

Campaign Prototypes

The image features a solid green background. A white dotted pattern is visible in the upper right and lower right areas. A thick, blue, wavy line starts from the bottom left, loops back, and then curves towards the right side of the frame.

Join Me On My Journey

OPPORTUNITY AREA: Better funding and provision of universally accessible career guidance and education in the K-12 system with government and/or school boards.

AUDIENCE: K-12

DESCRIPTION: Let's approach and redefine *careers* as a never ending *journey*. Each individual has a variety of needs at many different points along their journey. There are infinite ways to integrate supports throughout an individual's journey to provide flexible and appropriate support that addresses the unique needs regardless of the stage an individual may be at in a traditional *career development* path. By rebranding the idea of *career* to *journey*, universally accessible guidance and education becomes something to be integrated through the lifespan of an individual to help them continuously thrive as they grow on their own.

HIGHLIGHTS:

- There was agreement from participants on the way the term *career* was rebranded
- There is risk included with the longevity of this strategy as it leaves a gap of support for individuals currently on their *journey*
- It supports the notion that the industry has not solidified the right language to use for these discussions



Endless Possibilities - Become Employable

OPPORTUNITY AREA: Better funding and provision of universally accessible career guidance and education in the K-12 system with government and/or school boards.

TAGLINE: Life and work is a journey, not a destination. Hop on and explore the landscape of possibilities. See the opportunities and increase your flexibility.

AUDIENCE: K-12 students, educators, employers, parents, labour market specialists - all will be affected!

DESCRIPTION: There is tension in the career development community around the use of the term *career* - it is seen as intimidating and exclusive, especially to those at the start of their careers. Addressing this tension through low-pressure early interventions at school and engaging with students across their academic life in encouraging ways, we can shift the narrative and stigma around the term *career*. With the support and collaboration of community partners, educators and families, students will have an opportunity for self-discovery and access to resources and career development advice along their academic, life and work journey.

HIGHLIGHTS:

- *Employment* implies yet another skill to achieve, much like *career*, rather than something you build over time
- Agree with the use of *employability*
- The evolving nature of the term *employability* in this context is important, as it is a way to address a career as an iterative journey, not a destination.
- Opportunity to address student needs in an environment where they are already choosing their future path



Beyond Decent

OPPORTUNITY AREA: The right to decent work on the part of peoples in Canada with government policymakers and employers.

TAGLINE: Let's get *beyond decent* with career development

AUDIENCE: Employers

DESCRIPTION: From local, transnational, to international organizations, there is plenty of incredibly important work happening to advocate for and implement decent working conditions. As career development professionals it is our role to advocate for the existence of appropriate working conditions in every workplace. But why are we striving for just decent? To take it one step further our goal is to get *beyond decent* by making decent work the bare minimum. Decreasing turnover, reduction in stress-related illnesses, and less social assistance costs are just a few of the pragmatic results we can start to see when we get *beyond decent*.

HIGHLIGHTS:

- The accountability lies in understanding what decent work is, and how both employees and employers can start to recognize what next steps may look like beyond decent work
- In this context, decent work is the baseline



CAREeRS

OPPORTUNITY AREA: Better funding and provision of universally accessible career guidance and education in the K-12 system with government and/or school boards.

TAGLINE: *Careers* is just *carers* with an extra *e*

AUDIENCE: Career Influencers

DESCRIPTION: To have a direct impact on children and youth, we need to support career influencers through career development conversations - parents and guardians are more often than not one of the largest influences on a young person's chosen career path. So how might we equip career influencers with the necessary tools to have an educated impact? First, we need them to become aware of just how off-base their advice can be. To do this, we have created a chatbot - users can enter in their best career advice, and our AI will let them know as a percentage just how "wrong" they really are and provide them a link to contact CERIC for support. It is our goal that this fun way of providing career influencers a reality check on their advice will help CERIC and career development professionals build awareness around the importance of career development professionals.

HIGHLIGHTS:

- The humorous nature of this idea is important in driving it forward
- Element of encouraging other stakeholders to build trust with their career development professionals



Path to Prosperity*

**name developed by Overlap*

OPPORTUNITY AREA: The right to decent work on the part of peoples in Canada with government policymakers and employers.

TAGLINE: Path to prosperity needs navigation - you don't have to do it on your own

AUDIENCE: Policy makers / funders

DESCRIPTION: Decent workplaces have the ability to become pipelines for top talent. By advocating for decent work, we aim to take the opportunity to align with the Sustainable Development Goals to provide employees with decent, rewarding work, and provide employers with opportunities for top talent to find work they resonate with. This might look like a persona-based message, showcasing decent work and workplaces through the lens of top talent.

HIGHLIGHTS:

- This is a “join us” style message with a large opportunity for storytelling to reflect the diversity of the labour market
- Desired outcome is to center career development when discussing decent work



Life Aesthetic

OPPORTUNITY AREA: Better funding and provision of universally accessible career guidance and education in the K-12 system with government and/or school boards.

TAGLINE: Explore a life aesthetic that suits you

AUDIENCE: Children and youth

DESCRIPTION: To provide equitable opportunity to career development education, we need to look beyond the school system. *Life Aesthetic* is a career development kit, intended to get youth thinking differently about their careers in a new and innovative way. This kit can be implemented in the classroom by teachers, at performances or conferences by motivational speakers, or even in local communities by community leaders. The *Life Aesthetic* toolkit is intended to spark a movement and provide youth with a way of feeling connected to themselves and something bigger.

HIGHLIGHTS:

- To focus areas: universal access to career guidance and funding for it
- This kit does not rely on teachers or government to be implemented or funded
- Flexible implementation style



Career Web

**name developed by Overlap*

OPPORTUNITY AREA: Engaging with a career development professional to Canadians broadly throughout various ages and stages of life.

TAGLINE: Connecting you to your local career development specialists

AUDIENCE: Employees and Employers

DESCRIPTION: Individuals at any point in their career may develop the need for a variety of resources that they may or may not know are available. *Career Web* is a one-stop-shop digital marketplace app for locating the career development resources you need by simply filling out what questions or concerns you may have. This tool can help connect both employees and employers to career development specialists in the local community.

HIGHLIGHTS:

- Dating app style but for career professionals
- Complexities of developing a digital marketplace creates a need for thoroughness and meeting the client where they are at
- This campaign addresses the entire lifespan of a client

