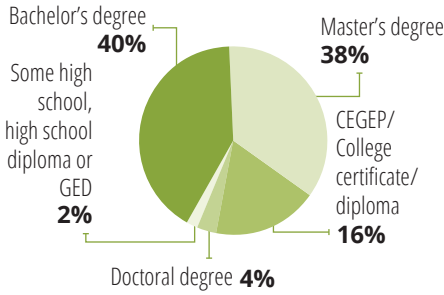


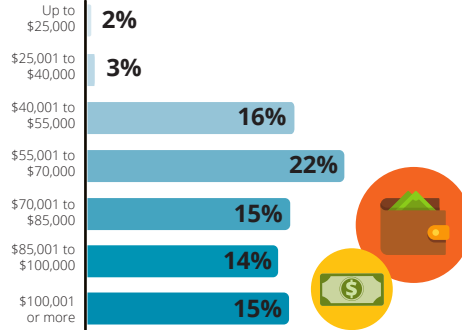


# CERIC 2024 SURVEY OF CAREER SERVICE PROFESSIONALS KEY INSIGHTS

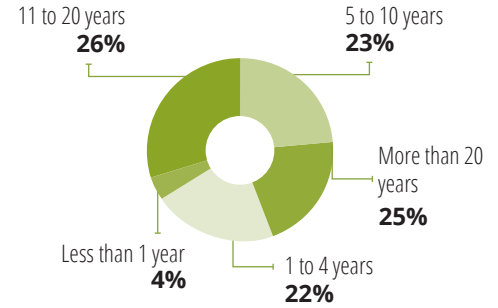
### What is the highest level of education you have completed?



### What is your gross (before deductions) annual salary or income?



### How many years have you worked in career development?

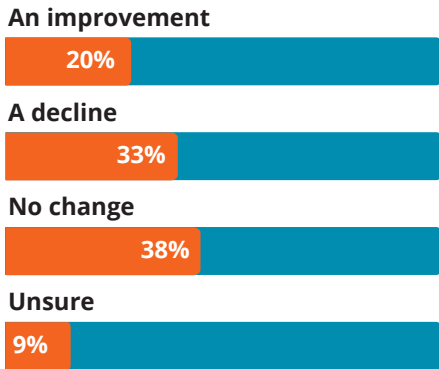


Thinking about your career, where do you see yourself in five years?

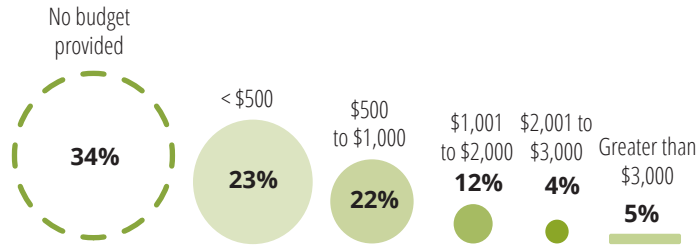
## TOP THREE RESPONSES

- Likely to be in a similar position/role within the same organization **33%**
- Working in a more senior position within the same organization **19%**
- More senior position at a different organization **12%**

Since the pandemic, what have you noticed related to your own mental health:



### What is your yearly personal professional development budget as provided by your employer?



What issues or challenges have you encountered or foresee encountering in hiring people with appropriate skills?

“Finding authentically skilled individuals who are adaptable and continuous learners.”



“Use of AI to generate resumes and cover letters.”



“Shifting labour market trends.”



What three topics would you most like to see career development-related research focus on?

- 63%** AI Training & Integration
- 38%** Career Transitions & Growth
- 30%** Support for Specific Populations

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

**29%** Improved

**6%** Worsened

**40%** Not changed

**25%** Unsure



When contemplating the next step in their careers, are Canadians that you advise mostly stressed about ...

**56%** Concerned about their ability to find decent-paying work

Uncertain of strengths/interests and anxious about making the right career decision **38%**

**3%** Fearful of AI/automation and what that means for their job prospects

Unclear about how to get a promotion or move up in their field **2%**



## CERIC 2024 SURVEY

### OF CAREER SERVICE PROFESSIONALS ARTIFICIAL INTELLIGENCE

To what extent have you/your organization (if applicable) integrated AI tools into your tasks and responsibilities as a career development practitioner?

Fully integrated



Partially integrated



Just started integrating



Not yet integrated



Don't use AI tools



How prepared do you feel to integrate or use AI tools within your practice and with clients?

Very prepared



Somewhat prepared



Neutral



Not very prepared



Not at all prepared



What AI tools or technologies have you incorporated into your practice, and how have they changed your services and service delivery?

1

ChatGPT

2

Microsoft Copilot

3

Grammarly & Perplexity

Have you noticed any changes in client preferences or expectations regarding the use of AI in career and employment counselling?



75% Clients have not expressed any noticeable changes in preferences or expectations regarding the use of AI in career counselling

39% Clients prefer a balance between AI-driven insights and human interaction in career counselling

29% Clients are more interested in using AI tools for career exploration and decision-making

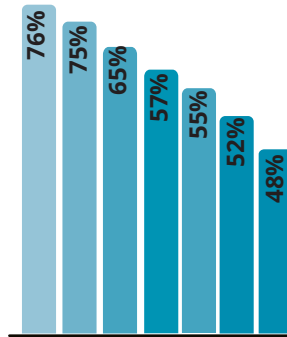
24% Clients have expressed concerns about the potential biases or limitations of AI tools in career counselling

26% Clients have shown hesitation or resistance toward integrating AI into their career development process

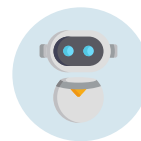
20% Clients expect CDPs to offer training on using AI tools as part of career counselling services

13% Clients expect personalized recommendations based on AI-driven assessments and data analysis

With the rise of AI, what skills do you believe are essential for CDPs?



Proficiency in AI tools  
Continuous learning  
Client education on AI  
Soft skills with AI  
AI integration  
Interpreting AI results  
Data-driven decision making



What type of AI training for career service professionals would you consider necessary/need yourself?

82%

AI tools for career counselling and job search

73%

AI ethics and responsible use

63%

AI in resume screening and candidate assessment

61%

Basic understanding of AI concepts

57%

Data analysis and interpretation using AI

35%

Integration of AI in virtual networking events

At what stage of the career services/counselling process do you think AI tools should be introduced to clients?

23% Throughout the entire counselling process

15% Job search and application stage

15% Career exploration and goal-setting stage

13% Only upon client request

7% Initial assessment stage

6% Skill assessment and development stage

1% Career transition or advancement stage

1% AI tools should not be introduced to clients