



Private sector 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

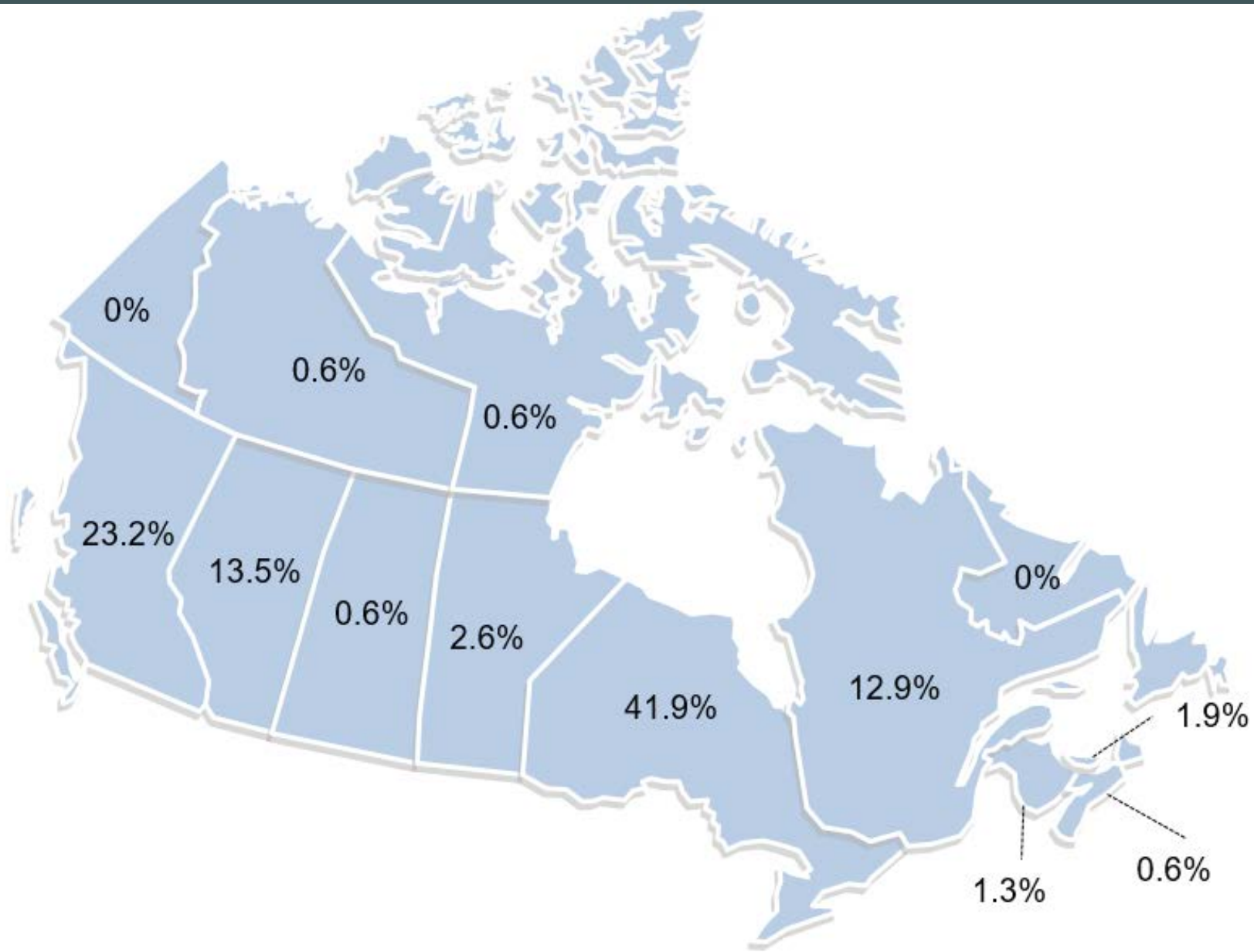
155 respondents from the Private sector (11.5% of all survey respondents)

Not all questions answered by all

Nov. 1–29, 2019



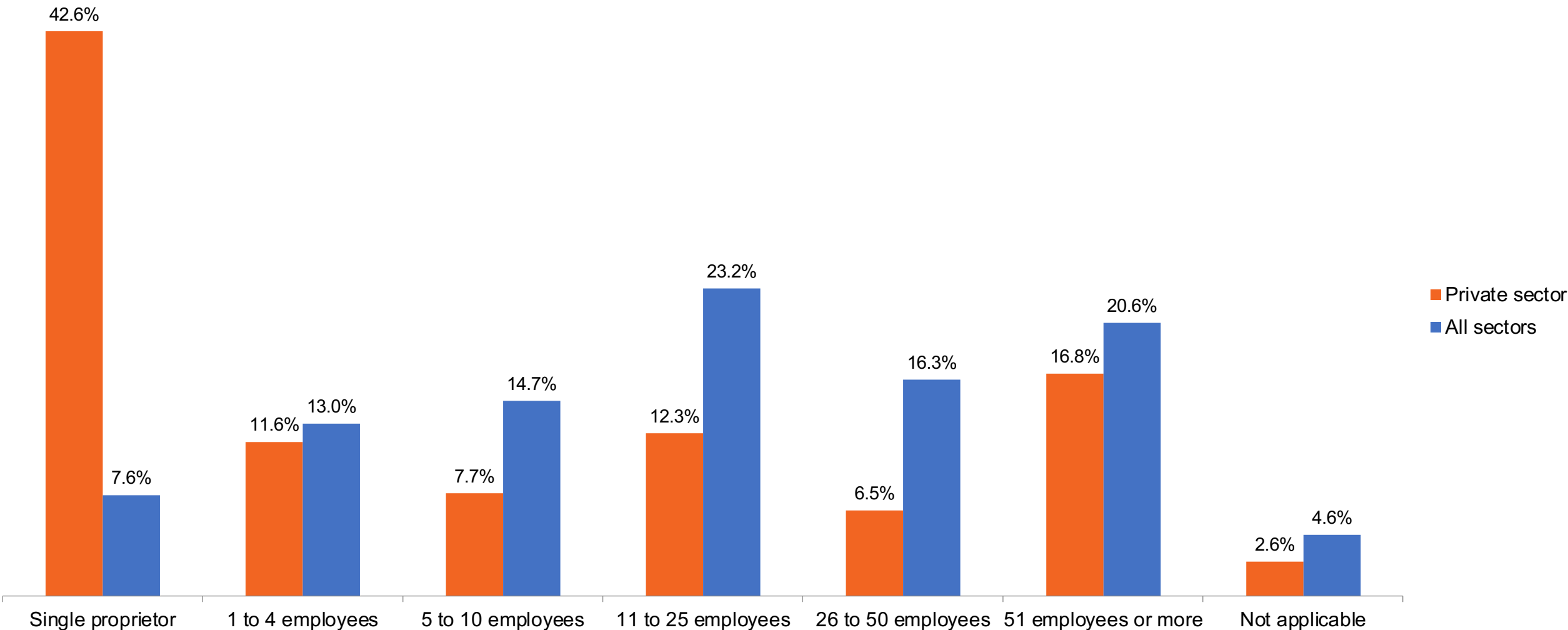
# Findings





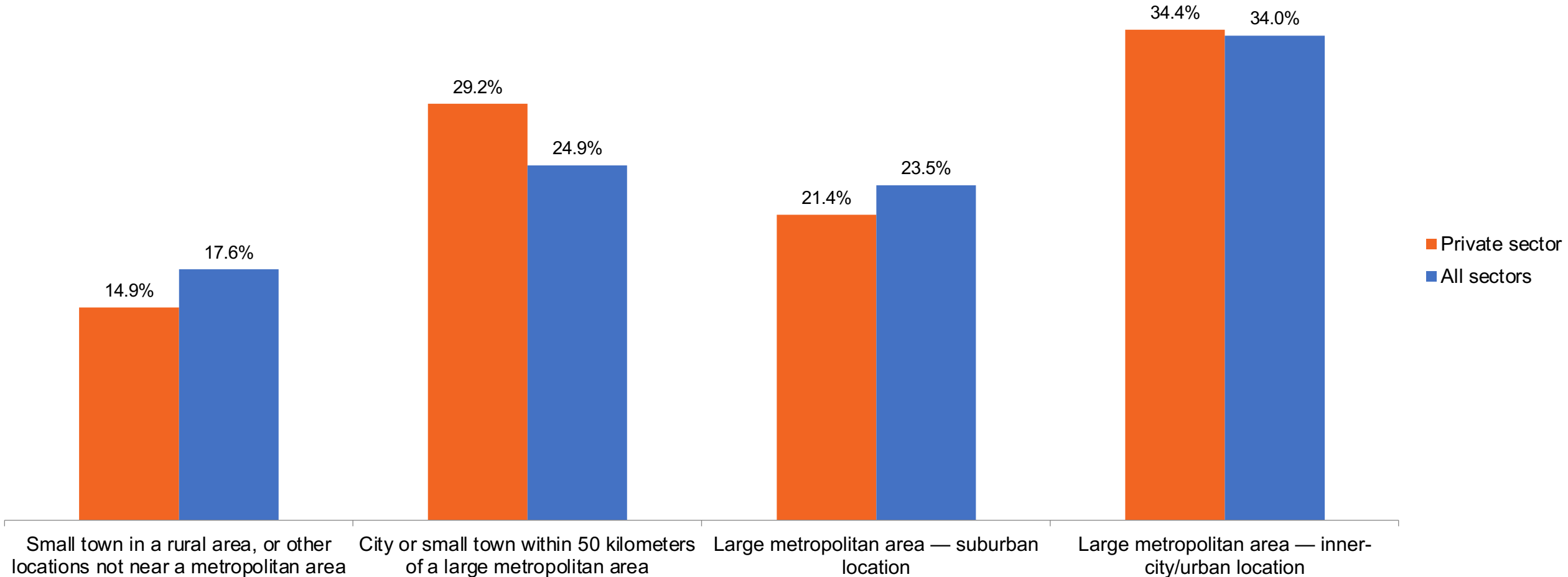
# Size of careers services organization (including departments and satellites)

N = 155



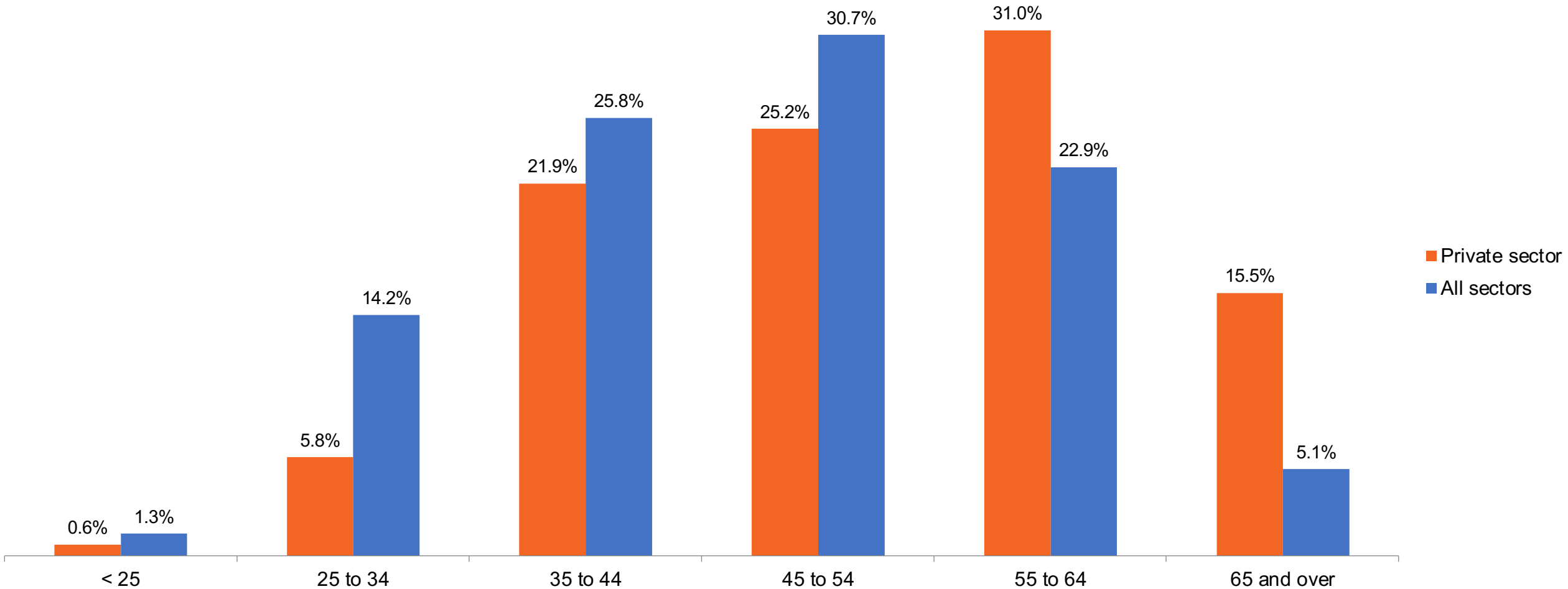
## How would you describe the area where you are located?

N = 154



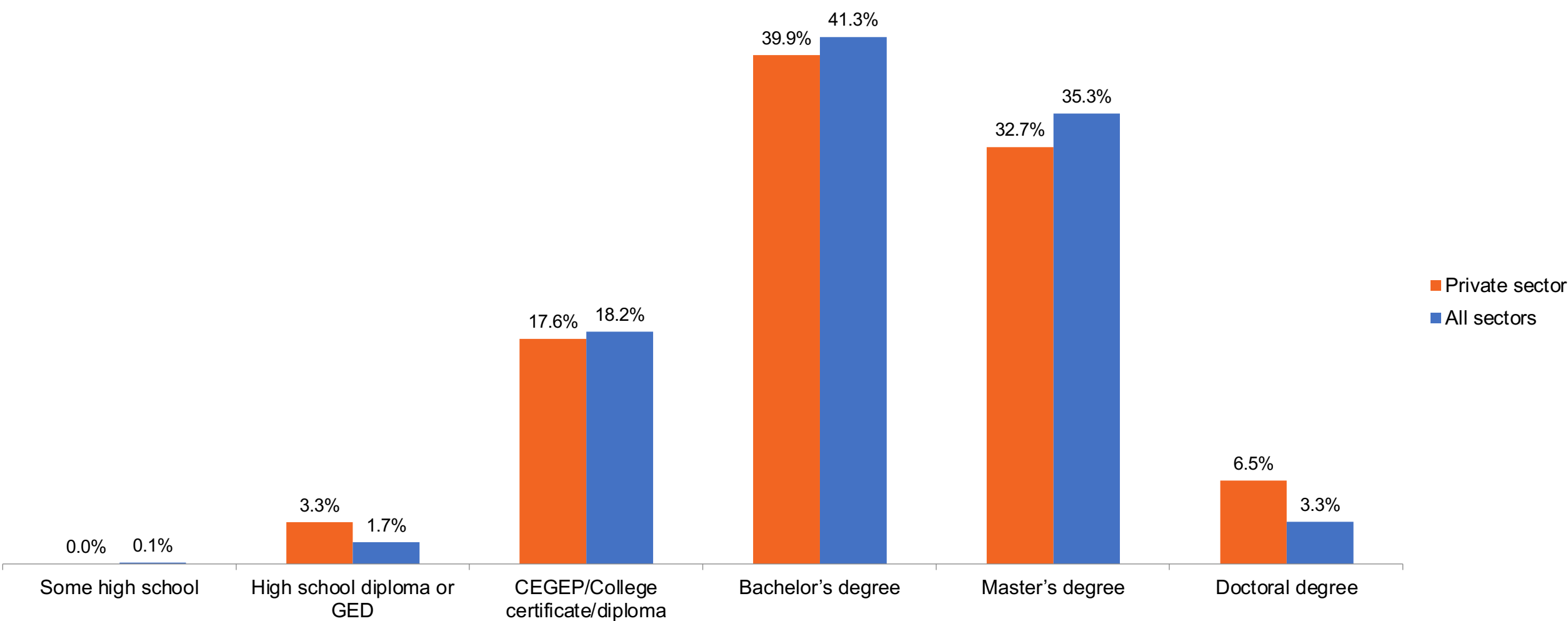
## Age

N = 155



# Highest level of education completed

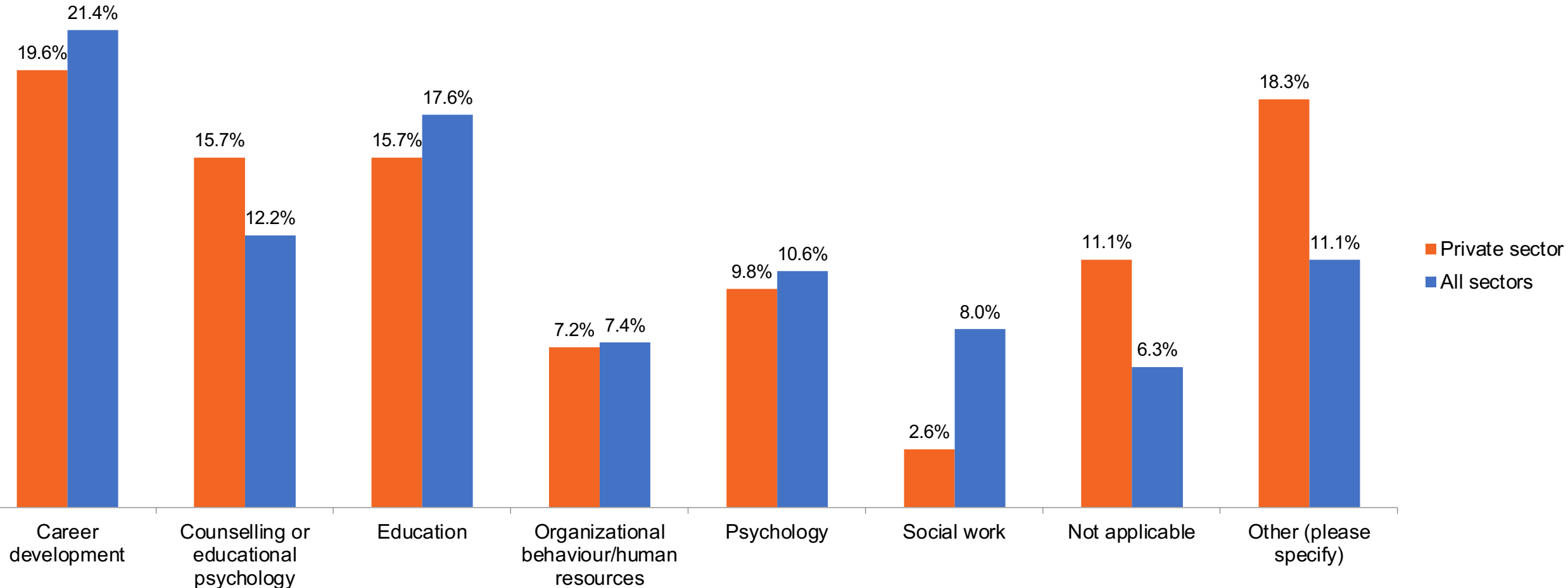
N = 153





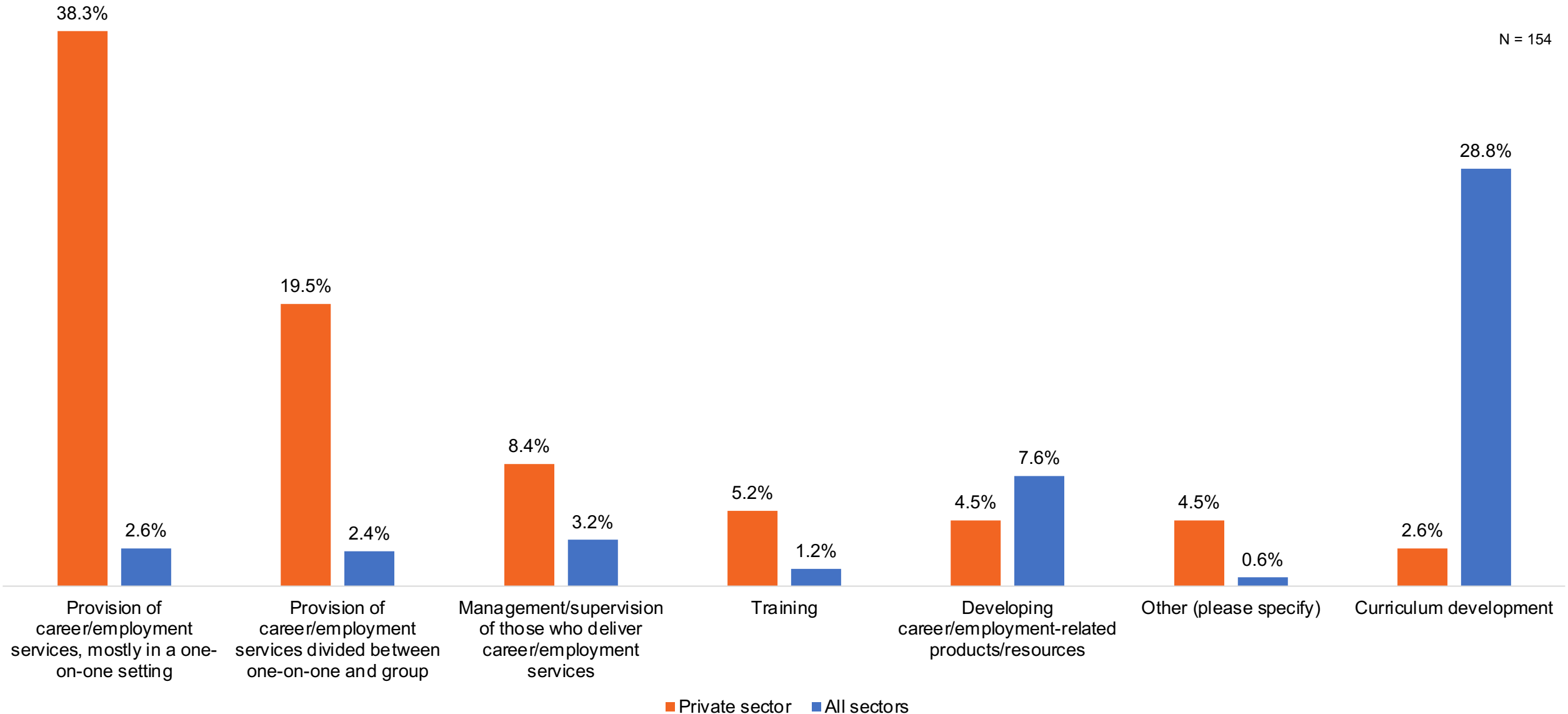
# Main area of focus in your highest level of post-secondary studies applicable to the career services field

N = 153



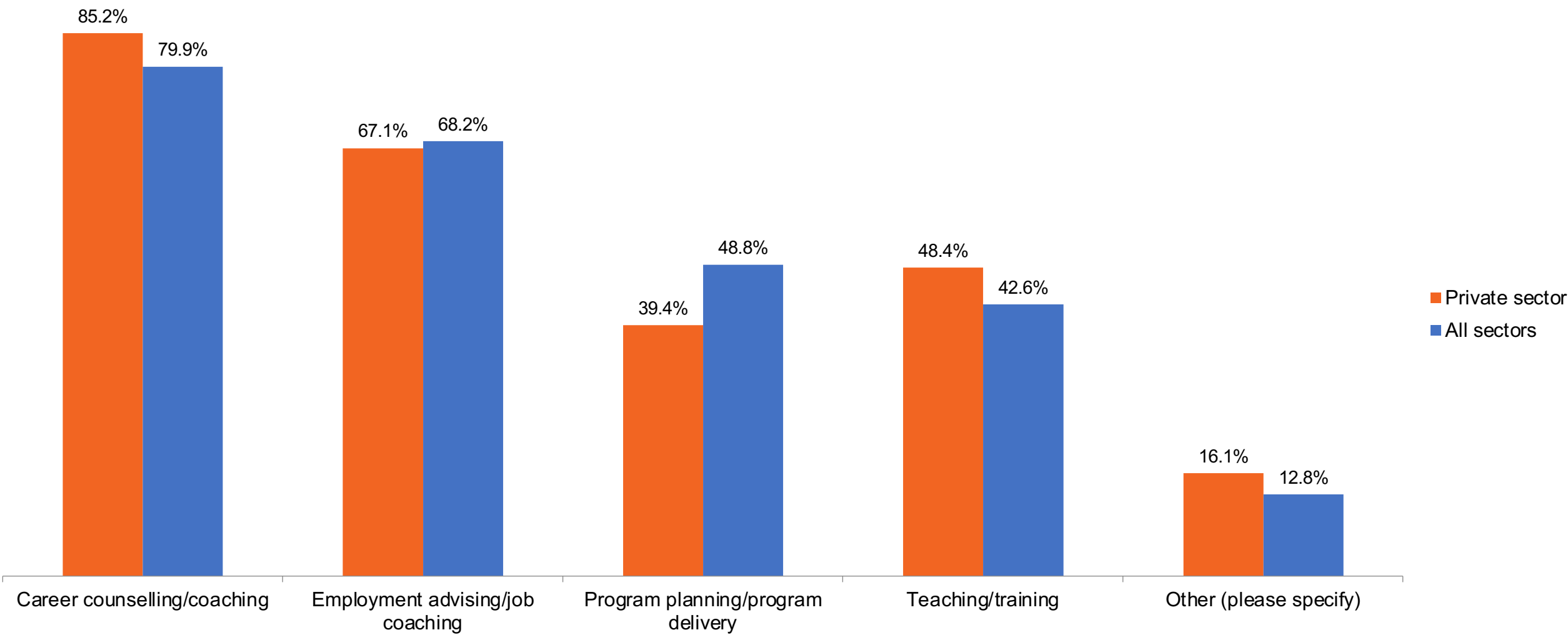
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? I am directly involved in: (Top 7 responses)

N = 154



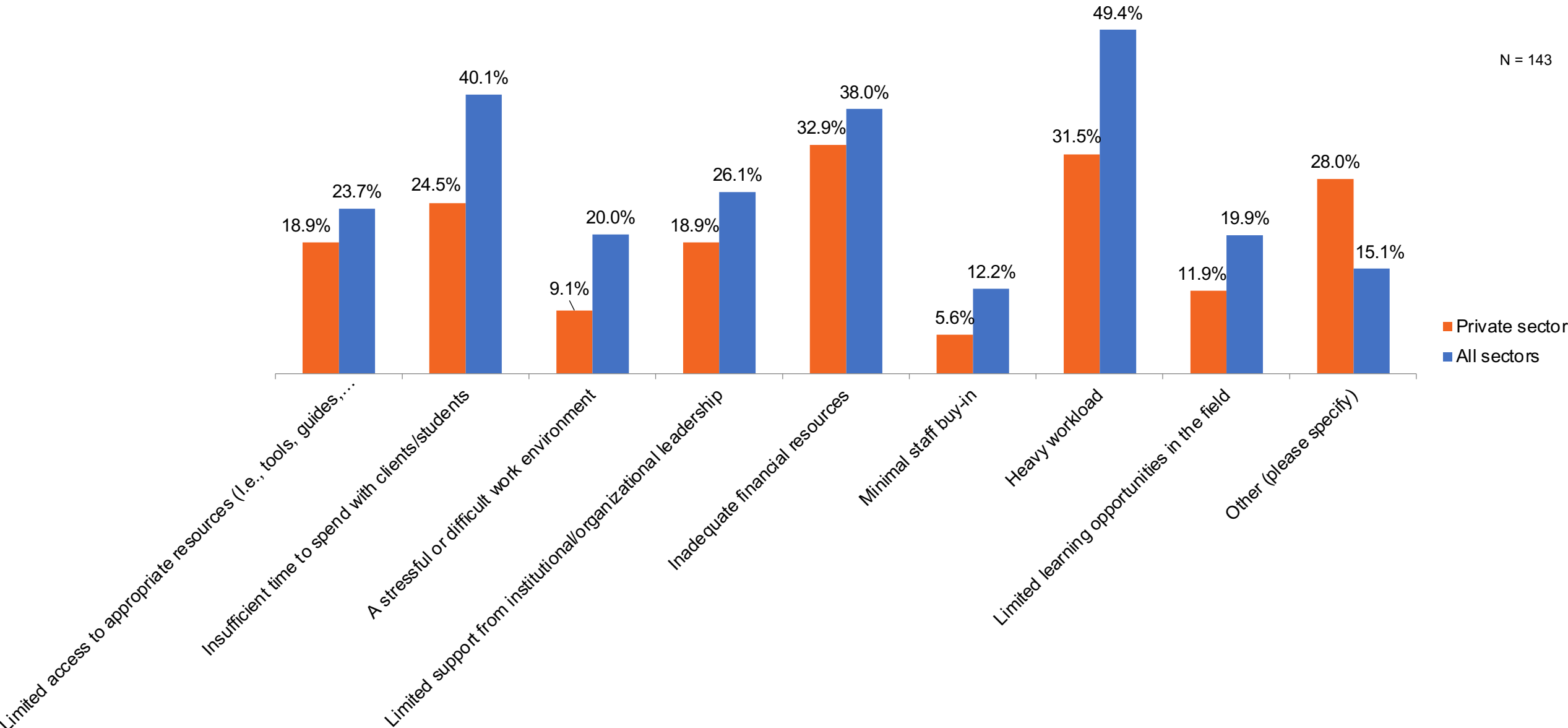
# Services you are most likely to offer

N = 155



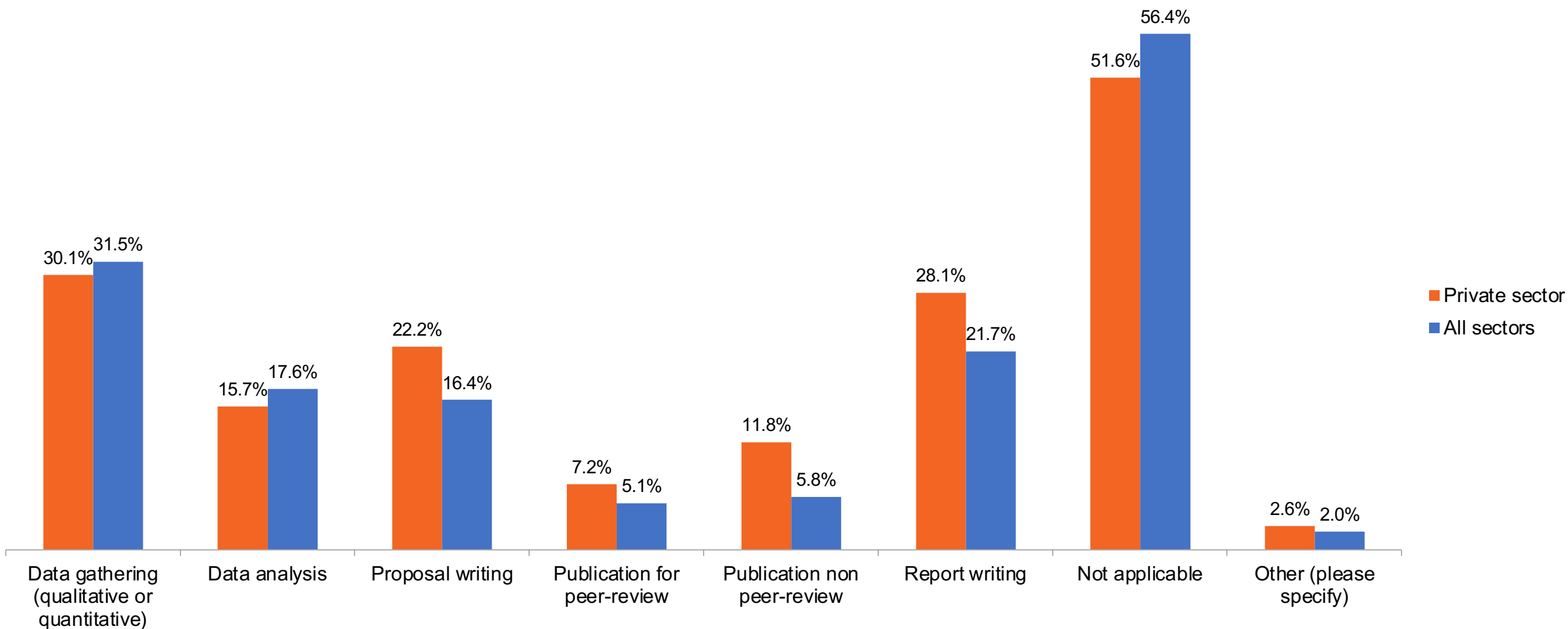
What are some elements that affect your ability to deliver career development? (Check all that apply)

N = 143



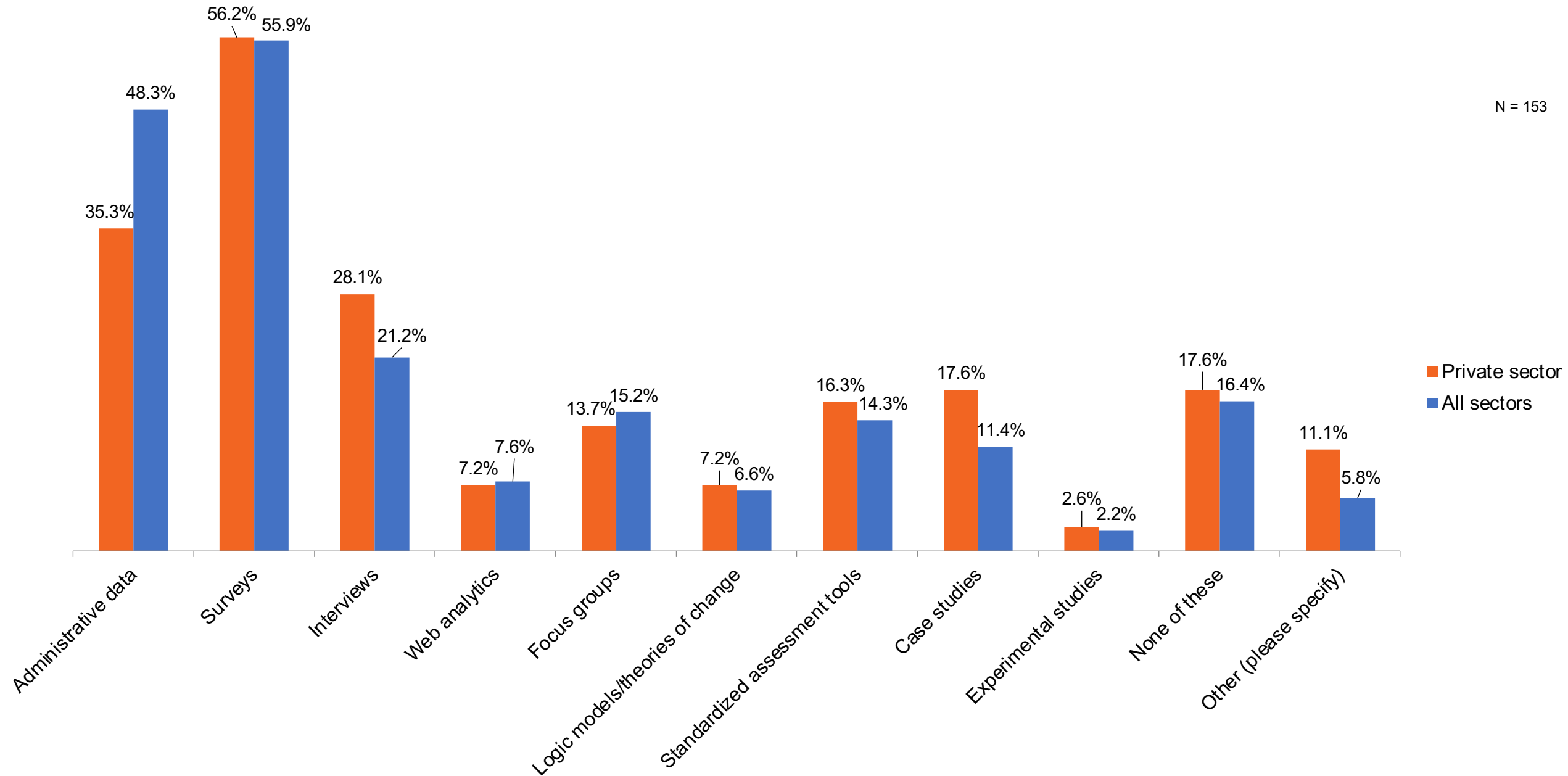
# Are you involved in the following career development research activities? (Check all that apply)

N = 153



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

N = 153



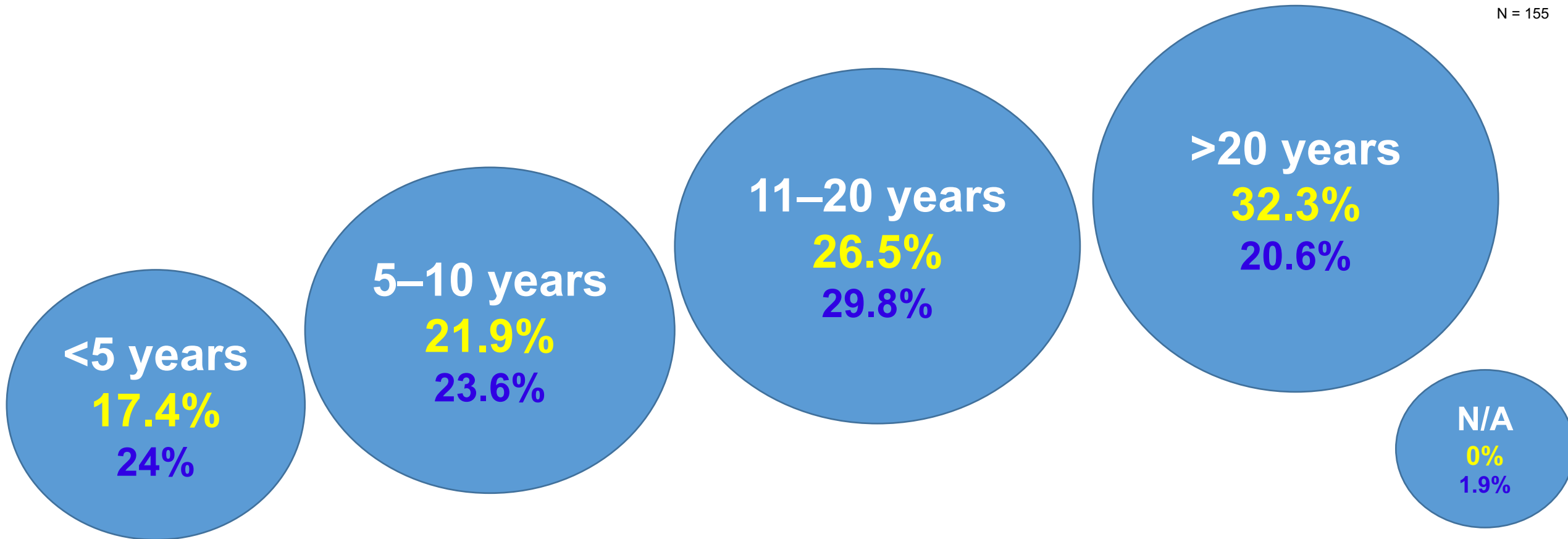


Experience,  
Salaries,  
Professional  
Development



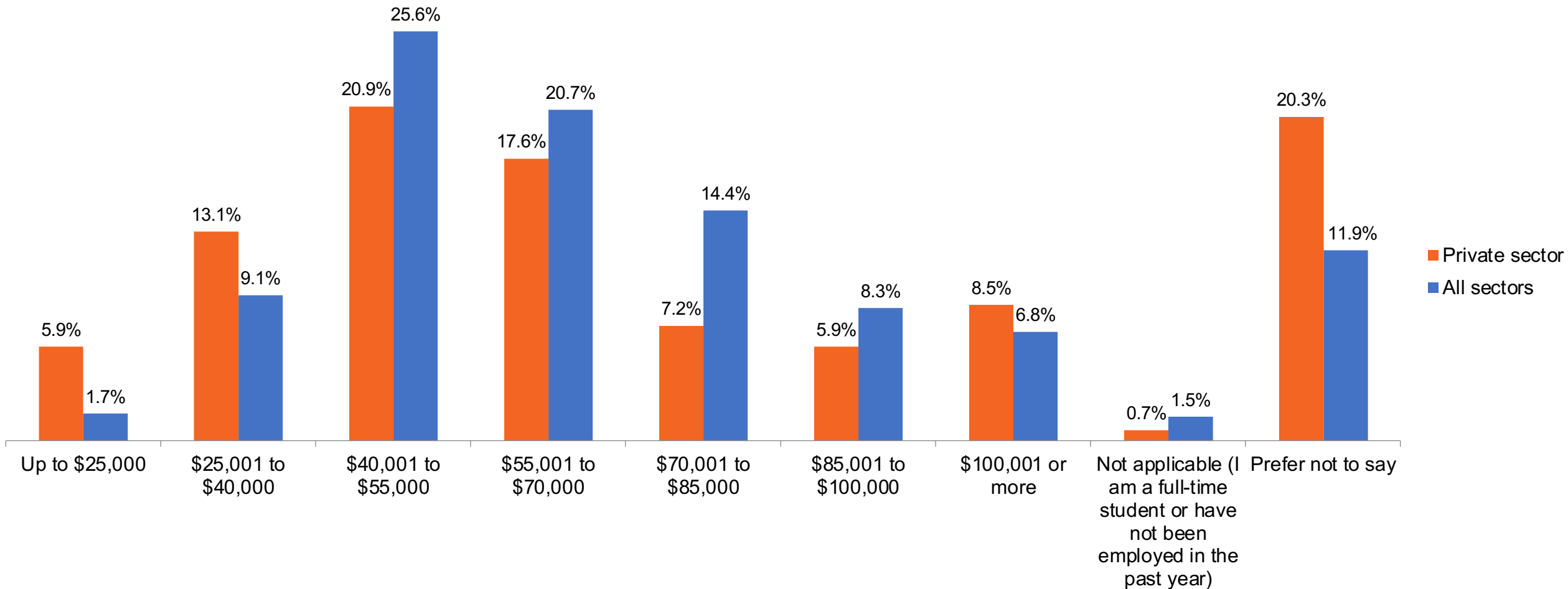
# Experience

N = 155



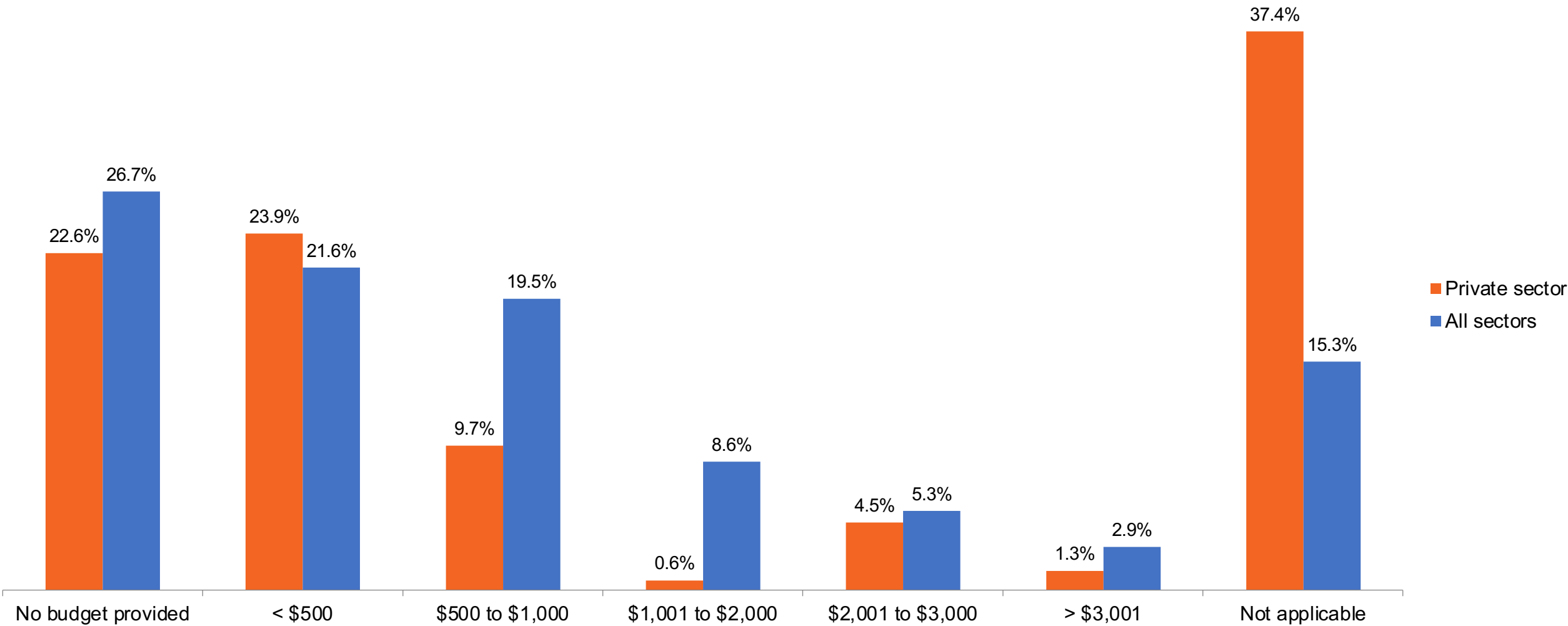
# Annual salary or income (before deductions)

N = 153



# Annual professional development budget provided by employer

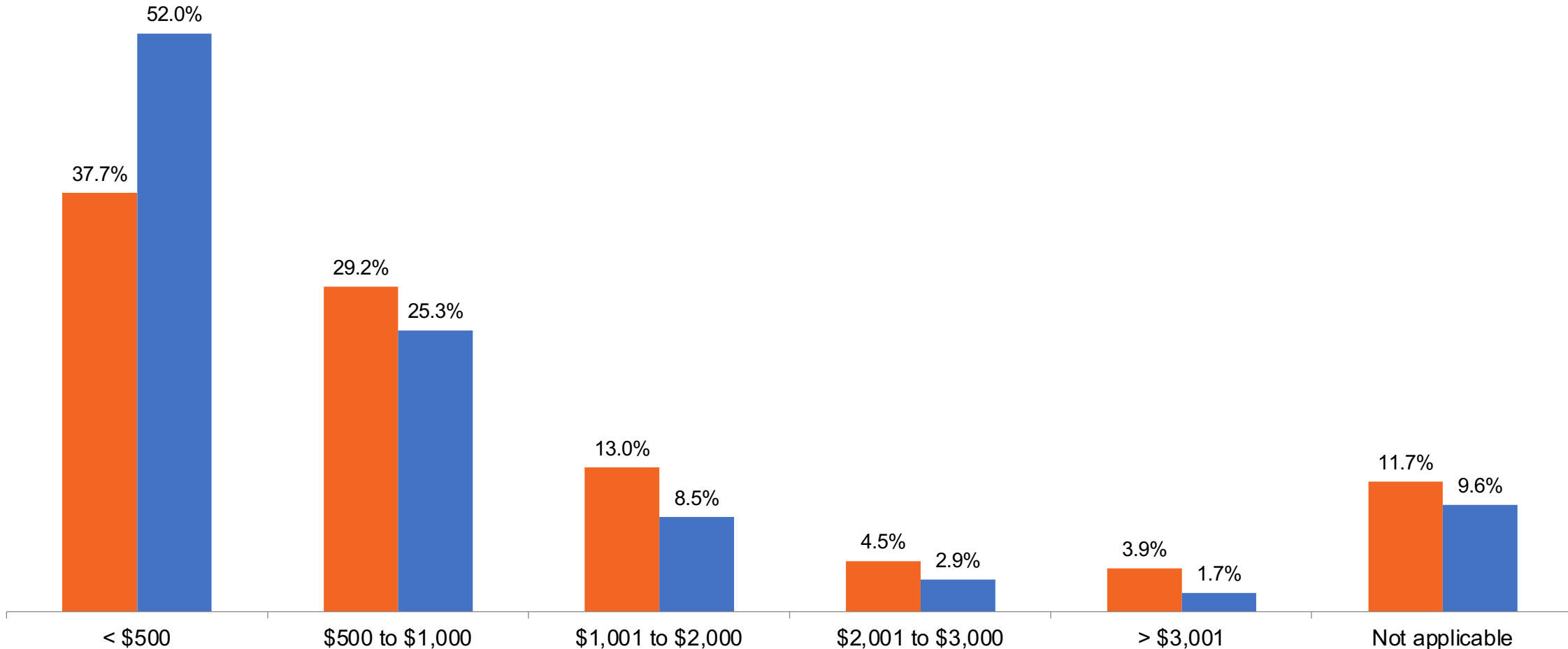
N = 155



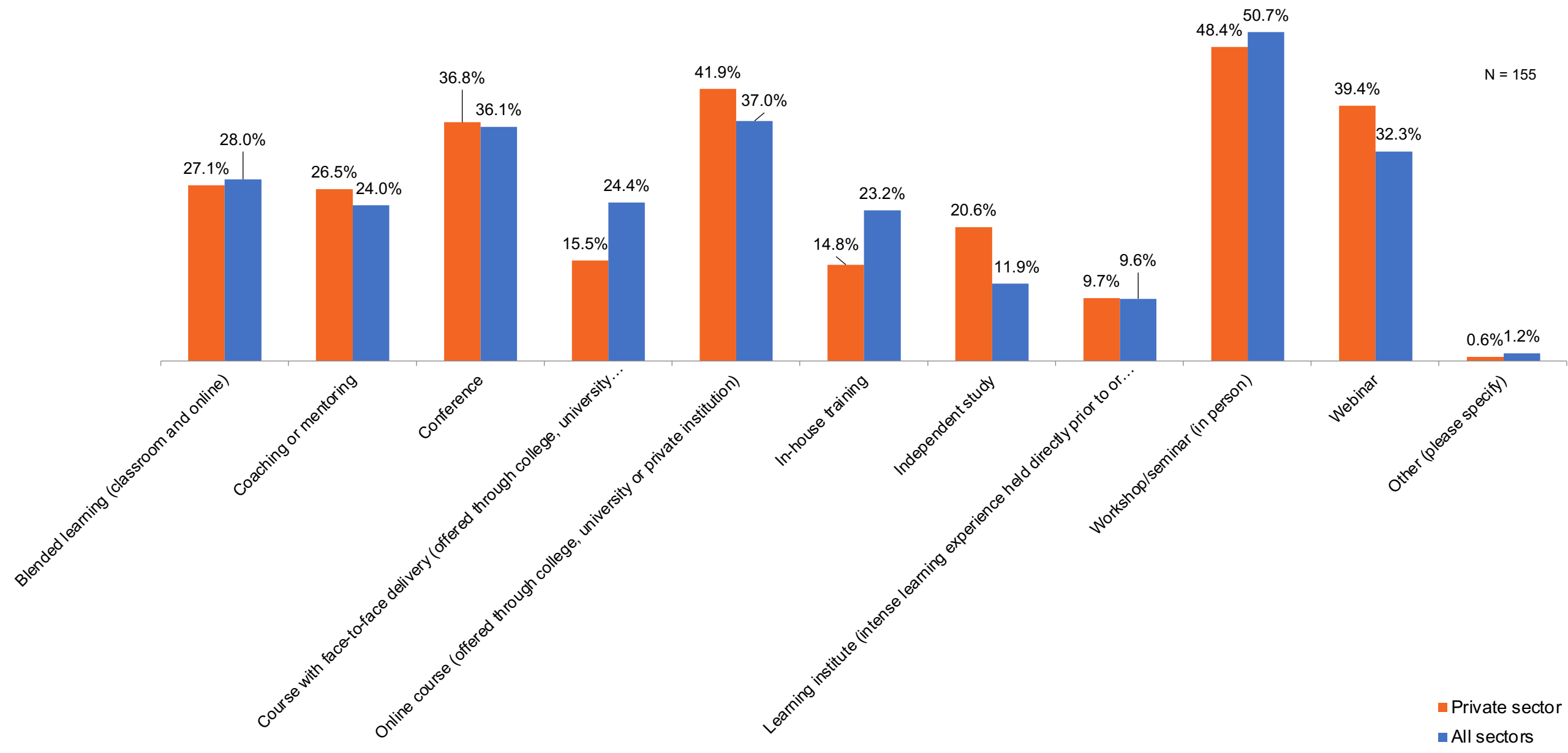
# How much would you personally be willing to pay for professional development annually?

N = 495

Private sector  
All sectors

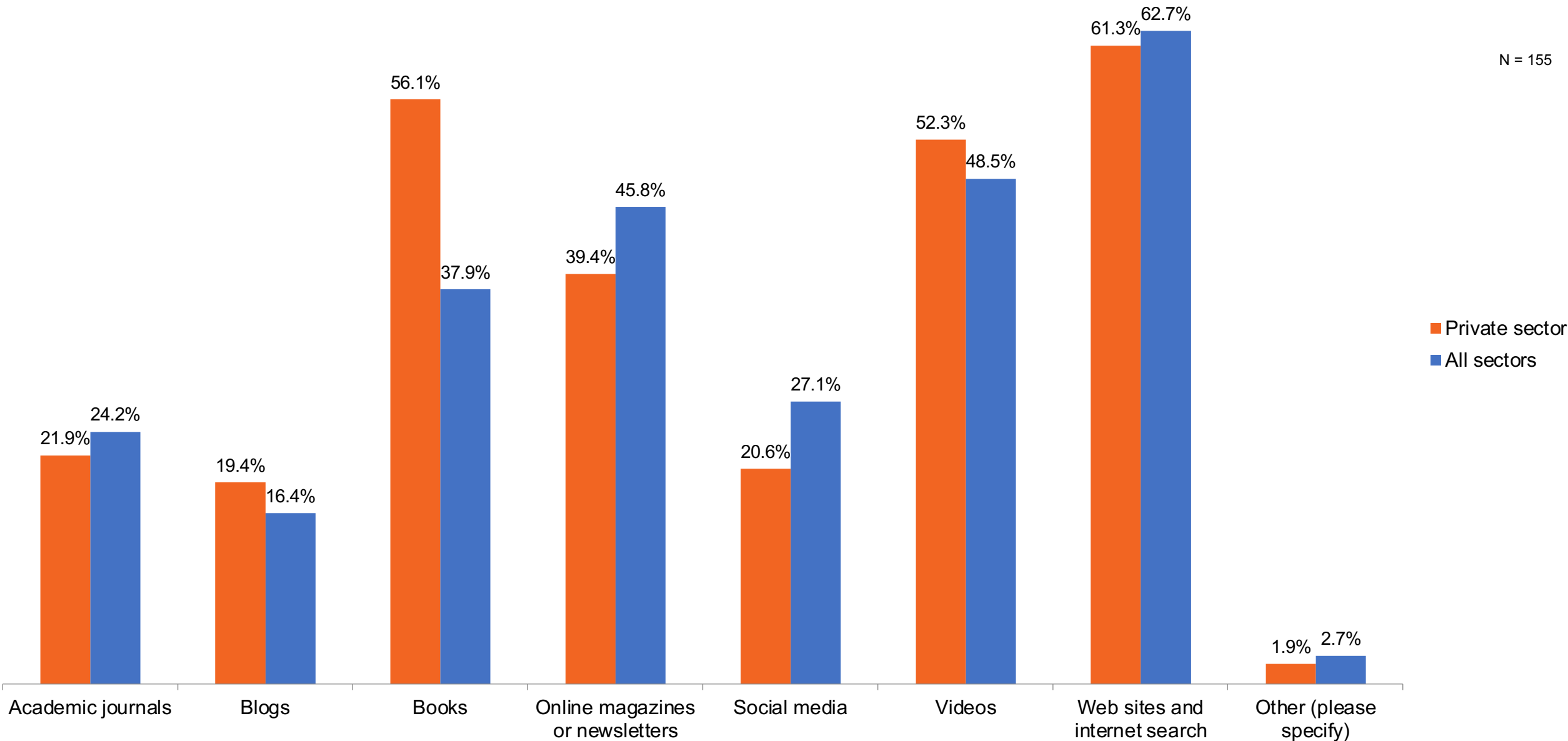


# Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

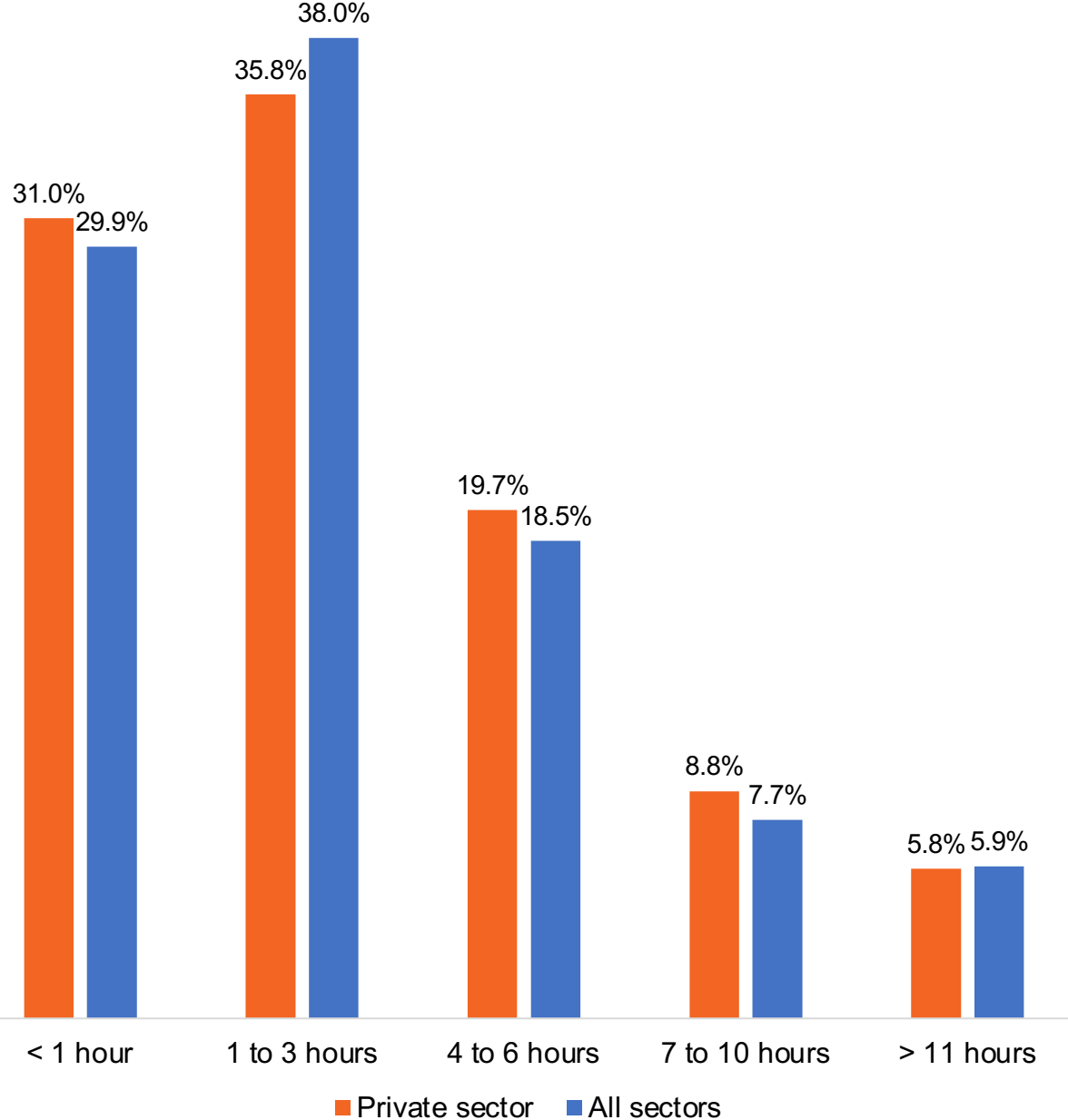


Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

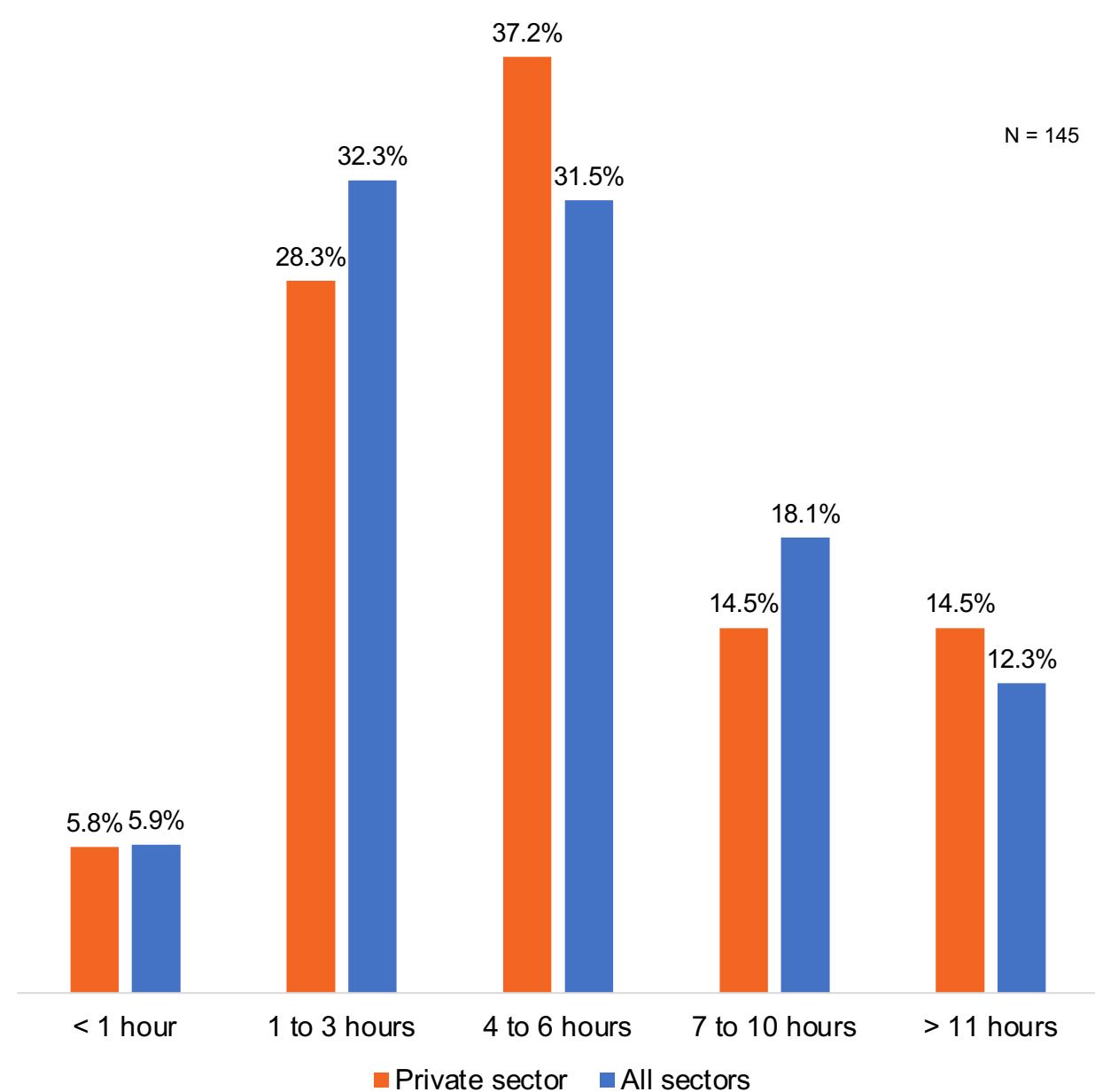
N = 155



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



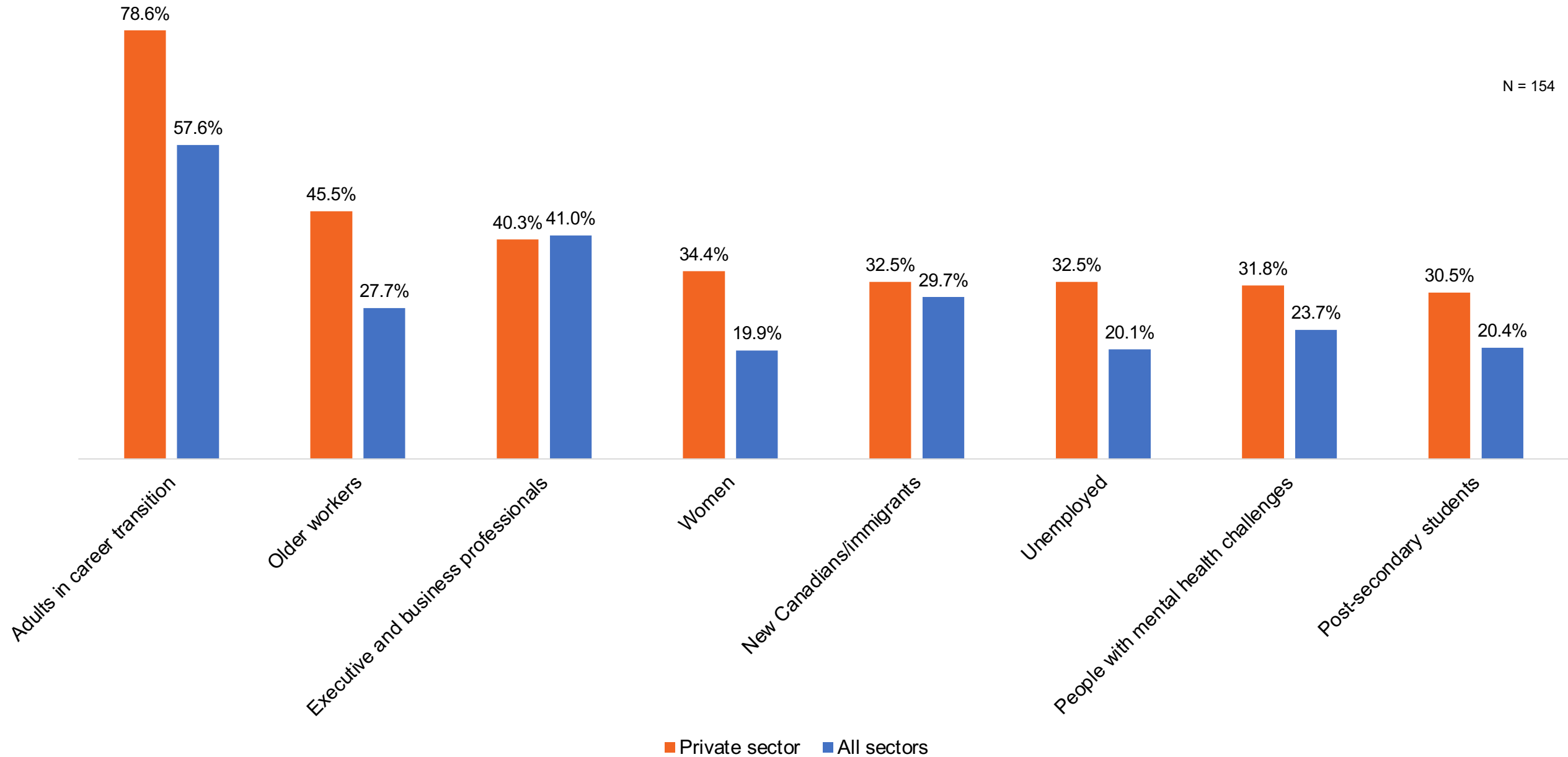
**Time spent per month: Informal learning opportunities**





**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)**

N = 154

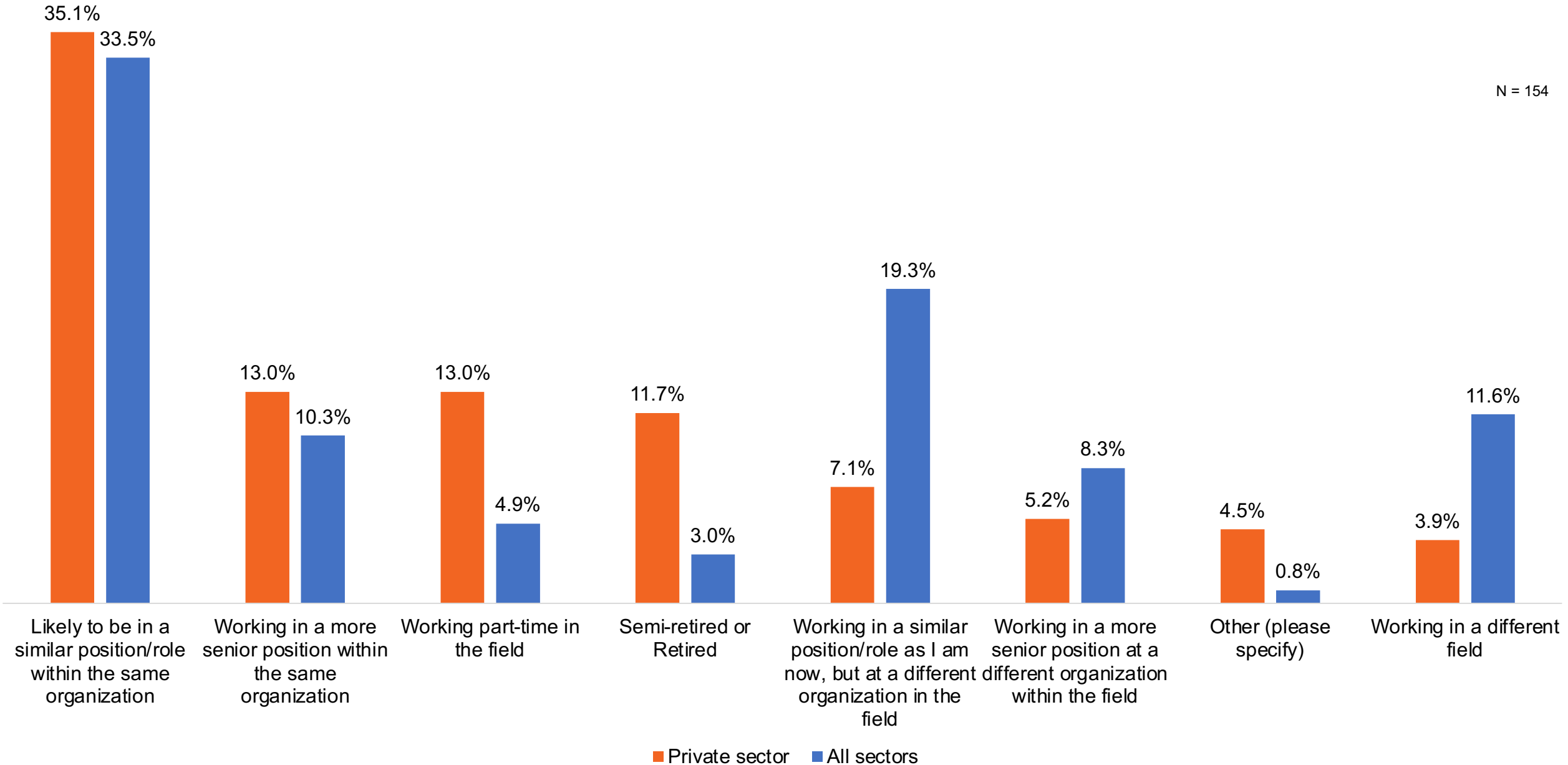




Looking to the  
future

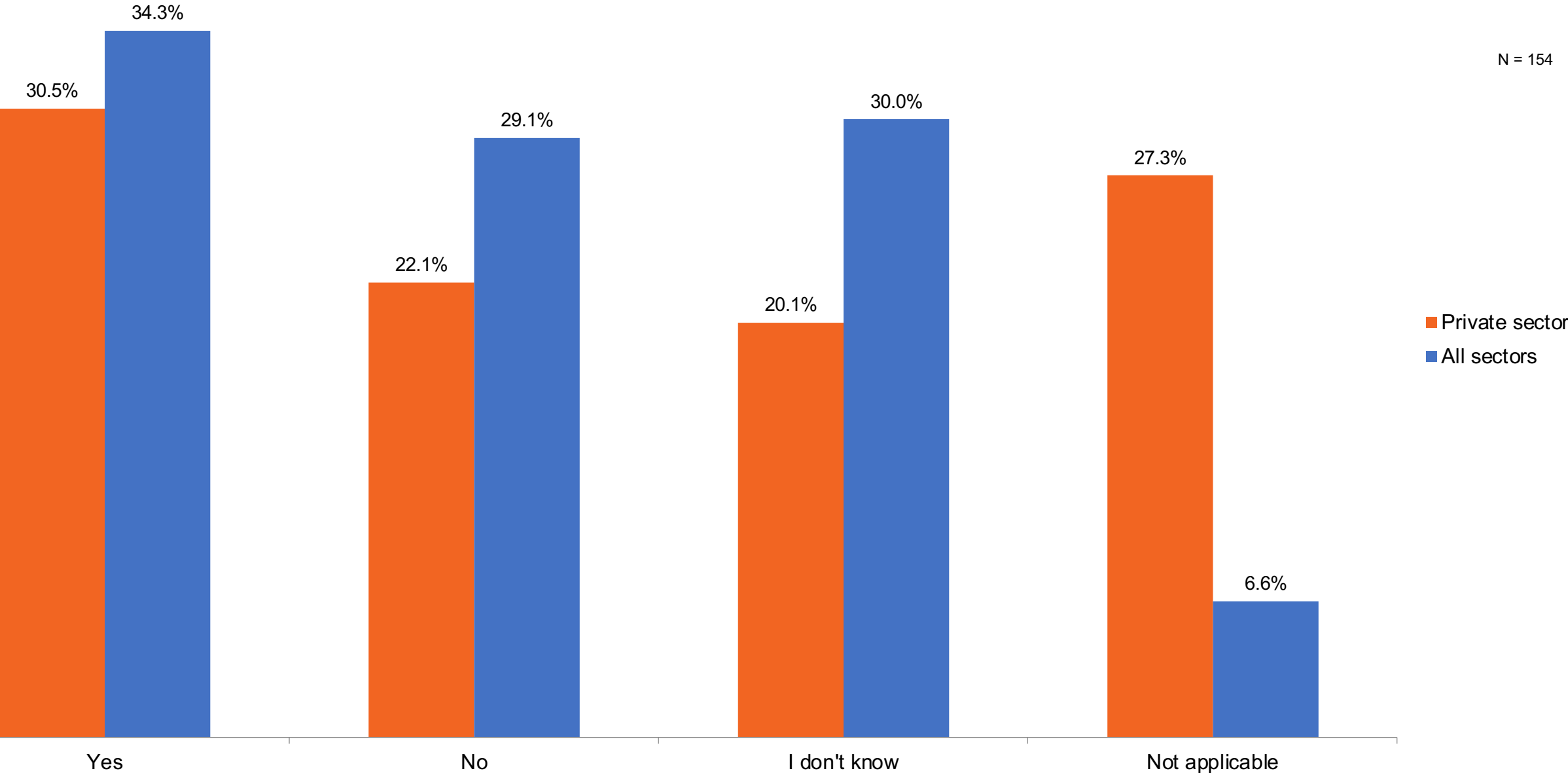
# Thinking about your career, where do you see yourself in five years? (Top 8 responses)

N = 154



# Is your organization engaged in succession planning?

N = 154



# Issues/challenges to hiring — Quotes

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

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“Lack of qualified applicants in smaller towns. Hiring with the expectation to train on the job is difficult due to demands of client loads impacting ability to adequately train new hires.”

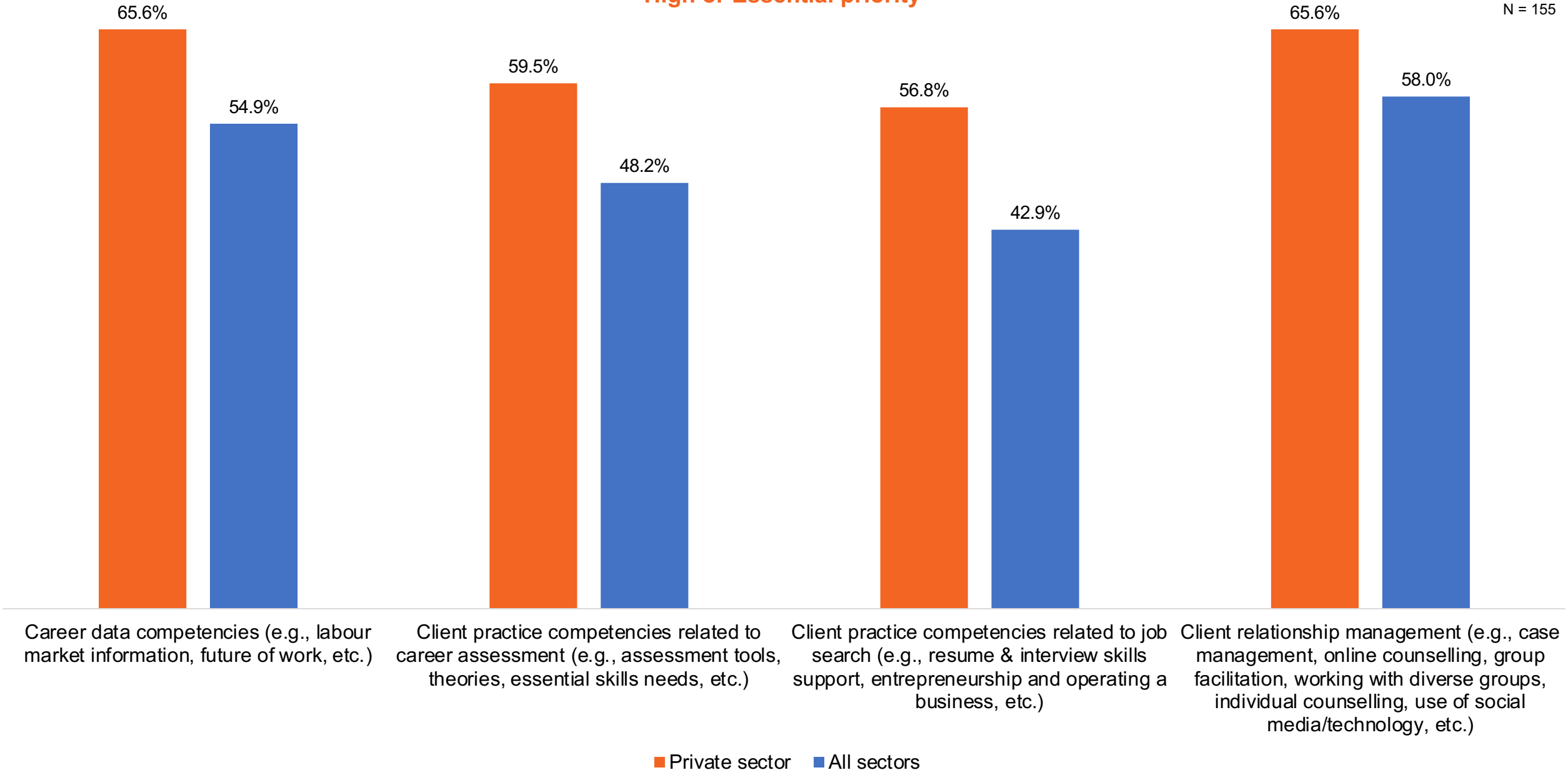
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“Understanding of the labour market and the trends and ability to understand job activities and how to provide up to date knowledge on the skills and characteristics required for jobs.”

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

High or Essential priority

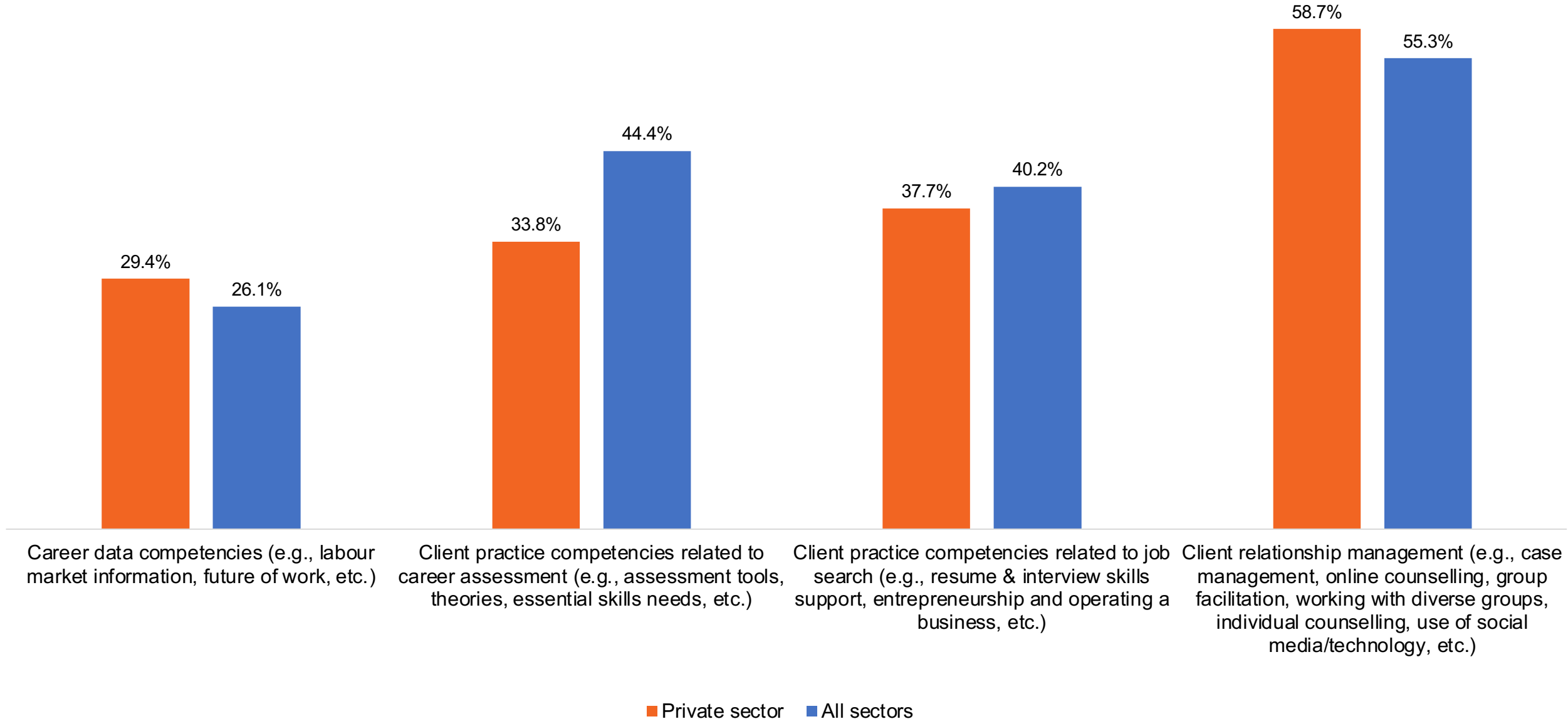
N = 155



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

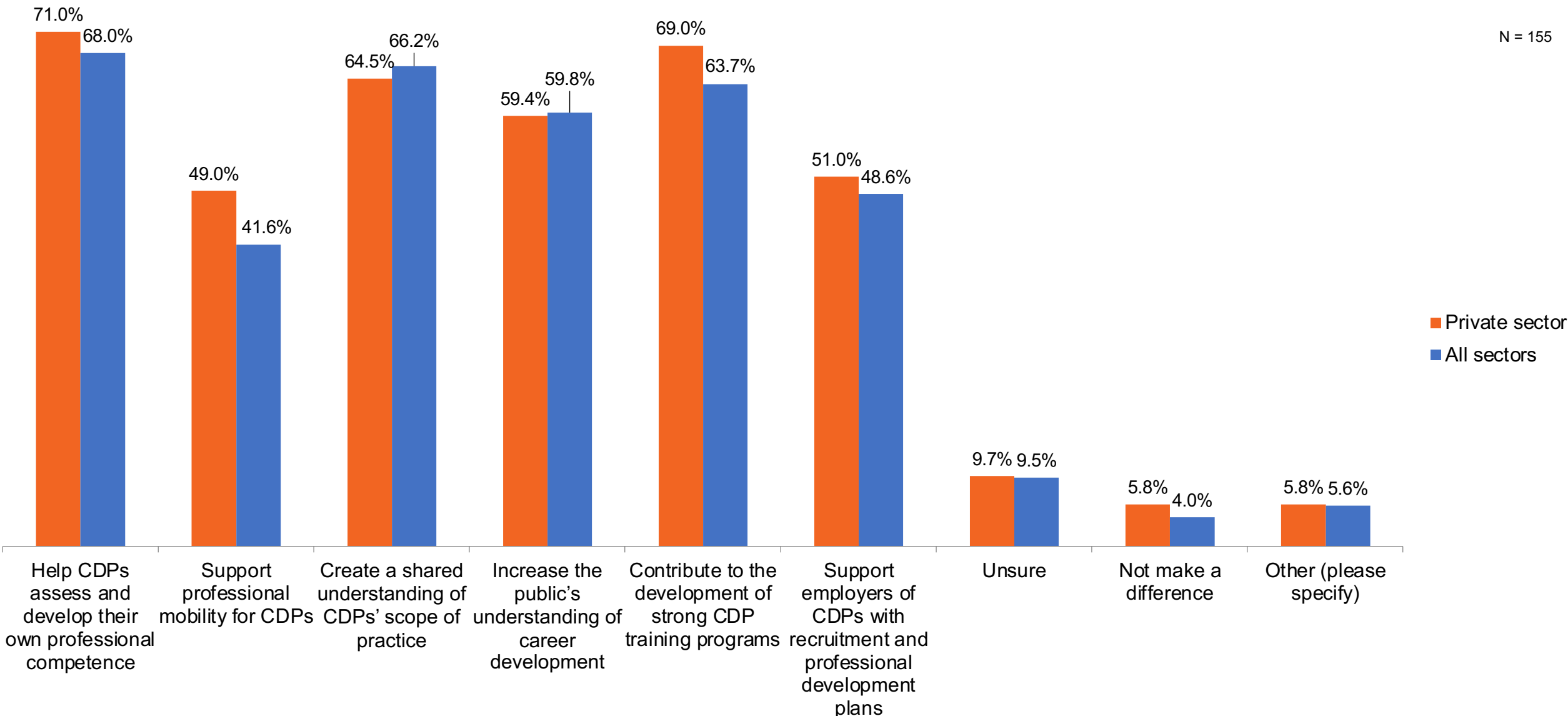
High or Essential priority

N = 155





**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)**

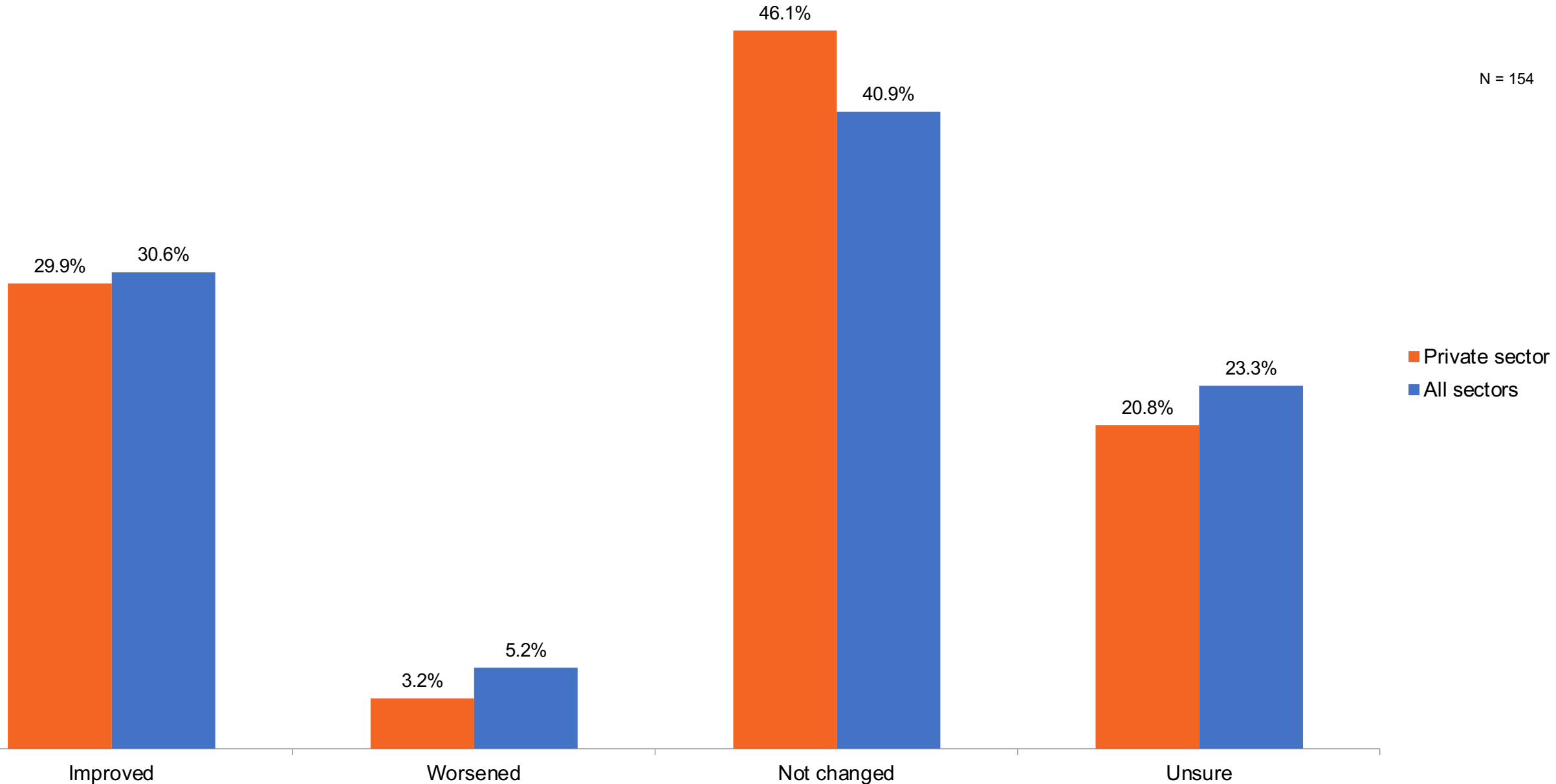




# Perceptions & Opinions

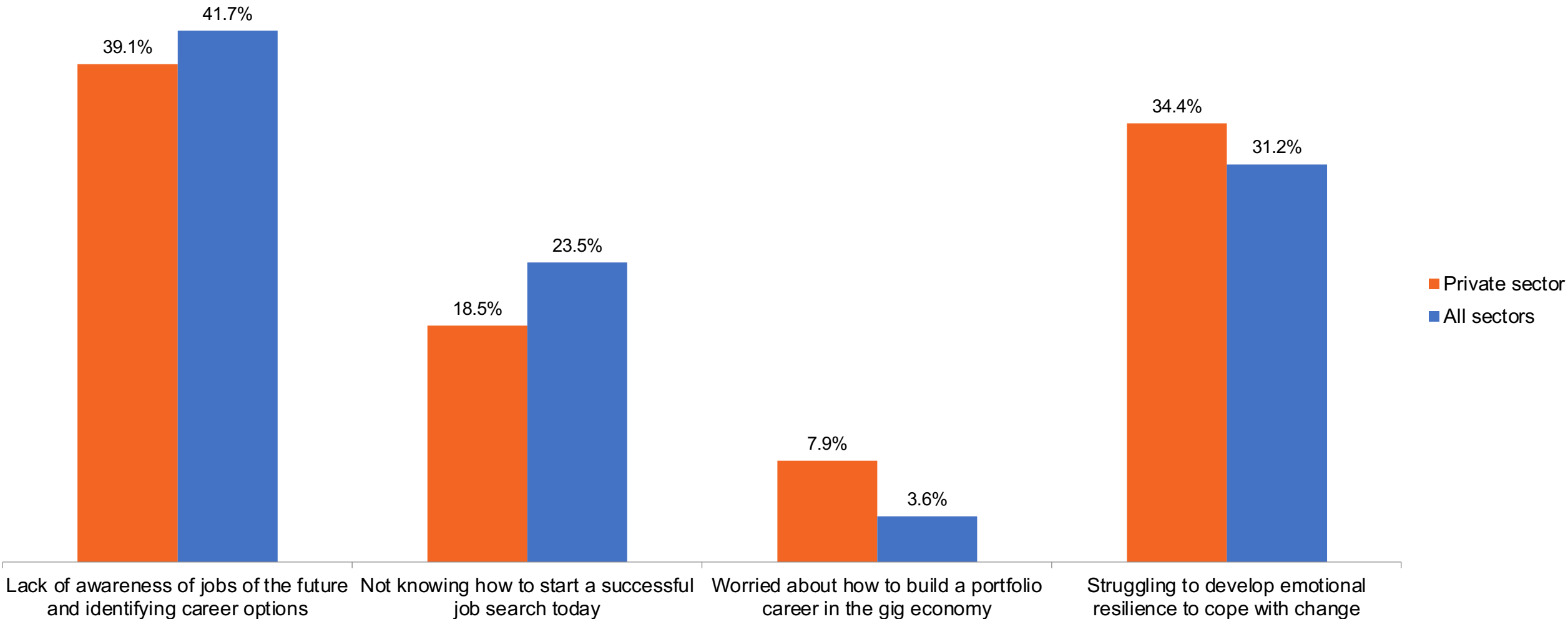
# In the past few years, do you feel the public's perception of the value of career service professionals has:

N = 154



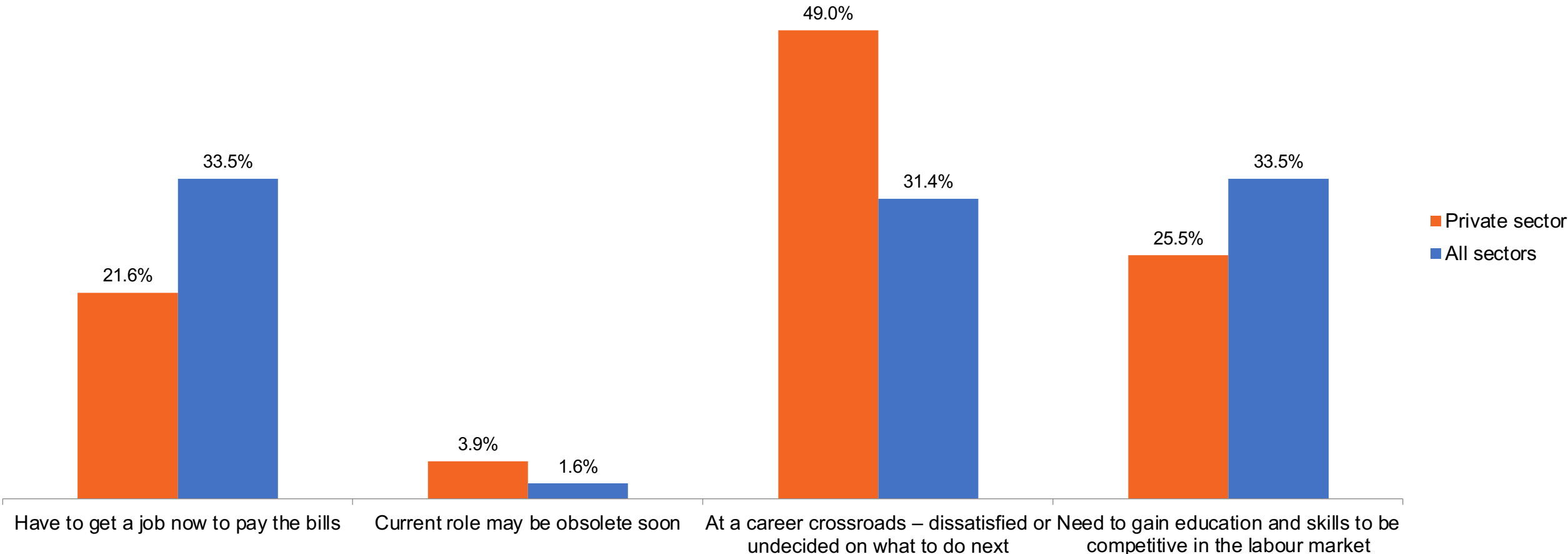
# Primary need for students/clients in career transition

N = 151



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

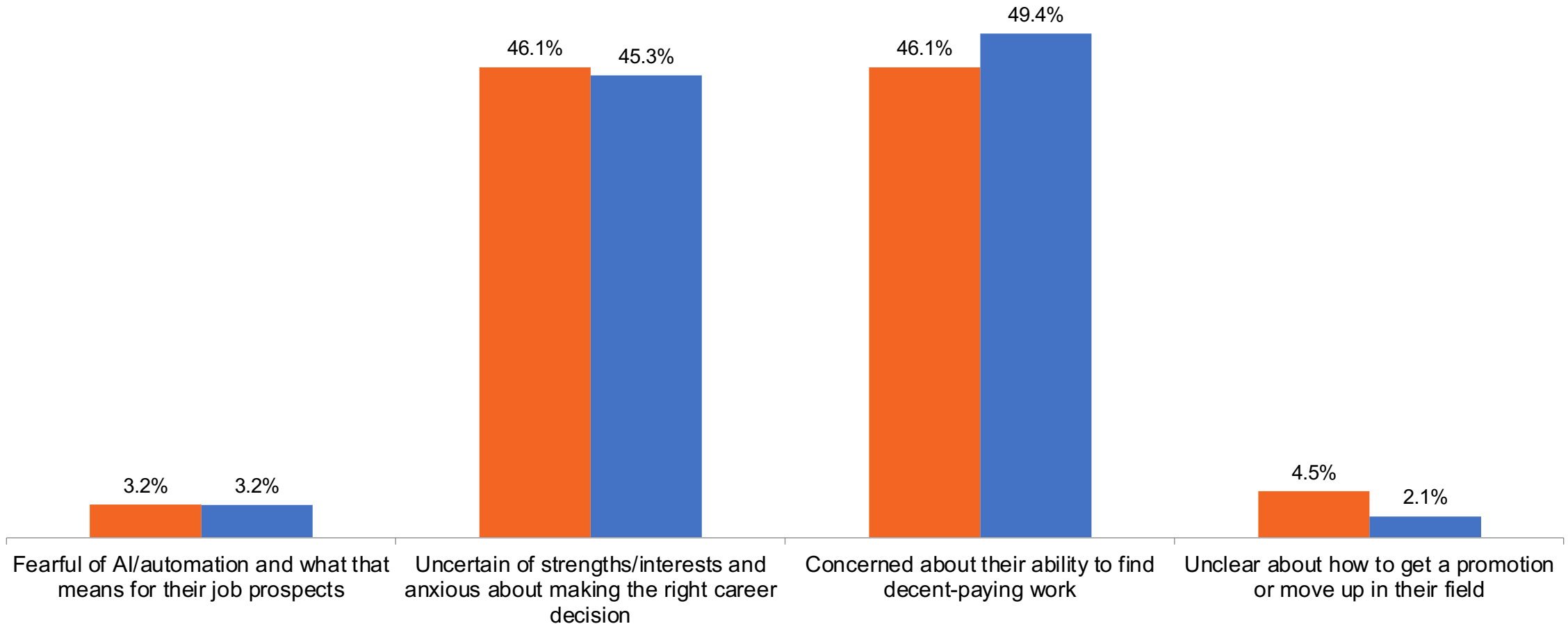
N = 153



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

N = 154

Private sector  
All sectors



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

**80.3%**  
(71% all sectors)  
**Very often/  
somewhat often**



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

**65.1%**  
(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.”

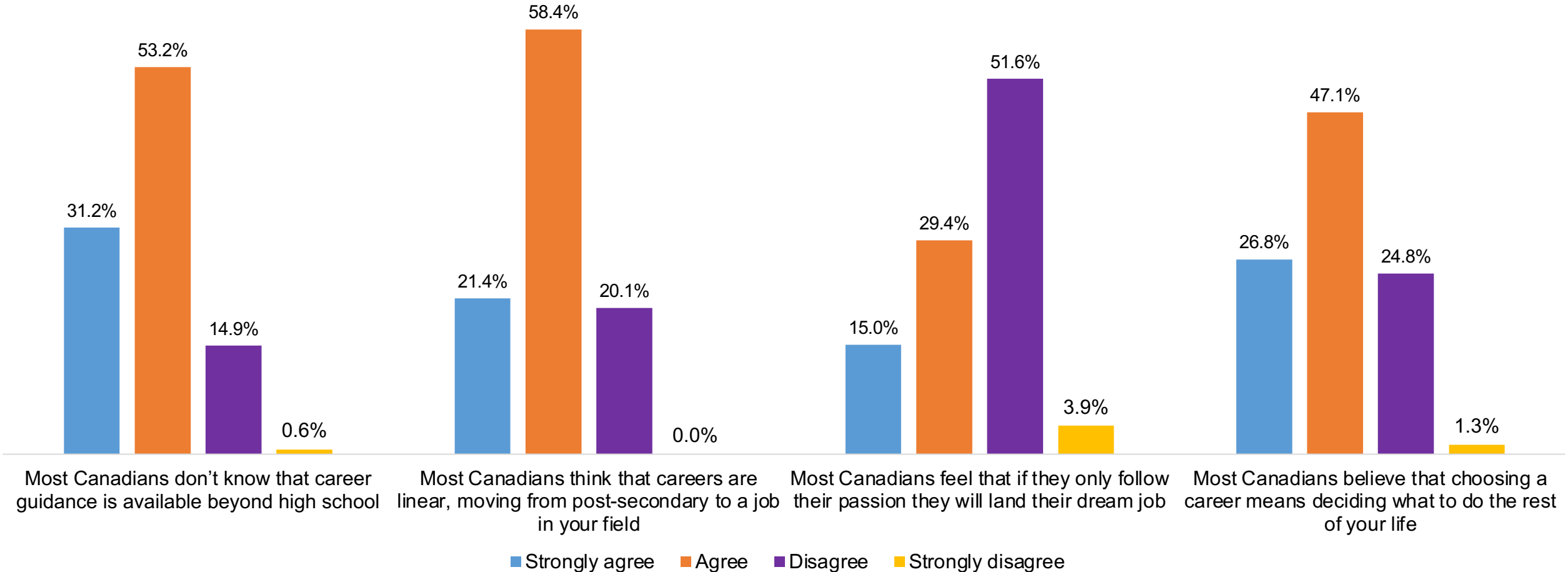
**69.1%**  
(61% all sectors)  
**Very often/  
somewhat often**

“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 = 154



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

N = 152

