

Advocacy Campaign Development Session Capture

CERIC | Cannexus Workshop

Prepared for: CERIC
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Overview

On Sunday, January 28, 2024, CERIC hosted members of both the National Advocacy Campaign Steering Committee and Working Group at a session in advance of Cannexus24. This session also included members of CERIC's Board and Advisory Committees. This discussion aimed to further explore the prioritized "Beyond Decent" campaign topic.

The Sunday afternoon session was facilitated by Rachel Hofstetter and Anna Bolger from Overlap. The initial welcome and updates included context setting from Janet Morris-Read, a member of both the Steering Committee and Working Group; as well as Lisa Taylor, a member of the Working Group, the CERIC Board, and a project partner, sharing a brief preview of her Sector Mapping study that helped to inform the discussion.

As a large group we considered the Goal: *Increase the knowledge that career development is essential to getting beyond decent work*, and the Prompt Question: *What do we want to achieve to reach this goal?* Using a collaborative, consensus-building method the group identified 5 thematic areas in response, laid out in the following pages.

The next step in the process may involve identifying which of these thematic areas are most appealing to move forward with for an advocacy campaign. As reflected by participants in the session, the following themes developed in response to our goal feel powerfully strong and impactful. Participants identified they feel set up for success with the work done to date, leading our themes in the right direction.

Themes

GOAL: Increase the knowledge that career development is essential to getting beyond decent work.

PROMPT: *What do we want to achieve to reach this goal?*

EMPOWER ALL TO EMBRACE CAREER DEVELOPMENT	CLARIFY, UNIFY AND ELEVATE THE PROFESSION	RADICALLY REPAIR SECTOR DISPARITIES	MAKE EVIDENCE-BASED CASE FOR CAREER DEVELOPMENT	CO-CREATE AND EMPOWER OUR COMMUNITY
<ul style="list-style-type: none"> • Universal access and mindset • Growth mindset • Career development is vehicle to promote decent work 	<ul style="list-style-type: none"> • Move from awareness to action • Apply competencies and standards 	<ul style="list-style-type: none"> • We must clean our own house first • Our work is your work, we both matter 	<ul style="list-style-type: none"> • Use data to show a solution • Apply data to systems change 	<ul style="list-style-type: none"> • Connect with partners • Build a case • Forecast possibilities
Career development mindset is universal	CDP's must wear one hat	Call out poor practice	Connect to decision-makers	Define value proposition of beyond decent
Universal access to CDP's	Common language for work and roles	Turn career development into decent work	Ground our profession in data	Partner with influencers / champions
Identify who needs to know and why	National credential for career development	Finding value in all work	Create evaluation frameworks	Case study storytelling in media
% increase in believers	Cultivate perception of longevity	Disparity within sector	Policy and institutional change	Empower career ownership
Define and communicate life-long CD	Understand and interlock within the sector		Promote CDP to remove barriers	Demonstrate ROI to business (employers)
Consider individual contexts* of decent / quality work	Not one-size fits all		Connect CD to current issues	Forecast and alignment with private sector
Recognize regional disparity				
Culture of lifelong learning				

**intersectionality / evolving circumstances*

Empower All to Embrace Career Development

CASCADE CAREER DEVELOPMENT THROUGH UNIVERSAL ACCESS TO PROMOTE BEYOND DECENT WORK AND LIFELONG LEARNING.

Creating equitable, universal access to career development is essential for advancing a mindset of lifelong learning. It is important to recognize the individuality and intersectionality of career development needs and experiences, which makes it vital to strive towards a shift in how we think and speak about career development.

Clarify, Unify and Elevate the Profession

DRIVE THE CAREER DEVELOPMENT PROFESSION FORWARD BY BRINGING CLARITY TO CDP'S AND END USERS.

In order to bring clarity and understanding to end users about career development and the role of Career Development Practitioners, we must bring clarity and unity to the profession. Defining clear roles, responsibilities and common language within the sector can promote partnership and collaboration, ultimately creating more accessible pathways of access for all. Ultimately, developing a national credential or clear understanding of what career development is, and what it is not, can build better relationships, recognition and trust with end users.

Radically Repair Sector Disparities

TO ADVOCATE FOR BEYOND DECENT WORK FOR OTHERS, WE MUST PRACTICE BEYOND DECENT WORK FOR OURSELVES.

It is critical to look internally at the career development sector to ensure we are leading by example by providing decent work for ourselves and the sector. Destigmatizing and finding value in all work, calling out poor practice and reducing financial disparity are ways we can show the value in career development. Practicing what we are advocating for will help show what is possible and take Beyond Decent work to new heights.

Make Evidence-Based Cases for Career Development

GROUND OUR PROFESSION IN DATA TO CONNECT CAREER DEVELOPMENT TO PEOPLE AND POLICY.

Utilizing data to make evidence-based cases for career development can connect the sector to the decision-makers, change-makers and policy-influencers that can help push the needle of getting beyond decent work. Building relationships and trust with decision-makers and people in policy using data can ultimately help remove barriers to accessing career development.

Co-Create and Empower Our Community

EMPOWER OUR COMMUNITY TO SEE AND UTILIZE THE BENEFITS OF DECENT WORK.

We need to show our community the value in decent work, build their advocacy capacity, and partner with influencers and champions to advocate alongside us. By telling the story of decent work in the media and building alignment and trust with other sectors and employers, we can co-create this narrative together with our community.