

2024 CERIC

Survey of Career Service Professionals

National Report



COMMUNITY RESEARCHERS



CERIC

Advancing
Career
Development
in Canada

Promouvoir
le développement
de carrière
au Canada

SURVEY METHODOLOGY

Field dates	September through October, 2024
Survey target	Career Service Professionals throughout Canada
Survey methodology	Online survey distributed via email and social media
Question formats	Multiple choice (total to 100%), multiple answer (total may exceed 100%) and open-ended
Survey languages	English and French
Survey sample size	1033 respondents
Lead researchers	Gabriel Hachard and Michael Harker, Community Researchers
Qualitative research analyst	Eniola Osazuwa, Community Researchers



1. Demographics of Career Development Professionals measured

- Three-fifths of respondents age 45 and over; vast majority hold university degrees
- Over half have been working in career development for more than 10 years

2. Use of artificial intelligence emerging in the sector

- Nearly one-quarter using AI tools while one-third are beginning integration
- Respondents shared opinions regarding AI skills, tools and training

3. Respondents plan to stay within the sector in the next five years

- More than half plan to stay with their organizations and one-fifth want to switch organizations
- Only 5% plan to move to a different field within five years

4. Career Development Professionals shared mental health concerns

- One in three reported a decline in their mental health since the pandemic
- Many support their mental health through books, therapy, and peer groups



5. Survey gauged interest and preferences regarding professional development

- Respondents reported interest in learning innovations, trends, practices, and theories
- In-person conferences and asynchronous online courses were preferred learning methods

6. Most respondents have access to budget and time off for training

- Two-thirds have access to training budgets, though most are under \$1,000 annually
- More than half reported access to paid time off for training

7. Respondents shared mixed opinions regarding the public's awareness of the field

- 29% of respondents feel that public opinion of CDPs has improved since 2019
- Half of respondents believe the public has no awareness of Career Development Professionals

8. Career Development Professionals told us about concerns of their clients

- 56% believe client's main concern is their ability to find decent-paying work
- 86% of CDPs feel clients are placing greater importance on remote/hybrid work post-pandemic



Section 1:

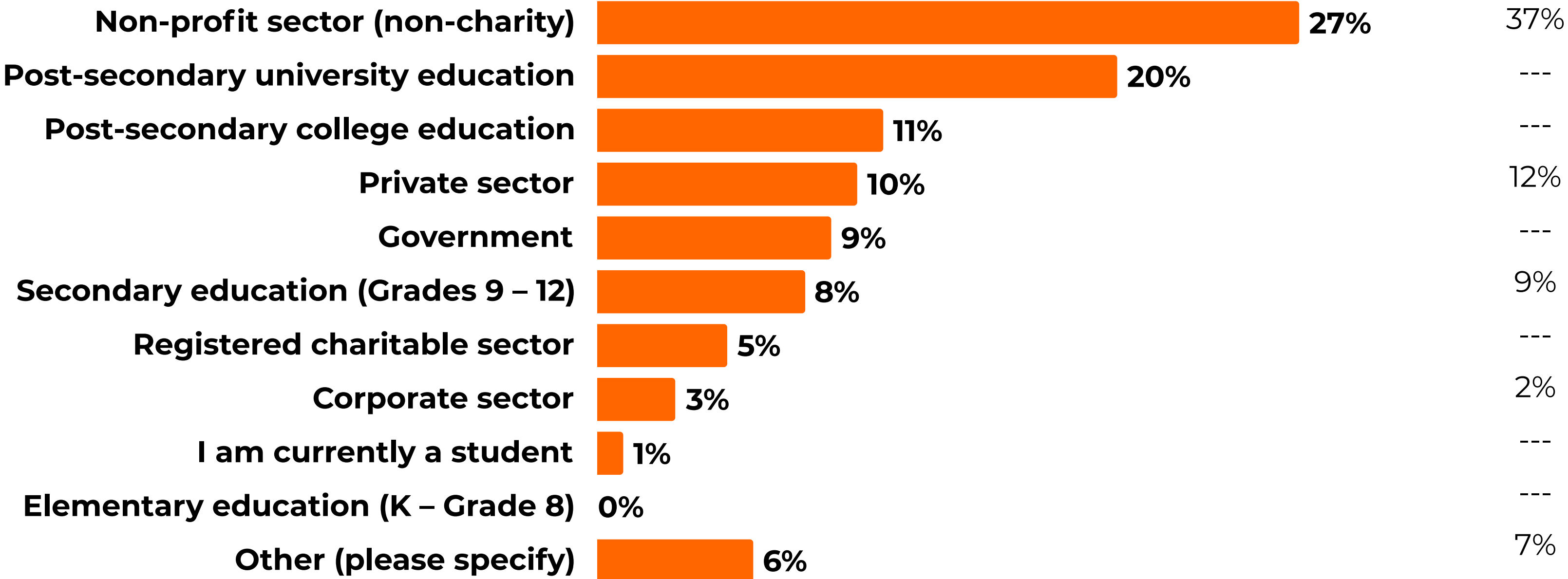
Demographics and Experience in Career Services Field



Respondents' Sector Within Field

n=1031

2019



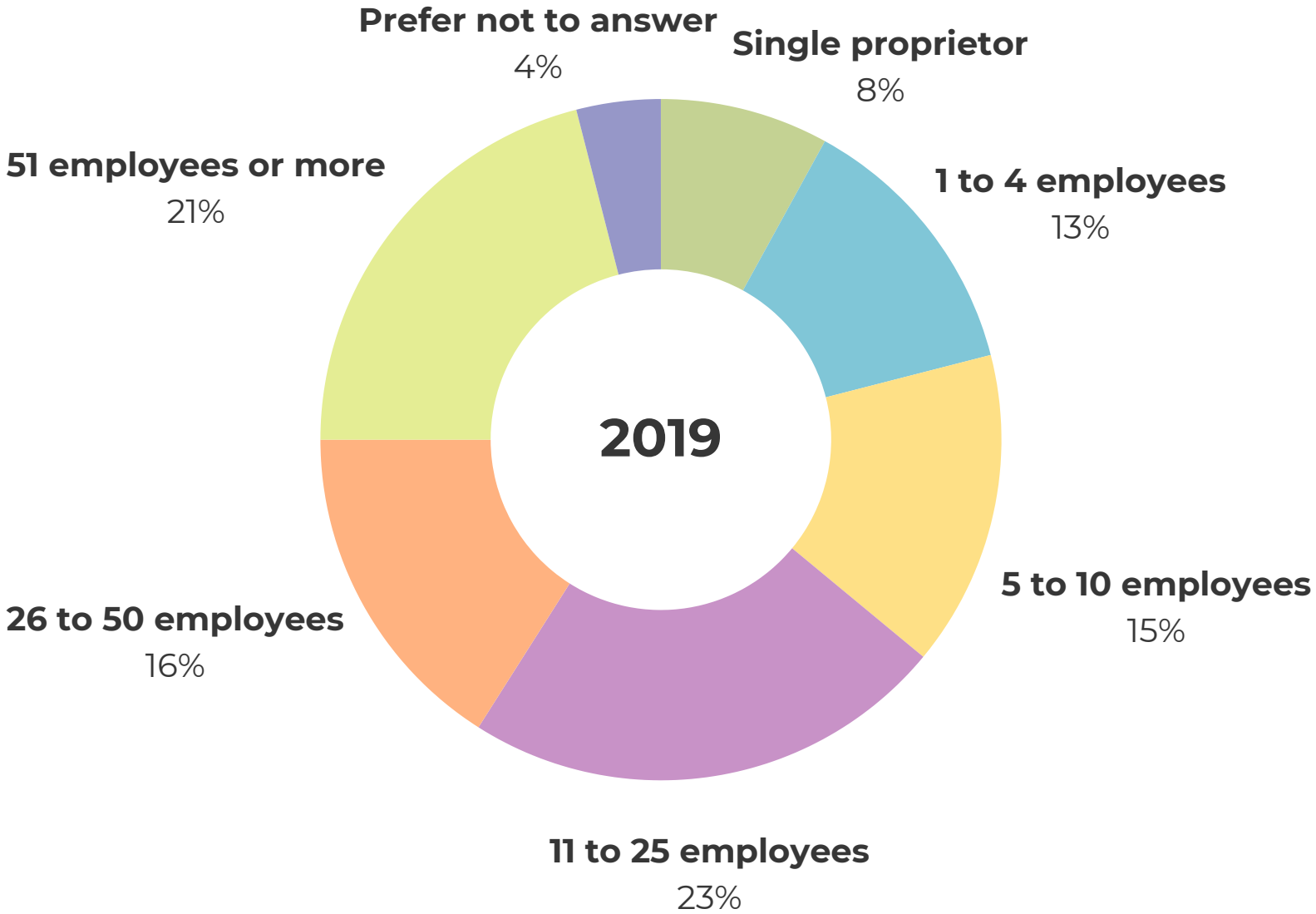
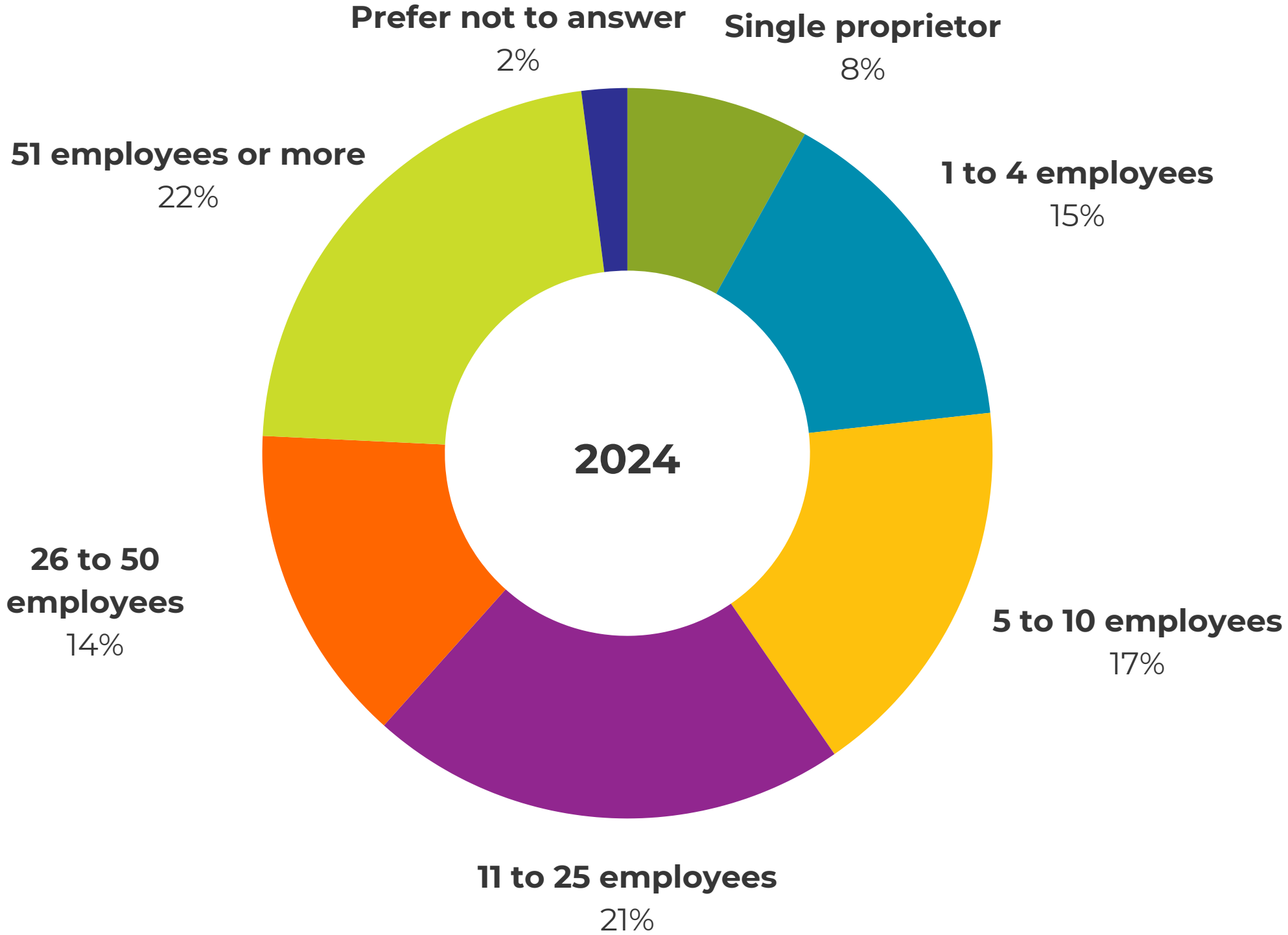
Popular other responses: Health care (1%) and retired (1%).

--- denotes options not given in 2019 survey



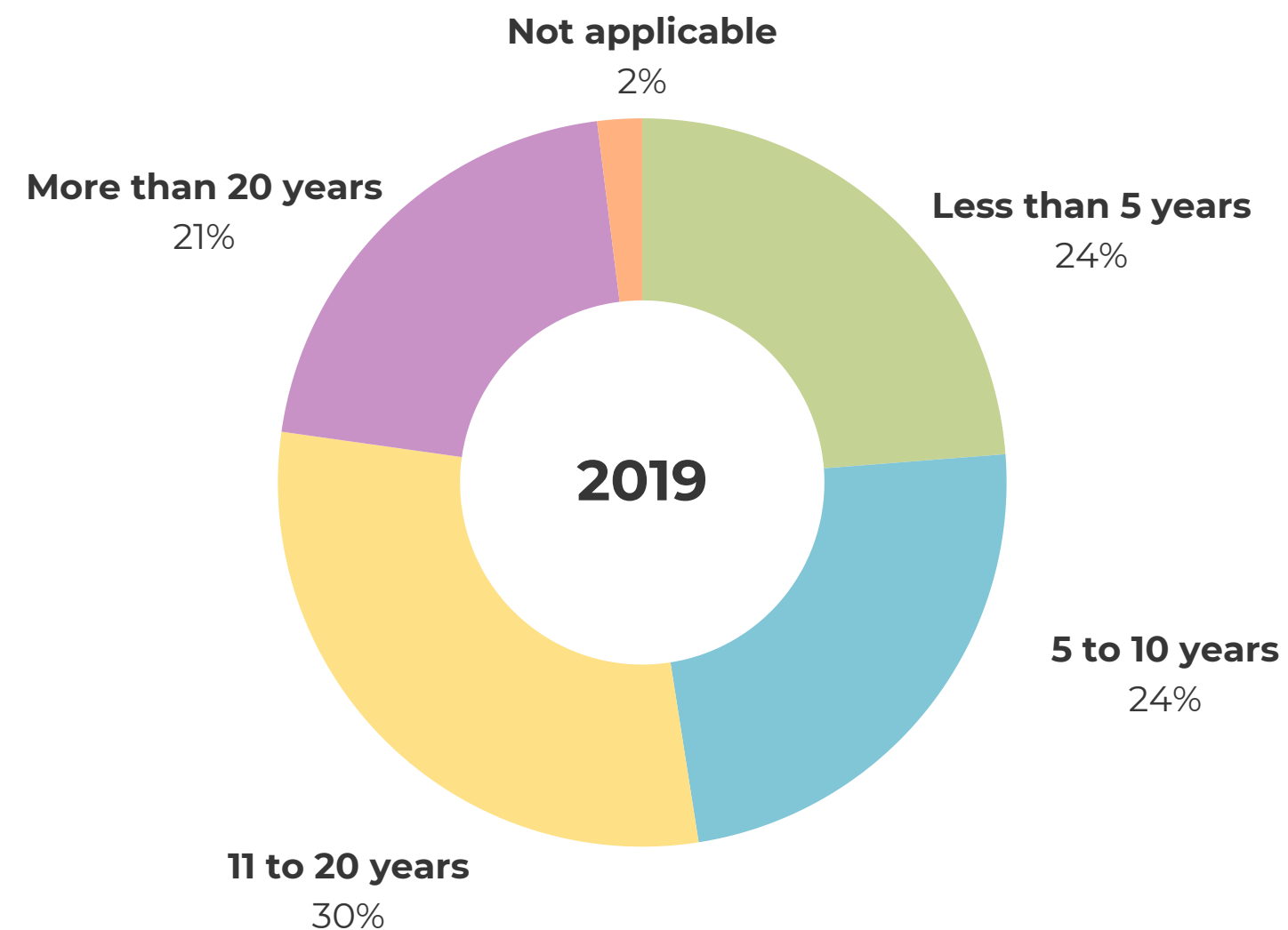
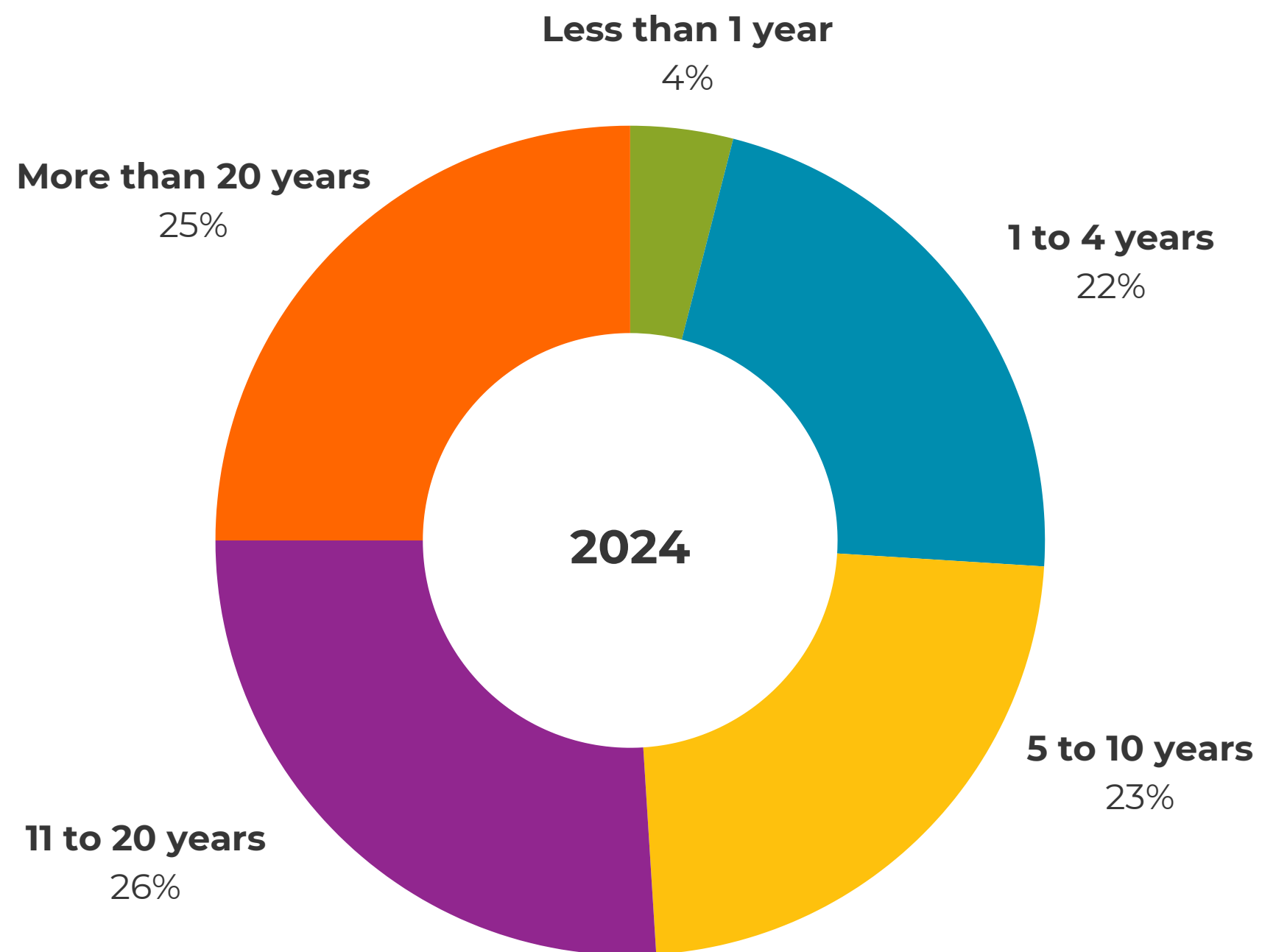
Staff Size of Career Services Operation

n=934



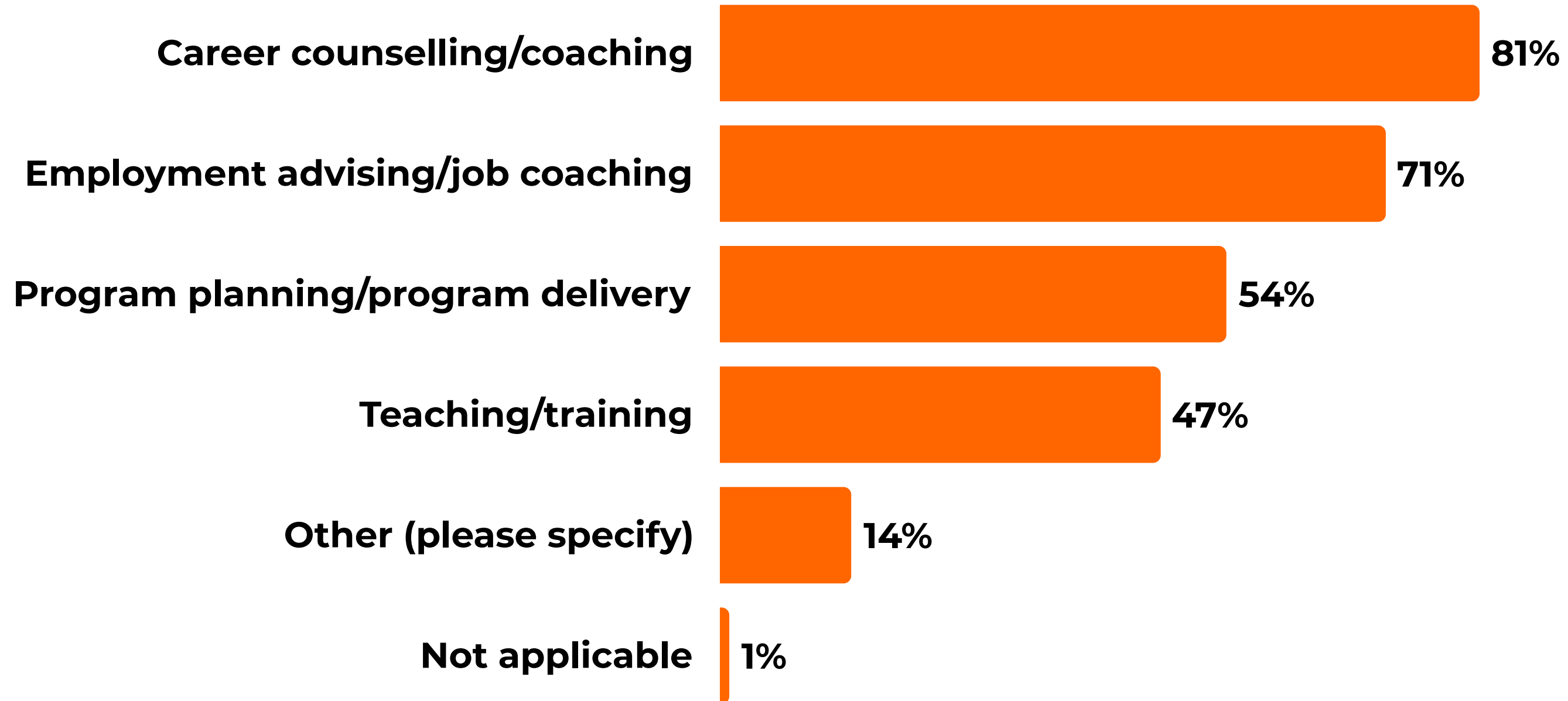
Years Working in Career Development

n=932



Services Offered

n=928



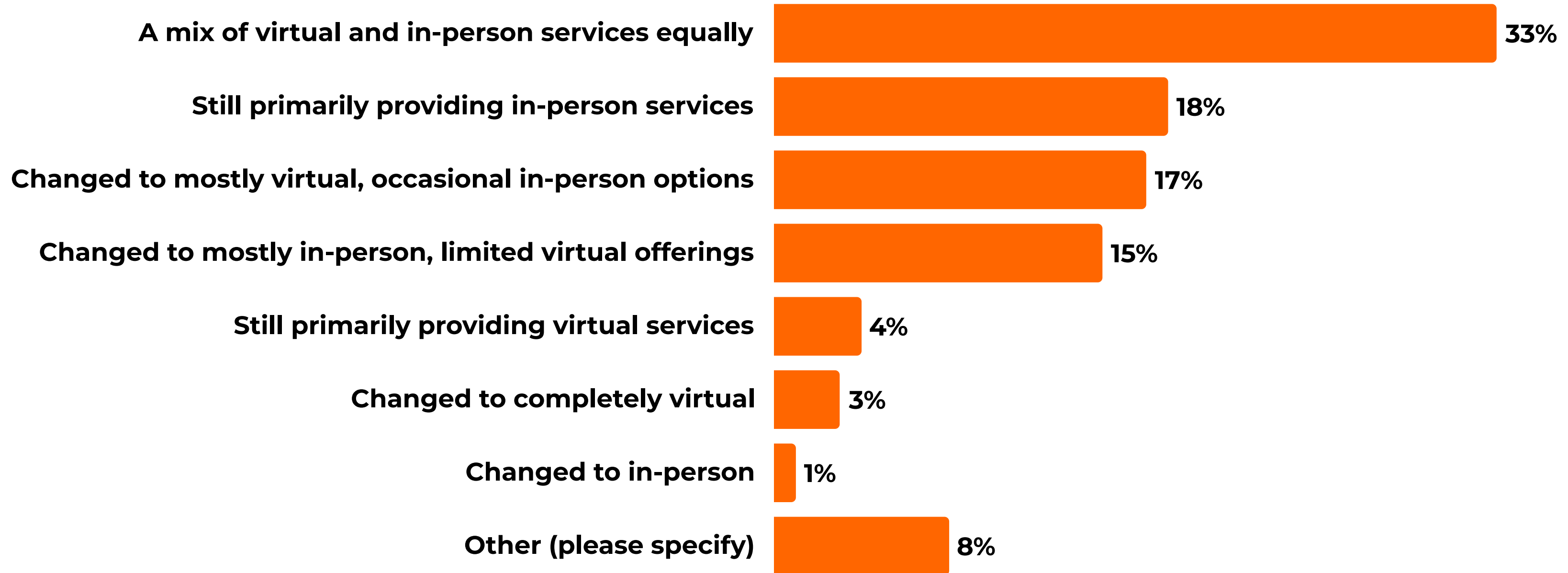
Popular other responses: Vocational rehabilitation/assessment (4%), program design/delivery (2%) and employer engagement (2%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Changes in Career Services Delivery Since Pandemic

n=928



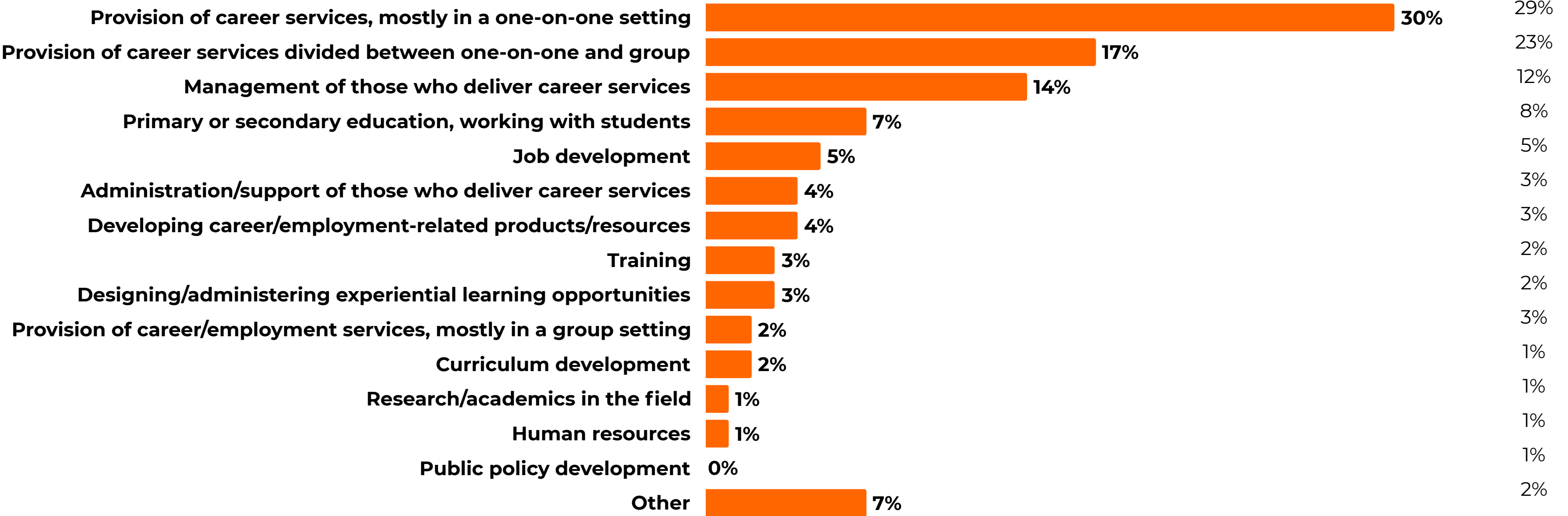
Popular other responses: Not applicable (2%), I wasn't working in this field pre-pandemic (2%) and retired (1%).



Respondent Primary Job Function

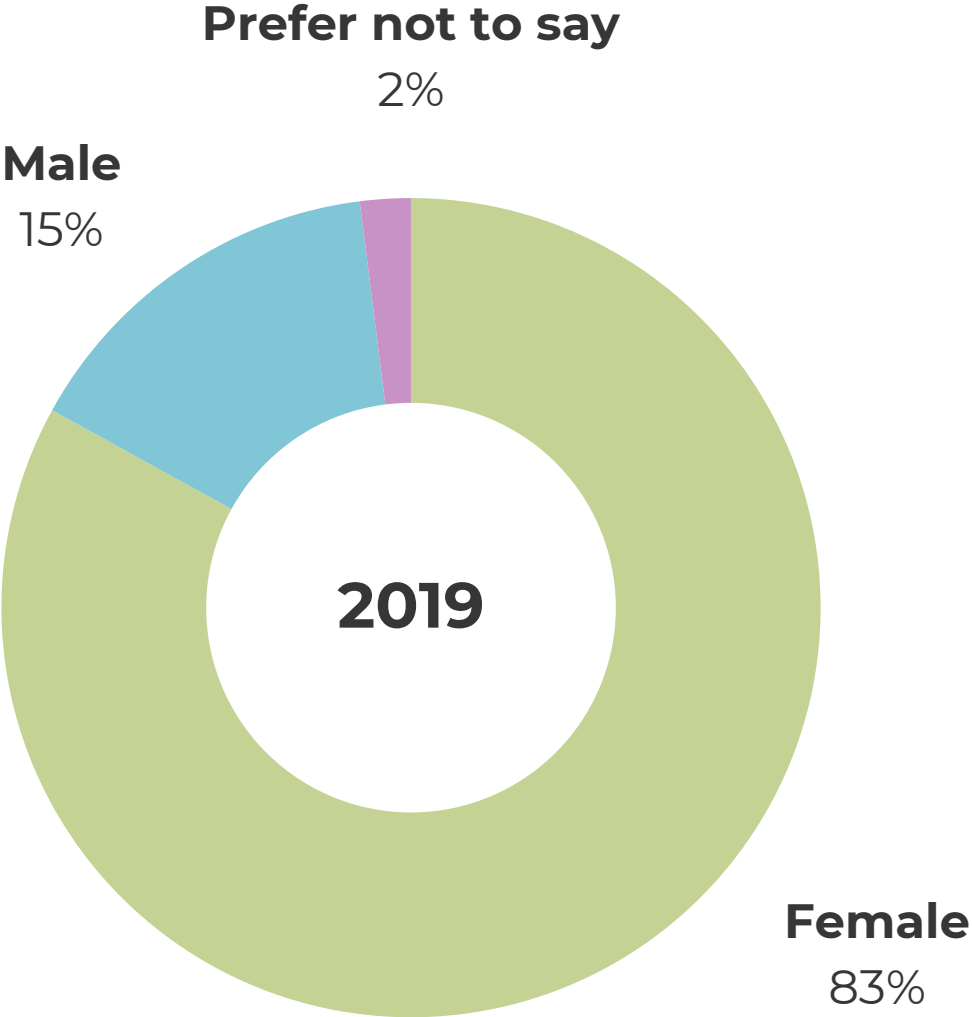
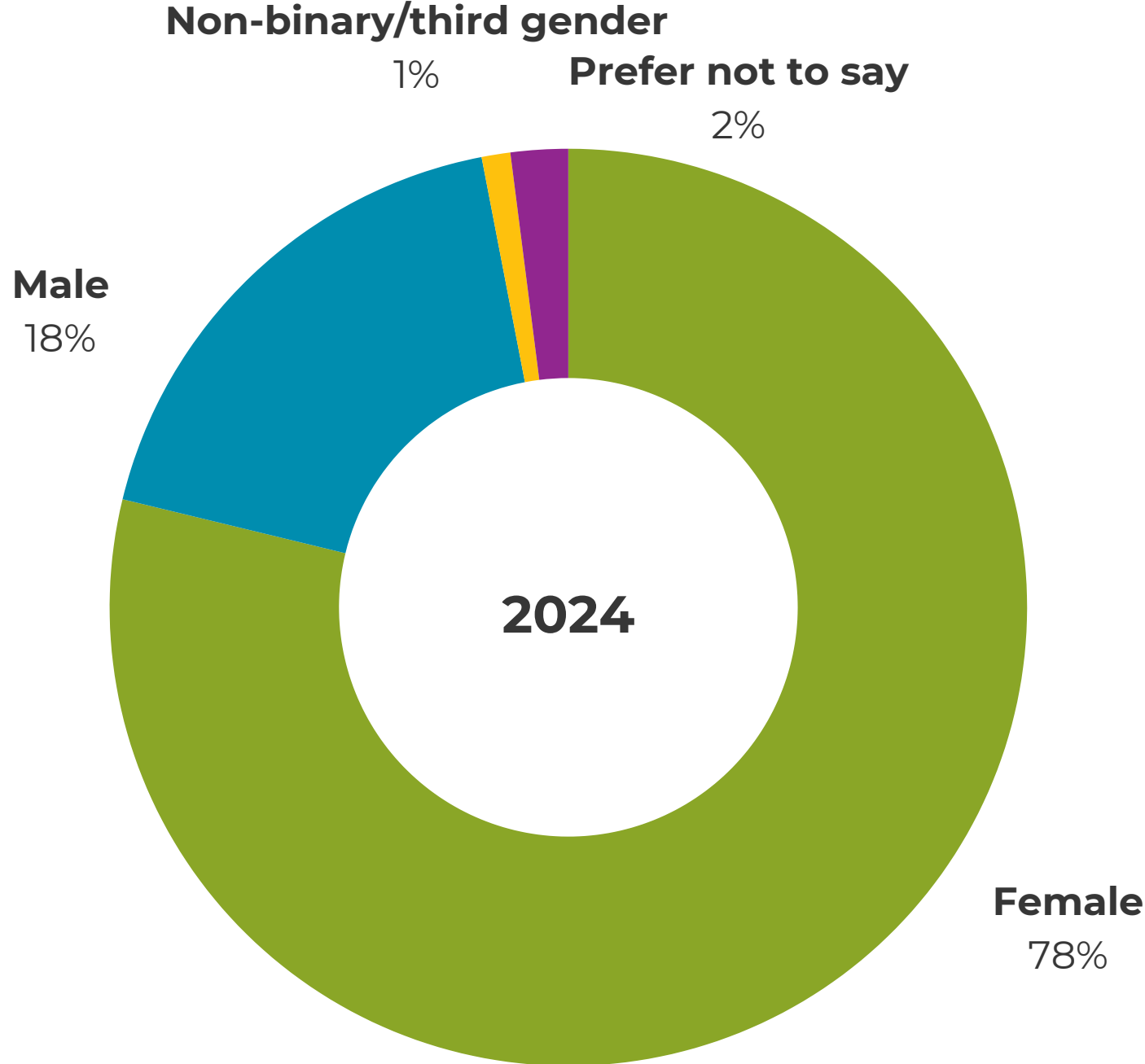
n=932

2019



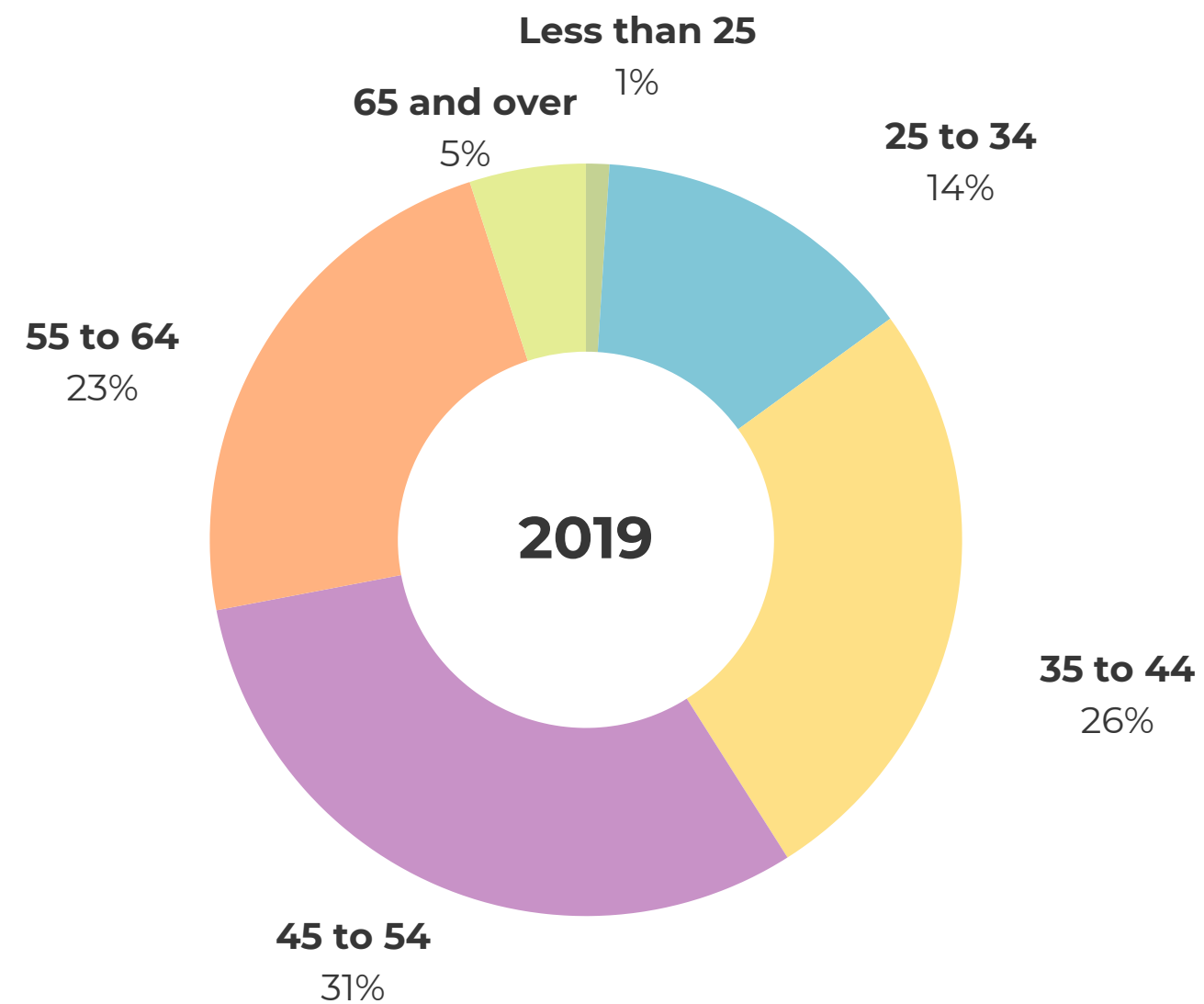
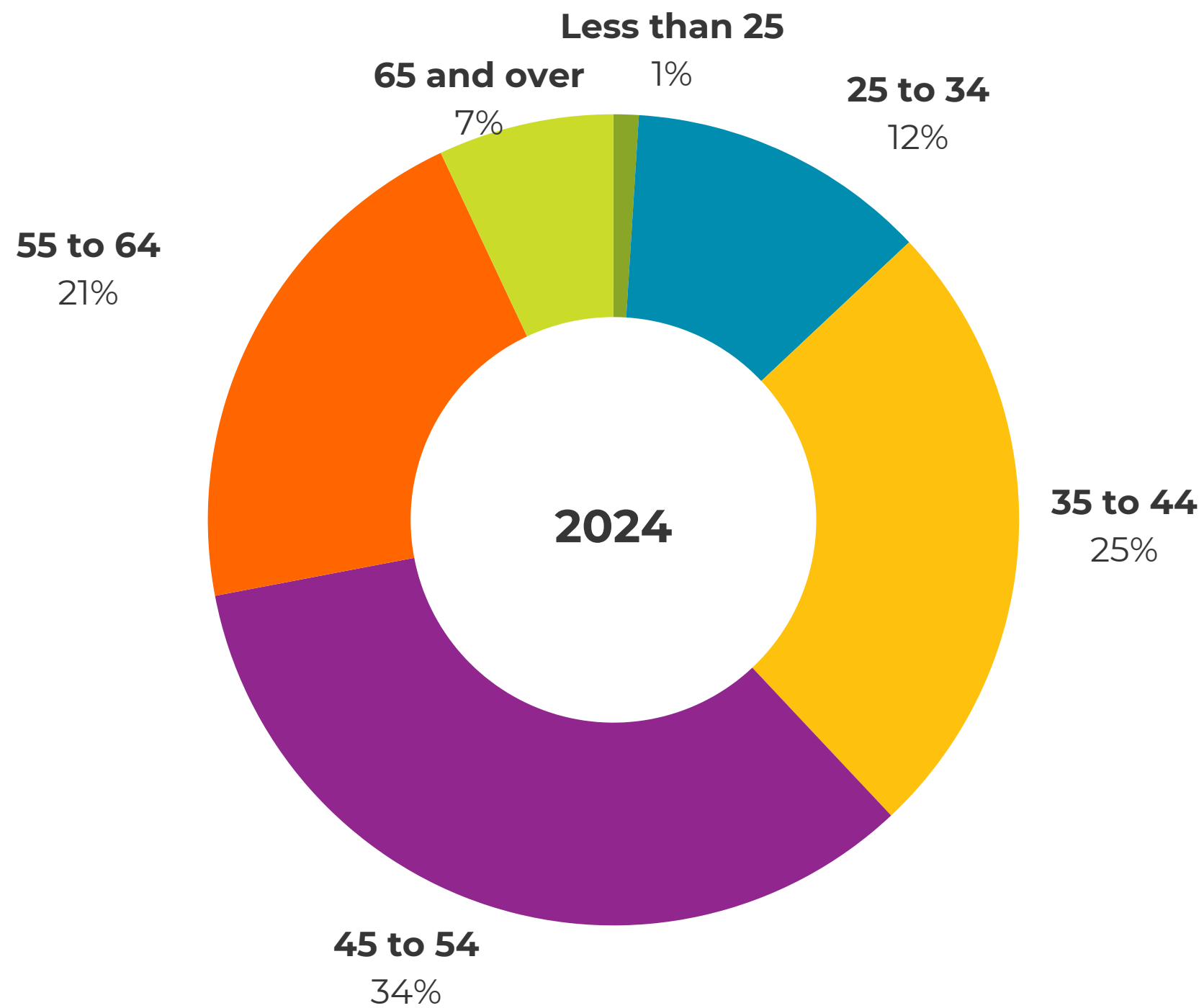
Gender of Respondent

n=750



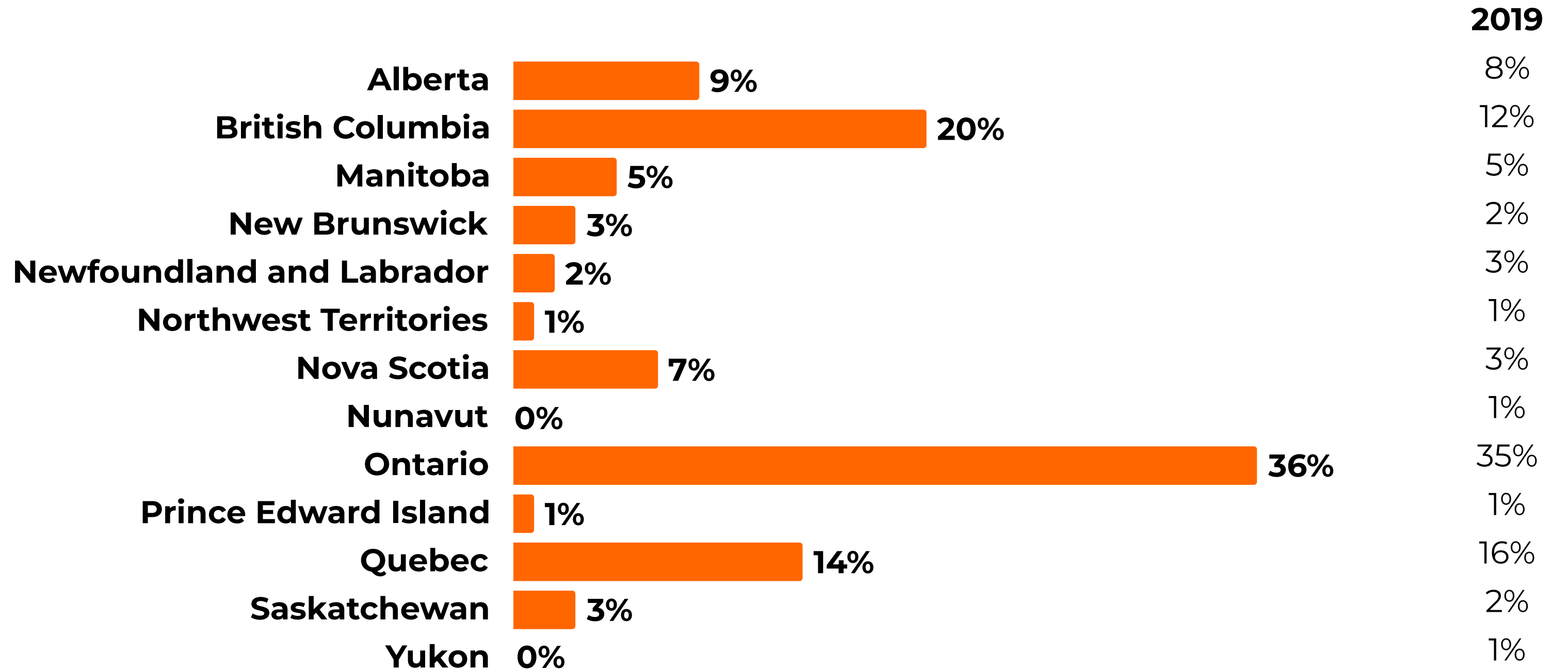
Age of Respondent

n=750



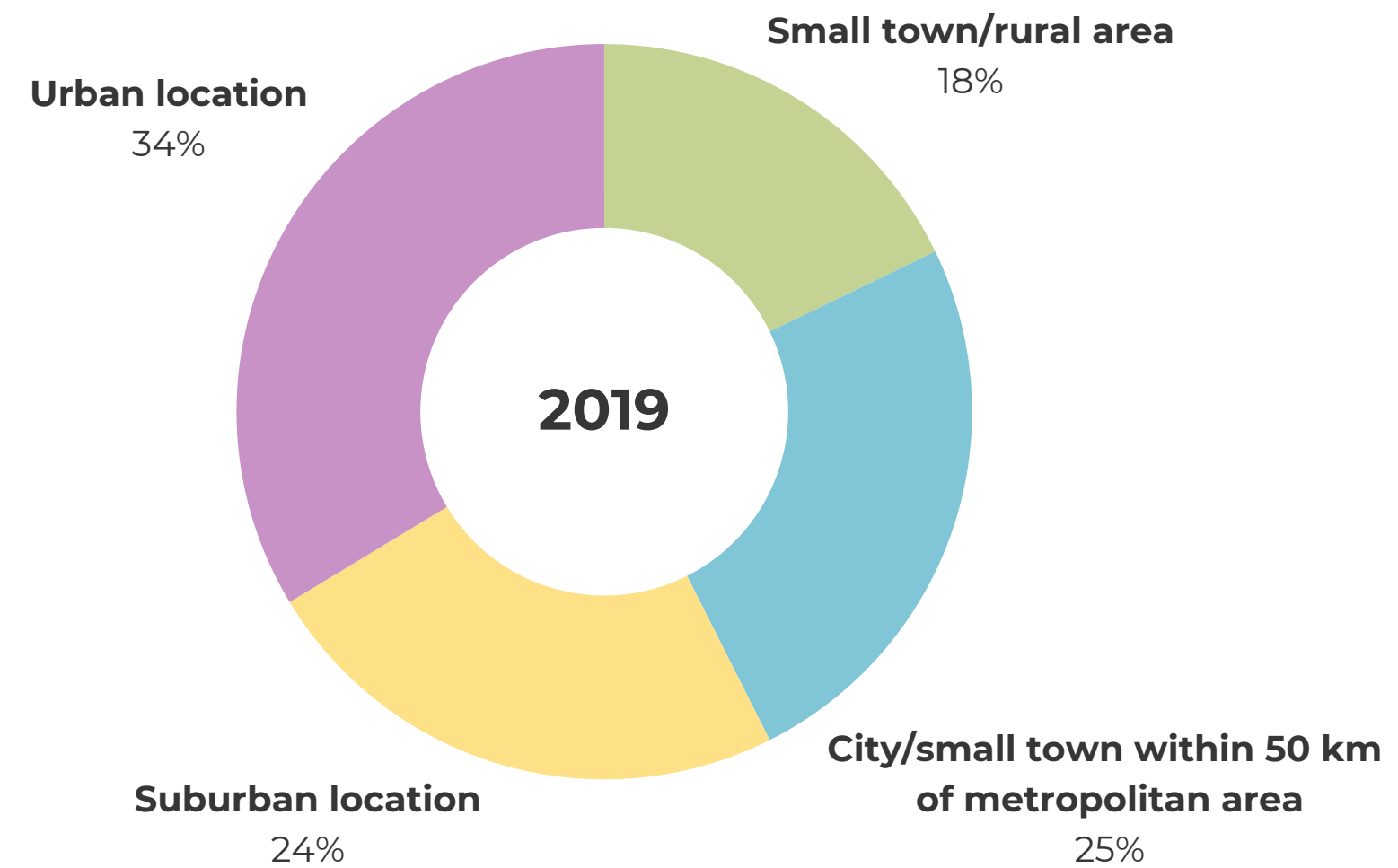
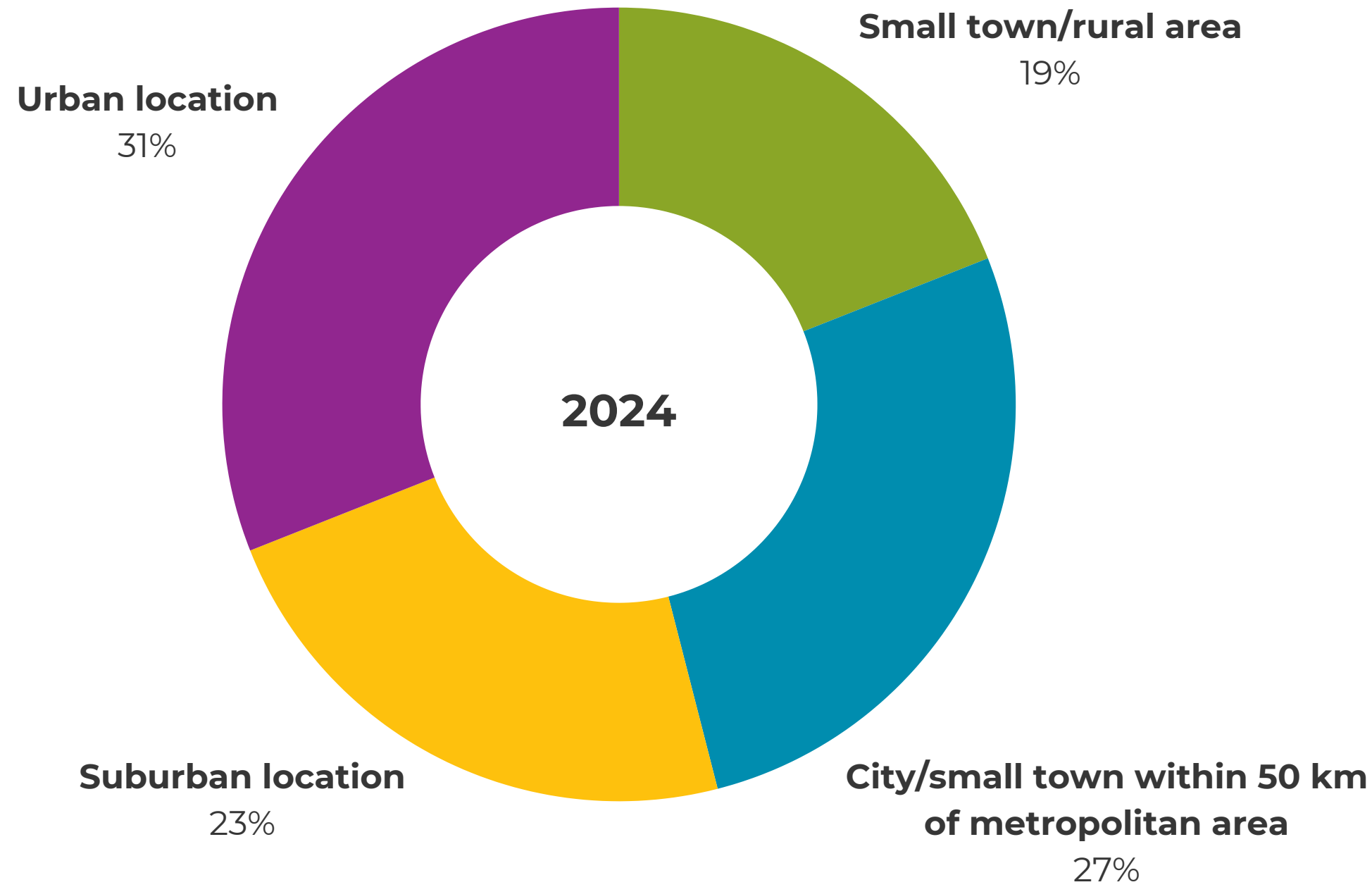
Location of Respondent

n=751



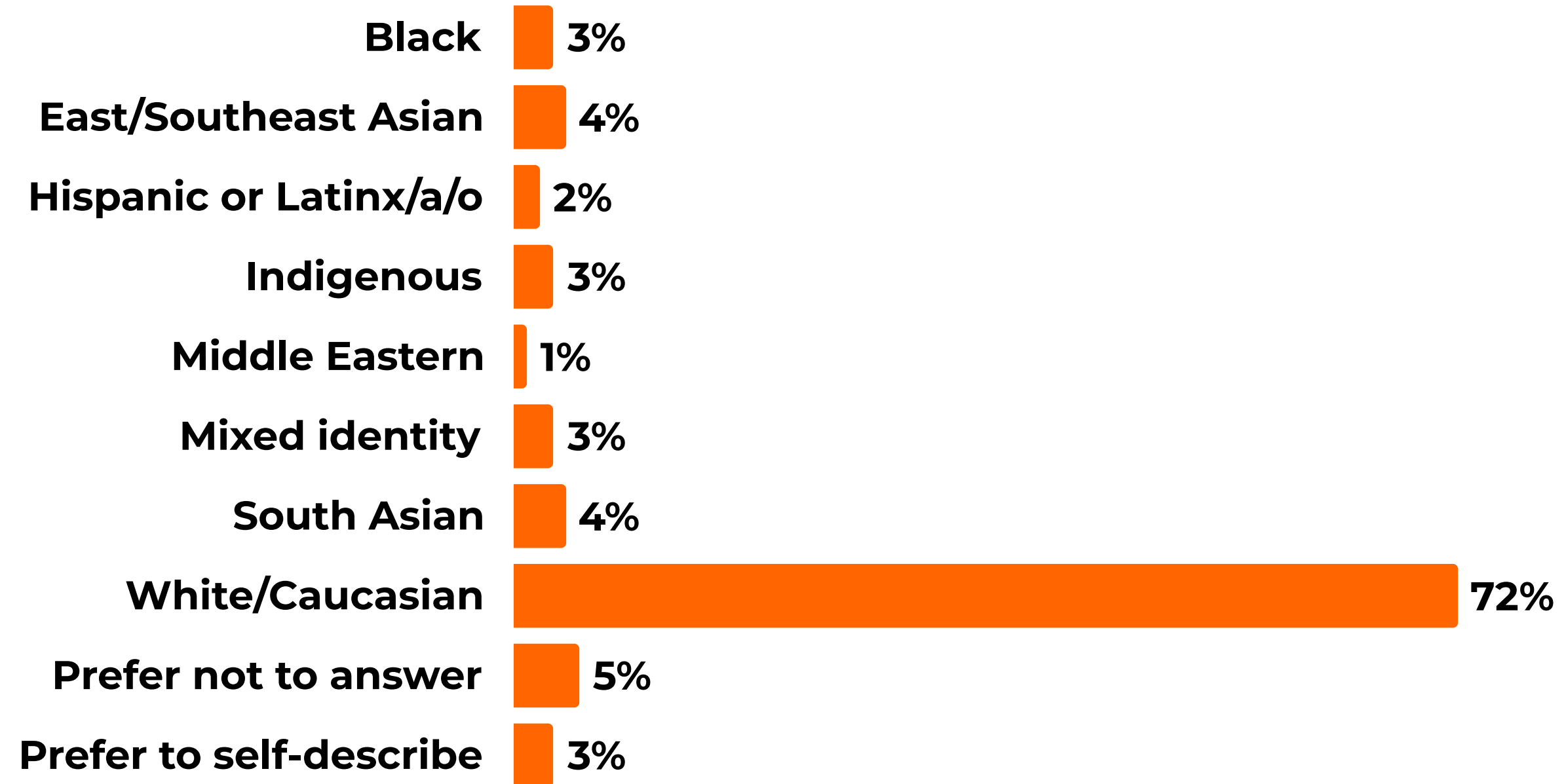
Type of Community

n=749



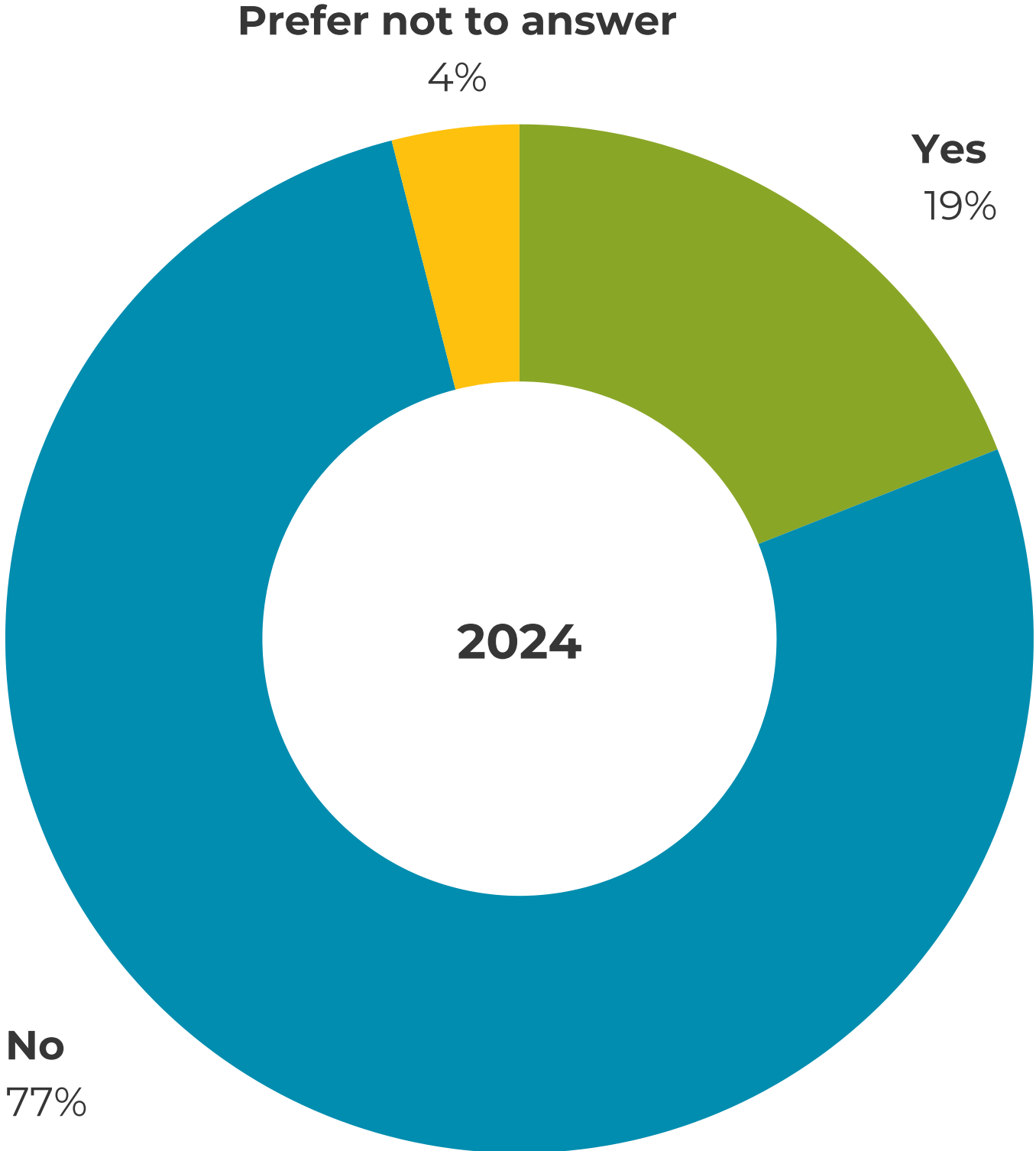
Ethnic Identity of Respondent

n=747



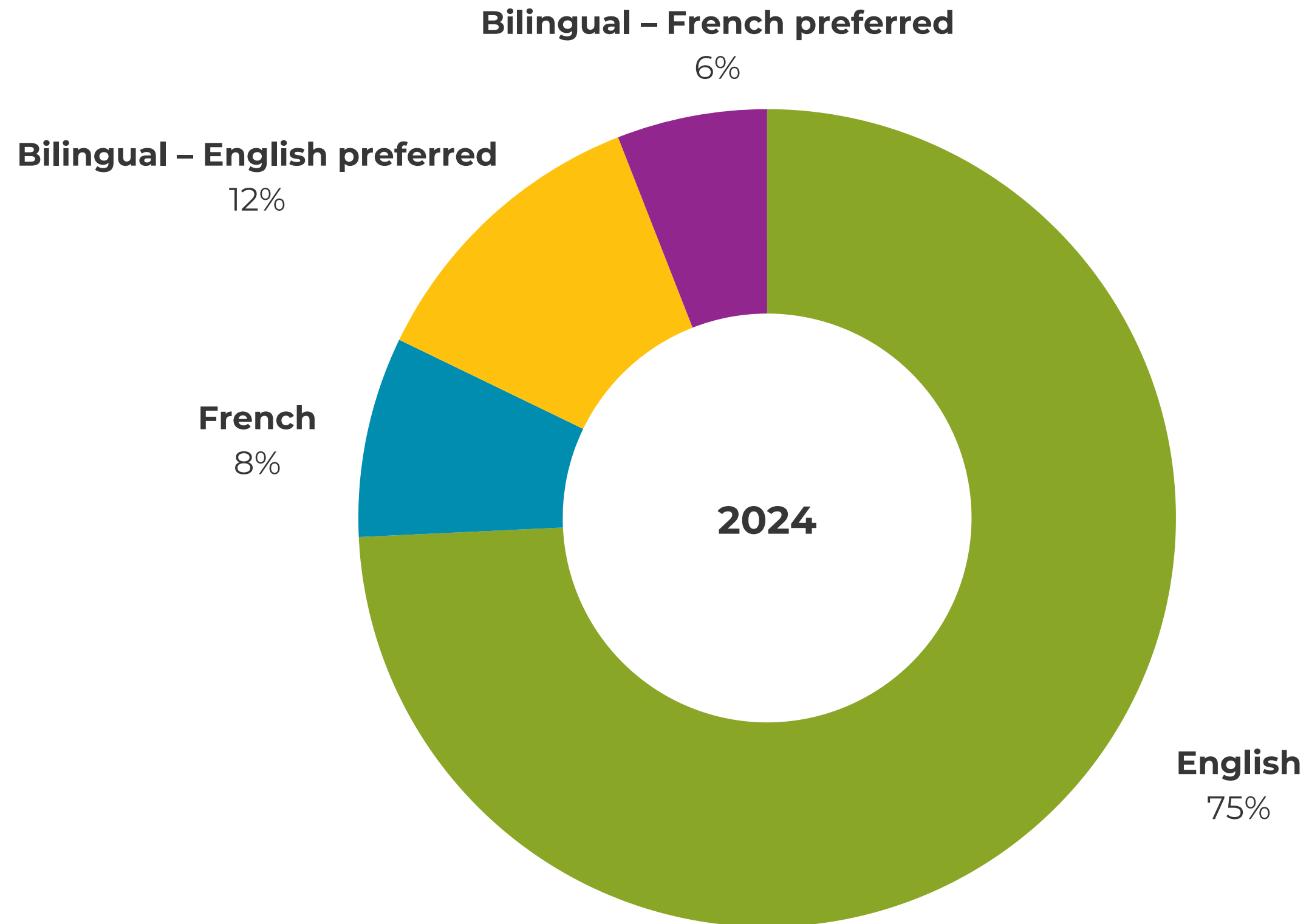
Self-Identify as Living with Disability

n=749



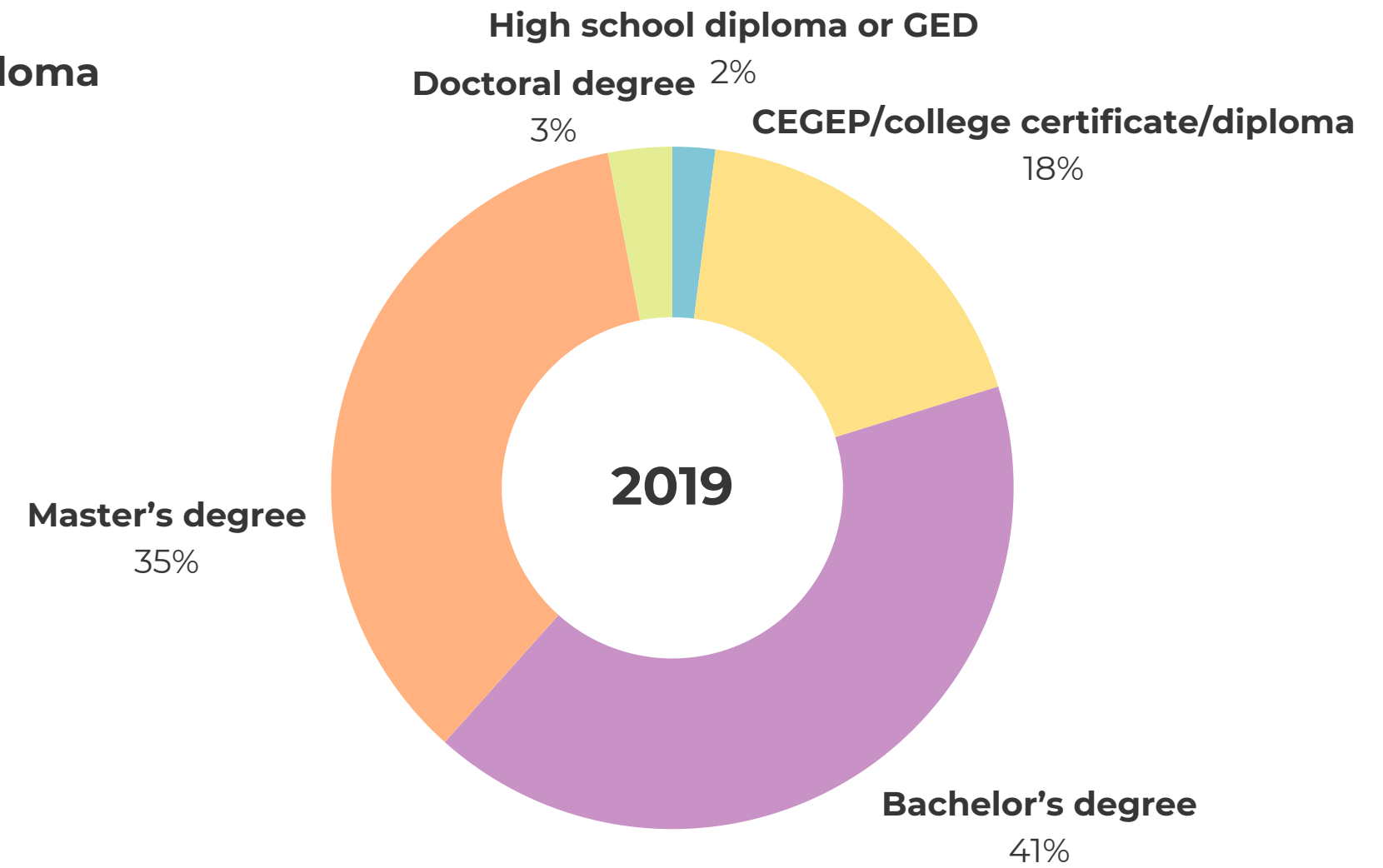
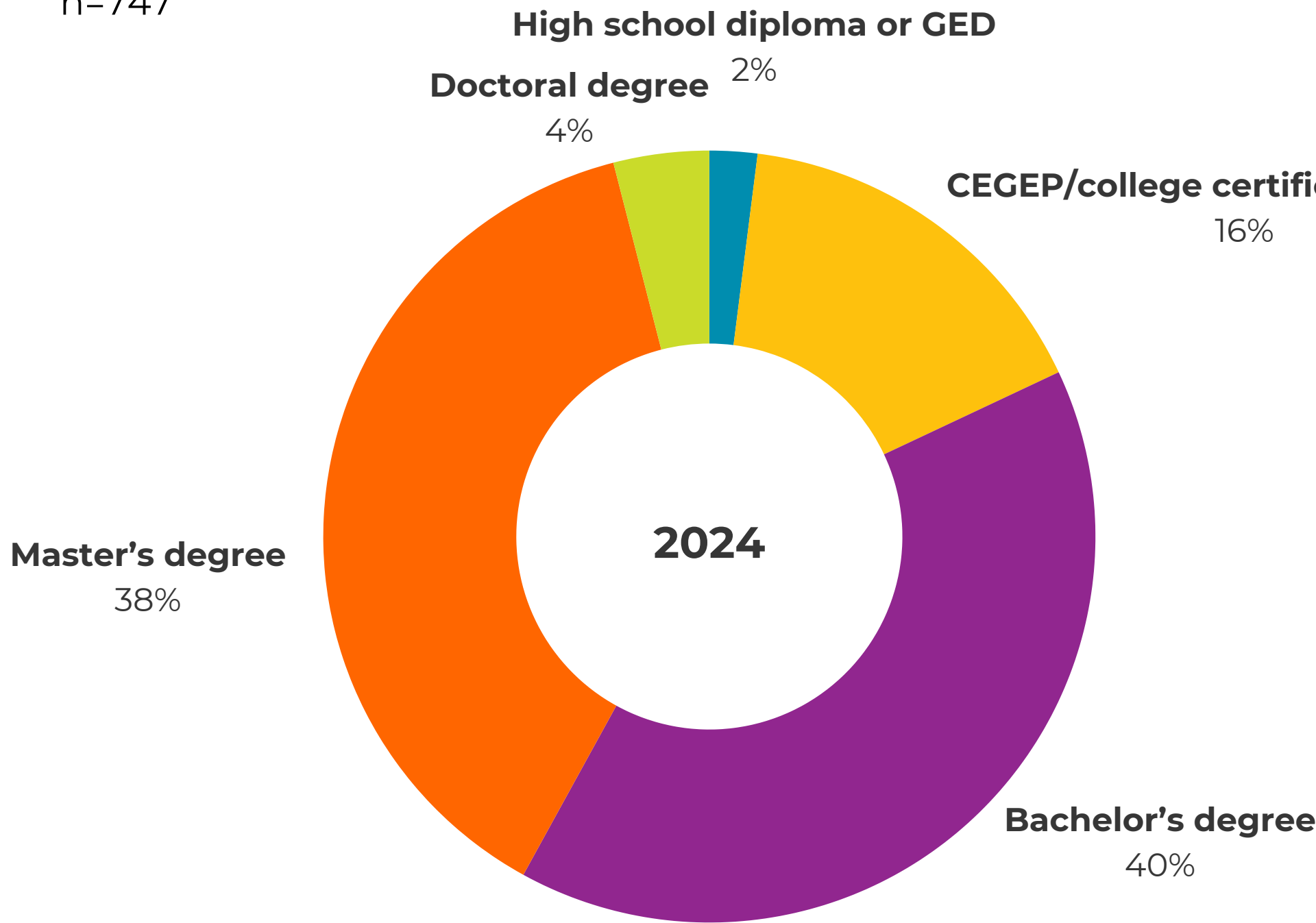
Language(s) of Respondent

n=751



Education Level of Respondent

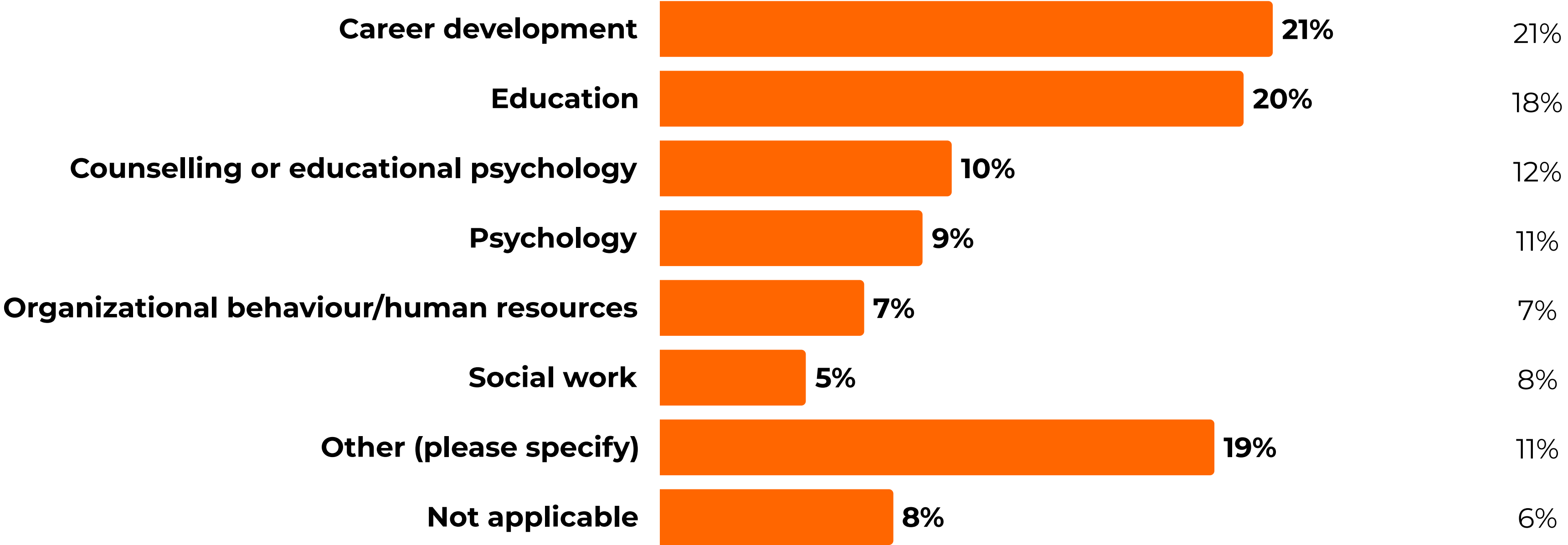
n=747



Main Area of Focus in Education

n=742

2019



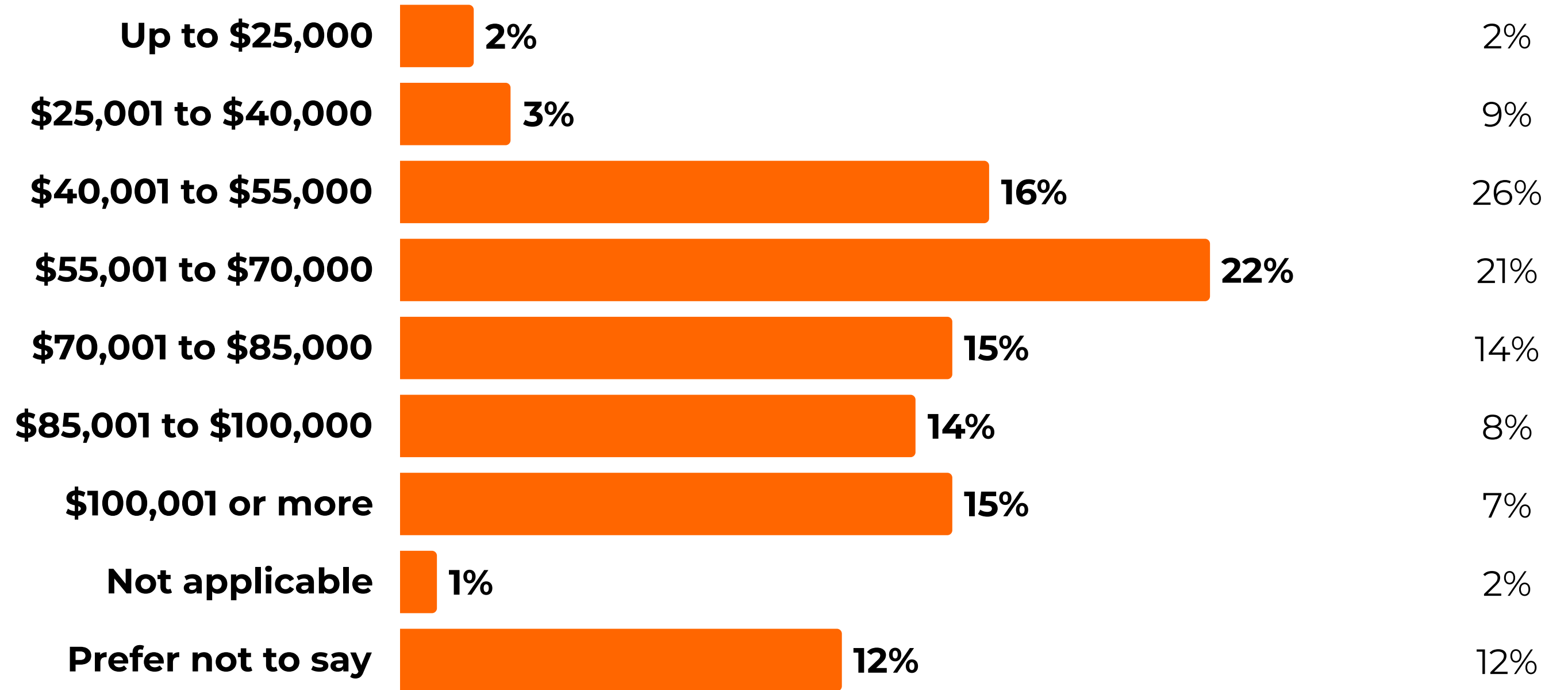
Popular other responses: Sociology (1%), business administration (1%) and communications (1%).



Gross Annual Income of Respondent

n=745

2019

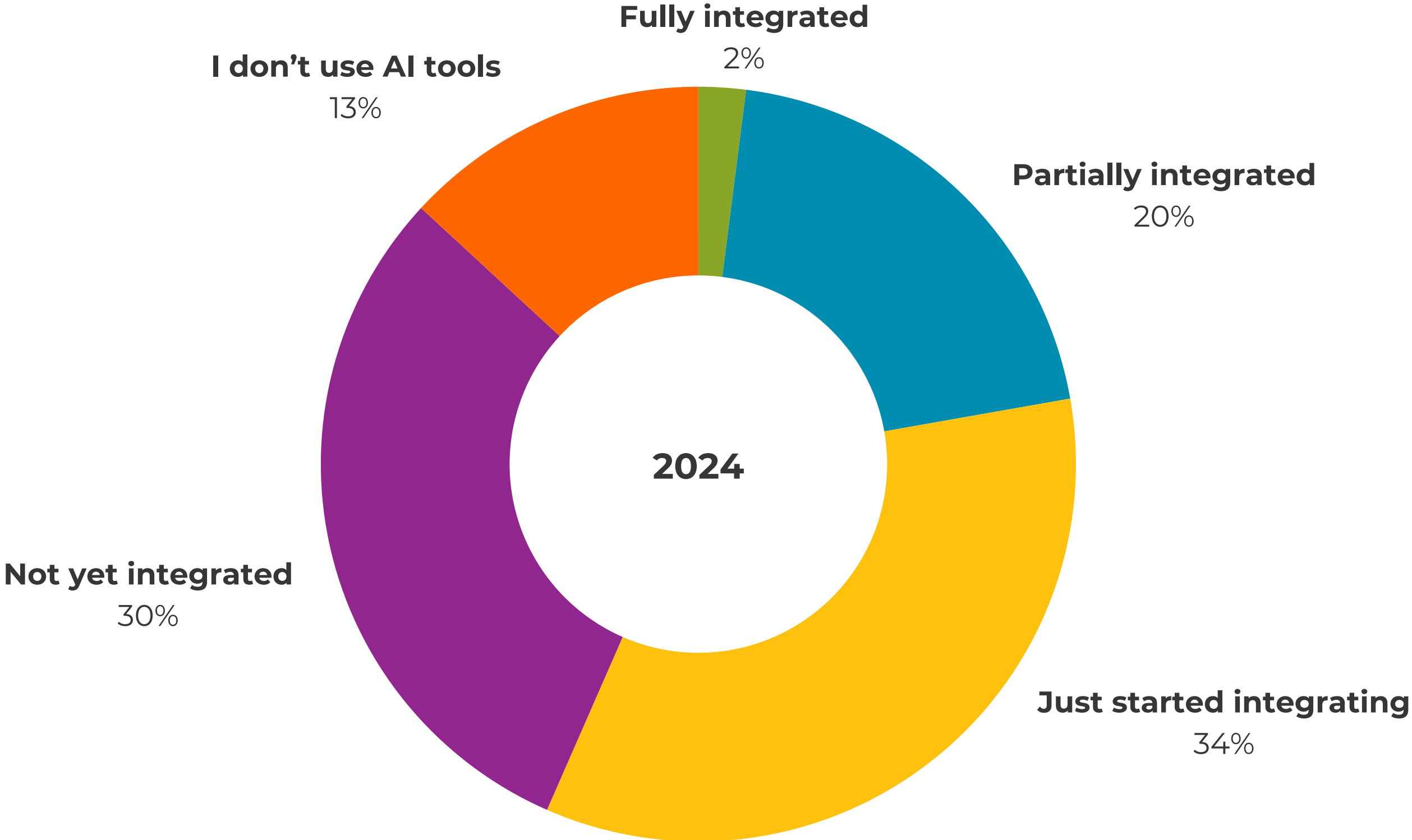


Section 2:
**Artificial Intelligence in the Career
Services Field - Special Section 2024**



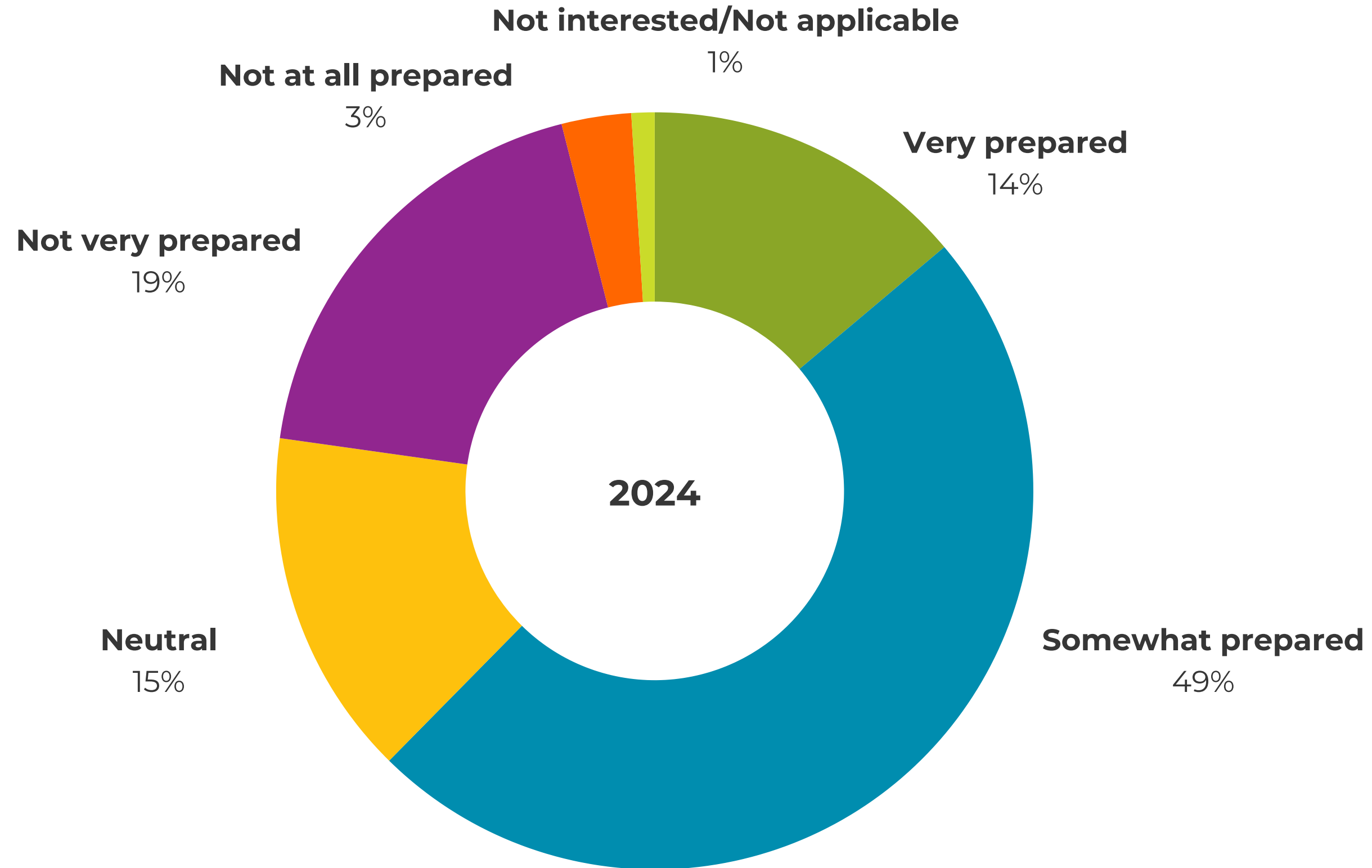
Integration of AI Tools in Field

n=941



Preparedness to Integrate AI Tools (among AI users)

n=521

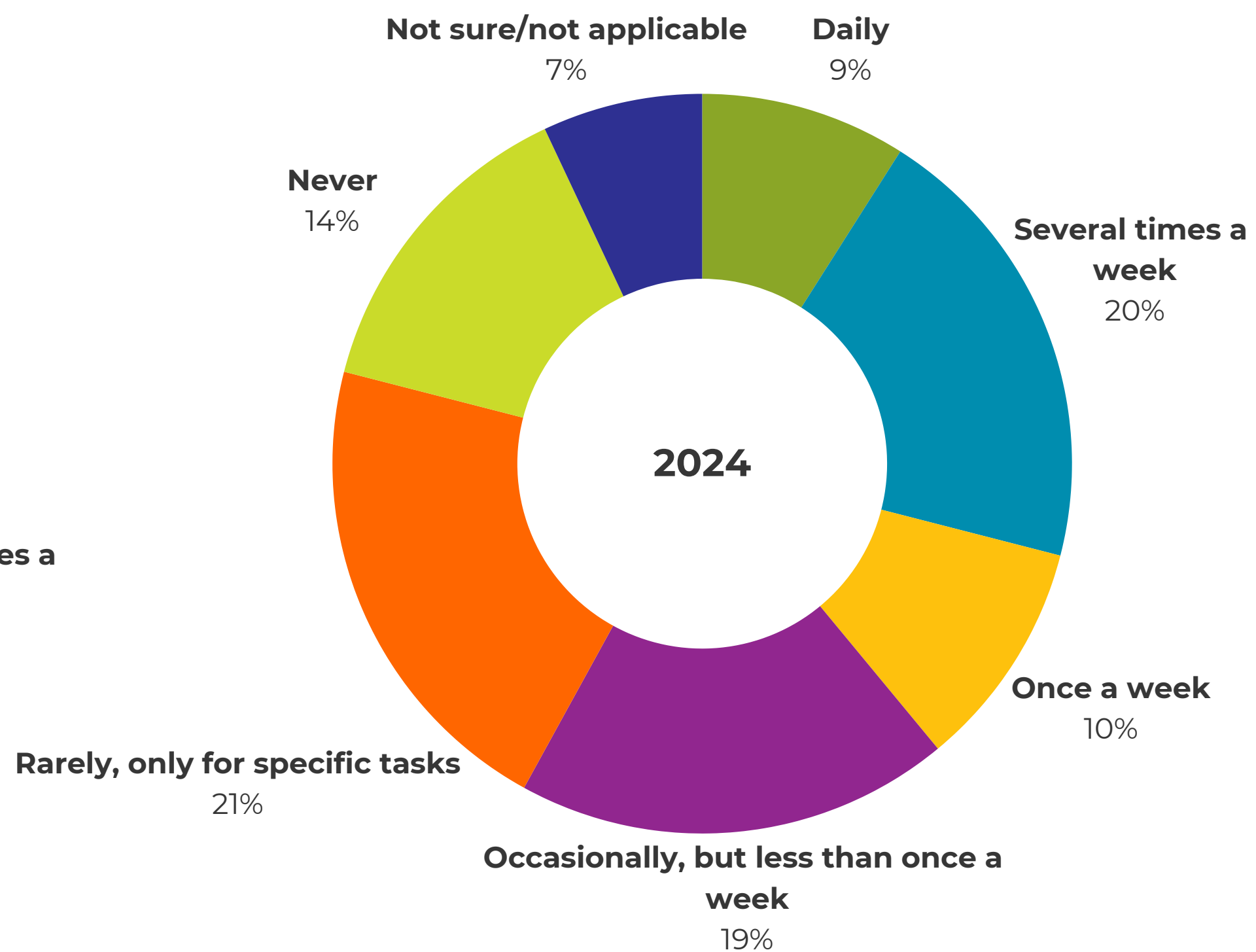
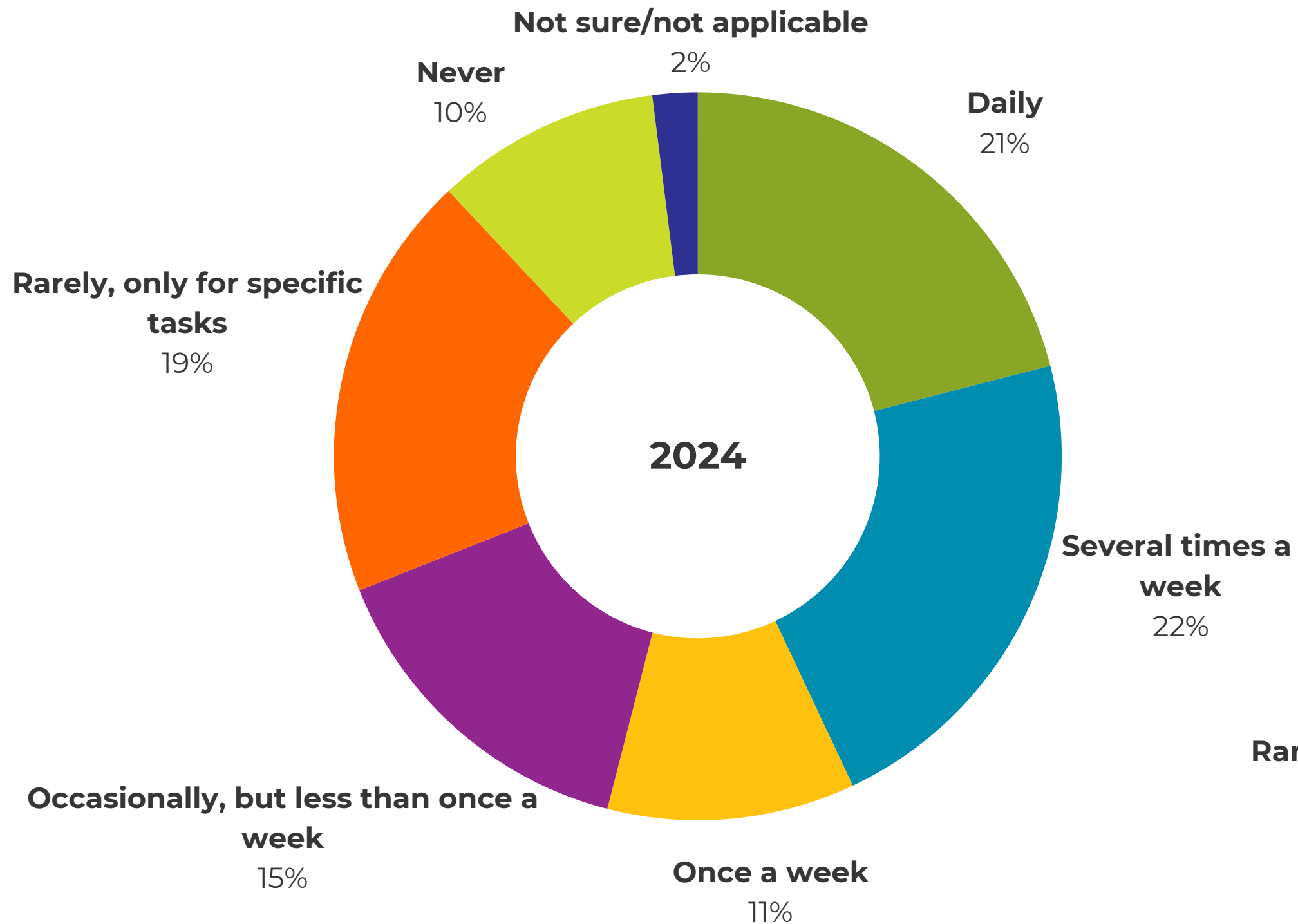


Frequency of Using AI Tools in Field (among AI users)

n=515

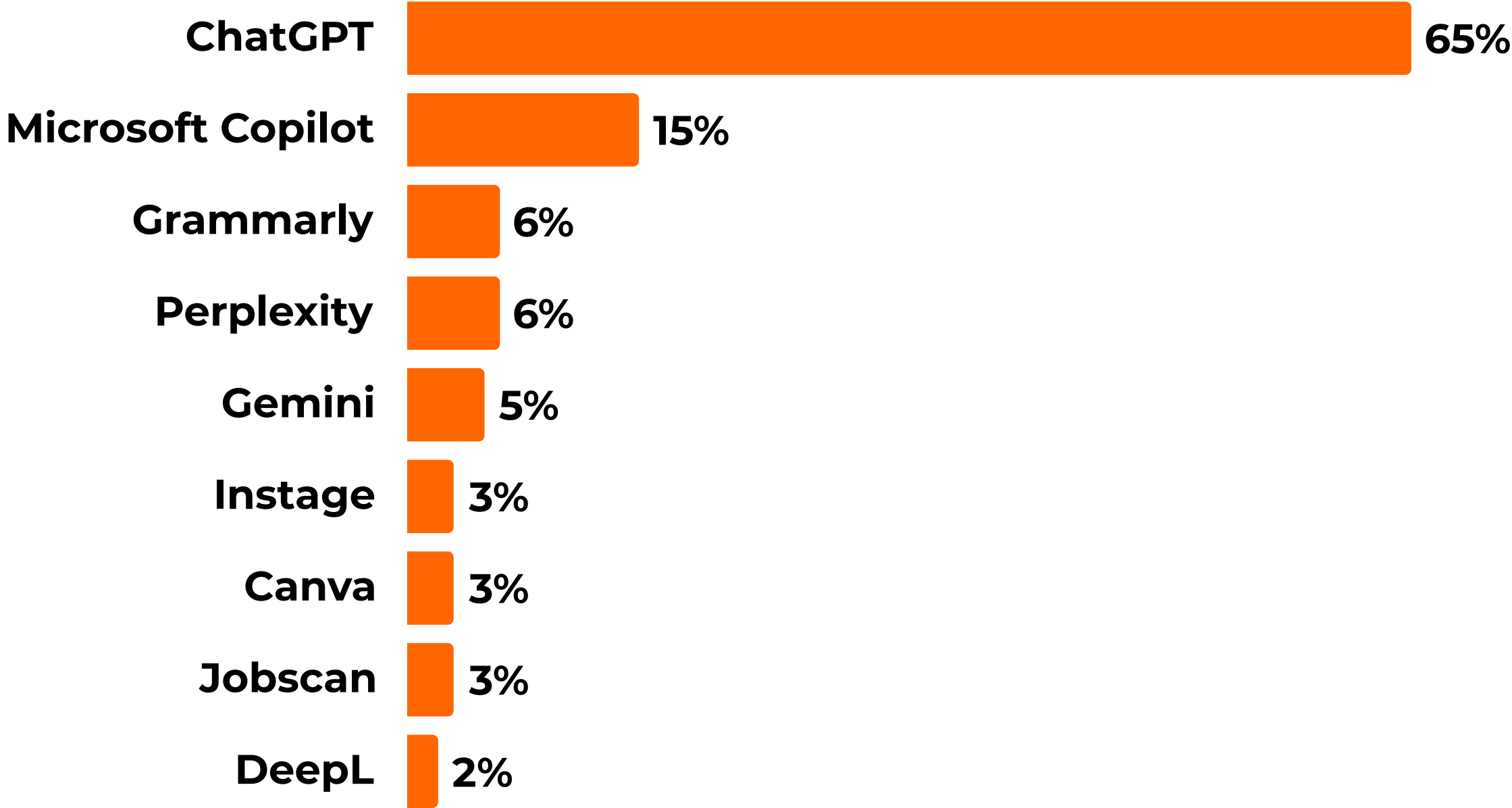
Administrative Duties

Direct Client Support



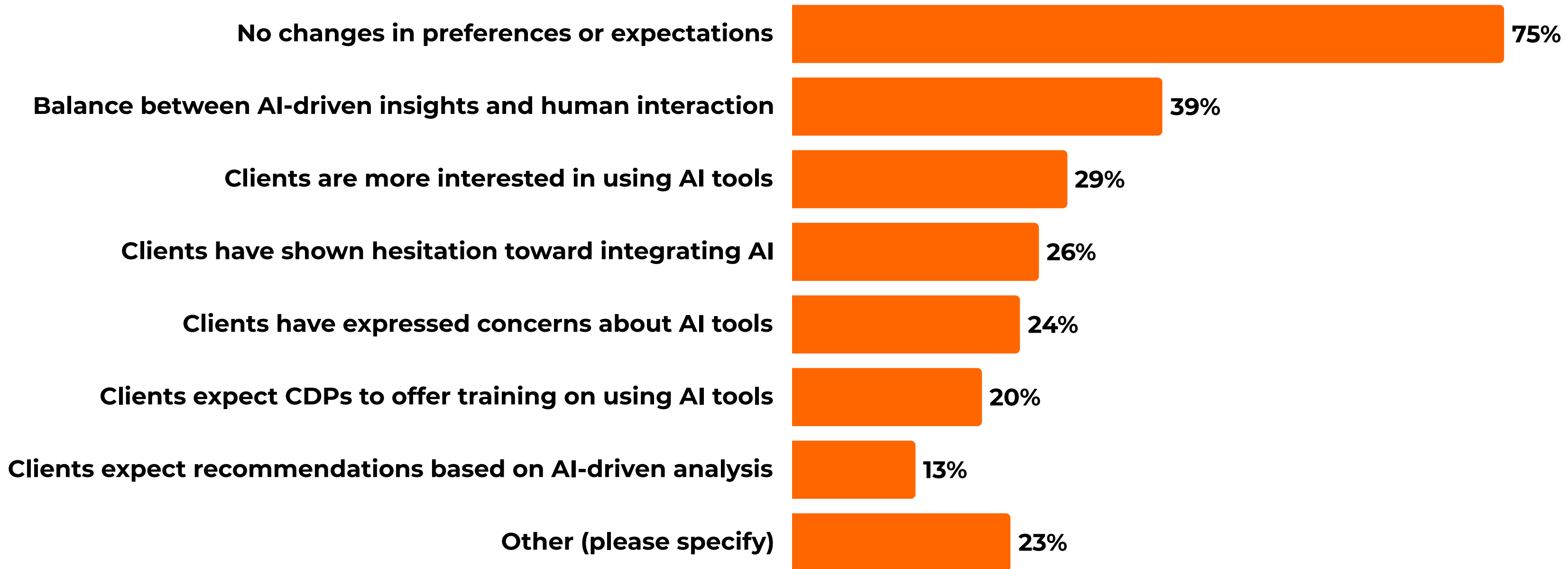
AI Tools Incorporated Into Practice (among AI users)

n=393



Changes in Client Expectations Regarding AI

n=521



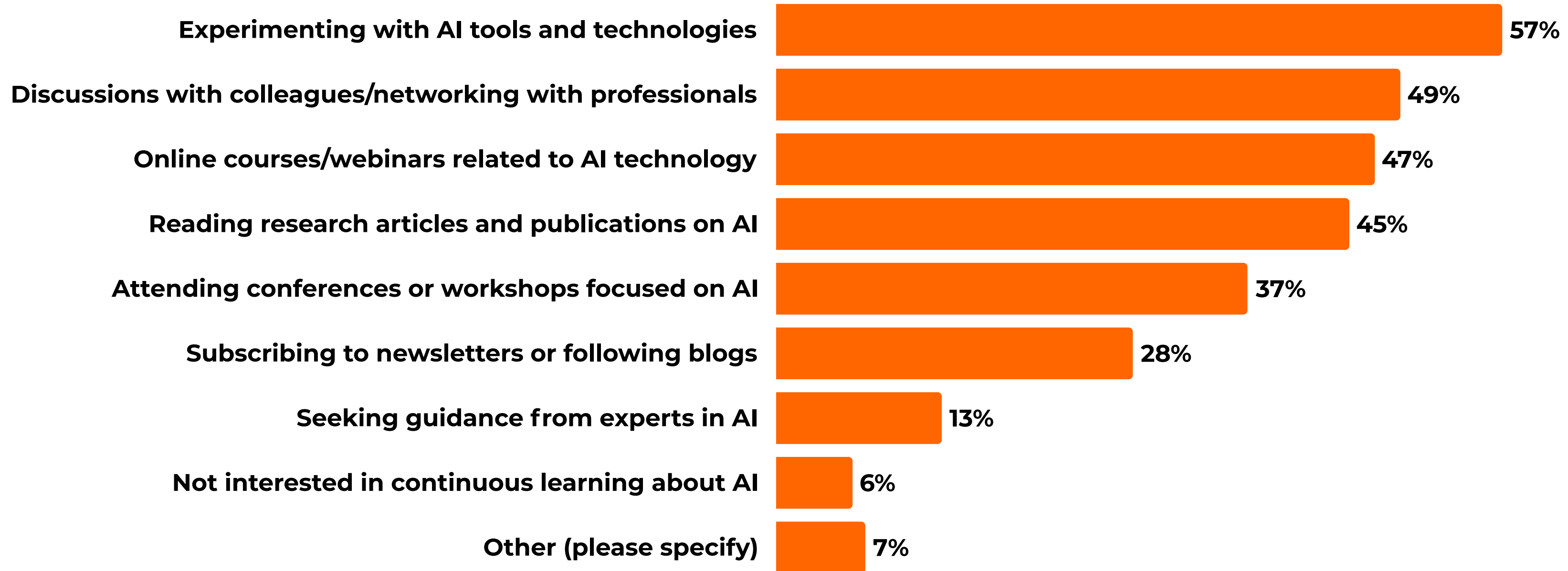
Popular other responses: AI job applications/ using AI for resume and cover letter creation (10%) and lack of familiarity with AI (2%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Methods of Staying Updated on Advancements in AI

n=862



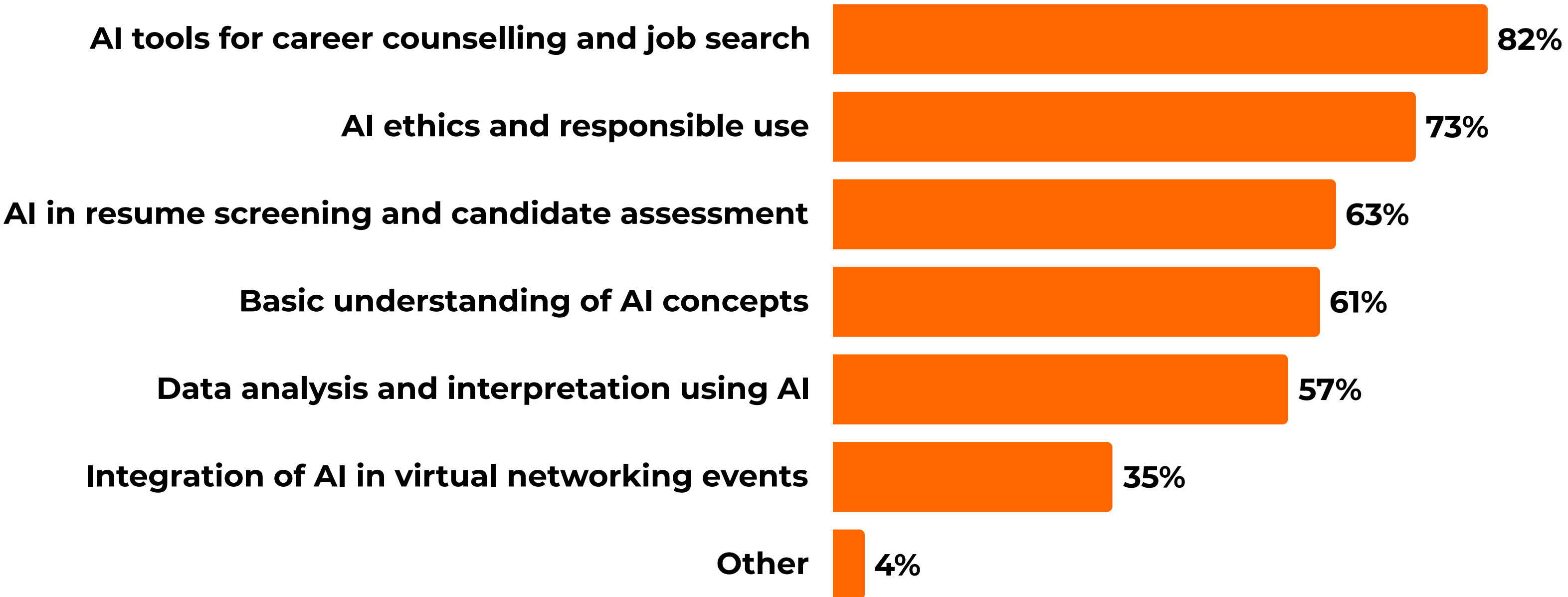
Popular other responses: Not yet engaged in AI technology (1%), interested but haven't had time (2%) and personal research on AI (1%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Types of AI Training Considered Necessary

n=862

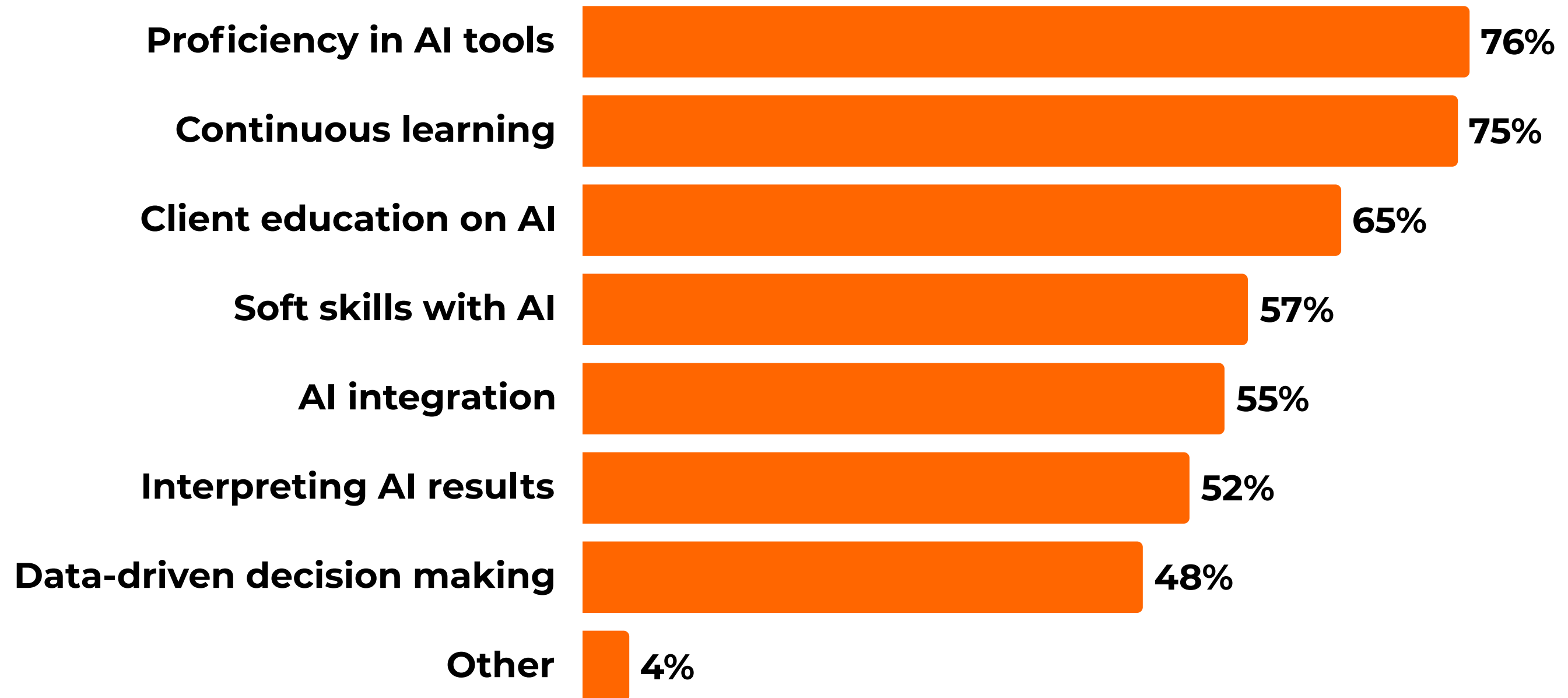


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



AI-Related Skills Believed to be Essential

n=862

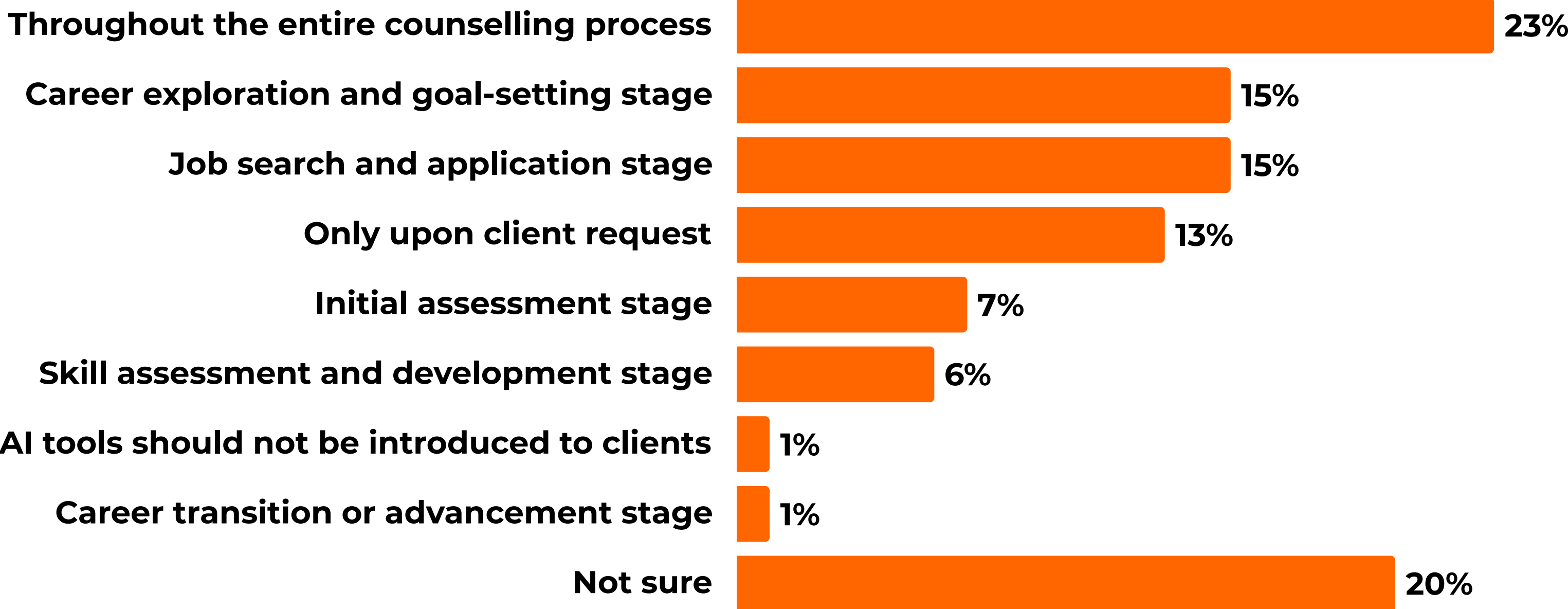


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Stage AI Tools Should be Introduced to Clients

n=862



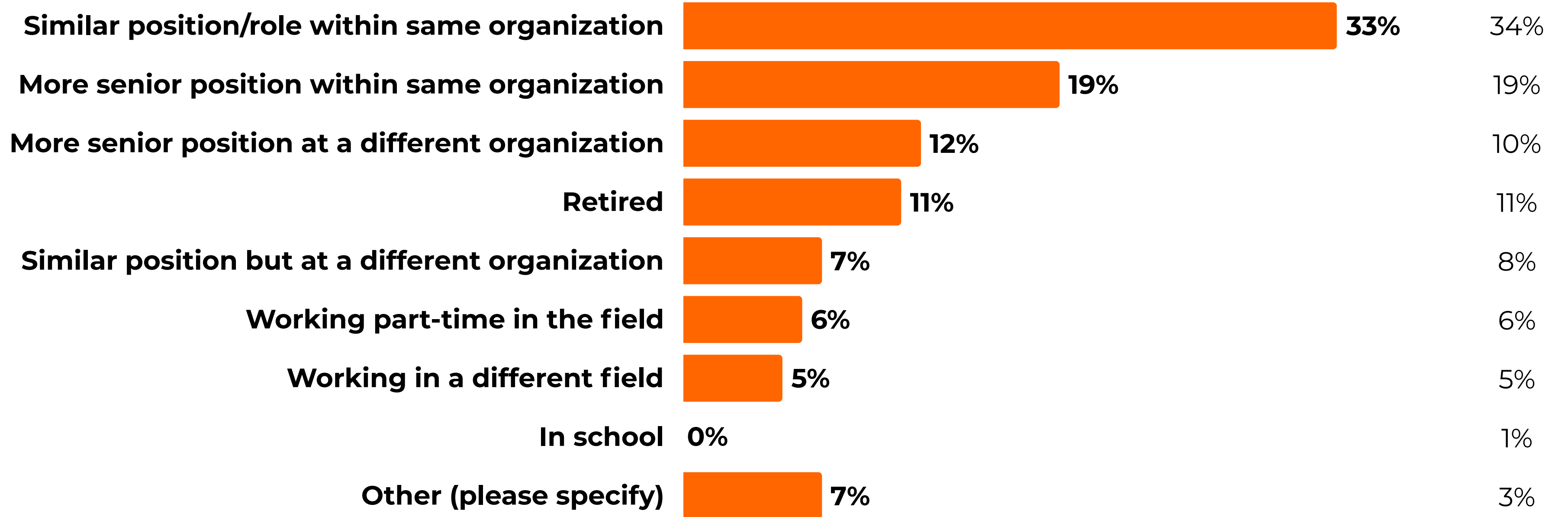
Section 3: Career Journey



Five-year Career Outlook

n=861

2019



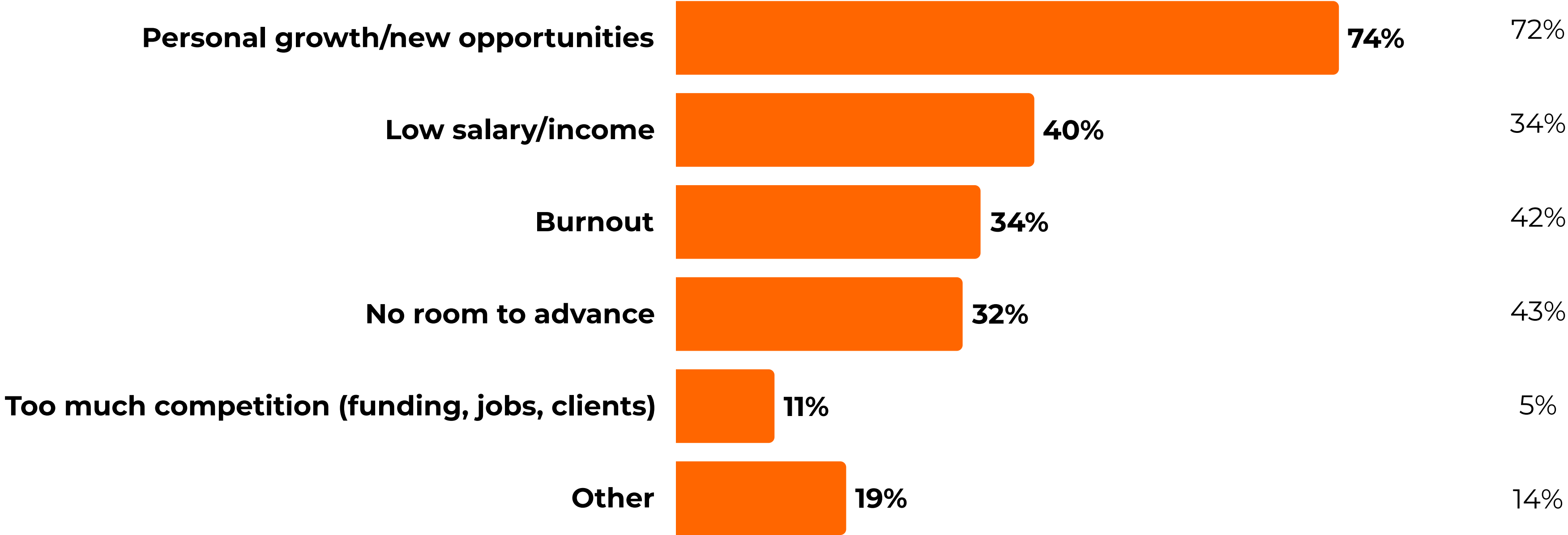
Popular other responses: Unsure (1%), semi-retired/self-employed (1%) and teaching or training roles (1%).



Reasons Considering Switching Fields

n=47

2019

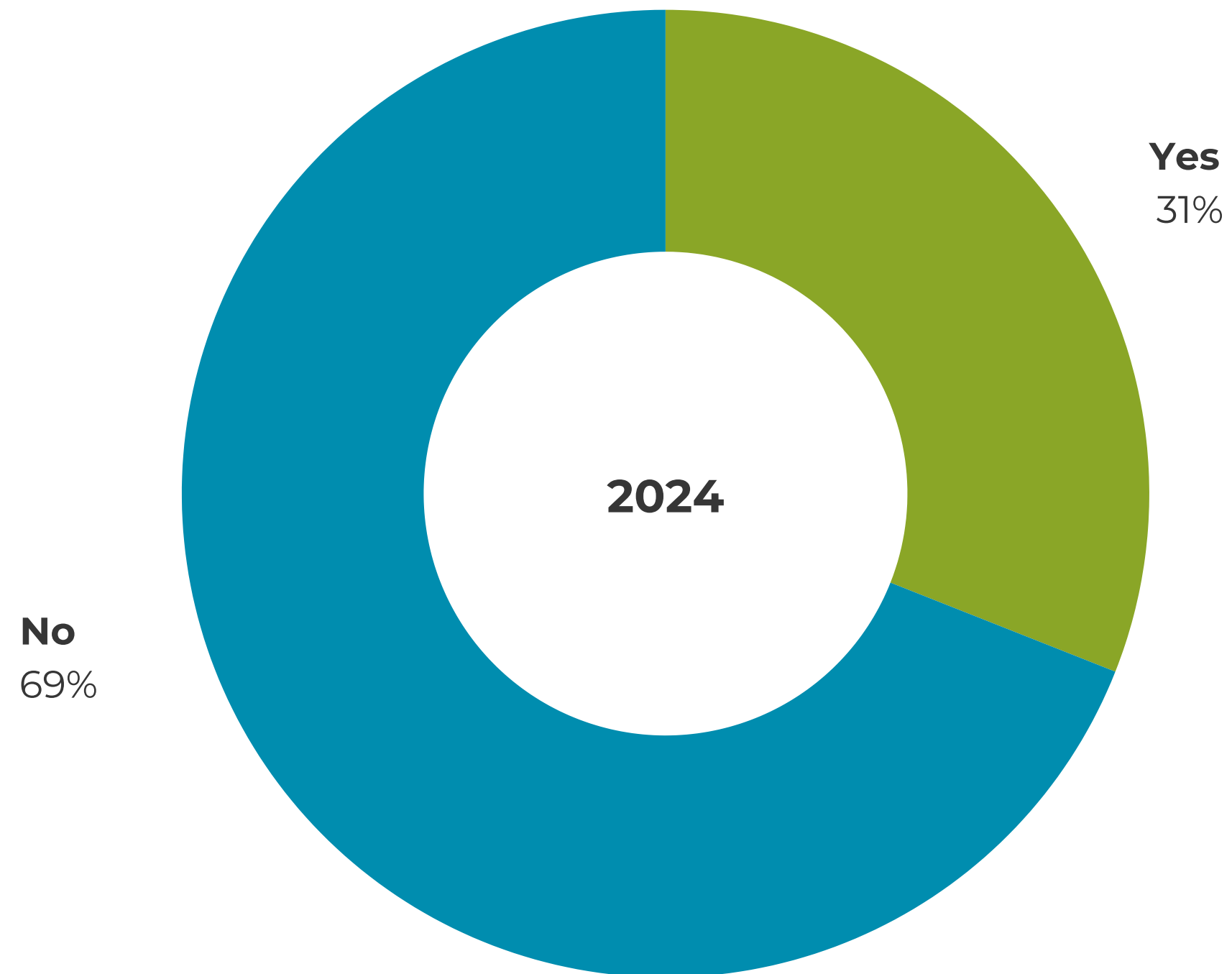


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



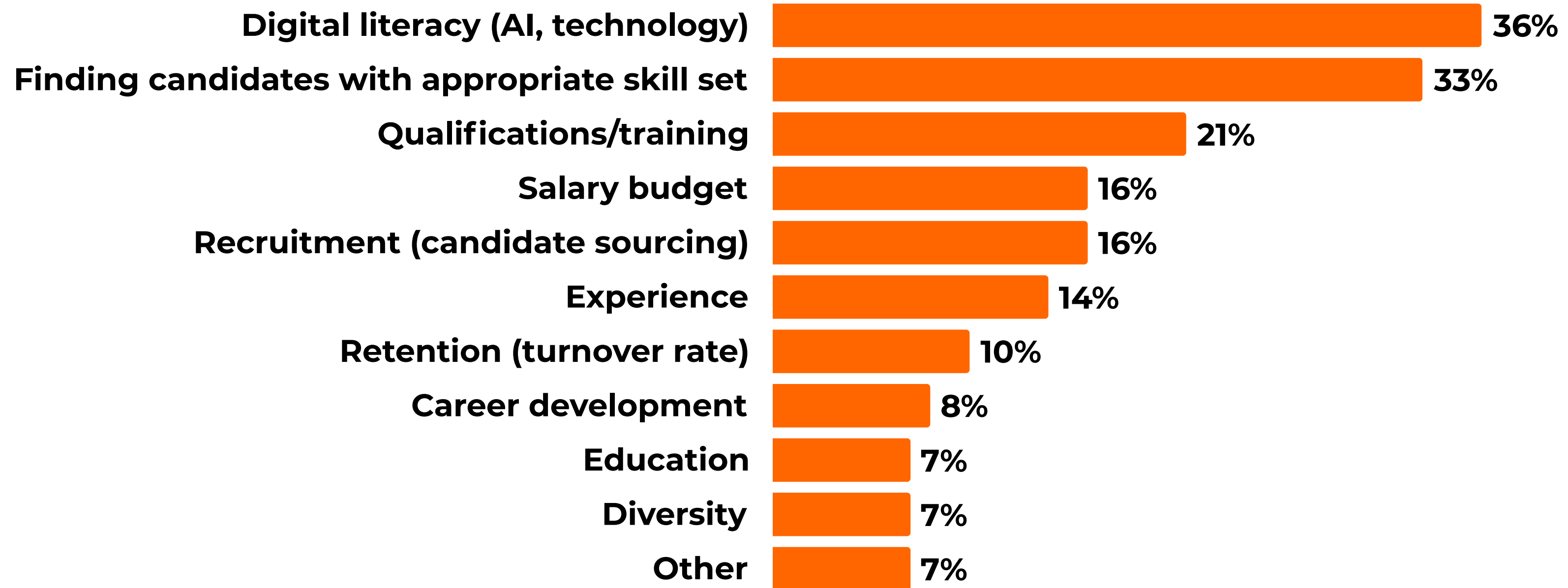
Personal Involvement in Recruiting within Organization

n=861



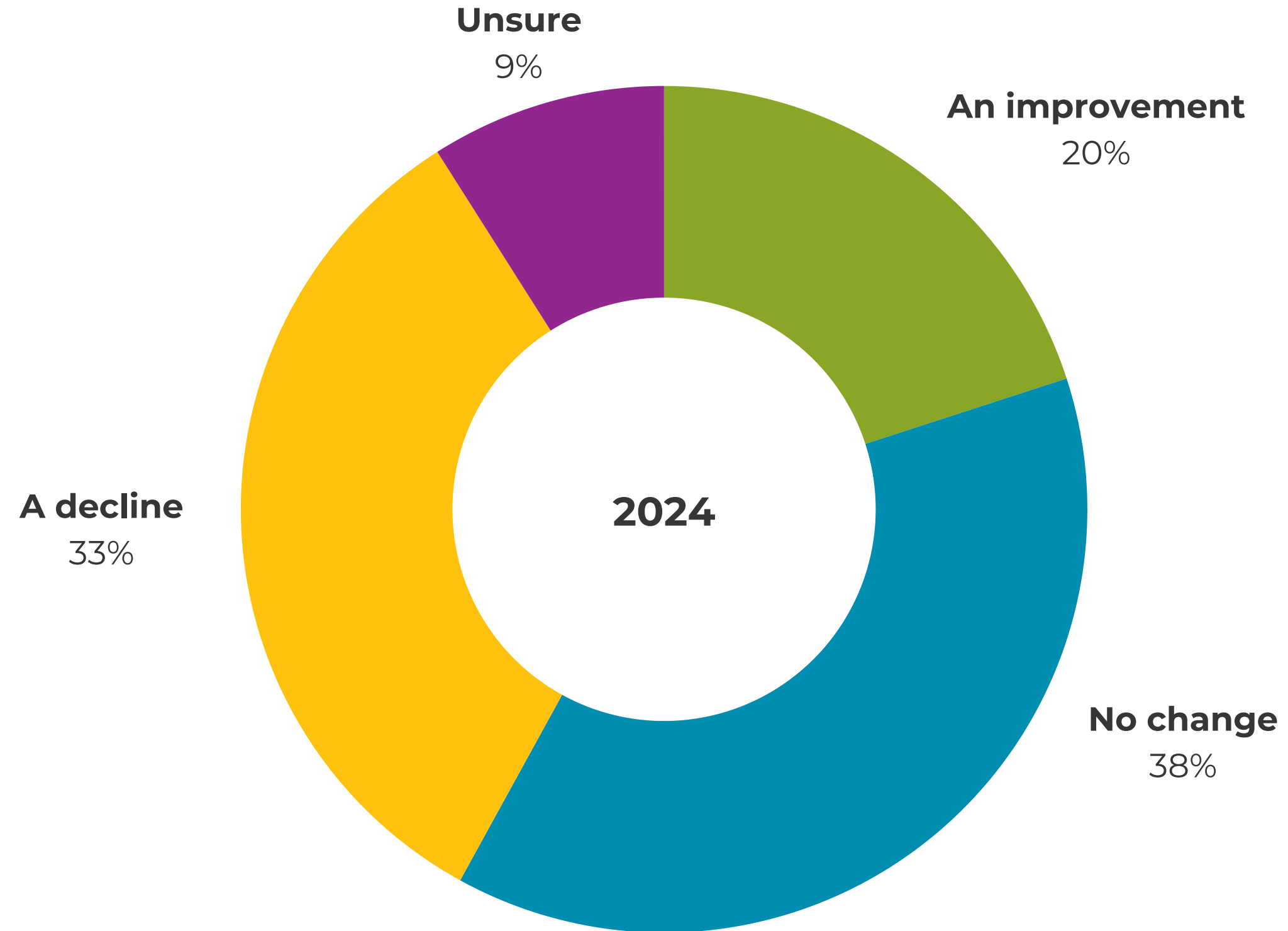
Issues/Challenges in Hiring Candidates with Appropriate Skills

n=243



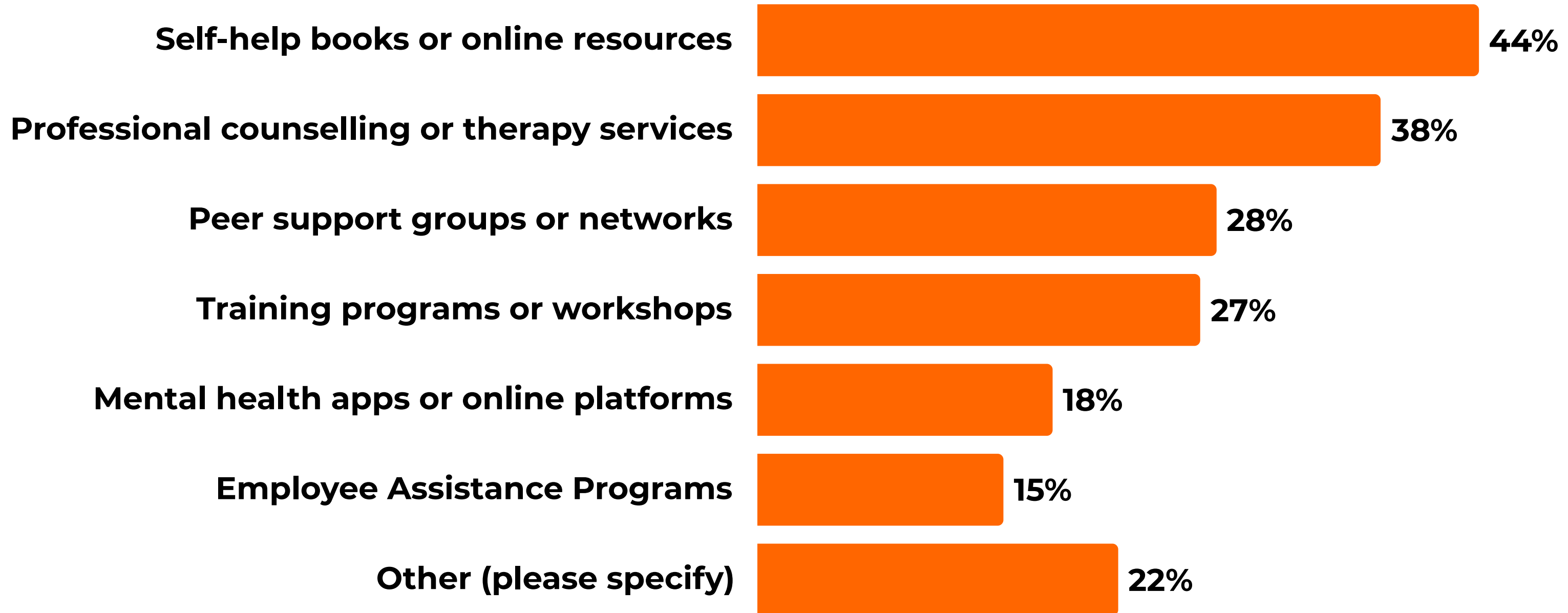
Changes in CDPs Mental Health Since Pandemic

n=854



Resources Using to Support Own Mental Health

n=854



Popular other responses: Family and social connections (5%), meditation (2%), exercise and physical activity (1%), spending time outdoors in nature (1%) and faith and spirituality (1%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

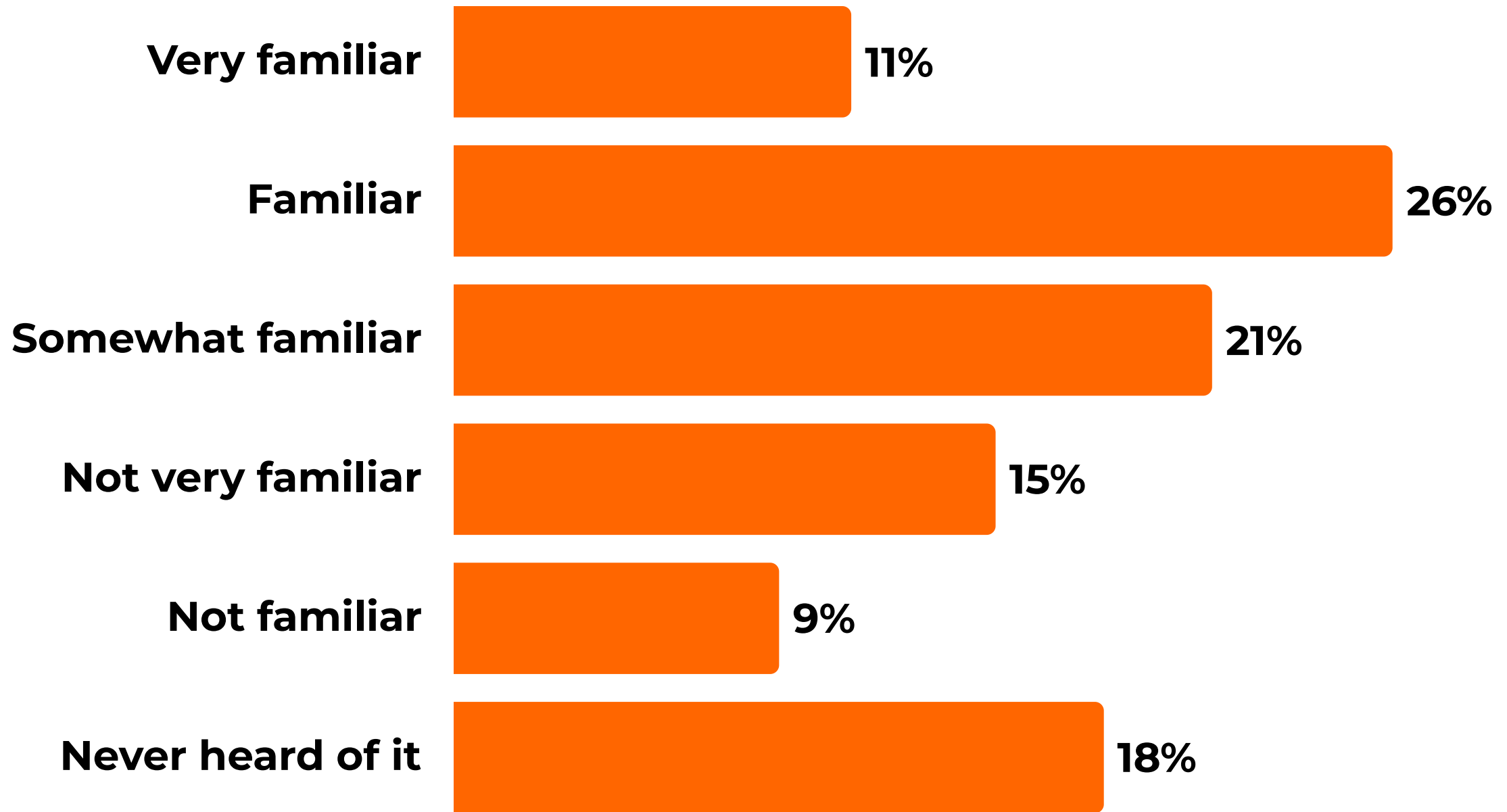


Section 4: Professional Development



Your Familiarity with the Skills Listed in the Pan-Canadian Competency Framework for Career Development Professionals

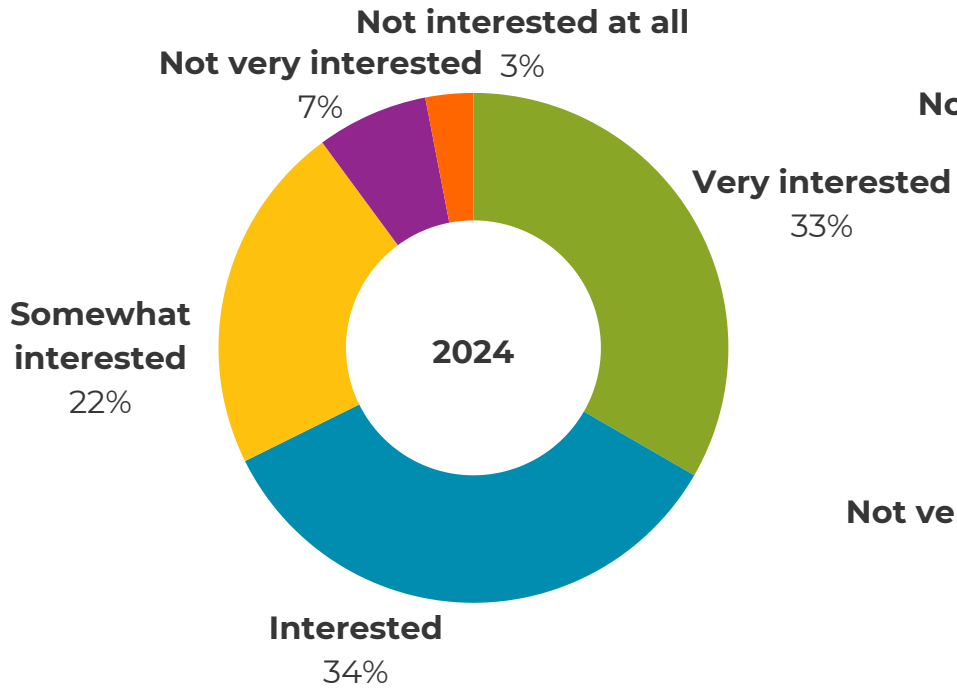
n=822



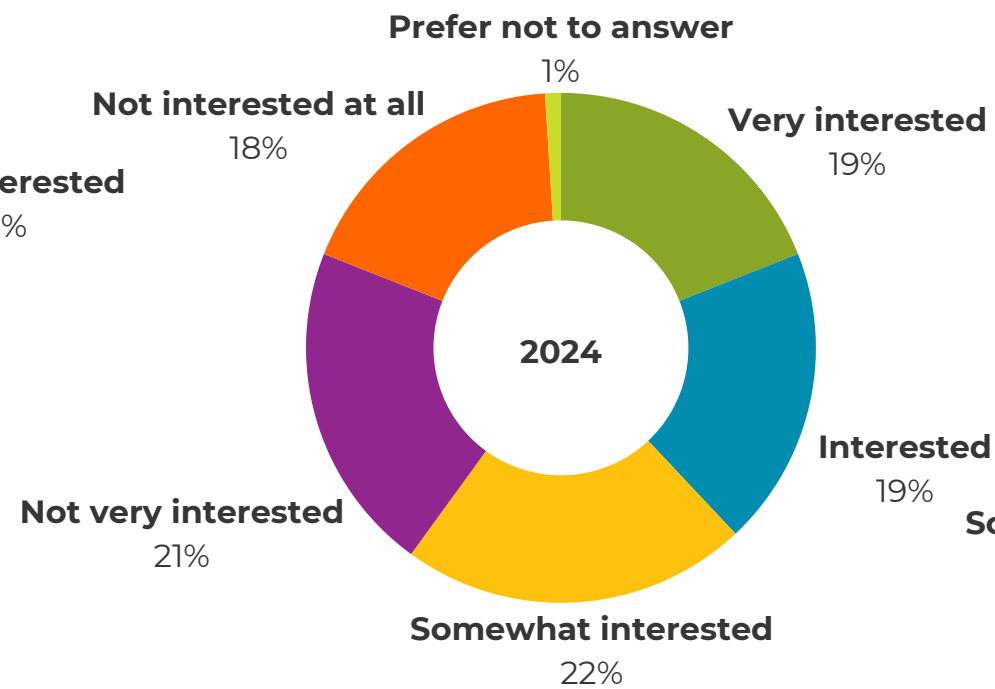
n=815

Interest in Learning Themes' Offerings

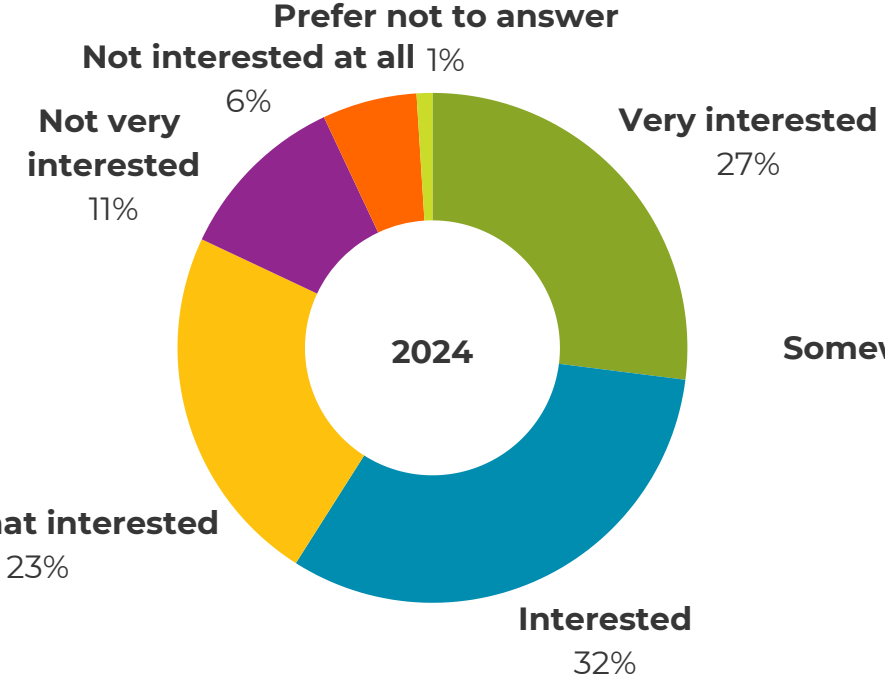
Career Development Practices and Theories



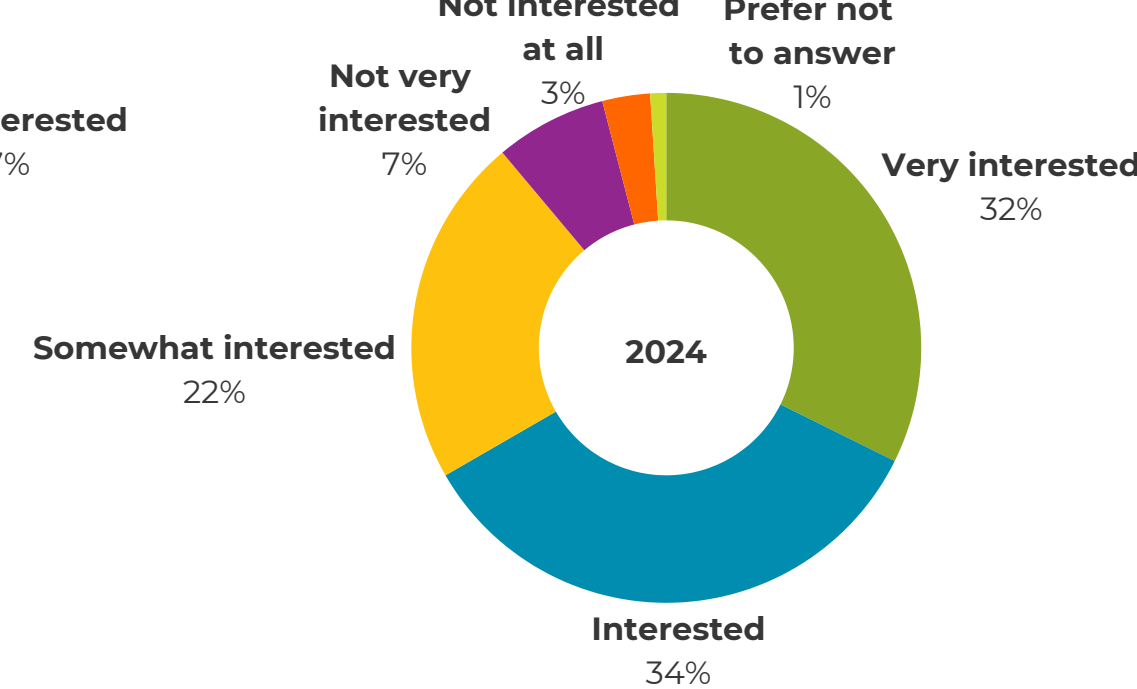
Career Education and Learning for K-12 and Young Adults



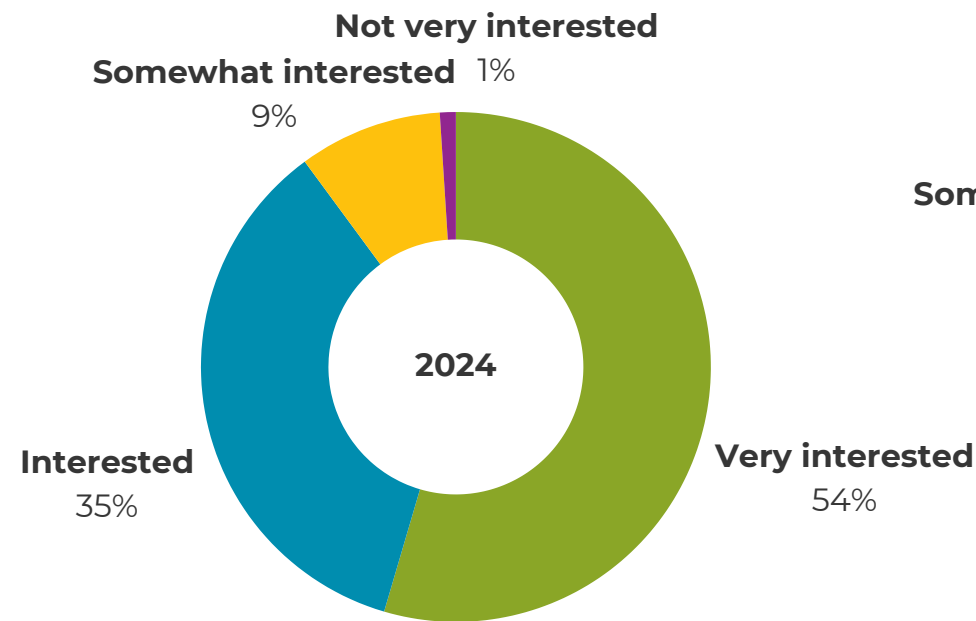
Career Development Sector Leadership and Advocacy



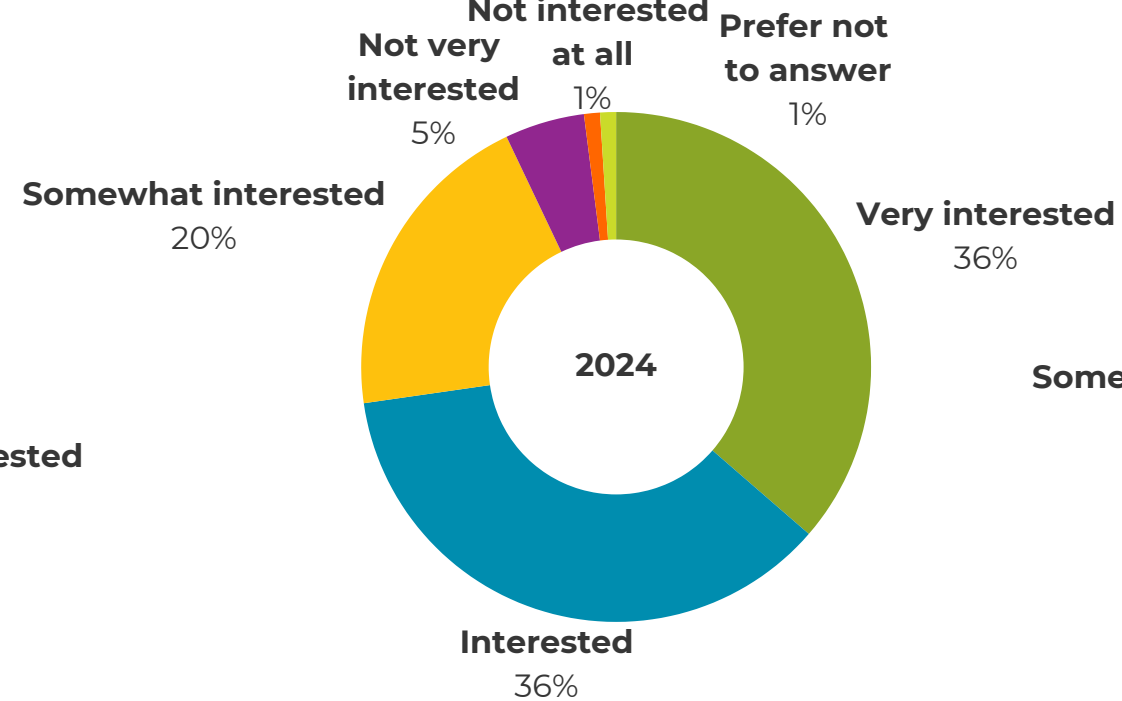
Indigeneity, Justice, Equity, Diversity and Inclusion



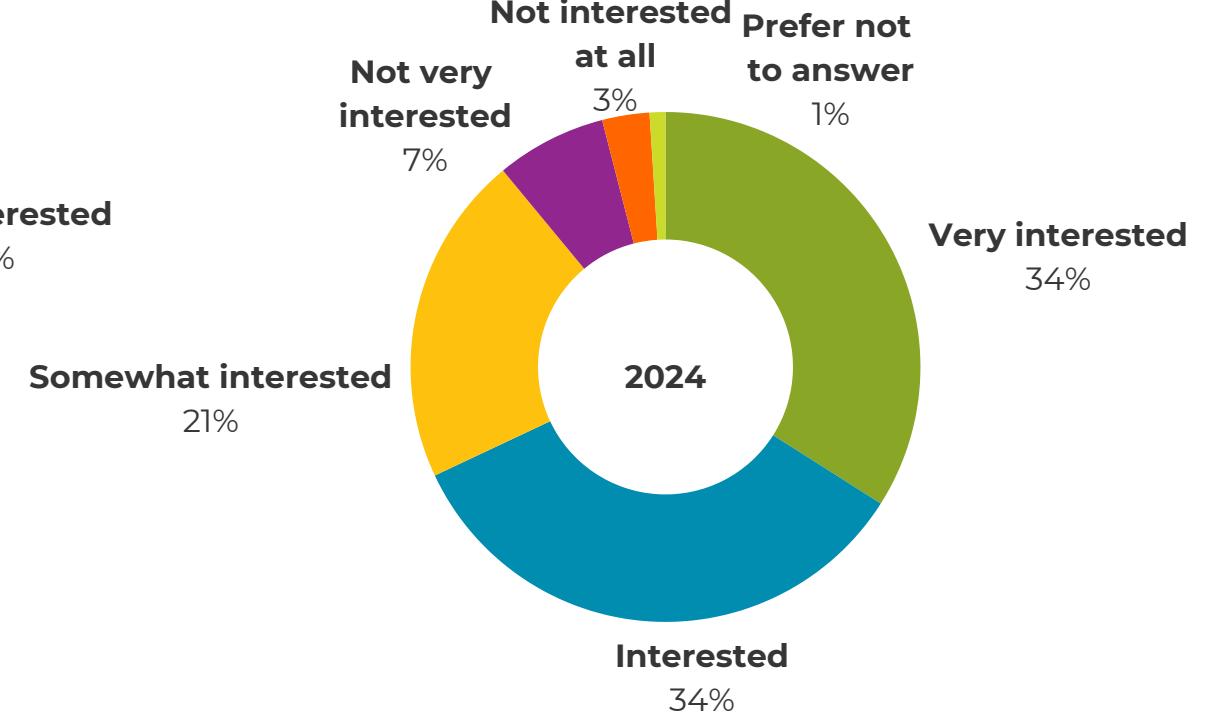
Innovations and Trends in Career Development



Specialized Career Supports and Programs



Workplace, Employers and Employee Careers

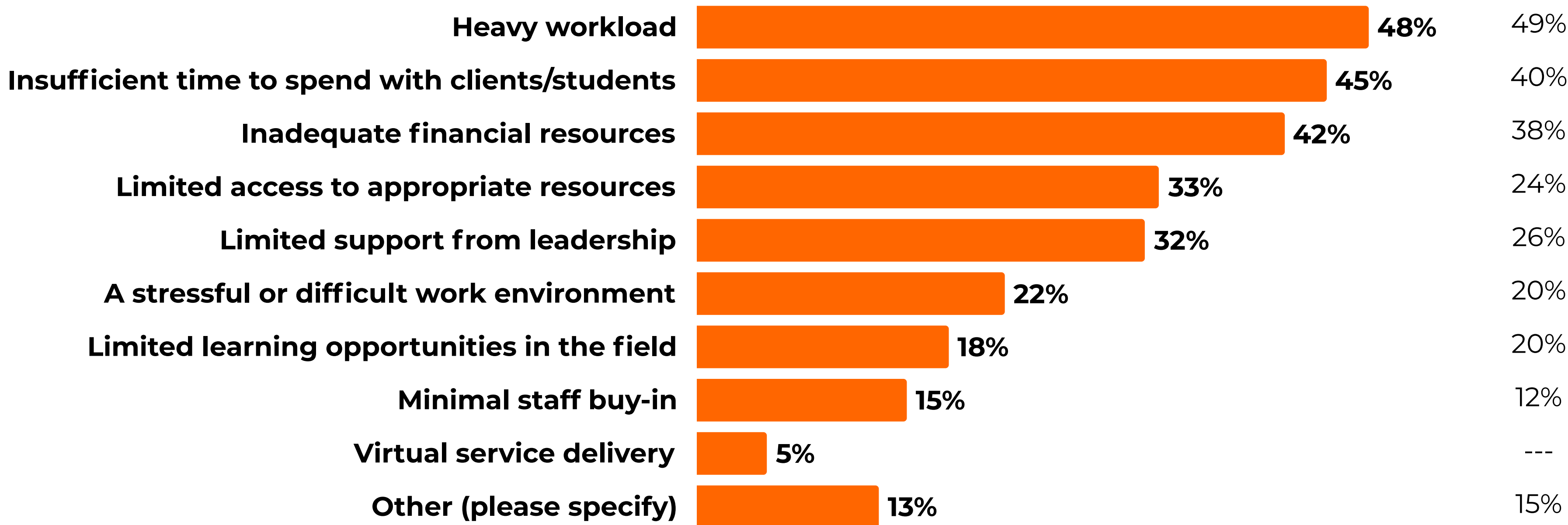


Elements Impacting Ability to Deliver Career Development

(considering budget and time)

n=822

2019



--- denotes options not given in 2019 survey

Popular other responses: Workforce/organizational challenges (2%), client engagement (3%) and rural and remote community issues (1%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

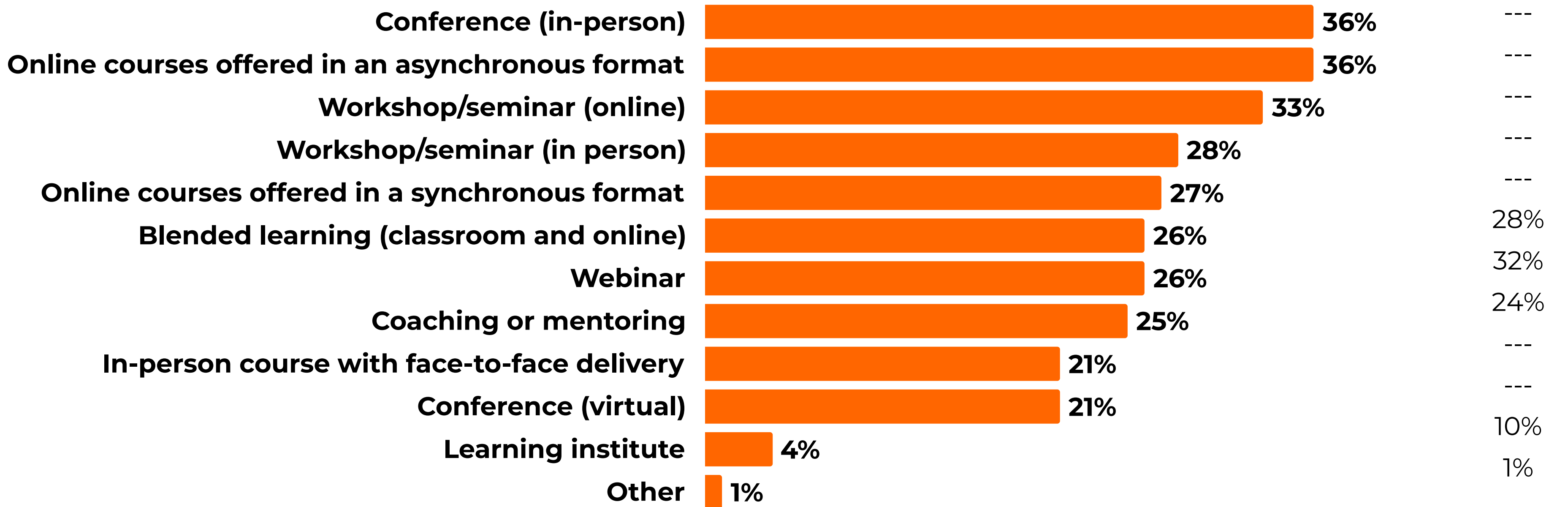


Preferred Formal Learning Approaches to Training

(considering budget and time)

n=822

2019



--- denotes options not given in 2019 survey

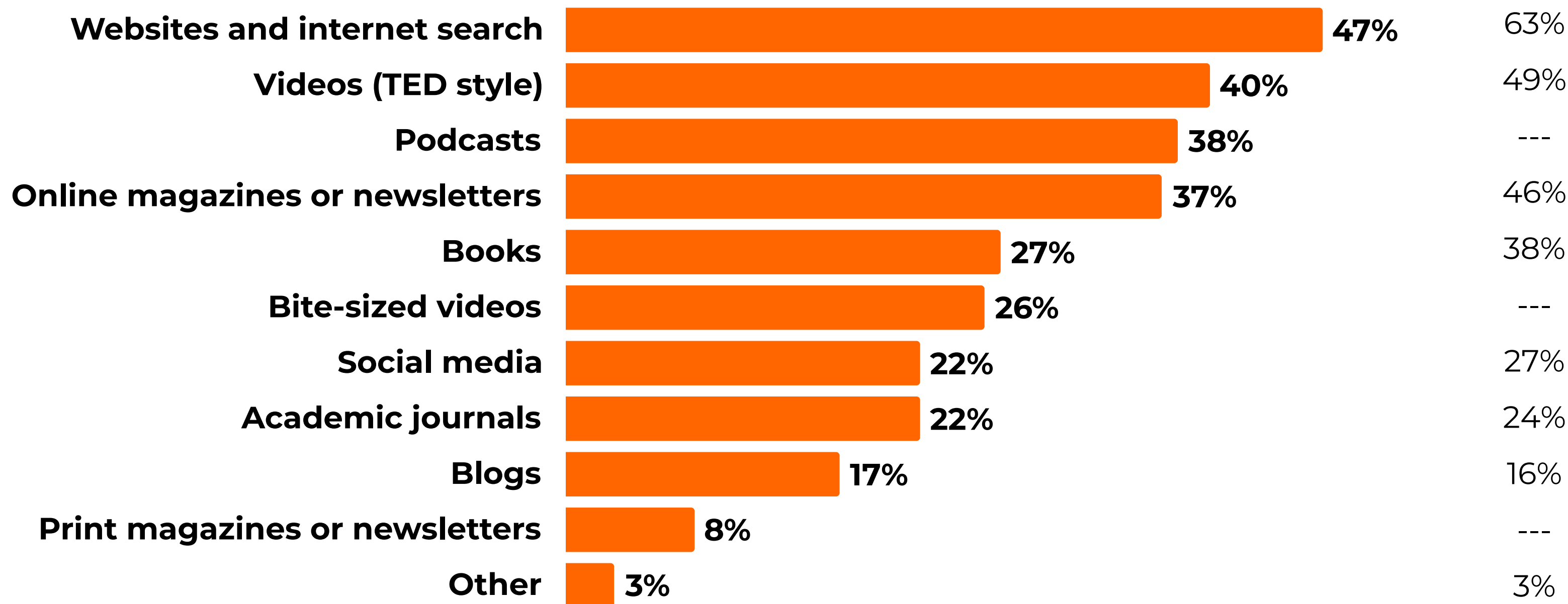
Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



Preferred Informal Learning Approaches

n=822

2019



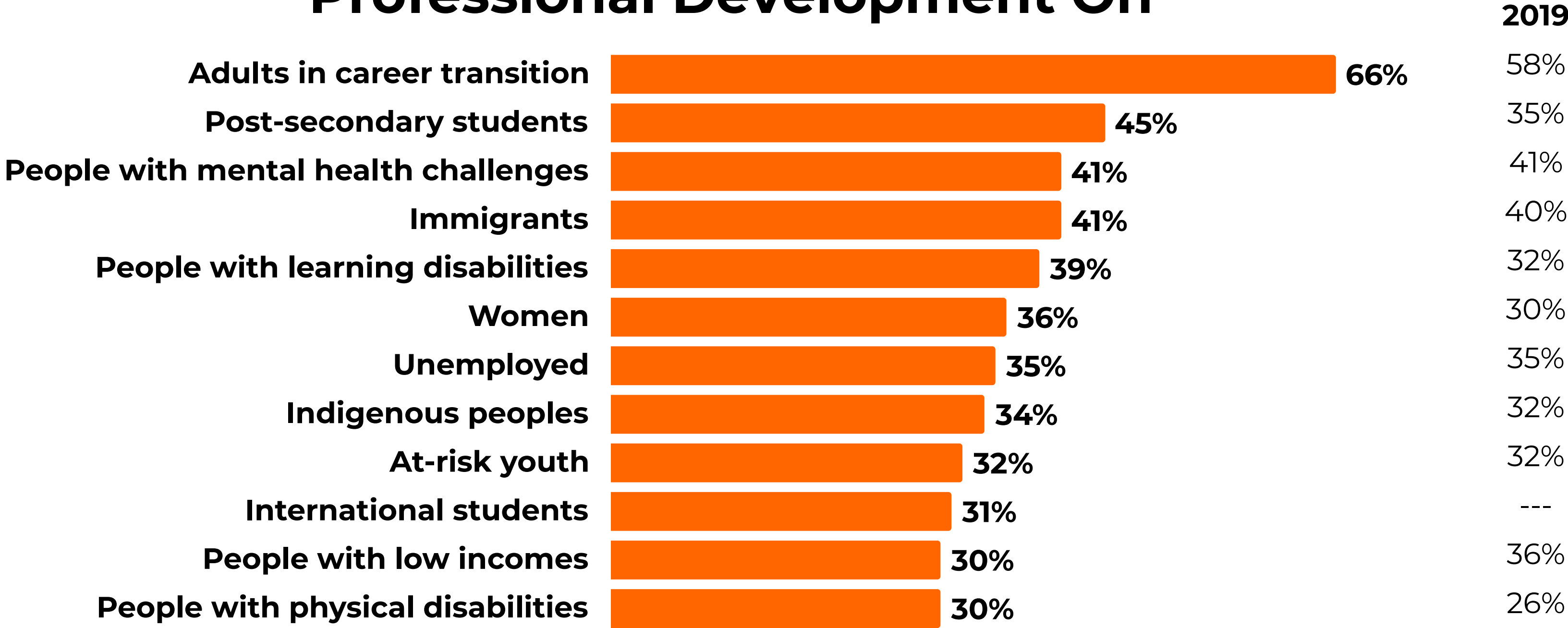
--- denotes options not given in 2019 survey

Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



Client Group(s) Respondents Would Like to Focus their Professional Development On

n=813



--- denotes options not given in 2019 survey

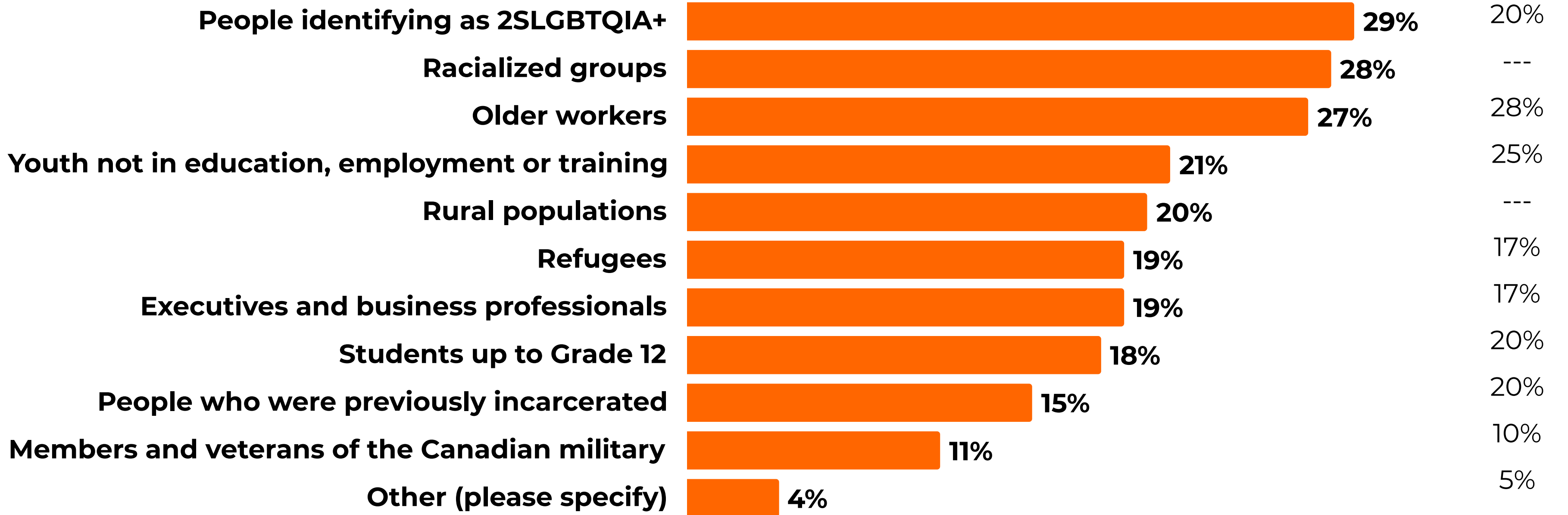
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Client Group(s) Respondents Would Like to Focus their Professional Development On (continued)

n=813

2019



Popular other responses: Neurodivergent people (1%) and people living with addictions (1%).

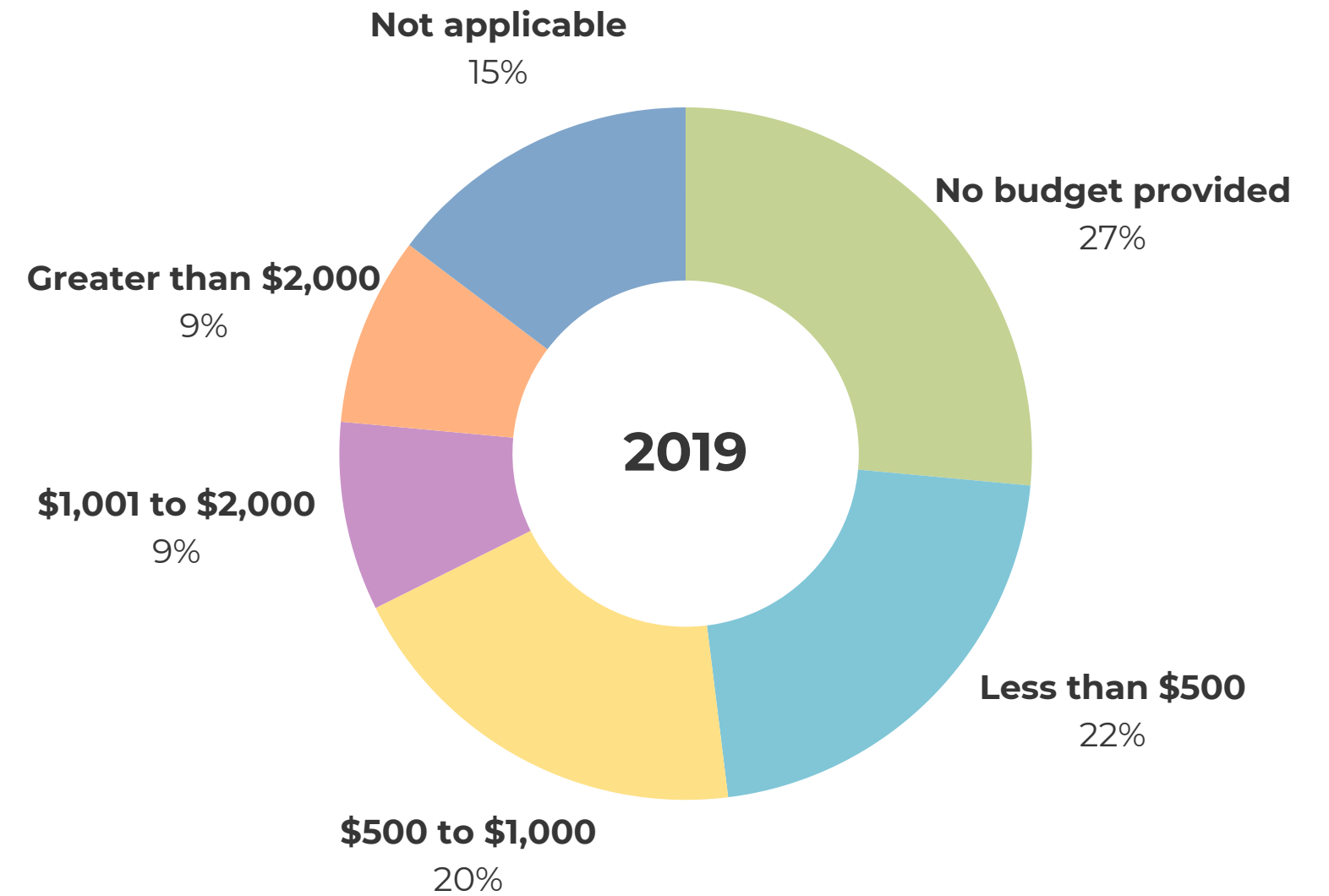
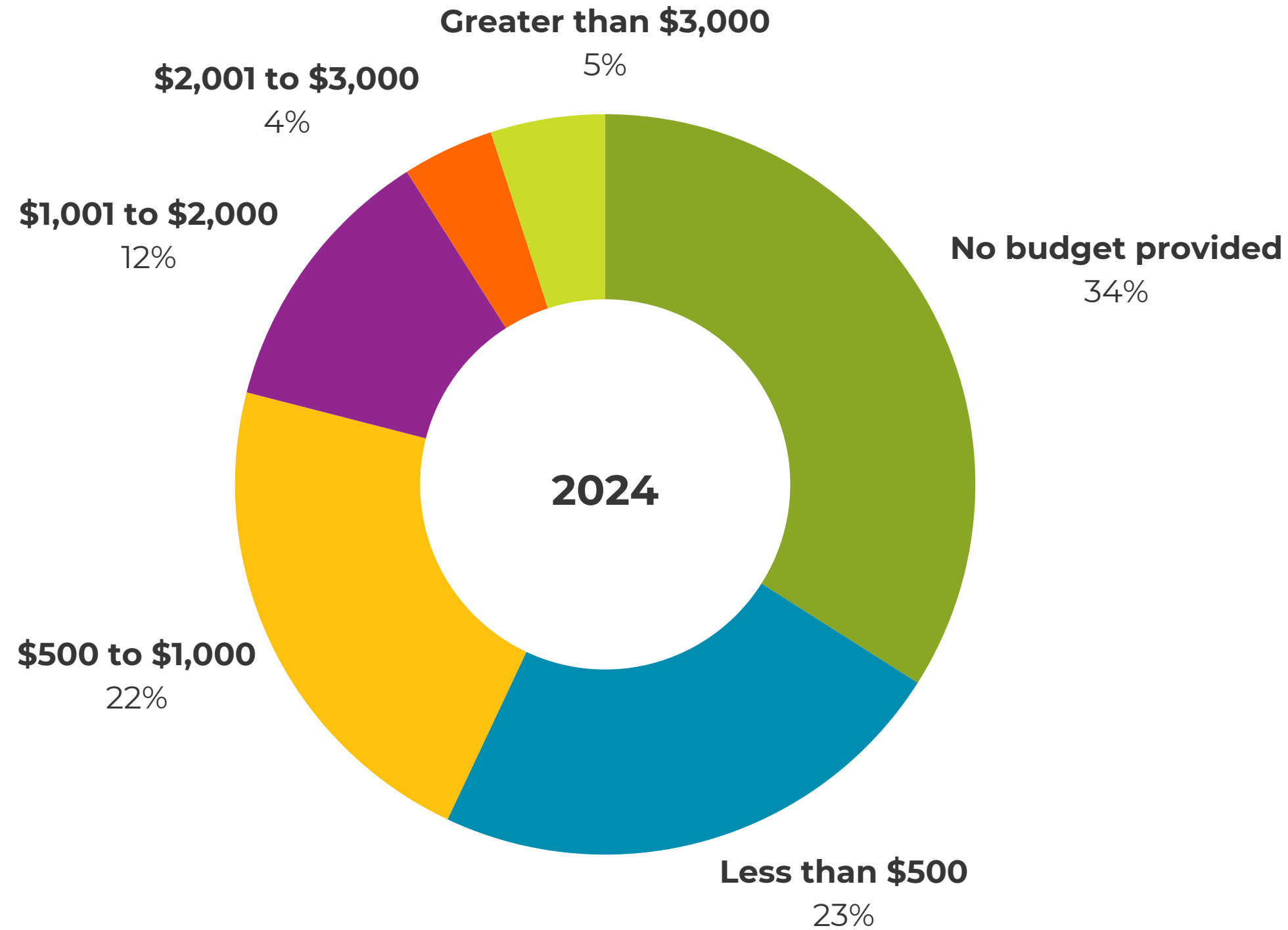
--- denotes options not given in 2019 survey

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



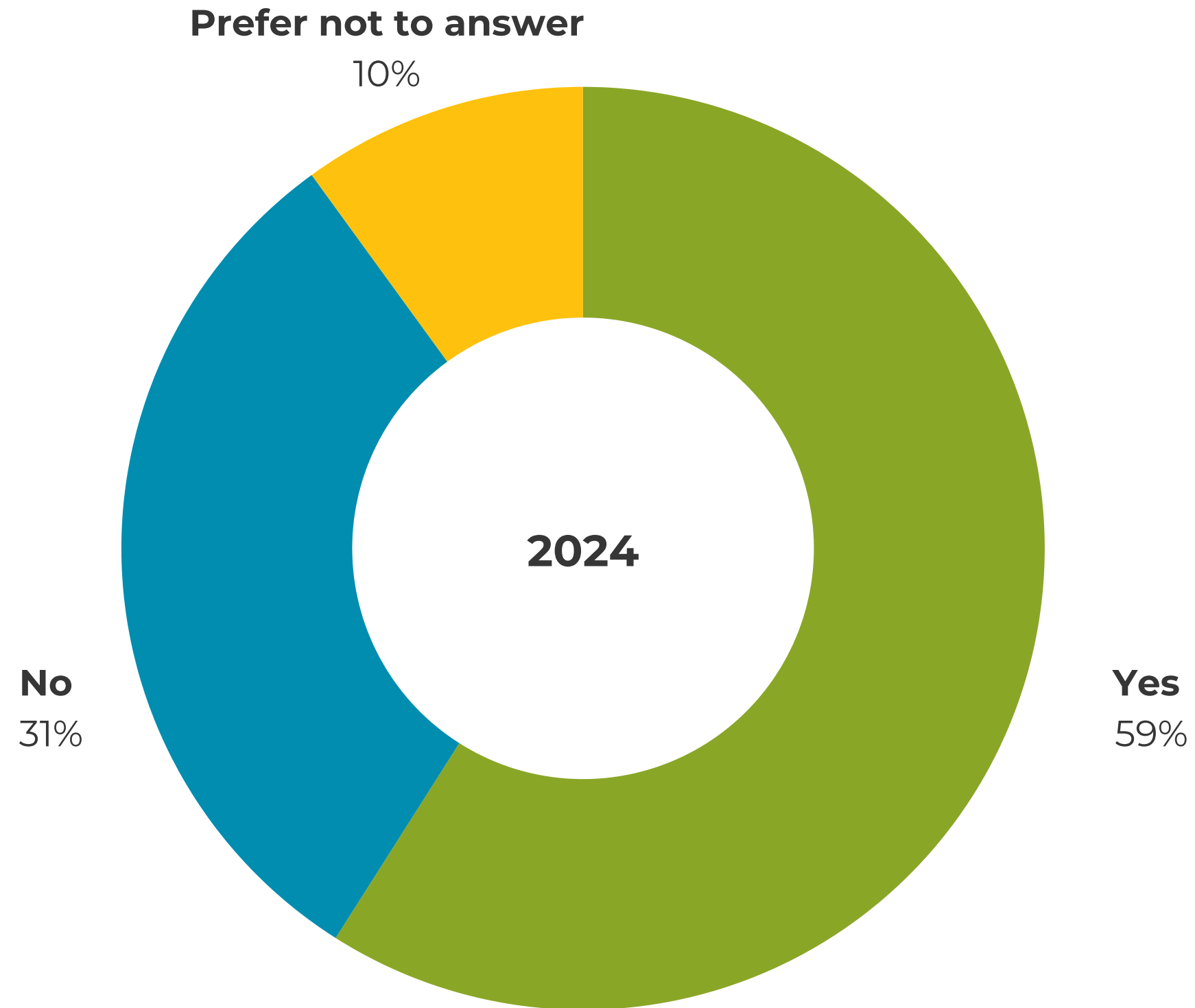
Annual Professional Development Budget from Employer

n=813



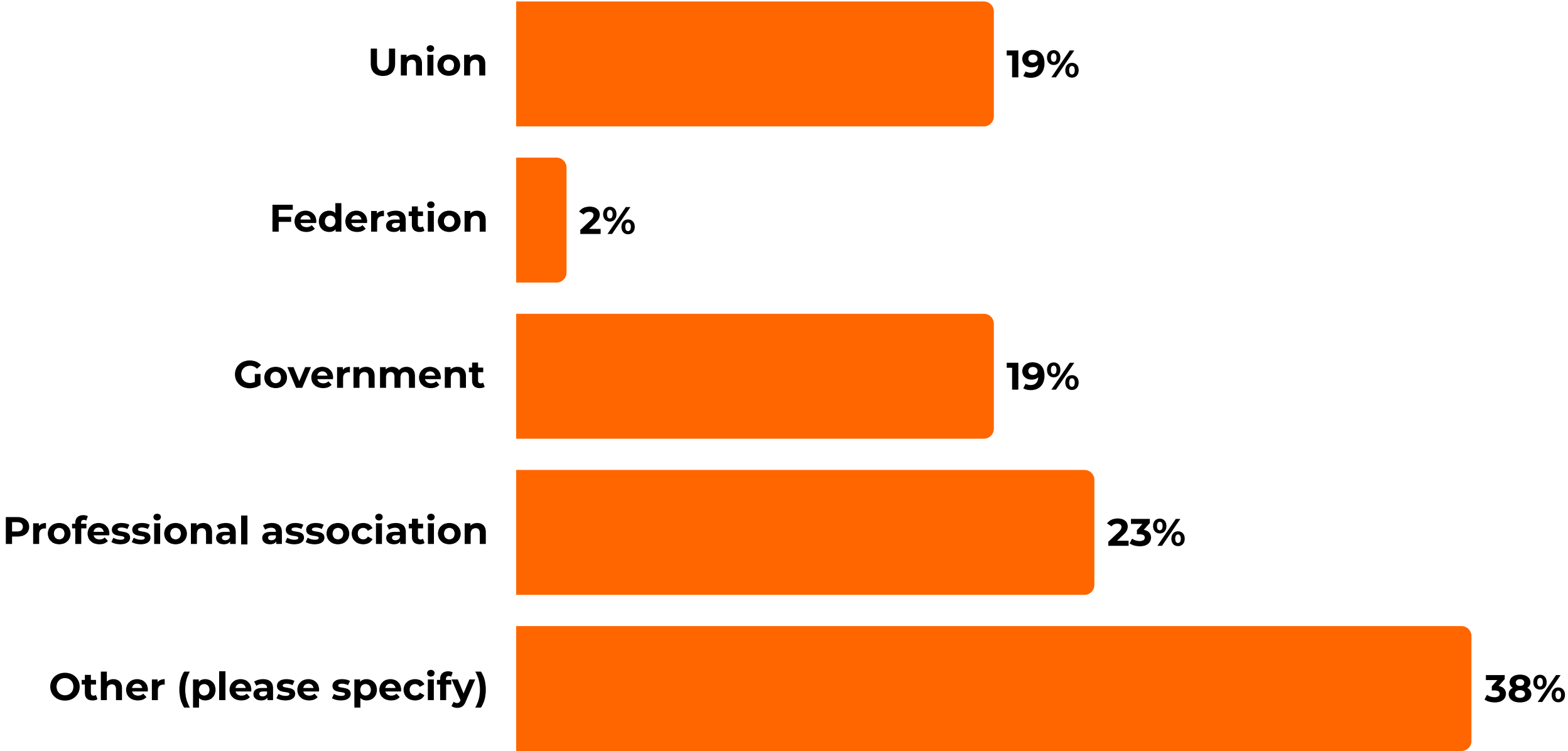
Access to Paid Time Off for Training

n=821



Access to External Funding Sources

n=655

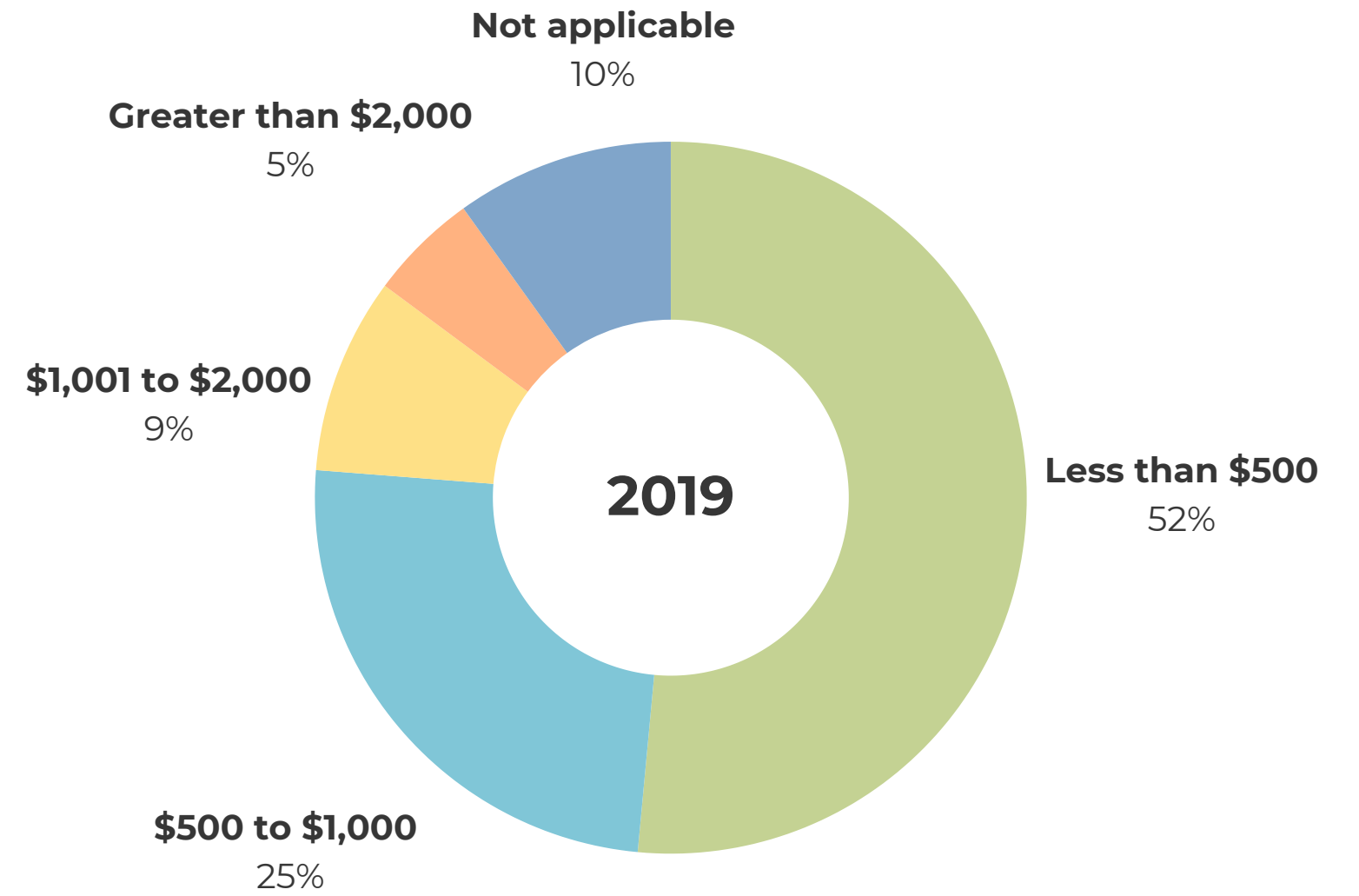
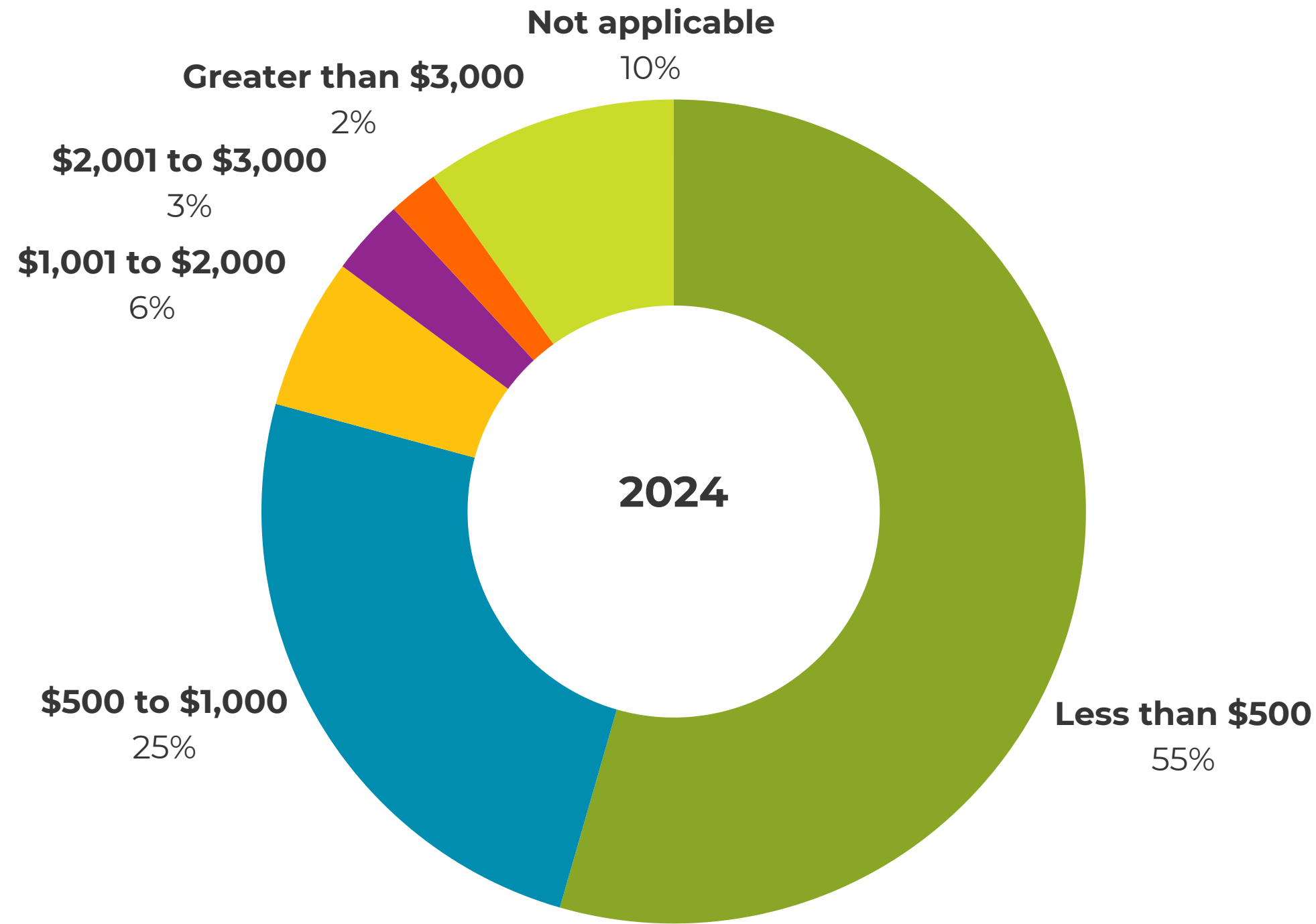


Popular other responses: None/not applicable (19%), personal resources (4%) and employer-based funding (4%).



Amount Respondents Would Personally Spend on Professional Development Annually

n=821



Section 5:

Research and Learning Dissemination



Career Development Research Activities

n=821

2019



--- denotes options not given in 2019 survey

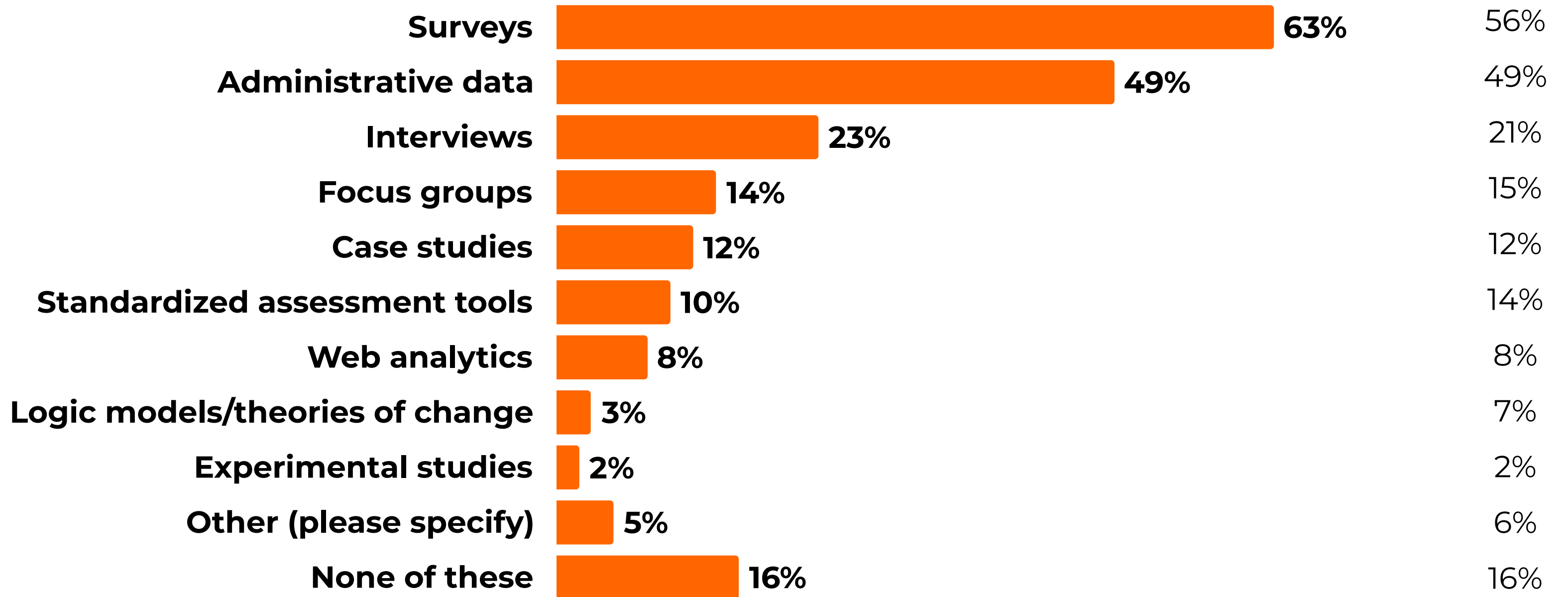
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Methods for Evaluating the Impact of Services

n=792

2019



Popular other responses: Client feedback (3%), employment outcomes (1%) and feedback from staff (1%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Preferred Topics for Career Development-Related Research

n=588



Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



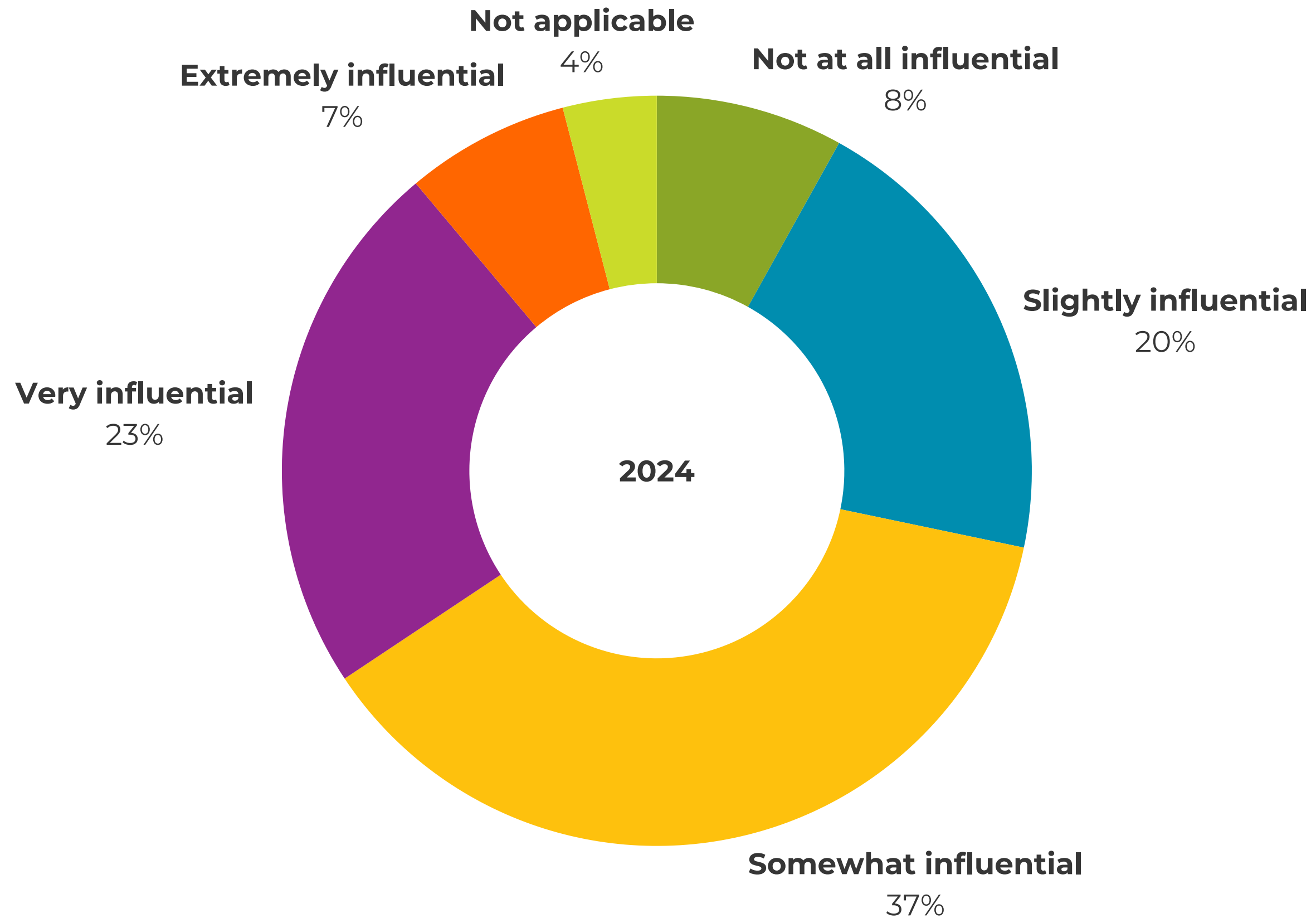
Section 6:

CERIC, the Profession, and Clients



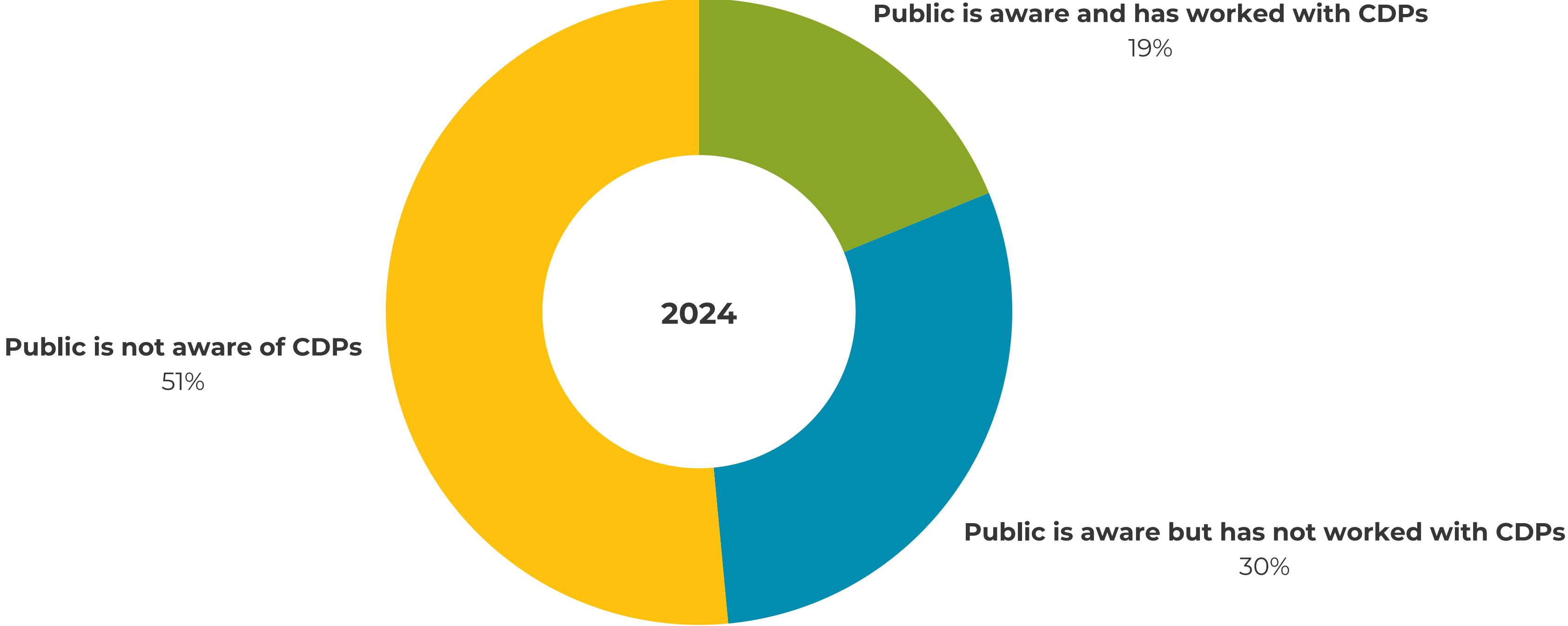
Influence of CERIC and its Programs in CDPs Work

n=792



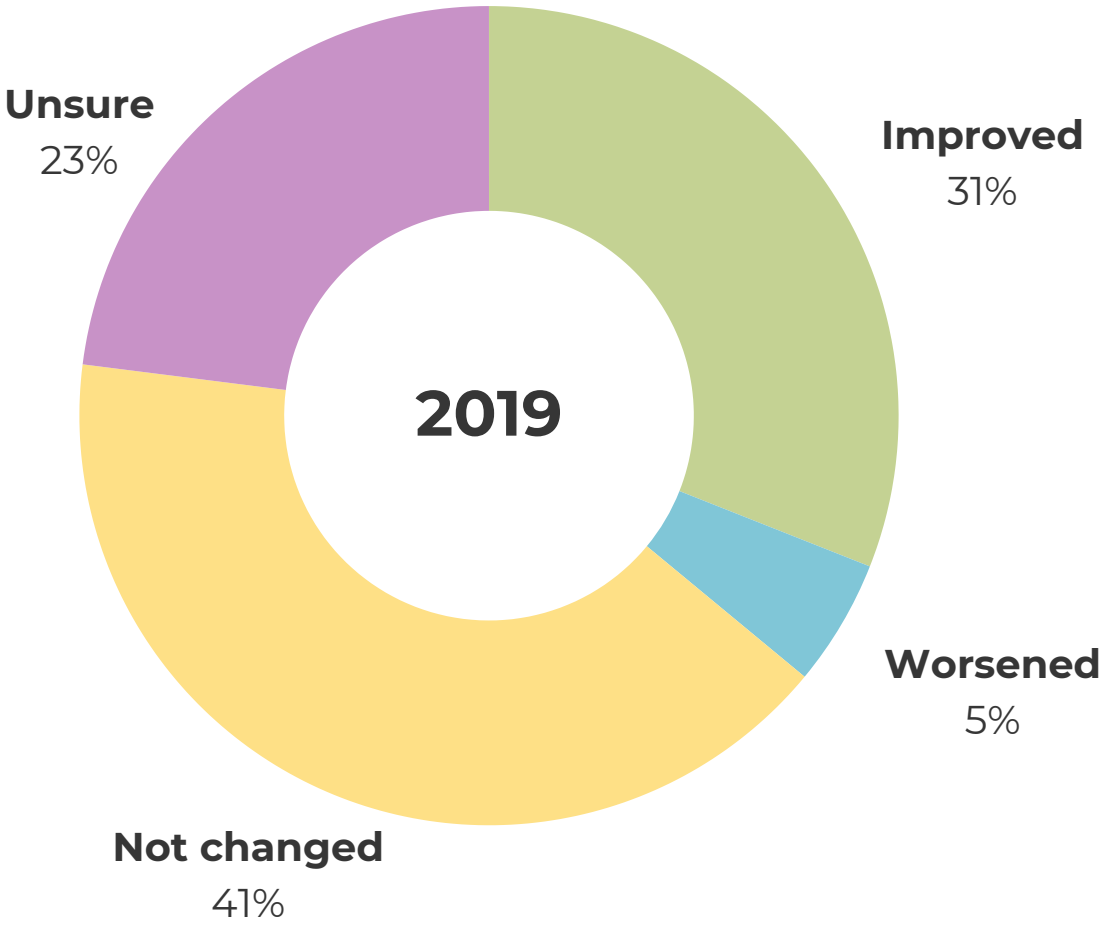
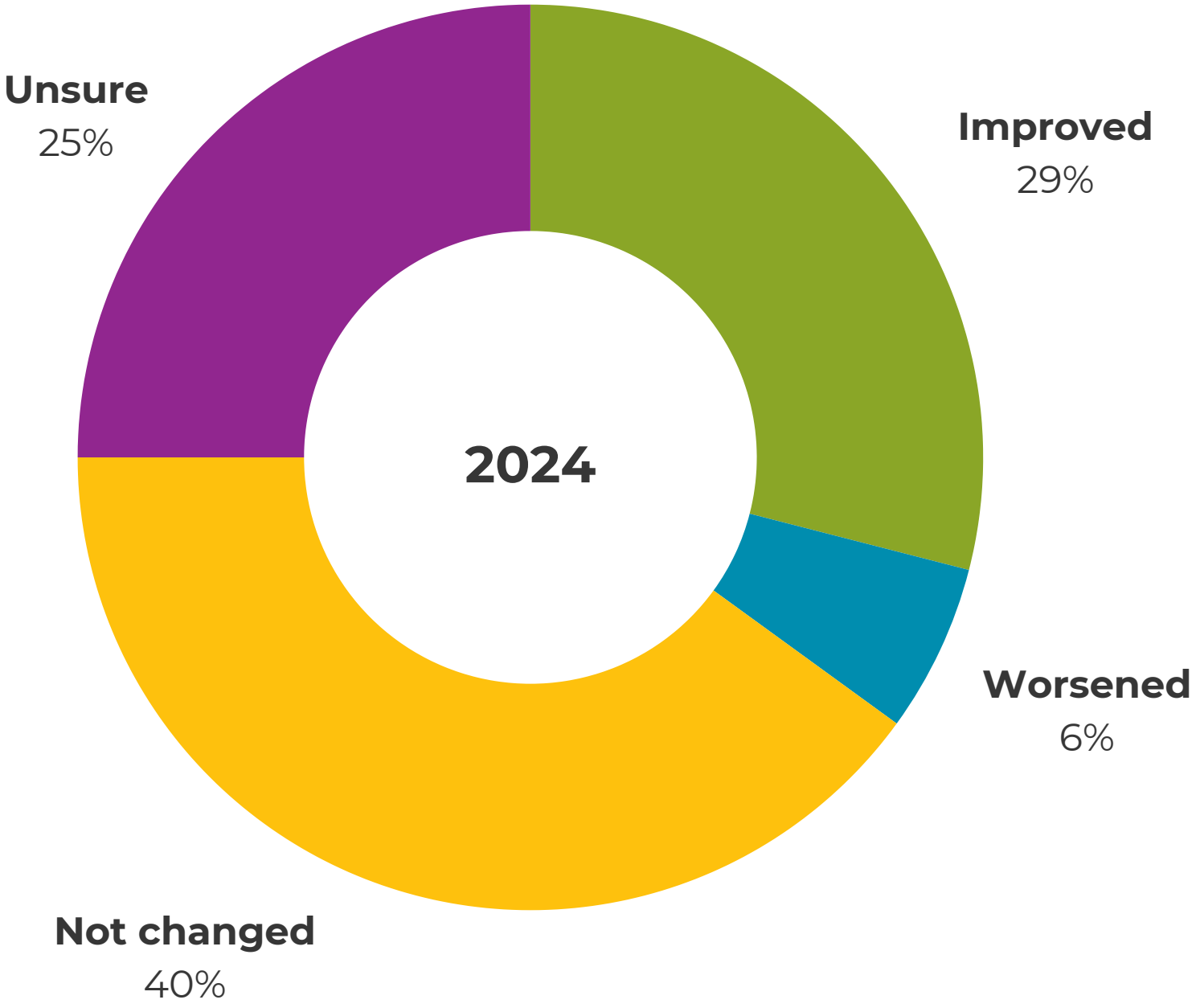
Perception of Public's Awareness of CDPs

n=783



Perceived Change in Public's Perception of CDPs' Value in the Past Few Years

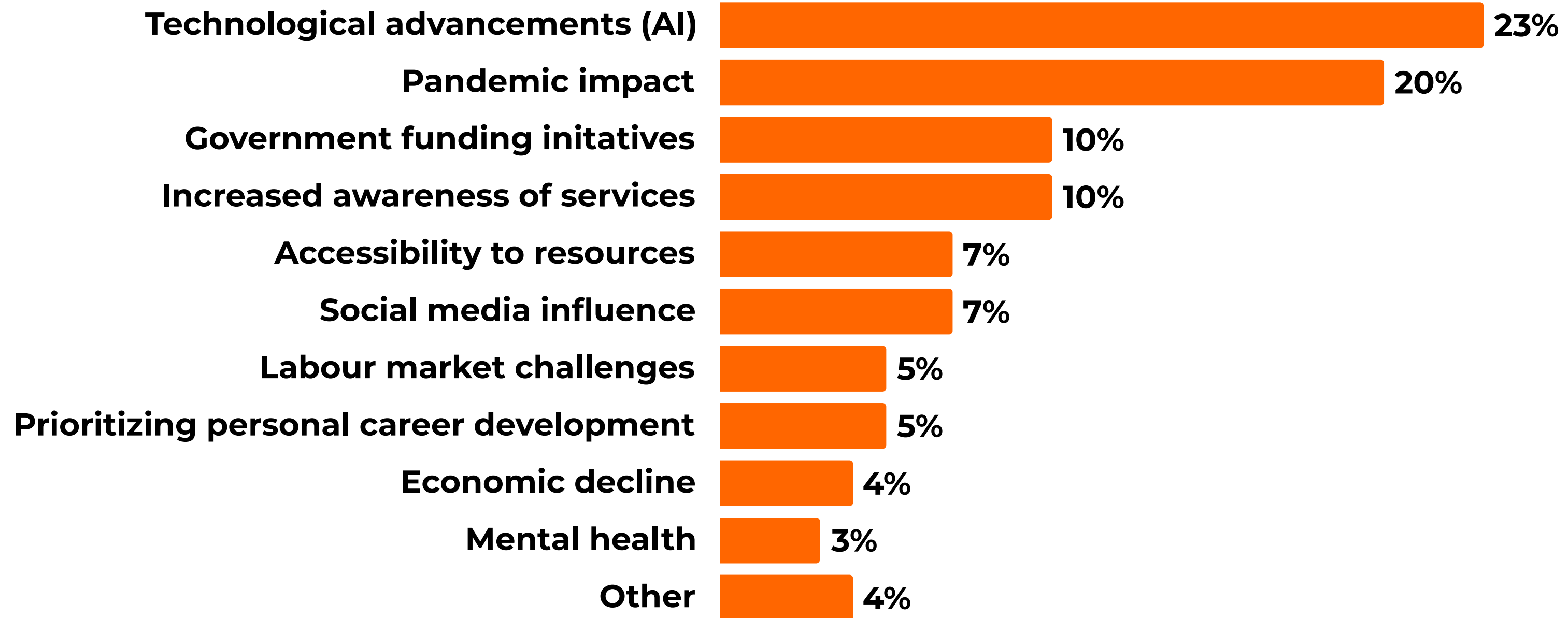
n=796



Factors Impacting the Change in Public Perception of CDPs

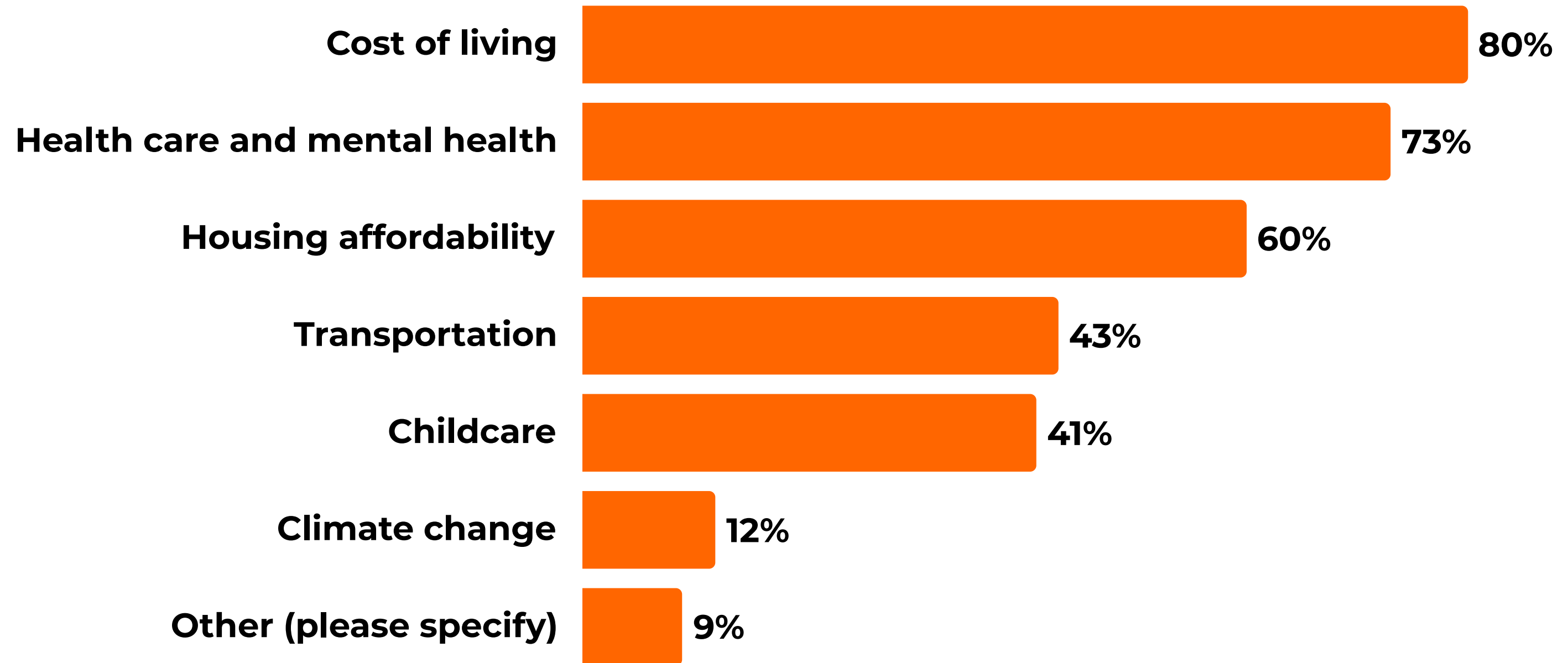
(among respondents believing it has changed)

n=201



Issues Intersecting with Work as Career Service Professional

n=796



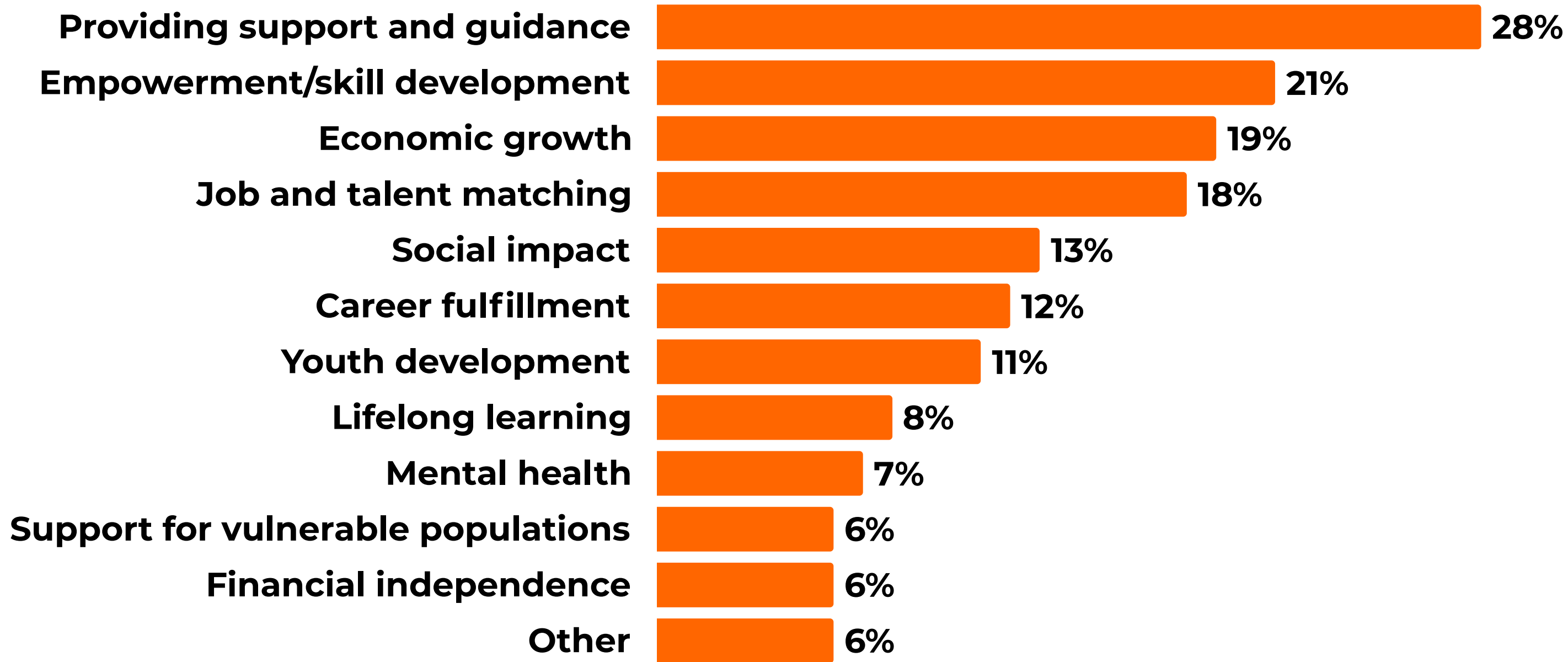
Popular other responses: Limited access to education/training (1%) and workplace flexibility/remote work (1%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



How Your Work In Career Services Advances the “Public Good”

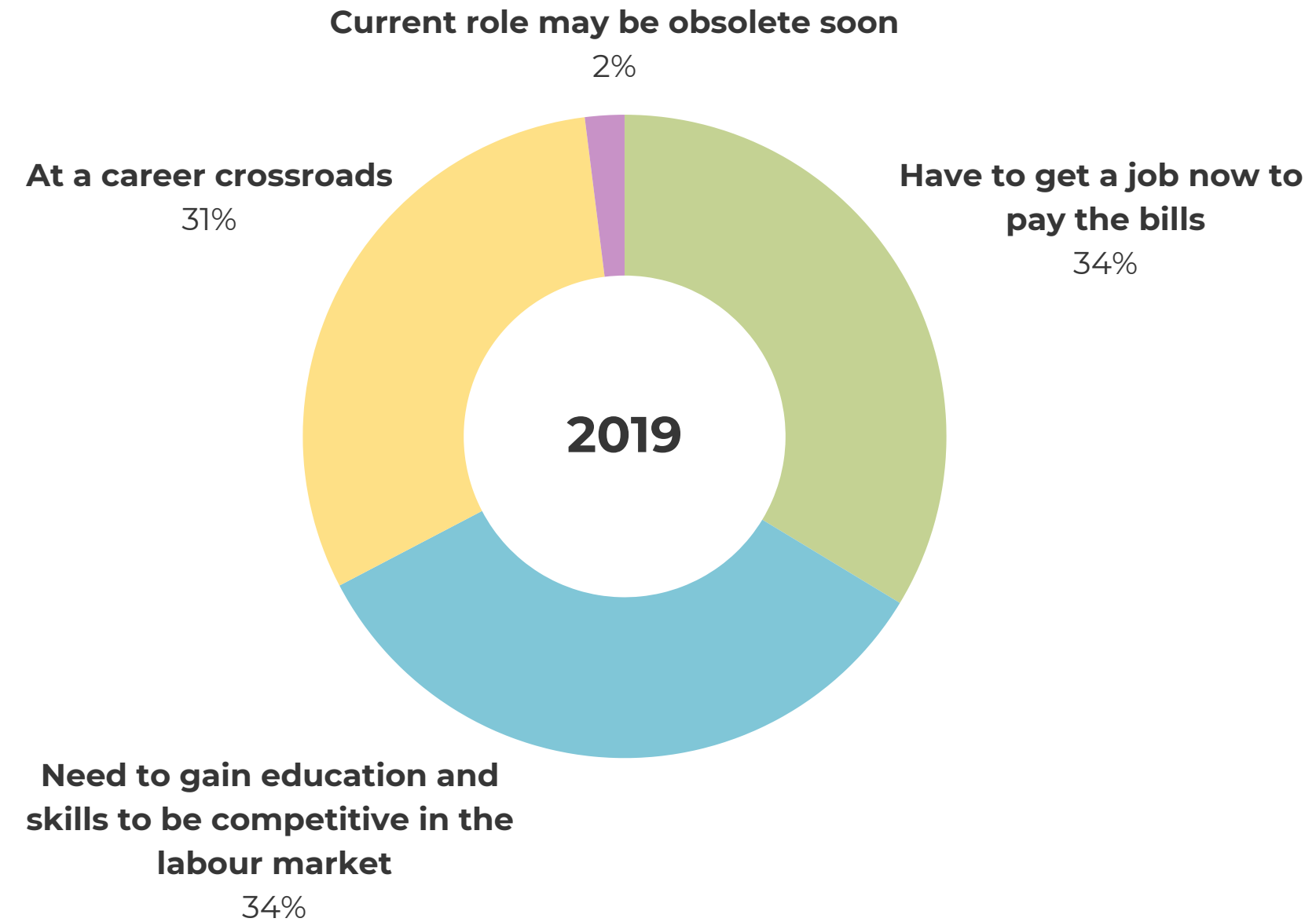
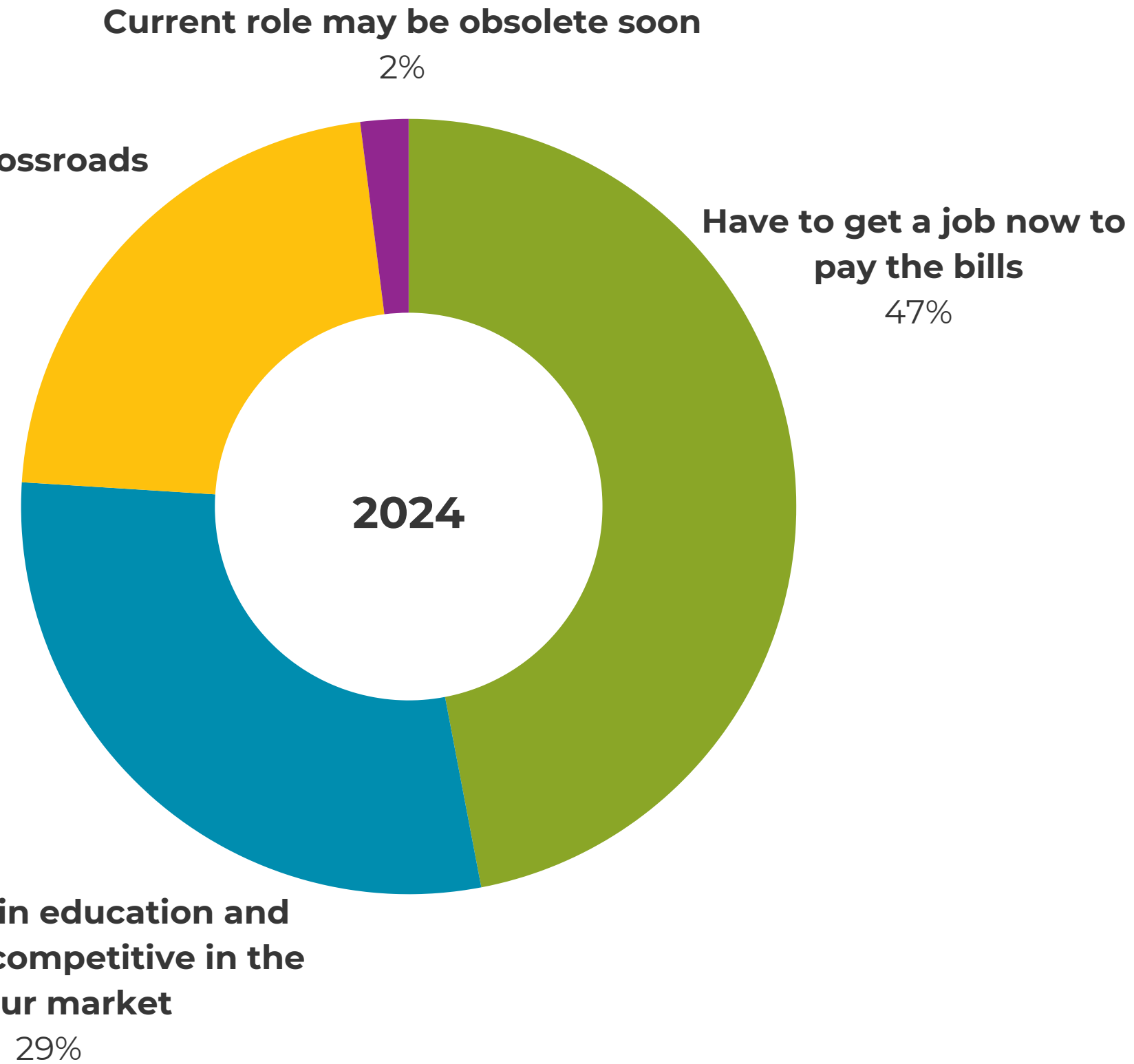
n=521



Popular other responses: Advocacy (2%), improving work-life balance (1%) and sustainability (1%).

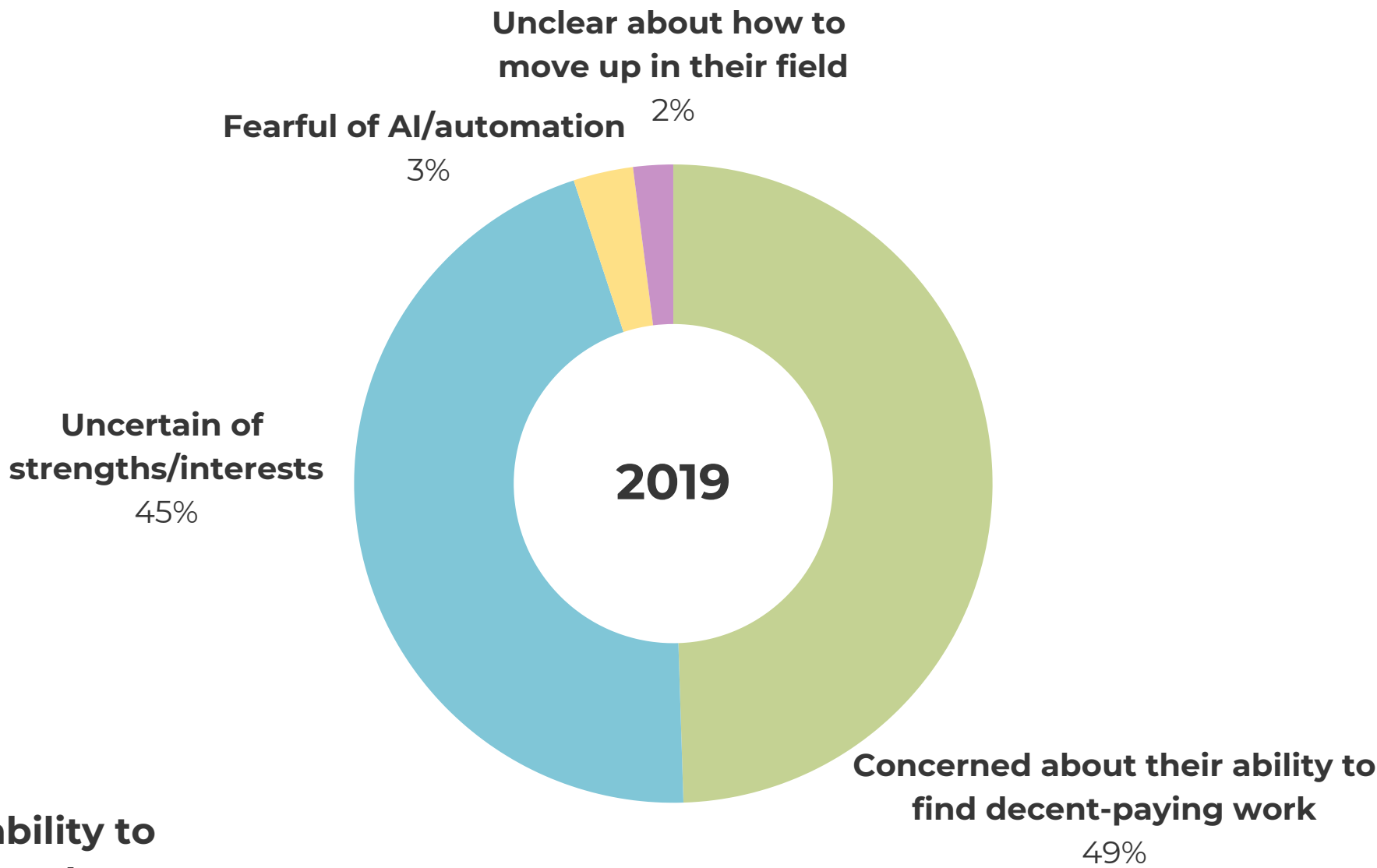
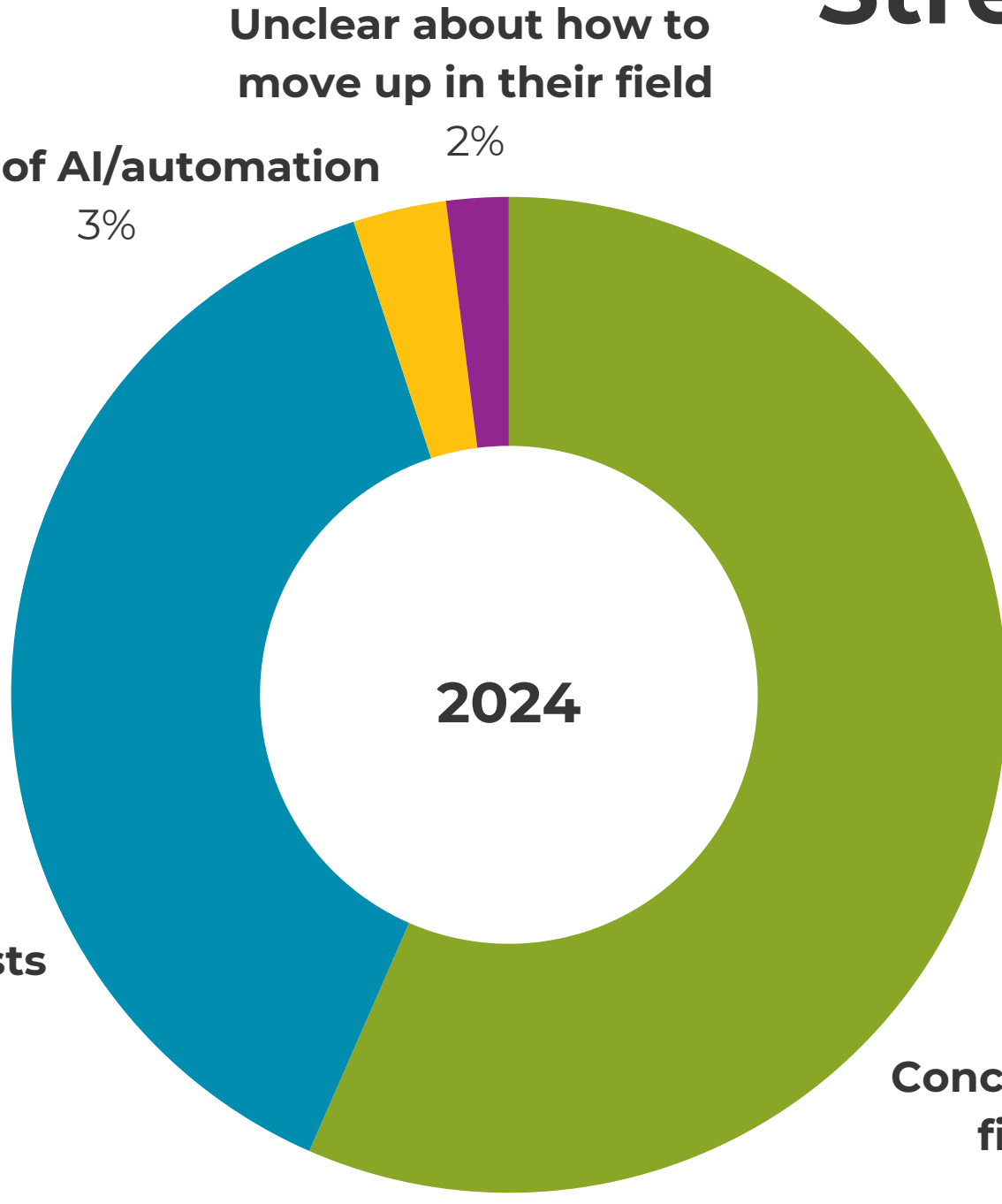
Main Concern among Clients and Students About Navigating Careers

n=747



Regarding Next Steps in Their Careers Individuals Are Mostly Stressed About...

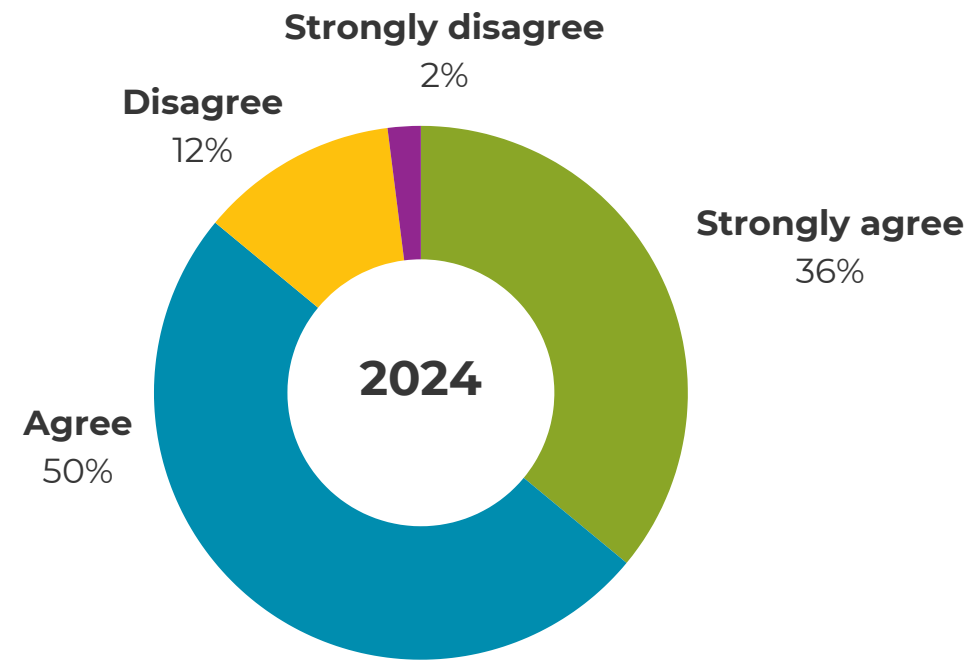
n=738



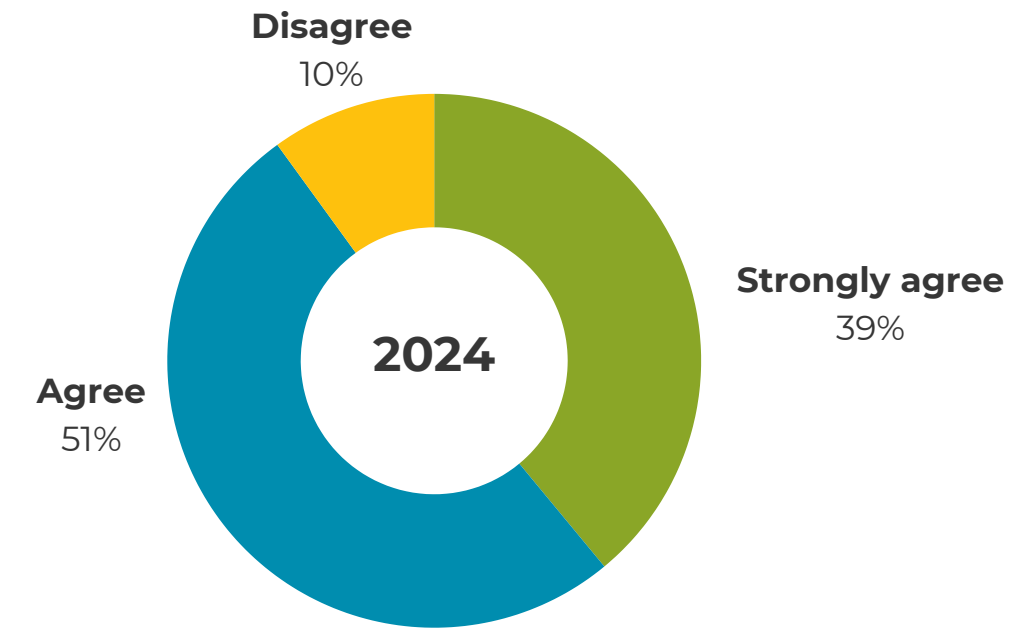
Post-pandemic Shifts in Clients' Personal Considerations

n=731

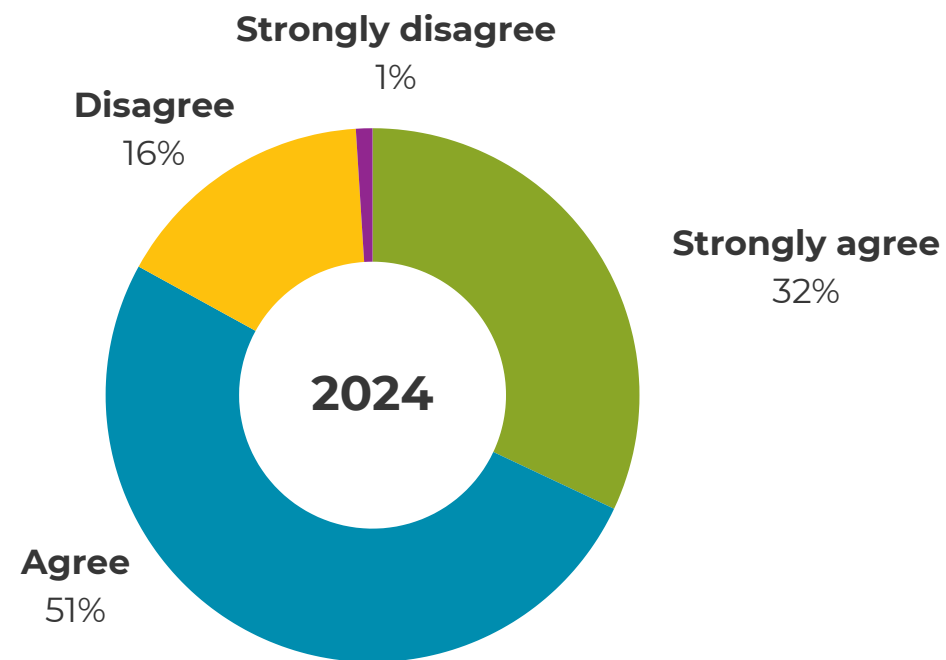
Greater importance on remote and hybrid work



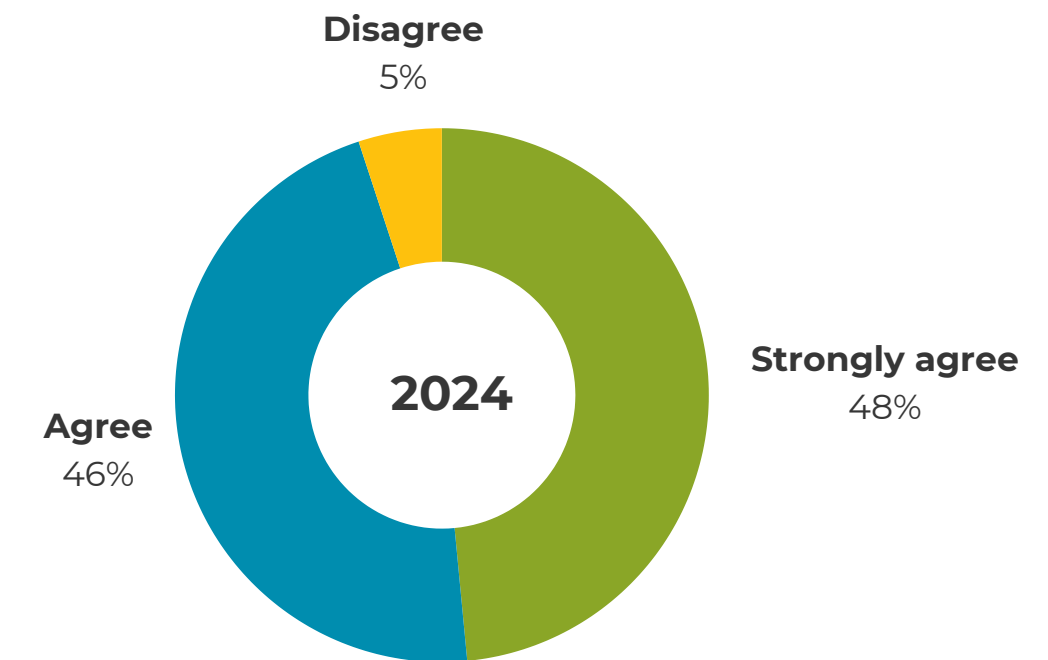
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career



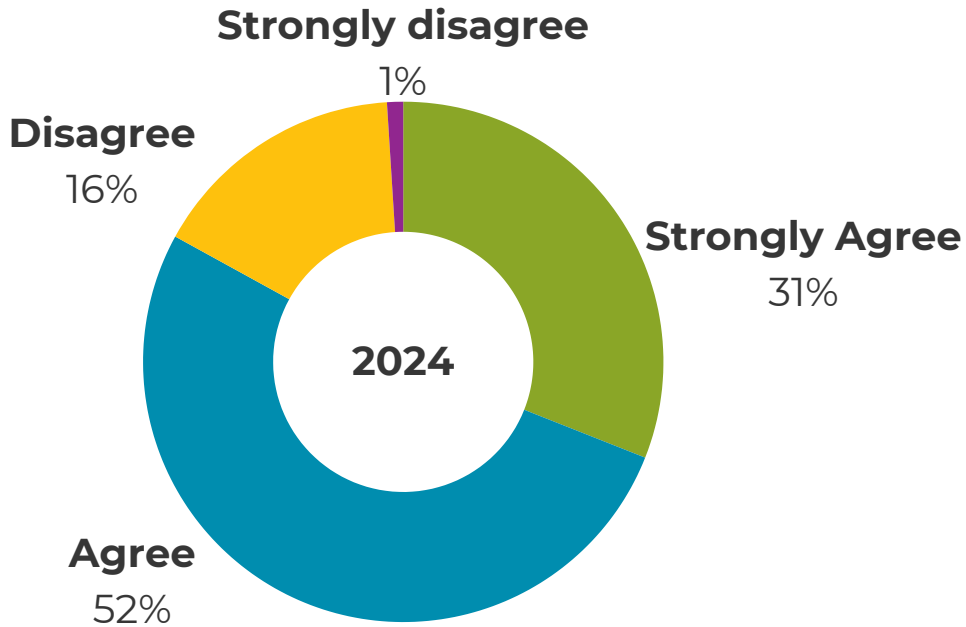
Looking for a better work-life balance



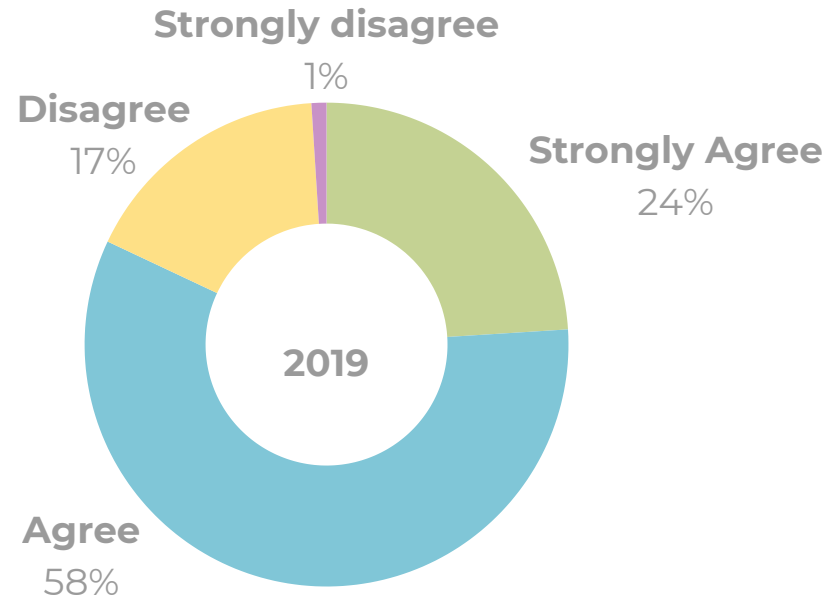
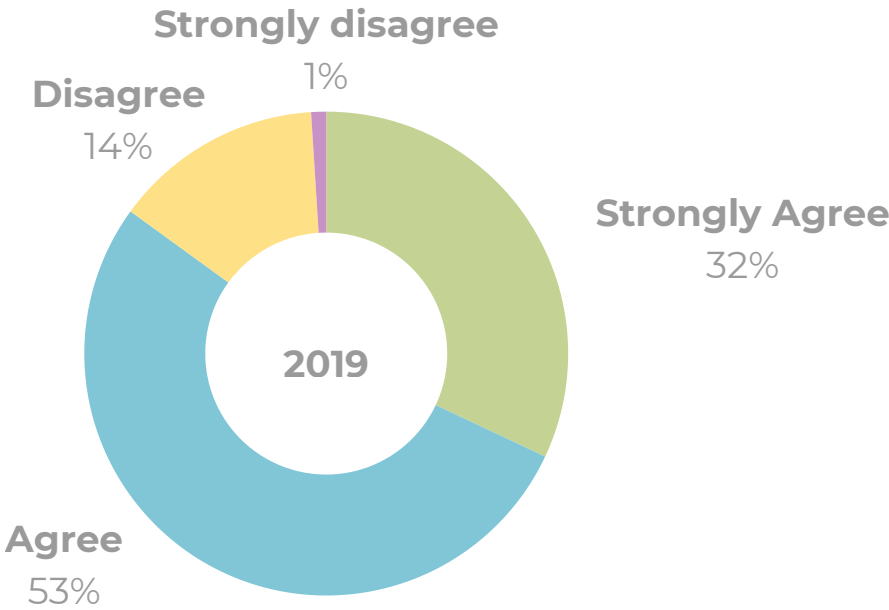
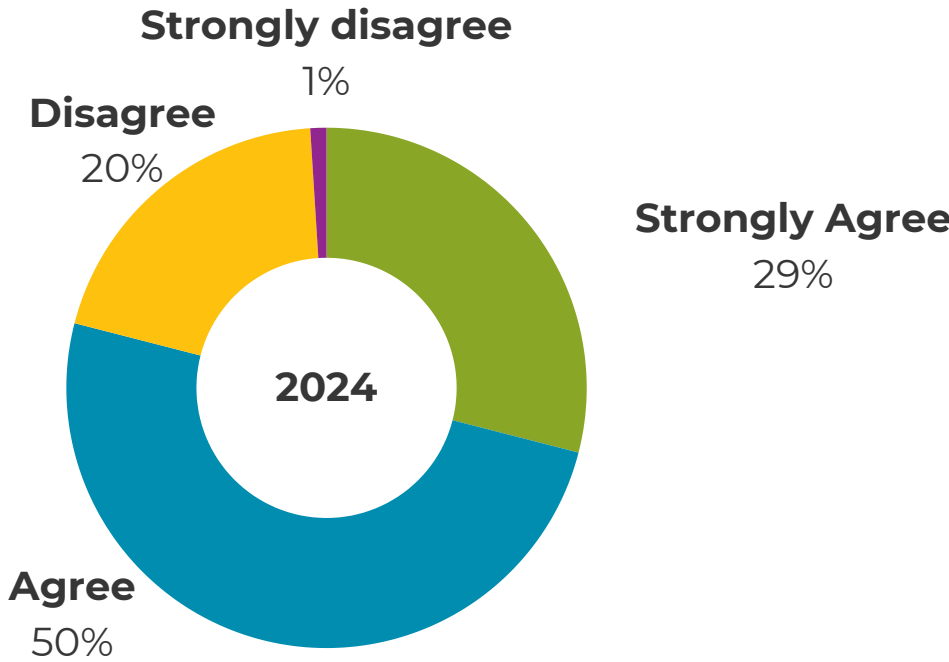
Career Myths Based on Experience with Clients

n=737

Most believe career guidance is not available beyond high school



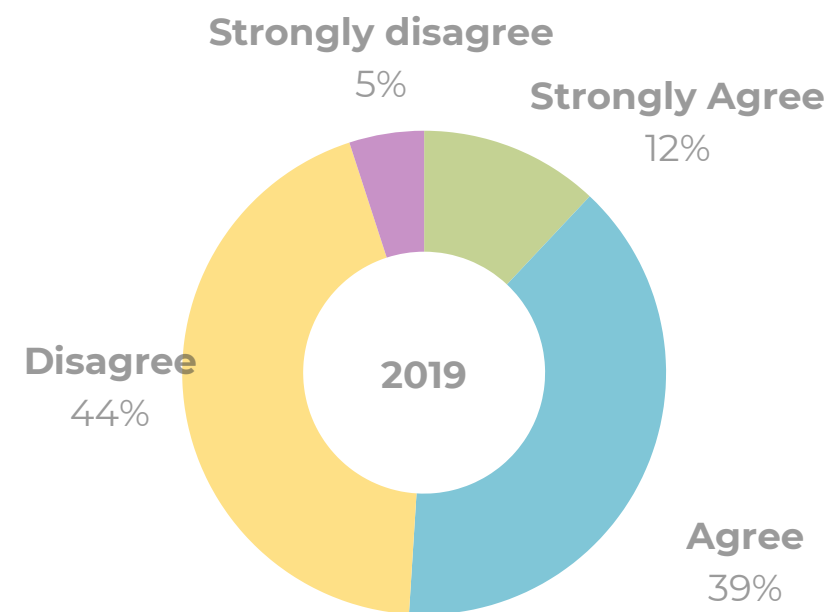
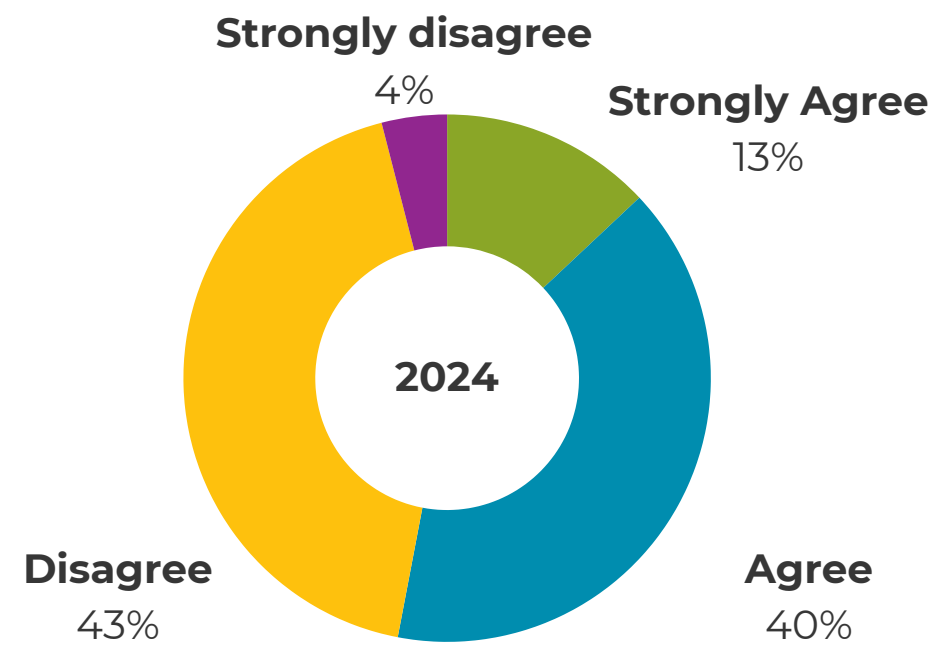
Most believe careers are linear



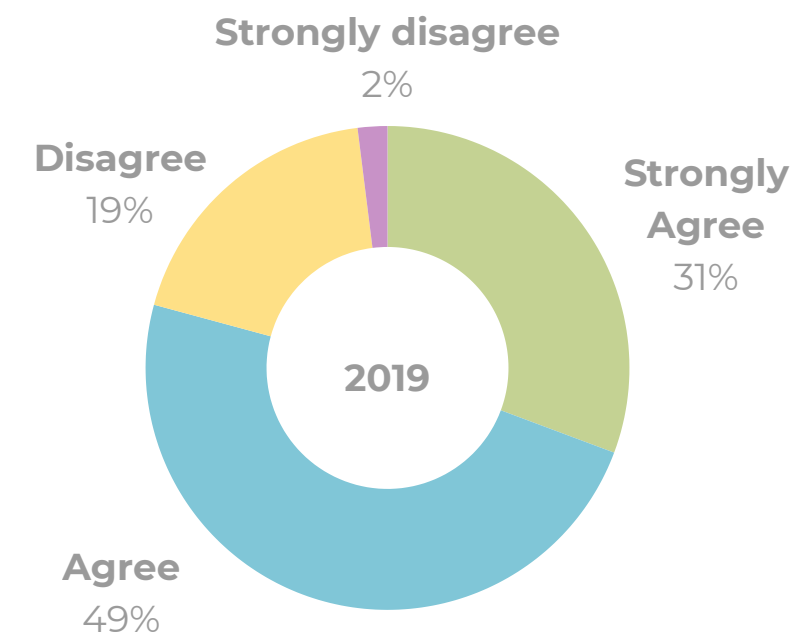
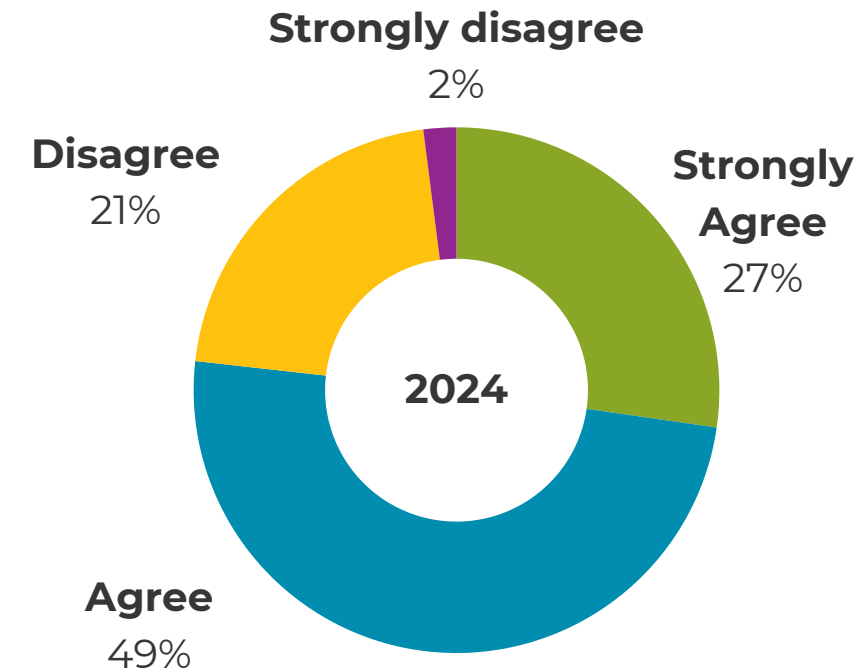
Career Myths Based on Experience with Clients (continued)

n=737

Most believe if they follow their passion they will find their dream job



Most believe choosing a career means deciding what you will do the rest of your life

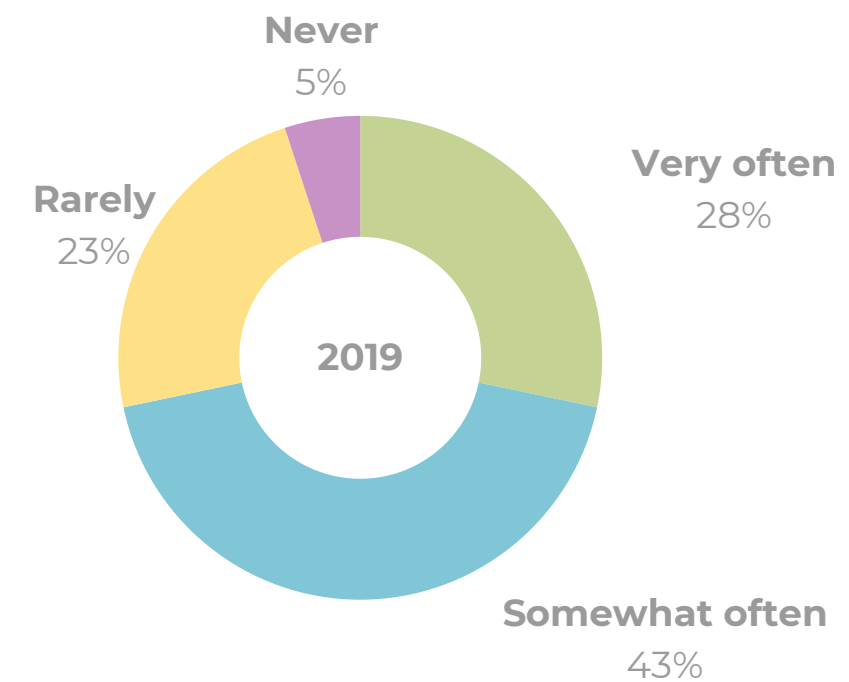
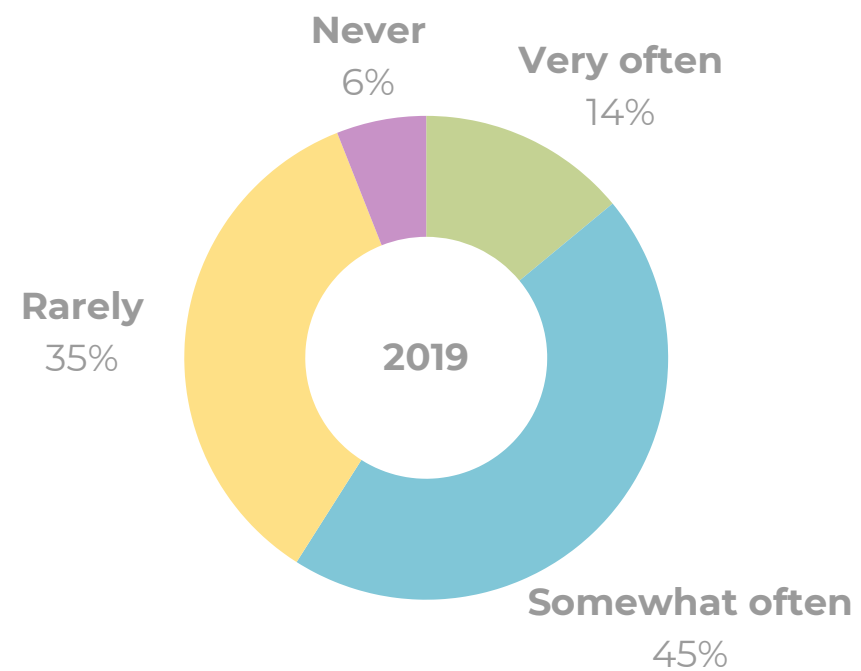
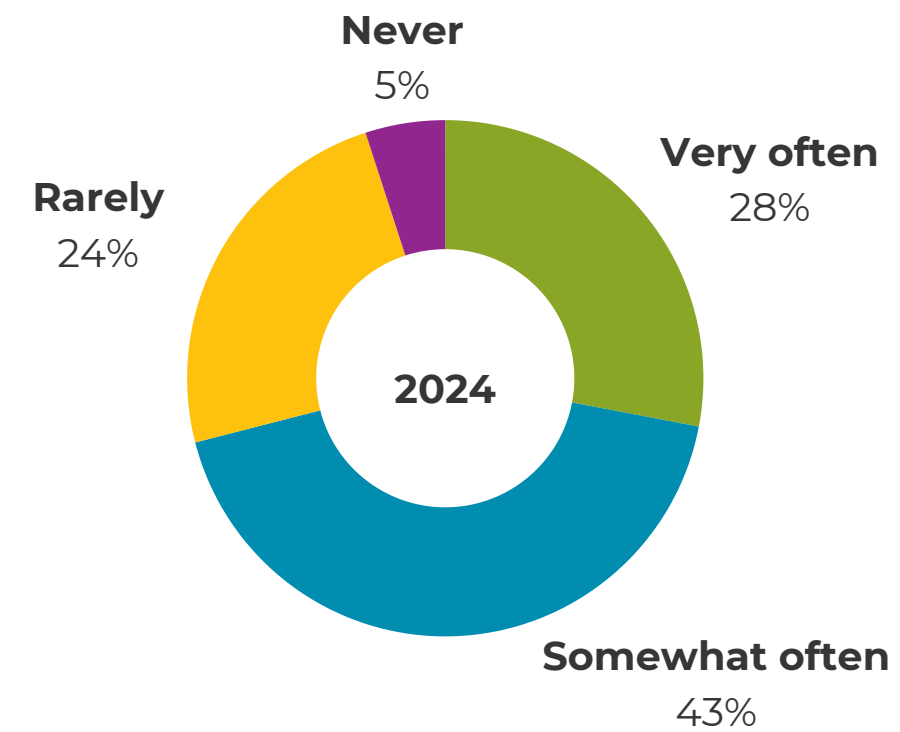
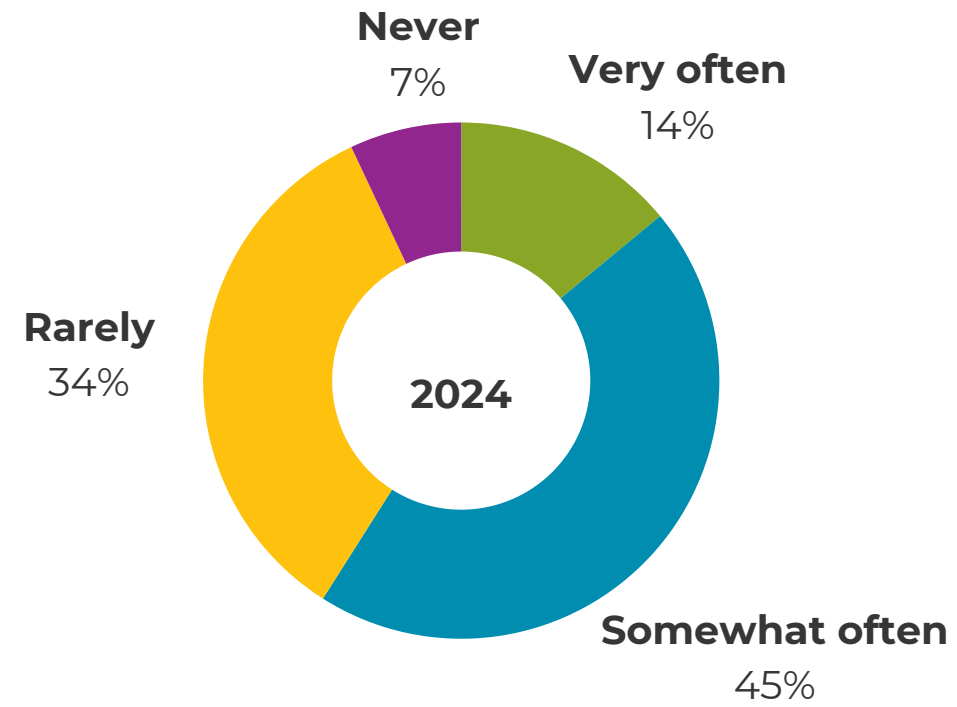


Frequency of Shared Views from Clients

n=728

I wish I hadn't narrowed my options so soon and had been able to explore other careers

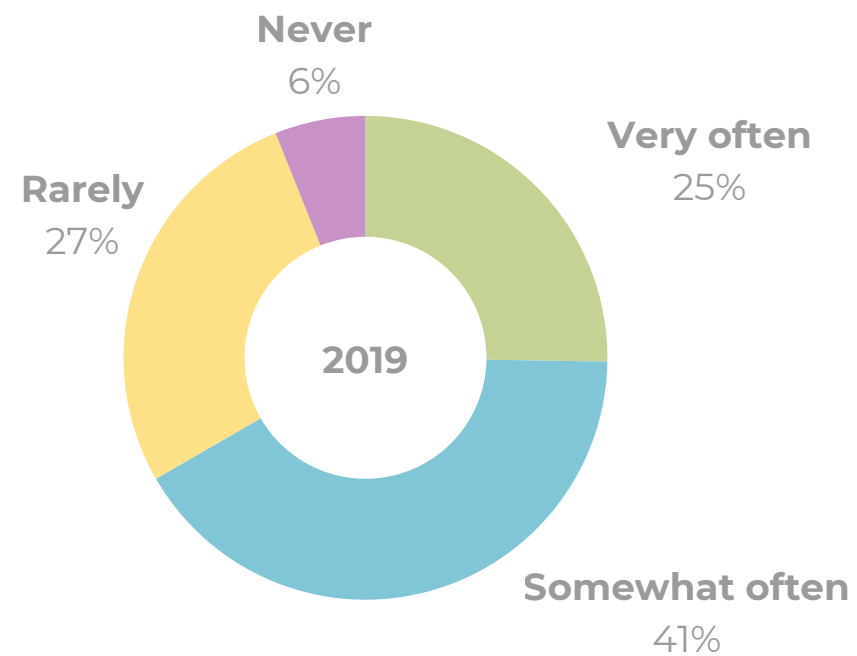
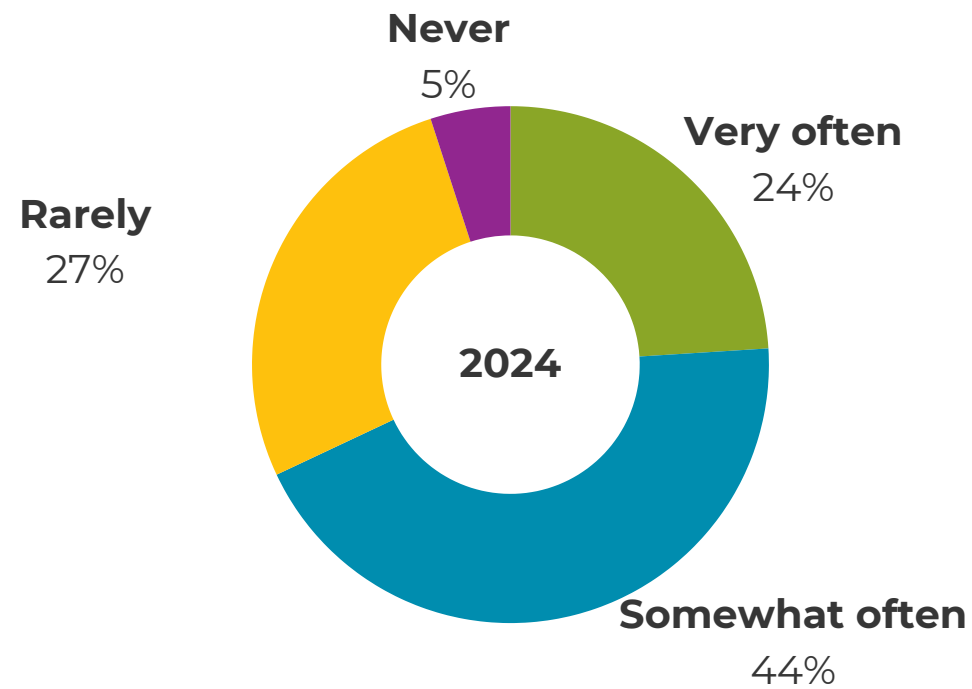
I wish I had chosen a career that is aligned with my values



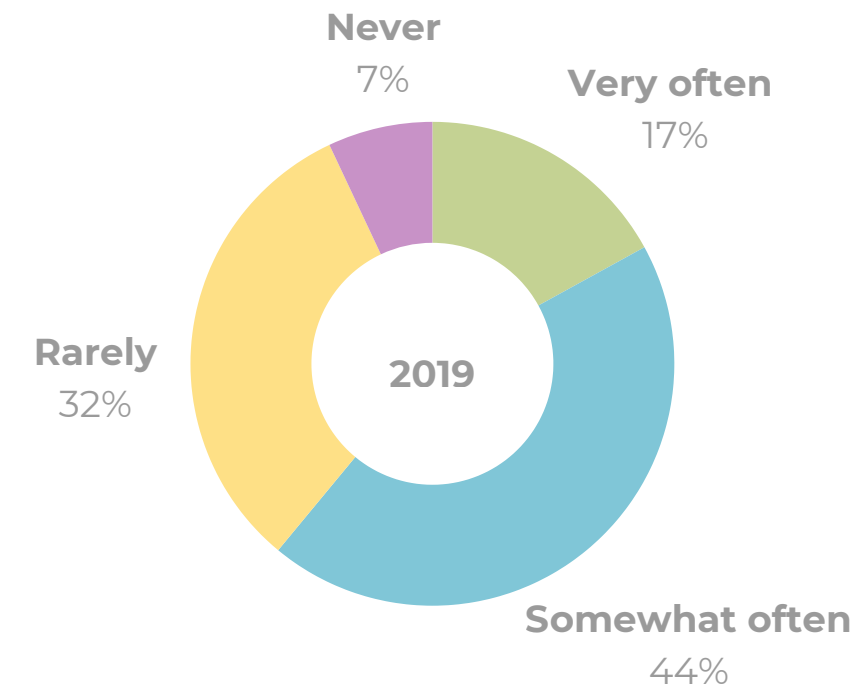
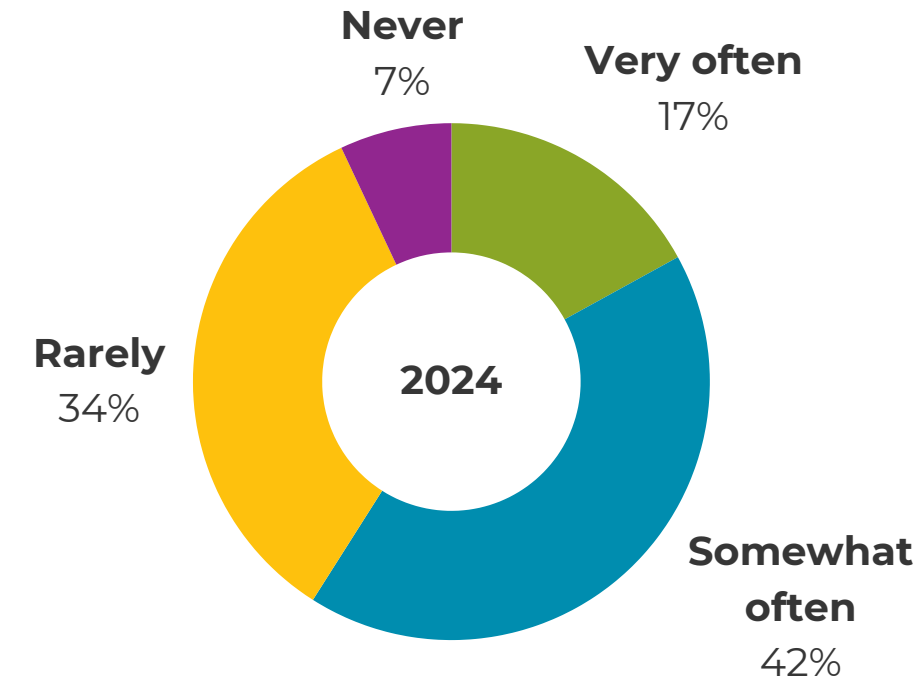
Frequency of Shared Views from Clients (continued)

n=728

I wish I hadn't been pressured into choosing a career path that wasn't what I wanted to pursue

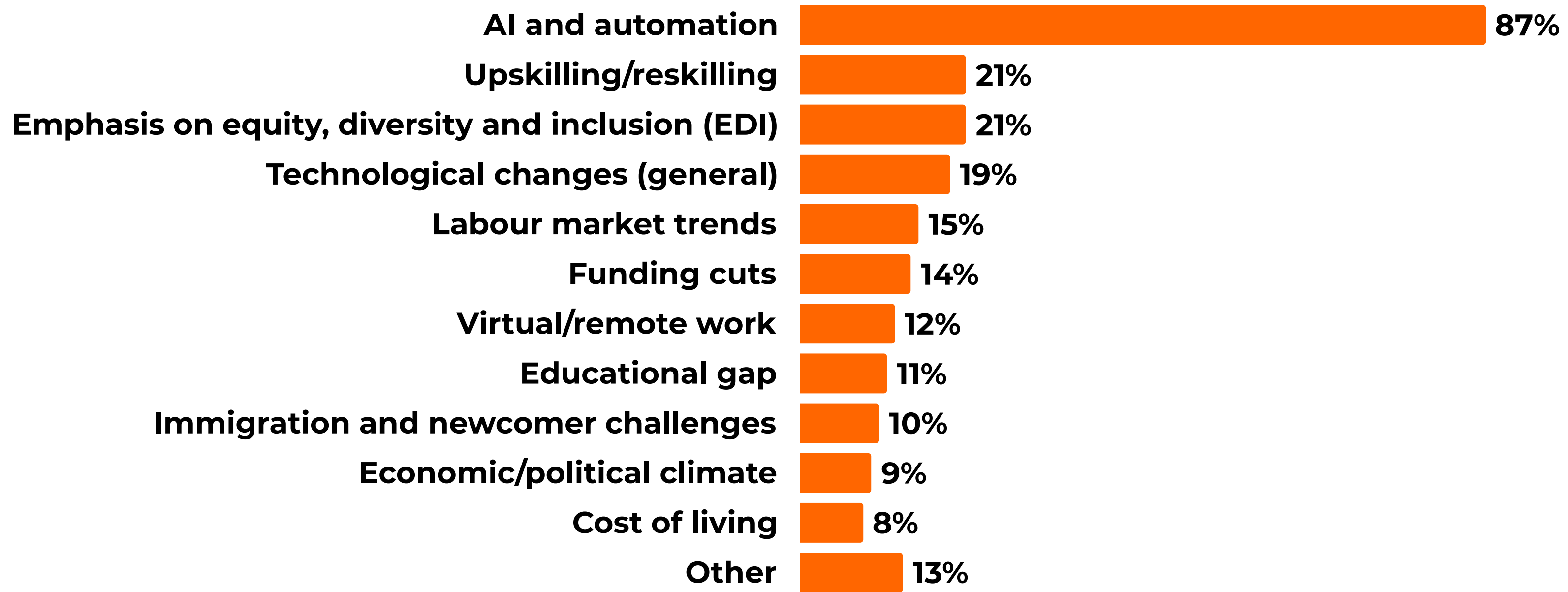


I wish I hadn't let fear prevent me from taking a different career direction



Anticipated Changes in Practice Over Next Five Years

n=519



Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



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