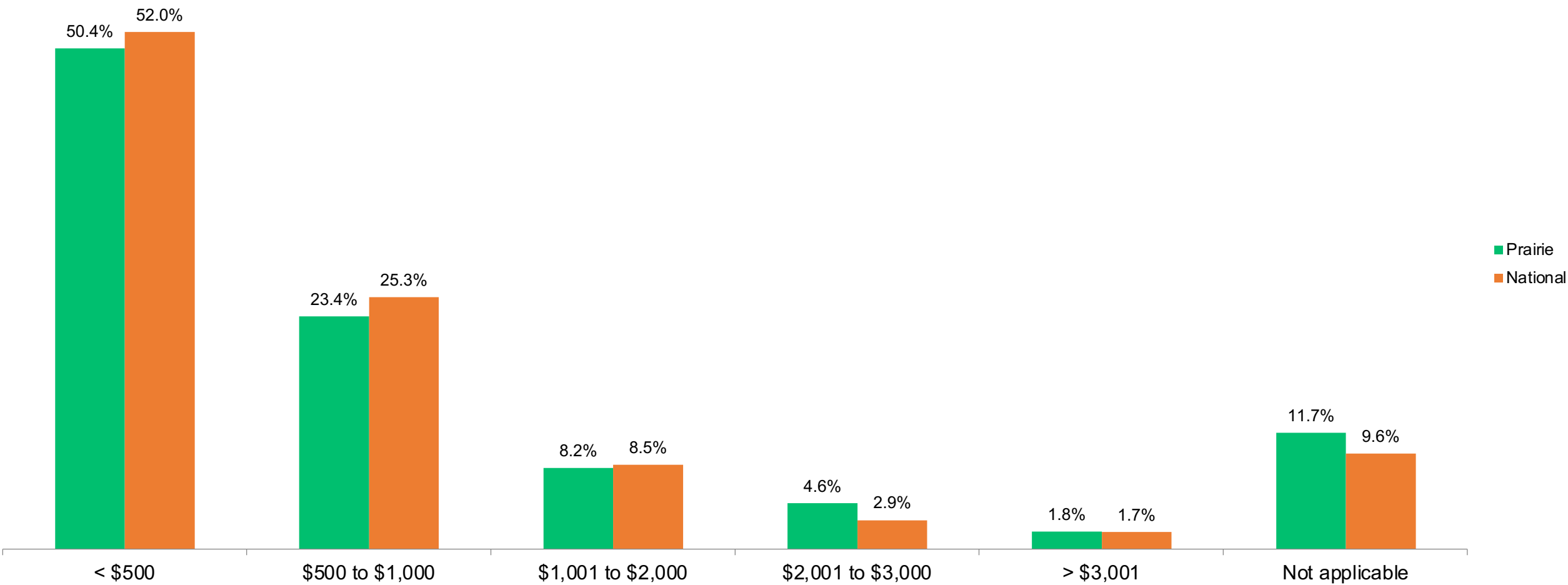
Annual professional development budget provided by employer

N = 283



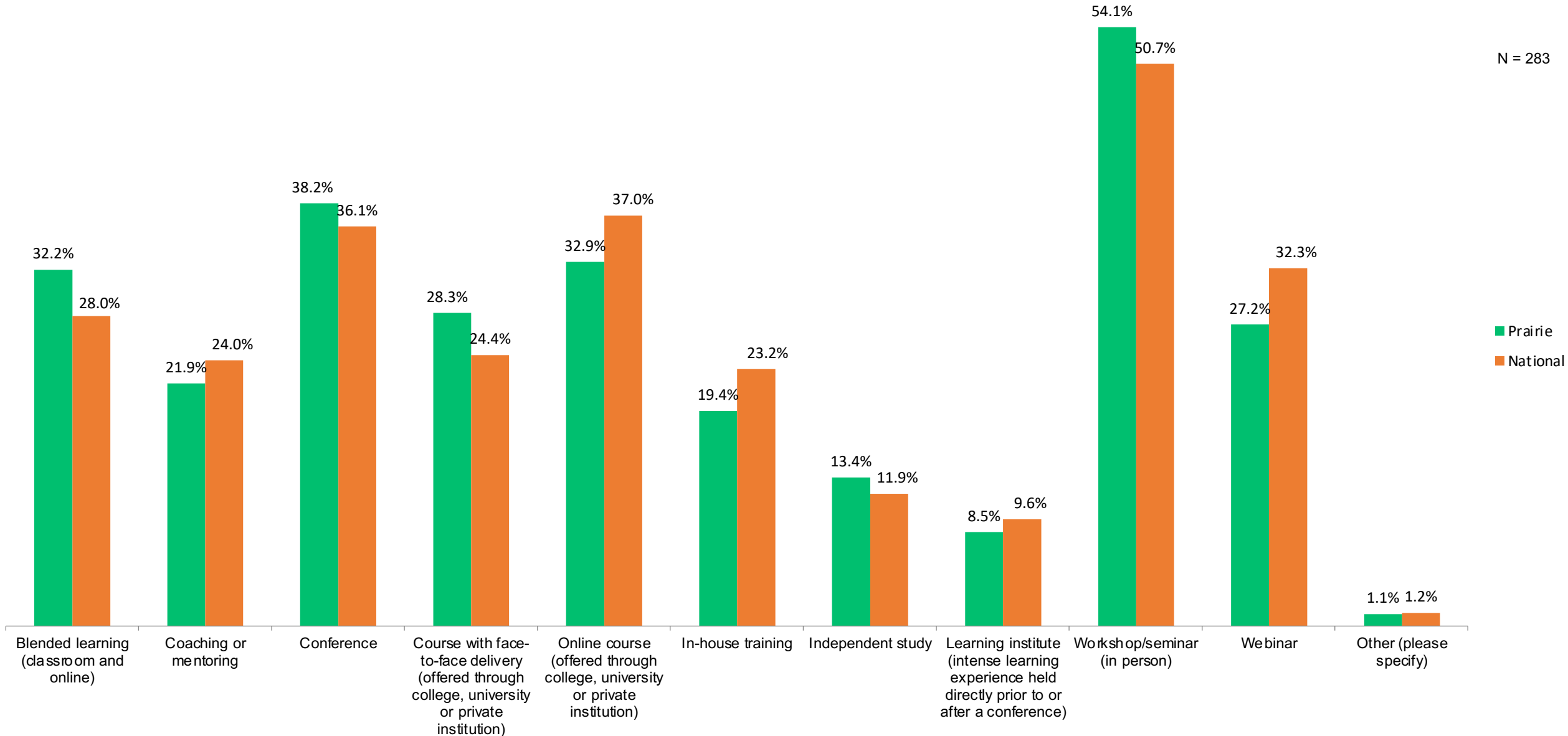
How much would you personally be willing to pay for professional development annually?

N = 282



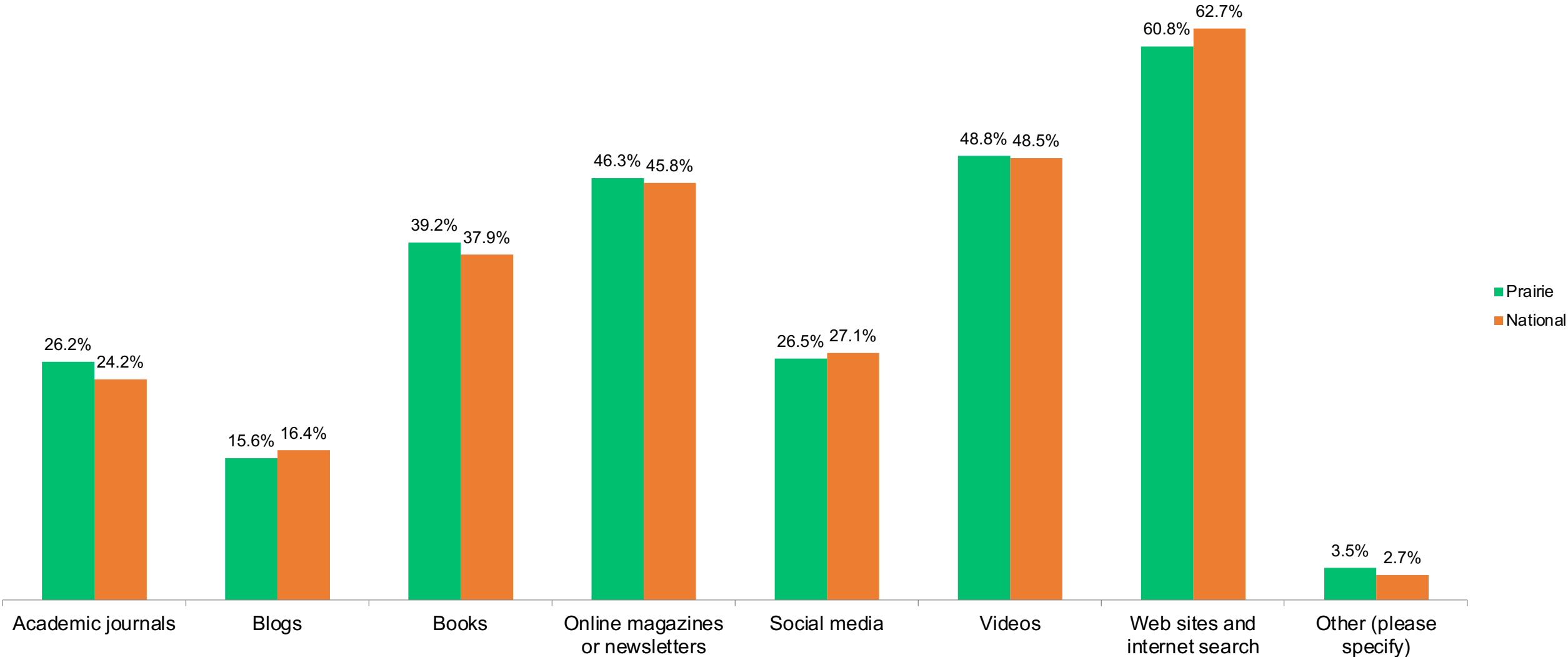
Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

N = 283

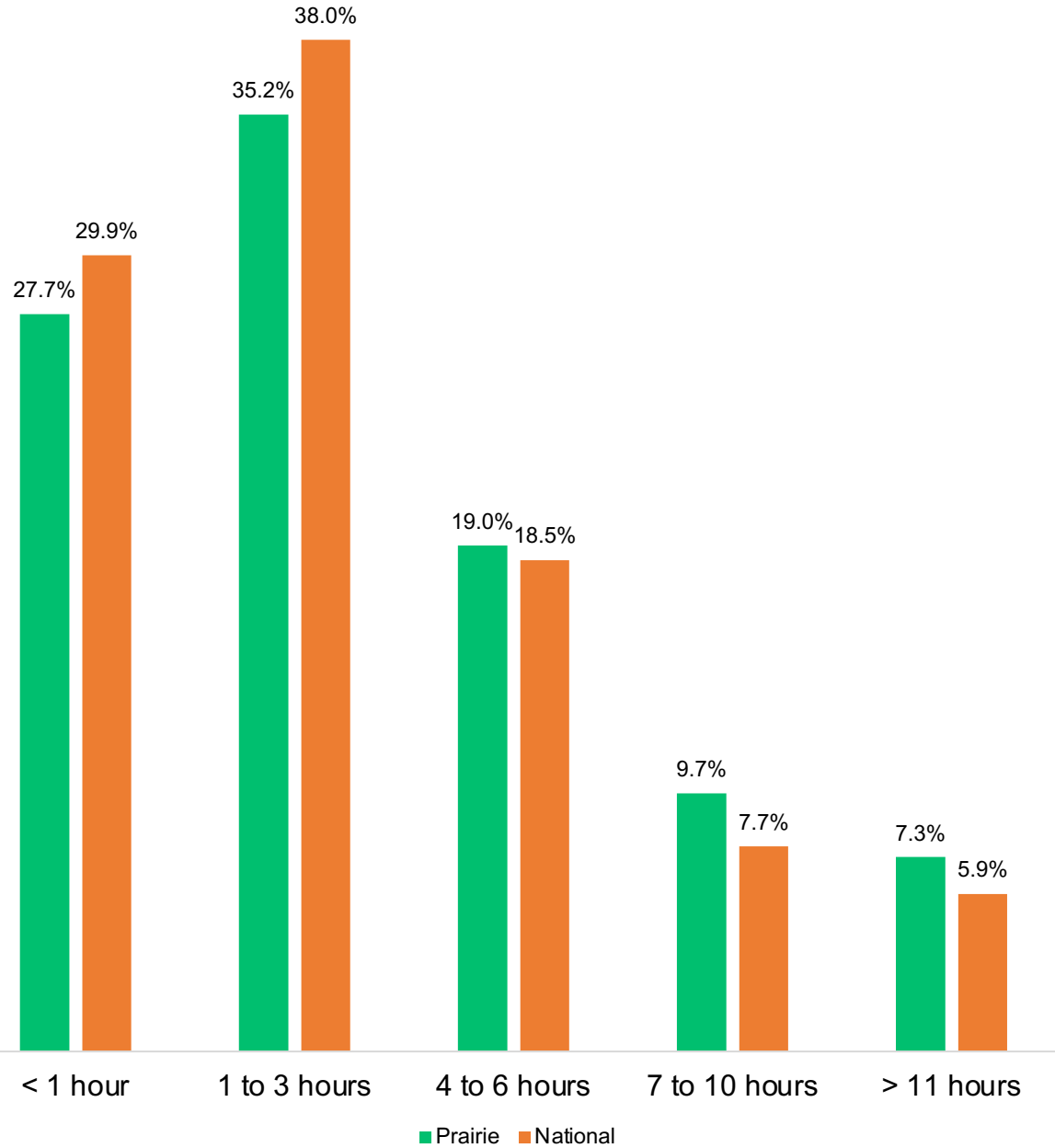


Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

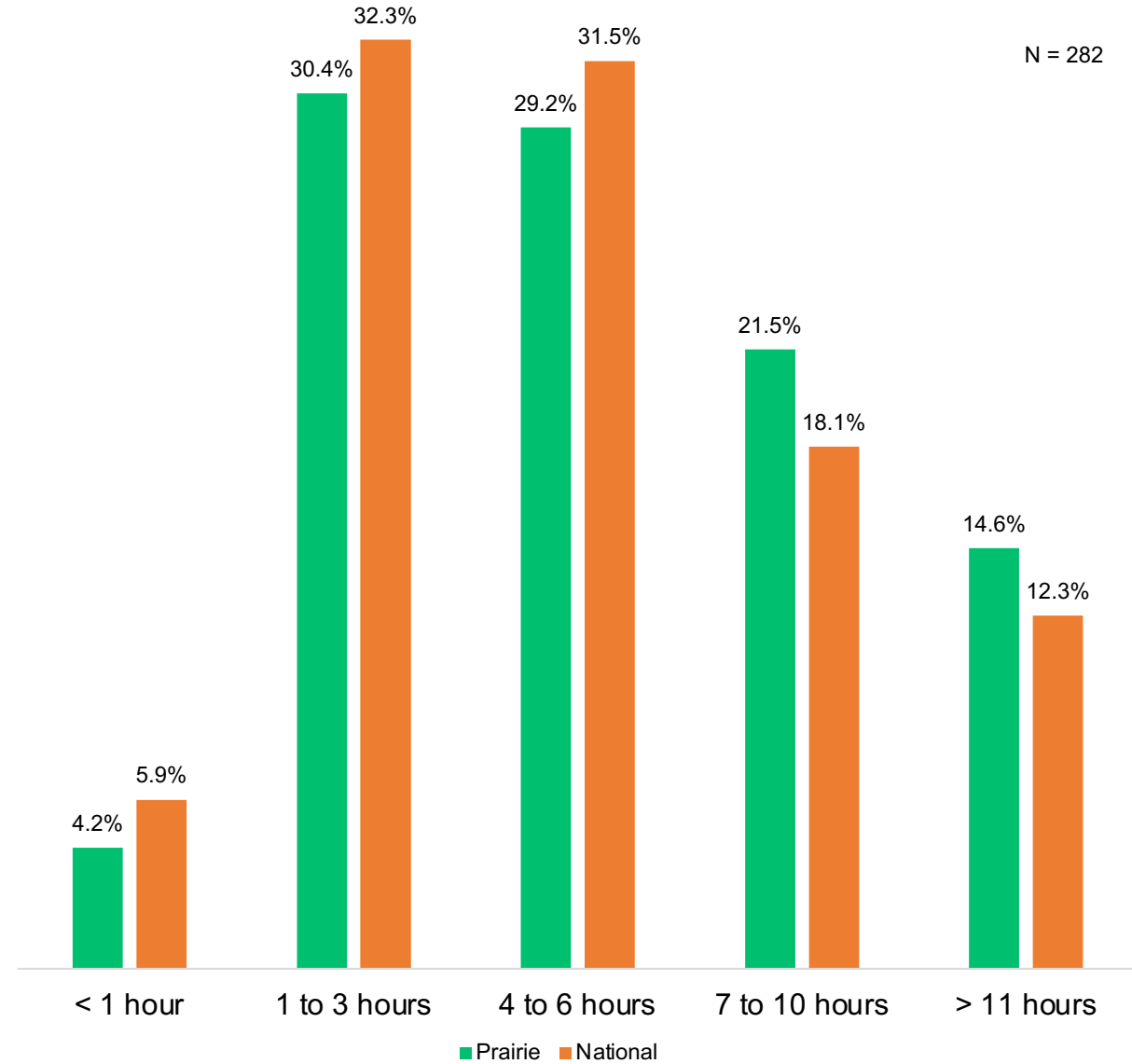
N = 283



Time spent per month: Formal learning opportunities

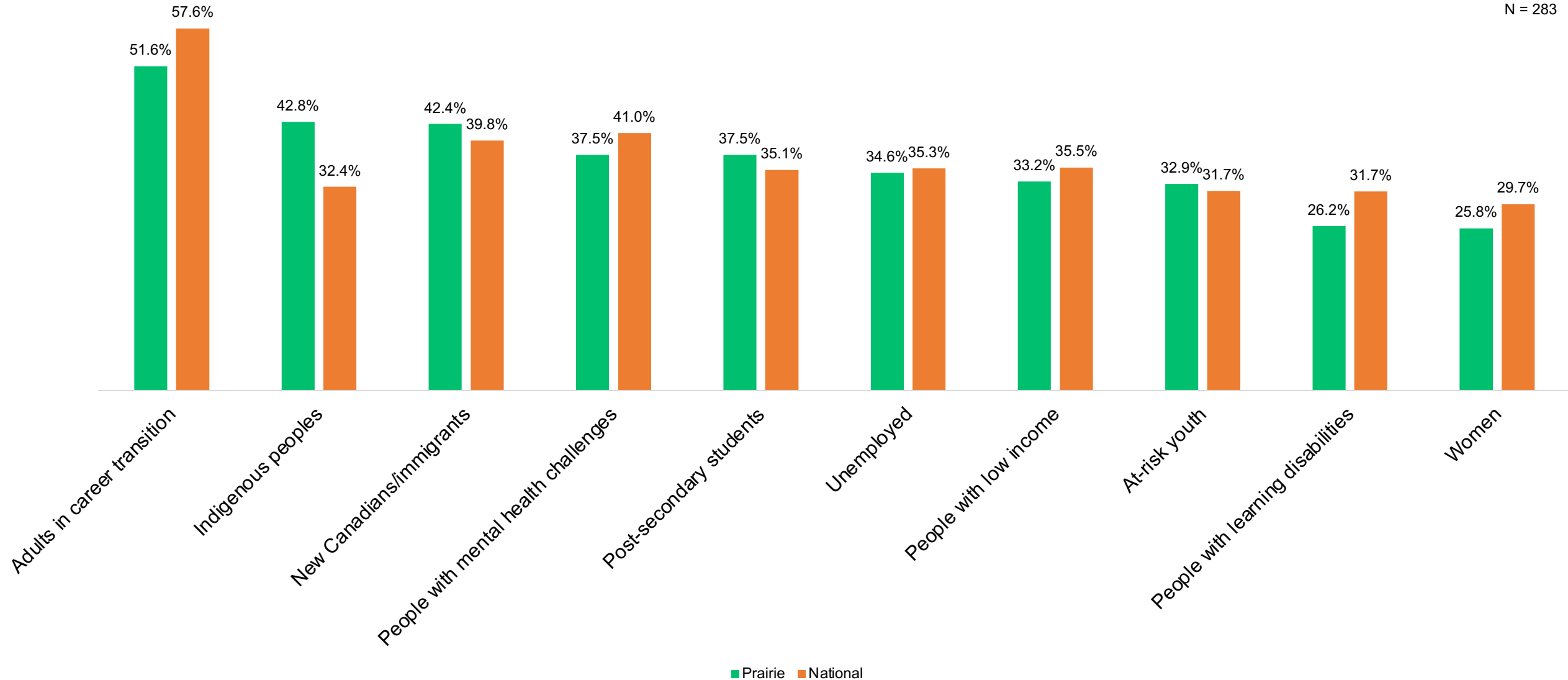


Time spent per month: Informal learning opportunities



**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 = 283

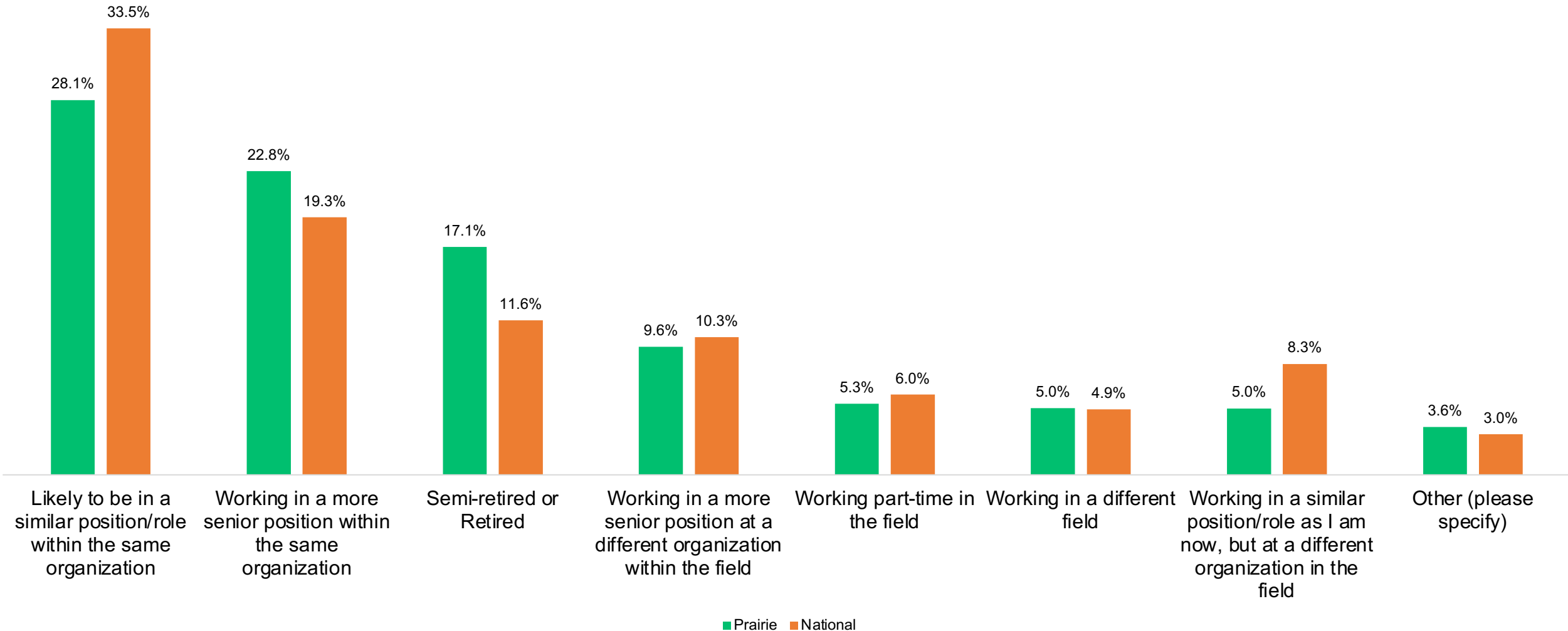




Looking to the
future

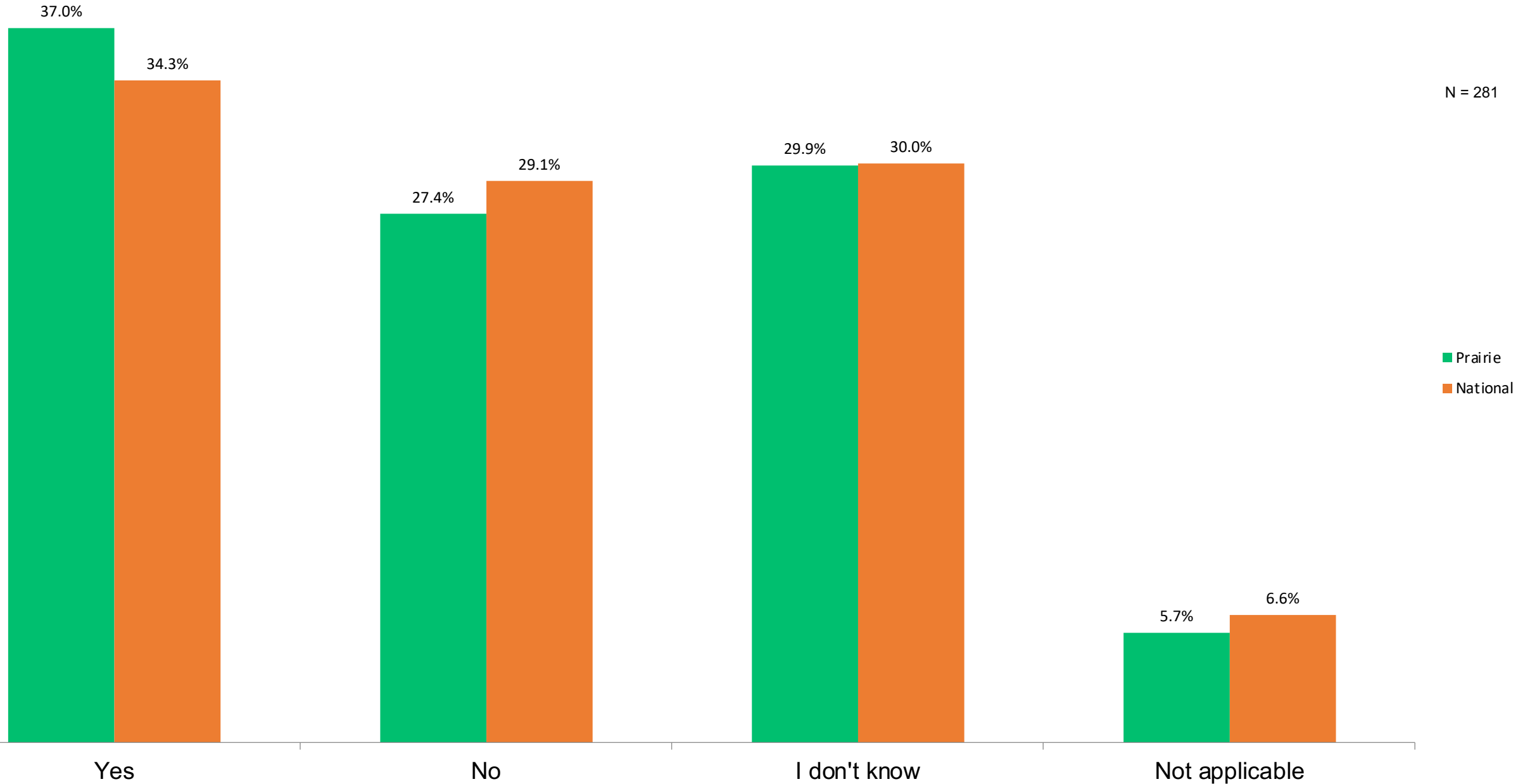
Thinking about your career, where do you see yourself in five years? (Top 8 responses)

N = 281



Is your organization engaged in succession planning?

N = 281



Issues/challenges to hiring — Quotes

“Limited pool of qualified applicants. Part-time, temporary jobs do not attract quality applicants.”

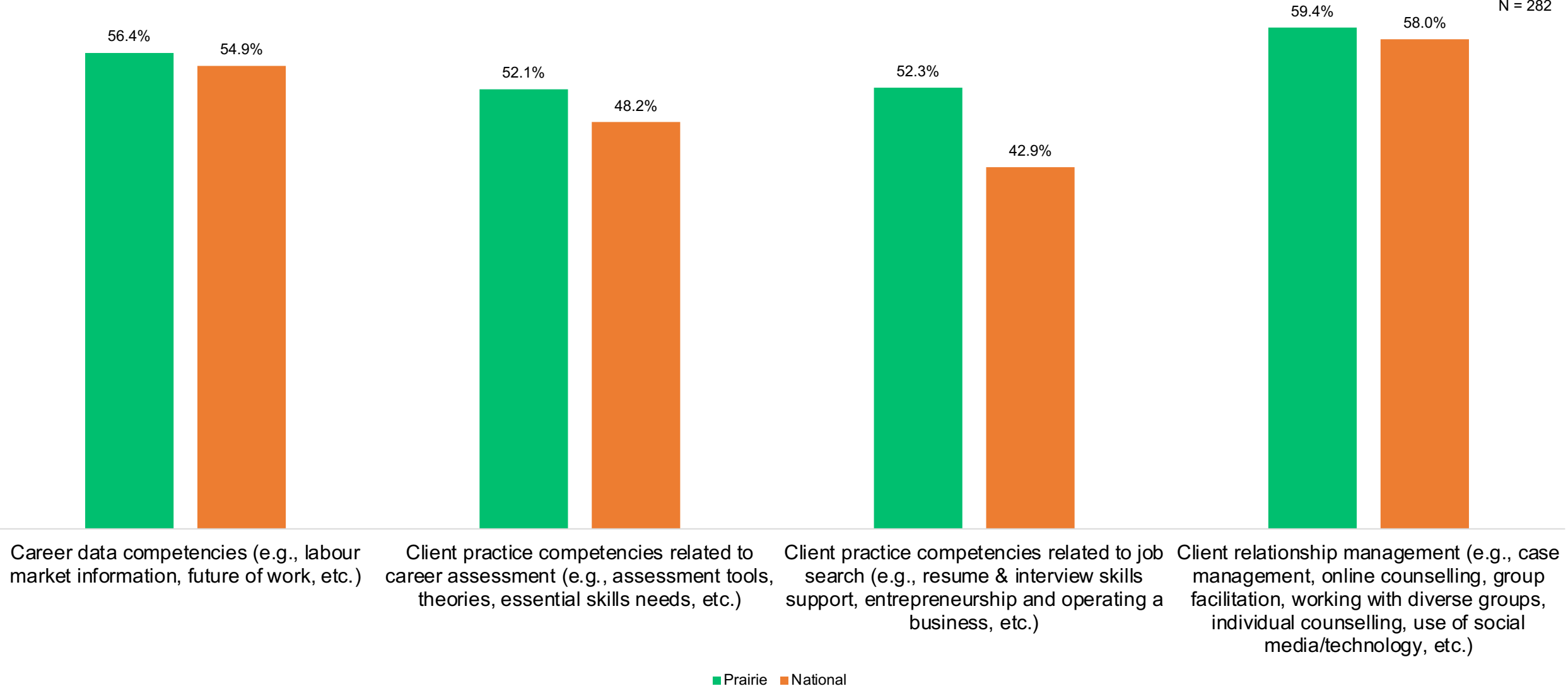
“Finding a combination of skill, experience, attitude and values that match our organization.”

“Blurring of lines between career development and other roles. Lack of understanding of what exactly career development means/does not mean.”

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

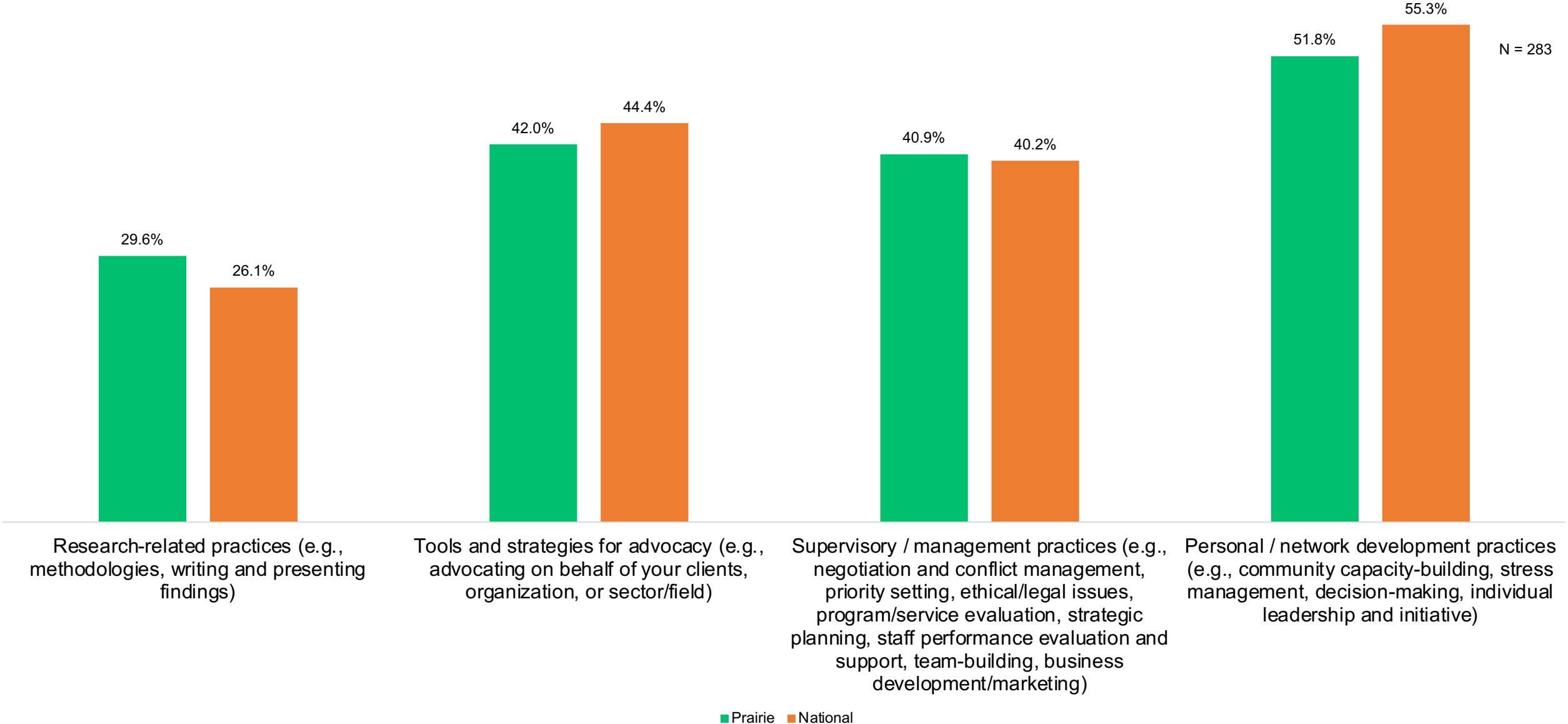
High or Essential priority

N = 282



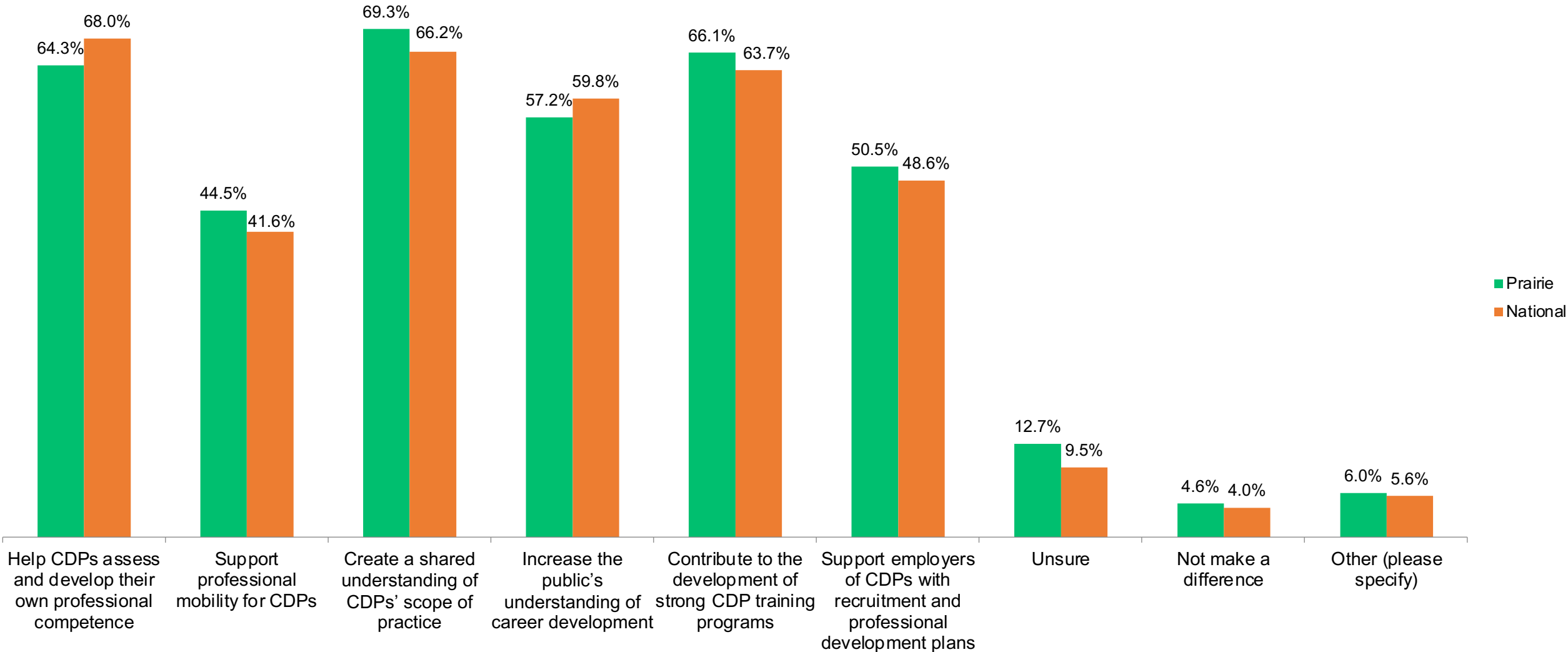
In the next year, how interested are you in enhancing or developing the following competencies:

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 = 283

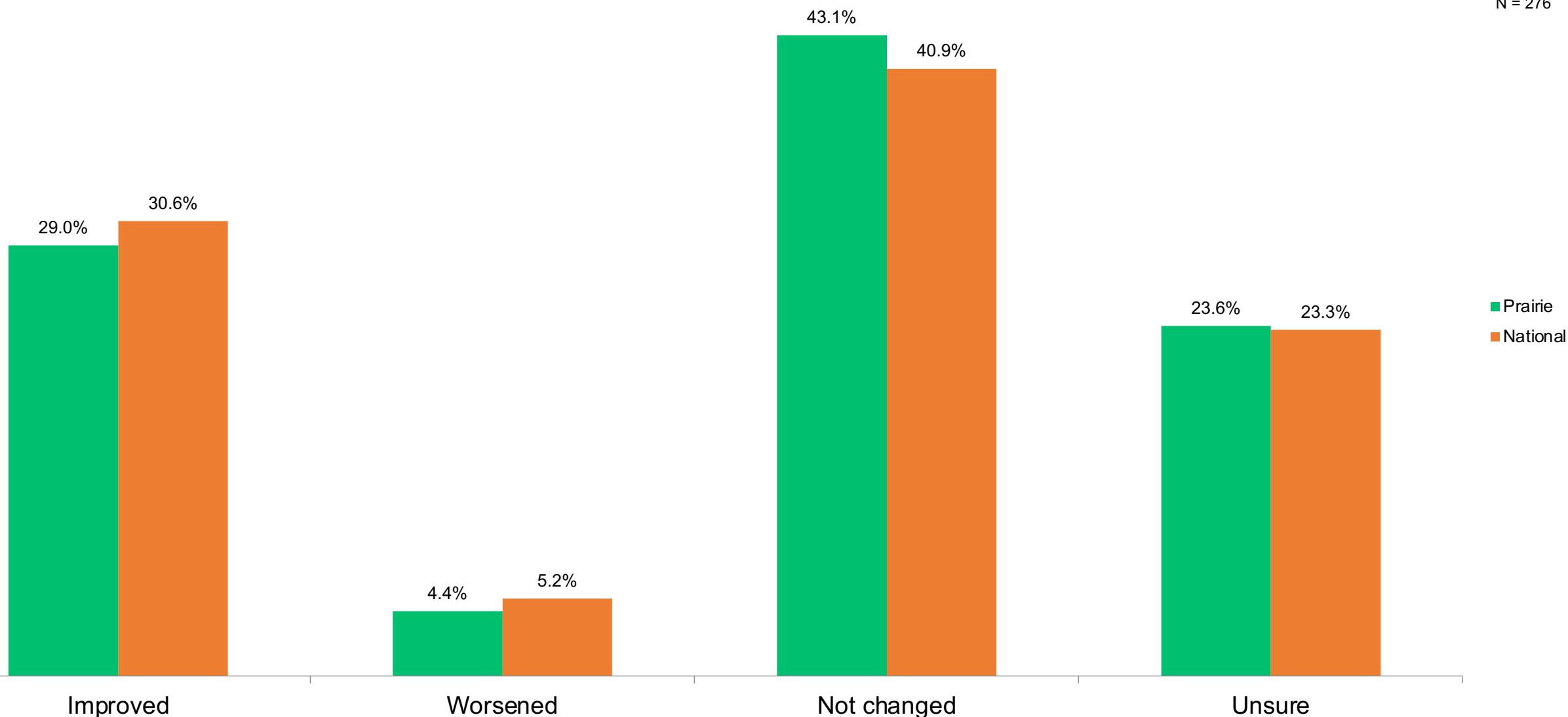




Perceptions & Opinions

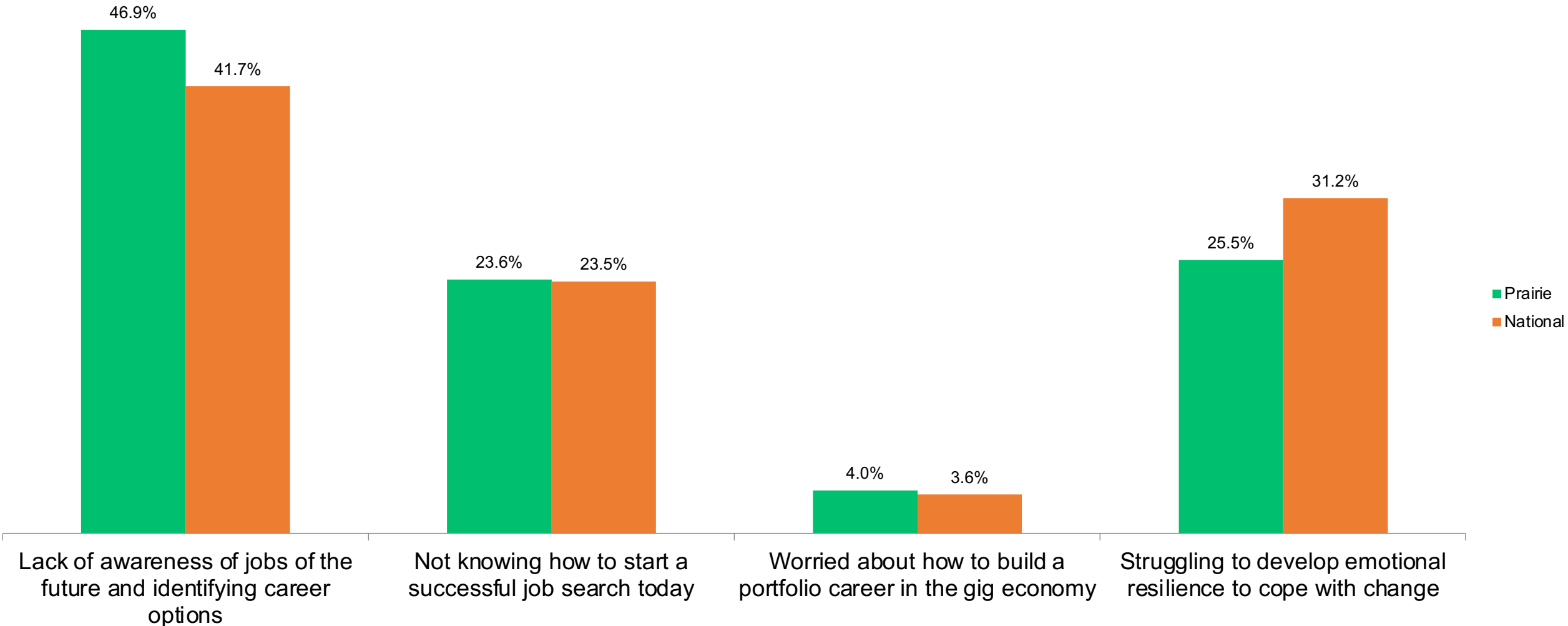
In the past few years, do you feel the public's perception of the value of career service professionals has:

N = 276



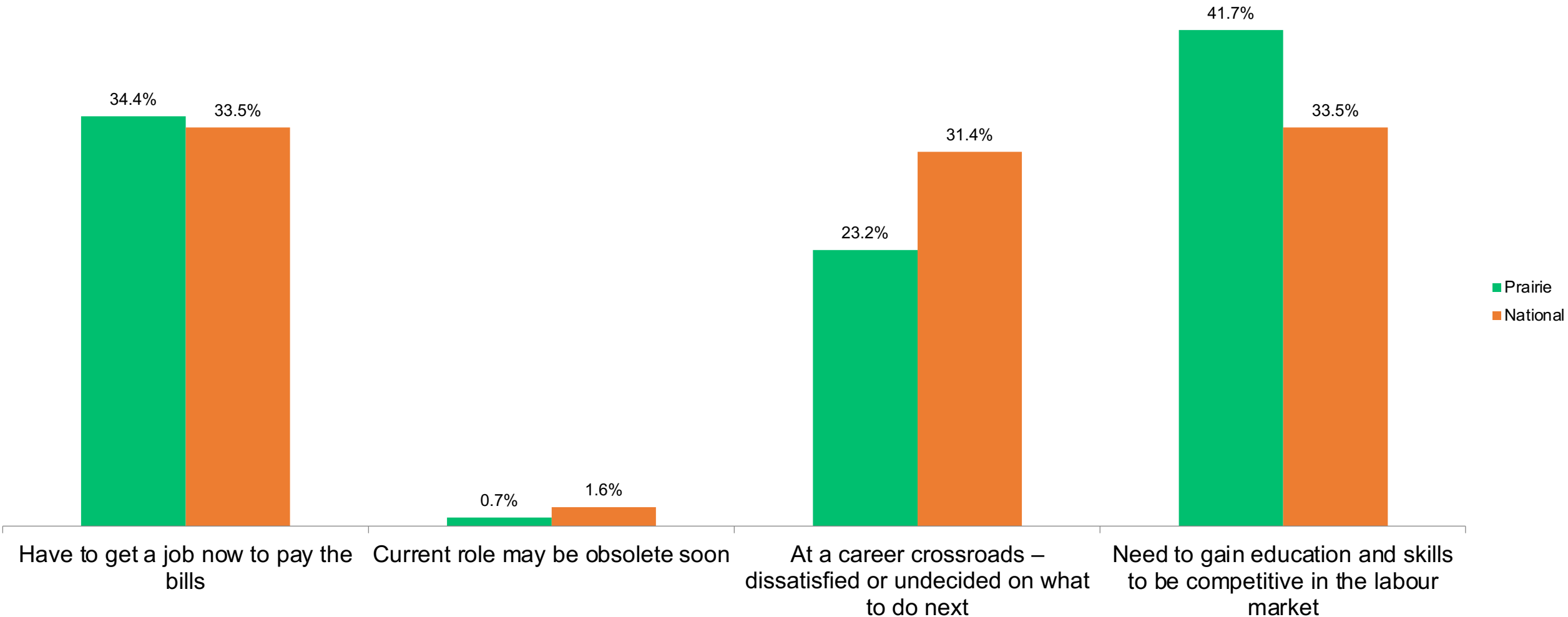
Primary need for students/clients in career transition

N = 275



Biggest concern for students or clients about how to navigate career

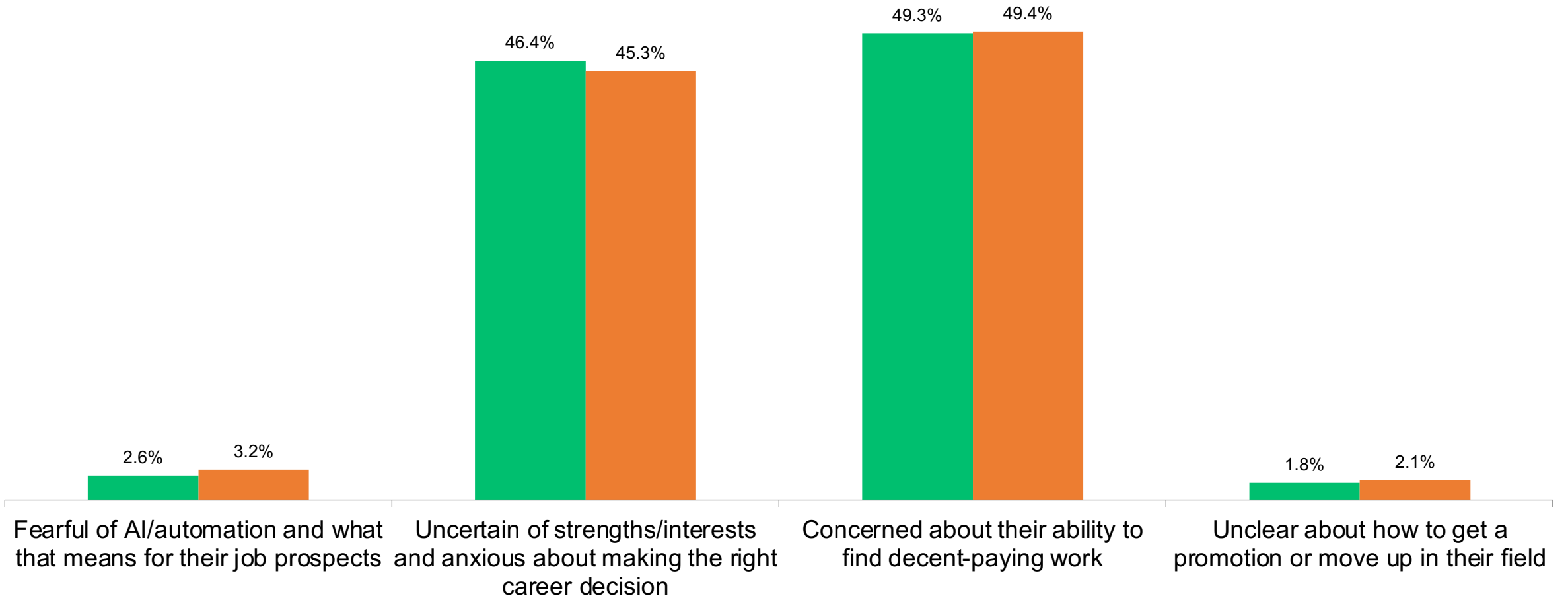
N = 276



Canadians that you advise are mostly stressed about...

N = 274

■ Prairie
■ National



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

64.9%
(71% Nationally)
**Very often/
somewhat often**

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

59.3%
(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.”

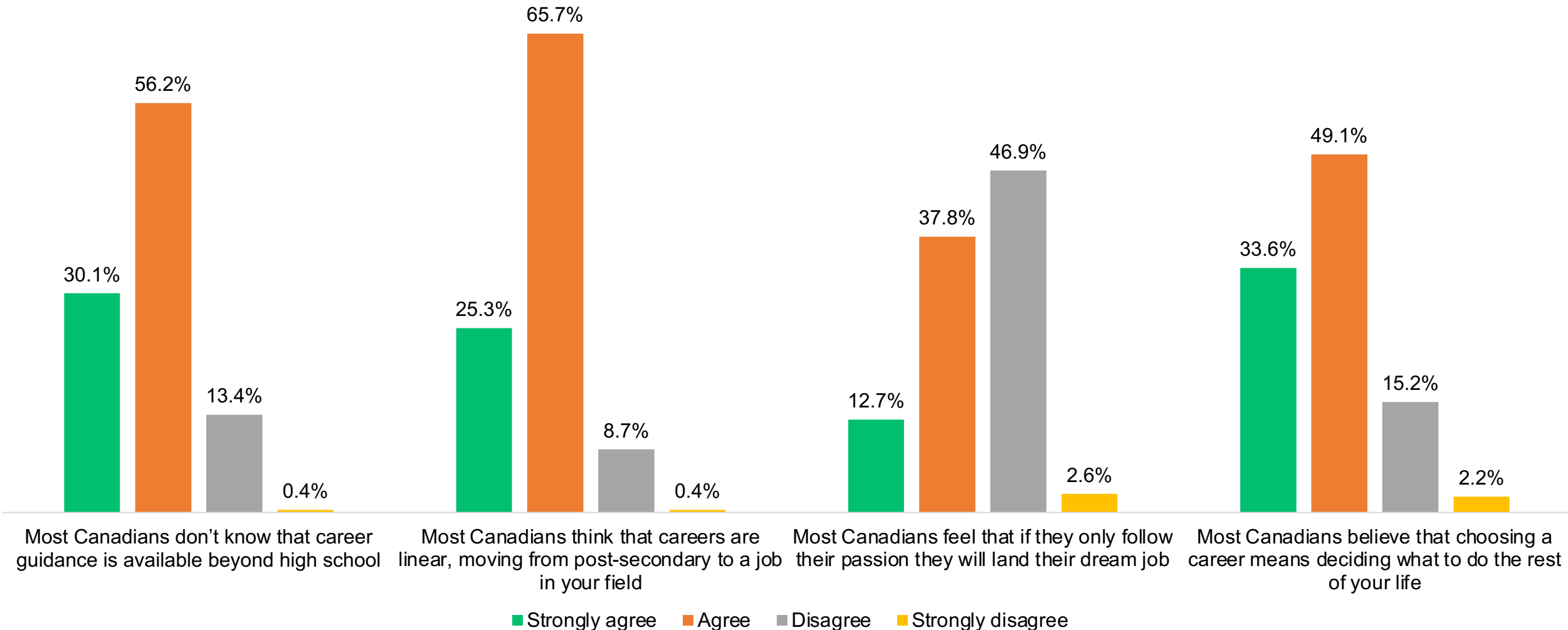
54.7%
(61% Nationally)
**Very often/
somewhat often**

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

54.9%
(58.8% Nationally)
**Very often/
somewhat often**

Career myths based on what you hear in your practice

N = 278



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

N = 276

