

# 2024 CERIC Survey of Career Service Professionals Atlantic Region 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	89 respondents (9% of total respondents)
Lead researchers	Gabriel Hachard and Michael Harker, Community Researchers
Qualitative research analyst	Eniola Osazuwa, Community Researchers



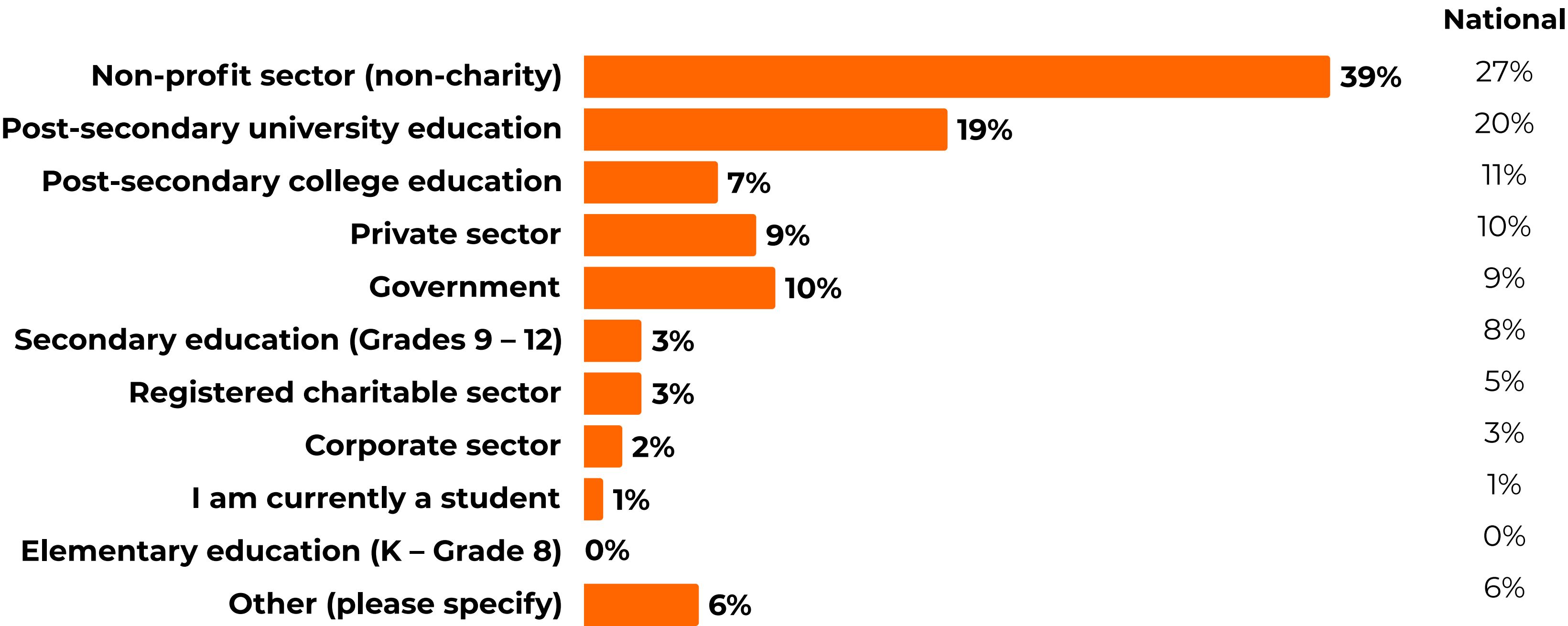
# **Section 1:**

## **Demographics and Experience in Career Services Field**



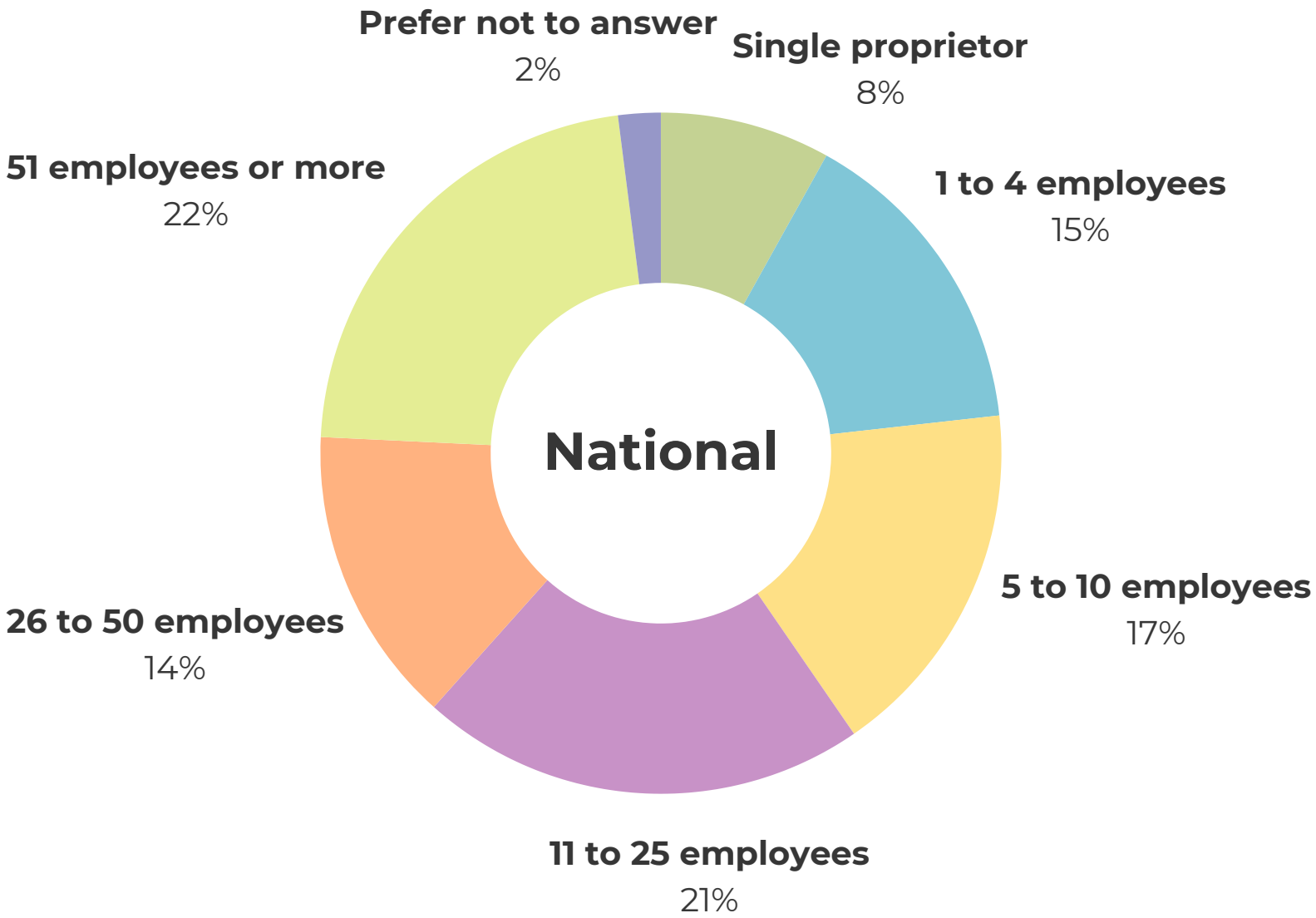
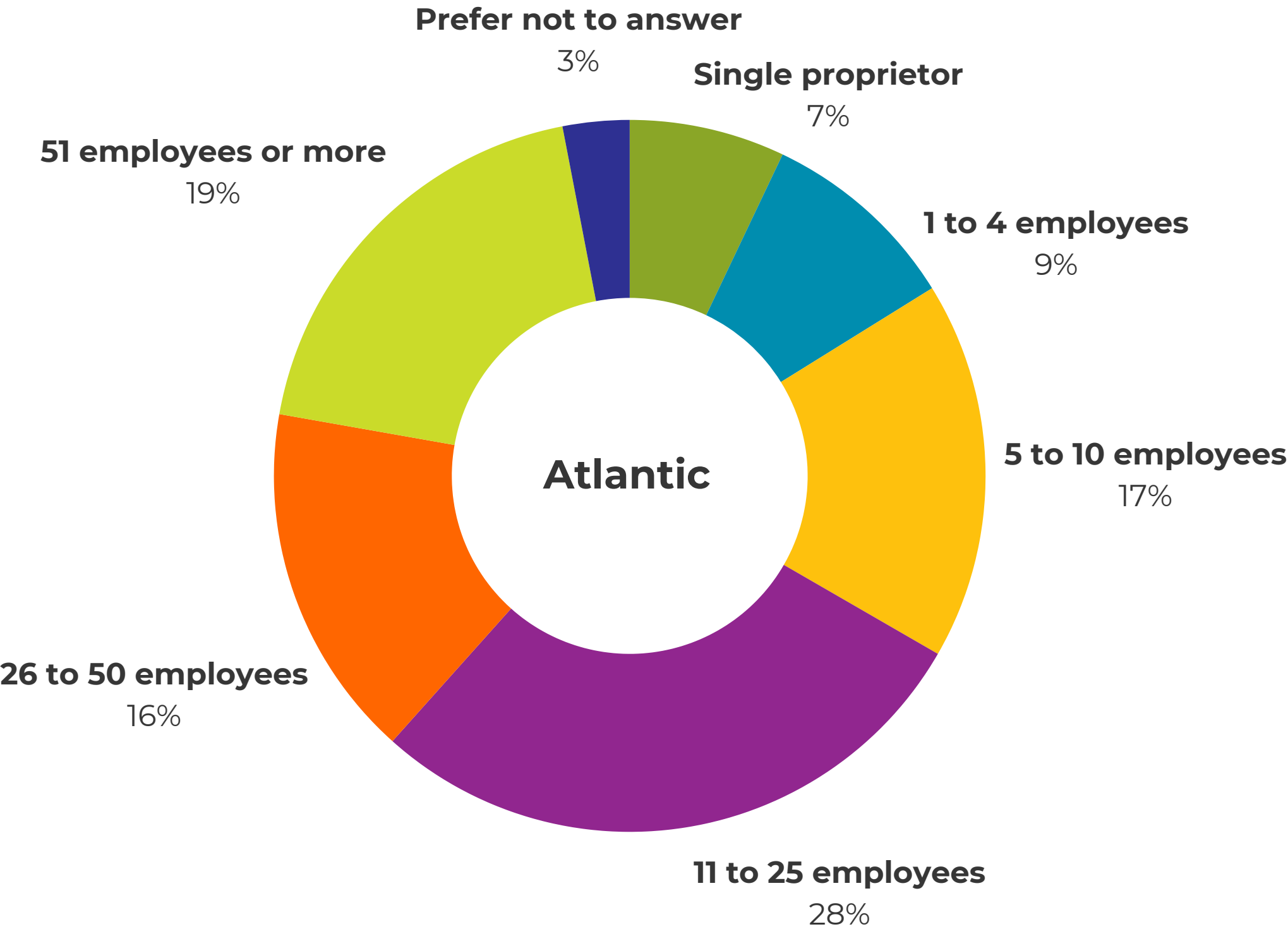
# Respondents' Sector Within Field

n=89



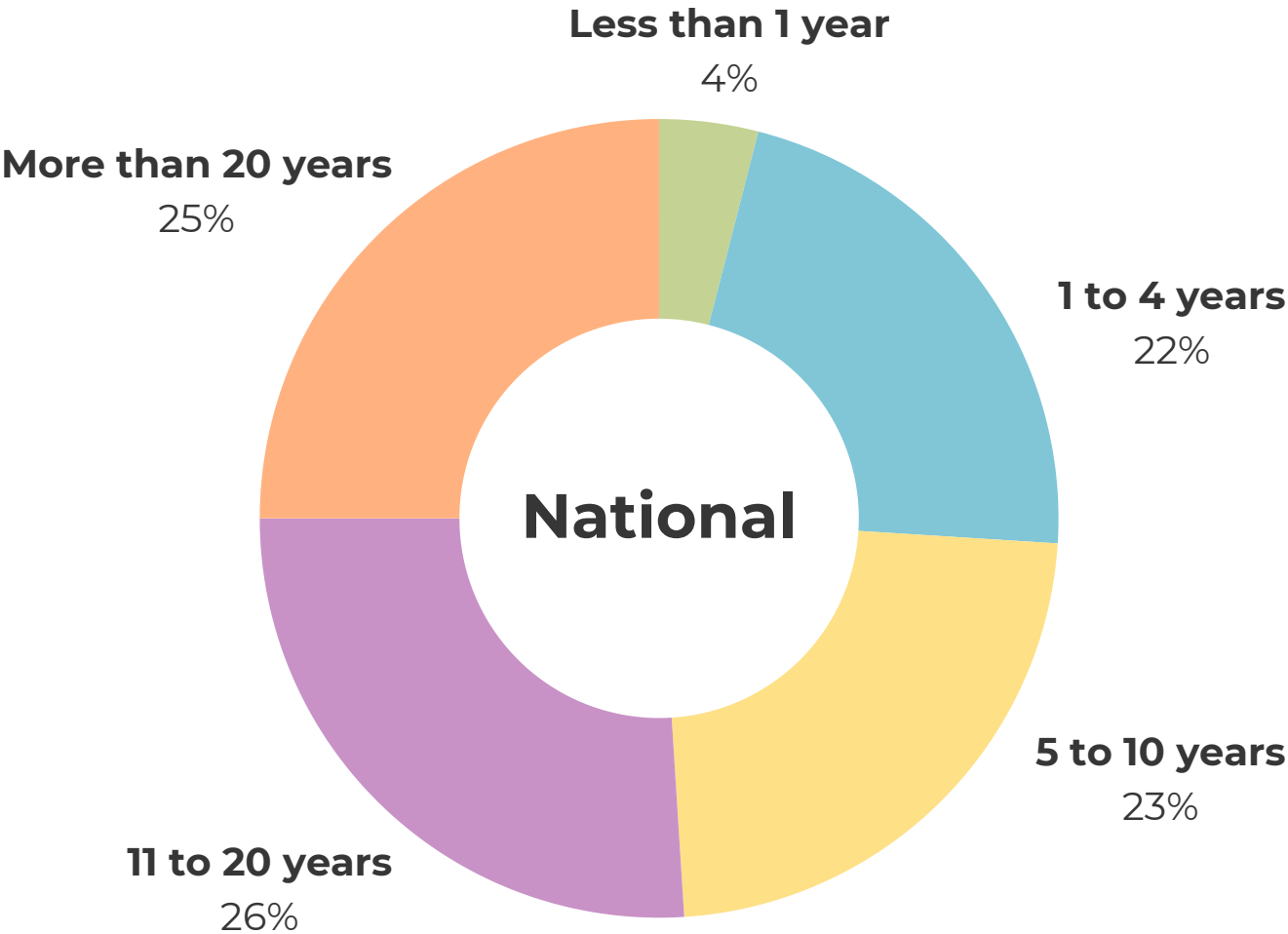
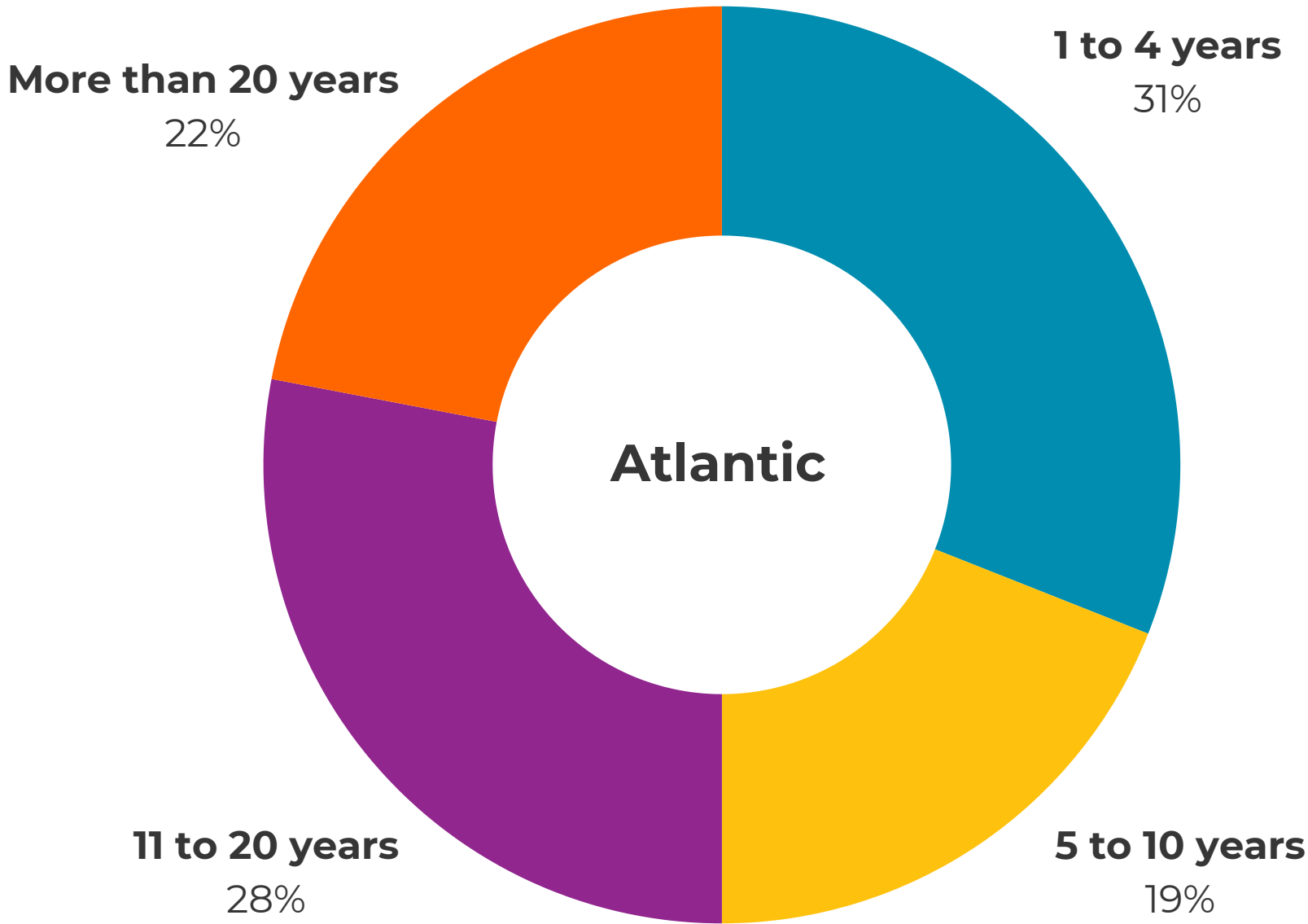
# Staff Size of Career Services Operation

n=88



# Years Working in Career Development

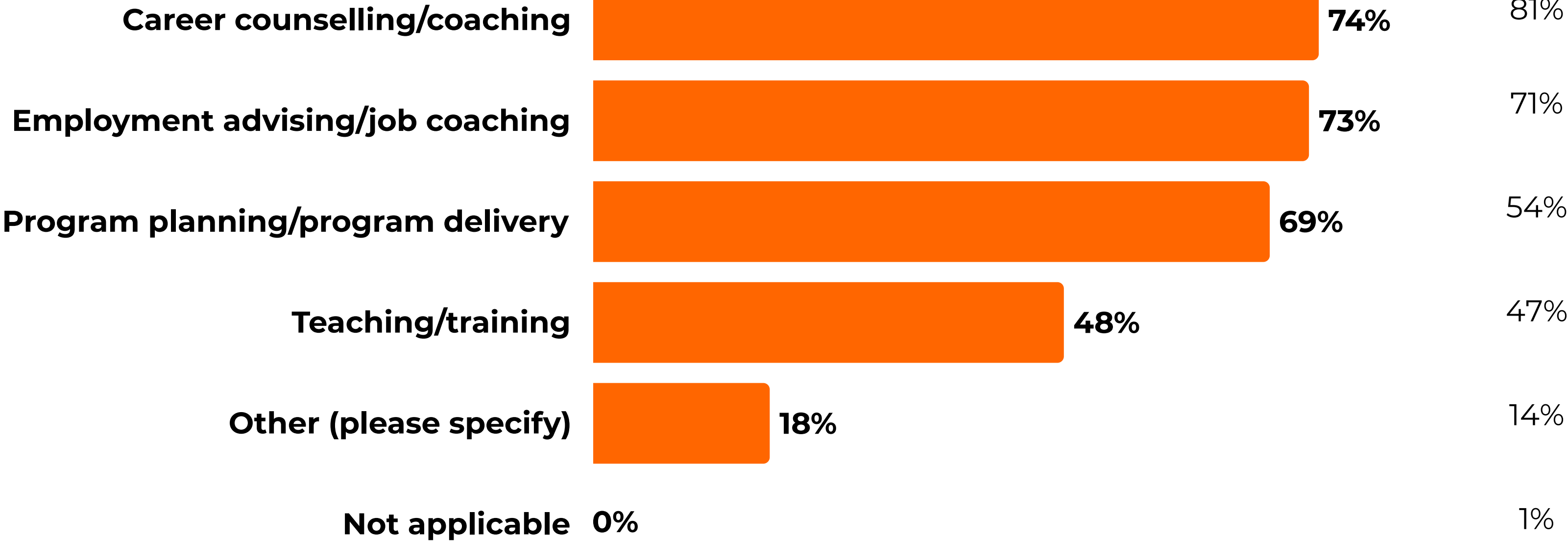
n=88



# Services Offered

n=88

National



Popular other response: Employer engagement (1%) and vocational rehabilitation/assessment (3%).

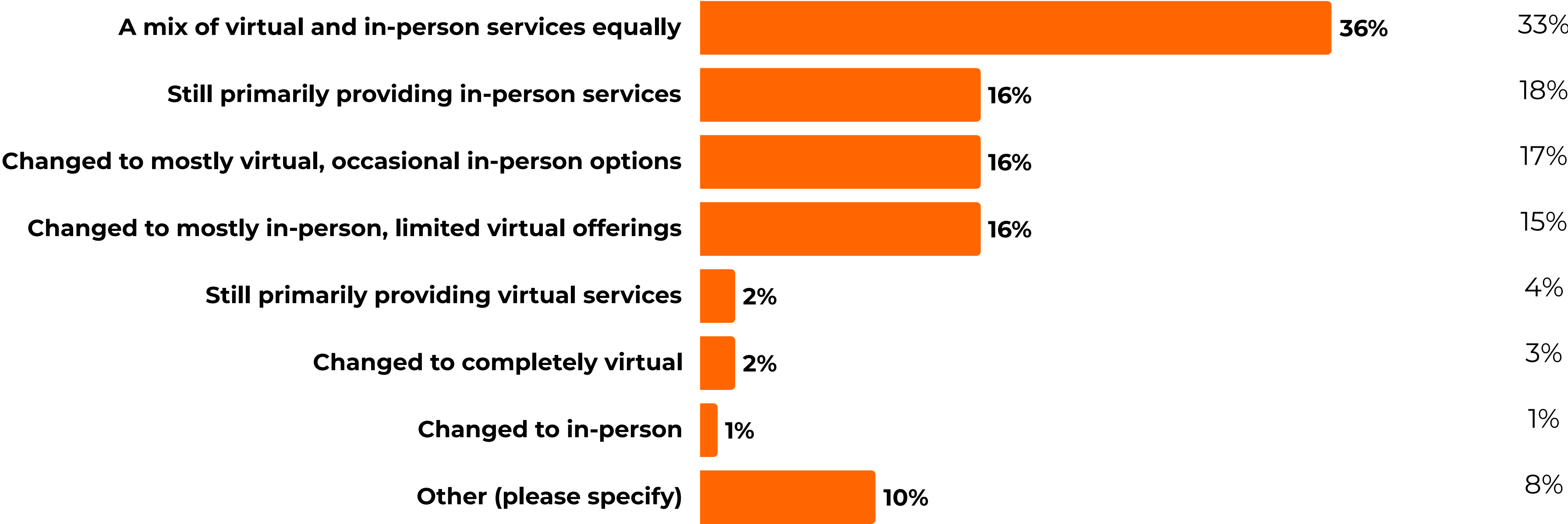
**Note:** For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



# Changes in Career Services Delivery Since Pandemic

n=88

National



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

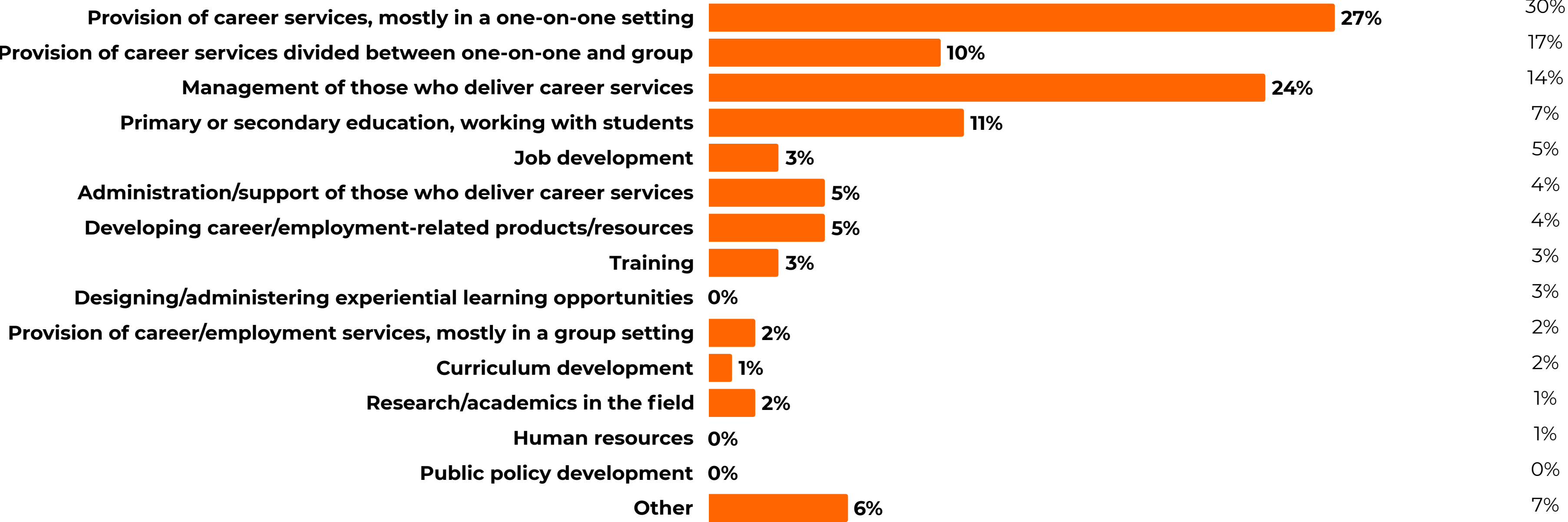




# Respondent Primary Job Function

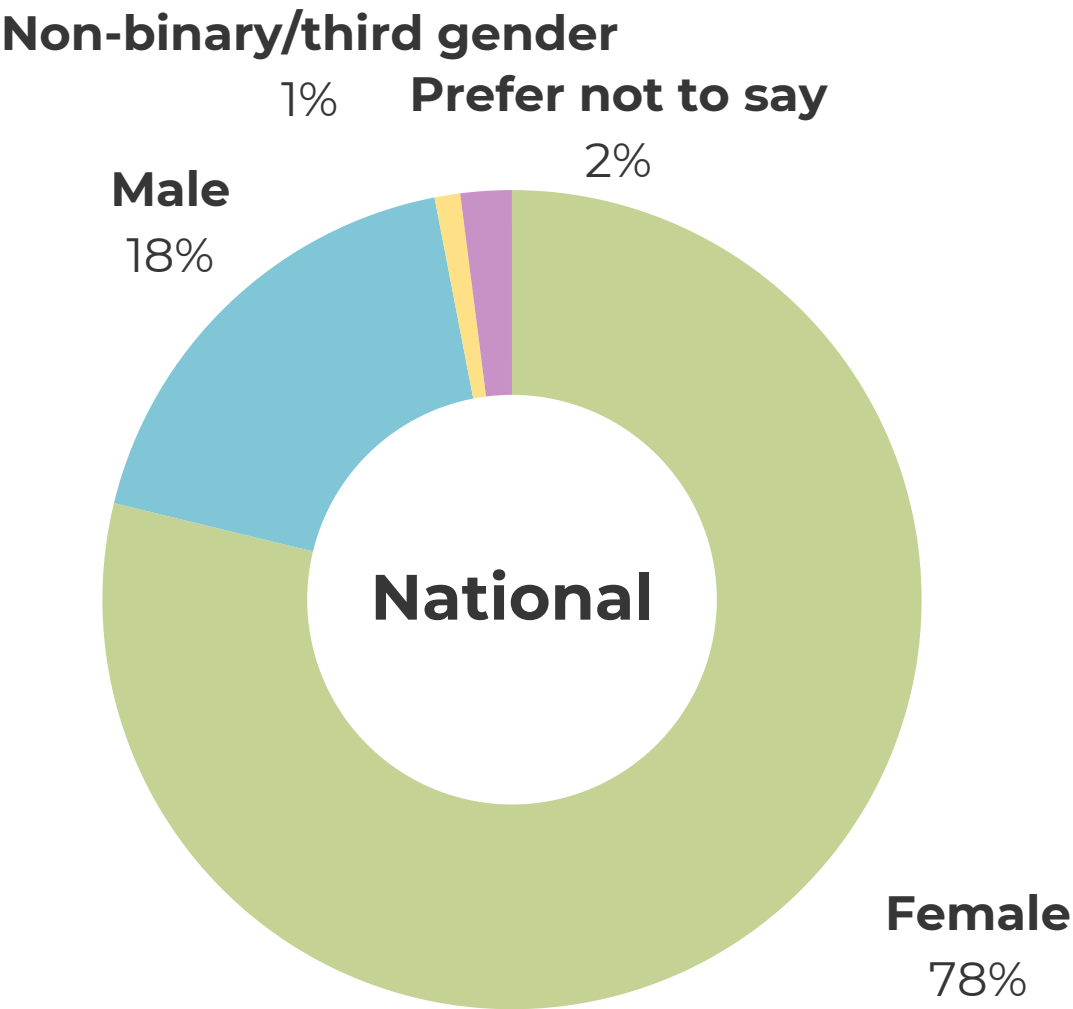
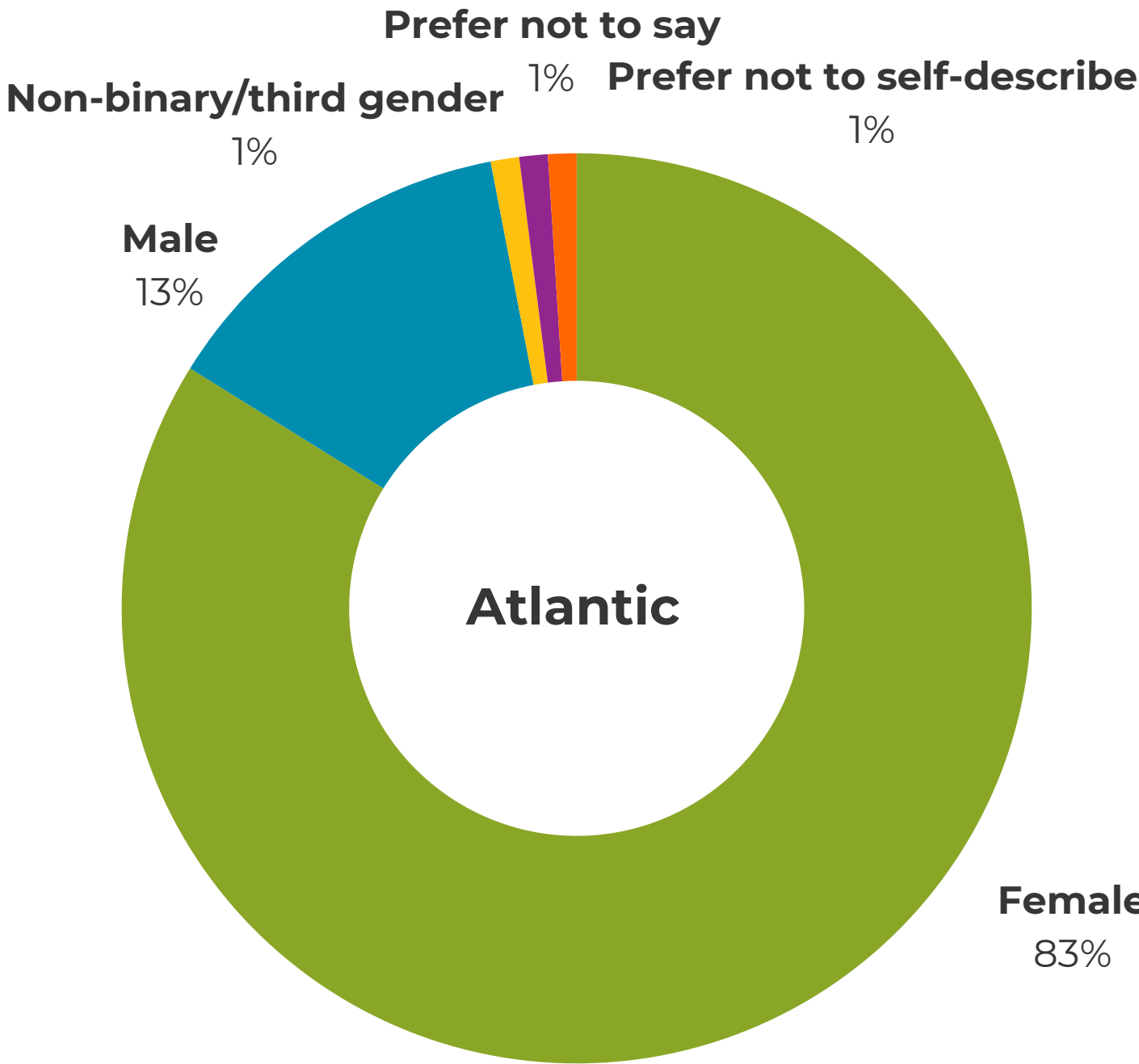
n=88

National



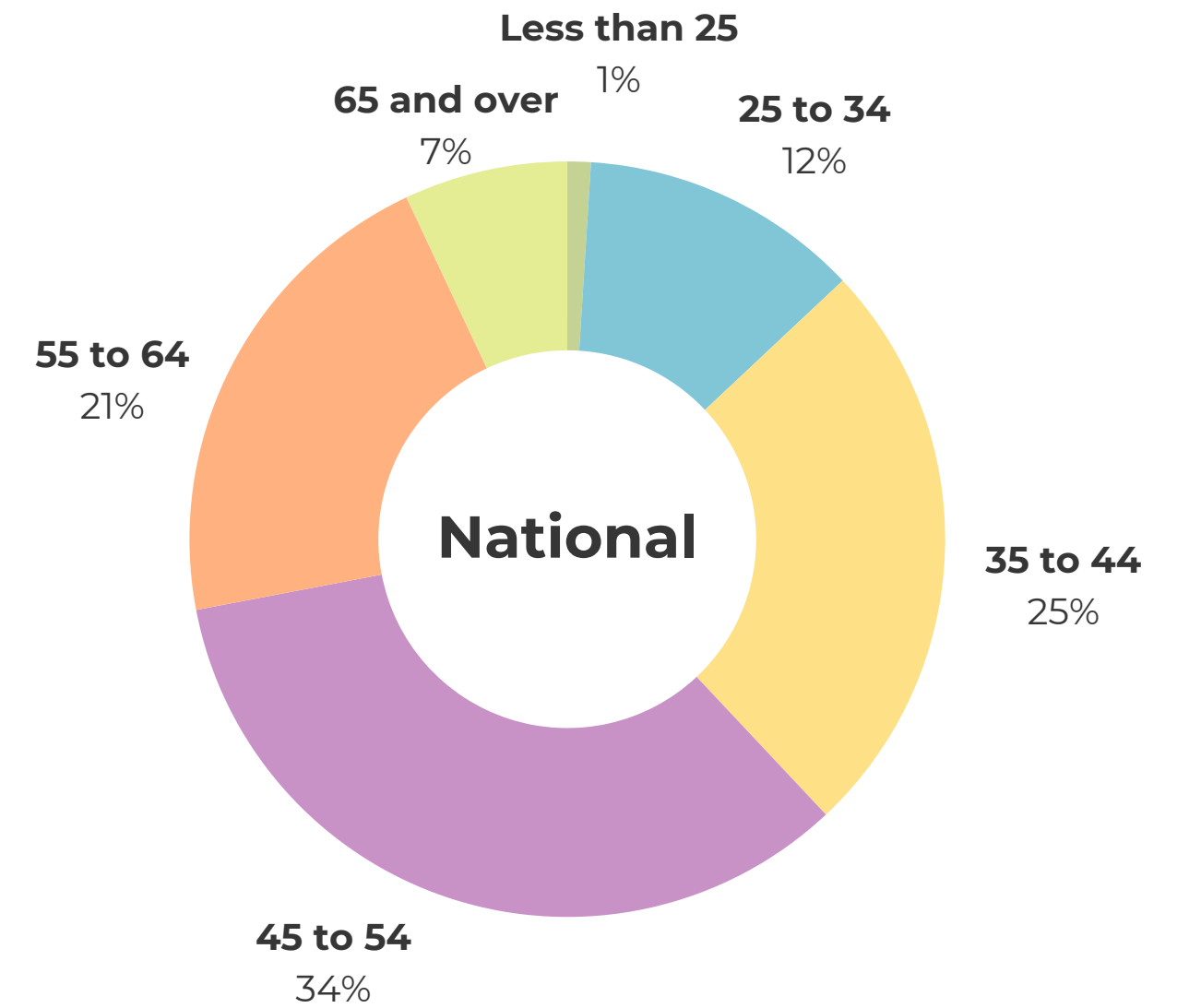
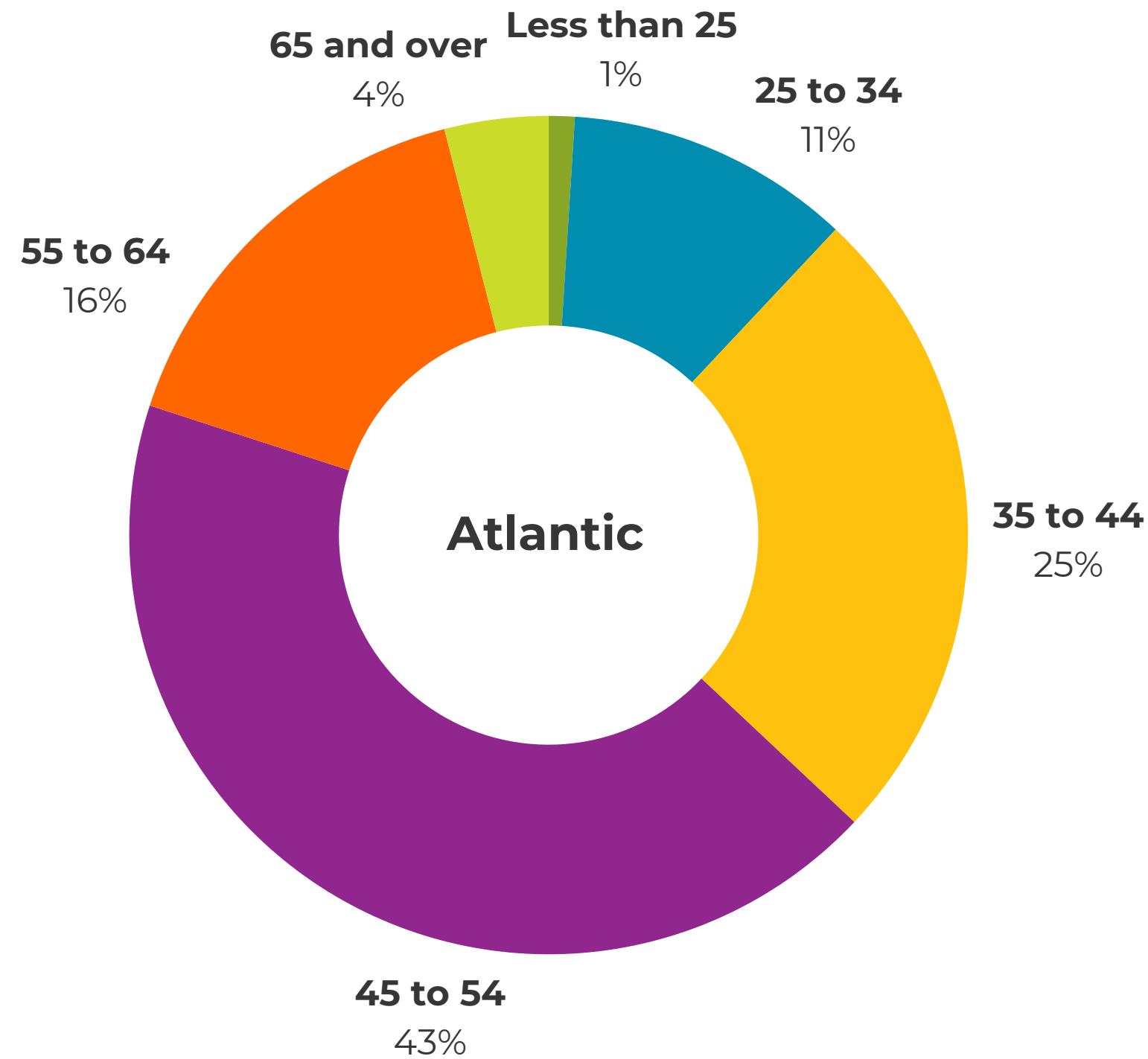
# Gender of Respondent

n=89



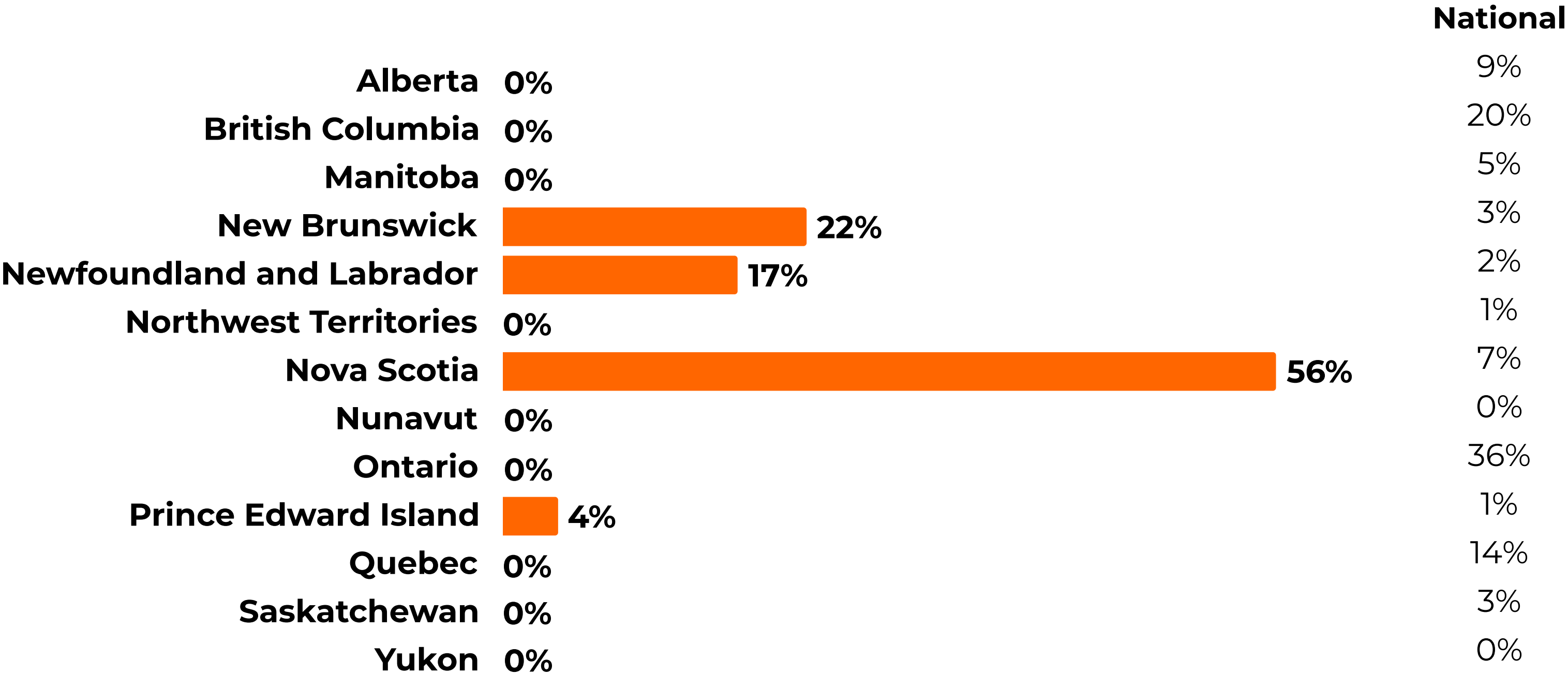
# Age of Respondent

n=89



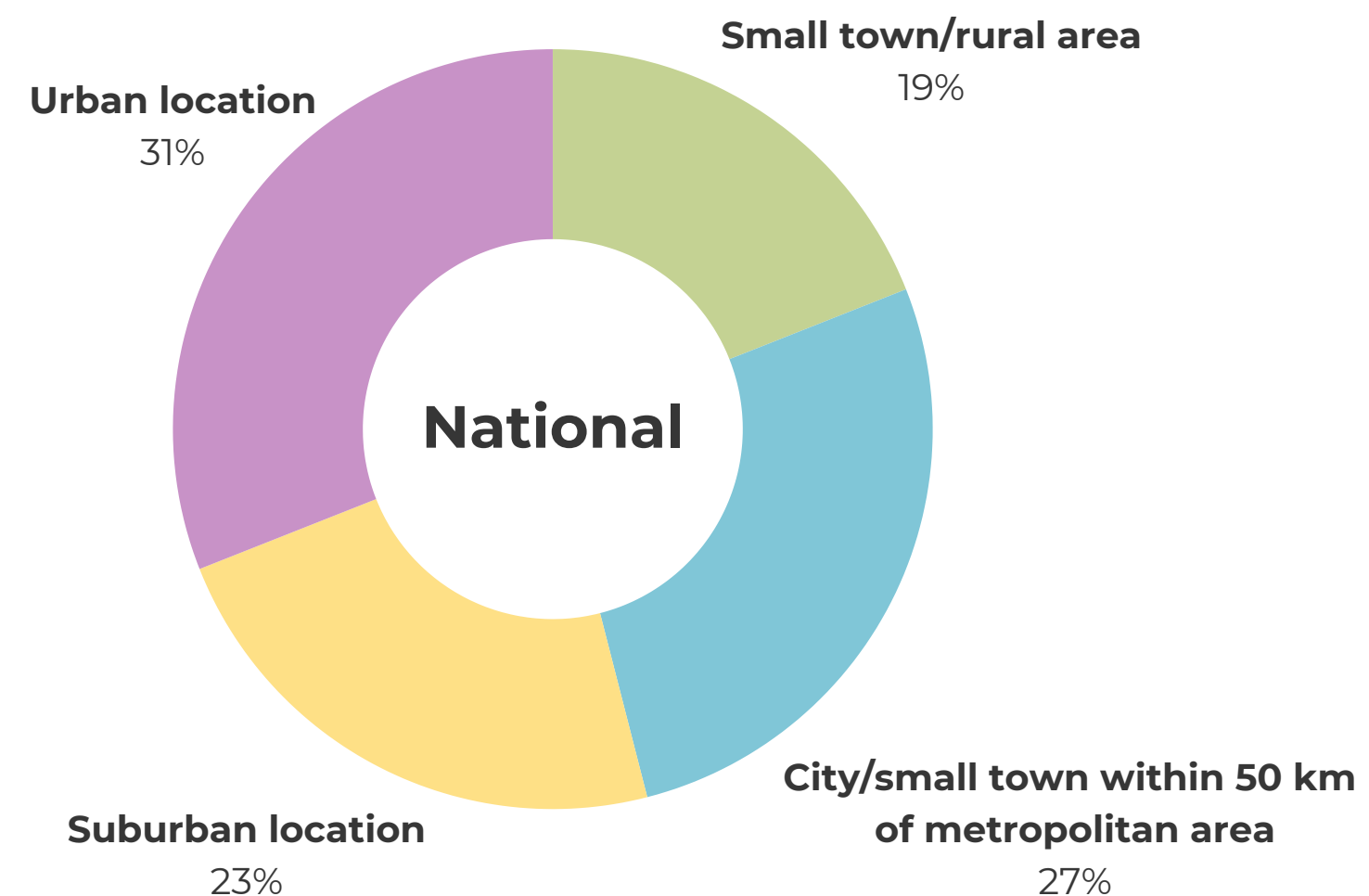
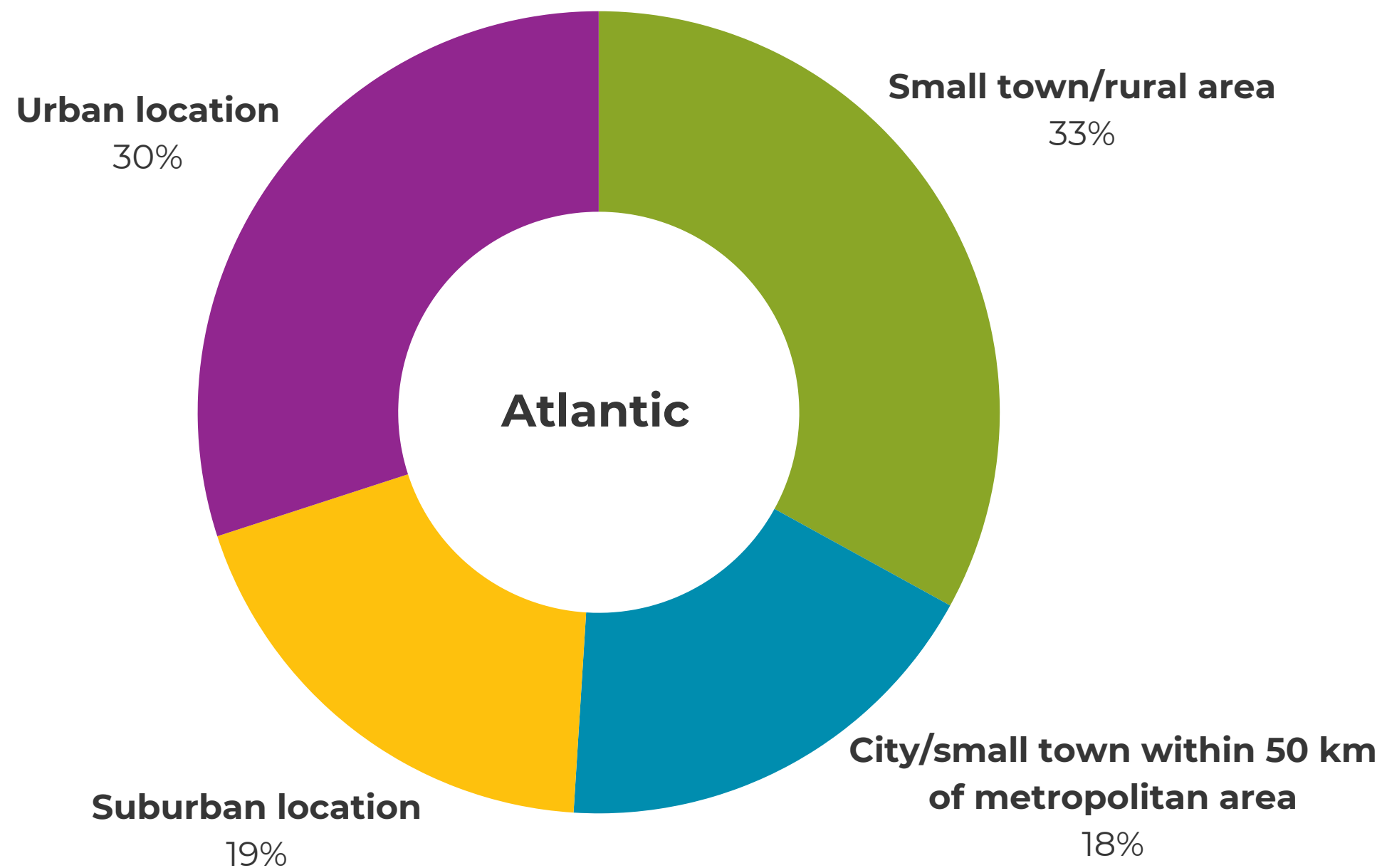
# Location of Respondent

n=89



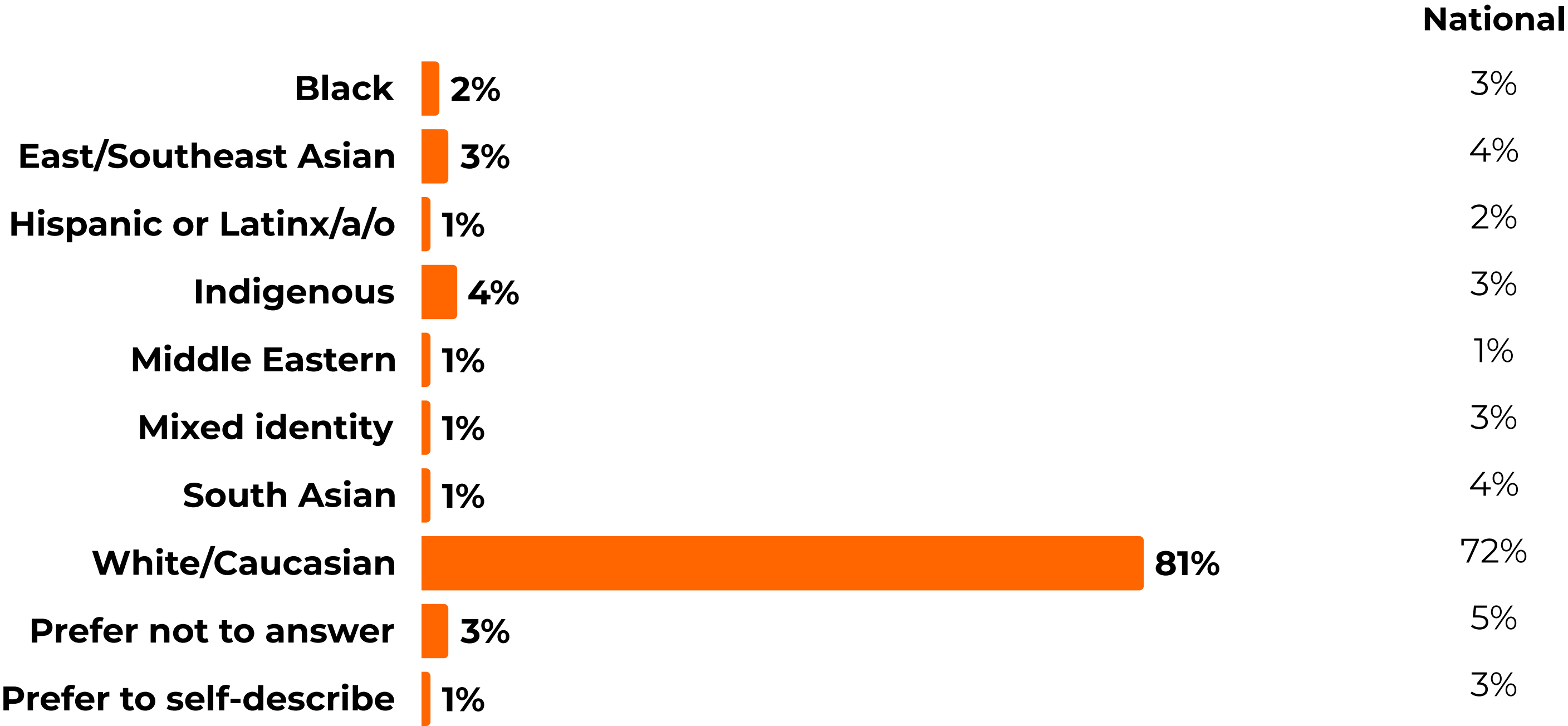
# Type of Community

n=89



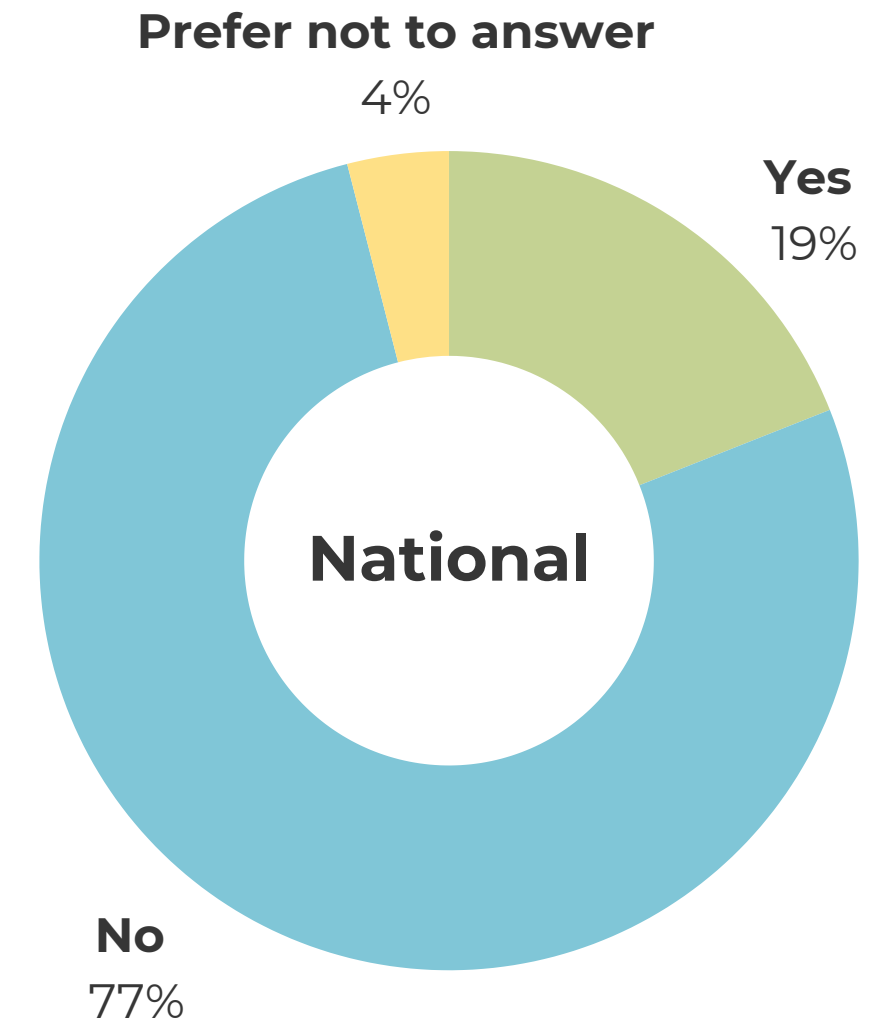
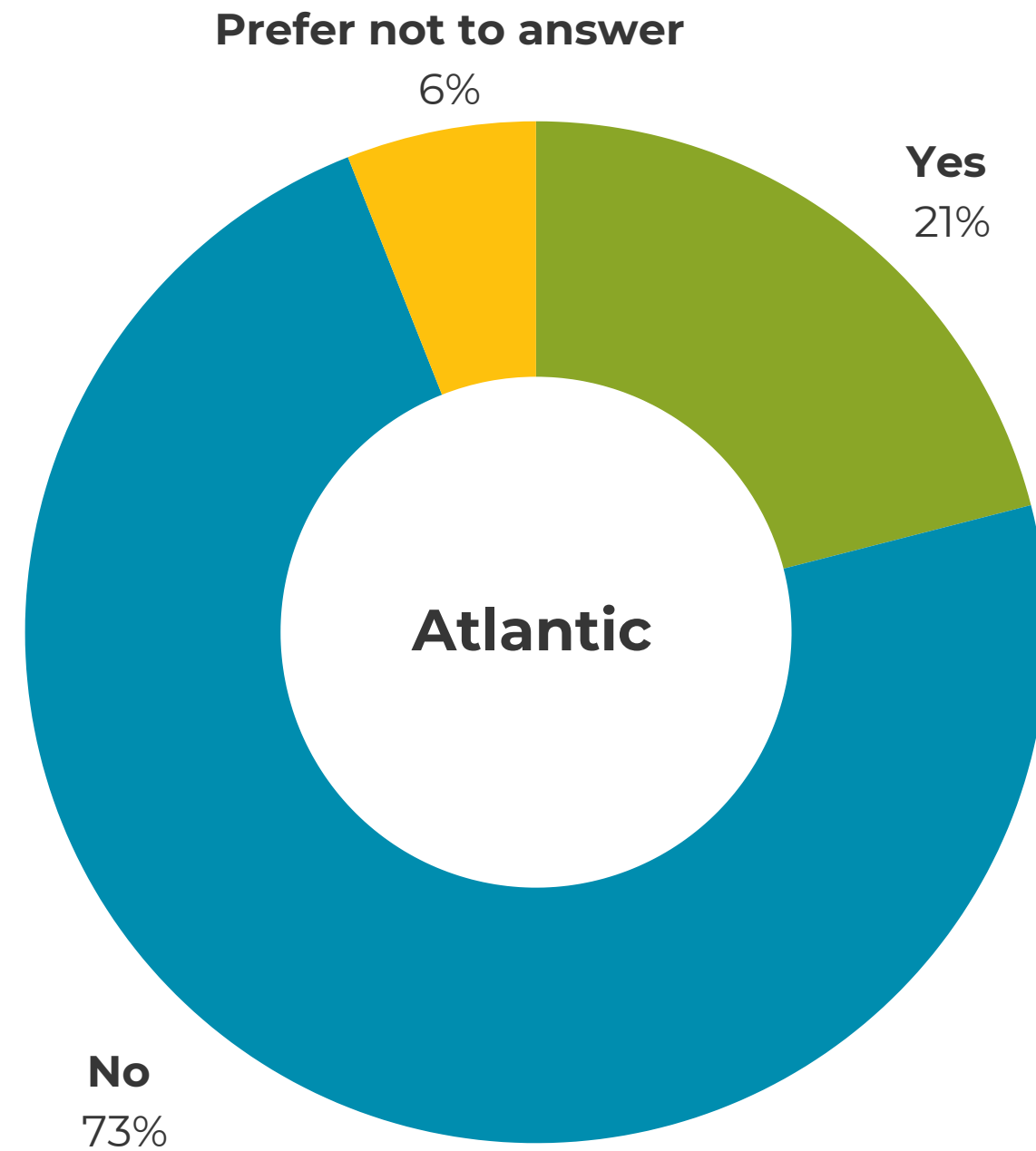
# Ethnic Identity of Respondent

n=89



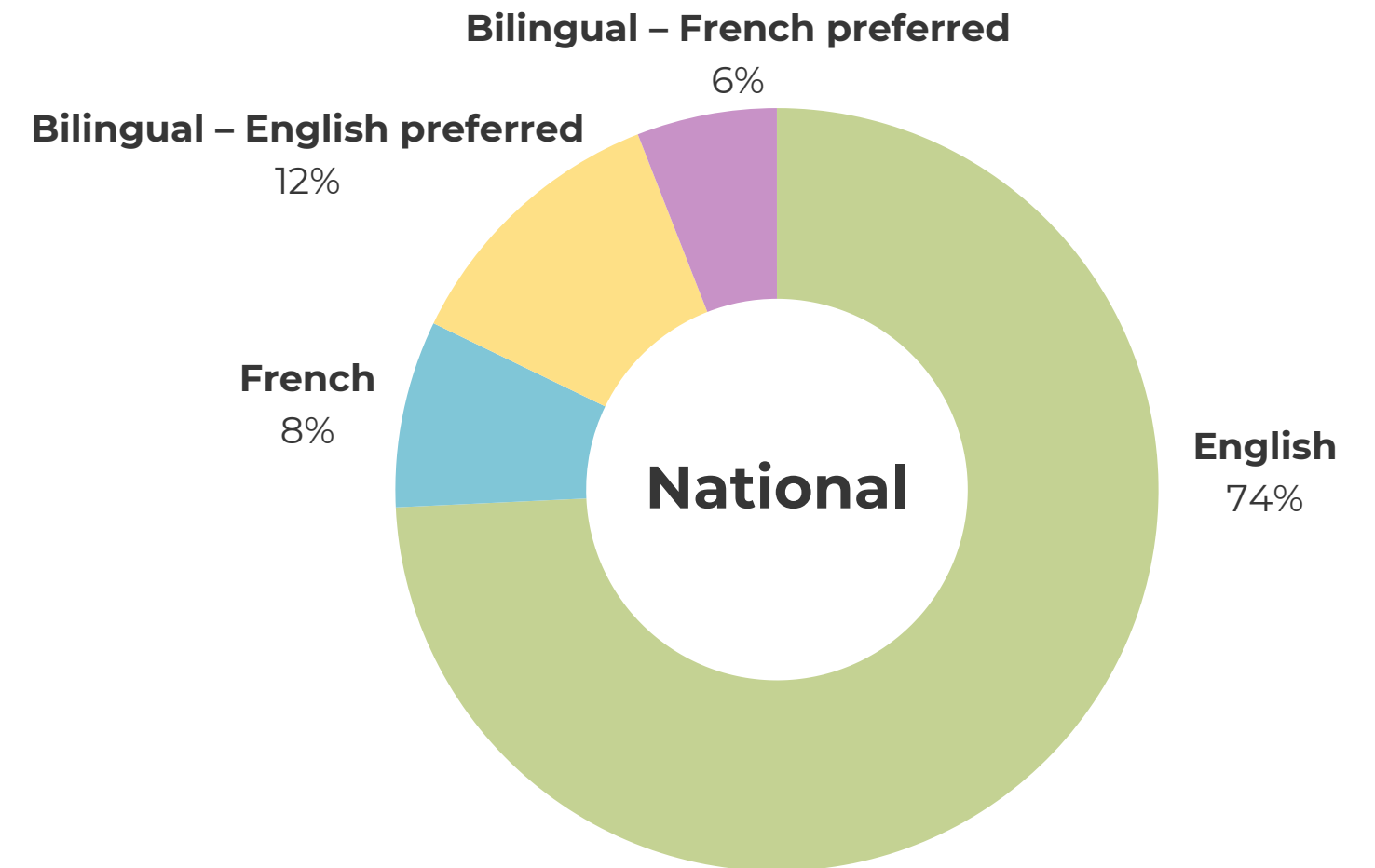
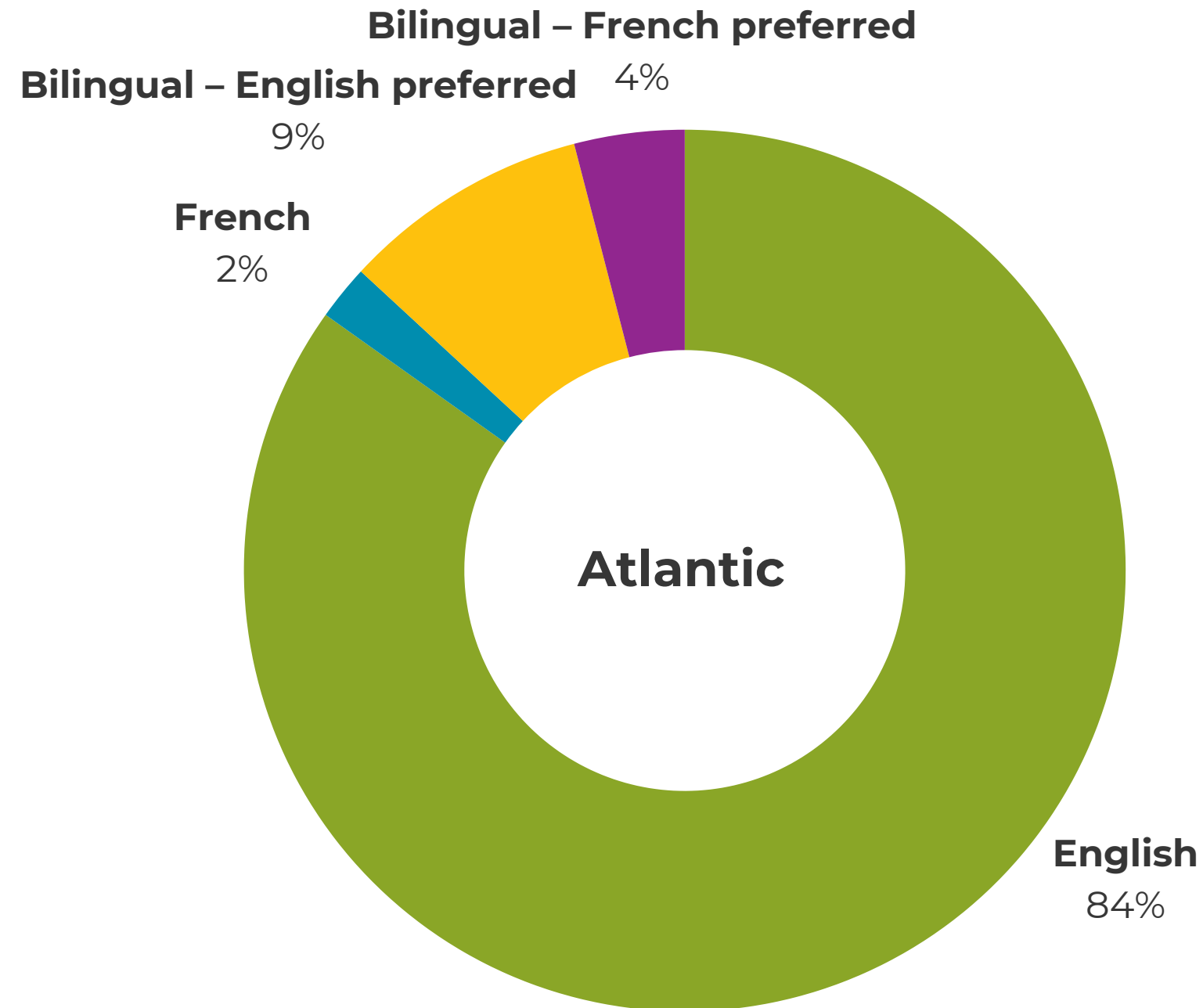
# Self-Identify as Living with Disability

n=89



# Language(s) of Respondent

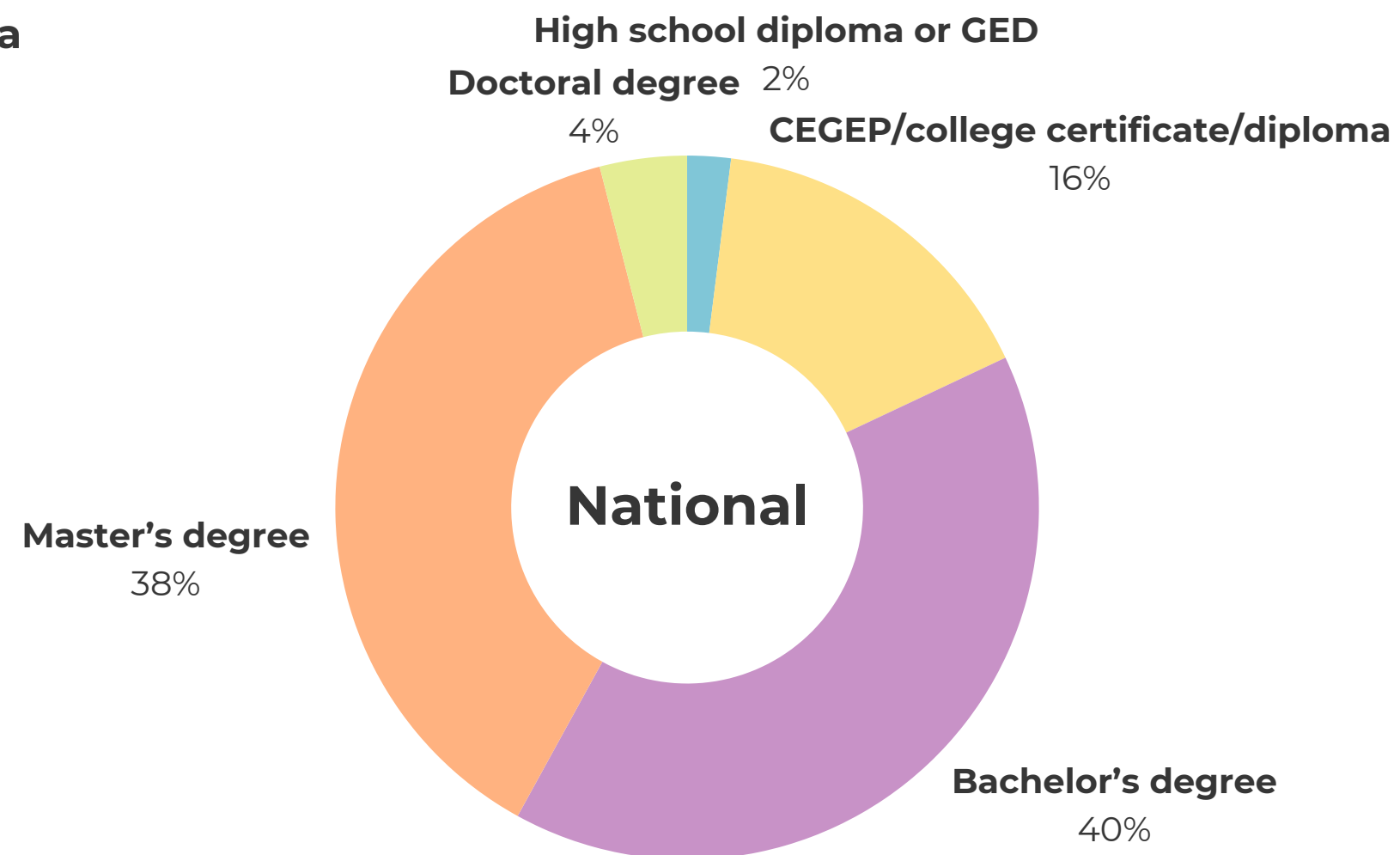
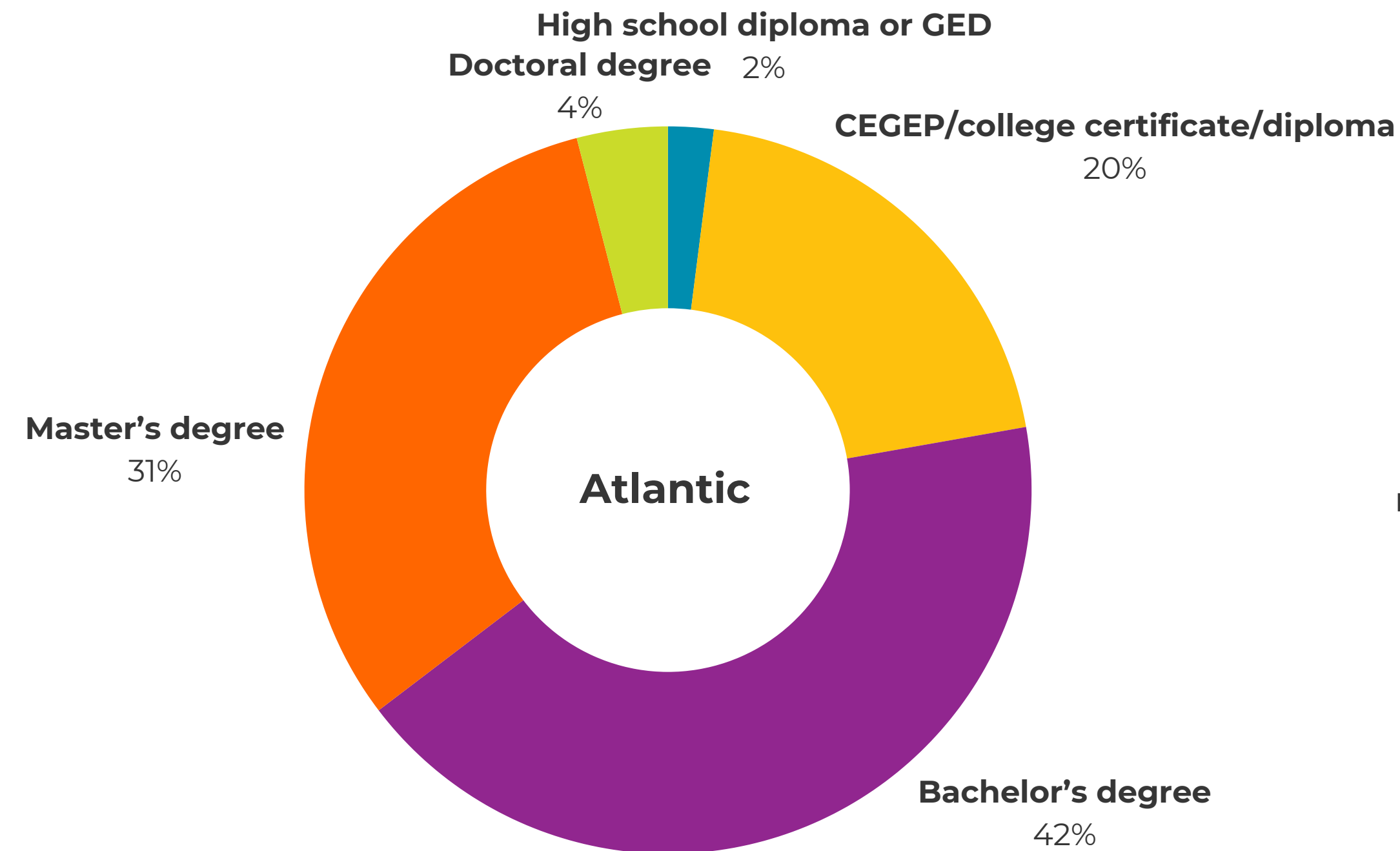
n=89





# Education Level of Respondent

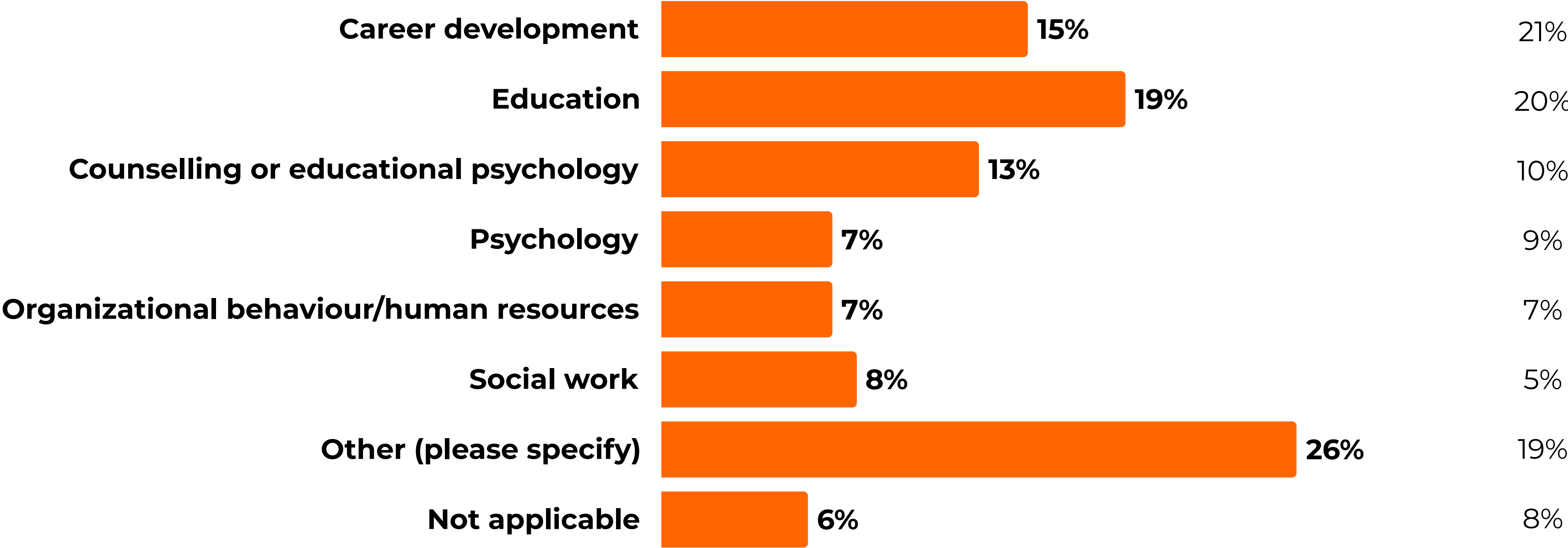
n=89



# Main Area of Focus in Education

n=88

**National**



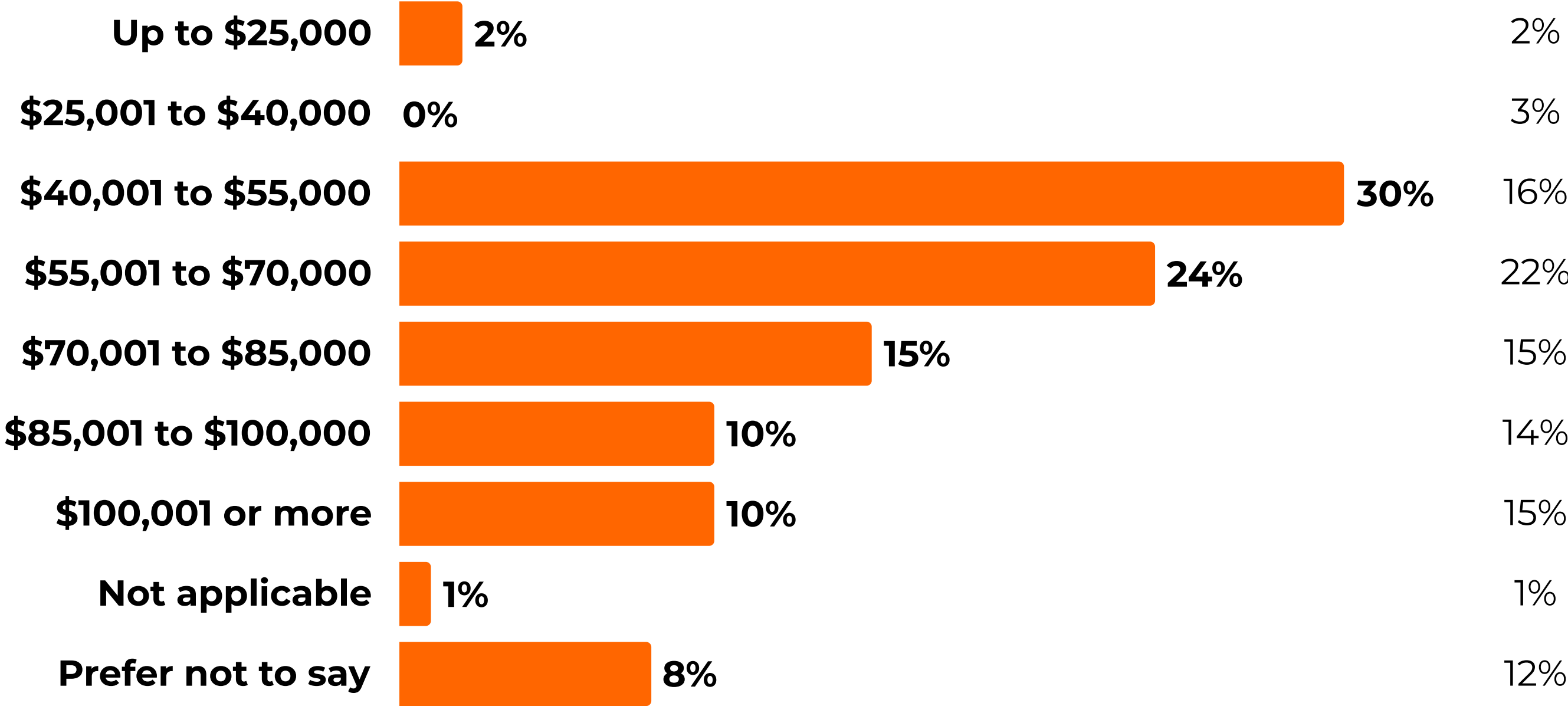
Popular other responses: Business (4%) and Communication (2%).



# Gross Annual Income of Respondent

n=88

National



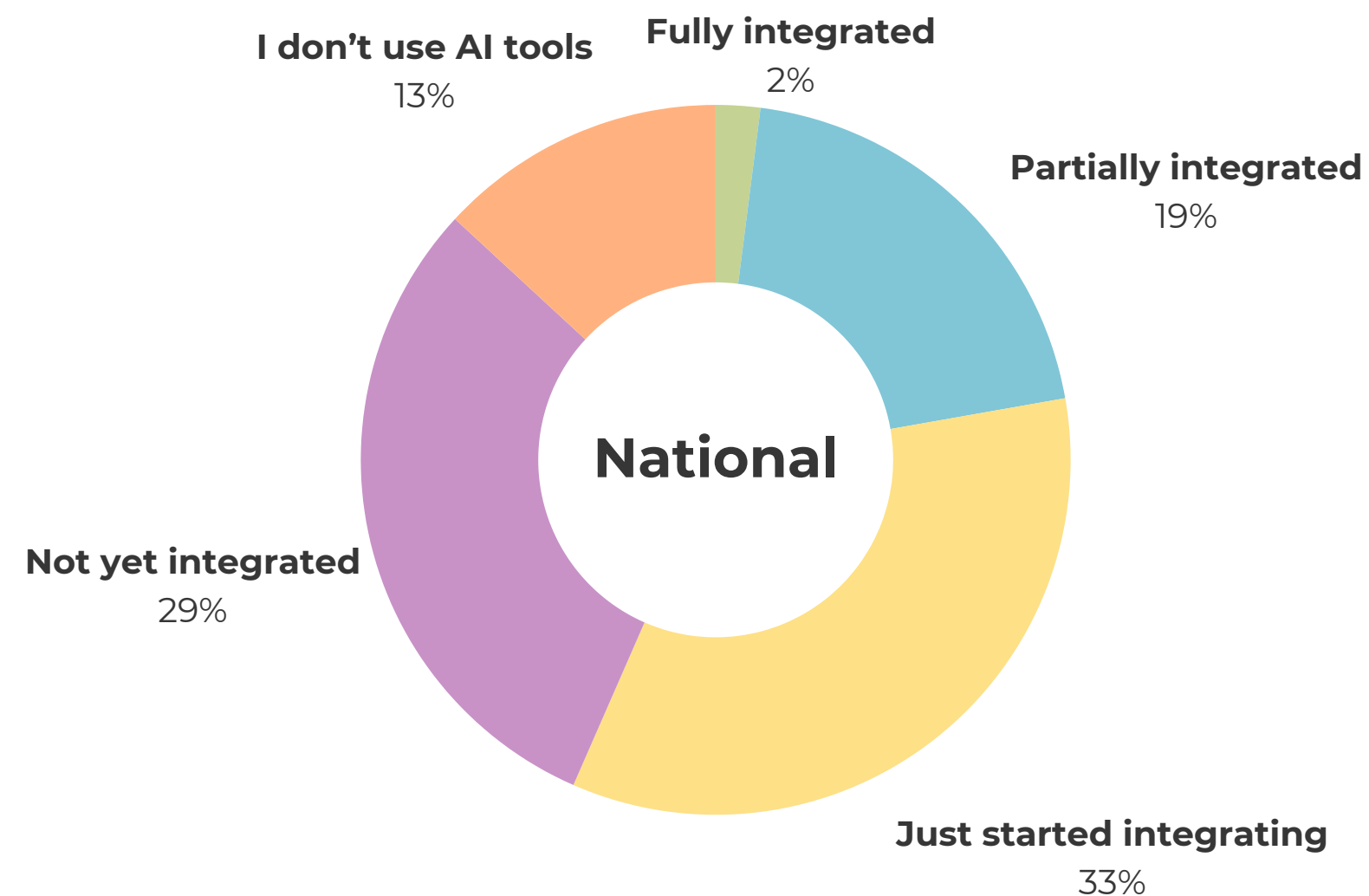
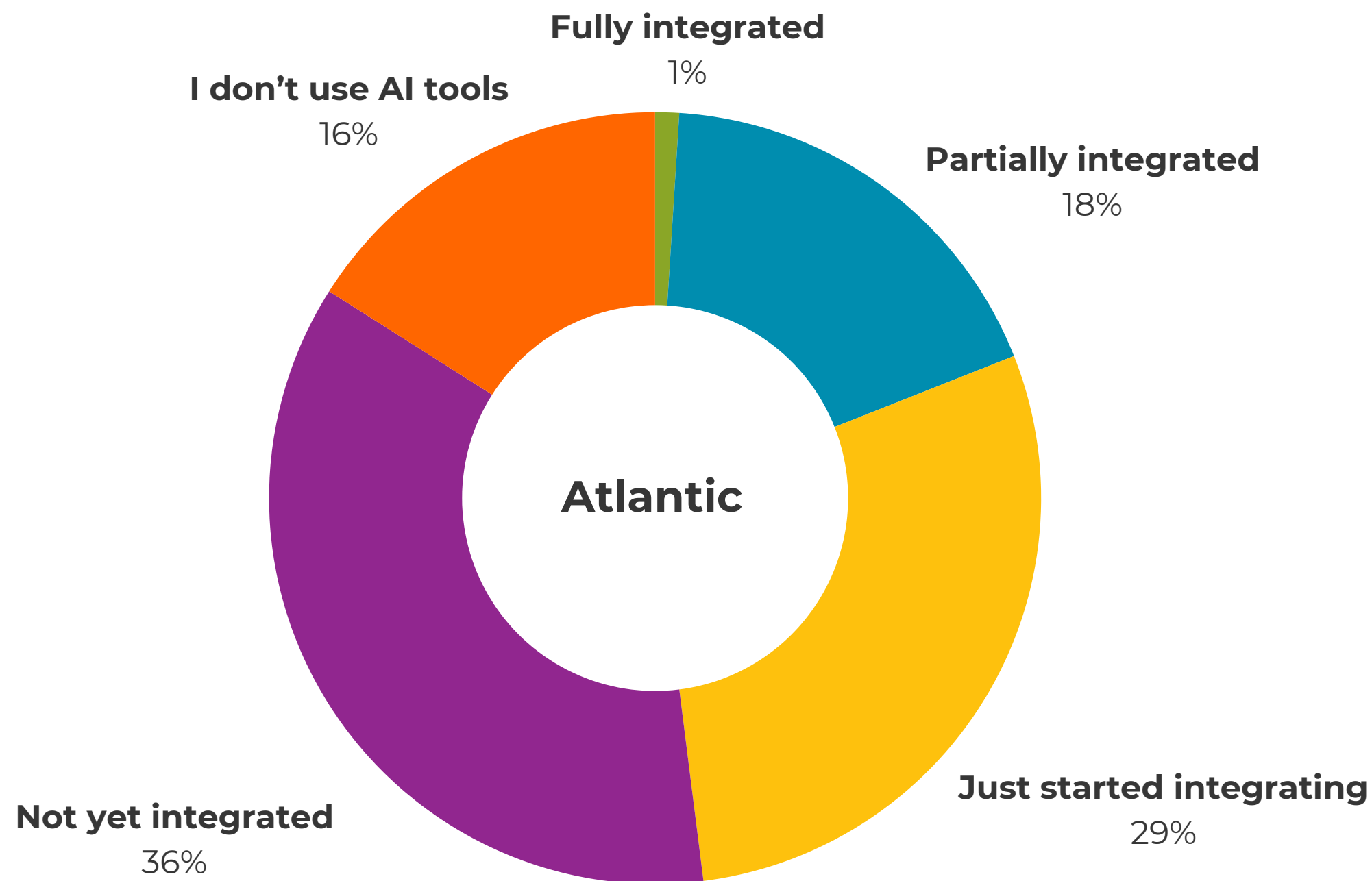
## **Section 2:**

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



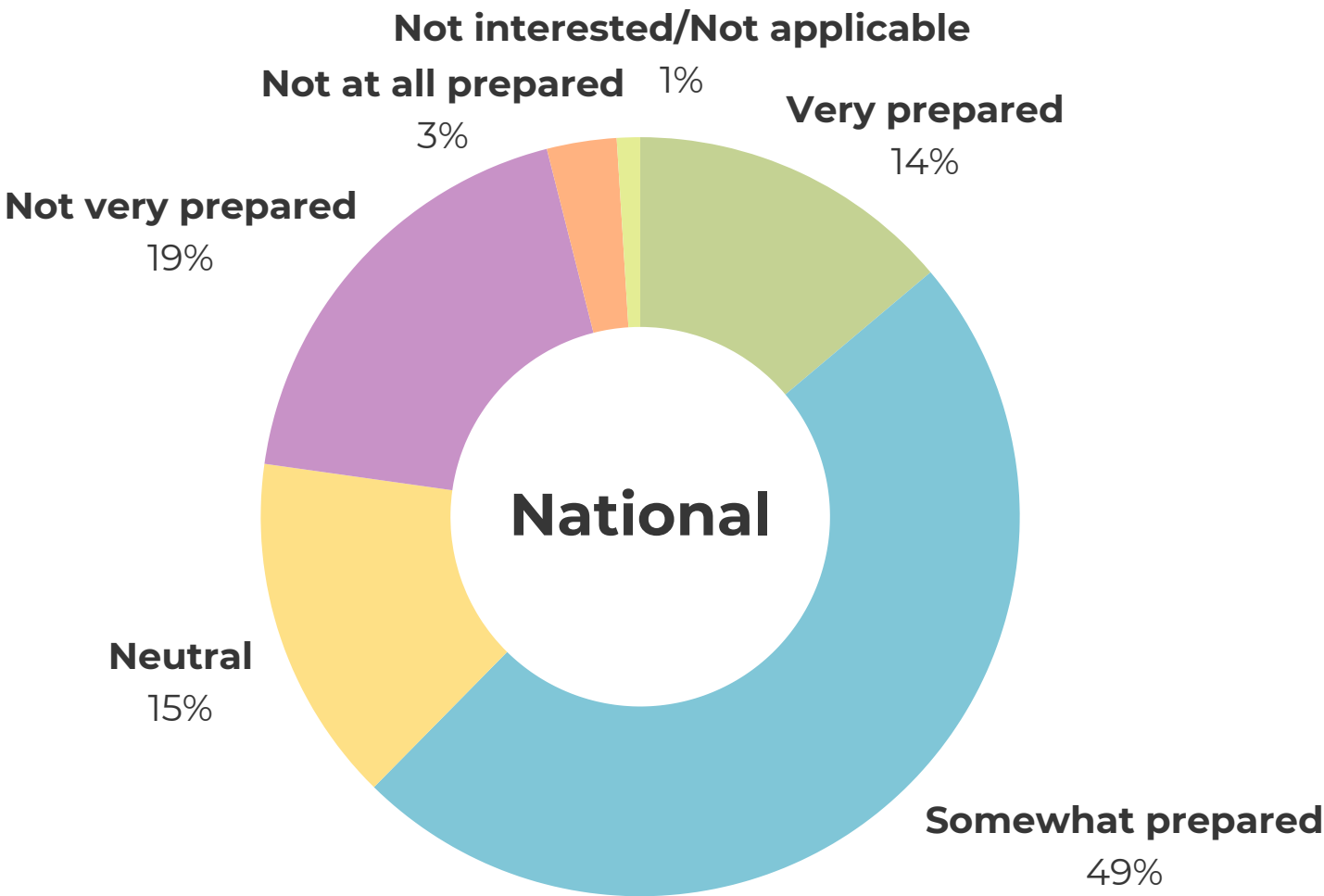
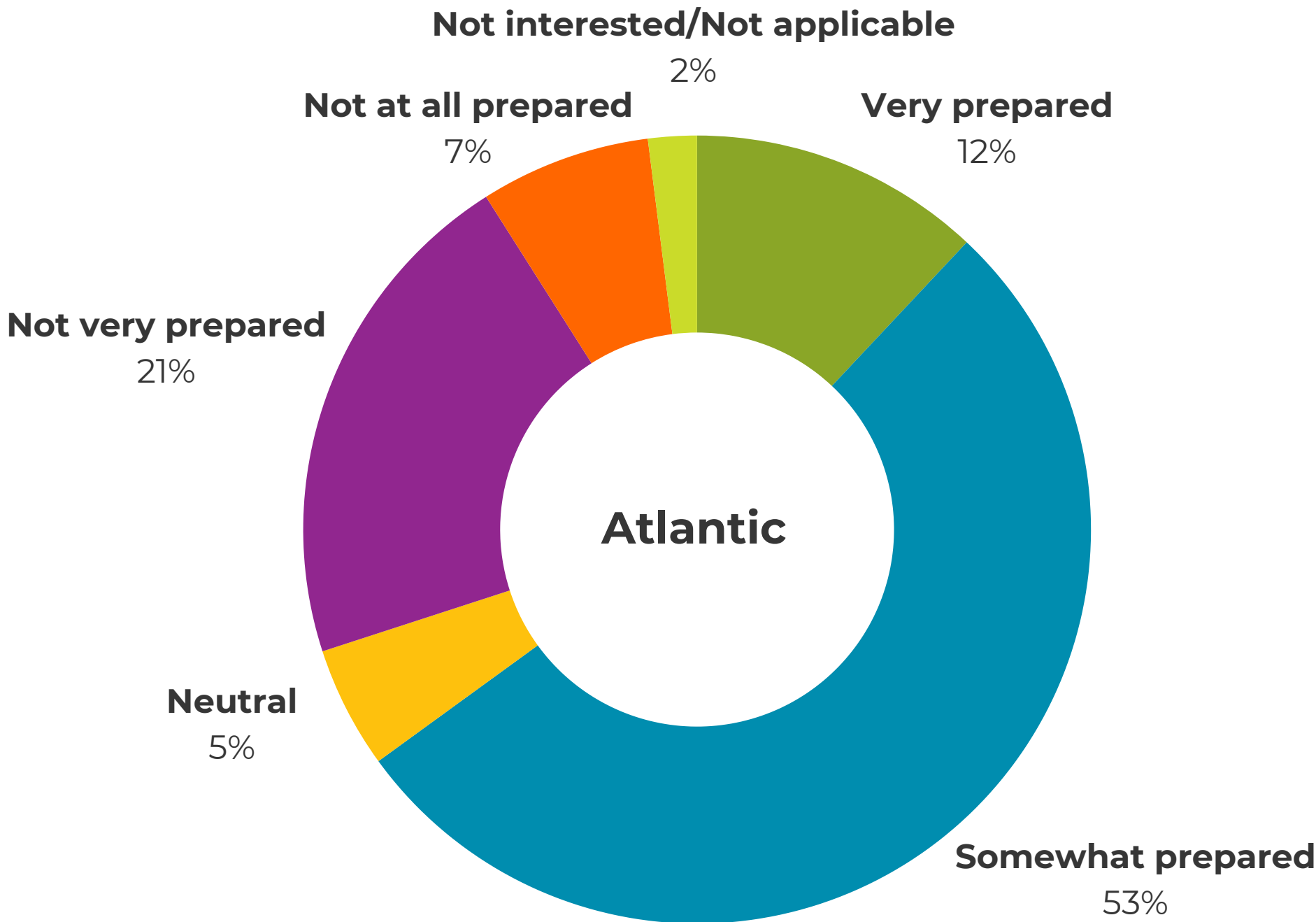
# Integration of AI Tools in Field

n=89



# Preparedness to Integrate AI Tools (among AI users)

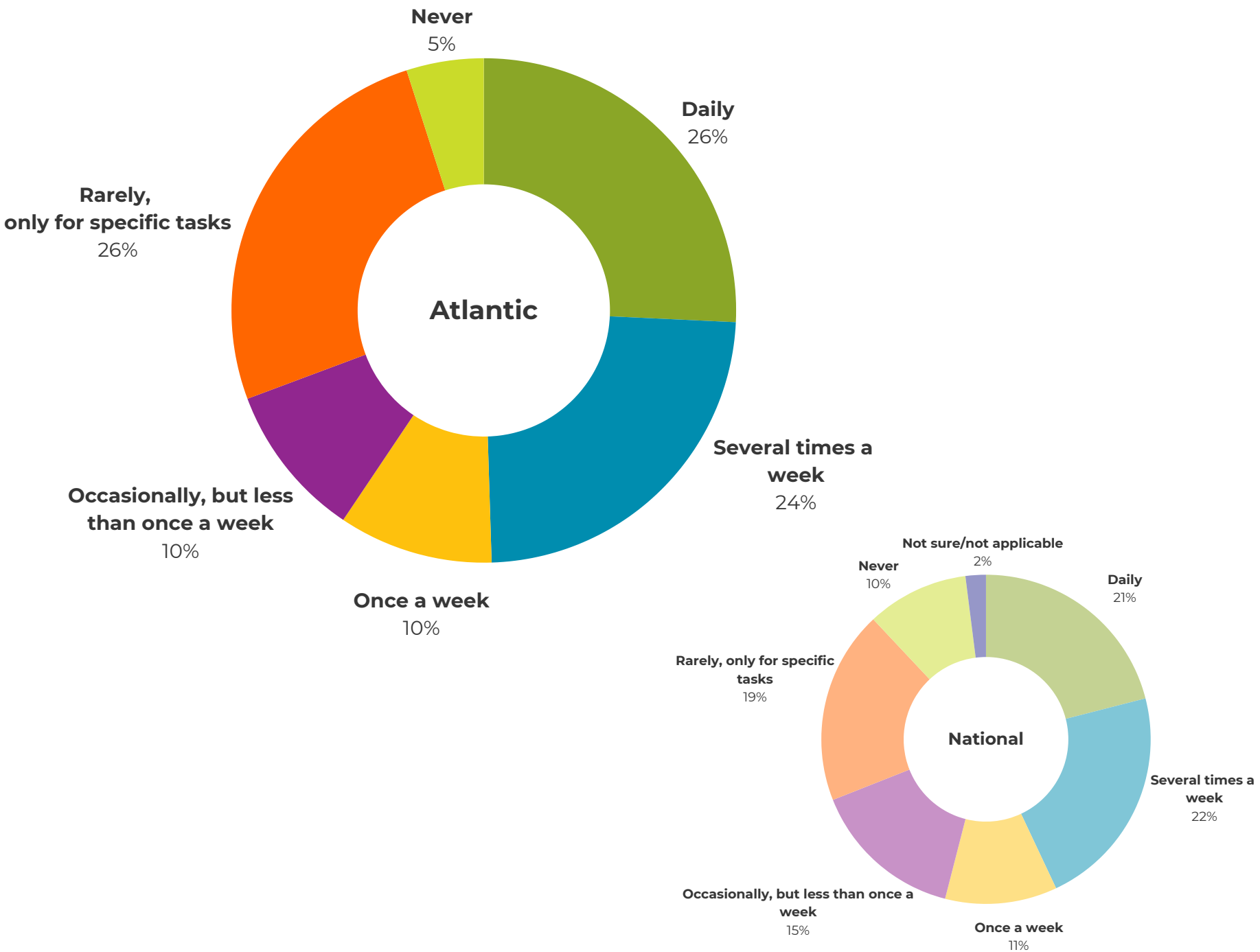
n=43



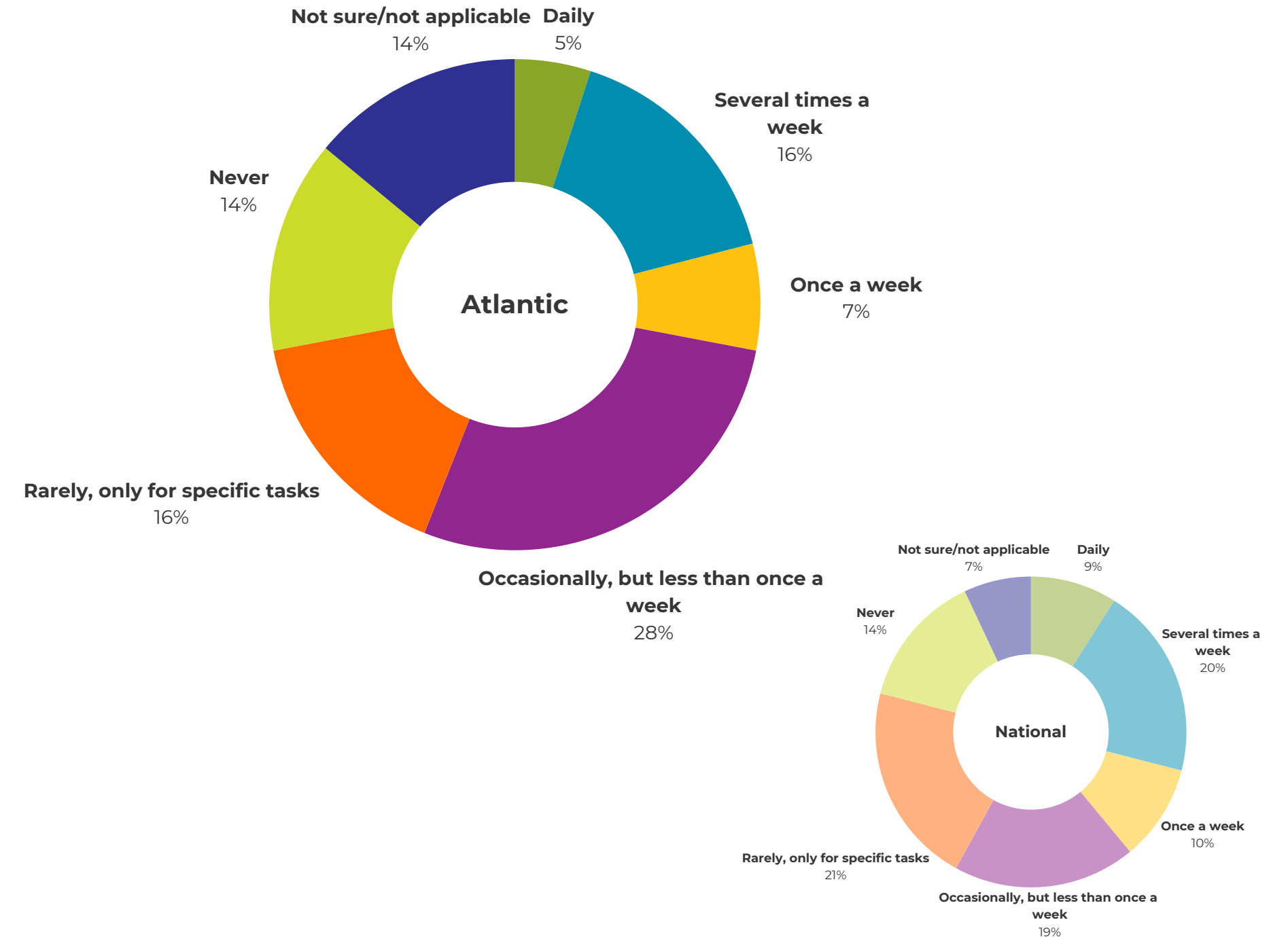
# Frequency of Using AI Tools in Field (among AI users)

n=43

## Administrative Duties



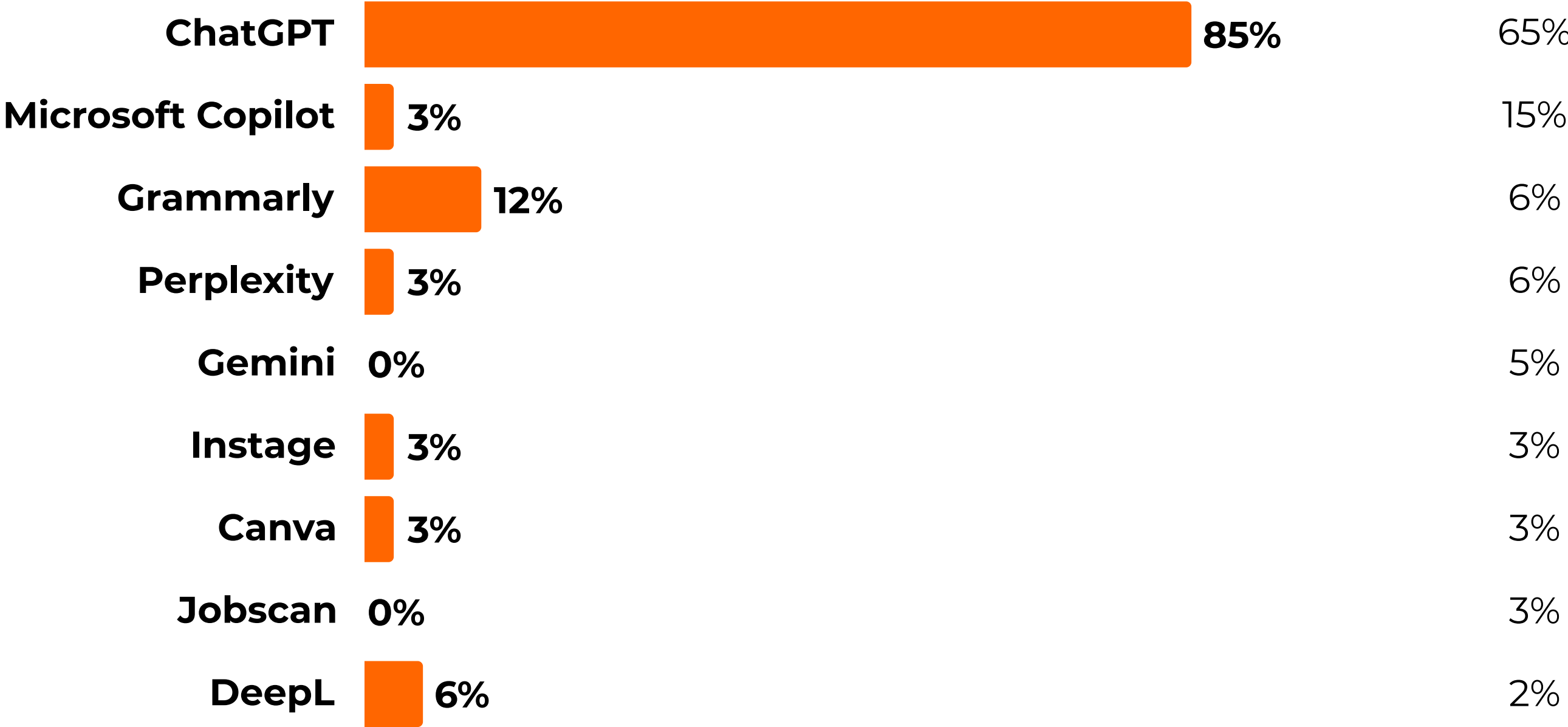
## Direct Client Support



# AI Tools Incorporated Into Practice (among AI users)

n=33

National

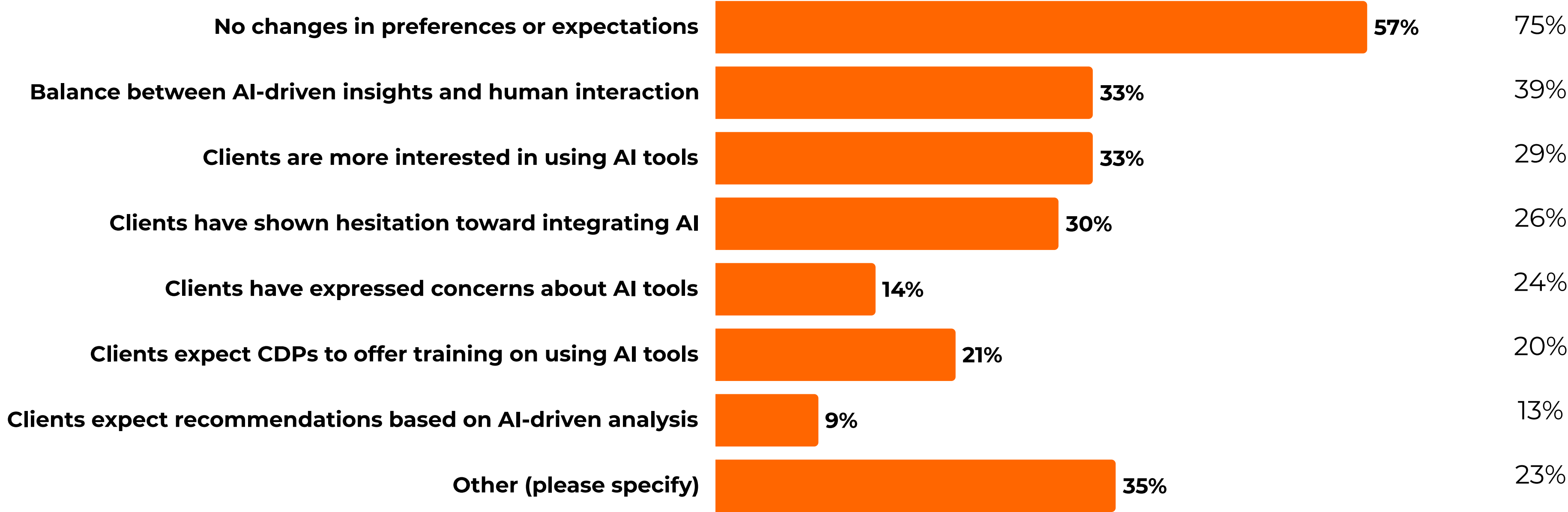




# Changes in Client Expectations Regarding AI

n=43

National



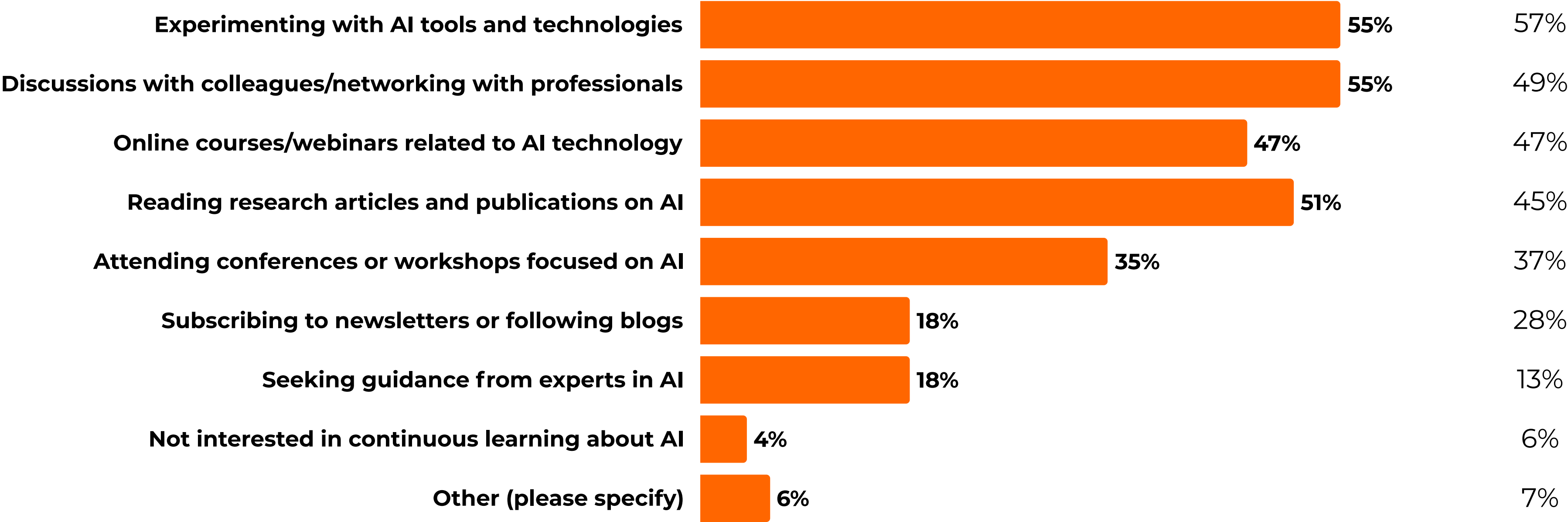
Popular other responses: AI job applications/using AI for resume and cover letter creation (14%) and lack of familiarity with AI (1%).

**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=89

National



Popular other responses: Interested, but have not had time (3%) and not yet engaged in AI technology (1%).

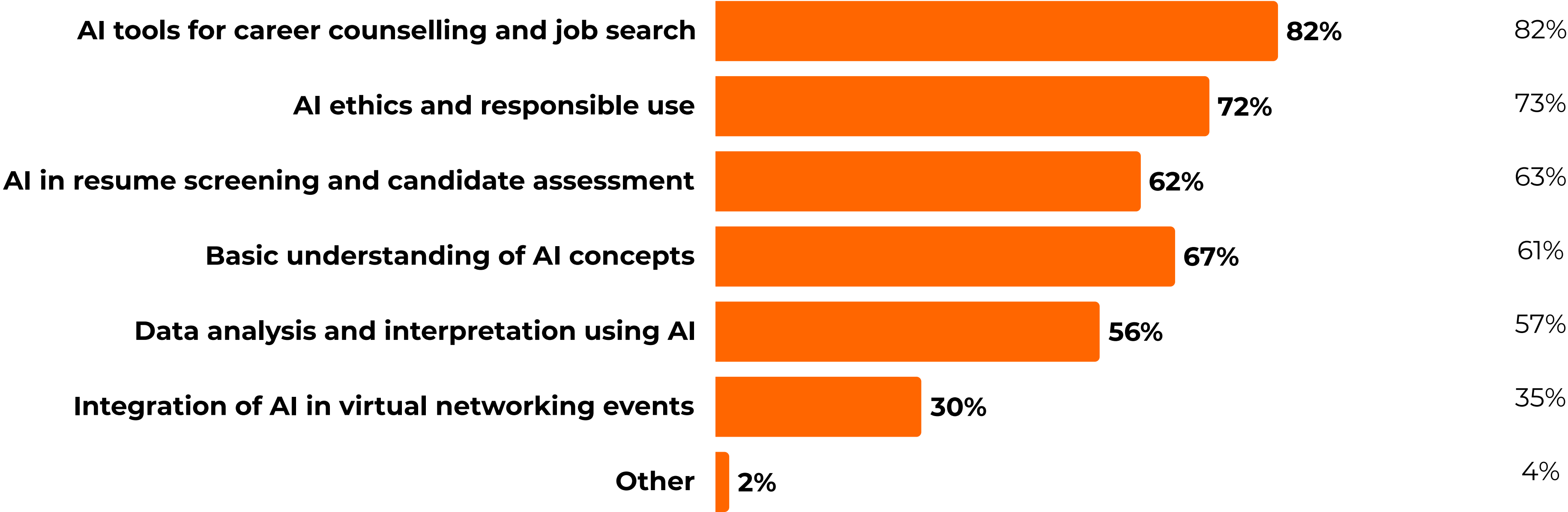
**Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.**



# Types of AI Training Considered Necessary

n=89

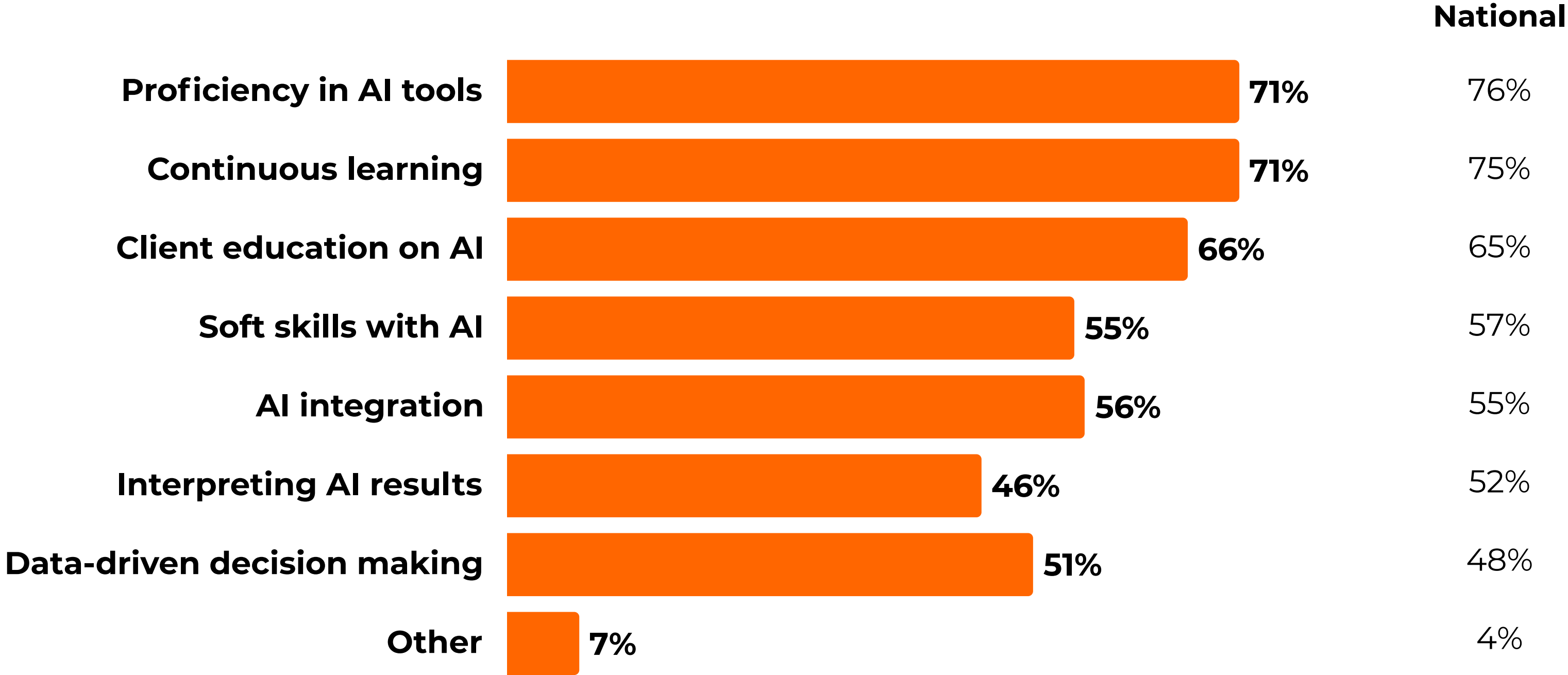
National



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=89



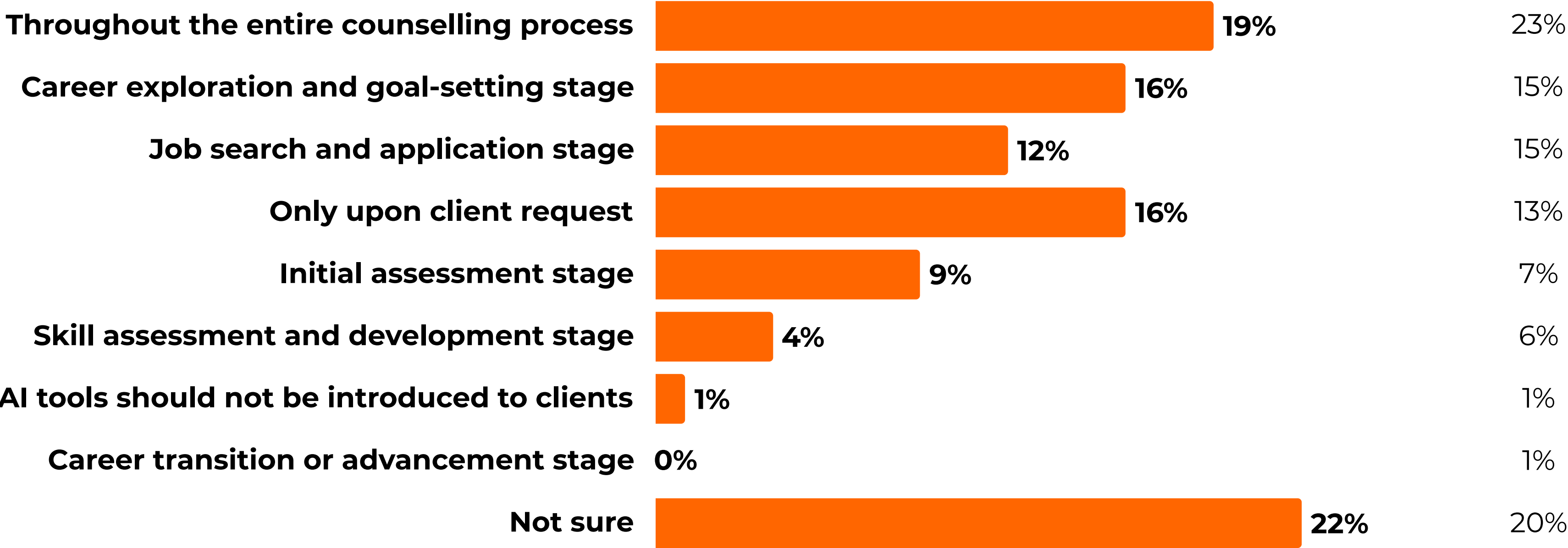
**Note:** For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



# Stage AI Tools Should be Introduced to Clients

n=89

National



## Section 3:

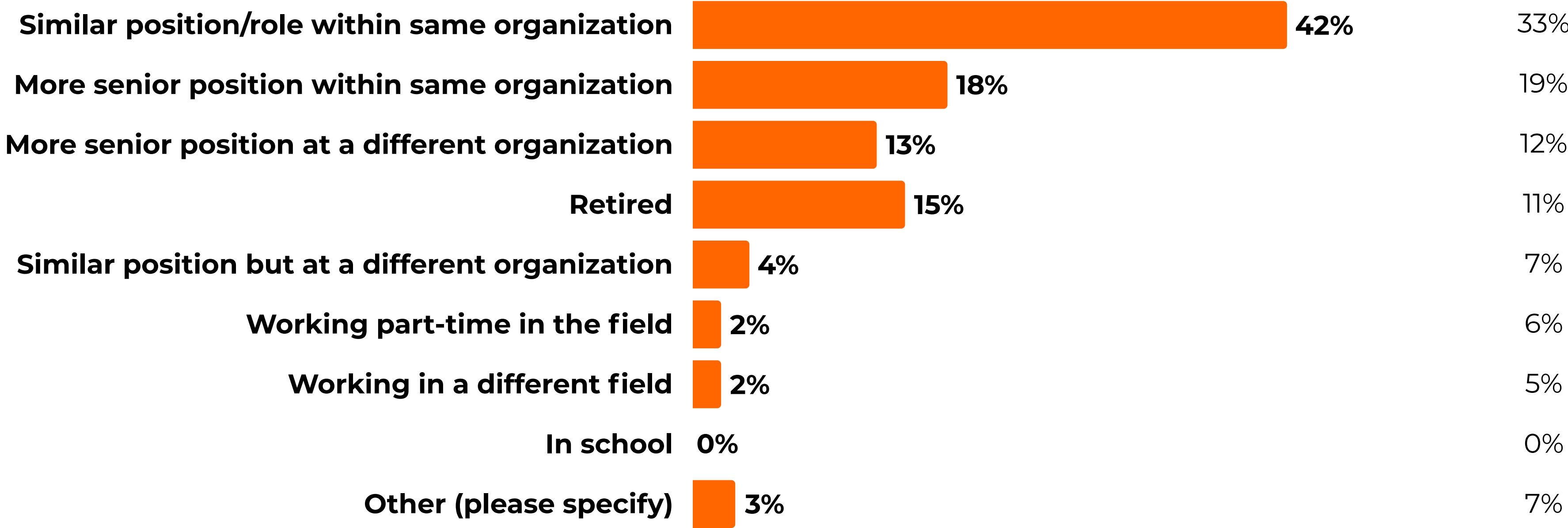
# Career Journey



# Five-year Career Outlook

n=89

National



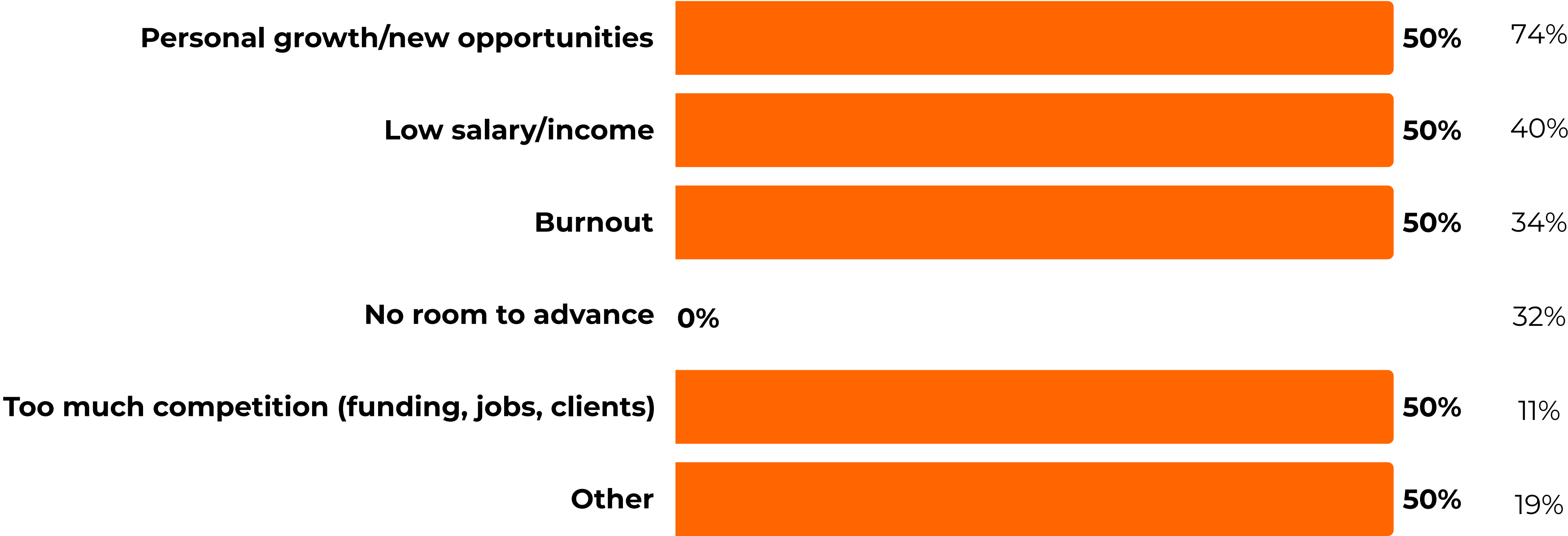
Popular other responses: Unsure (2%).



# Reasons Considering Switching Fields

n=2

National



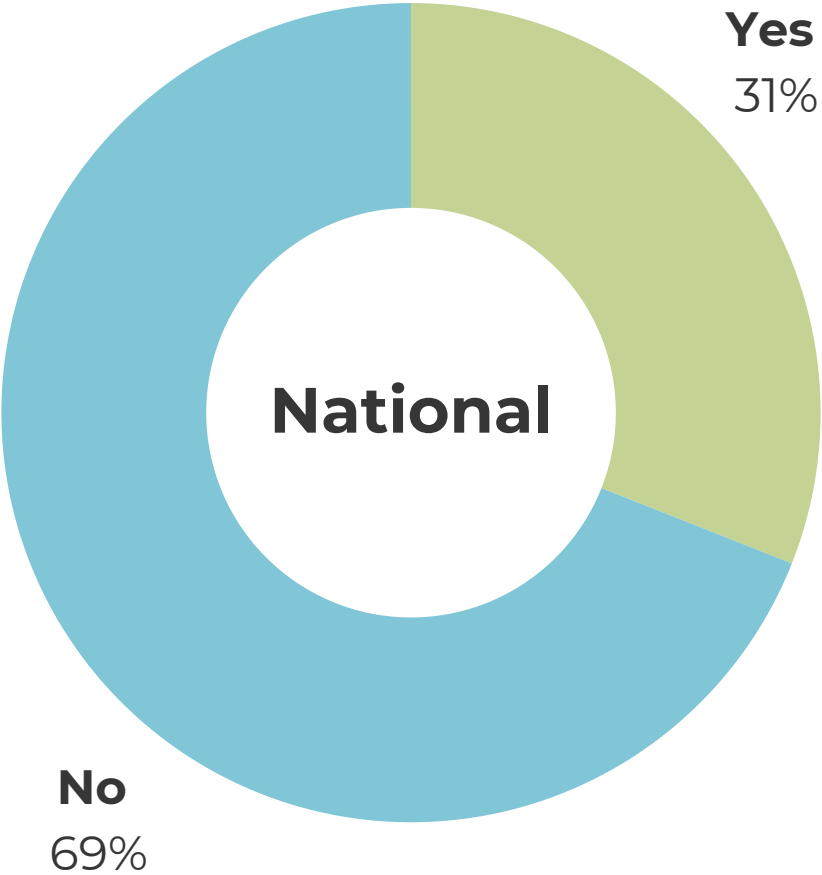
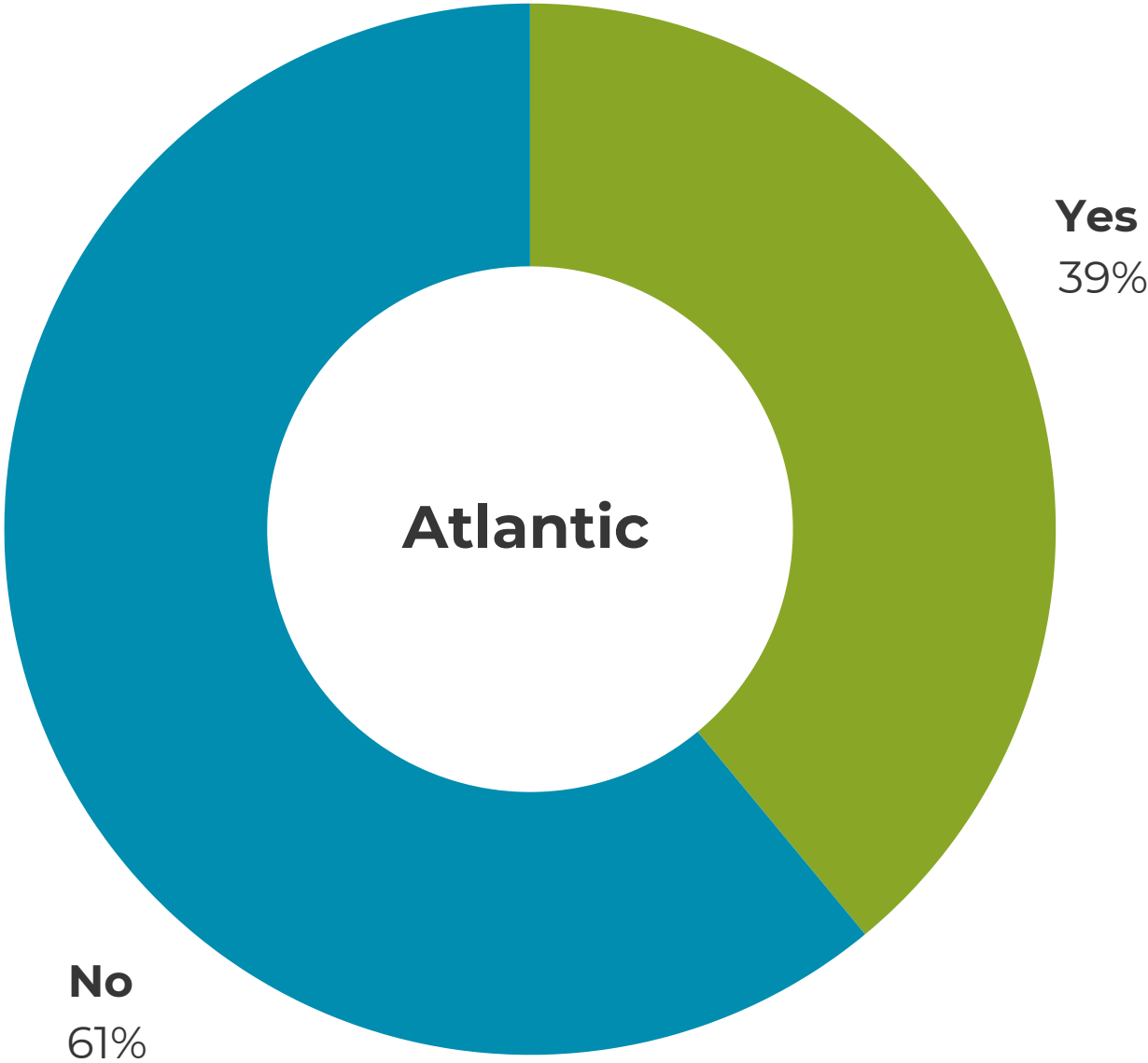
**Note:** For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.





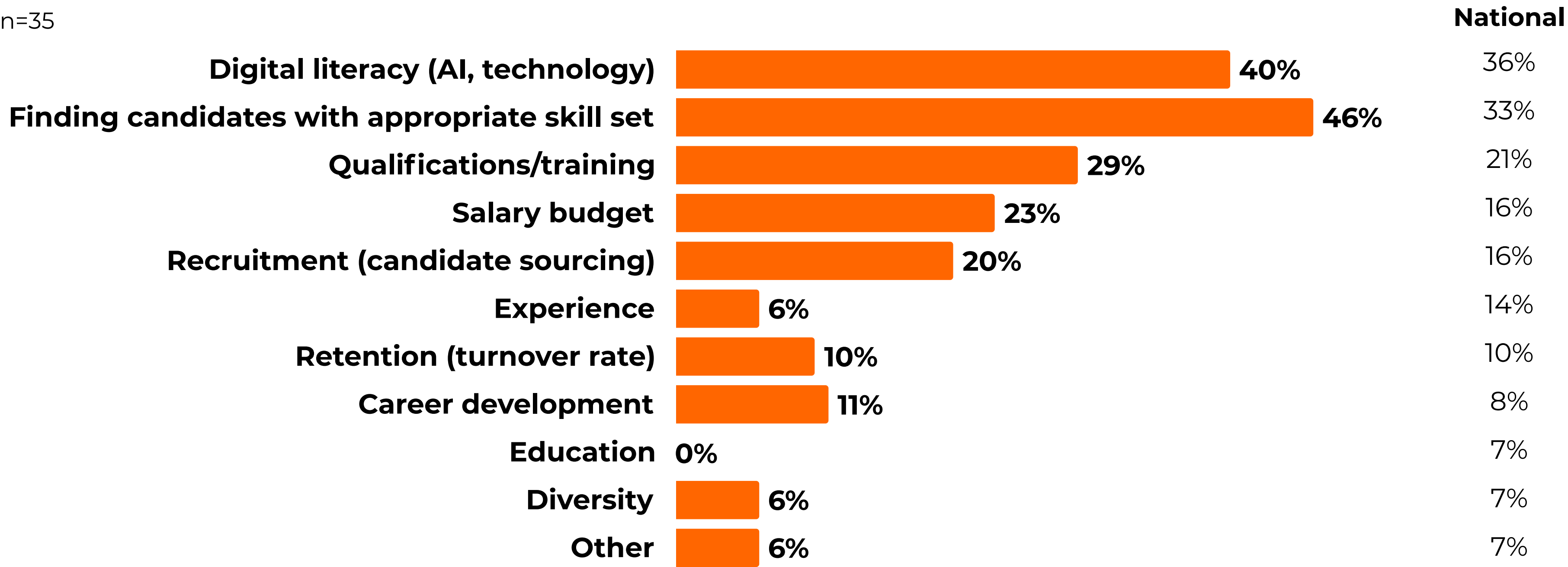
# Personal Involvement in Recruiting within Organization

n=88



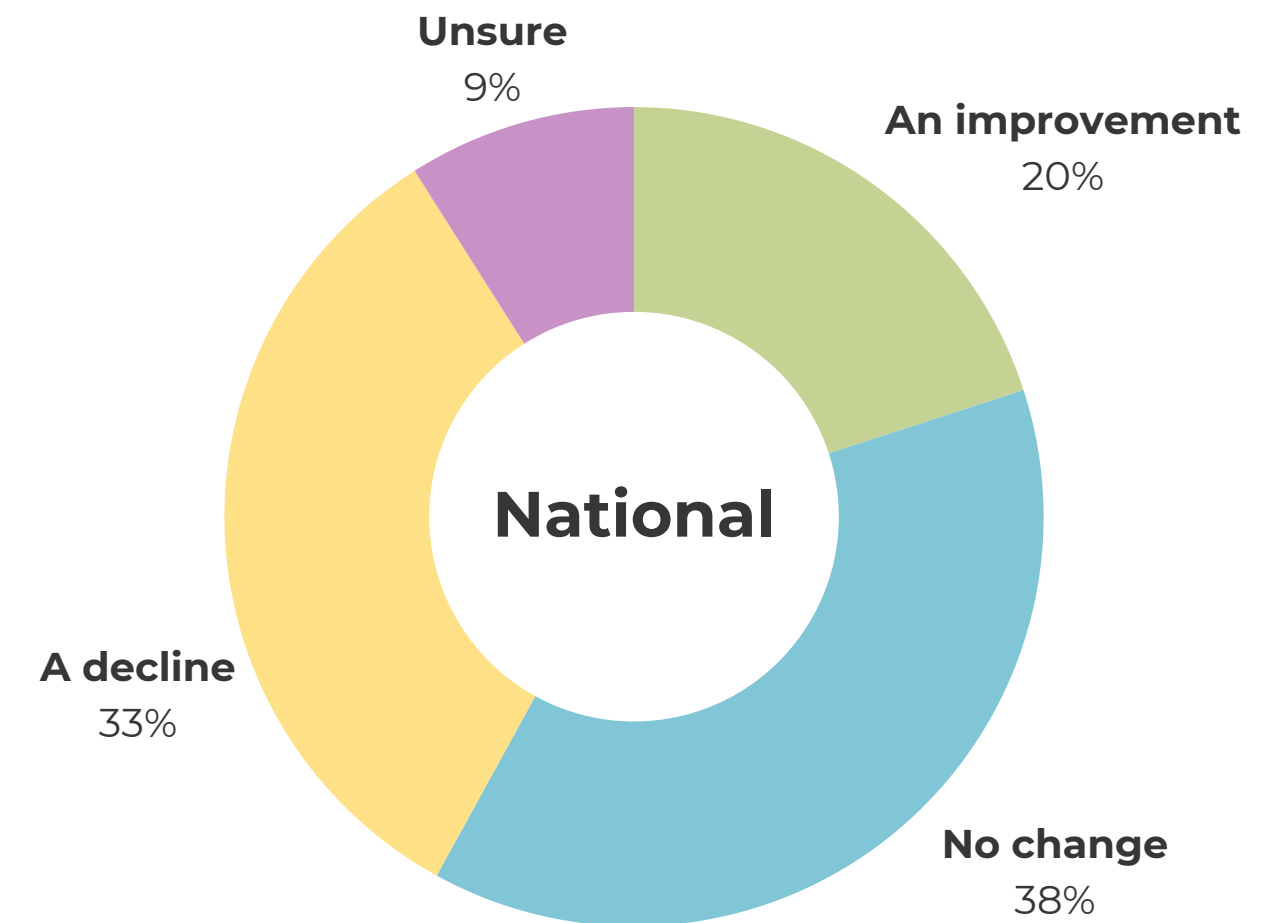
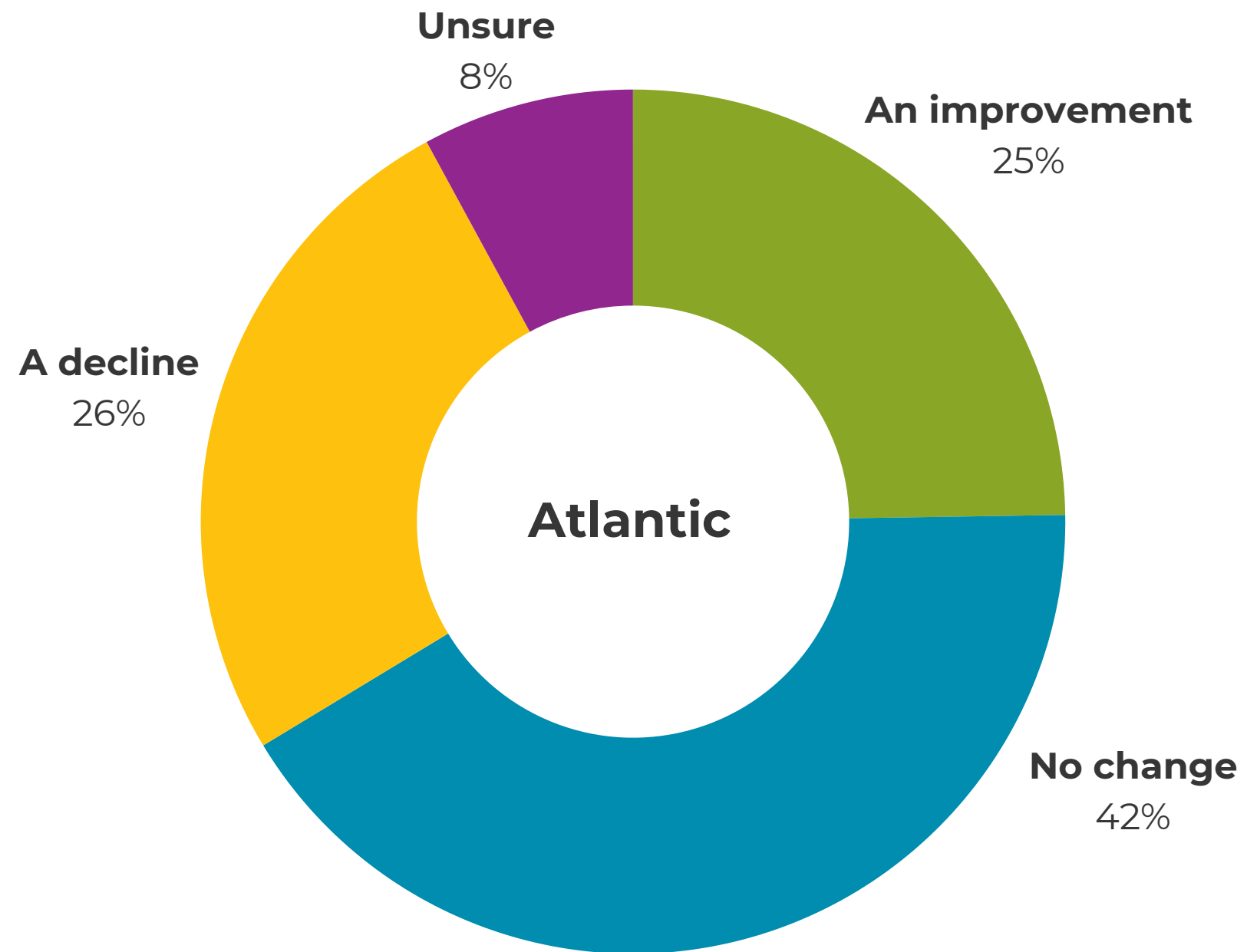
# Issues/Challenges in Hiring Candidates with Appropriate Skills

n=35



# Changes in CDPs Mental Health Since Pandemic

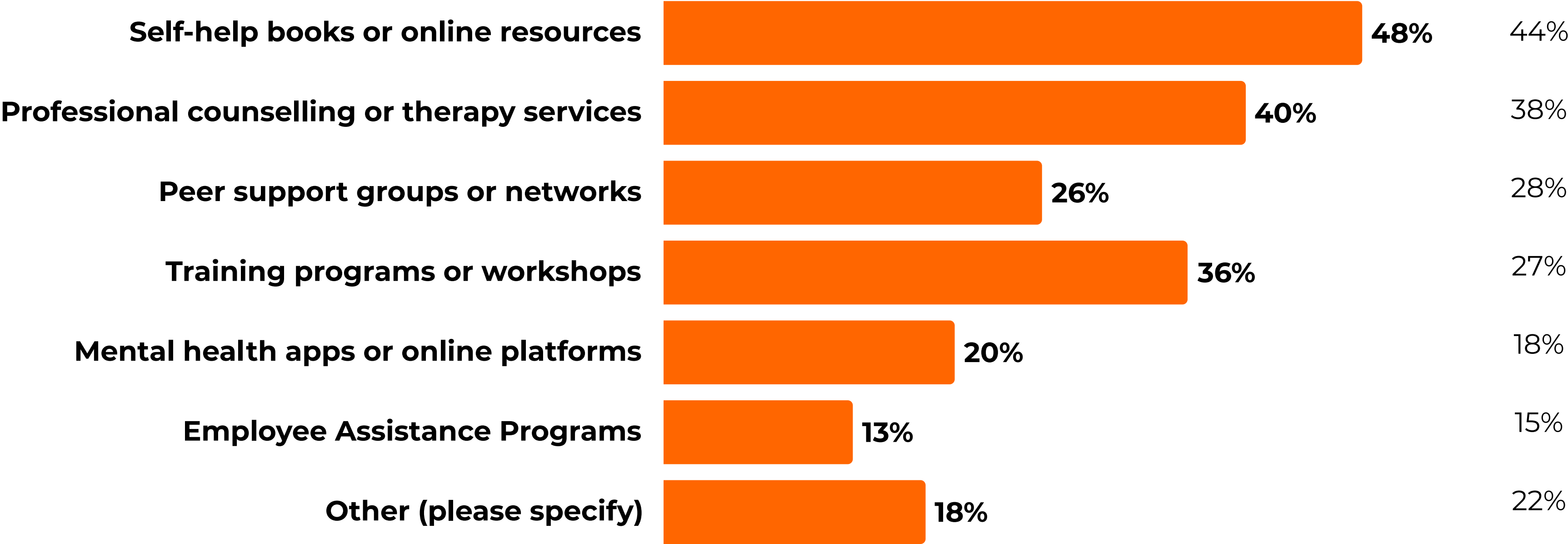
n=89



# Resources Using to Support Own Mental Health

n=89

National



Popular other responses: Family and social connections (7%) and time in nature (6%).

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



## Section 4:

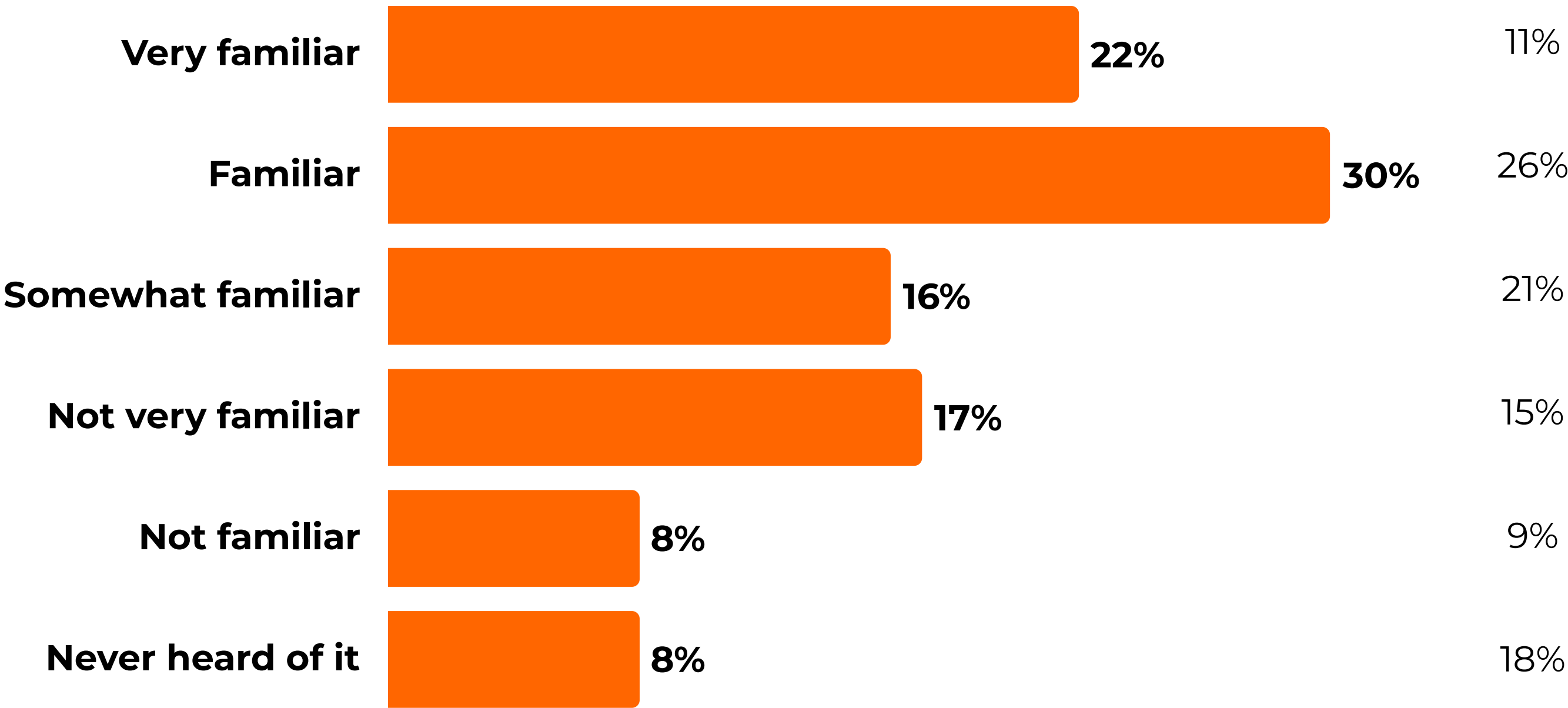
# Professional Development



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

n=88

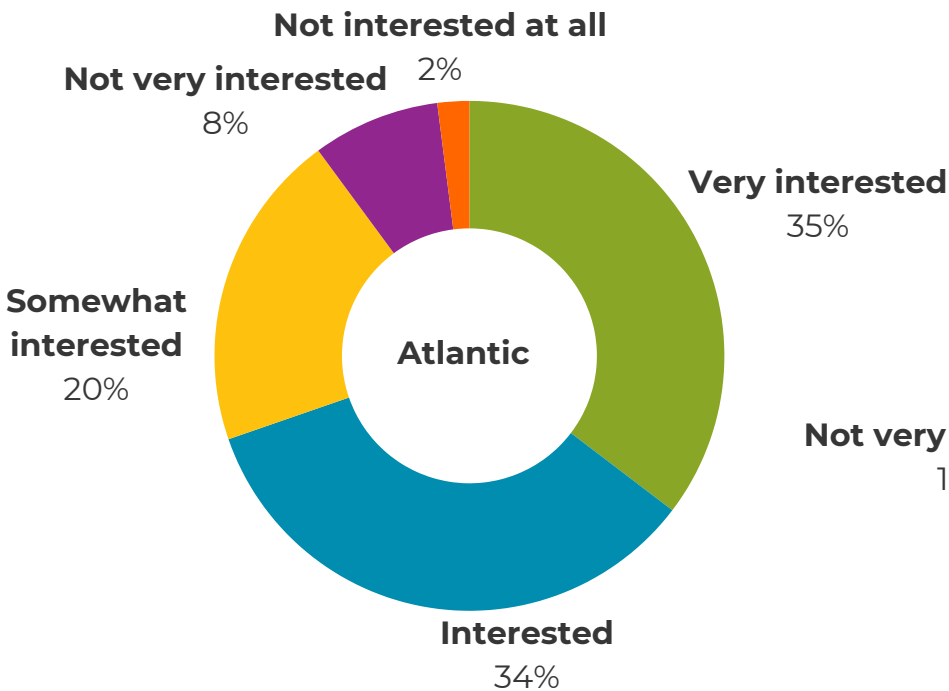
National



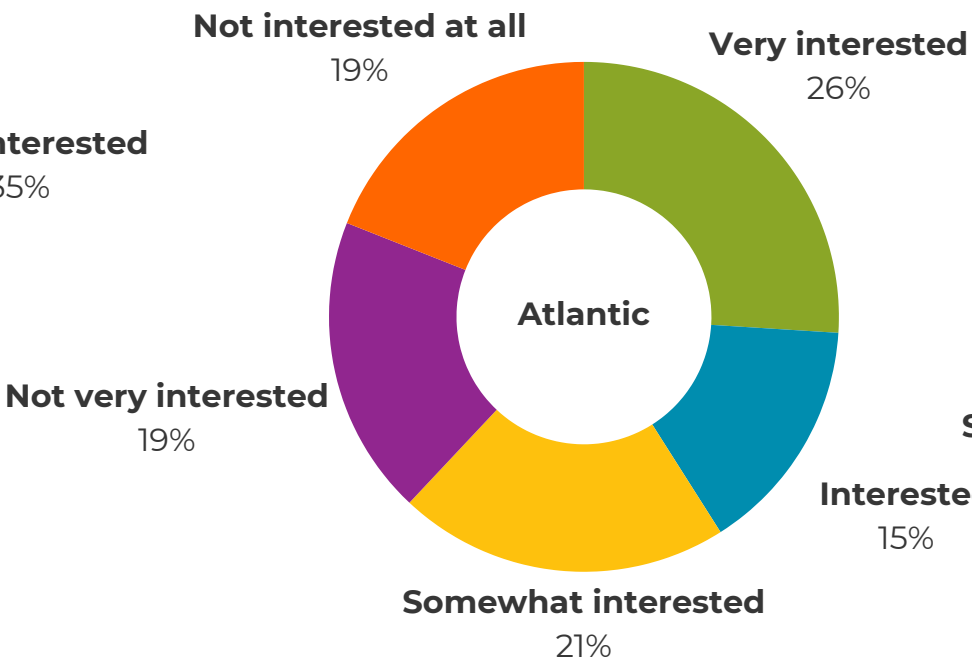
n=87

# Interest in Learning Themes' Offerings

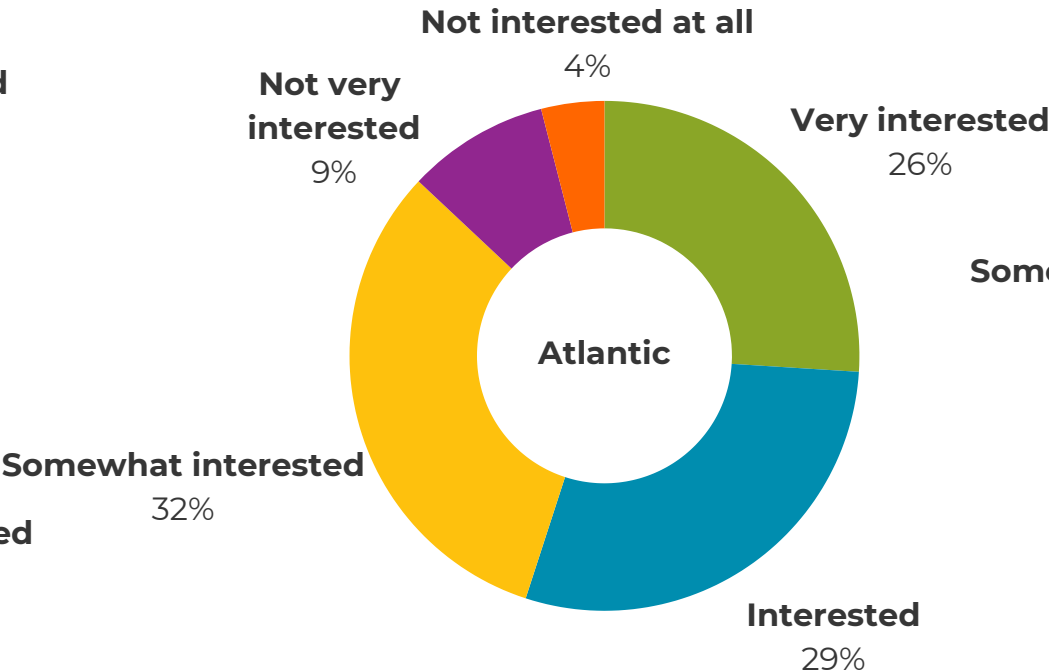
Career Development Practices and Theories



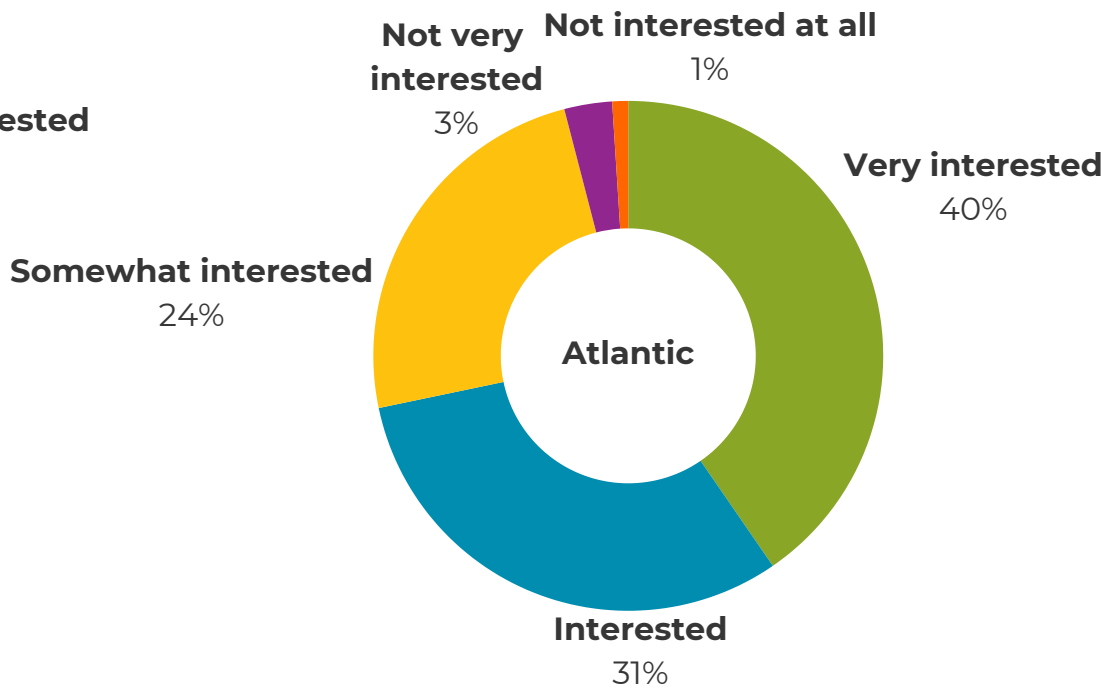
Career Education and Learning for K-12 and Young Adults



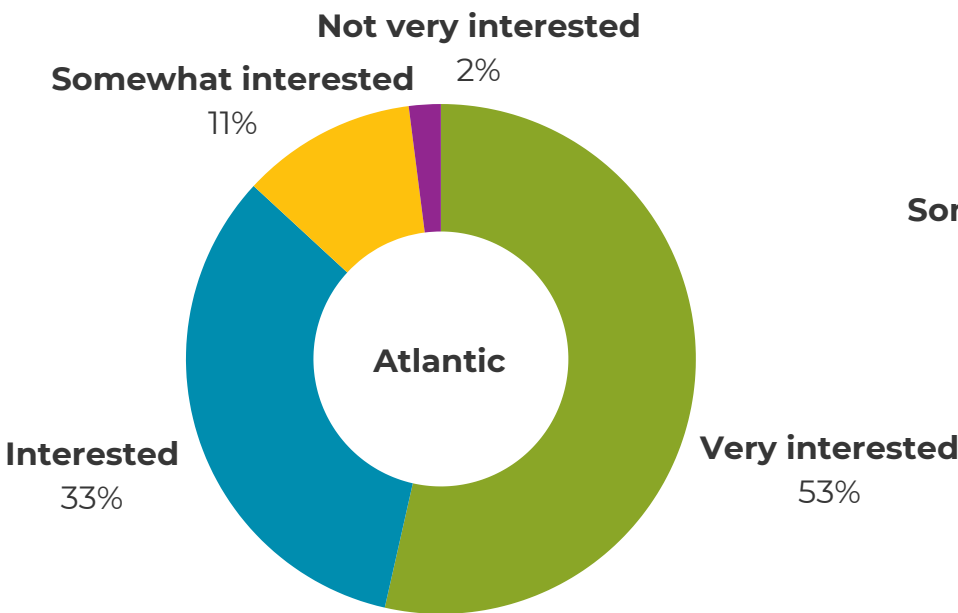
Career Development Sector Leadership and Advocacy



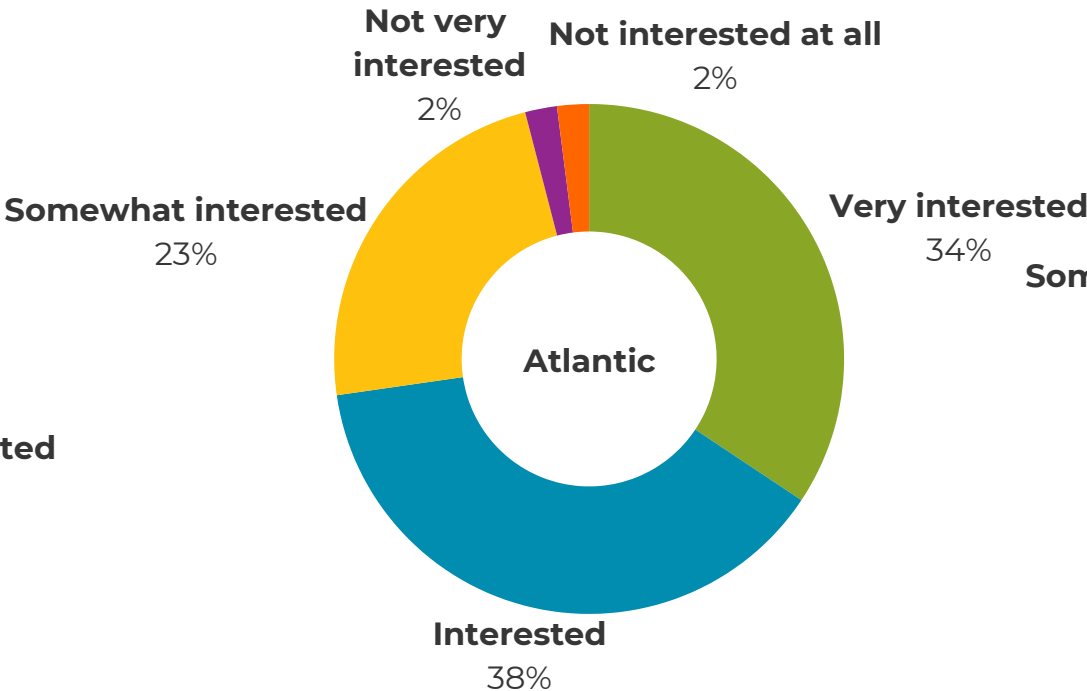
Indigeneity, Justice, Equity, Diversity and Inclusion



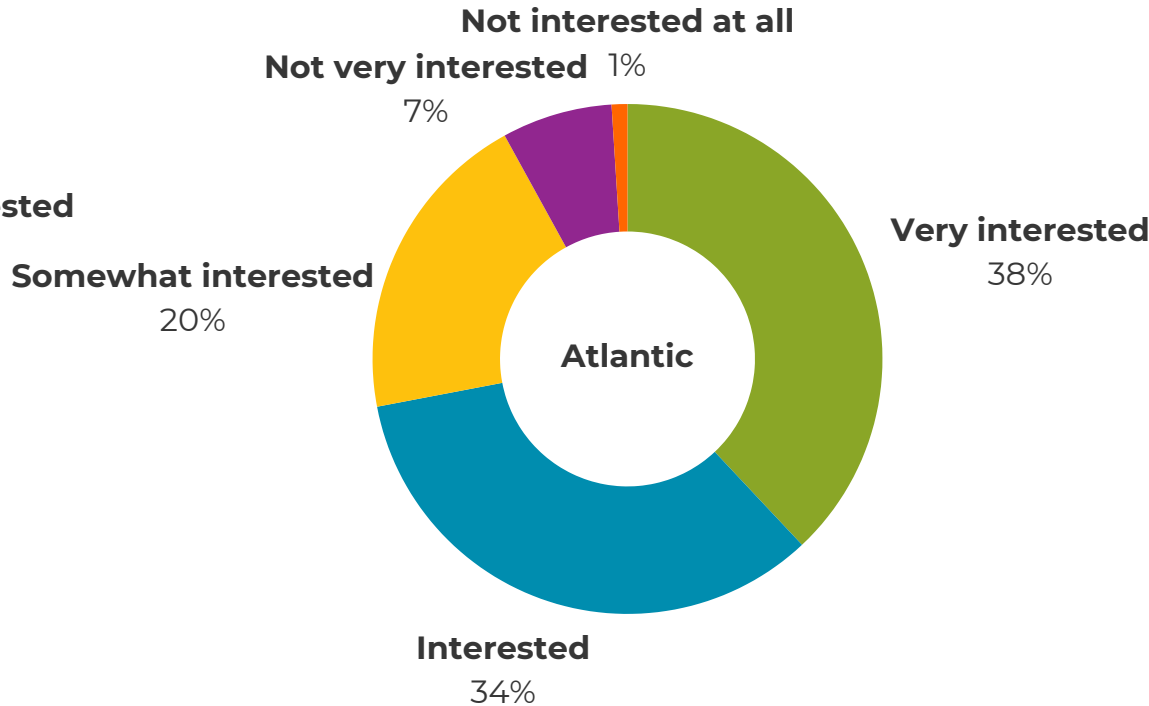
Innovations and Trends in Career Development



Specialized Career Supports and Programs

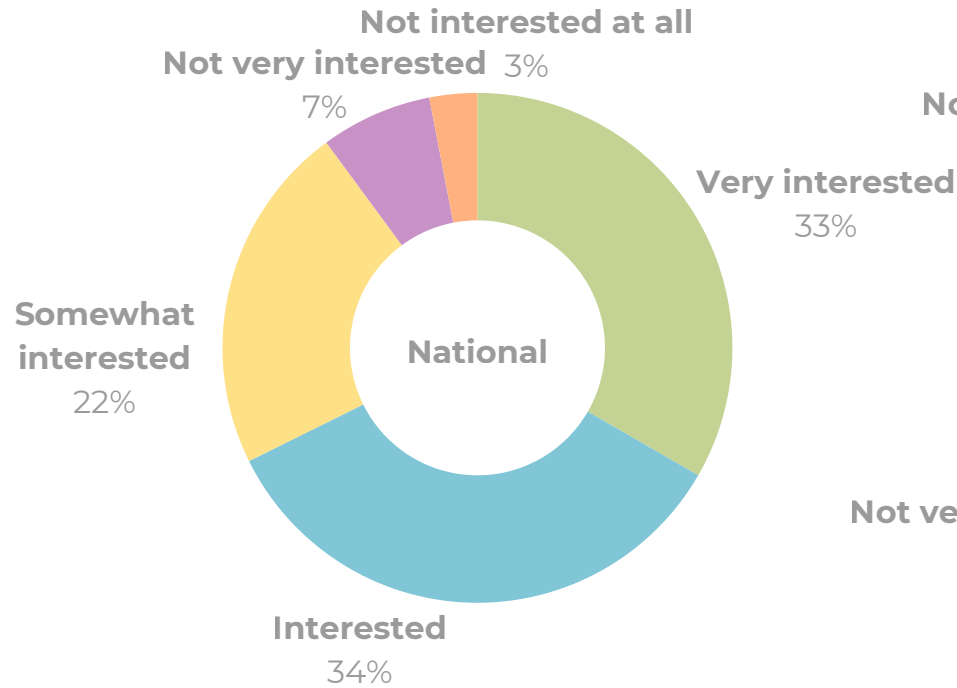


Workplace, Employers and Employee Careers



# Interest in Learning Themes' Offerings (National)

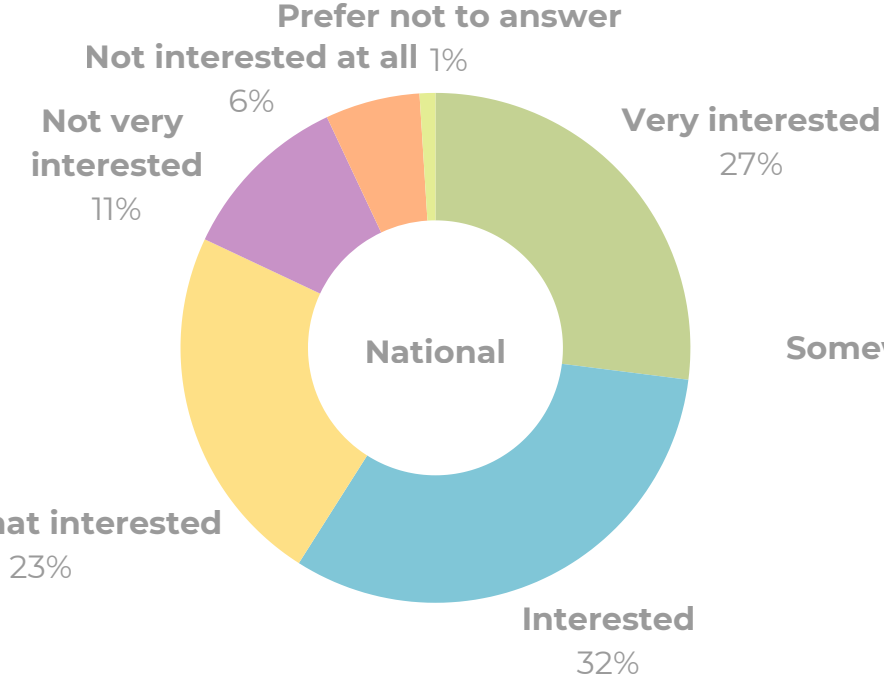
## Career Development Practices and Theories



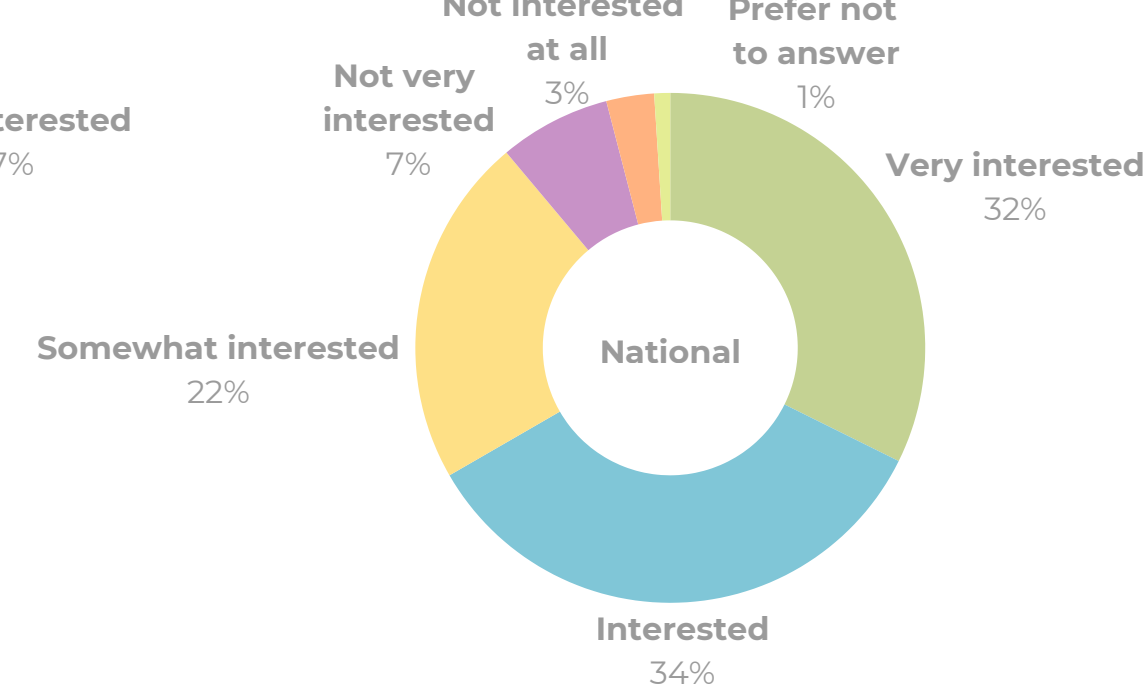
## Career Education and Learning for K-12 and Young Adults



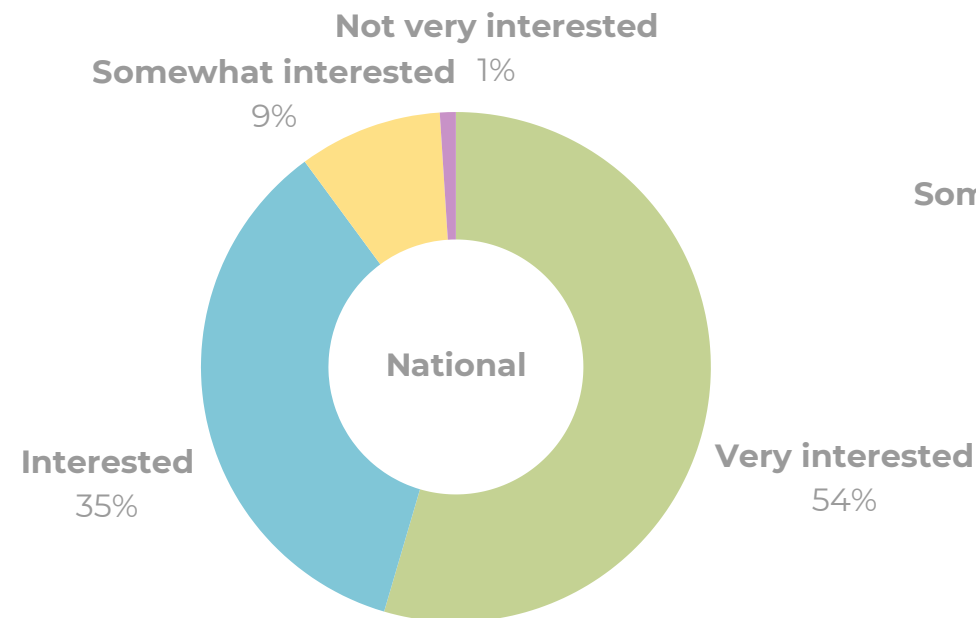
## Career Development Sector Leadership and Advocacy



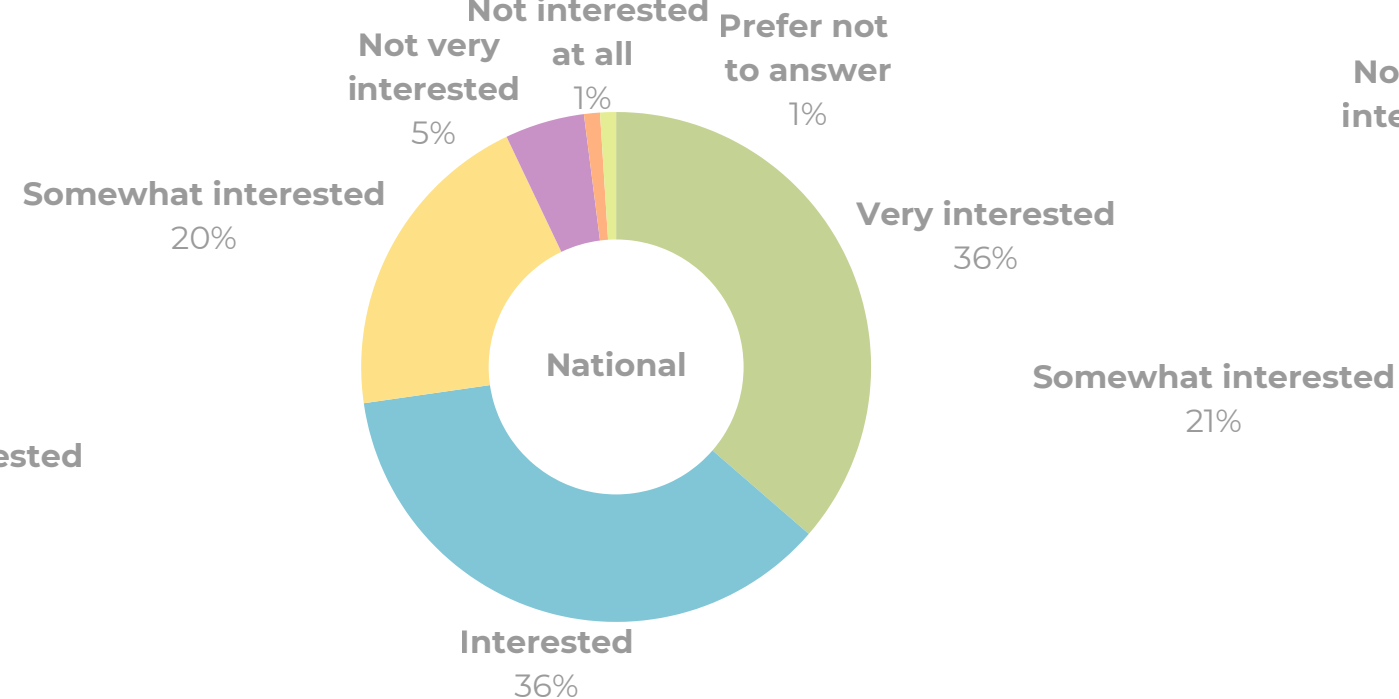
## Indigeneity, Justice, Equity, Diversity and Inclusion



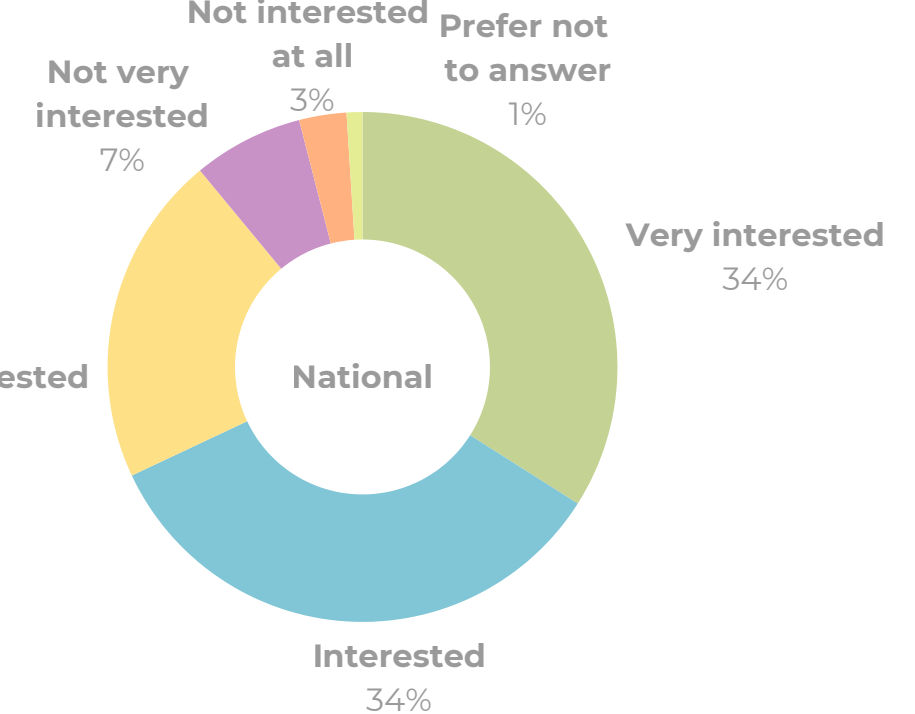
## Innovations and Trends in Career Development



## Specialized Career Supports and Programs



## Workplace, Employers and Employee Careers





# Elements Impacting Ability to Deliver Career Development

(considering budget and time)

n=88

National



Popular other response: Workforce/organizational challenges (2%) and client engagement (3%).

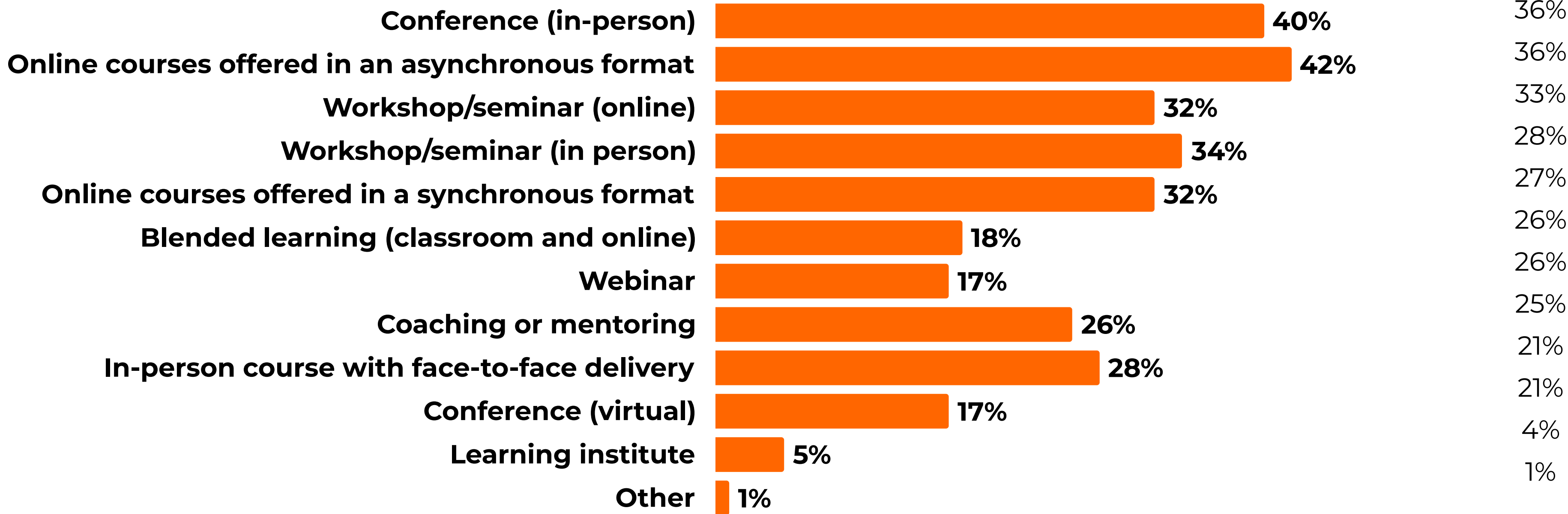
**Note:** For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

# Preferred Formal Learning Approaches to Training

(considering budget and time)

n=88

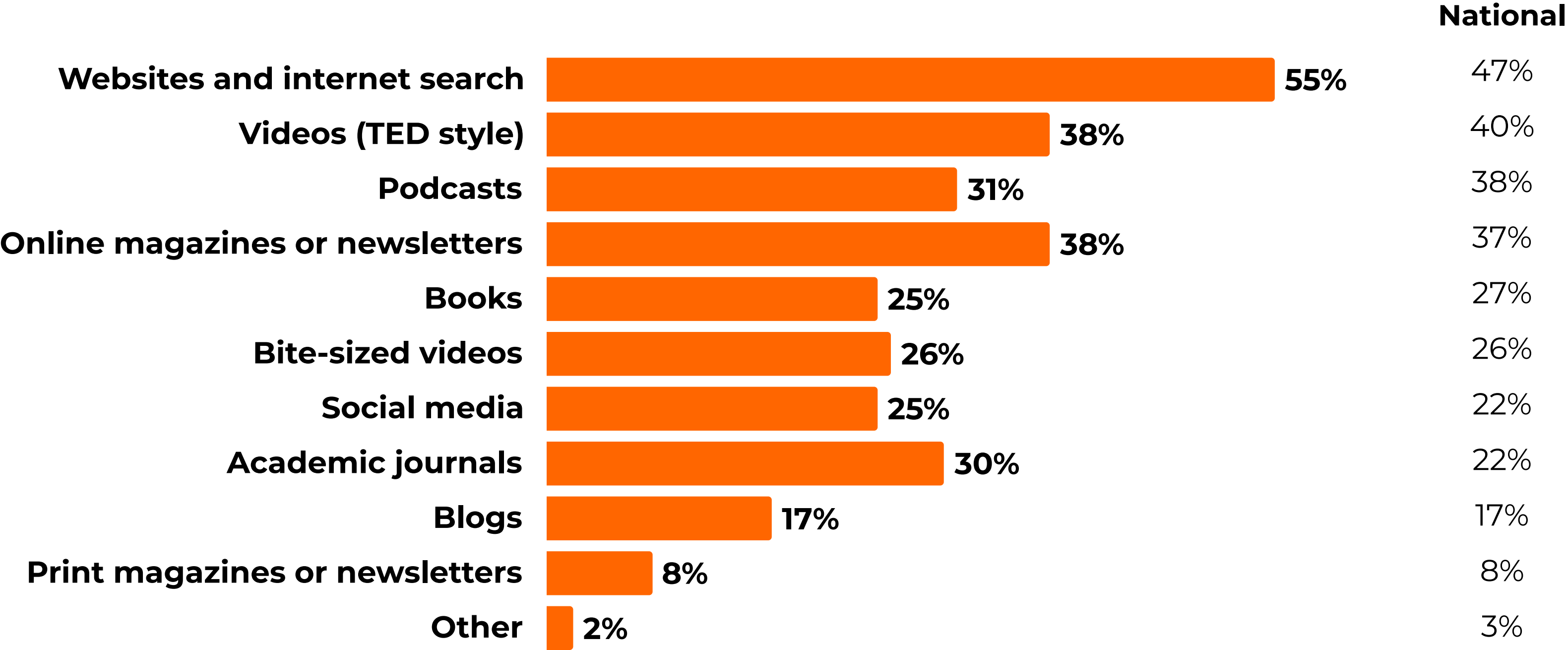
National



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=88

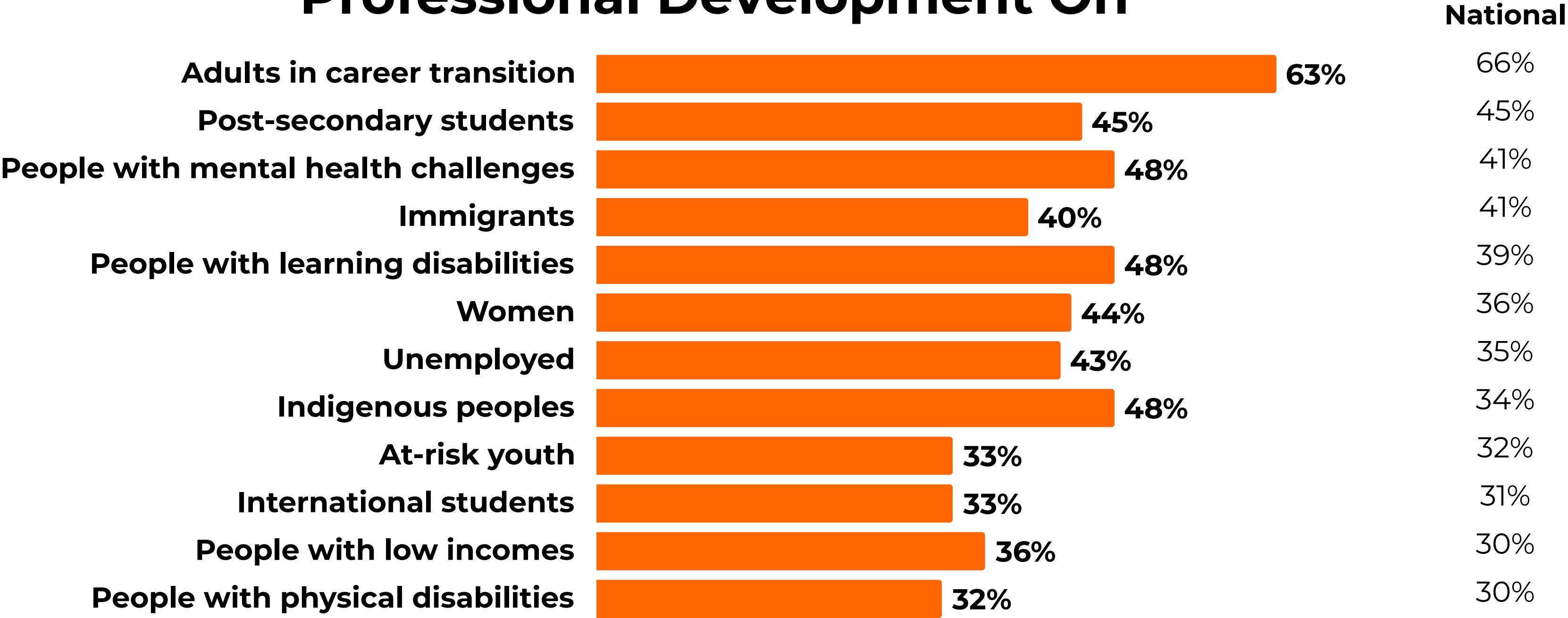


**Note:** For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



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

n=87



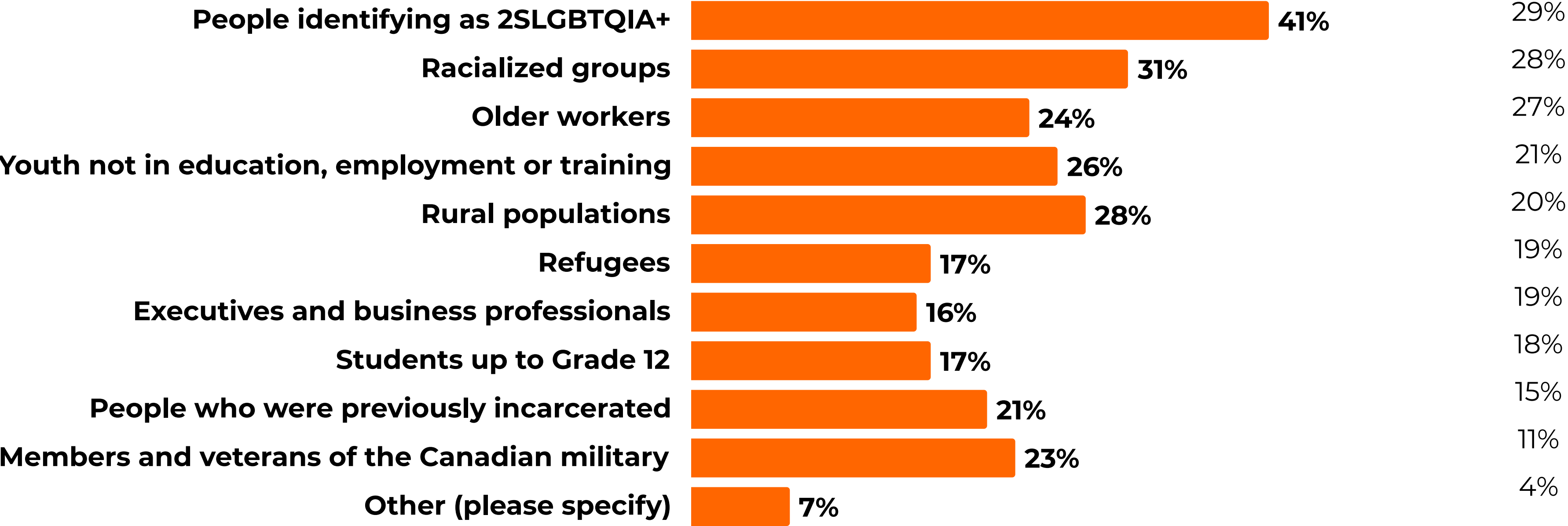
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



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

n=87

National

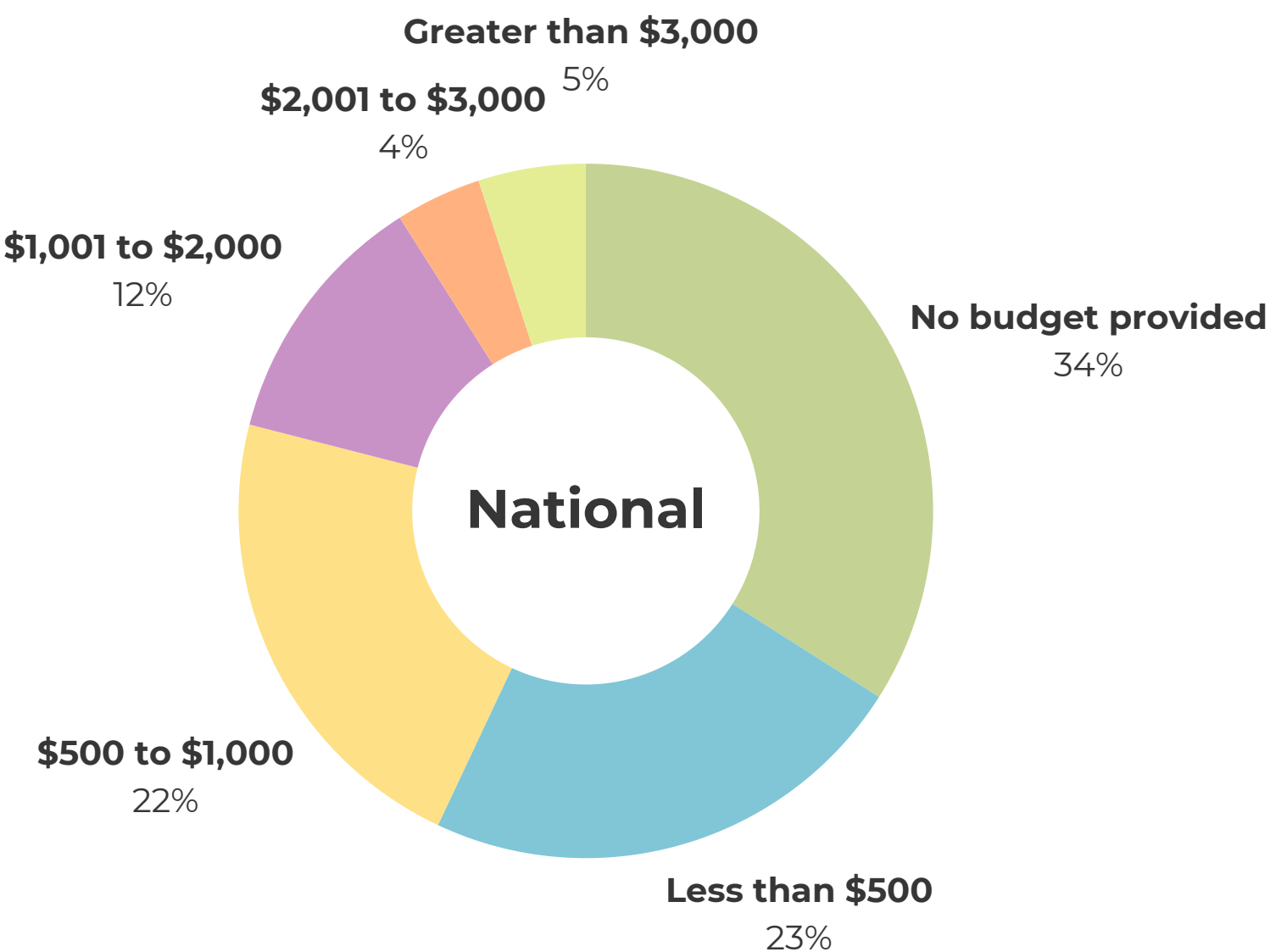
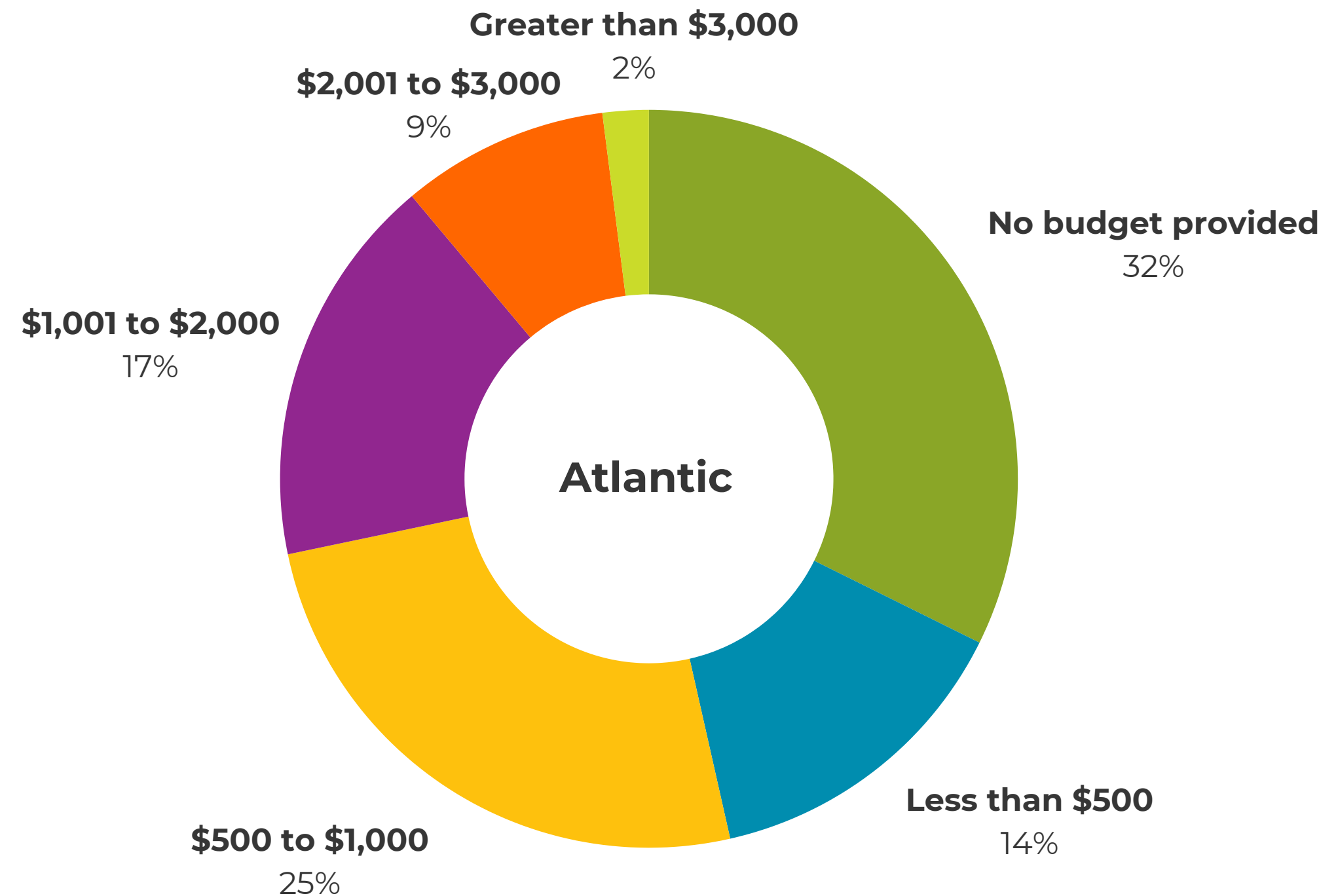


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



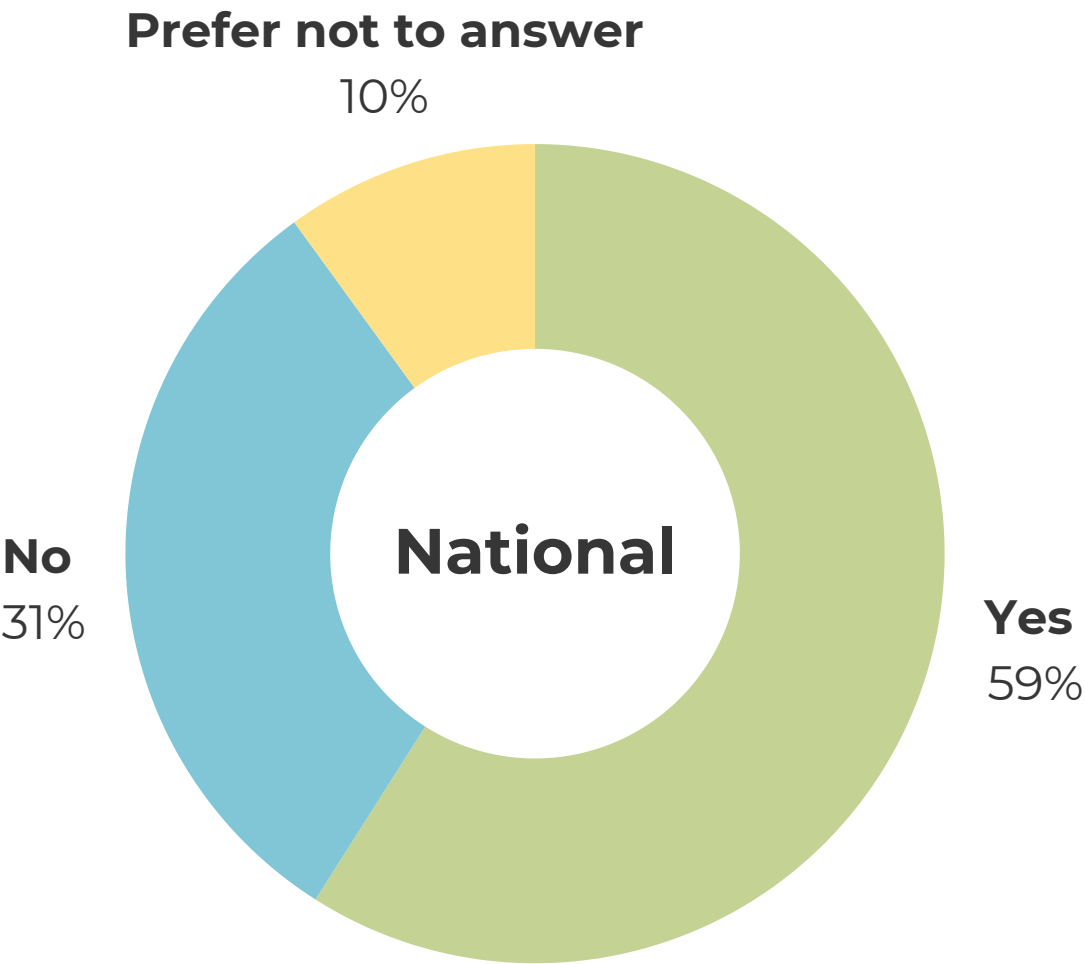
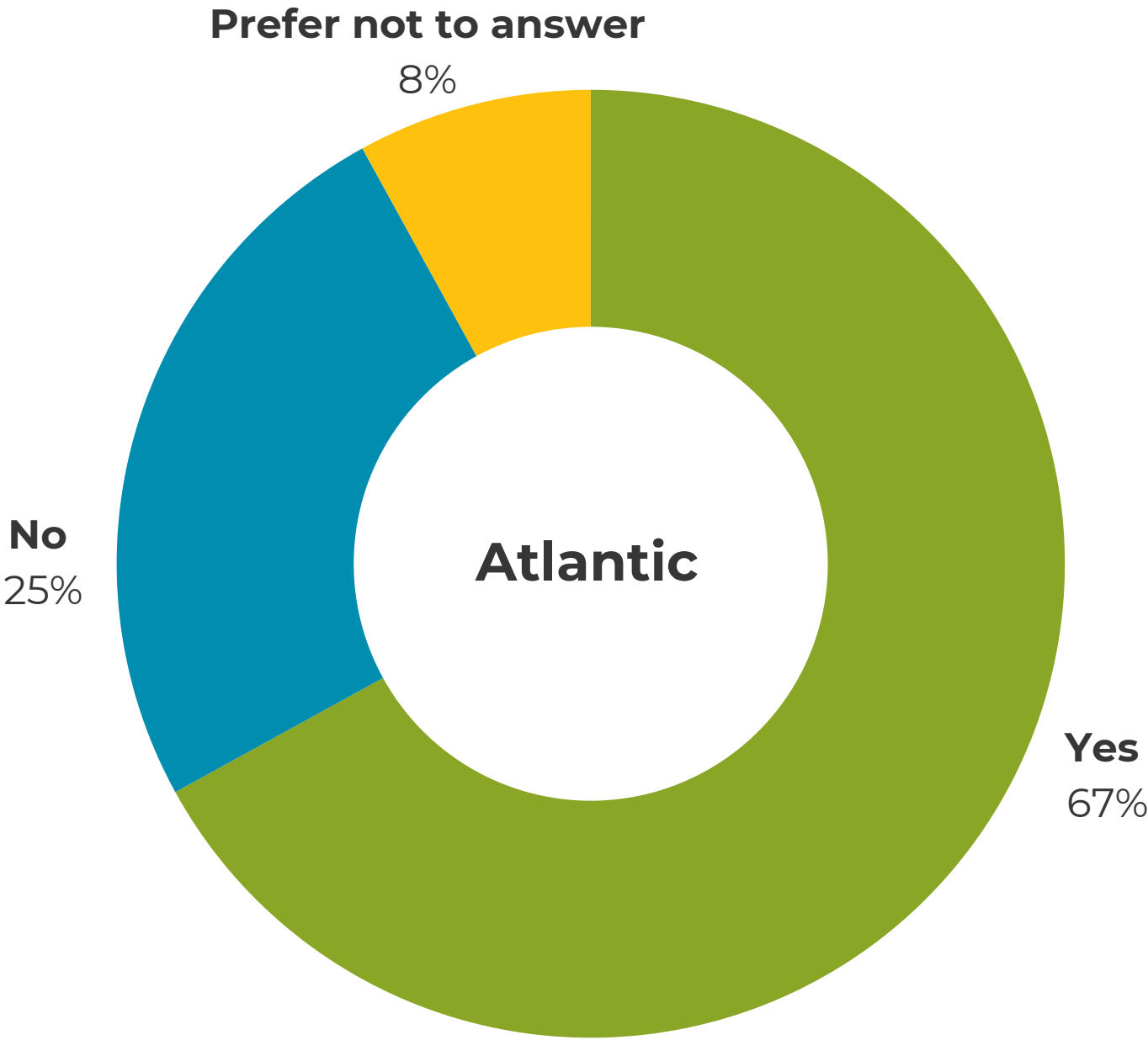
# Annual Professional Development Budget from Employer

n=87



# Access to Paid Time Off for Training

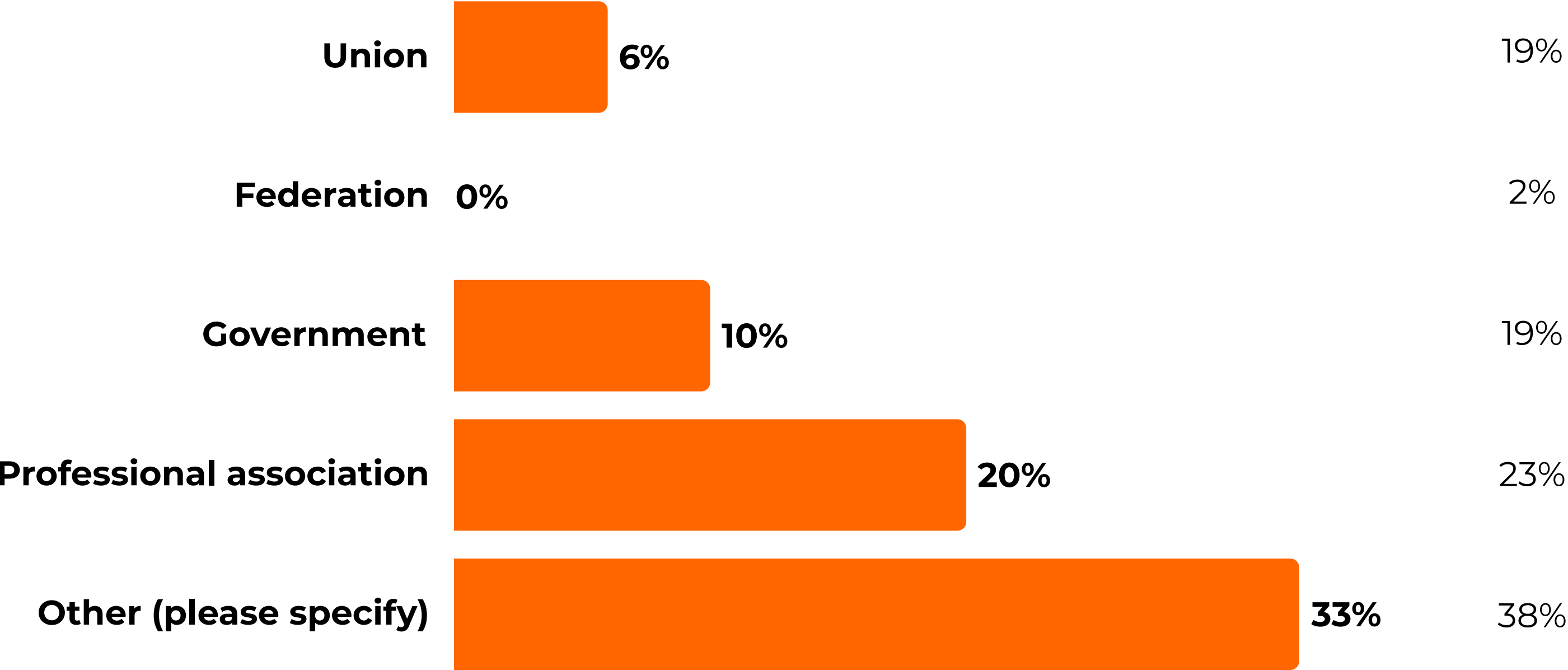
n=89



# Access to External Funding Sources

n=89

National



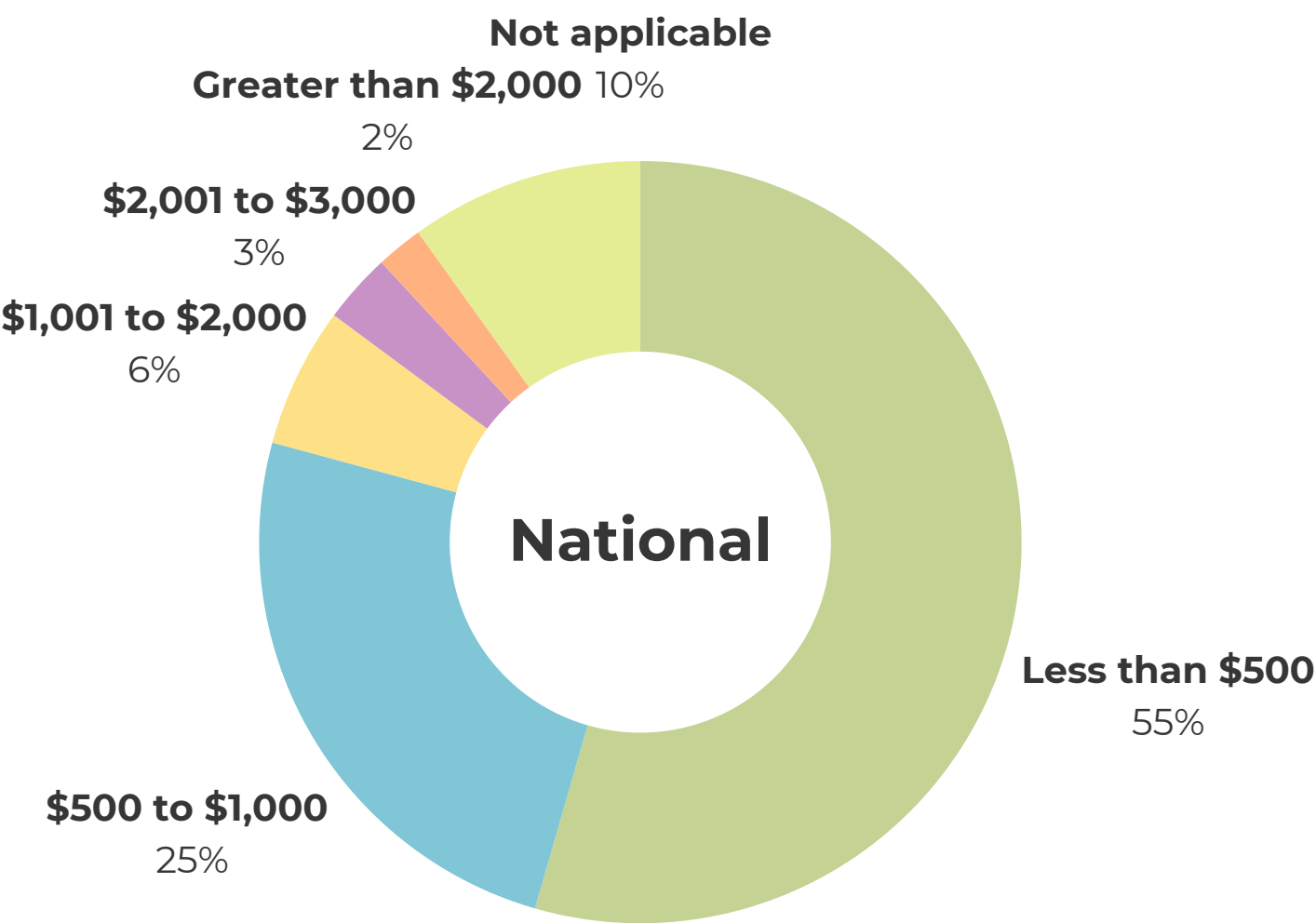
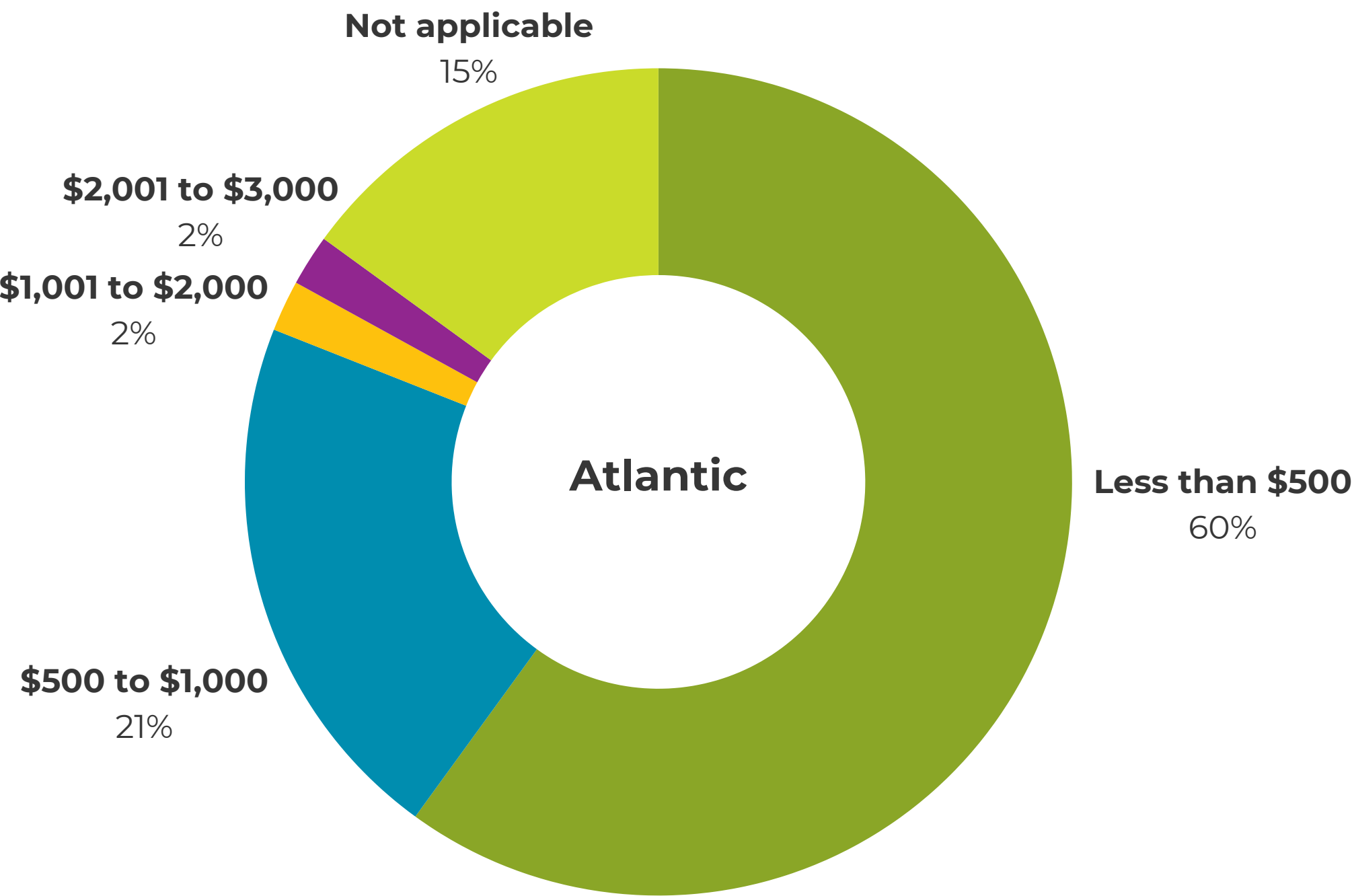
Popular other responses: None/not applicable (22%) and personal resources (3%).





# Amount Respondents Would Personally Spend on Professional Development Annually

n=89



## **Section 5:**

# **Research and Learning Dissemination**



# Career Development Research Activities

n=89

National

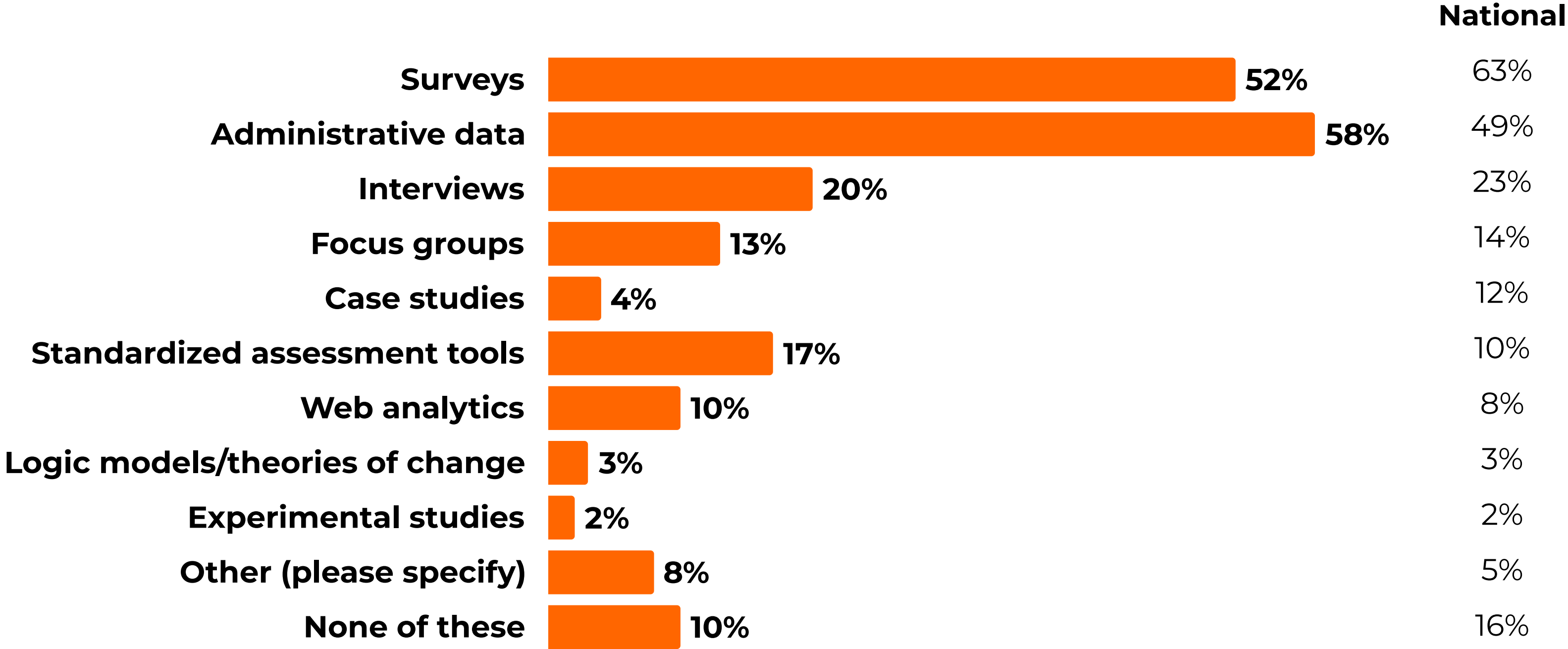


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



# Methods for Evaluating the Impact of Services

n=89

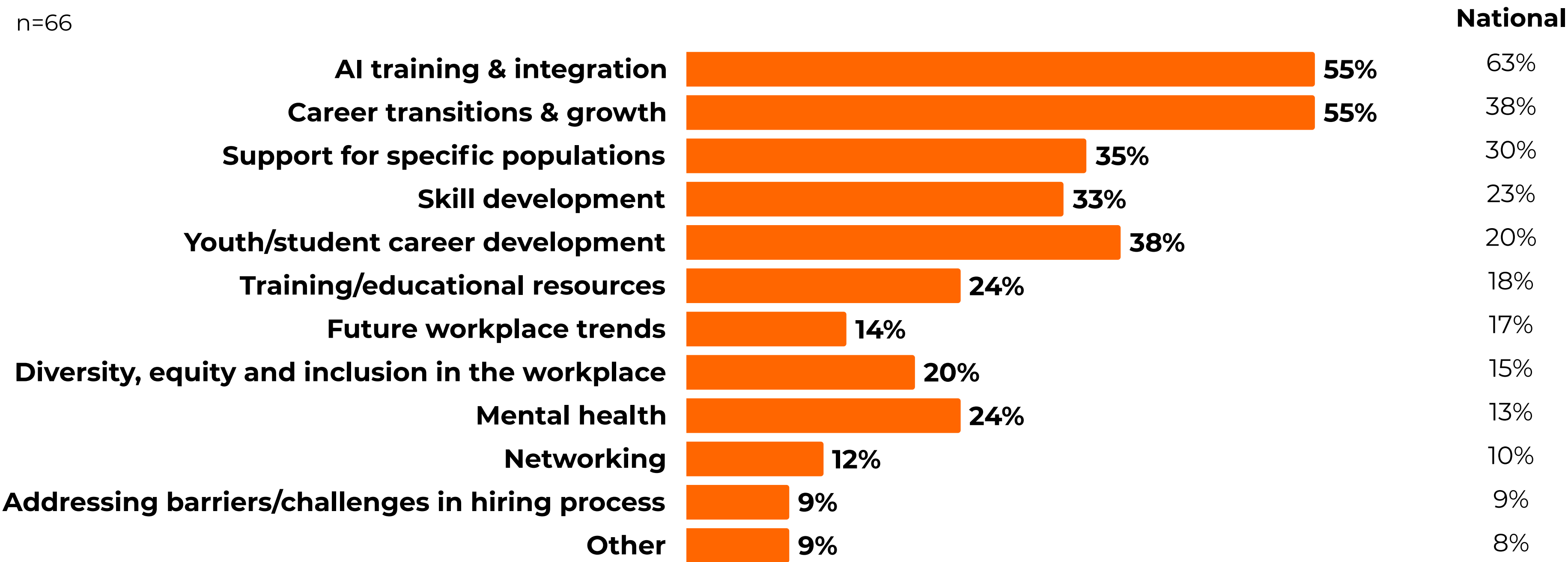


Popular other responses: Client feedback (4%).

**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=66



**Note:** This question is open-ended with up to three choices. In these instances, percentages do not add up to 100%.



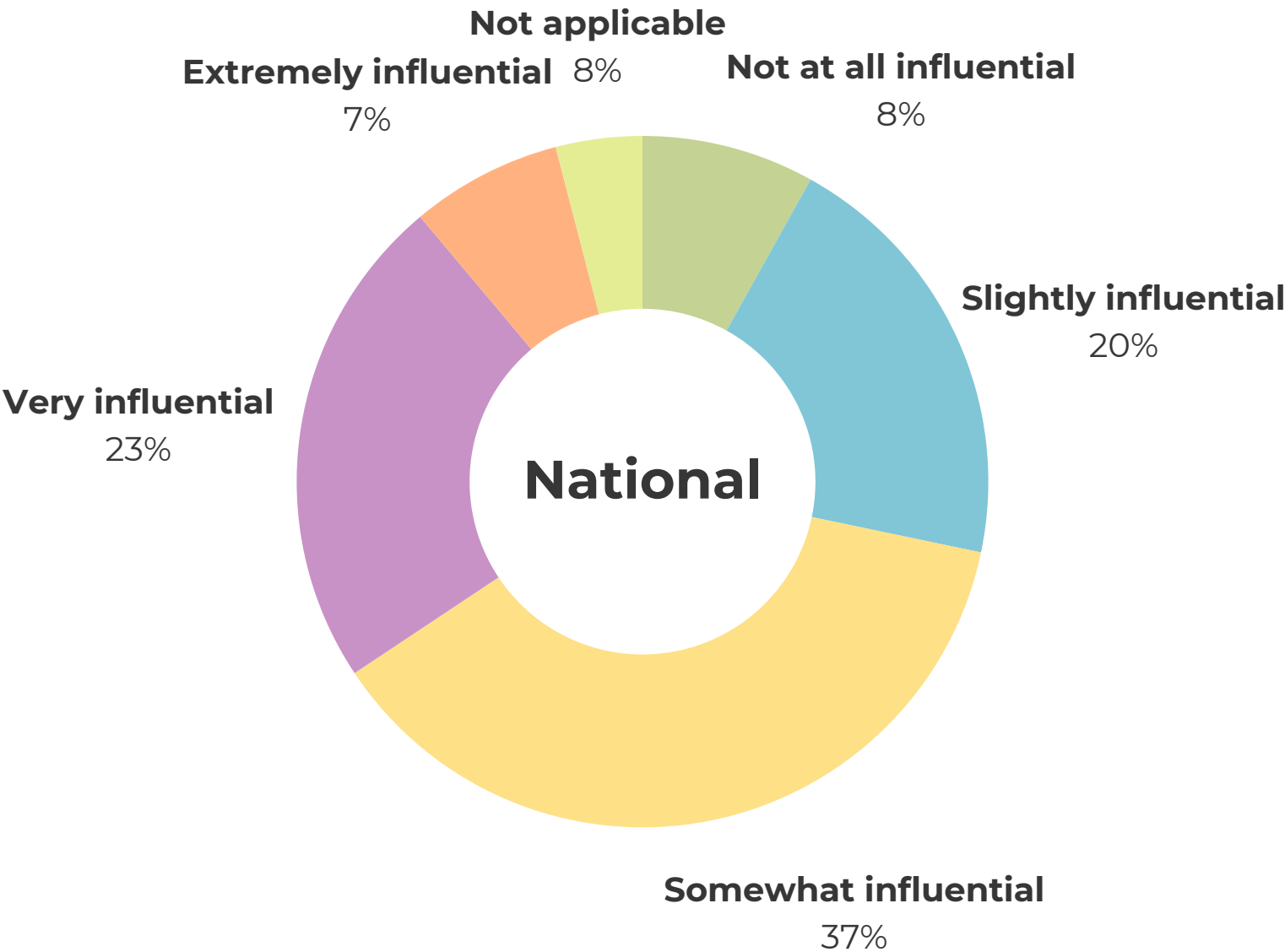
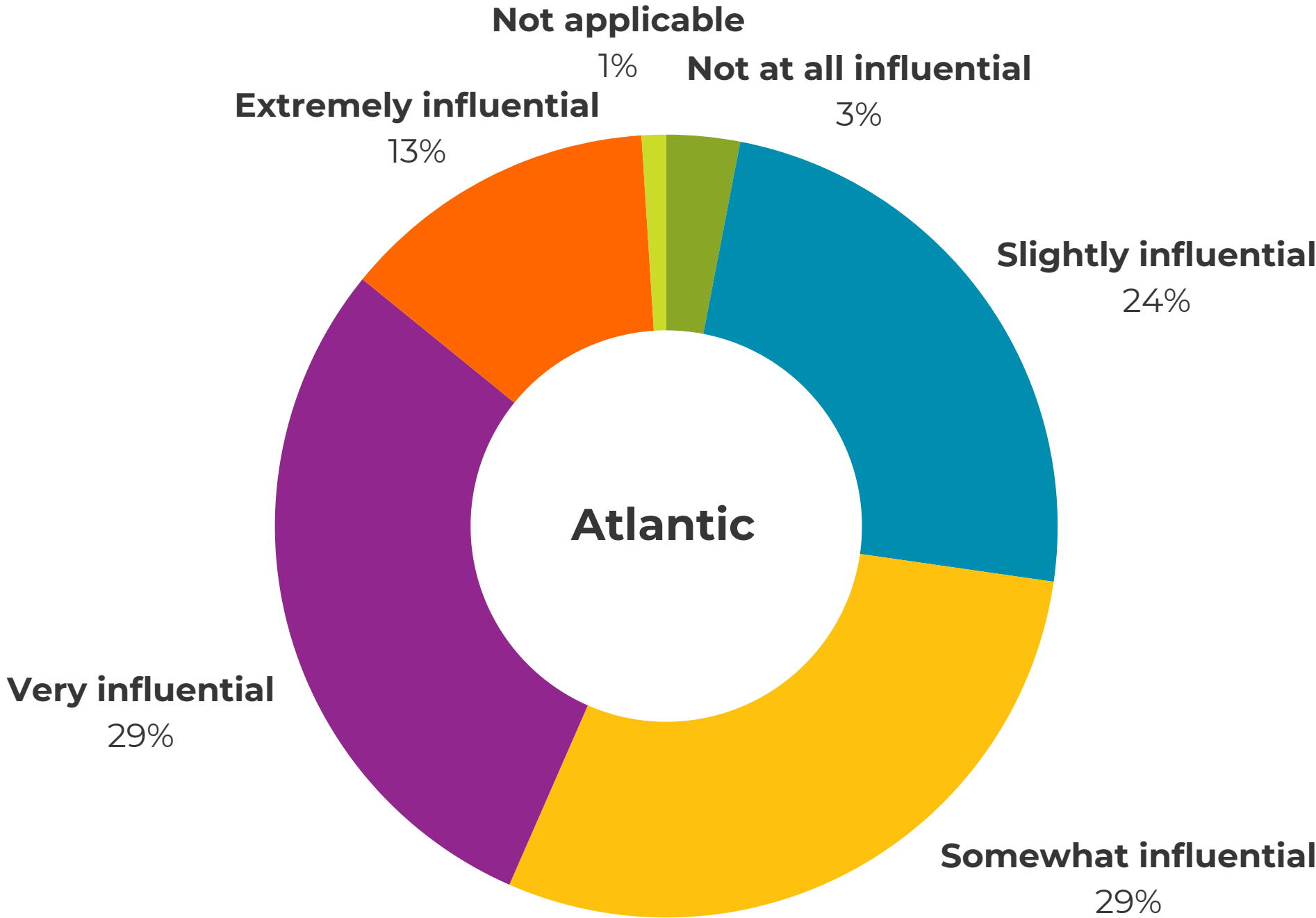
## **Section 6:**

# **CERIC, the Profession, and Clients**



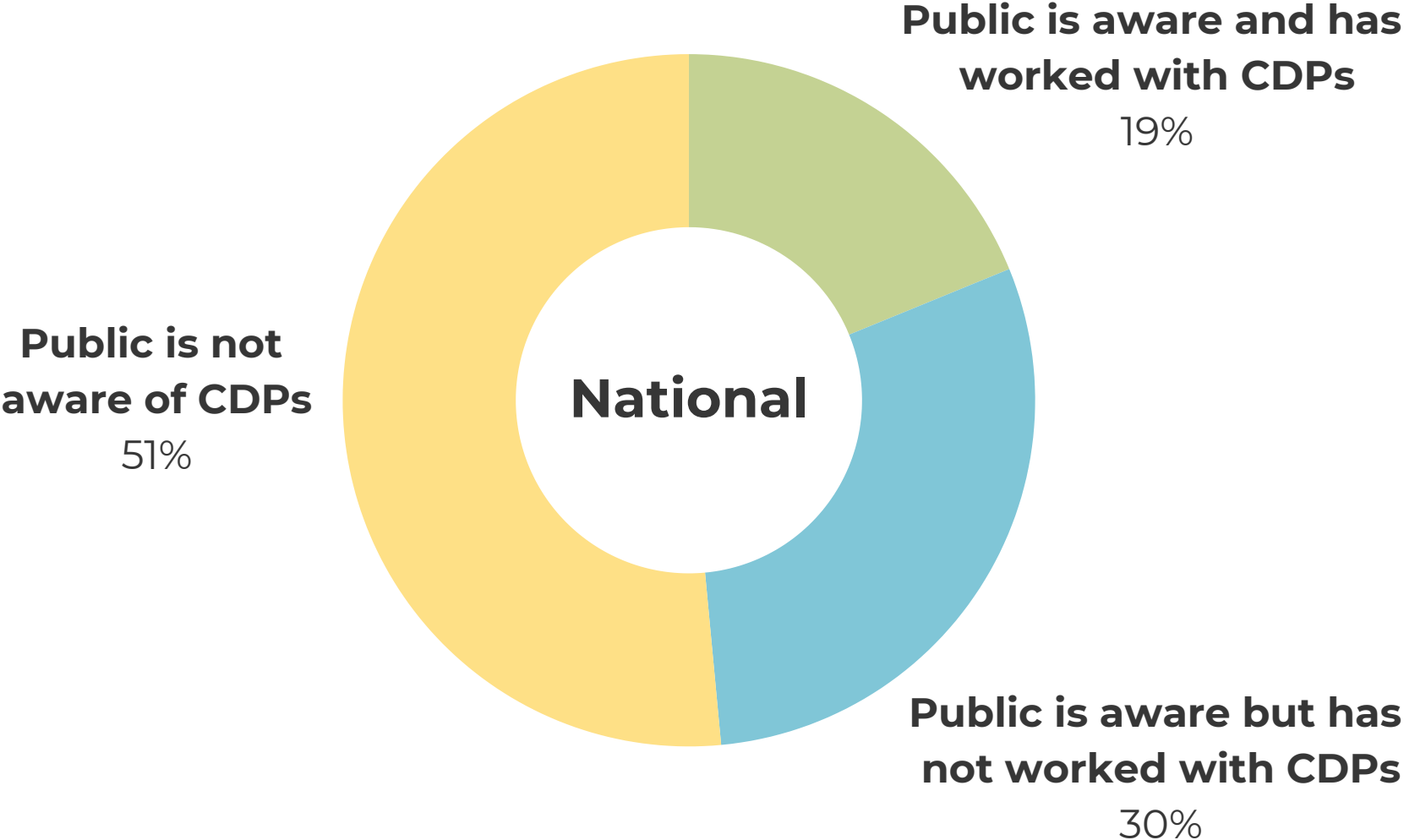
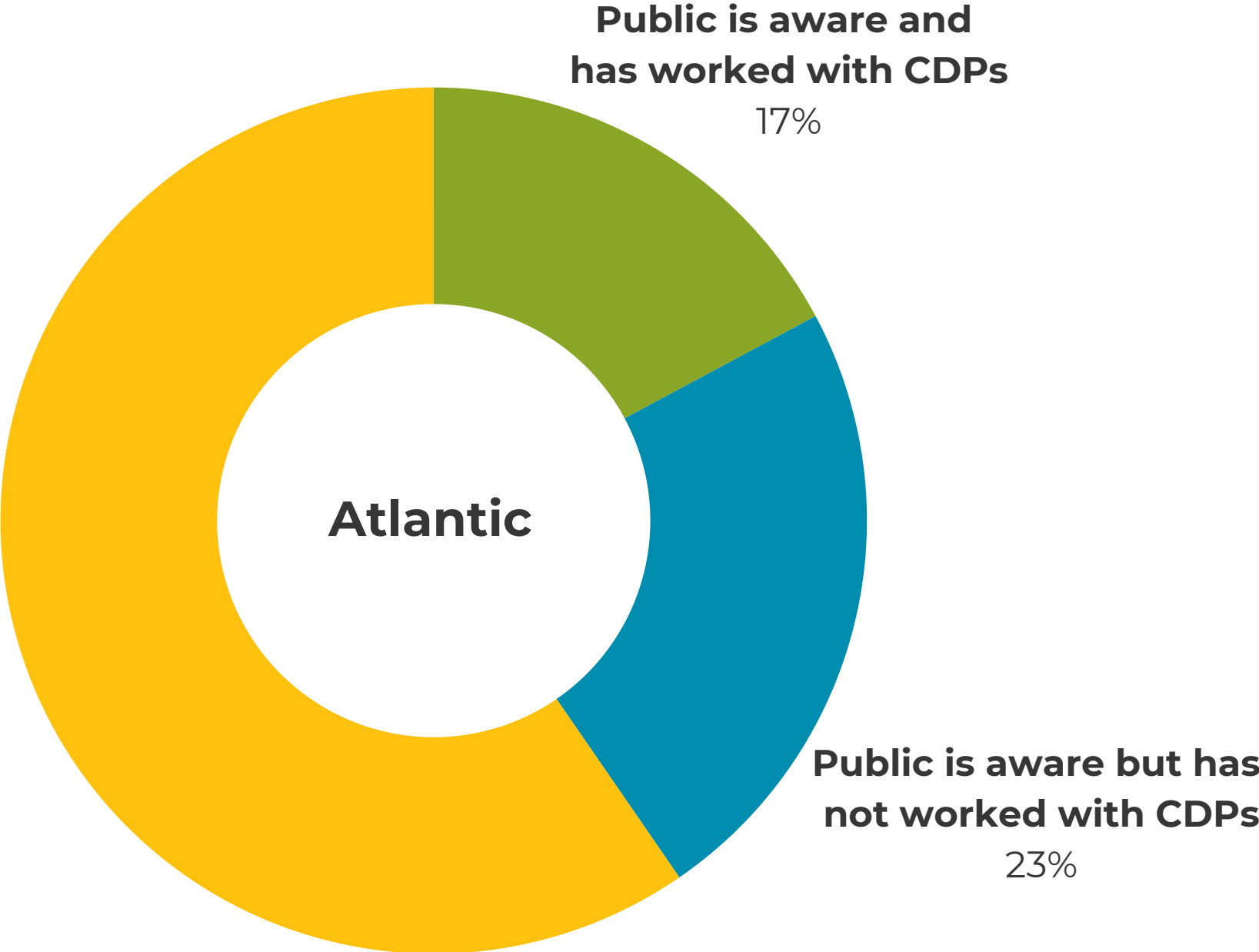
# Influence of CERIC and its Programs in CDPs Work

n=89



# Perception of Public's Awareness of CDPs

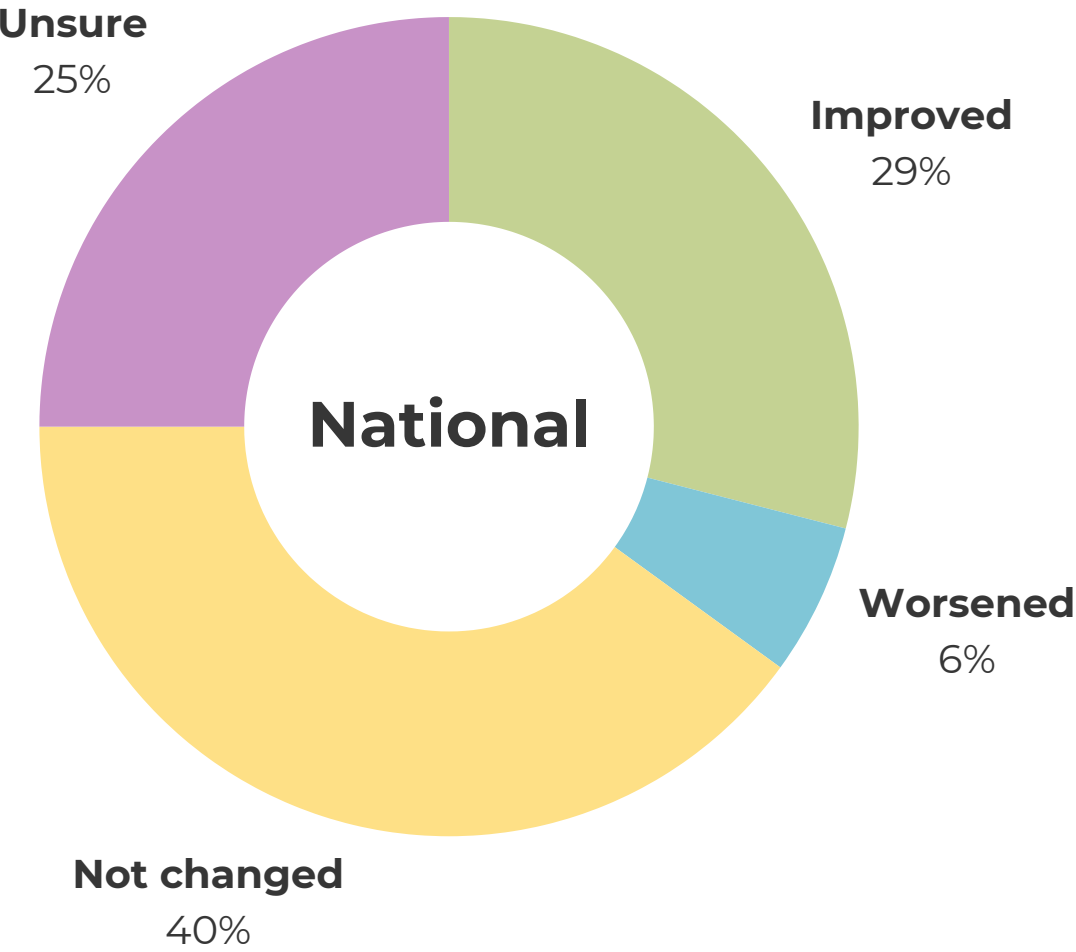
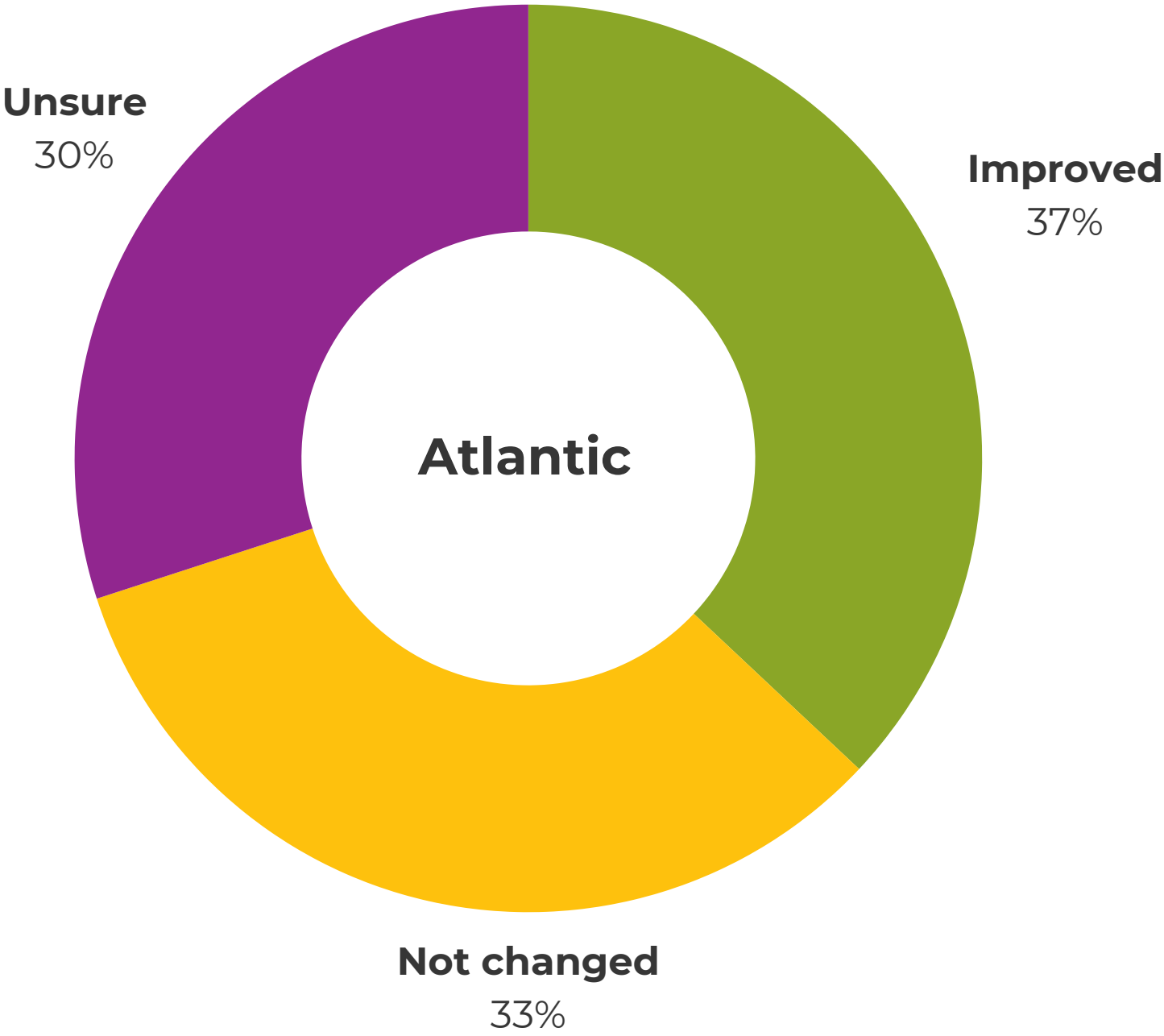
n=86





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

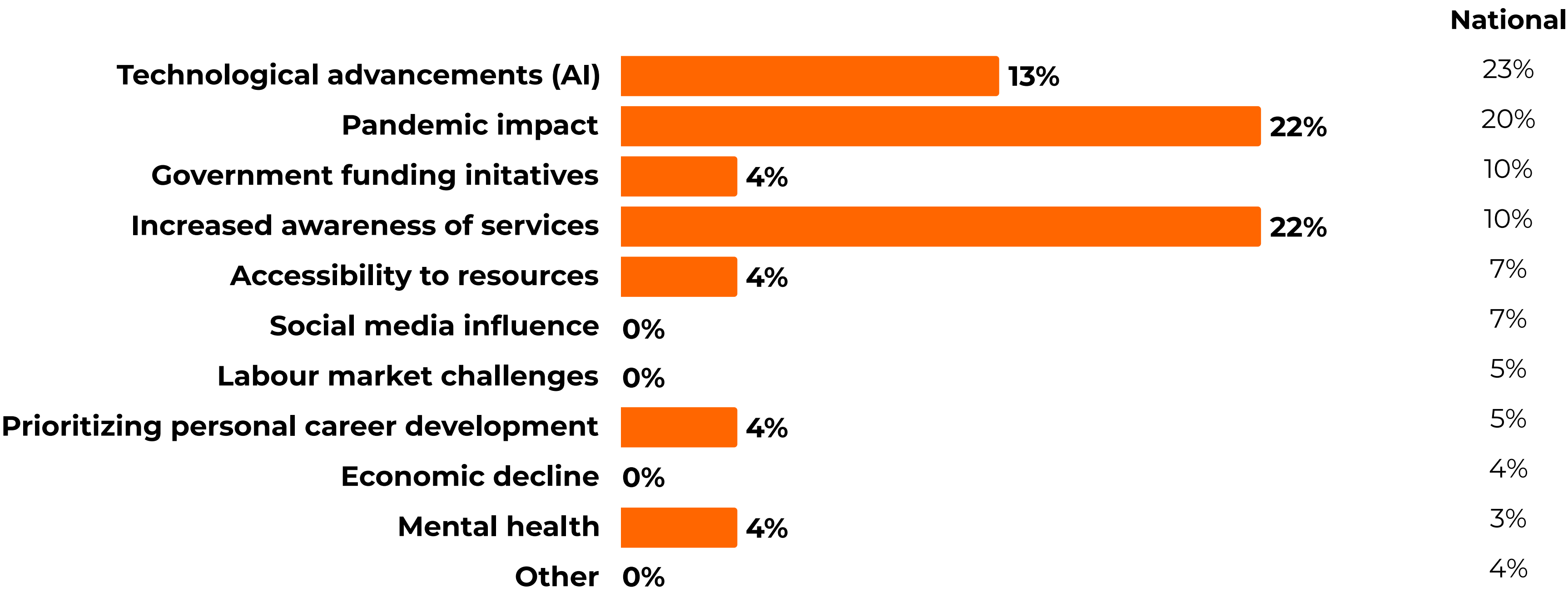
n=89



# Factors Impacting the Change in Public Perception of CDPs

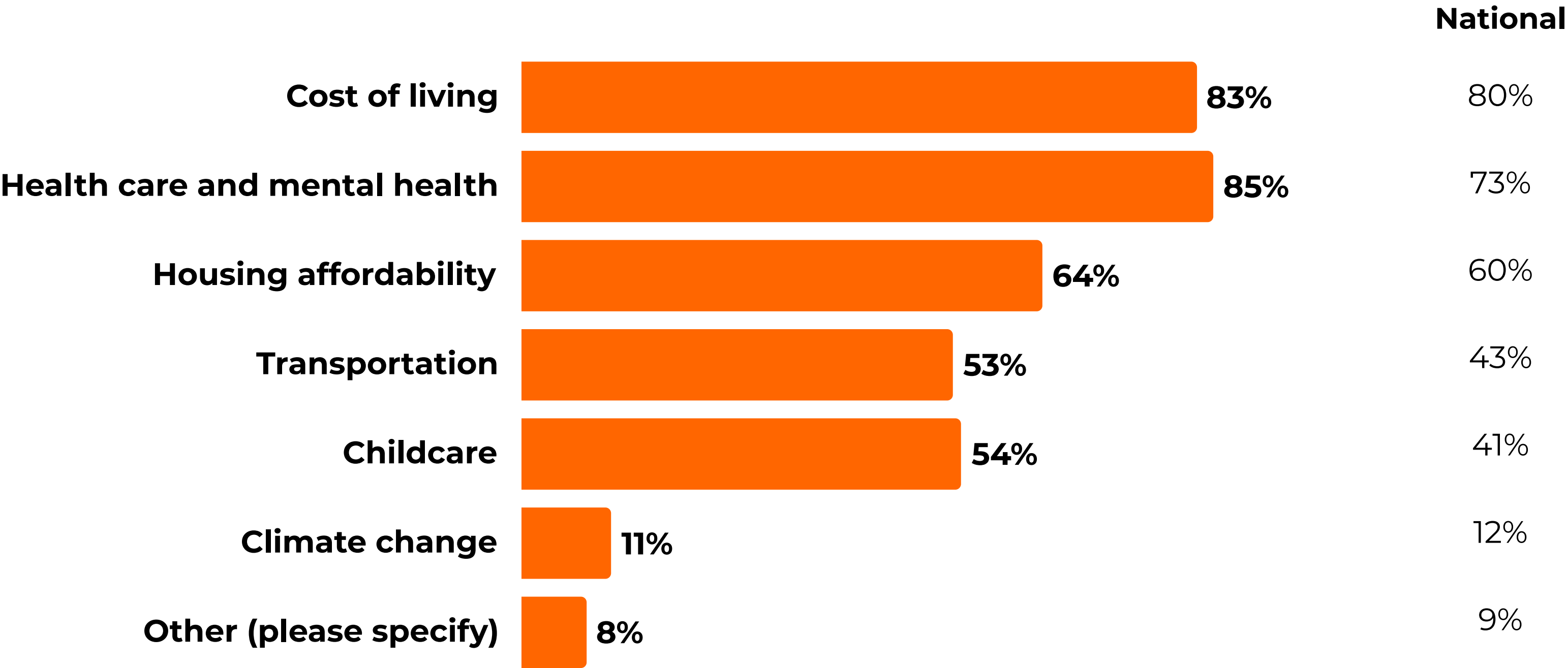
(among respondents believing it has changed)

n=23



# Issues Intersecting with Work as Career Service Professional

n=89



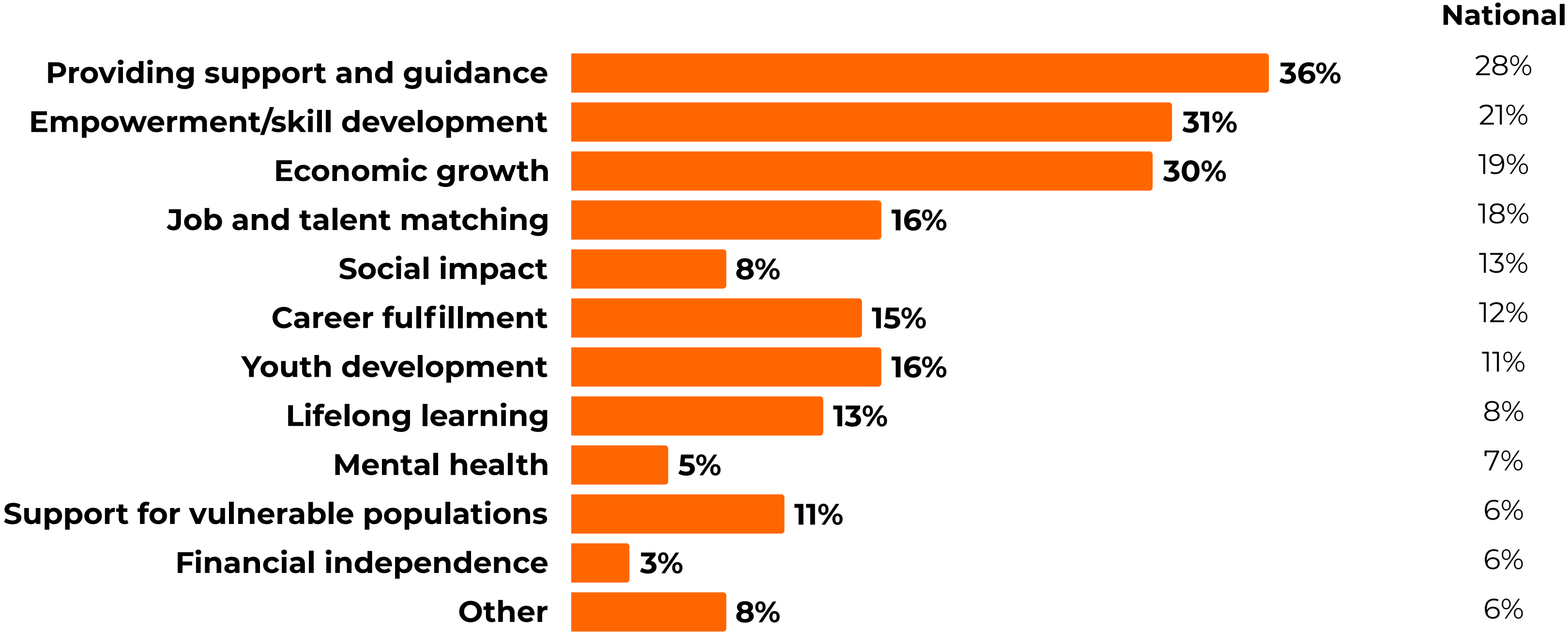
Popular other responses: Education and training access (1%).

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



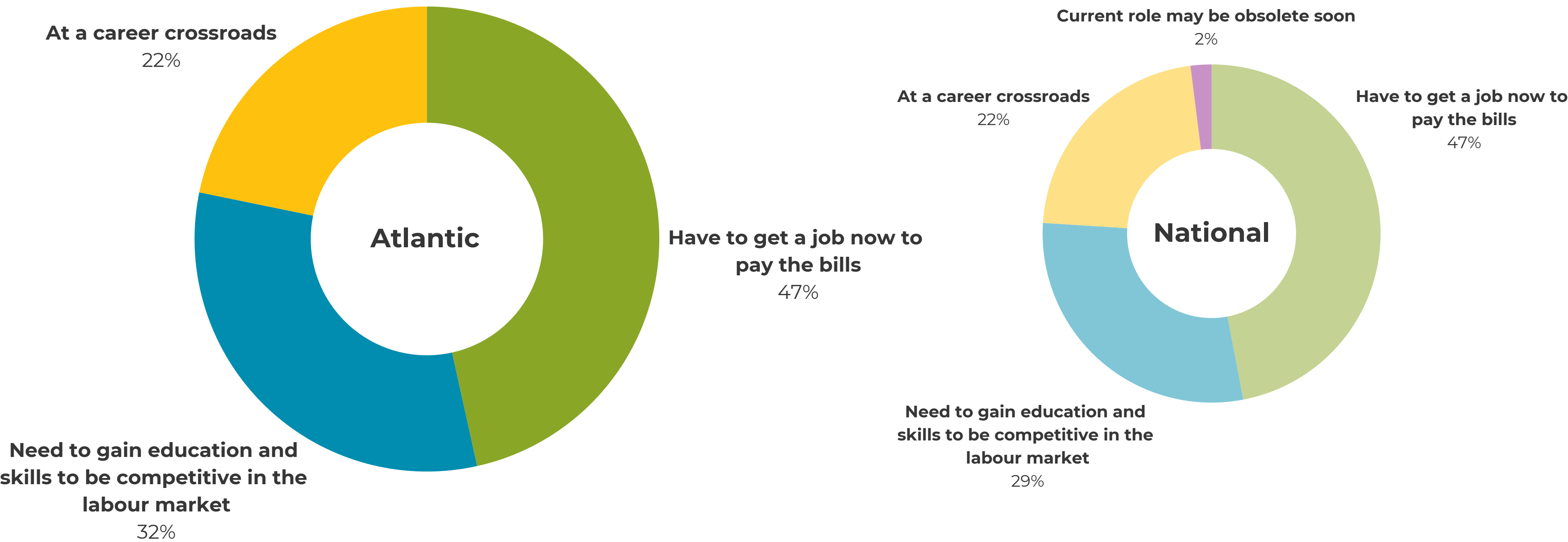
# How Your Work In Career Services Advances the “Public Good”

n=61



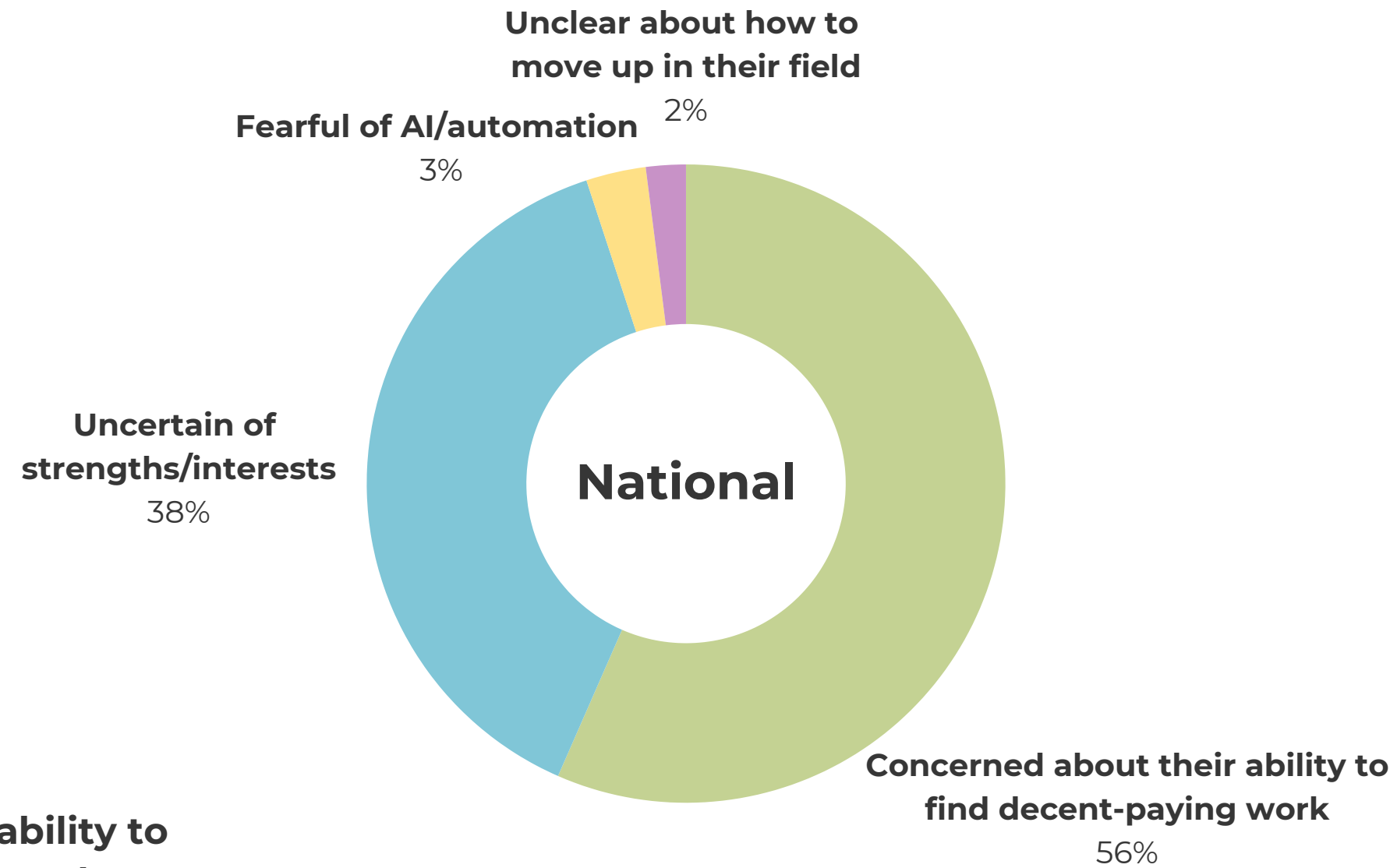
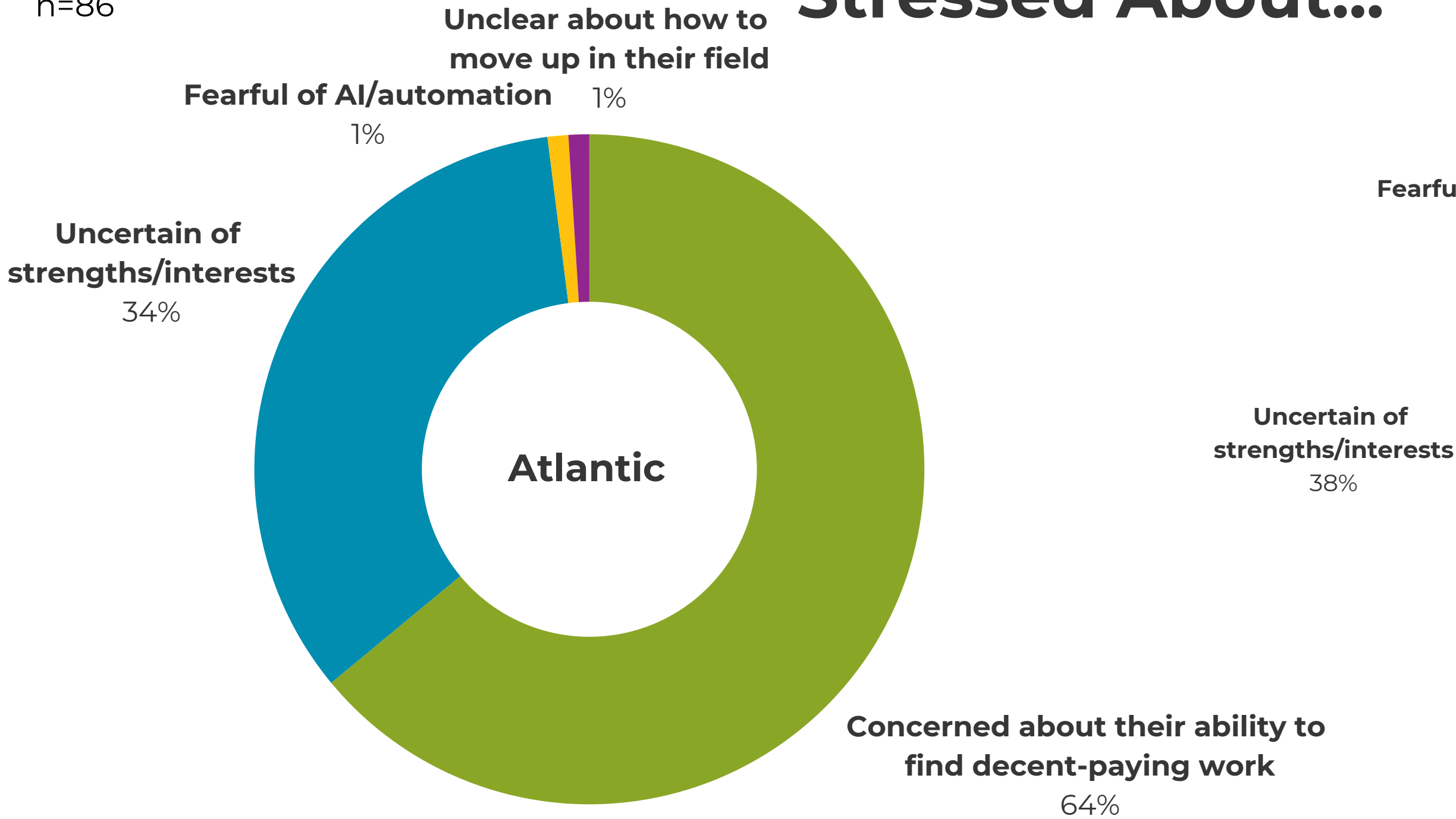
# Main Concern among Clients and Students About Navigating Careers

n=88



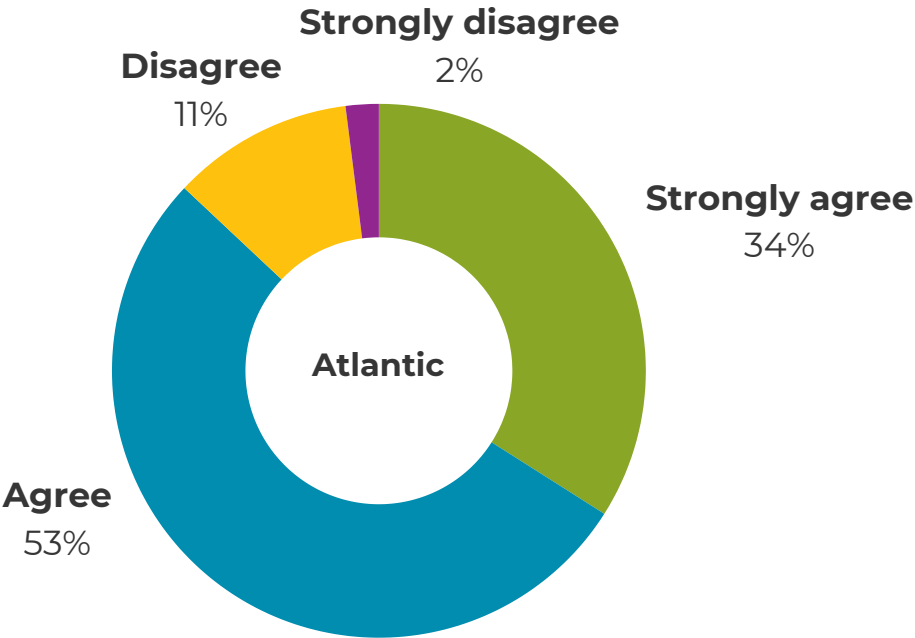
# Regarding Next Steps in Their Careers Individuals Are Mostly Stressed About...

n=86

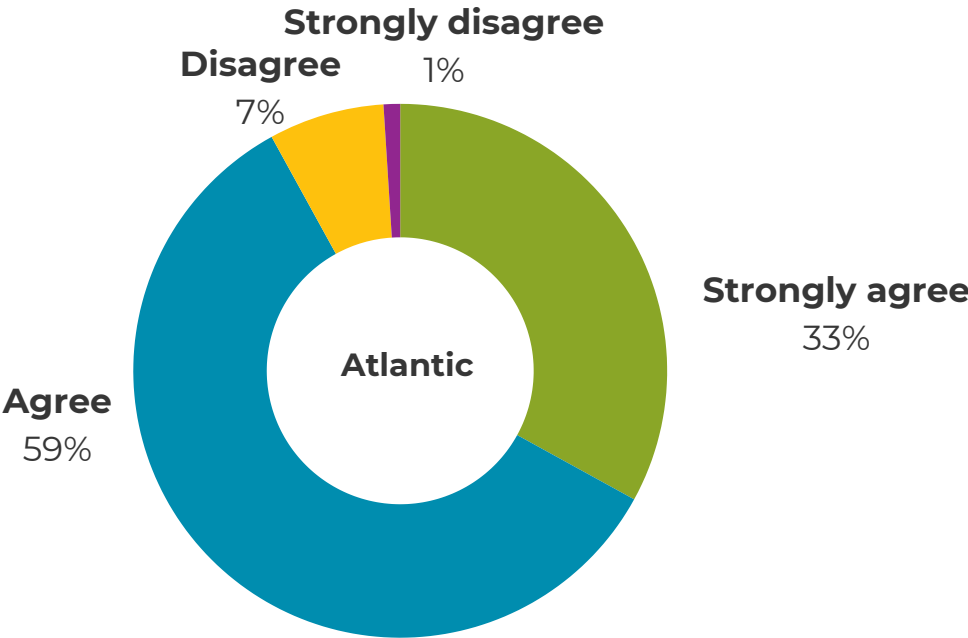


# Post-pandemic Shifts in Clients' Personal Considerations

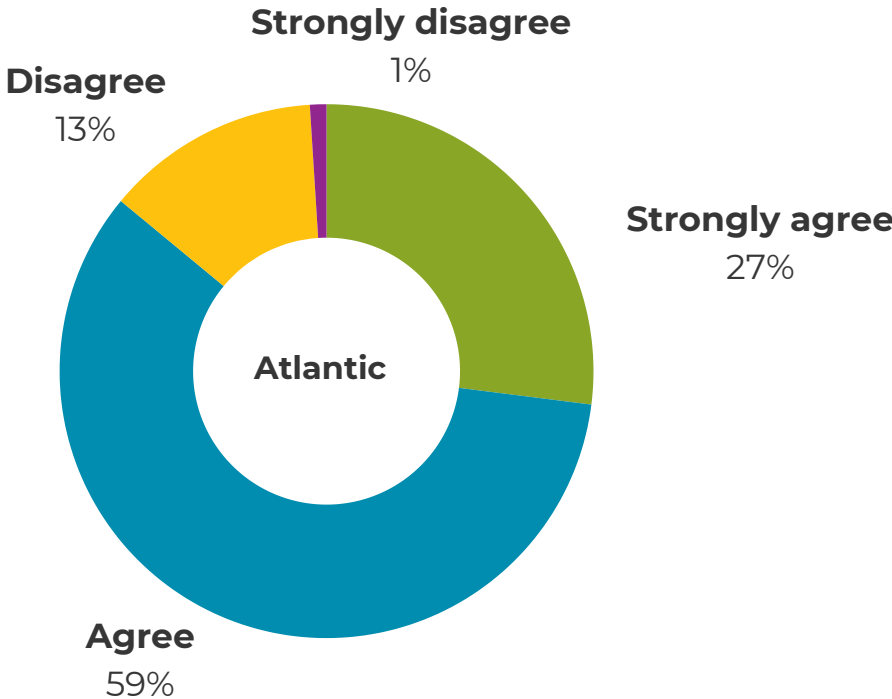
n=87 **Greater importance on remote and hybrid work**



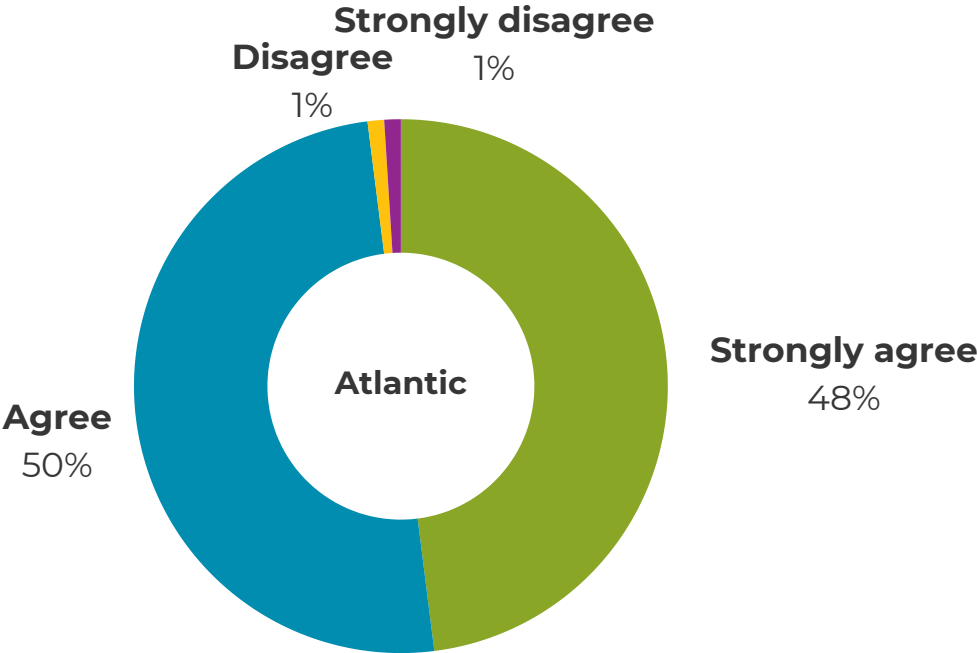
**Prioritizing job security in the current economy**



**A desire to find more purpose or meaning in a career**

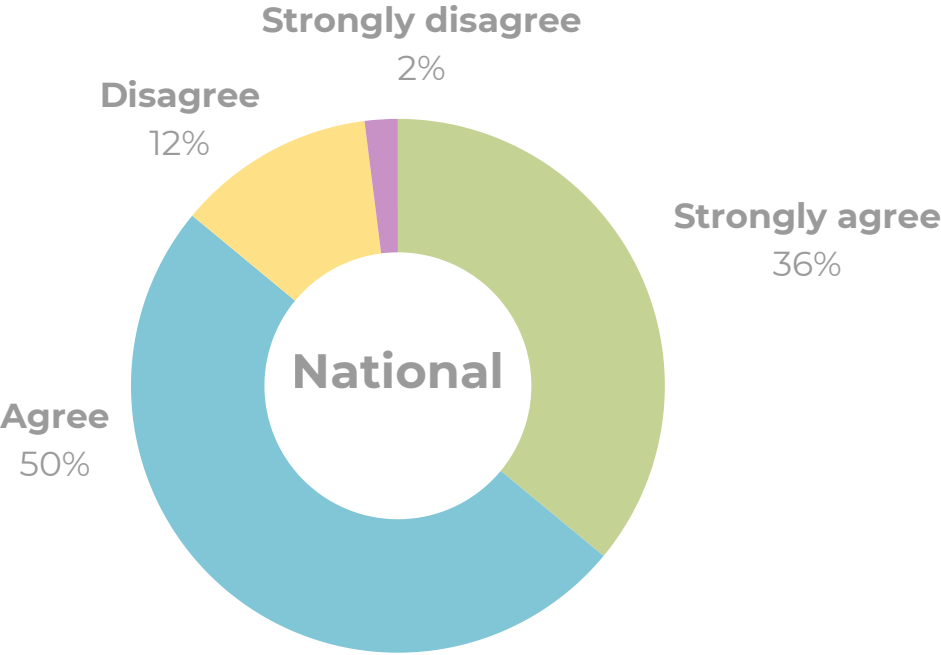


**Looking for a better work-life balance**

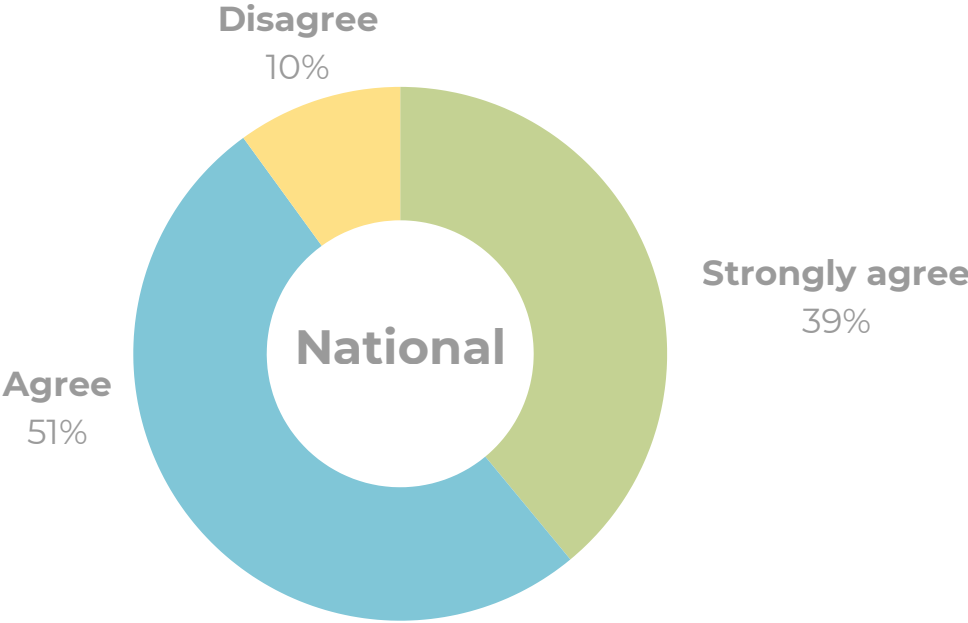


# Post-pandemic Shifts in Clients' Personal Considerations (National)

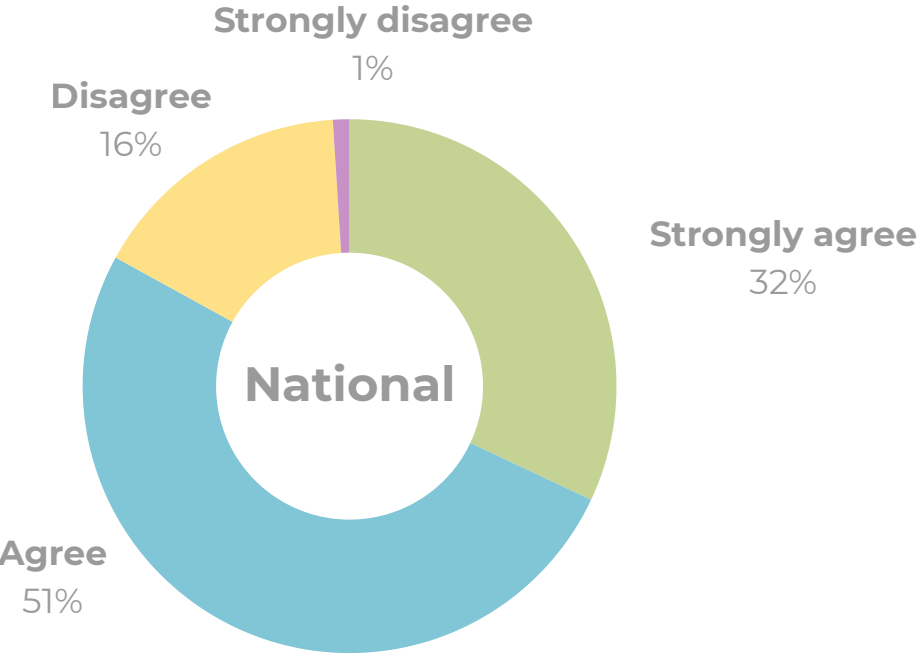
Greater importance on remote and hybrid work



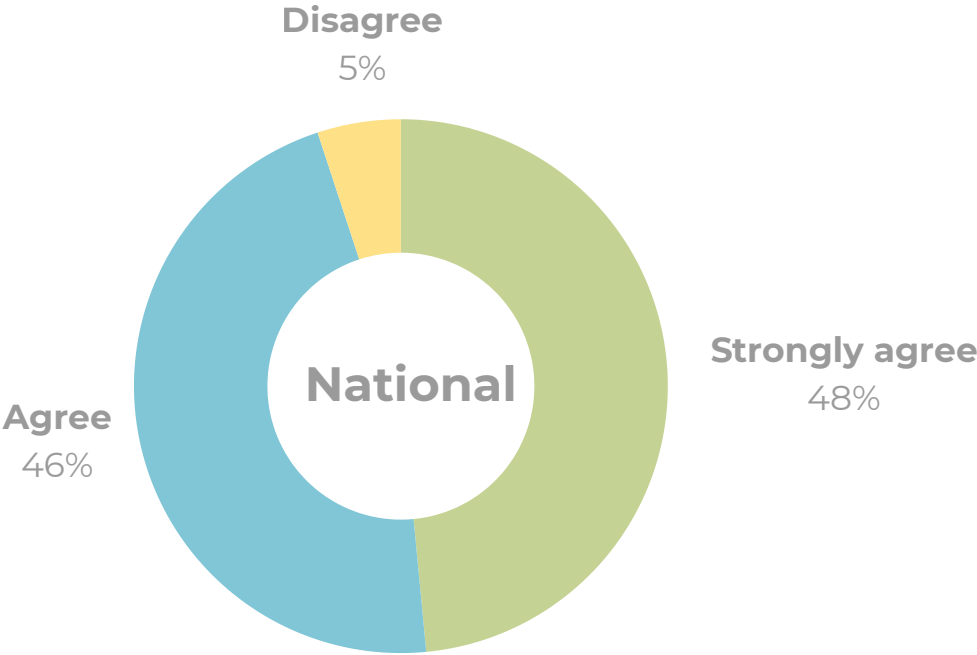
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career



Looking for a better work-life balance

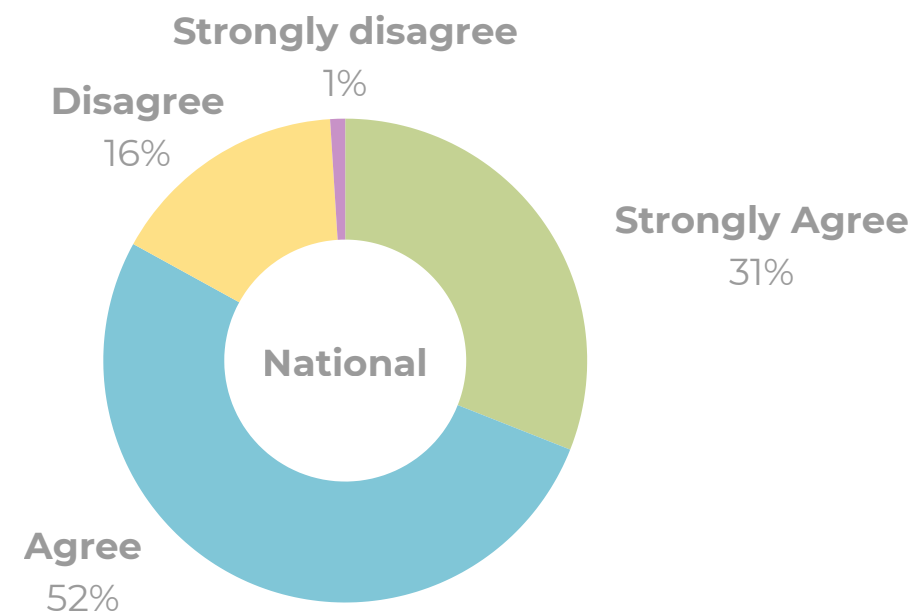
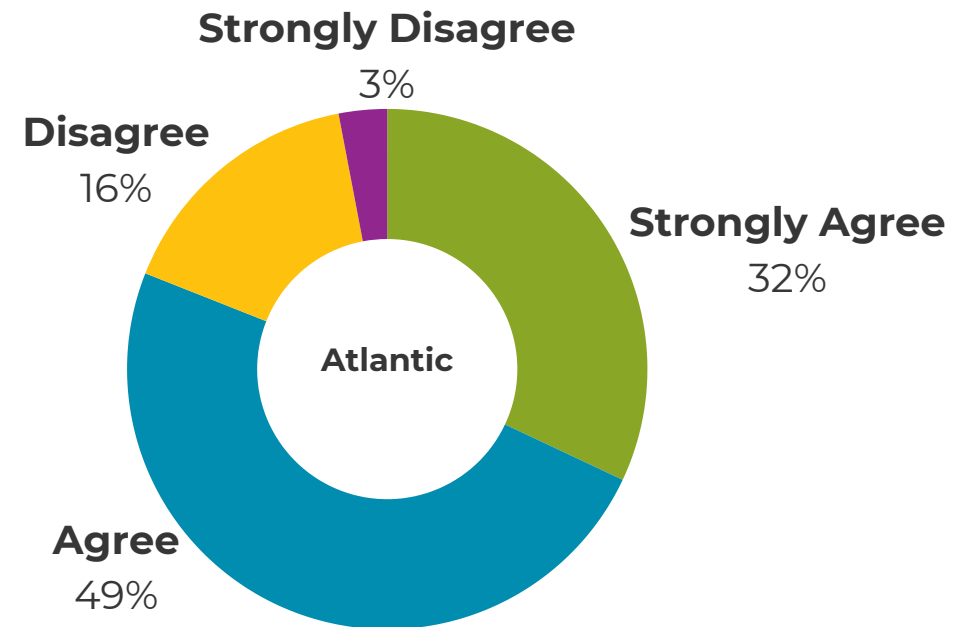




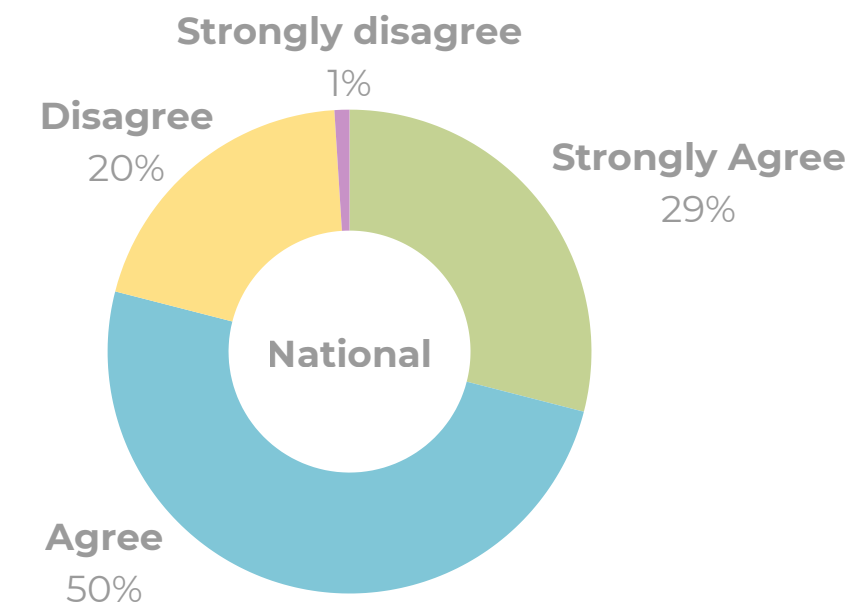
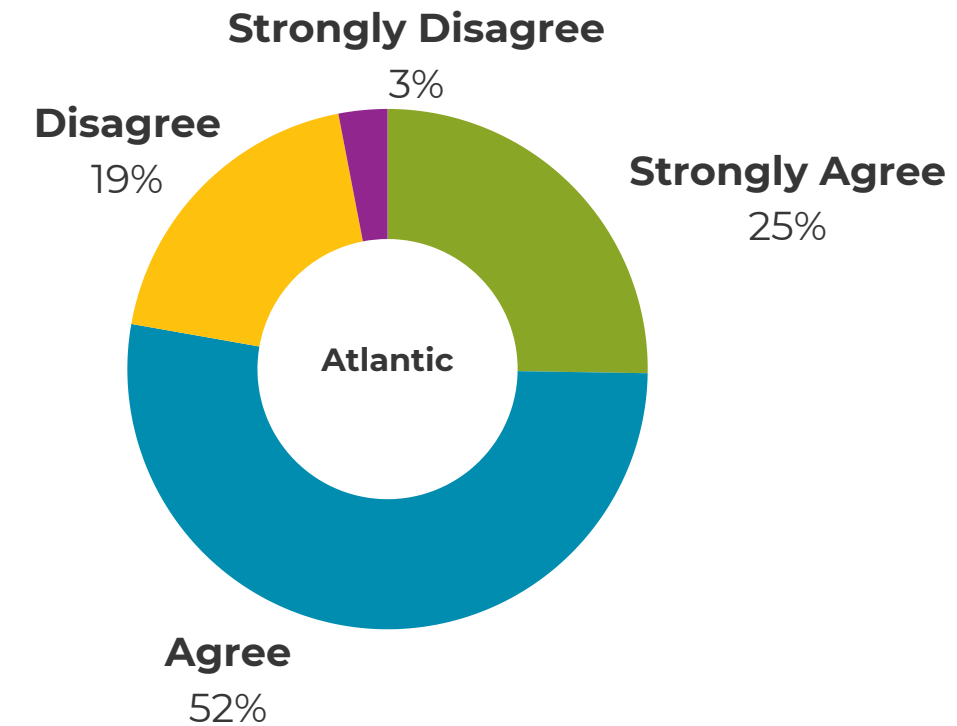
# Career Myths Based on Experience with Clients

n=88

**Most believe career guidance  
is not available beyond high school**



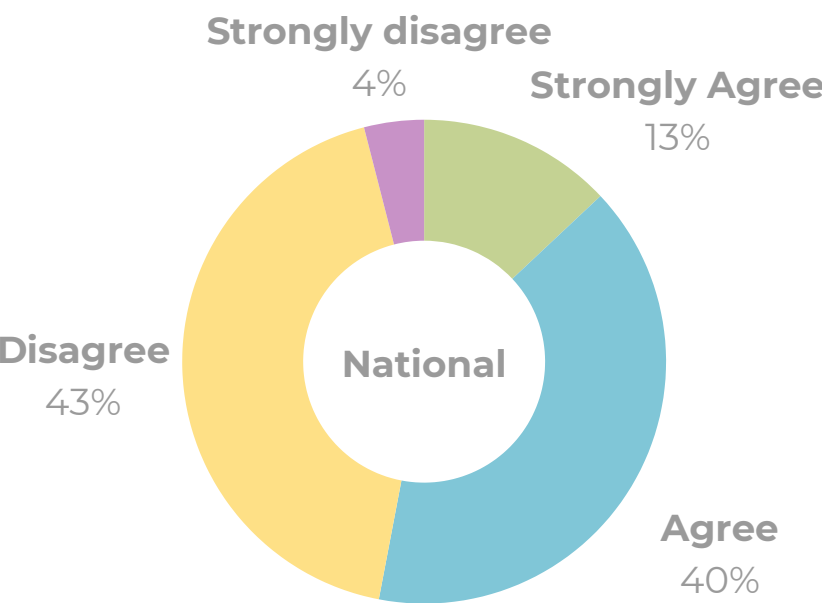
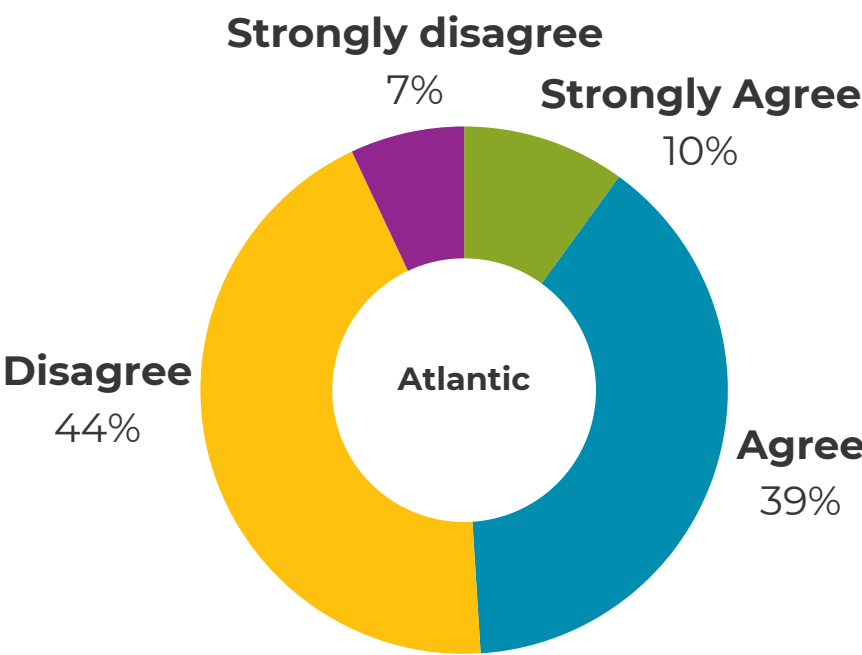
**Most believe careers  
are linear**



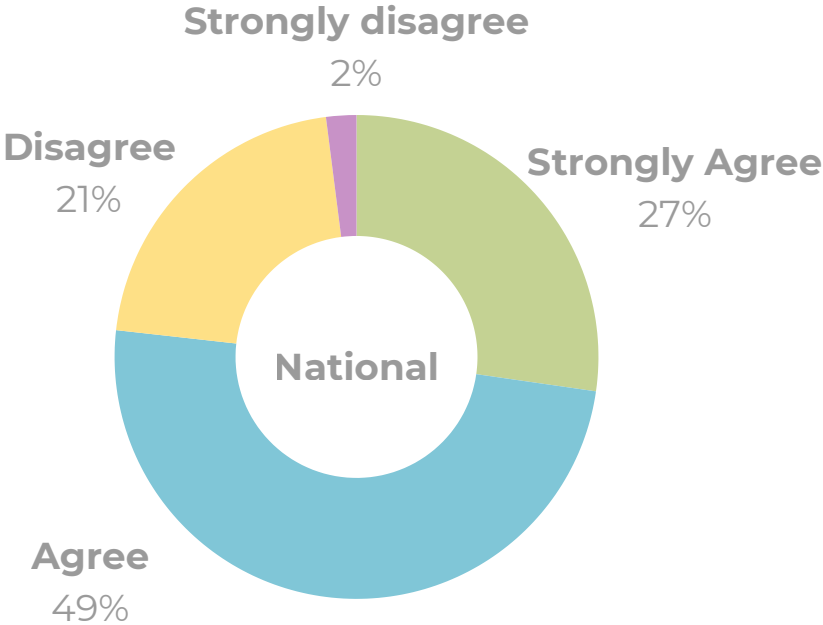
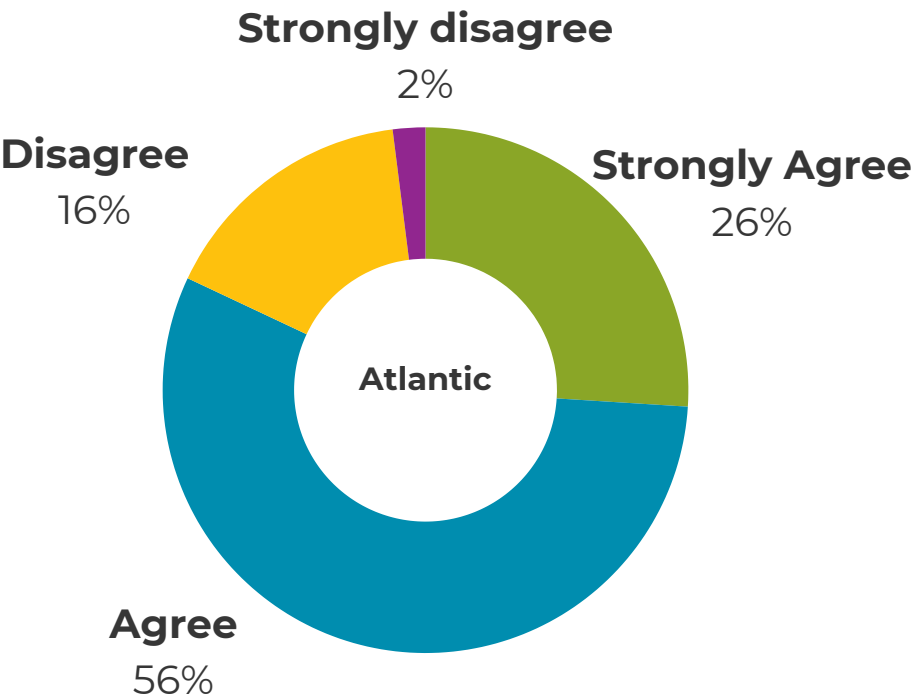
# Career Myths Based on Experience with Clients (continued)

n=88

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



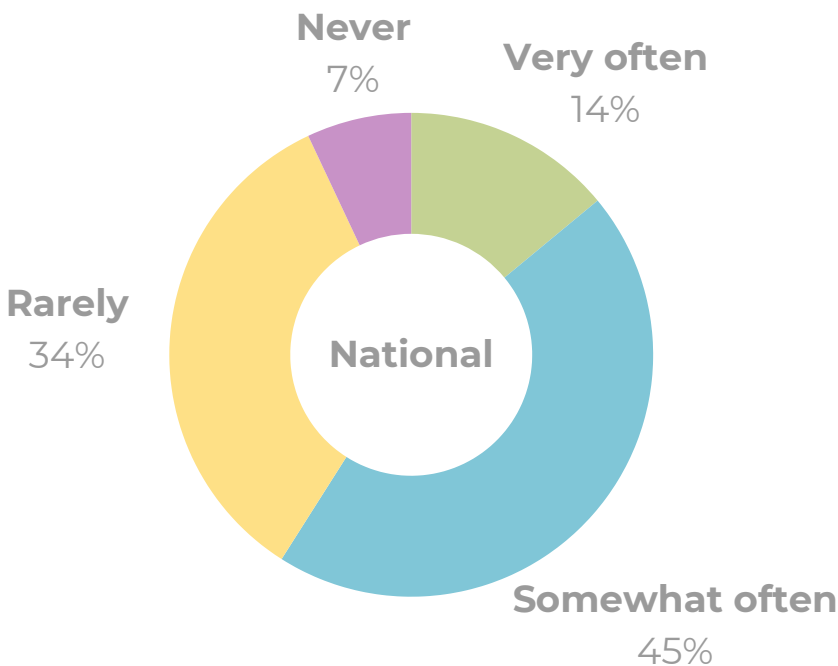
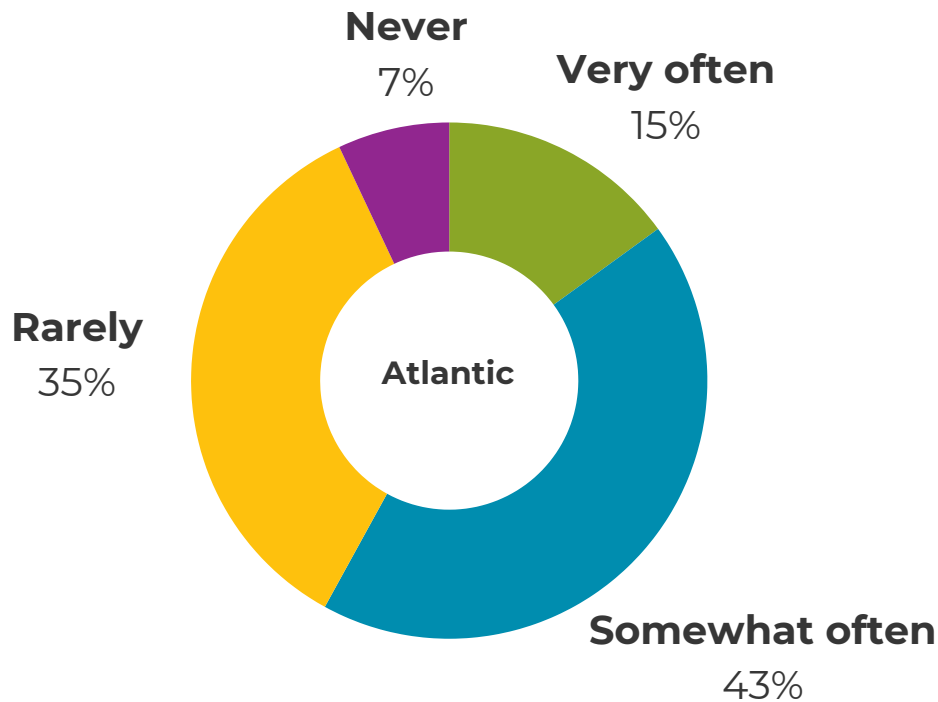
Most believe choosing a career means deciding what you will do the rest of your life



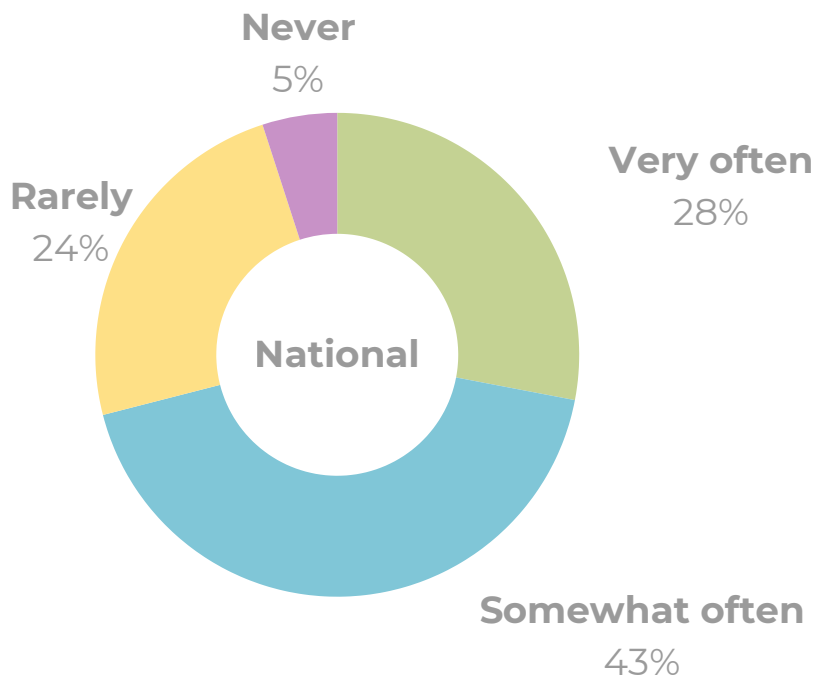
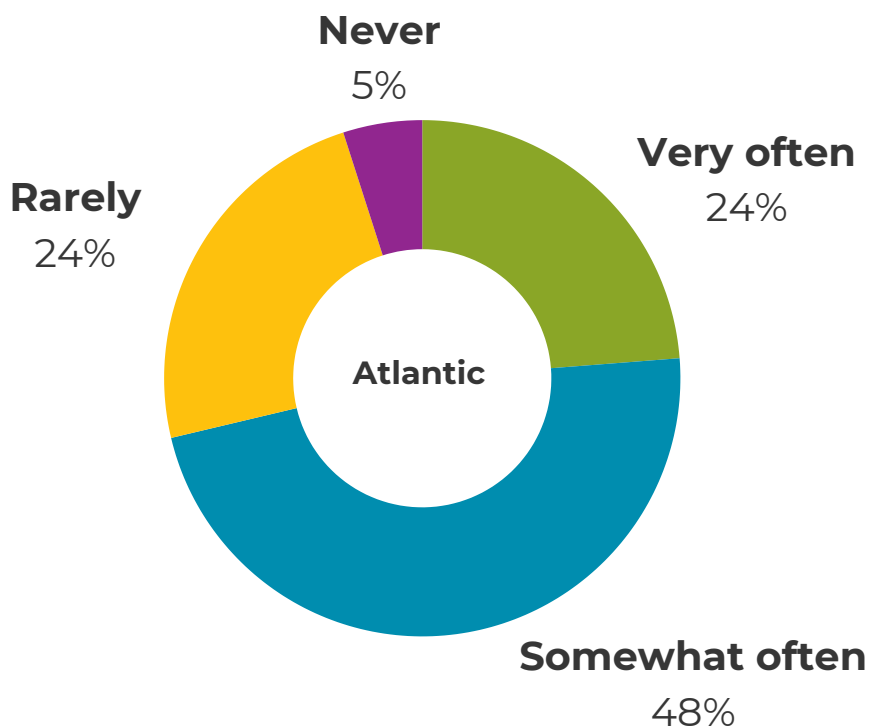
# Frequency of Shared Views from Clients

n=88

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



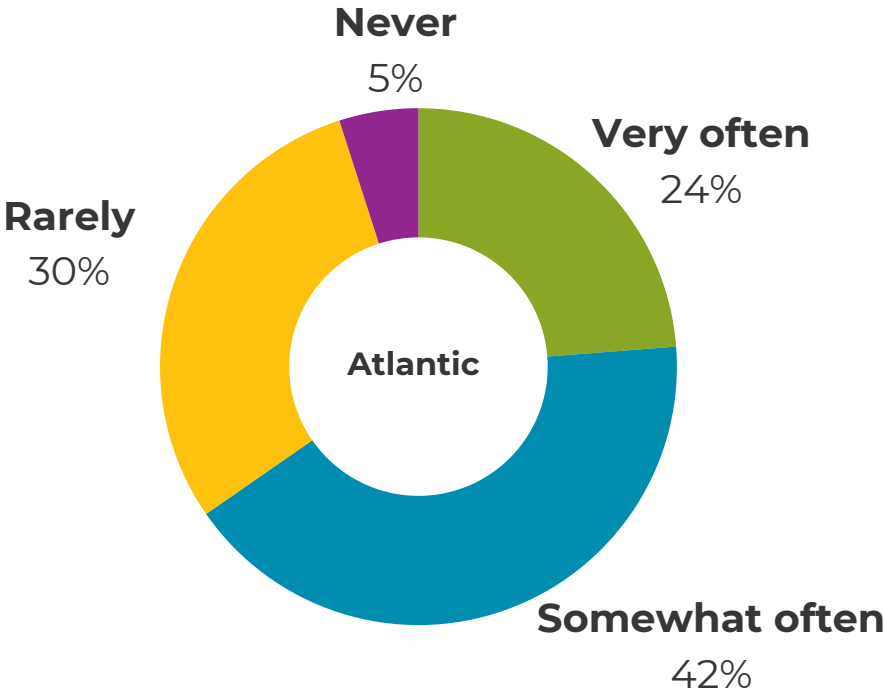
I wish I had chosen a  
career that is aligned with my values



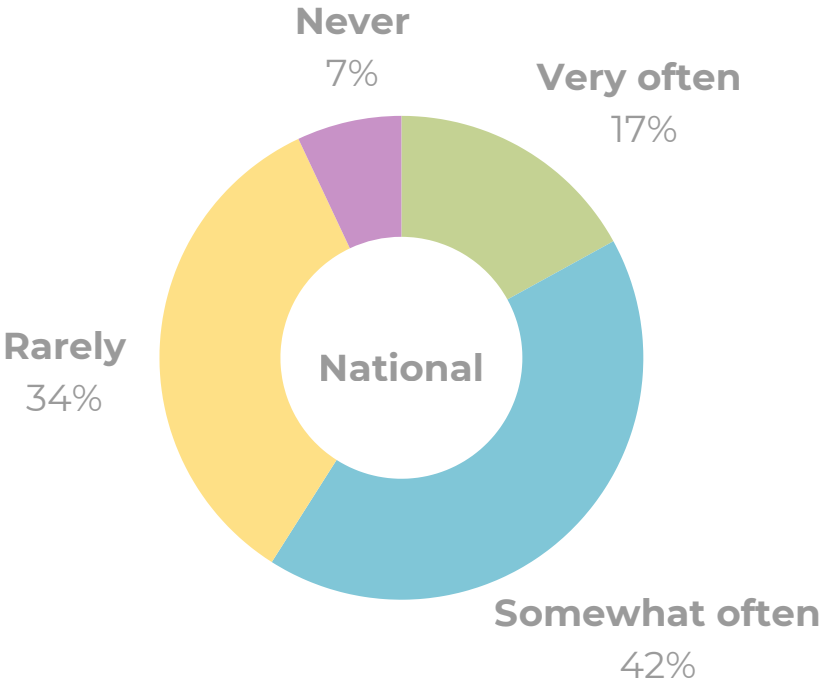
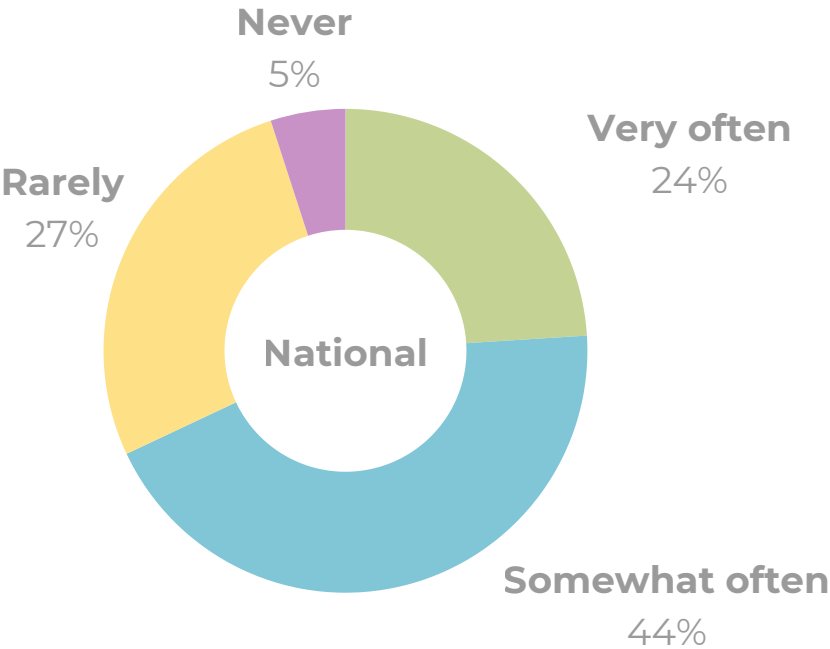
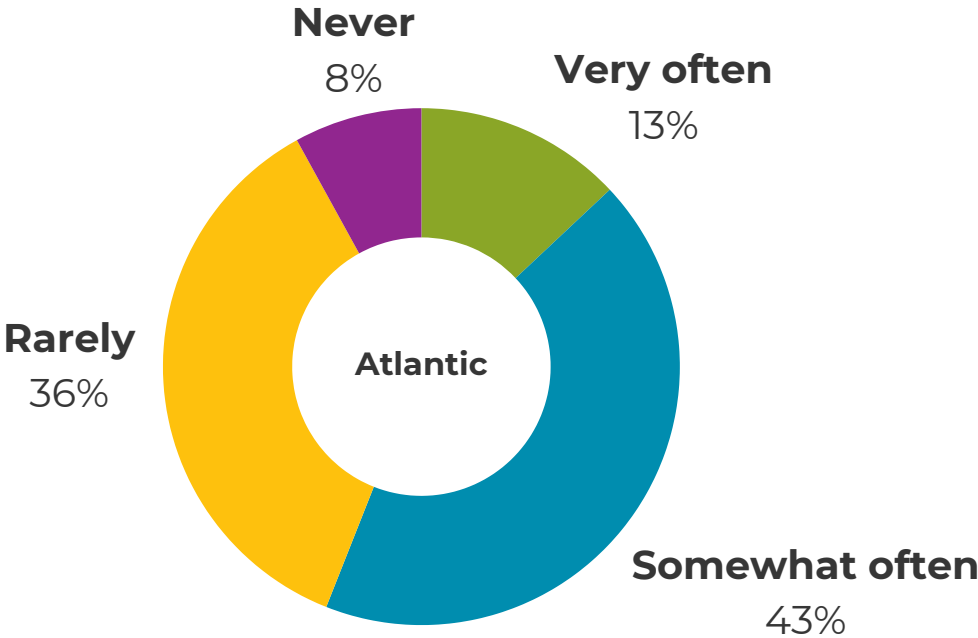
# Frequency of Shared Views from Clients (continued)

n=88

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

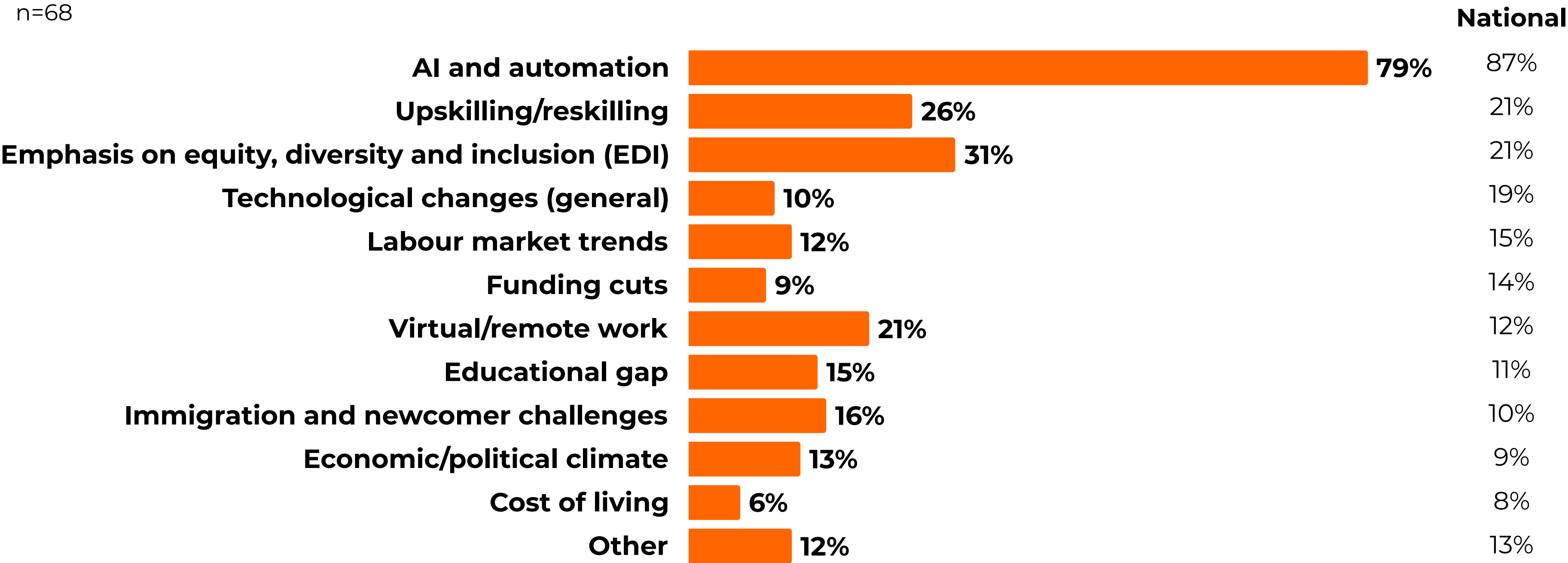


I wish I hadn't let fear prevent me from taking a different career direction



# Anticipated Changes in Practice Over Next Five Years

n=68



**Note:** This question is open-ended with up to three choices. In these instances, percentages do not add up to 100%.



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COMMUNITY RESEARCHERS



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