

2024 CERIC

Survey of Career Service Professionals

British Columbia 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	150 respondents (20% of total respondents)
Lead researchers	Gabriel Hachard and Michael Harker, Community Researchers
Qualitative research analyst	Eniola Osazuwa, Community Researchers



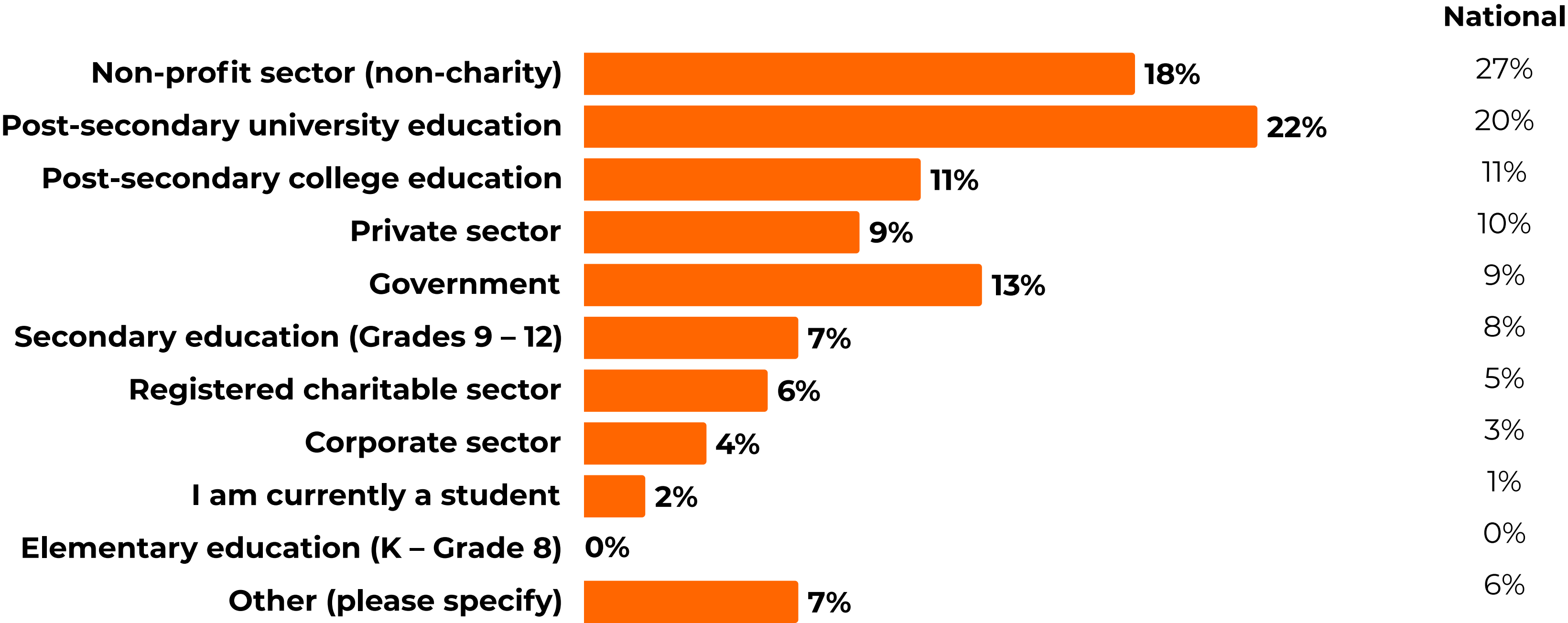
Section 1:

Demographics and Experience in Career Services Field



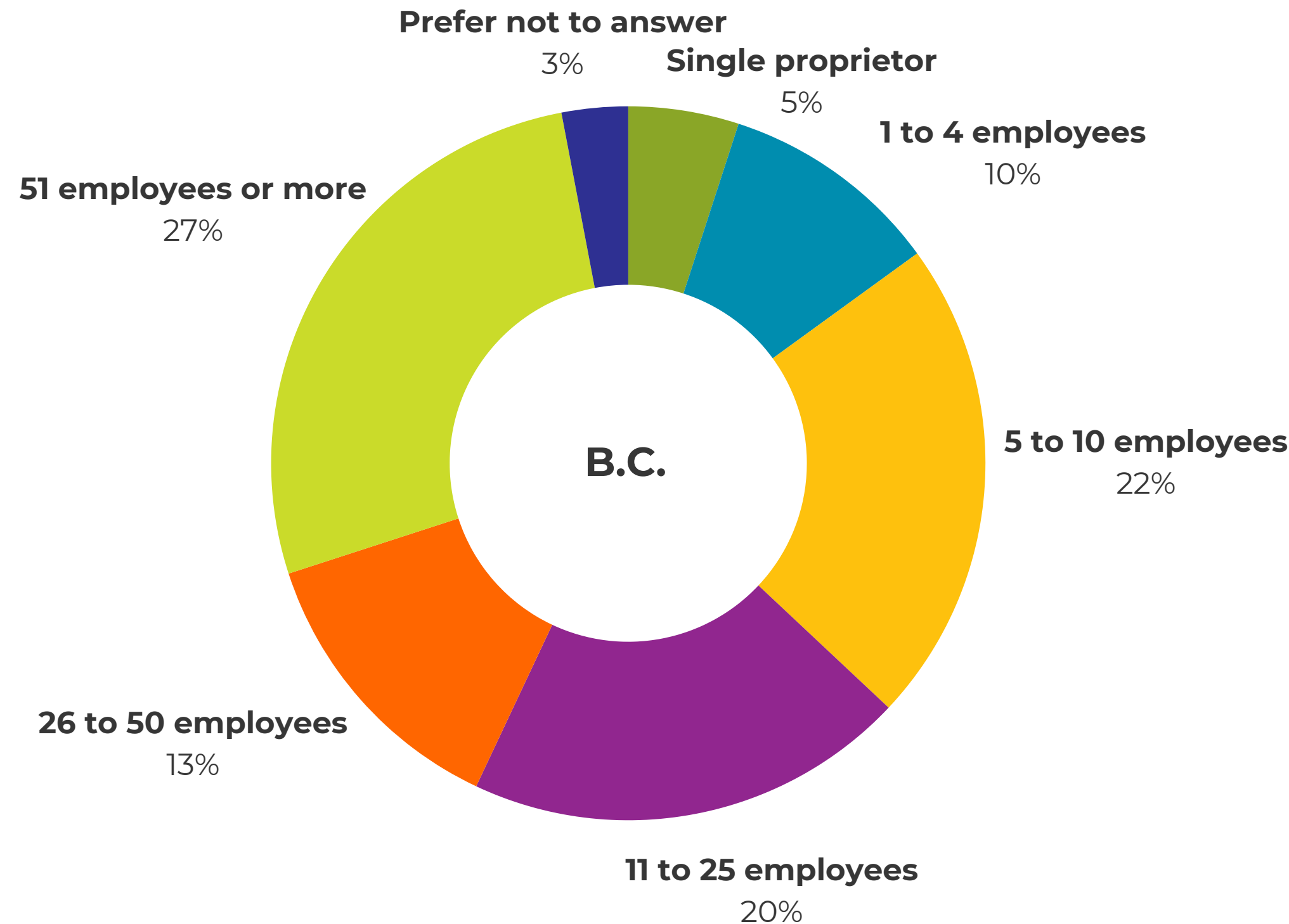
Respondents' Sector Within Field

n=150



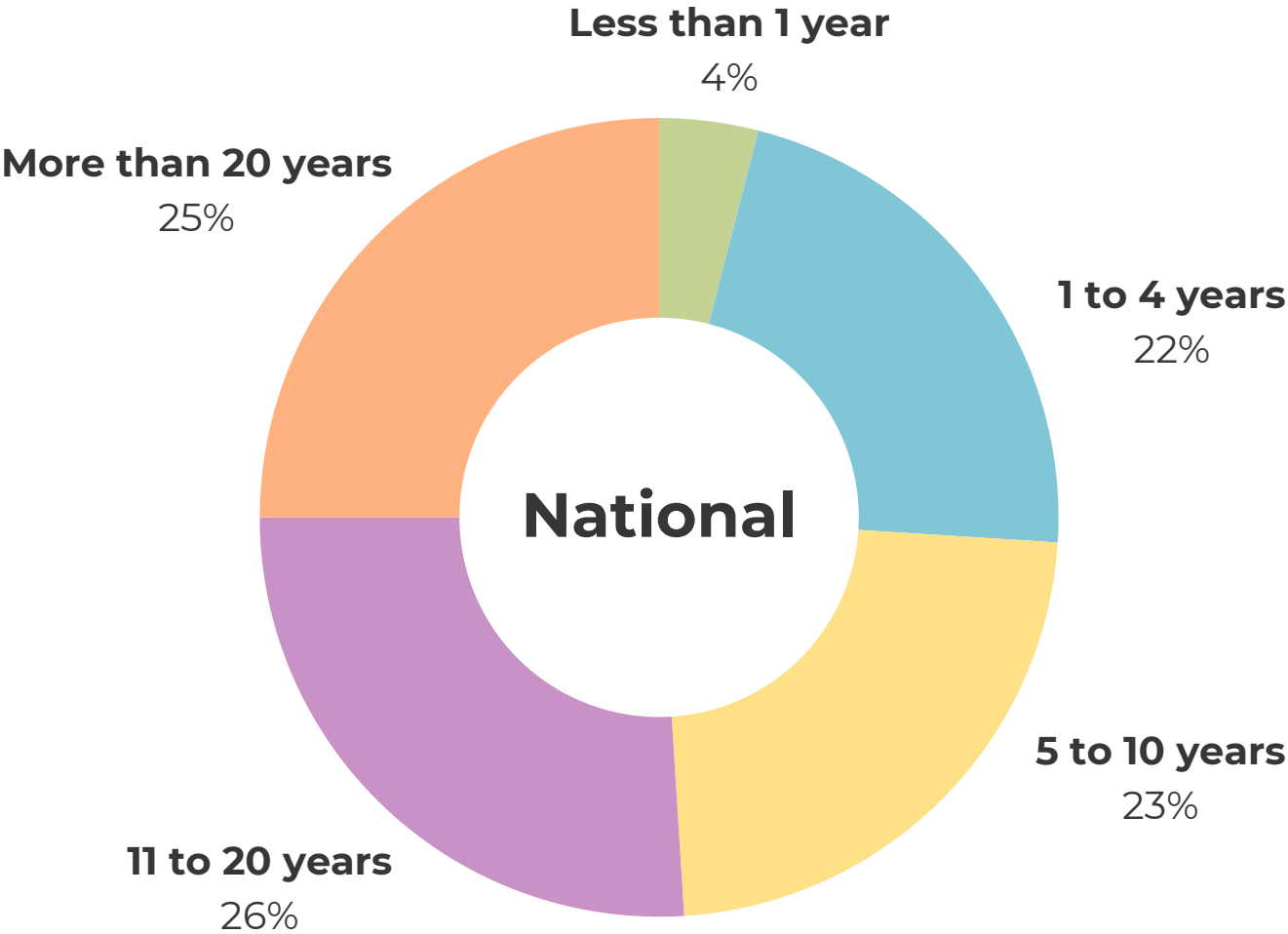
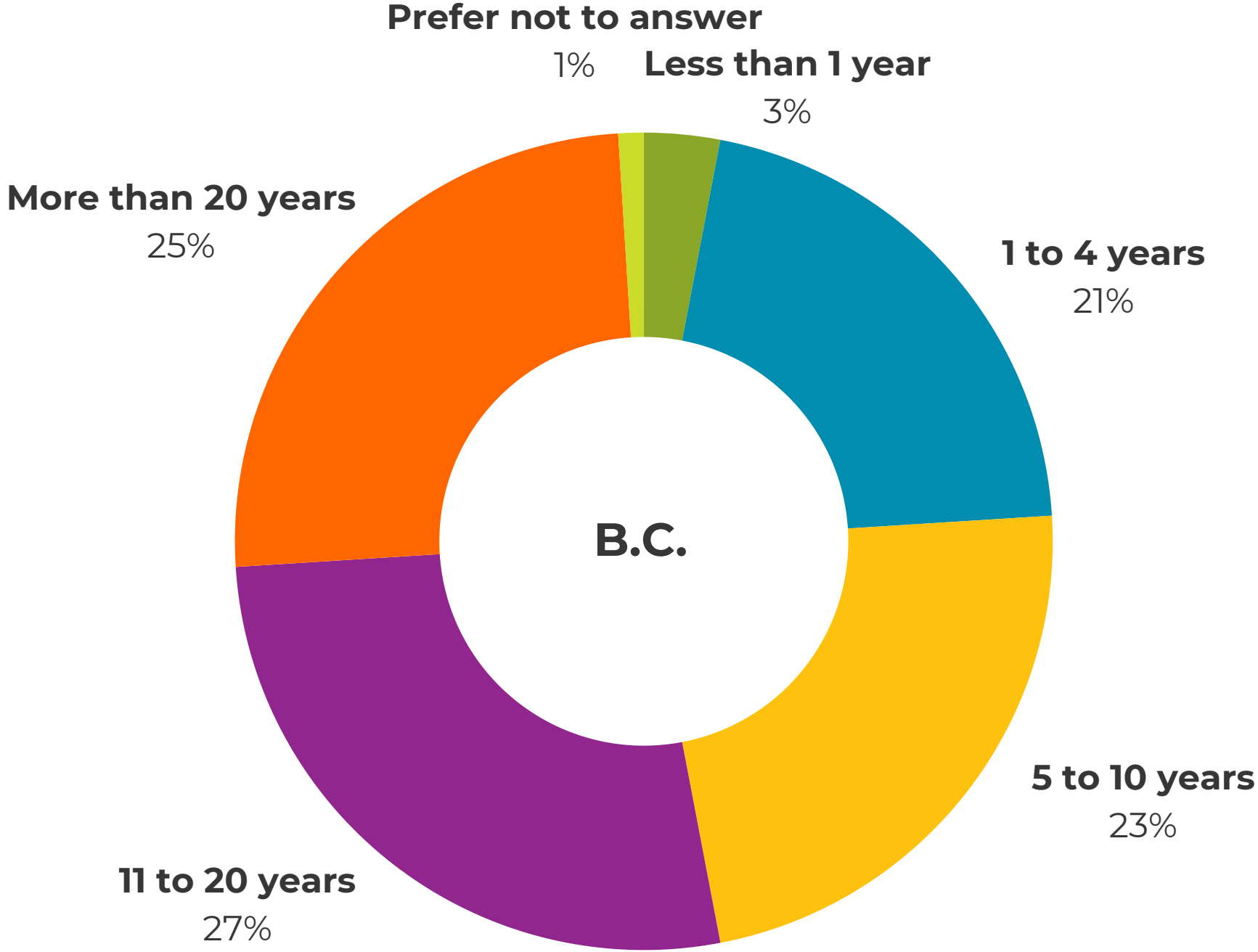
Staff Size of Career Services Operation

n=146



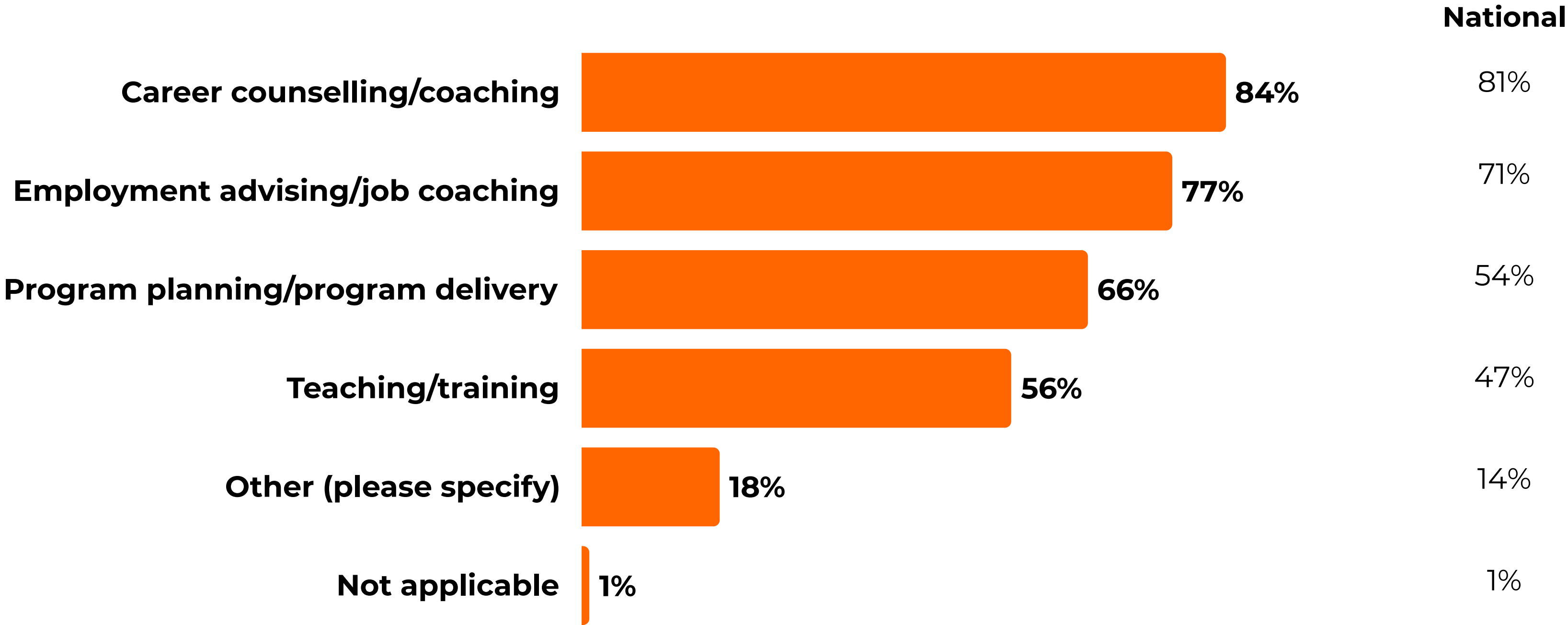
Years Working in Career Development

n=146



Services Offered

n=146



Popular other response: Vocational rehabilitation/assessment (3%) and employer engagement (2%).

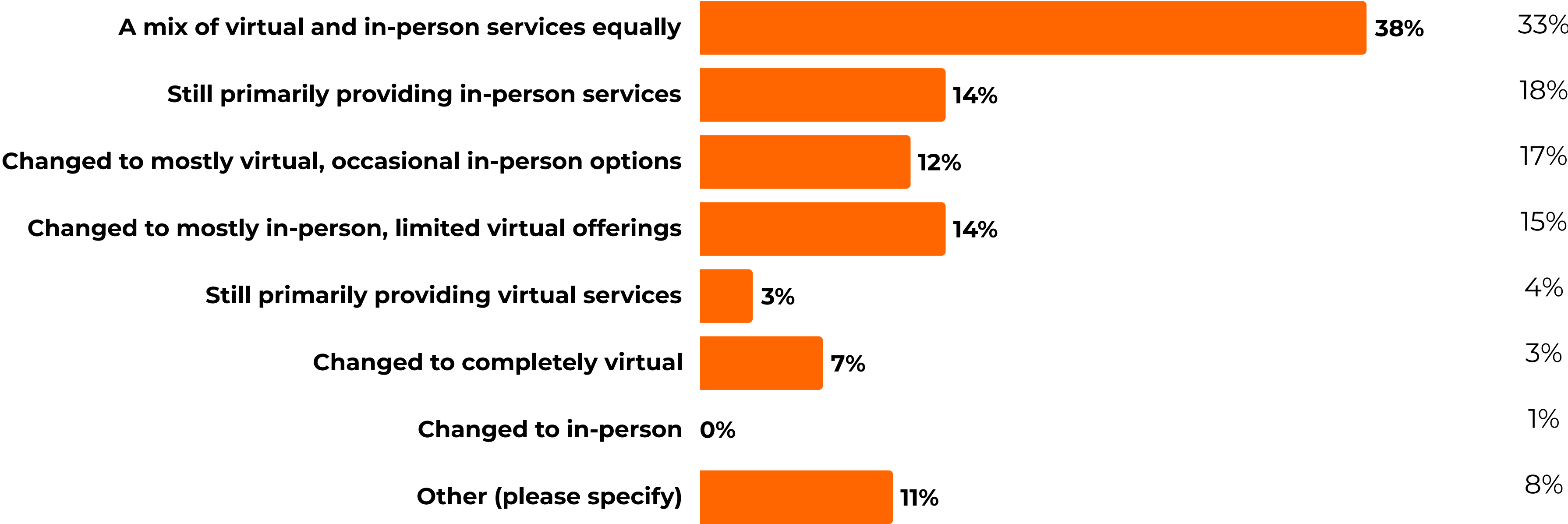
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Changes in Career Services Delivery Since Pandemic

n=146

National



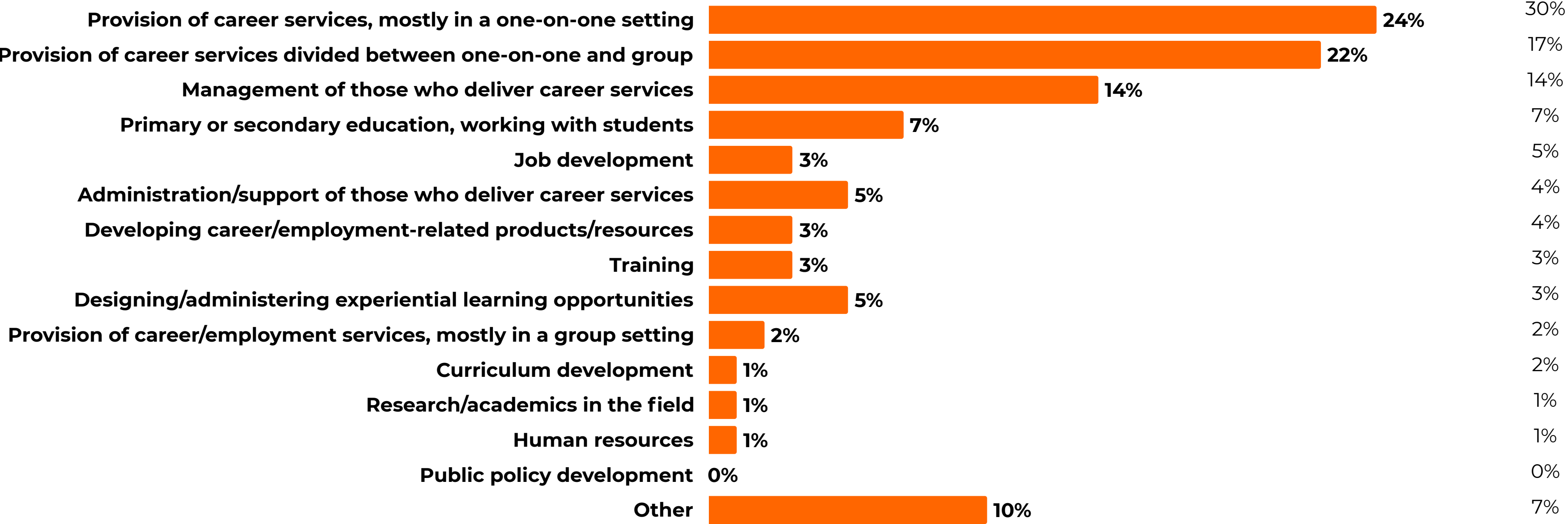
Popular other responses: I wasn't working in this field pre-pandemic (4%) and not applicable (1%).



Respondent Primary Job Function

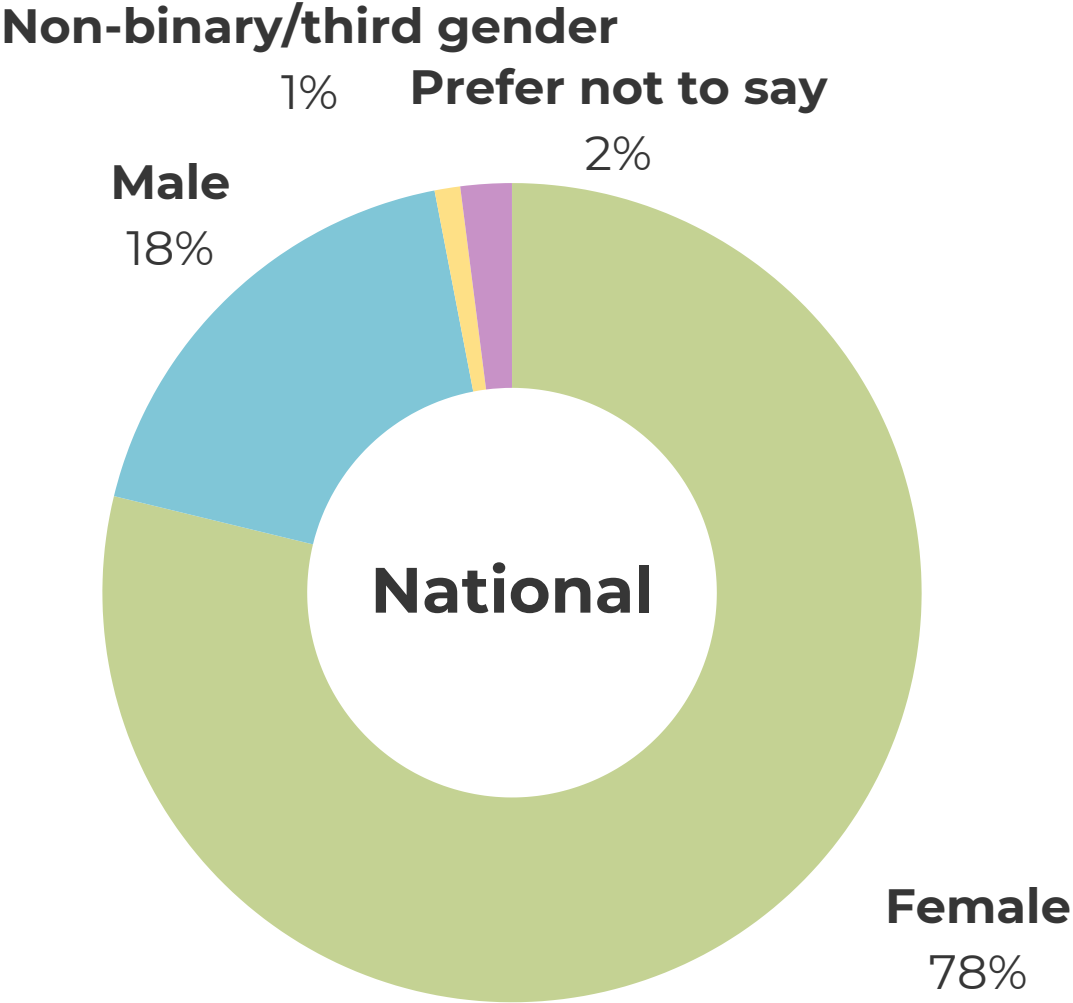
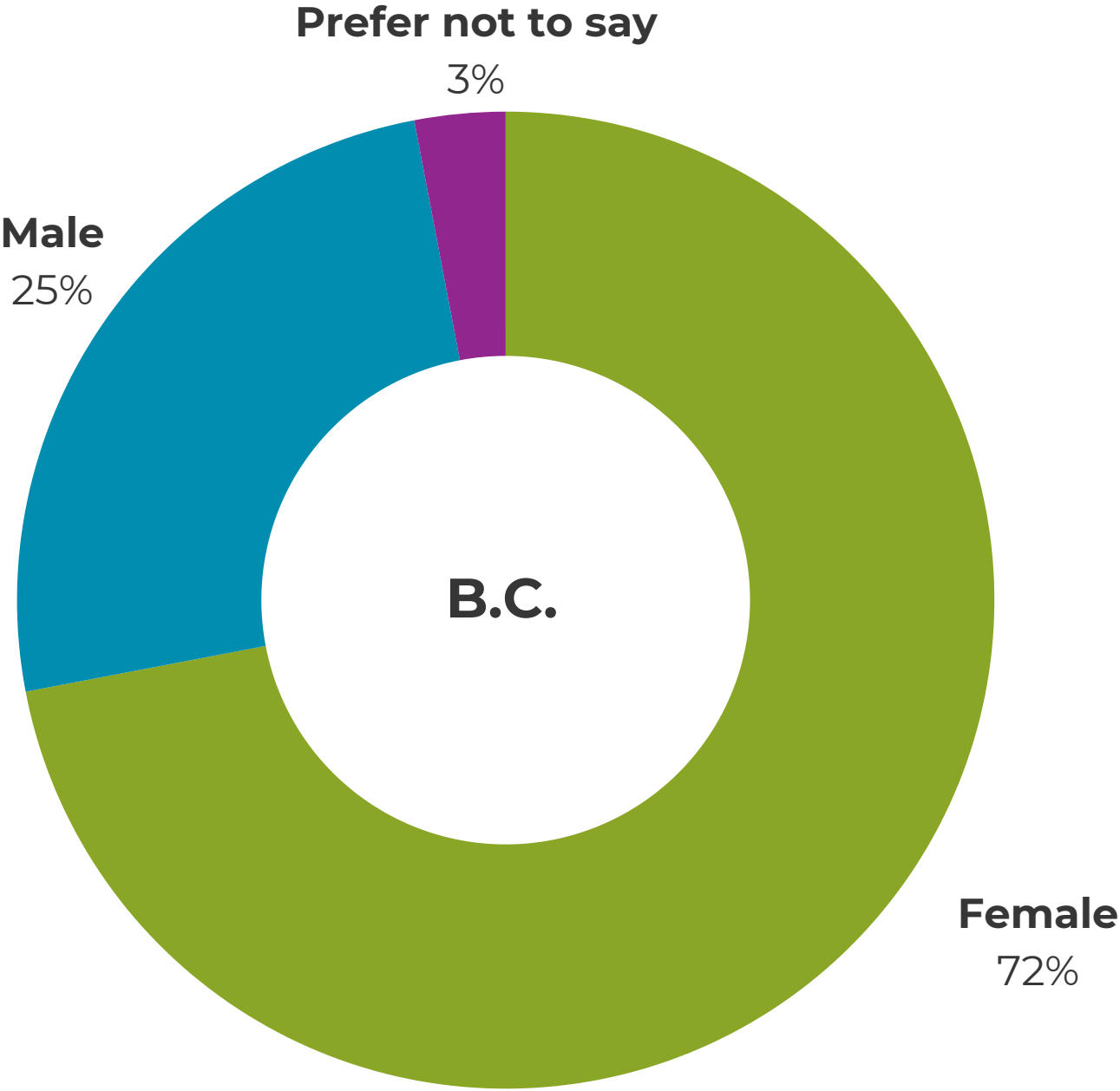
n=147

National



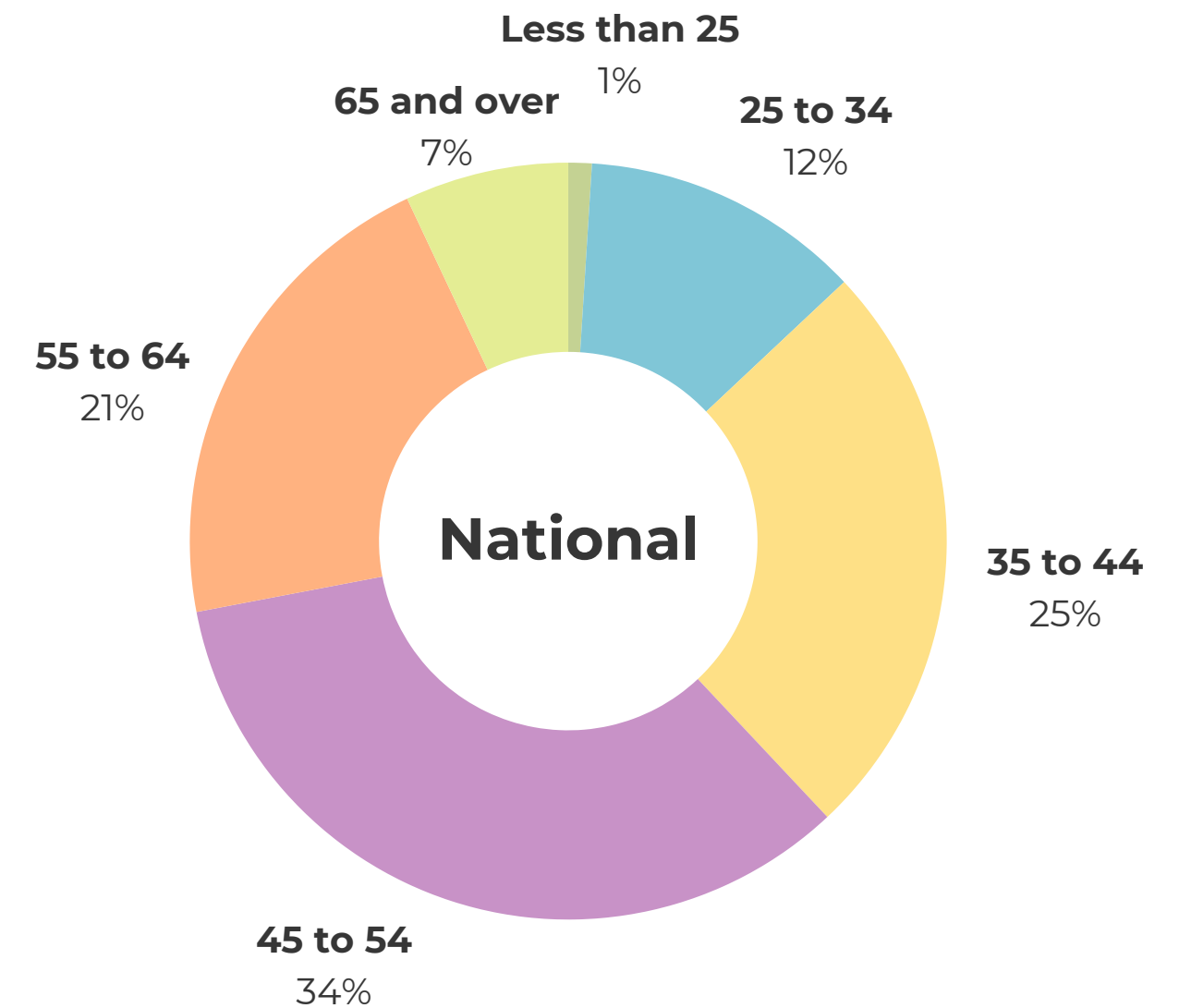
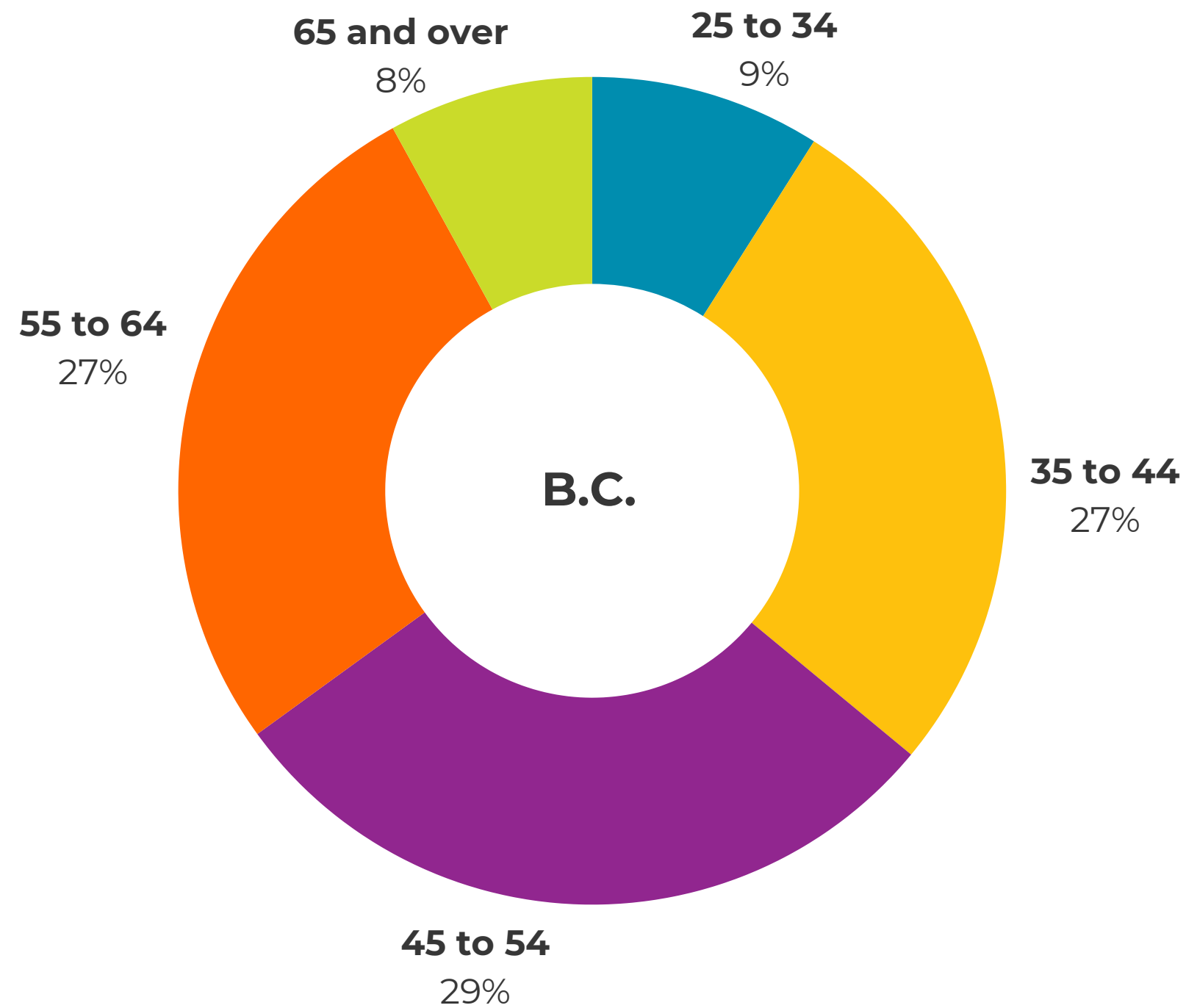
Gender of Respondent

n=150



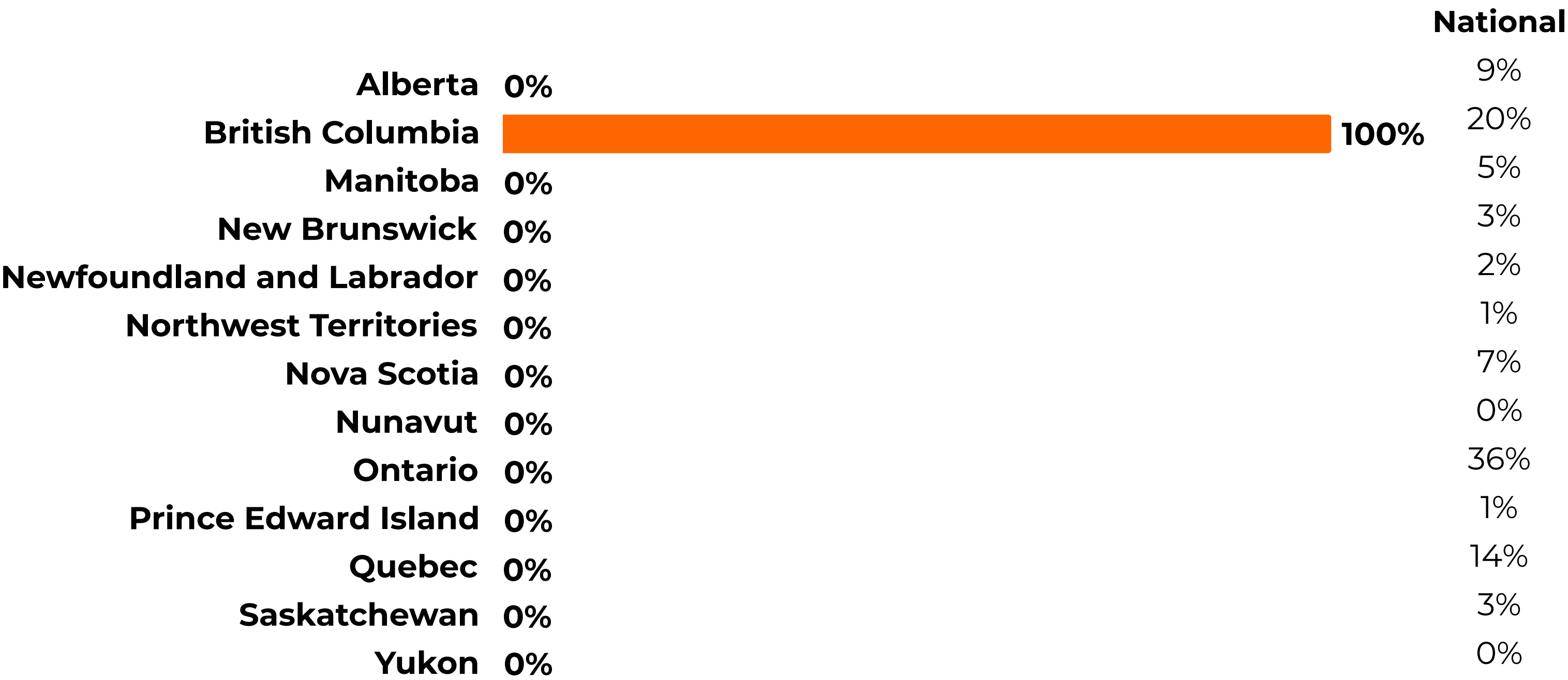
Age of Respondent

n=150



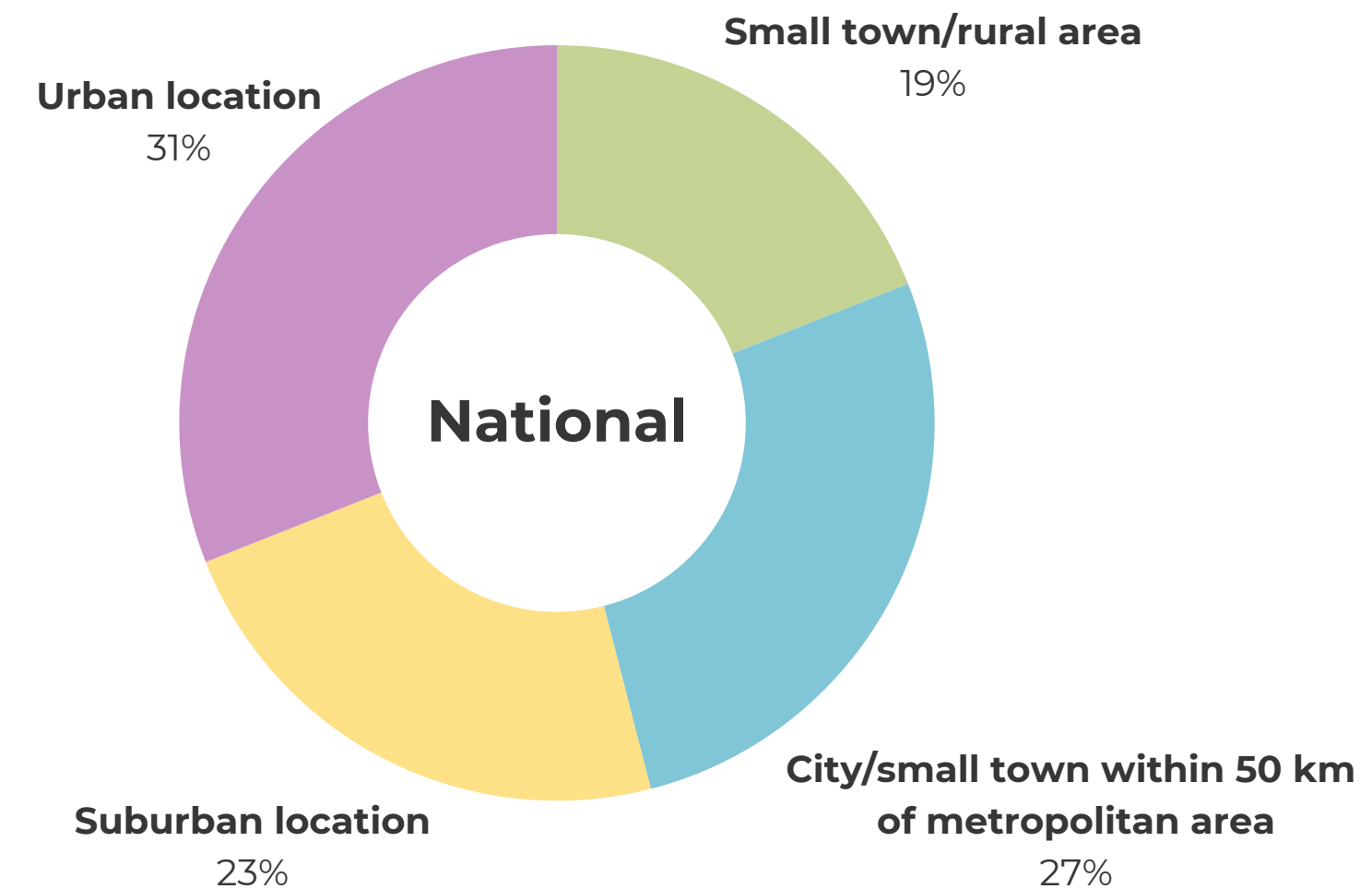
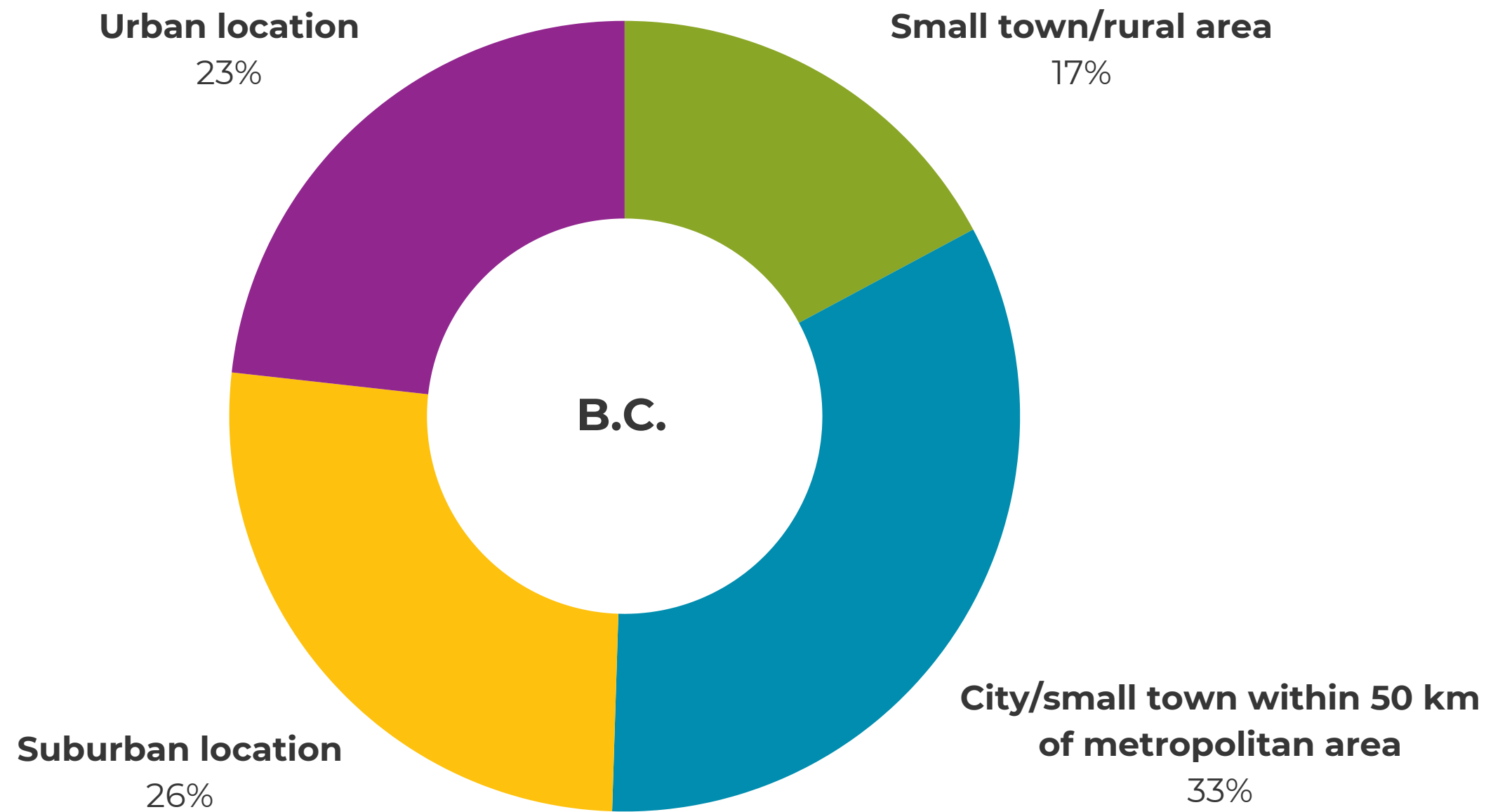
Location of Respondent

n=150



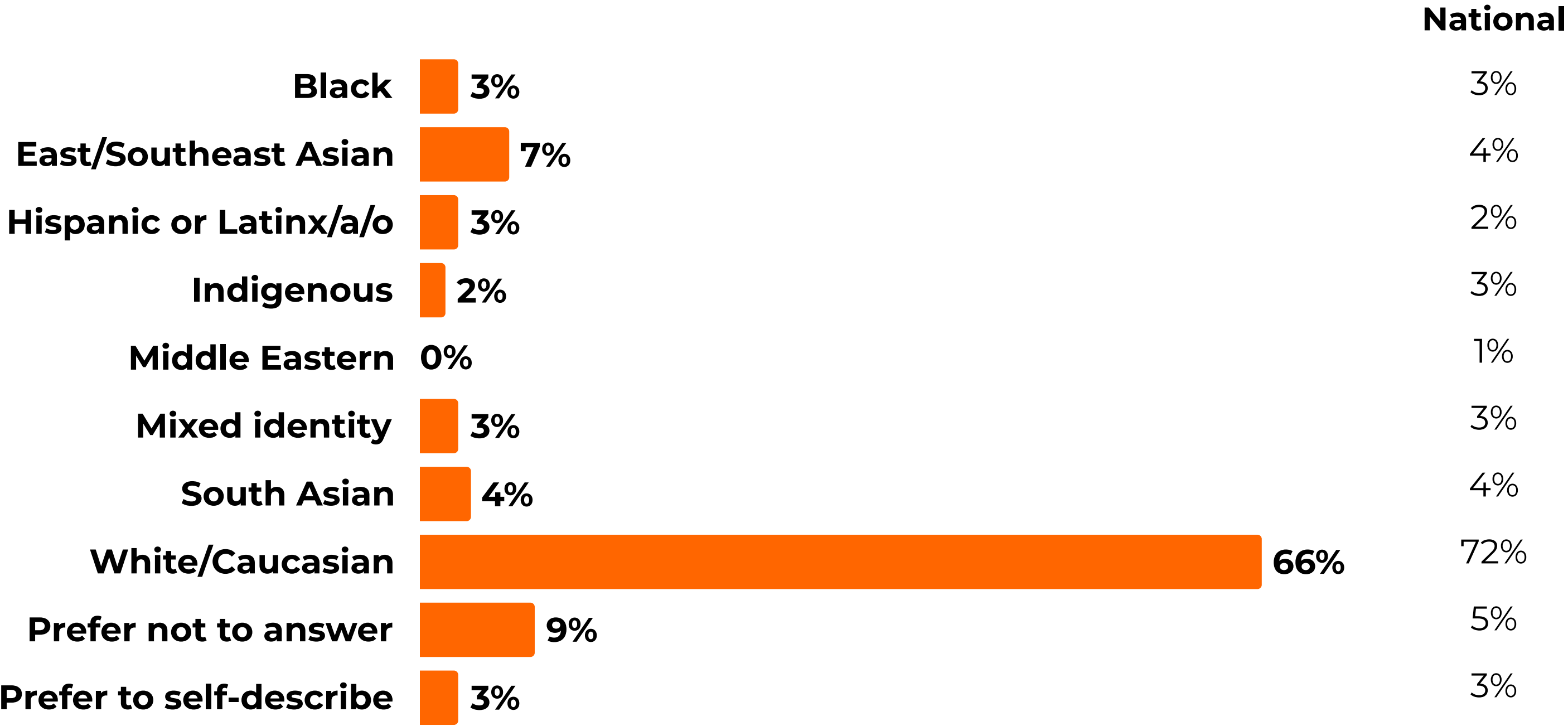
Type of Community

n=150



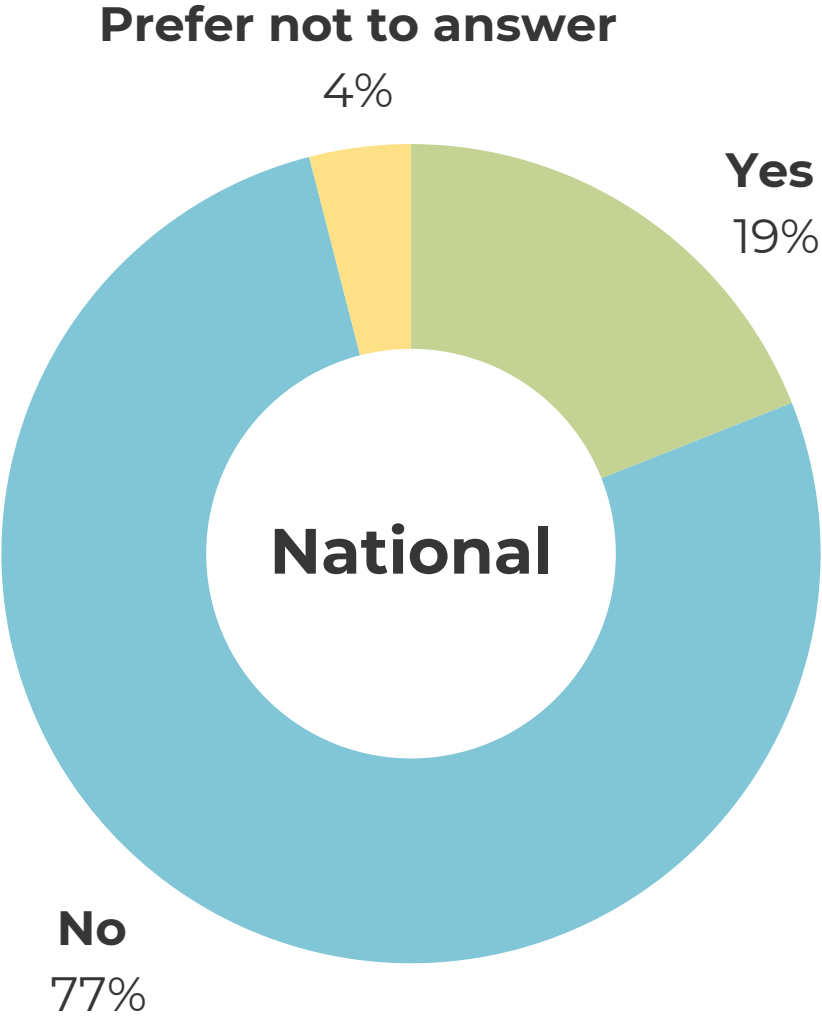
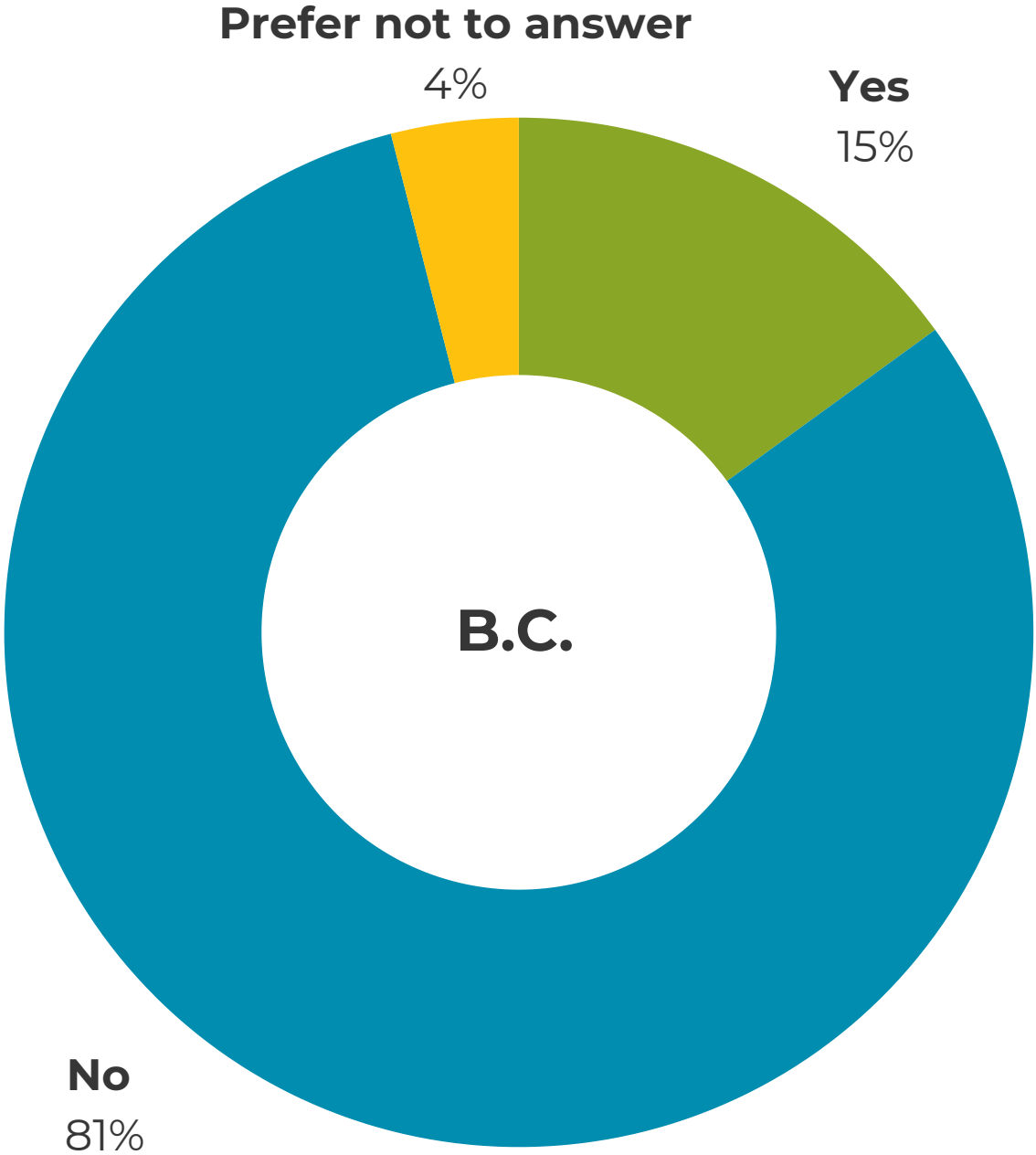
Ethnic Identity of Respondent

n=150



Self-Identify as Living with Disability

n=149

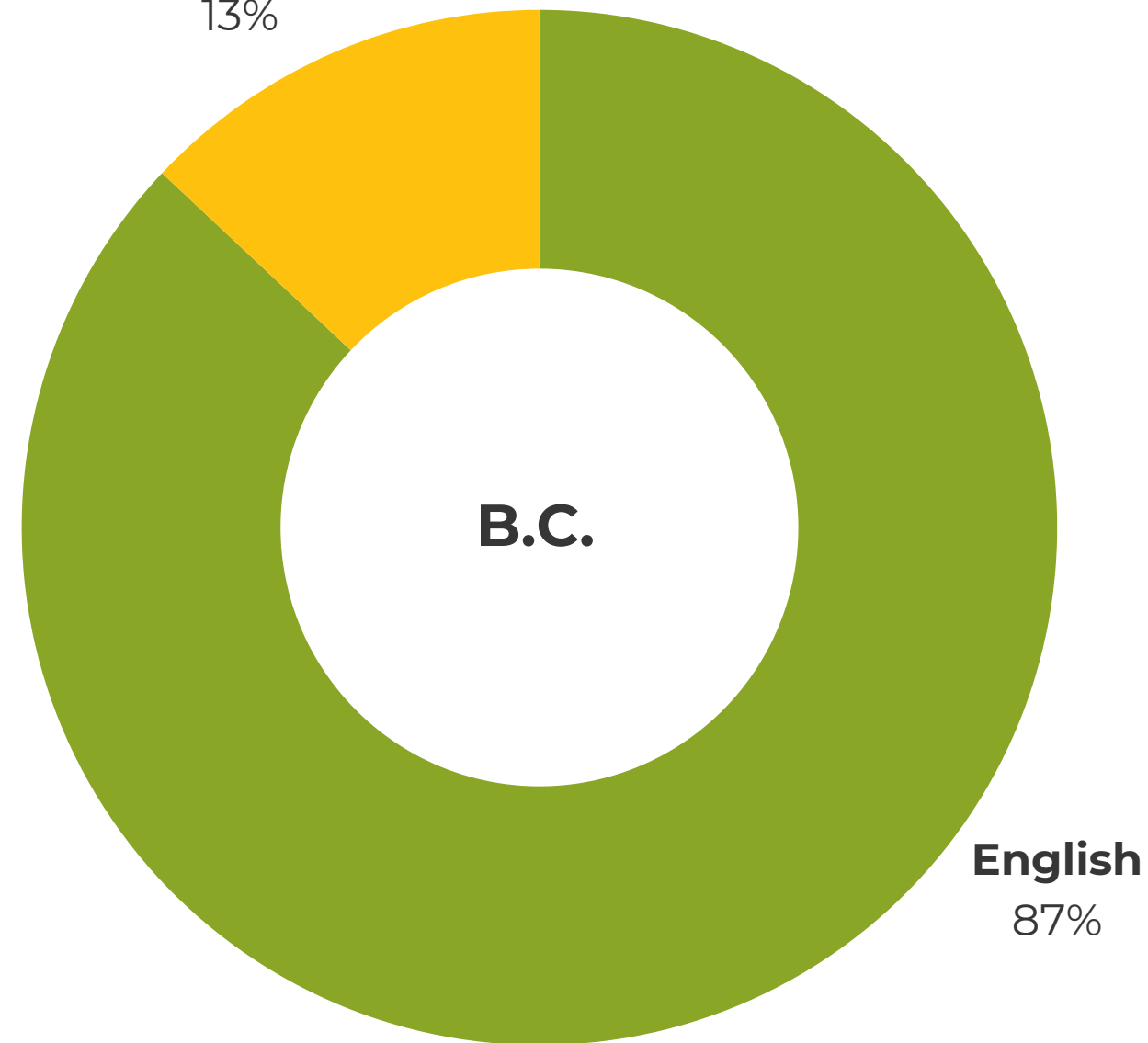


Language(s) of Respondent

n=150

Bilingual – English preferred

13%



B.C.

English
87%

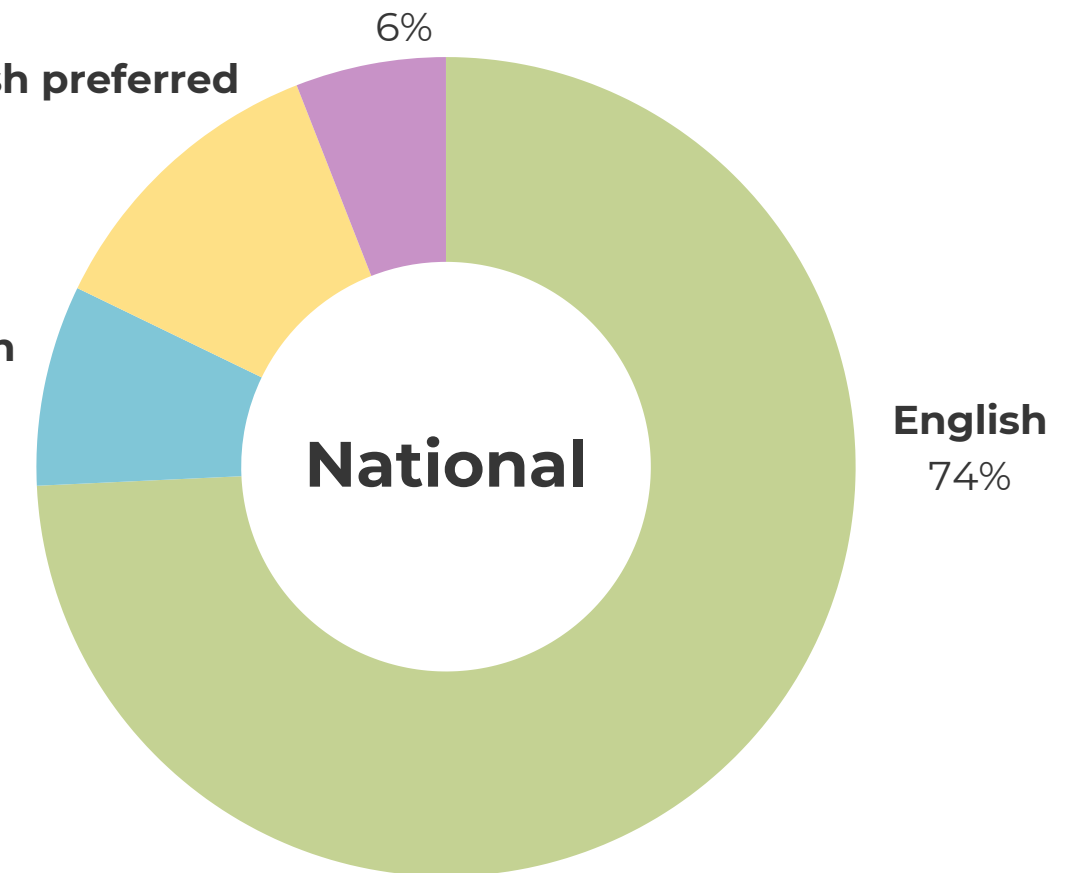
Bilingual – French preferred

6%

Bilingual – English preferred

12%

French
8%



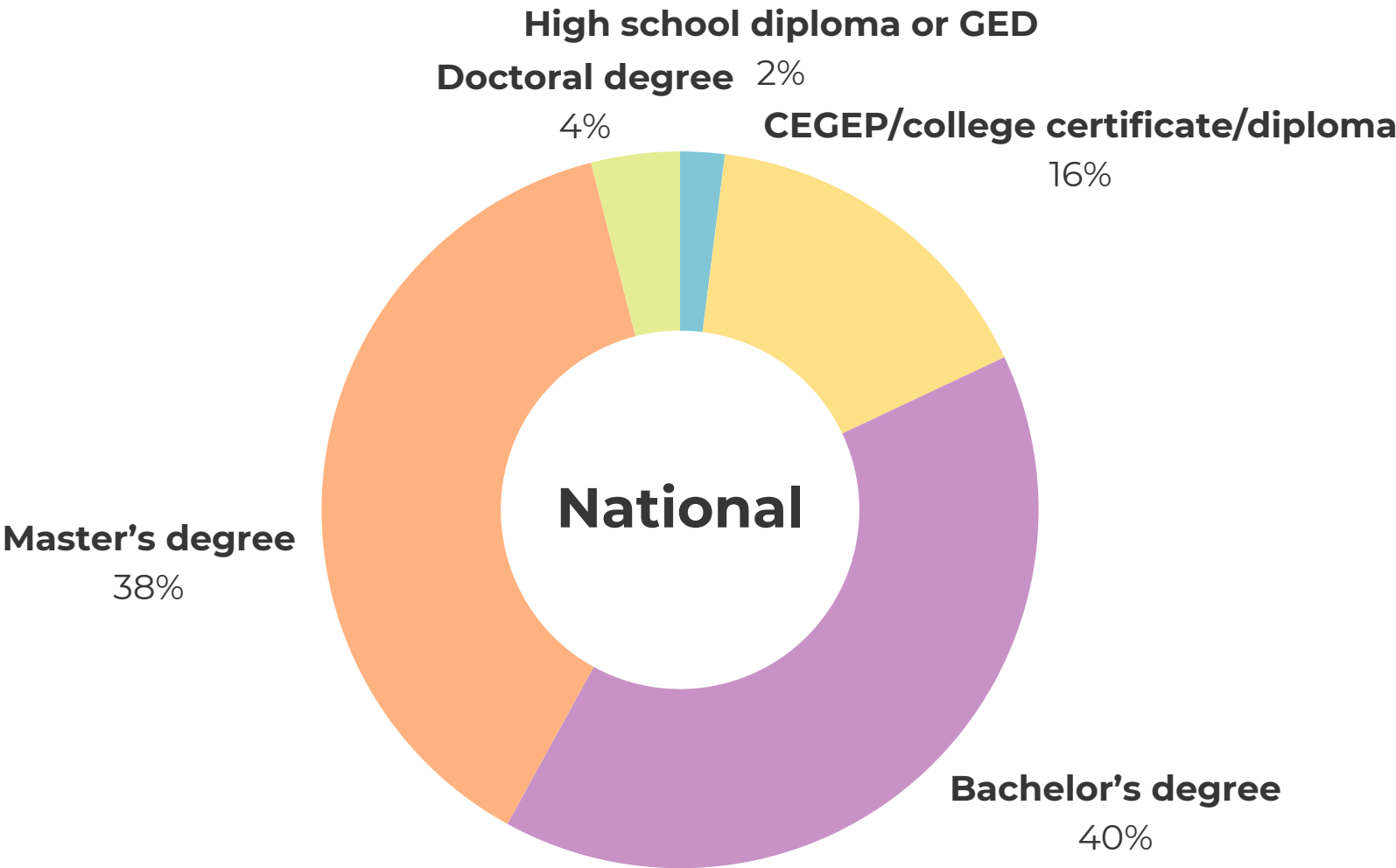
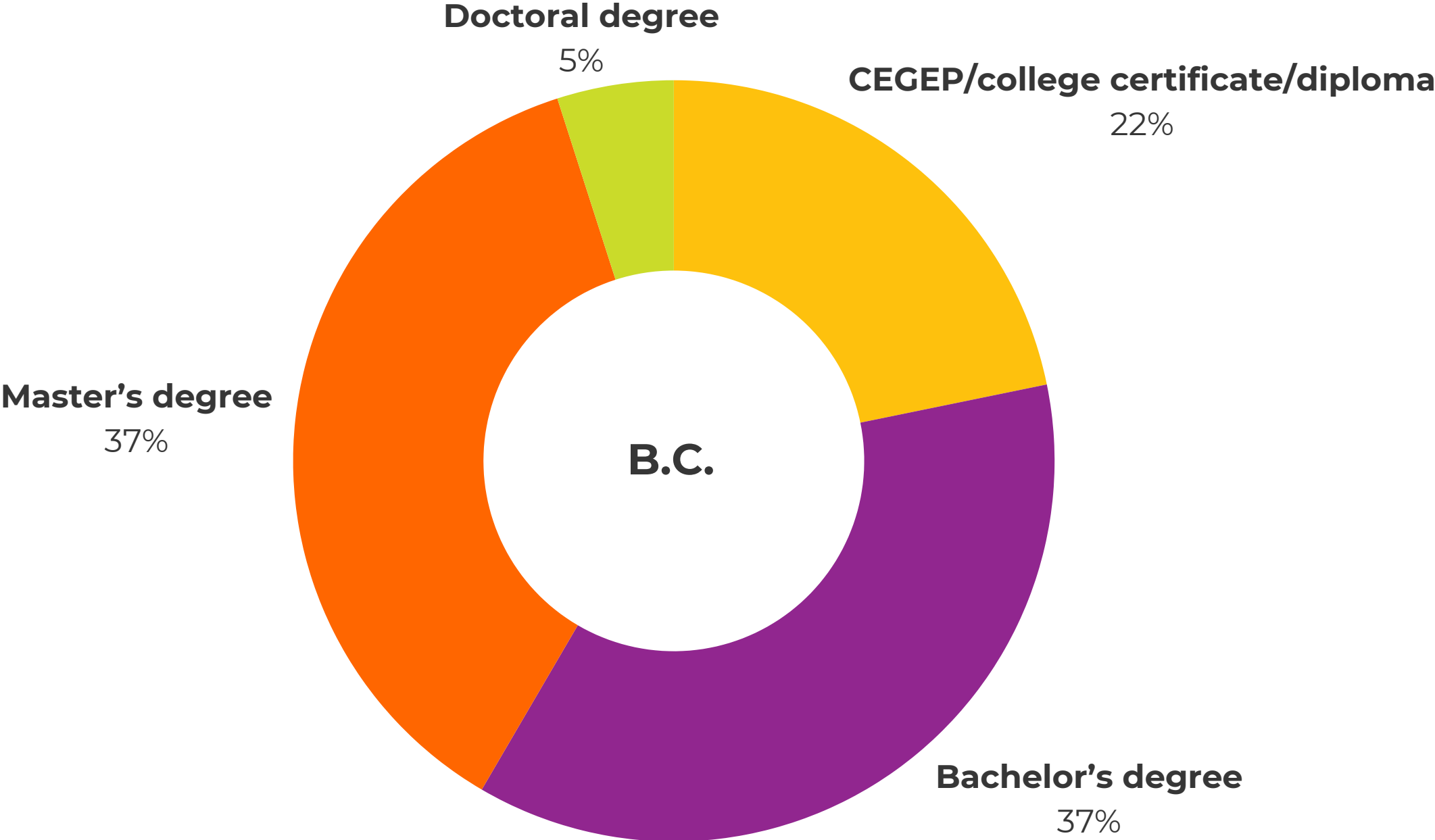
National

English
74%



Education Level of Respondent

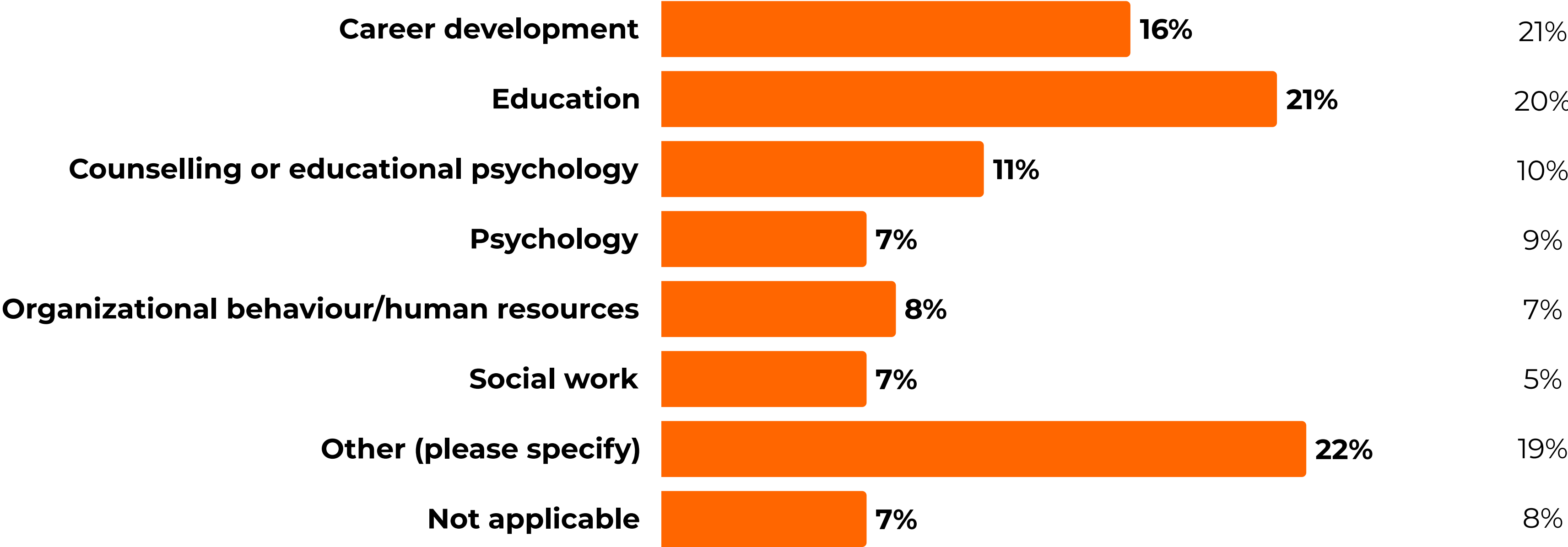
n=150



Main Area of Focus in Education

n=149

National

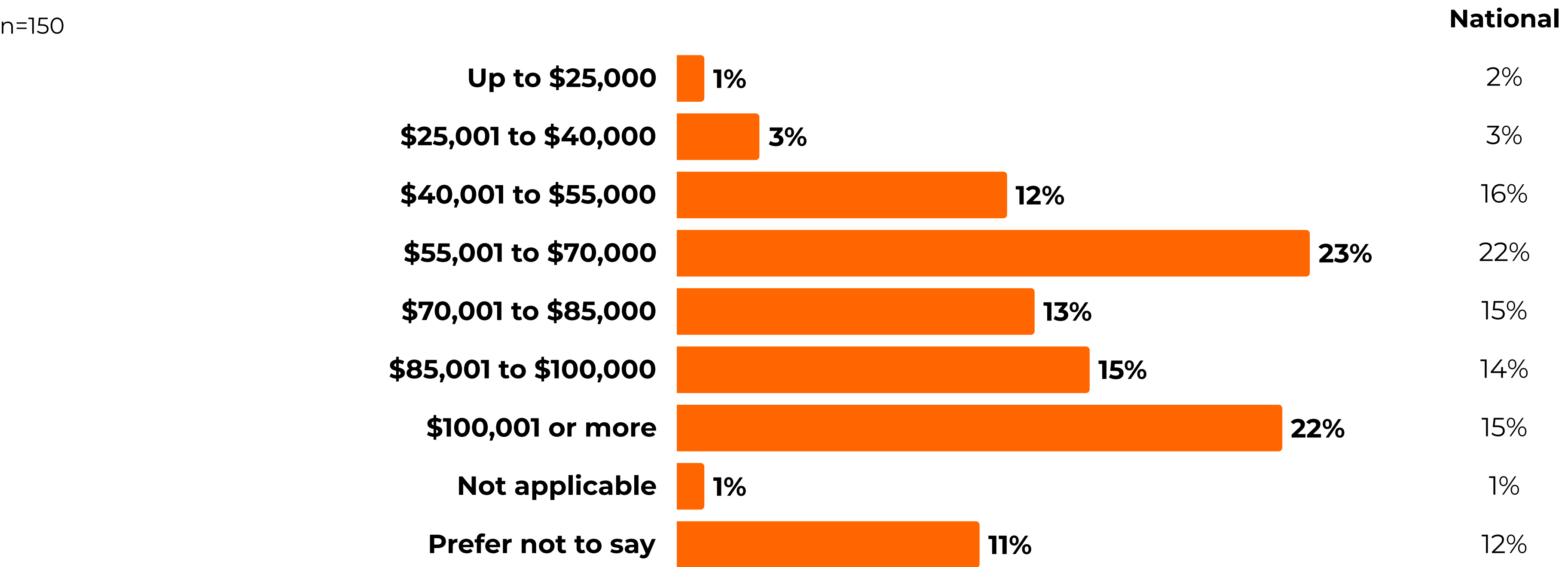


Popular other response: Business (2%).



Gross Annual Income of Respondent

n=150



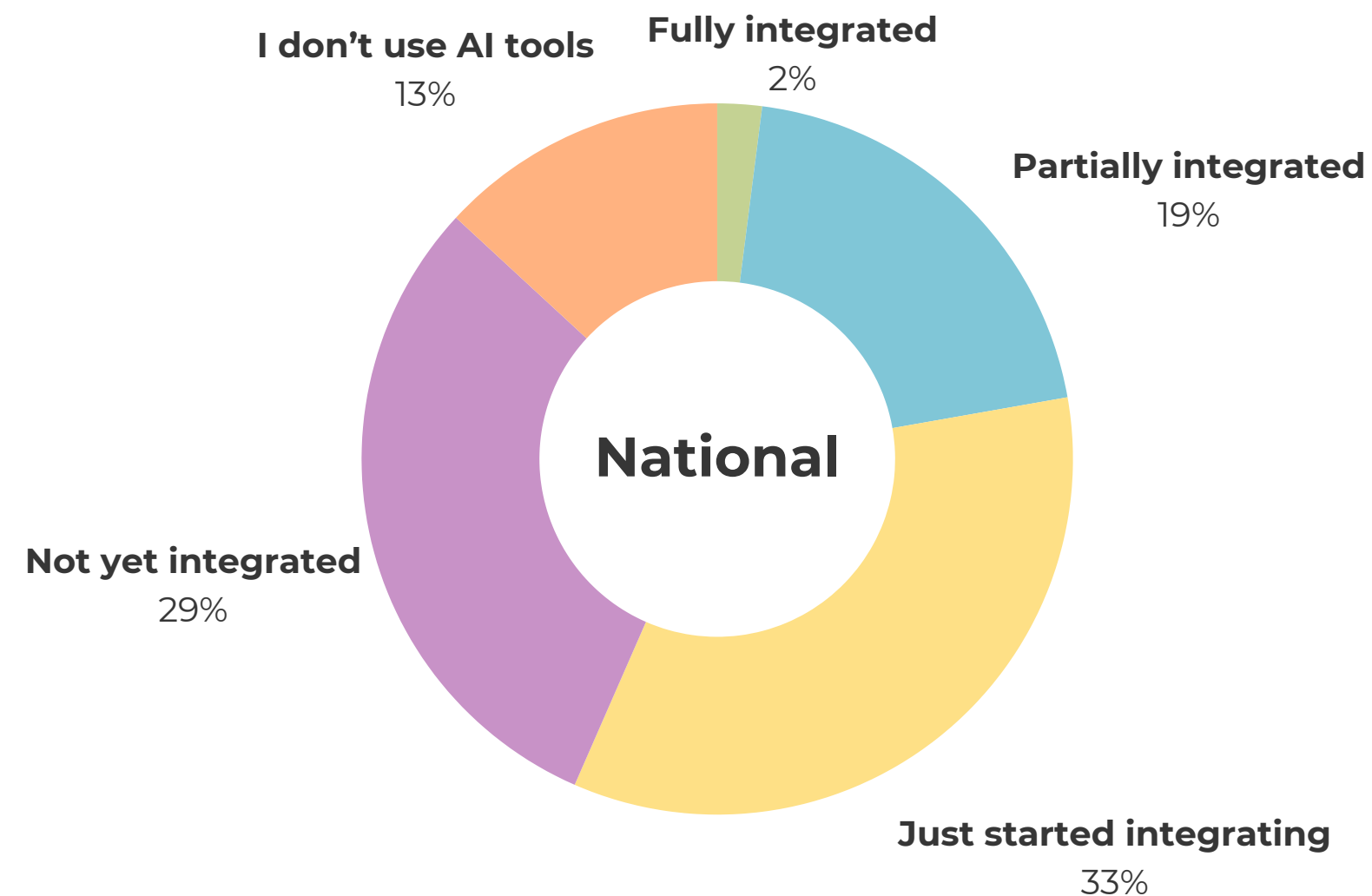
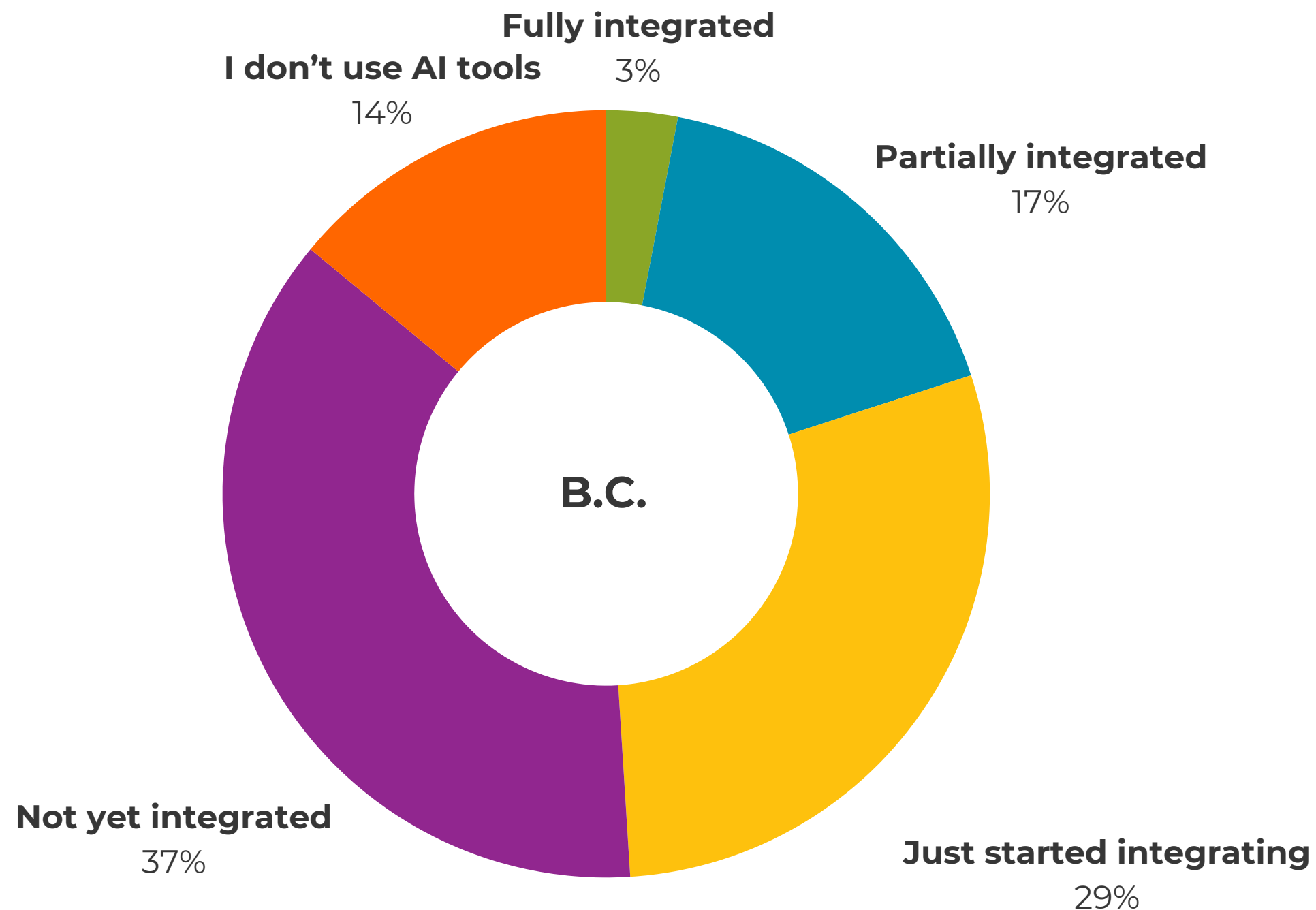
Section 2:

Artificial Intelligence in the Career Services Field - Special Section 2024



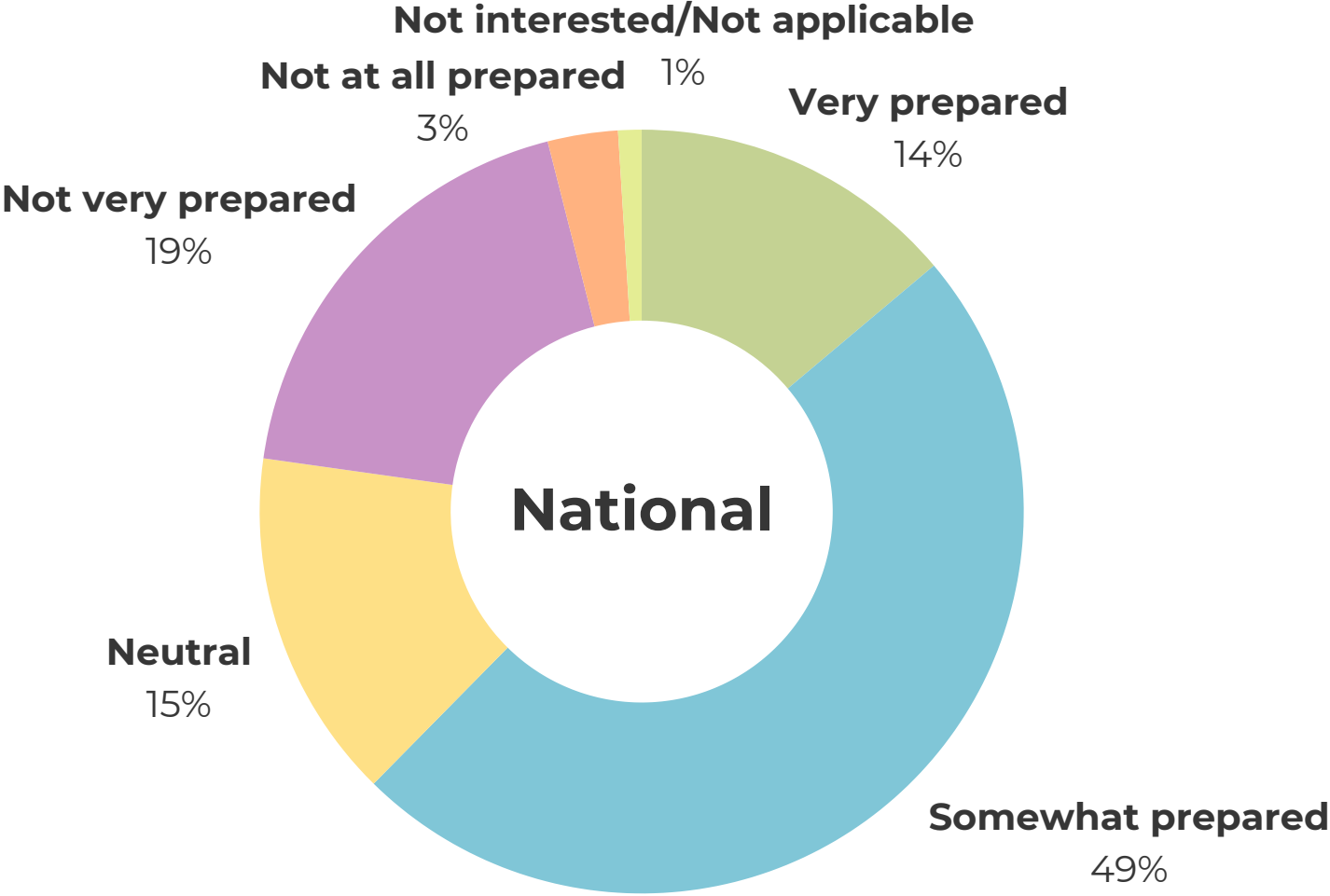
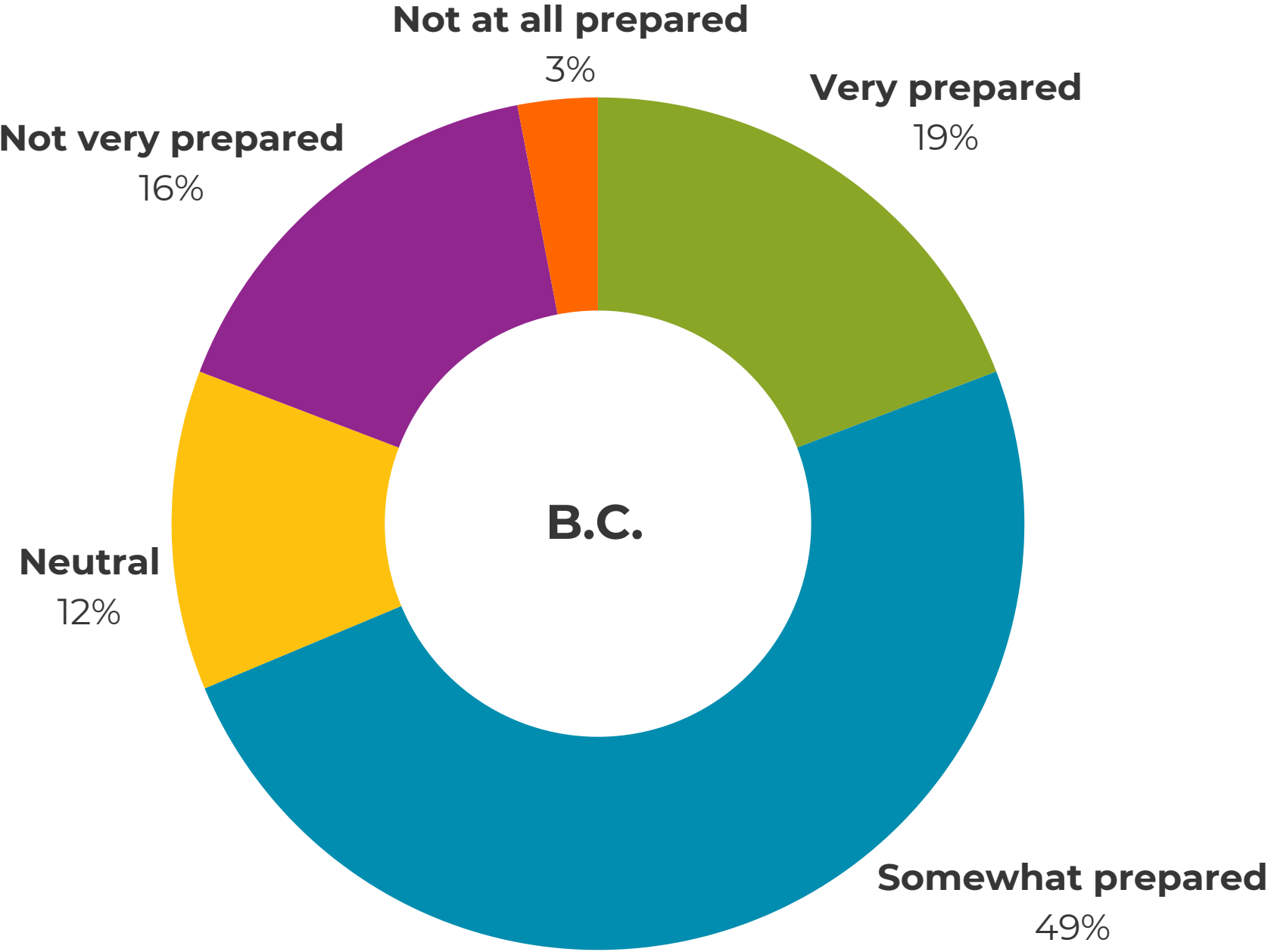
Integration of AI Tools in Field

n=150



Preparedness to Integrate AI Tools (among AI users)

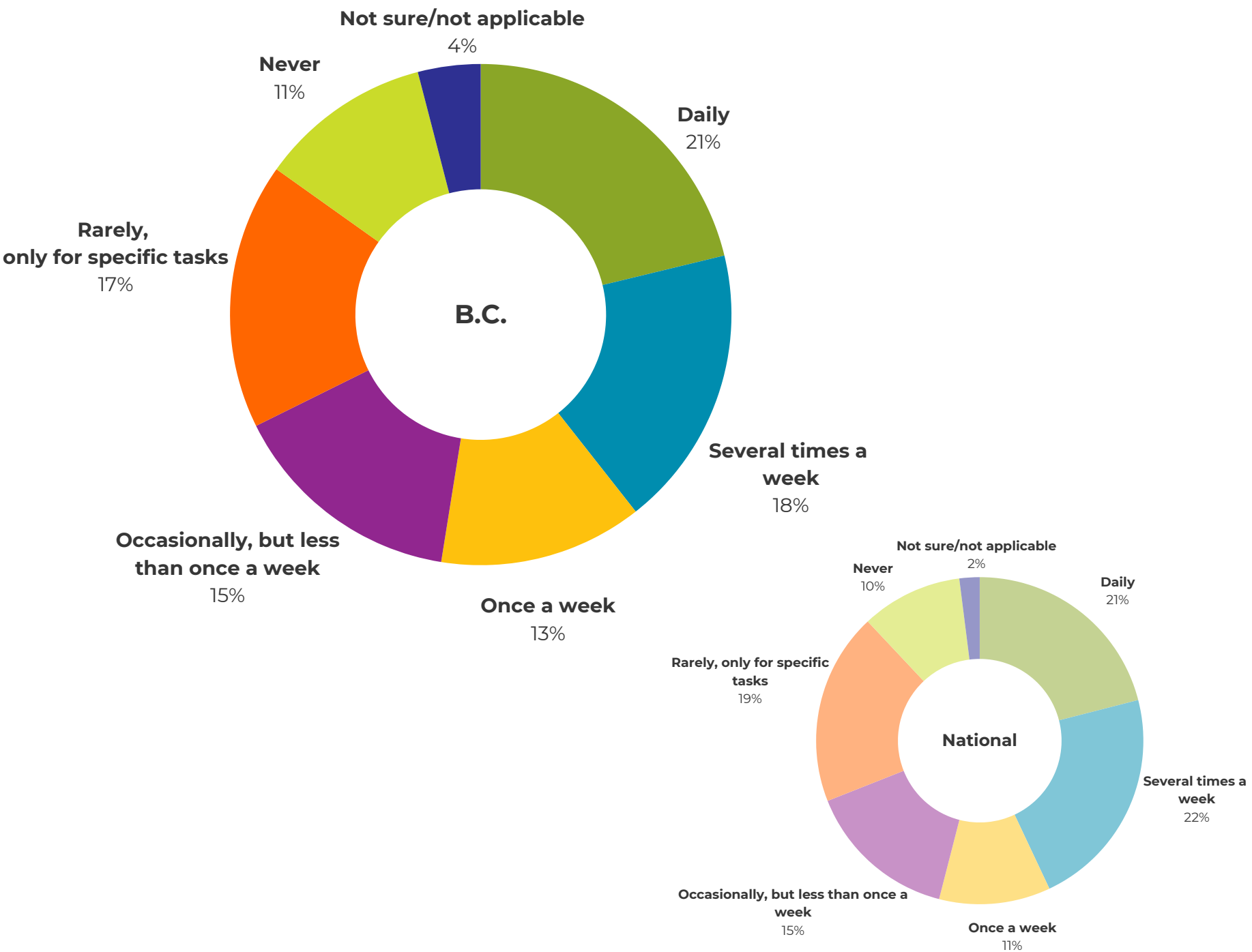
n=73



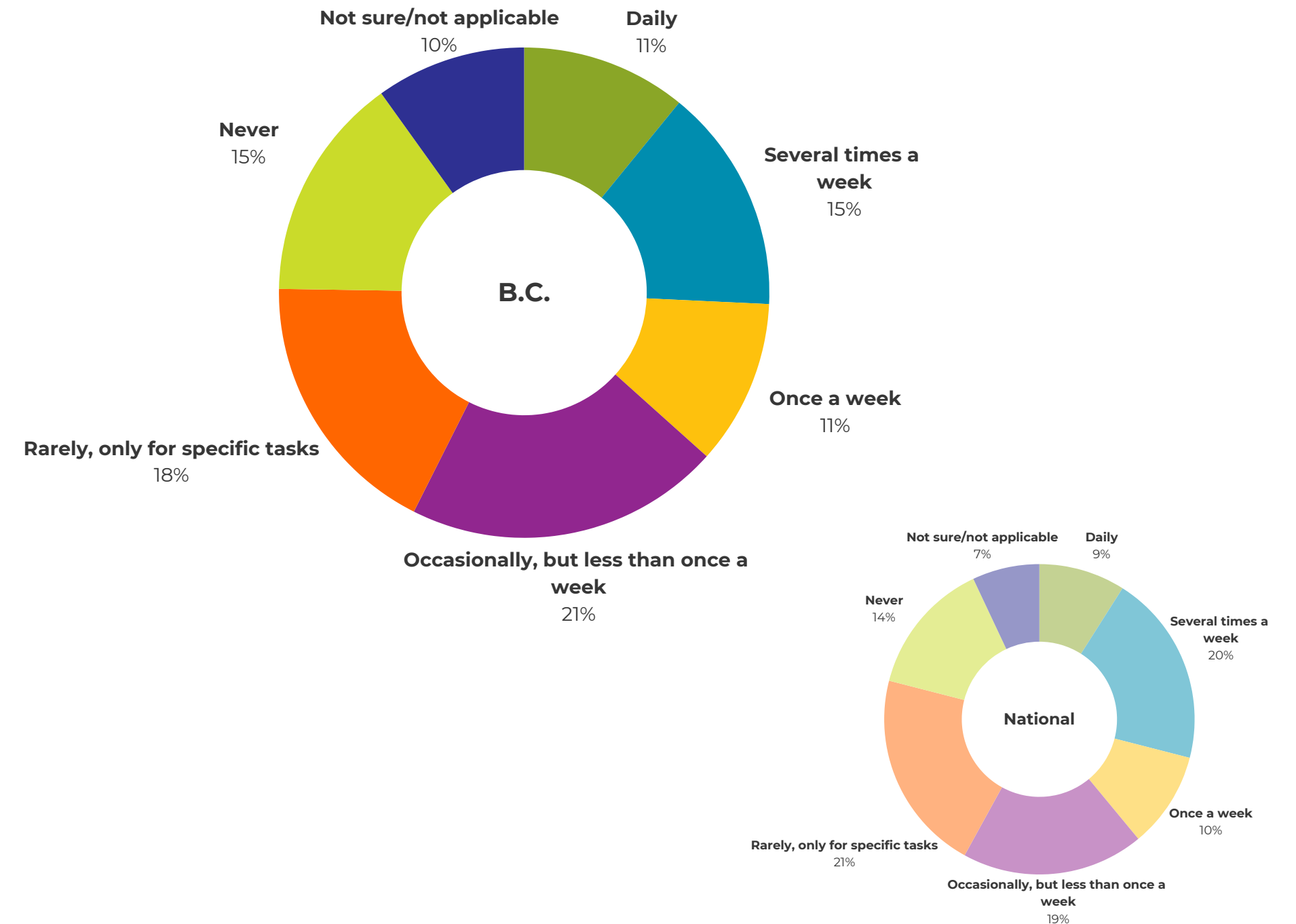
Frequency of Using AI Tools in Field (among AI users)

n=73

Administrative Duties

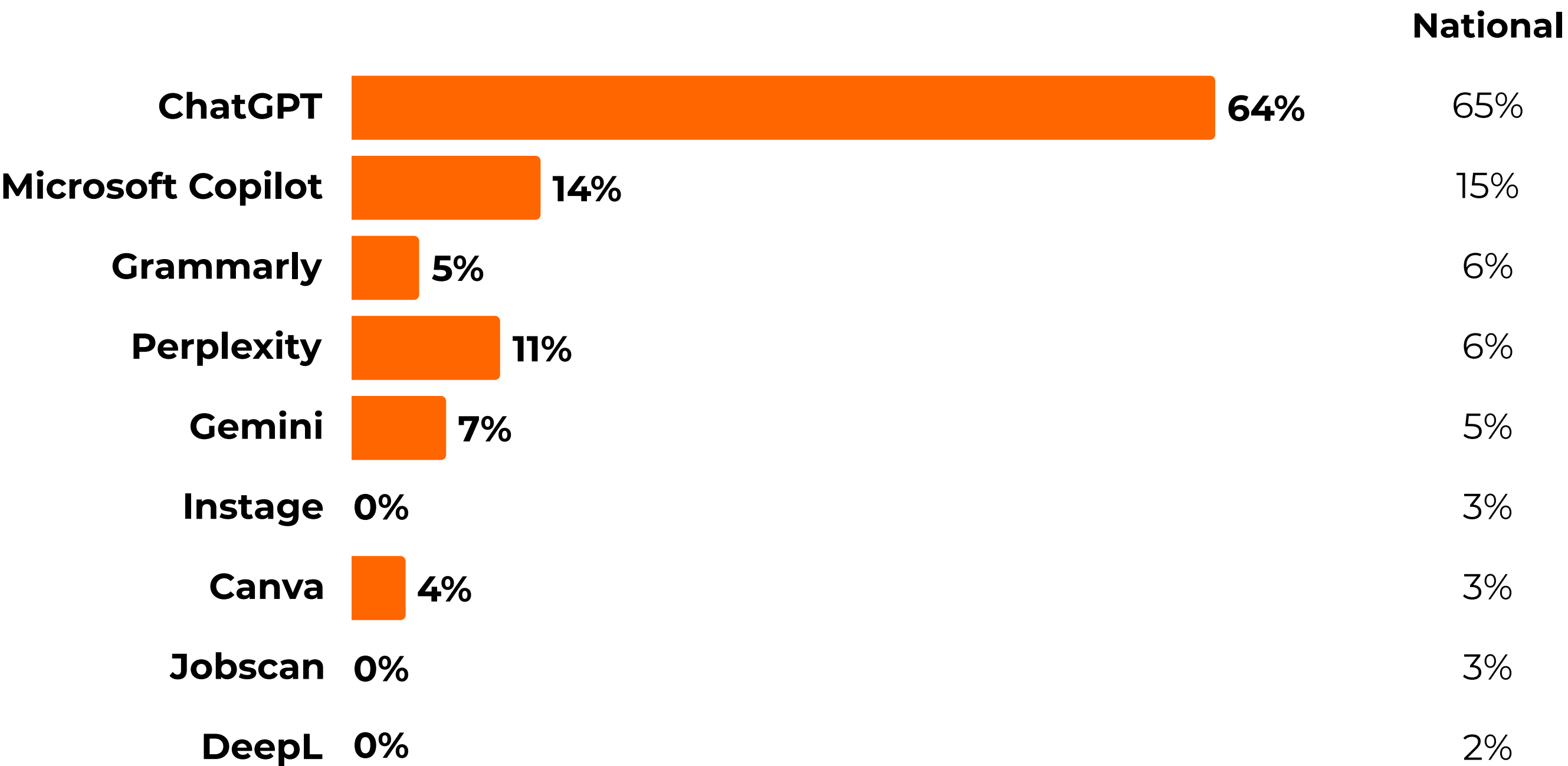


Direct Client Support



AI Tools Incorporated Into Practice (among AI users)

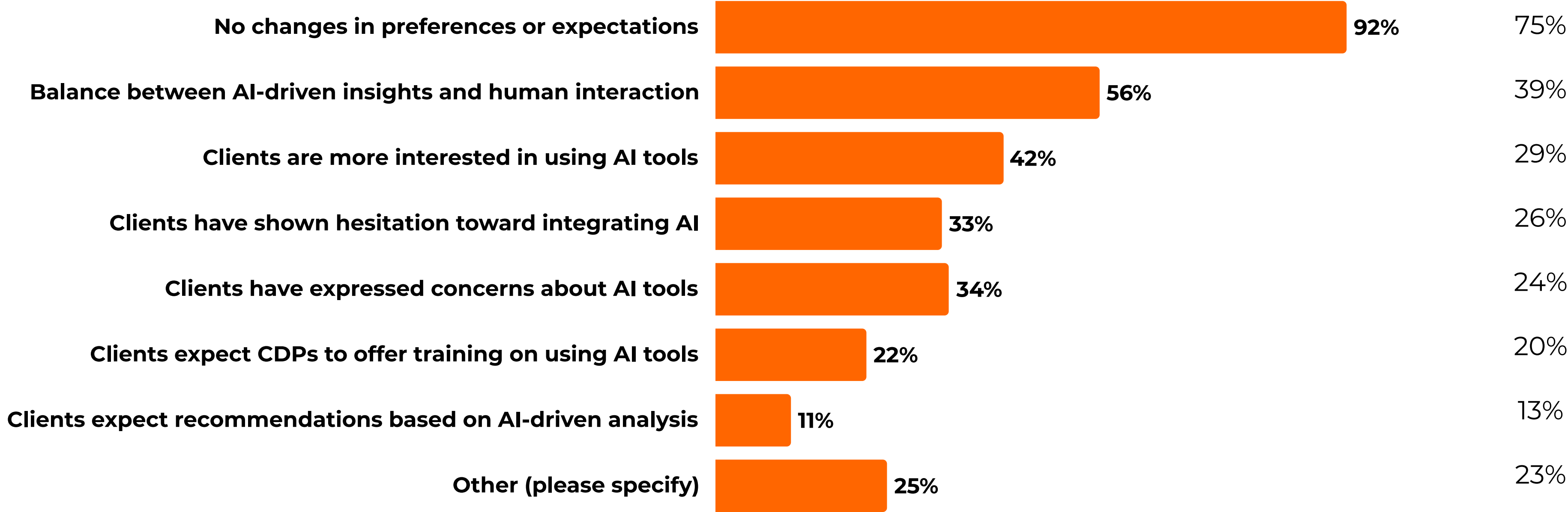
n=56



Changes in Client Expectations Regarding AI

n=73

National



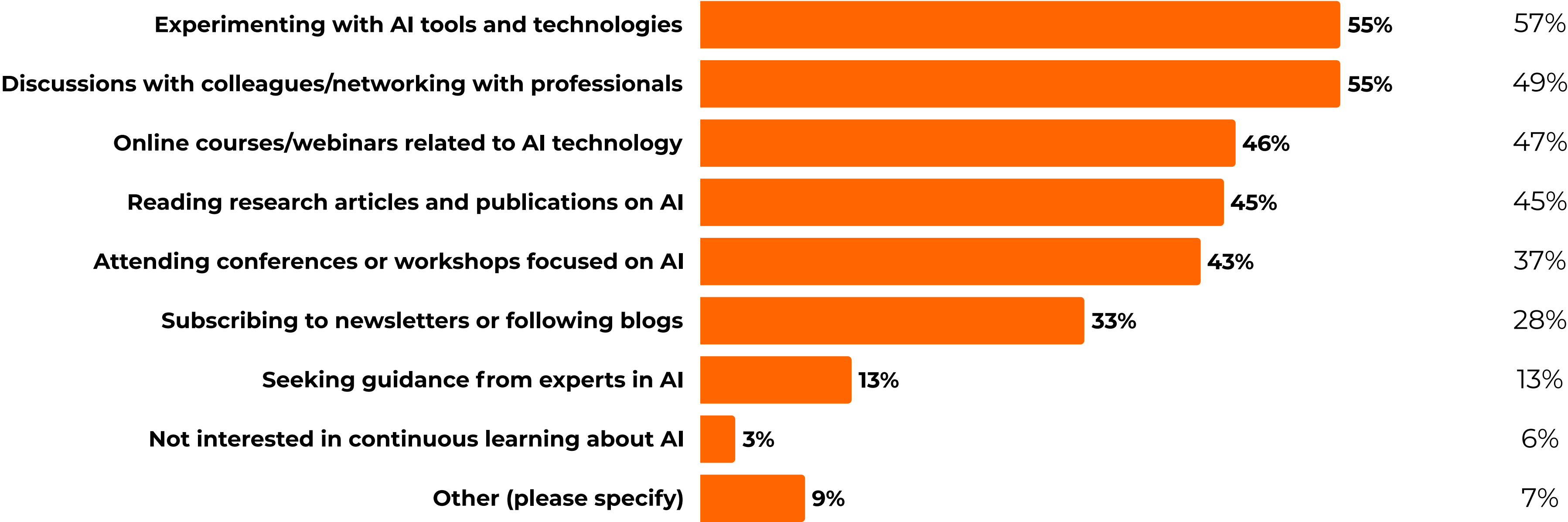
Popular other responses: AI job applications/using AI for resume and cover letter creation (12%) and lack of familiarity with AI (3%).

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=150

National



Popular other responses: Interested, but have not had time (4%) and not yet engaged in AI technology (2%).

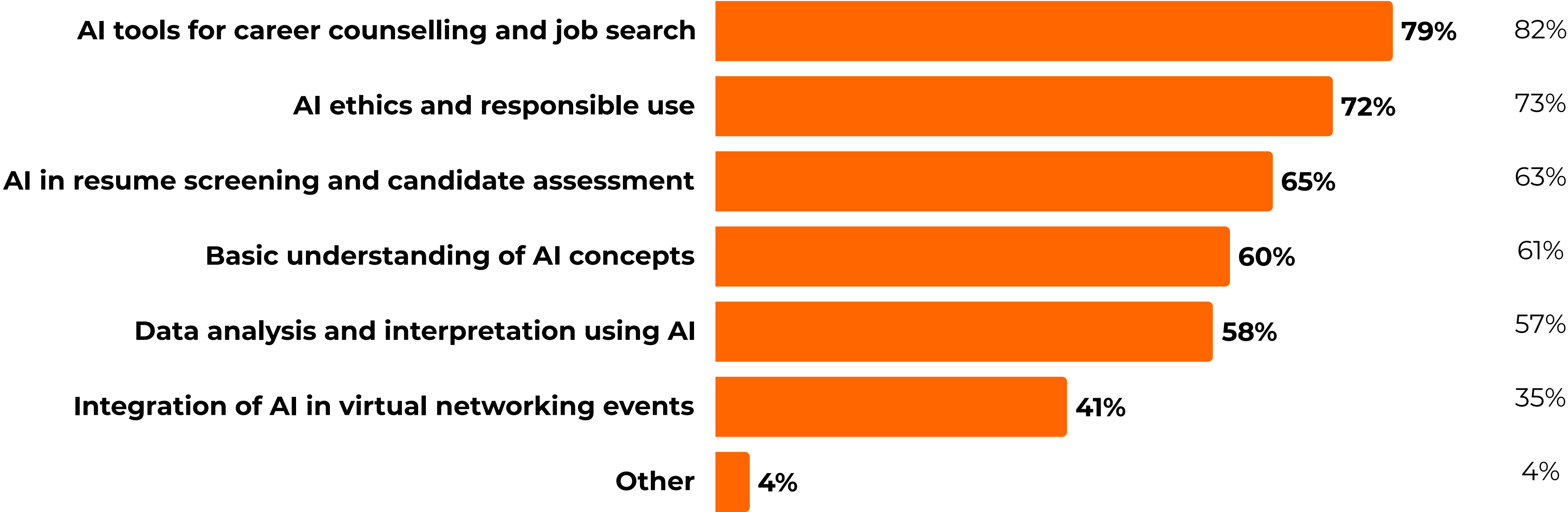
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Types of AI Training Considered Necessary

n=150

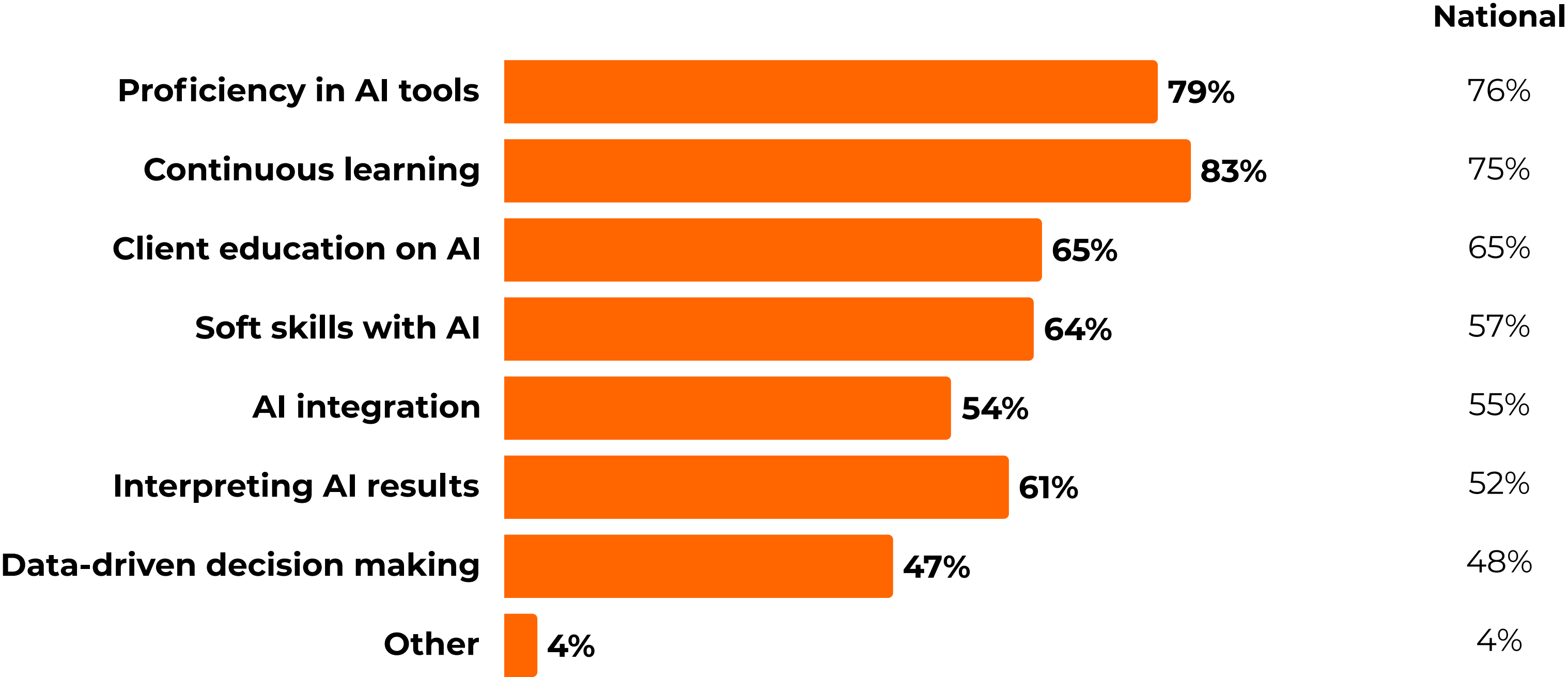
National



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=150



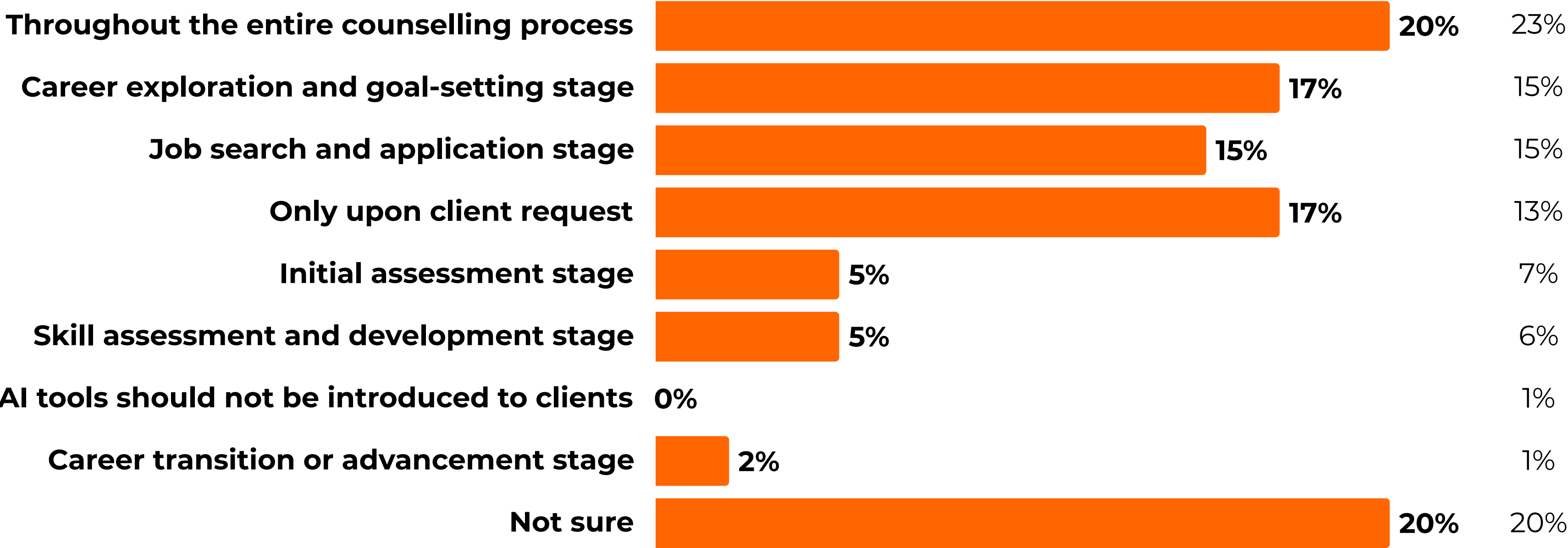
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Stage AI Tools Should be Introduced to Clients

n=150

National



Section 3:

Career Journey



Five-year Career Outlook

n=149

National

Similar position/role within same organization



30%

33%

More senior position within same organization



23%

19%

More senior position at a different organization



9%

12%

Retired



11%

11%

Similar position but at a different organization



8%

7%

Working part-time in the field



8%

6%

Working in a different field



5%

5%

In school

0%

0%

Other (please specify)



7%

7%

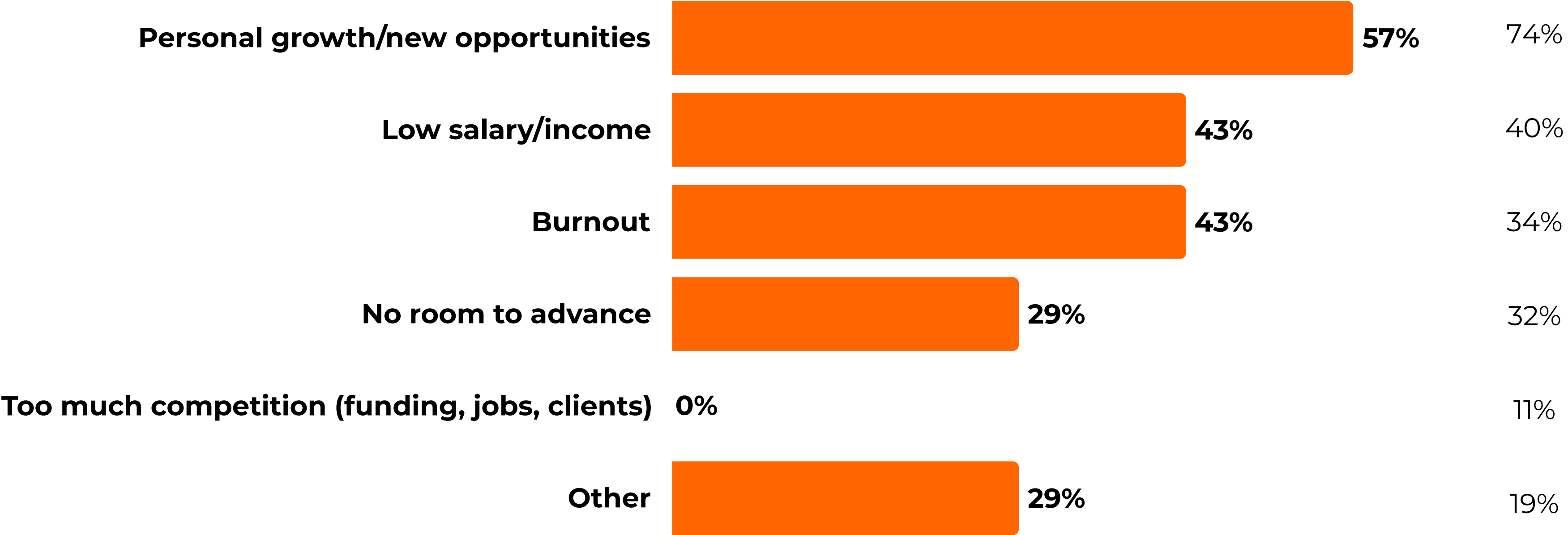
Popular other responses: Unsure (1%) and teaching/training (2%).



Reasons Considering Switching Fields

n=7

National

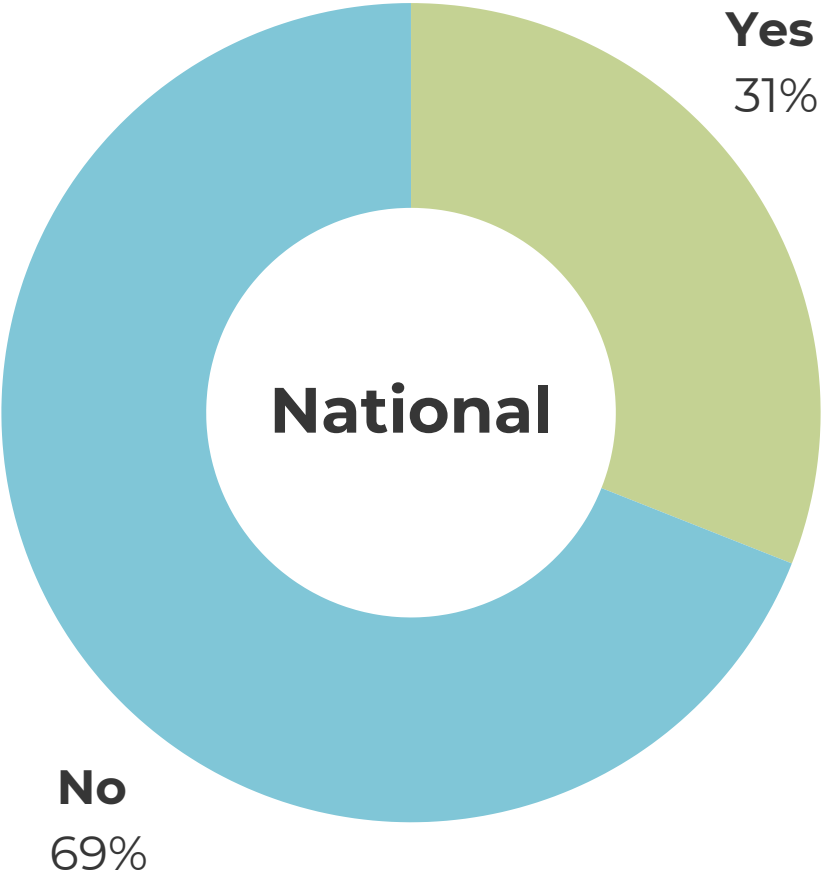
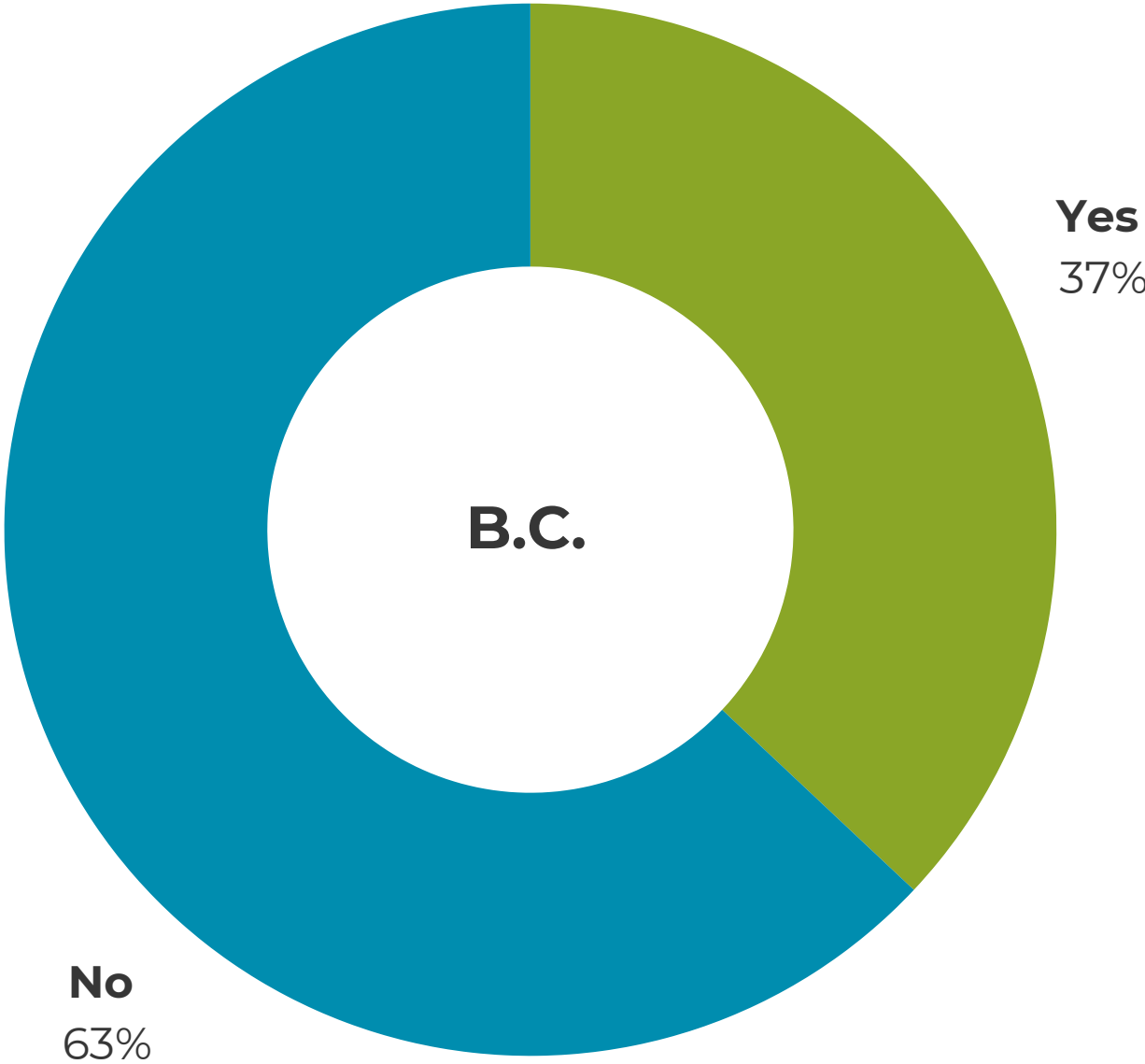


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



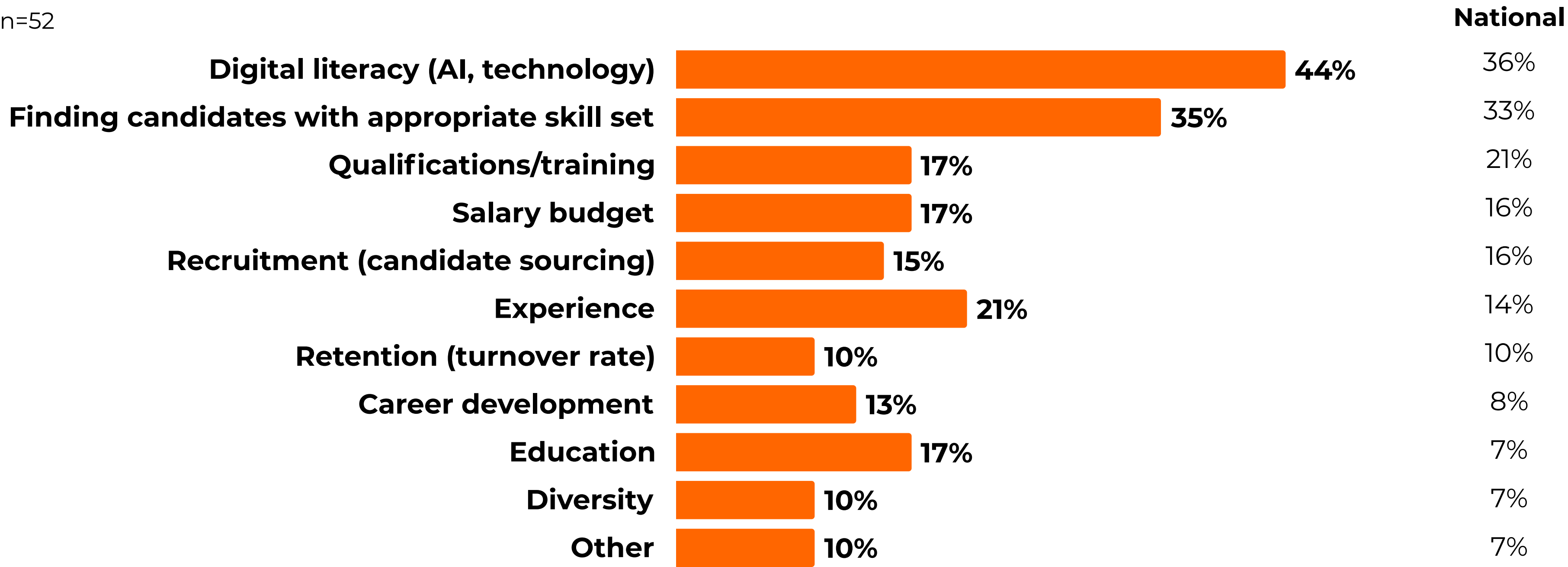
Personal Involvement in Recruiting within Organization

n=150



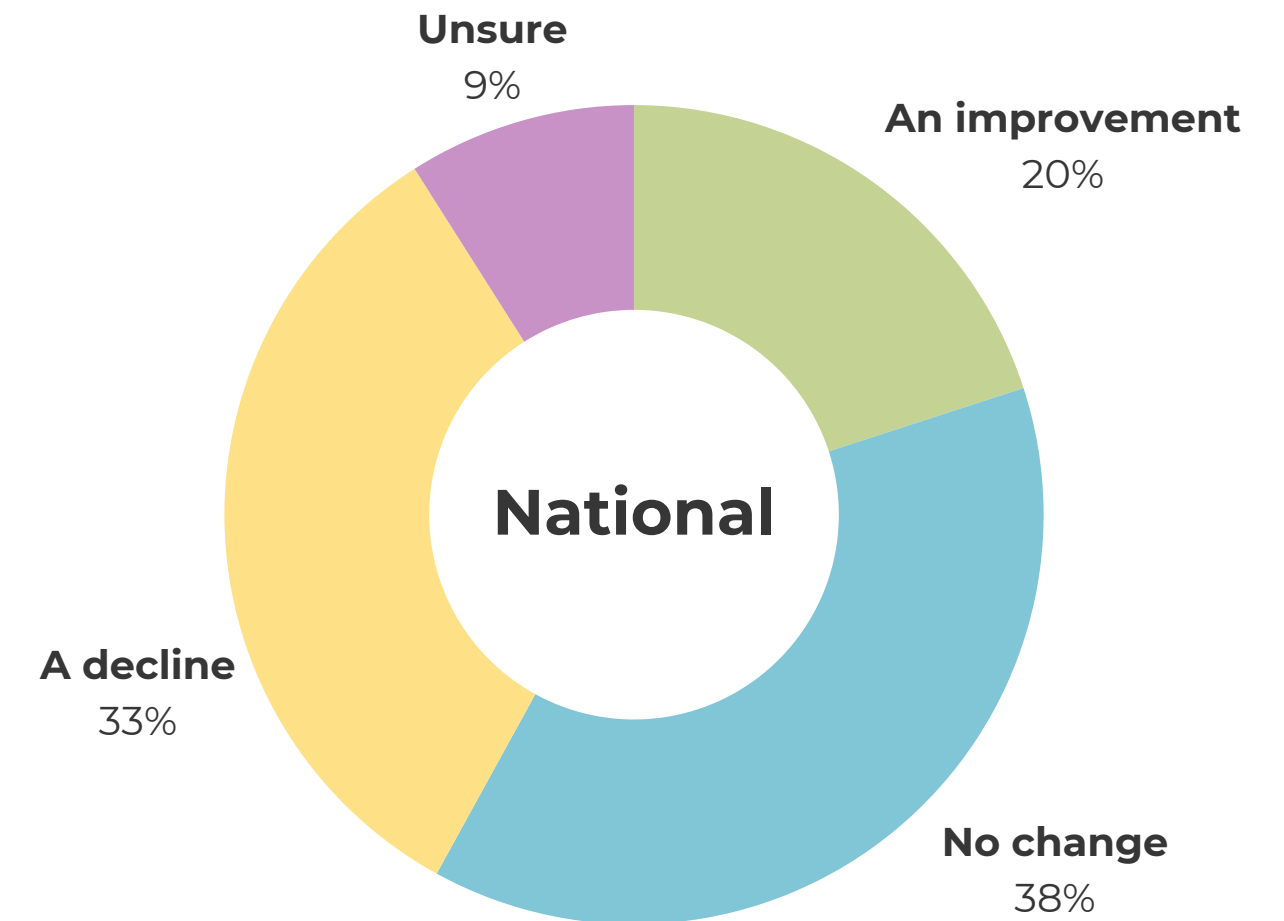
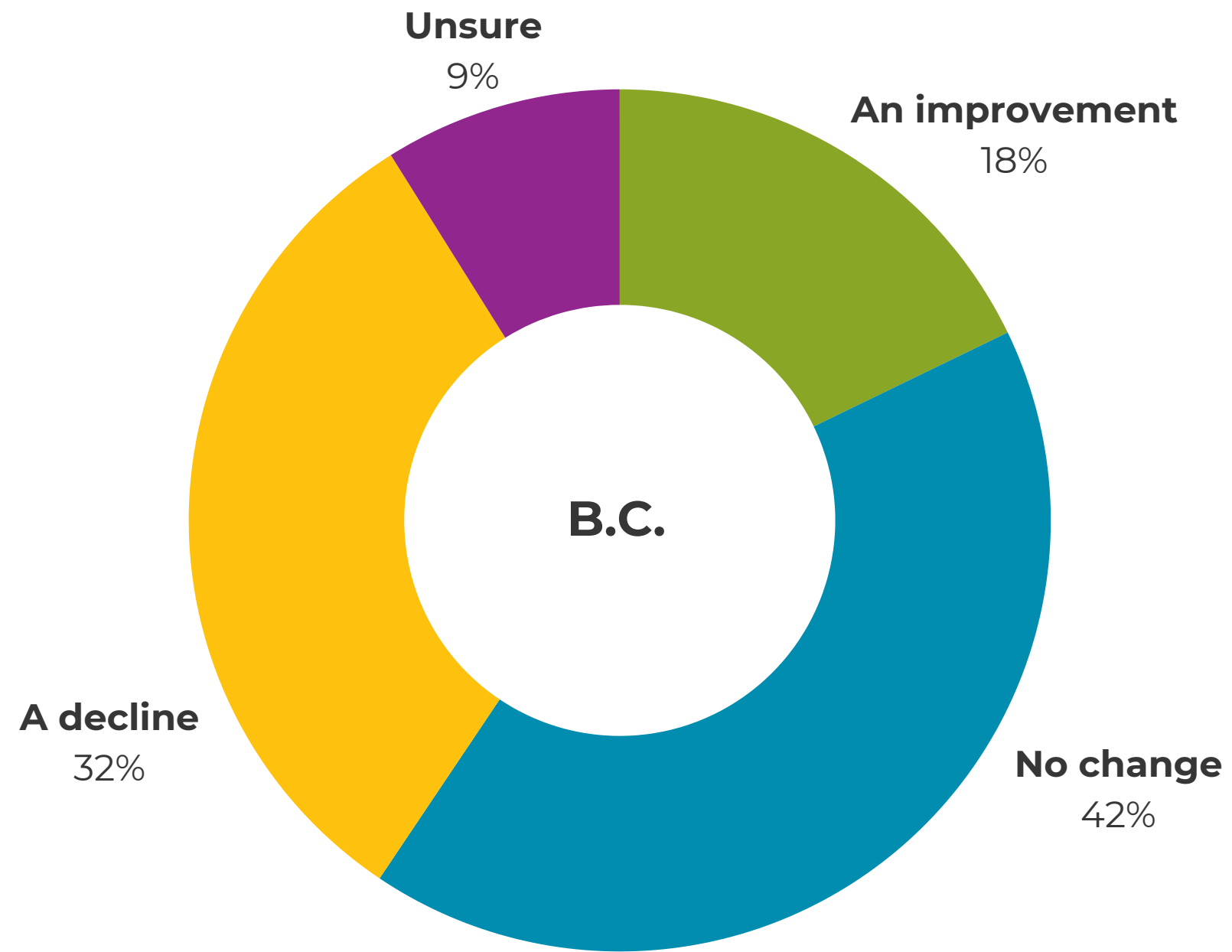
Issues/Challenges in Hiring Candidates with Appropriate Skills

n=52



Changes in CDPs Mental Health Since Pandemic

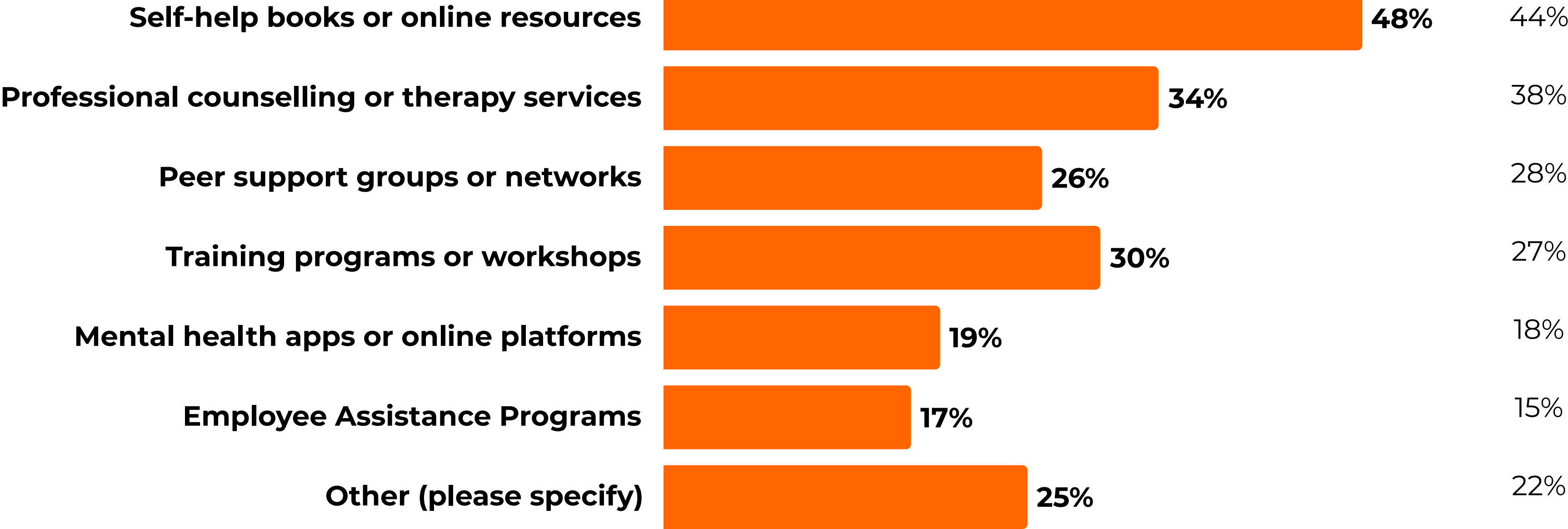
n=149



Resources Using to Support Own Mental Health

n=149

National



Popular other responses: Family and social connections (3%), meditation (3%) and exercise and physical activity (4%).

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



Section 4:

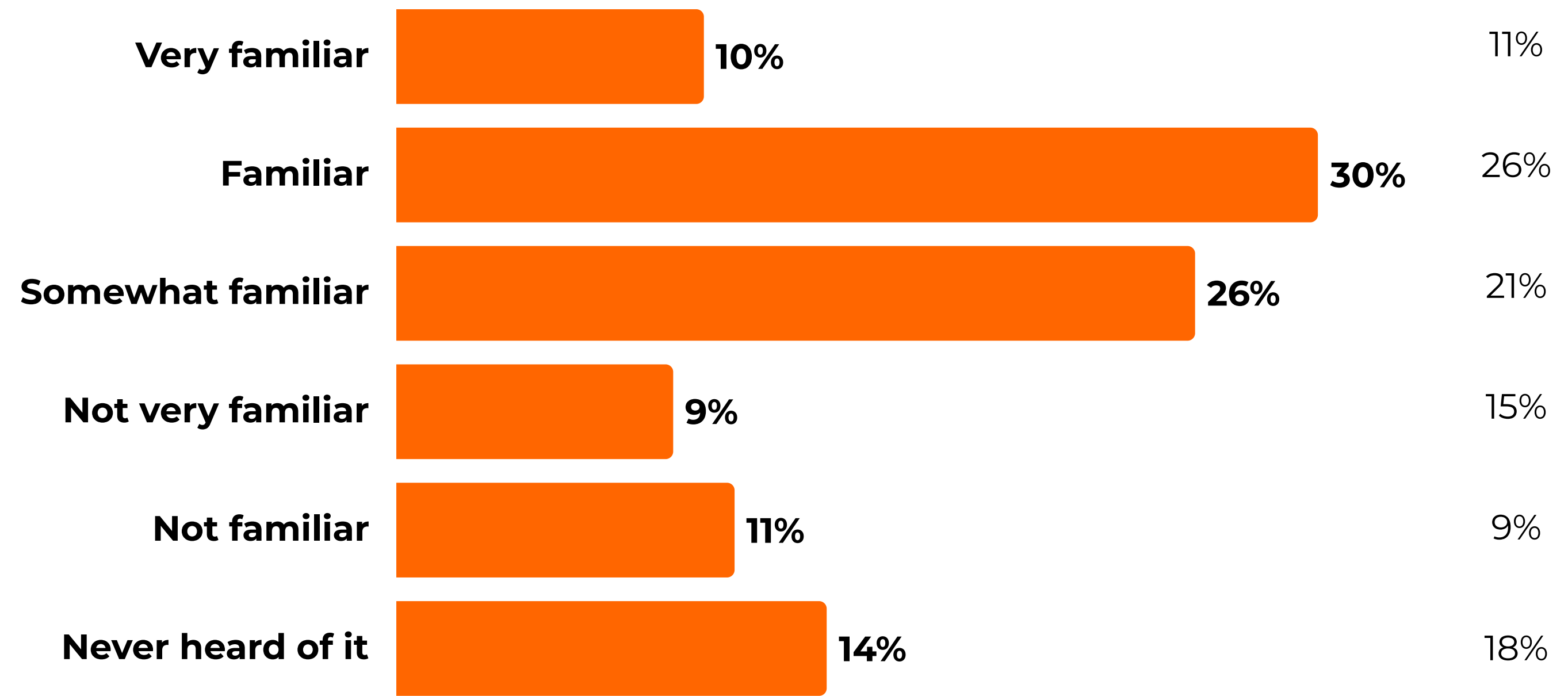
Professional Development



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

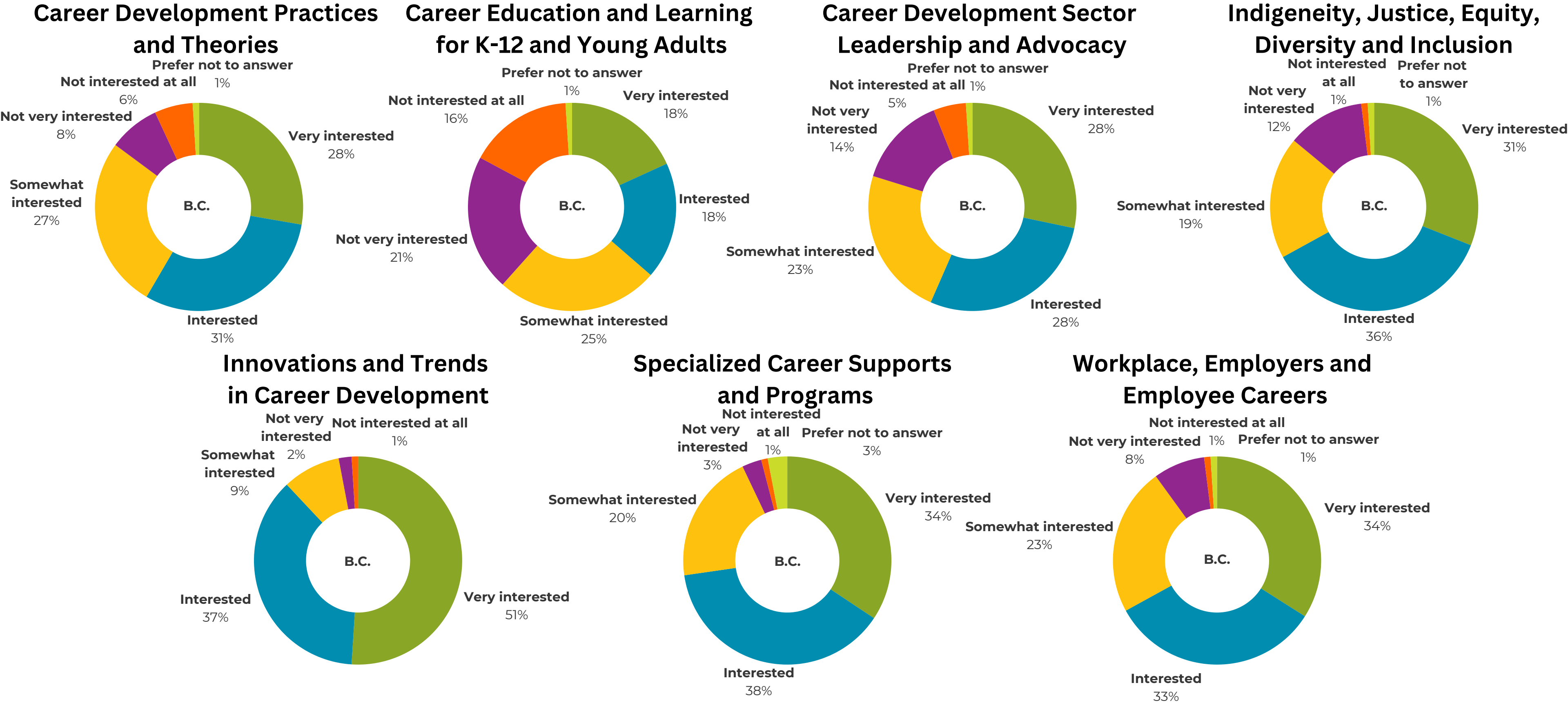
n=148

National



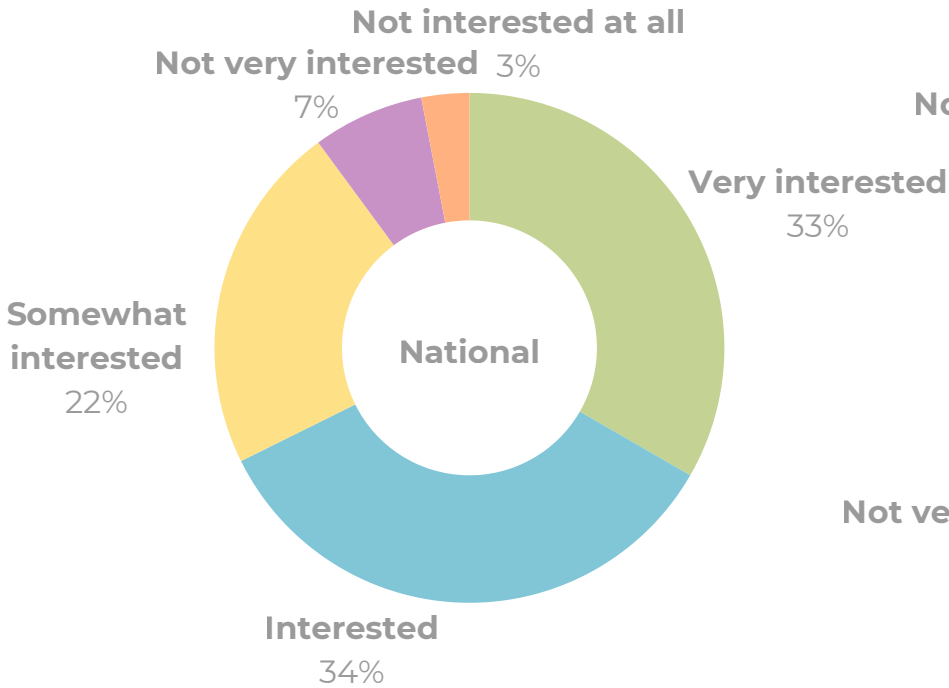
n=150

Interest in Learning Themes' Offerings



Interest in Learning Themes' Offerings (National)

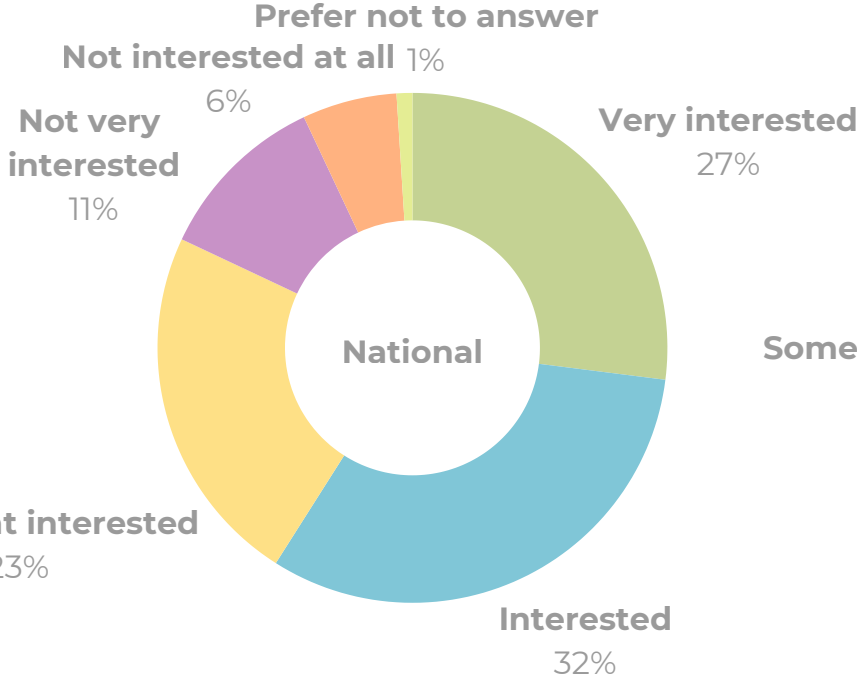
Career Development Practices and Theories



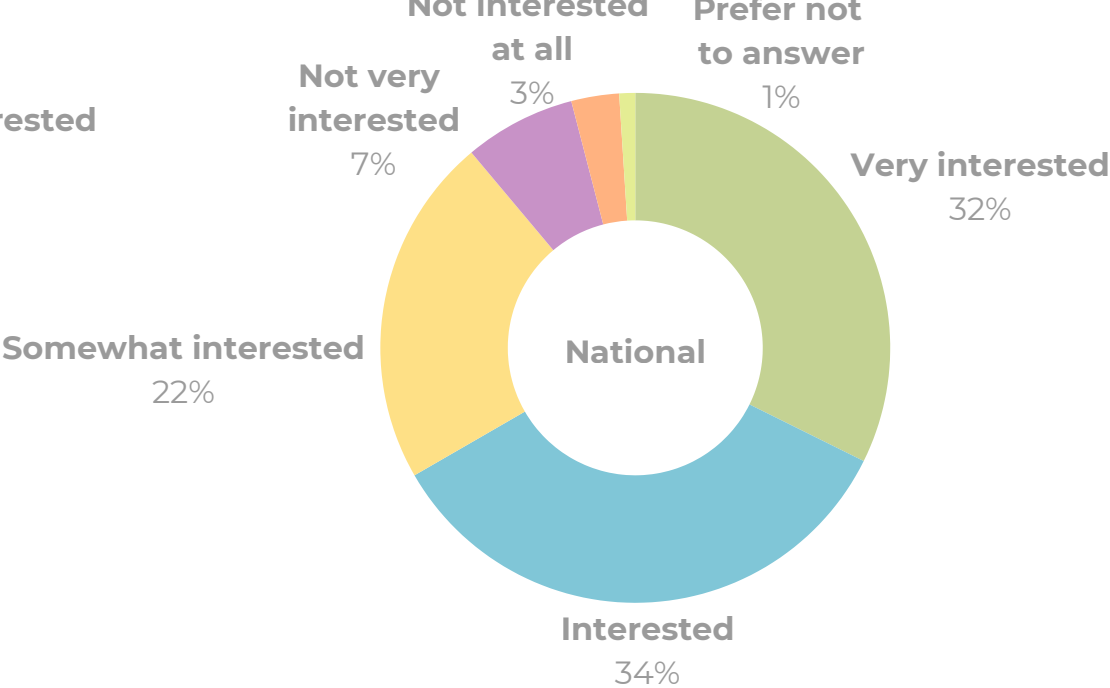
Career Education and Learning for K-12 and Young Adults



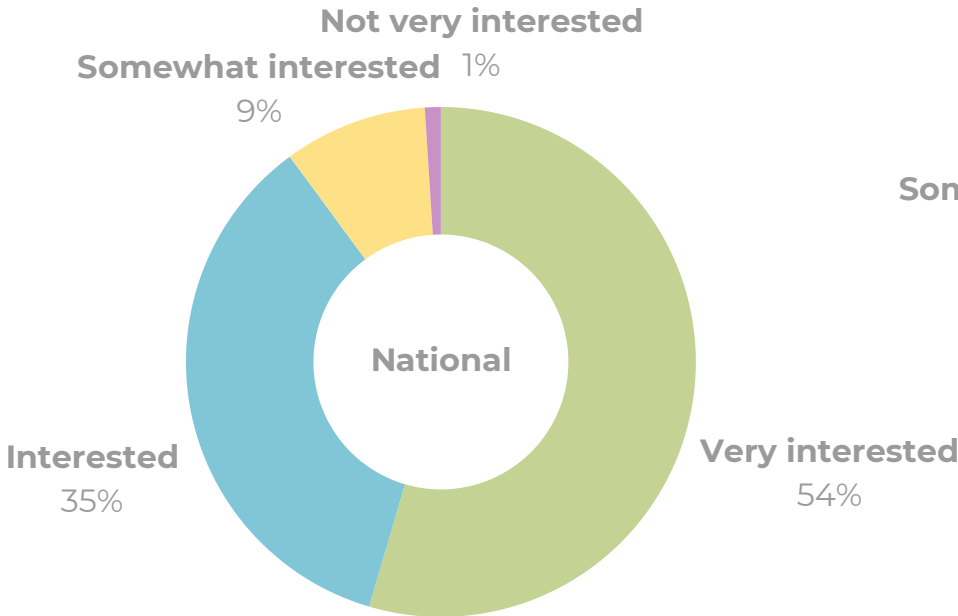
Career Development Sector Leadership and Advocacy



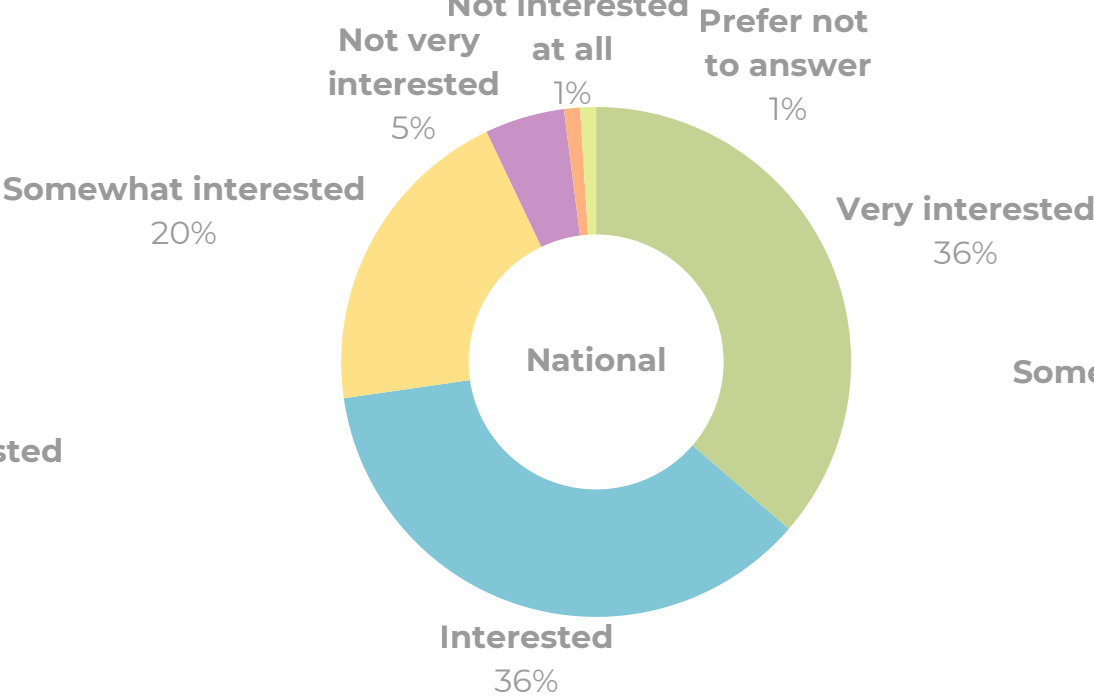
Indigeneity, Justice, Equity, Diversity and Inclusion



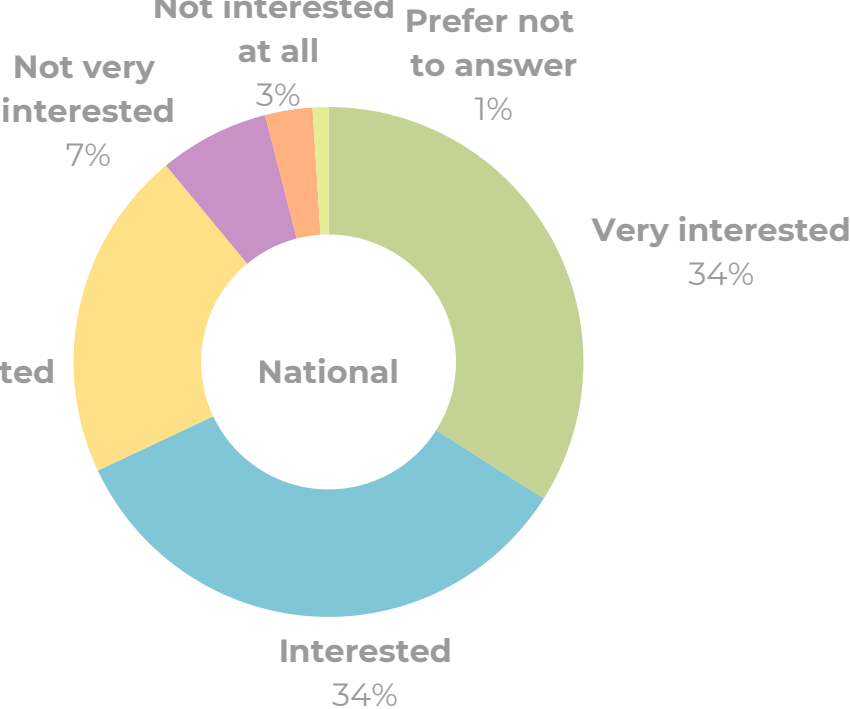
Innovations and Trends in Career Development



Specialized Career Supports and Programs



Workplace, Employers and Employee Careers



Elements Impacting Ability to Deliver Career Development

(considering budget and time)

n=148

National



Popular other response: Workforce/organizational challenges (1%) and client engagement (2%).

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

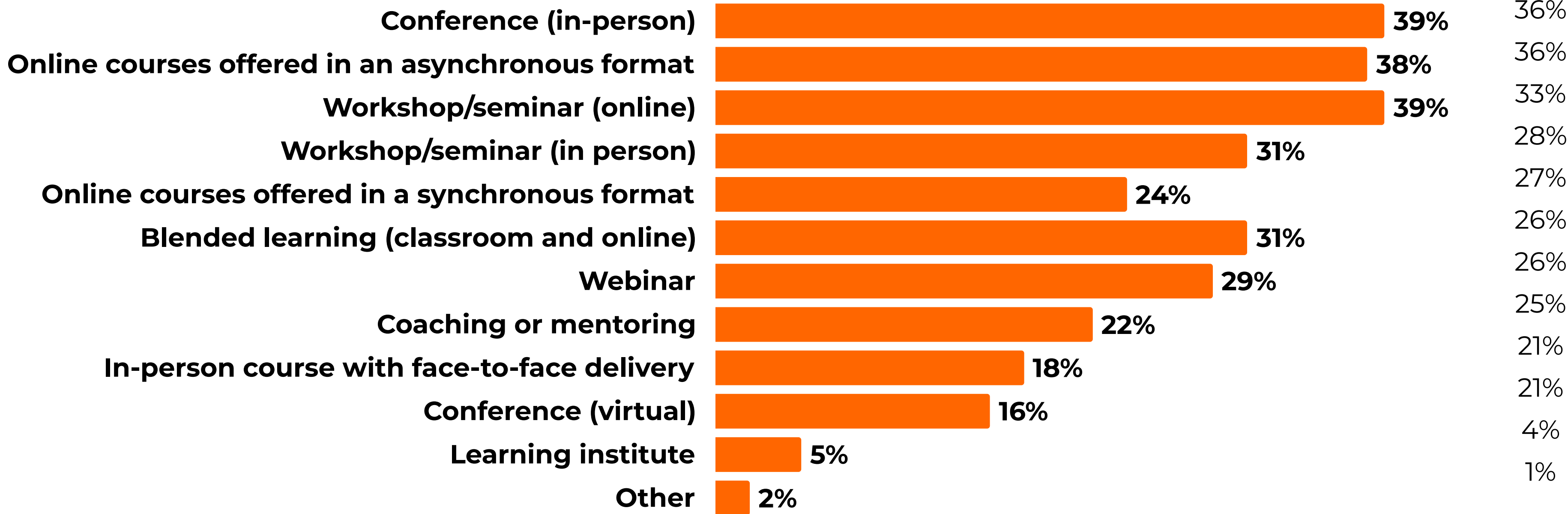


Preferred Formal Learning Approaches to Training

(considering budget and time)

n=148

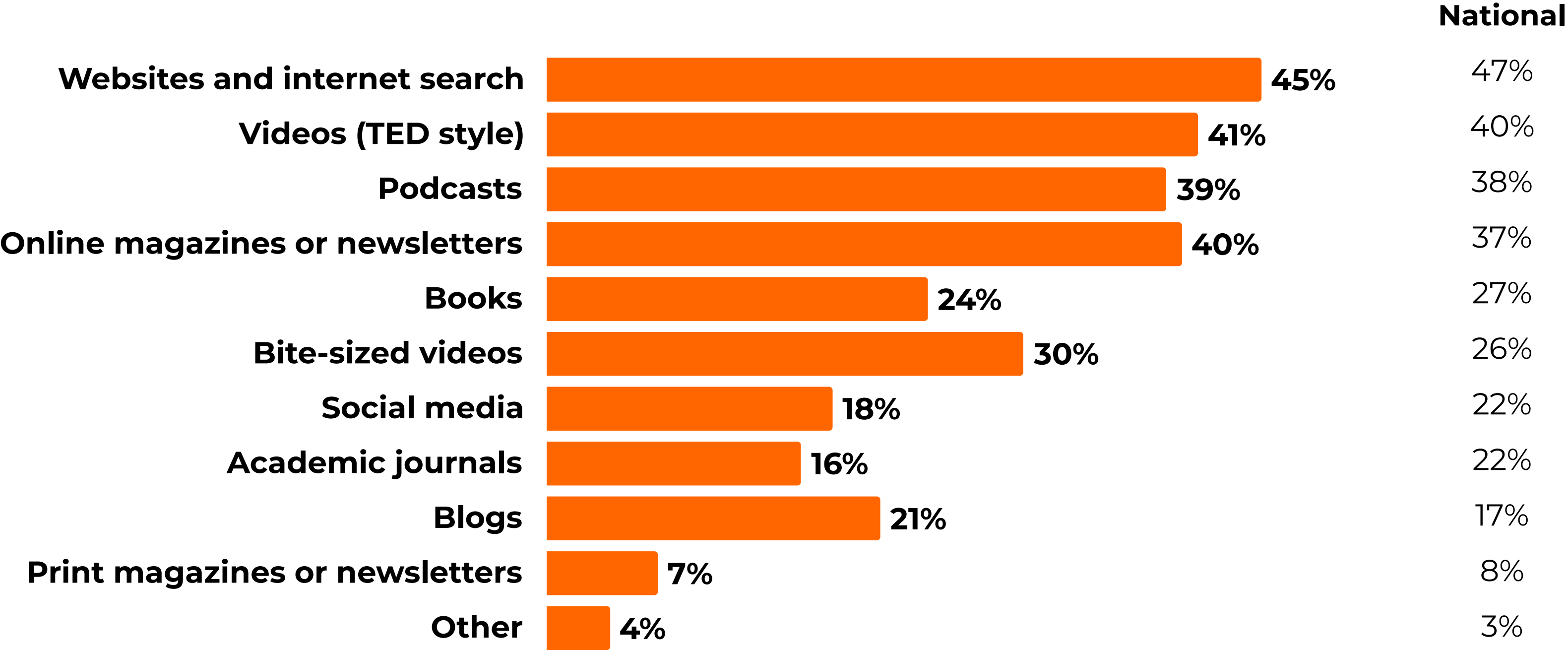
National



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=148

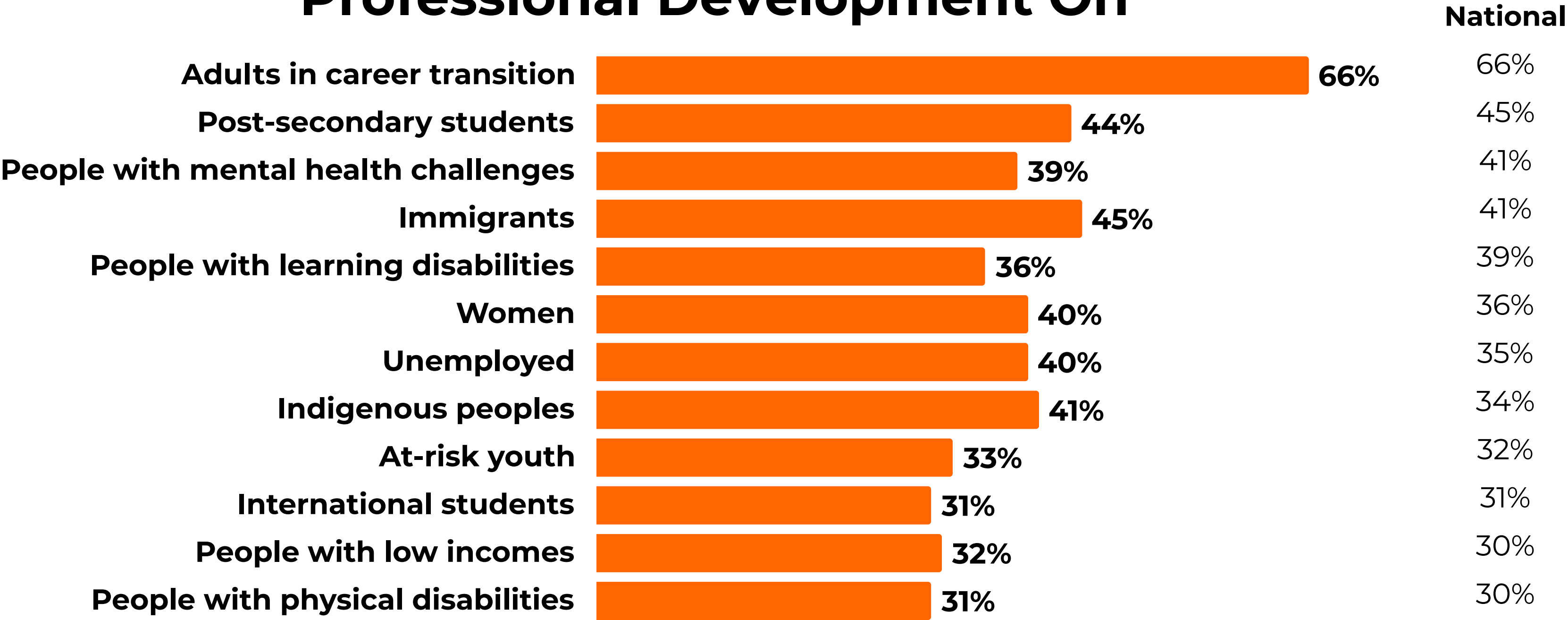


Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



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

n=148



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=148

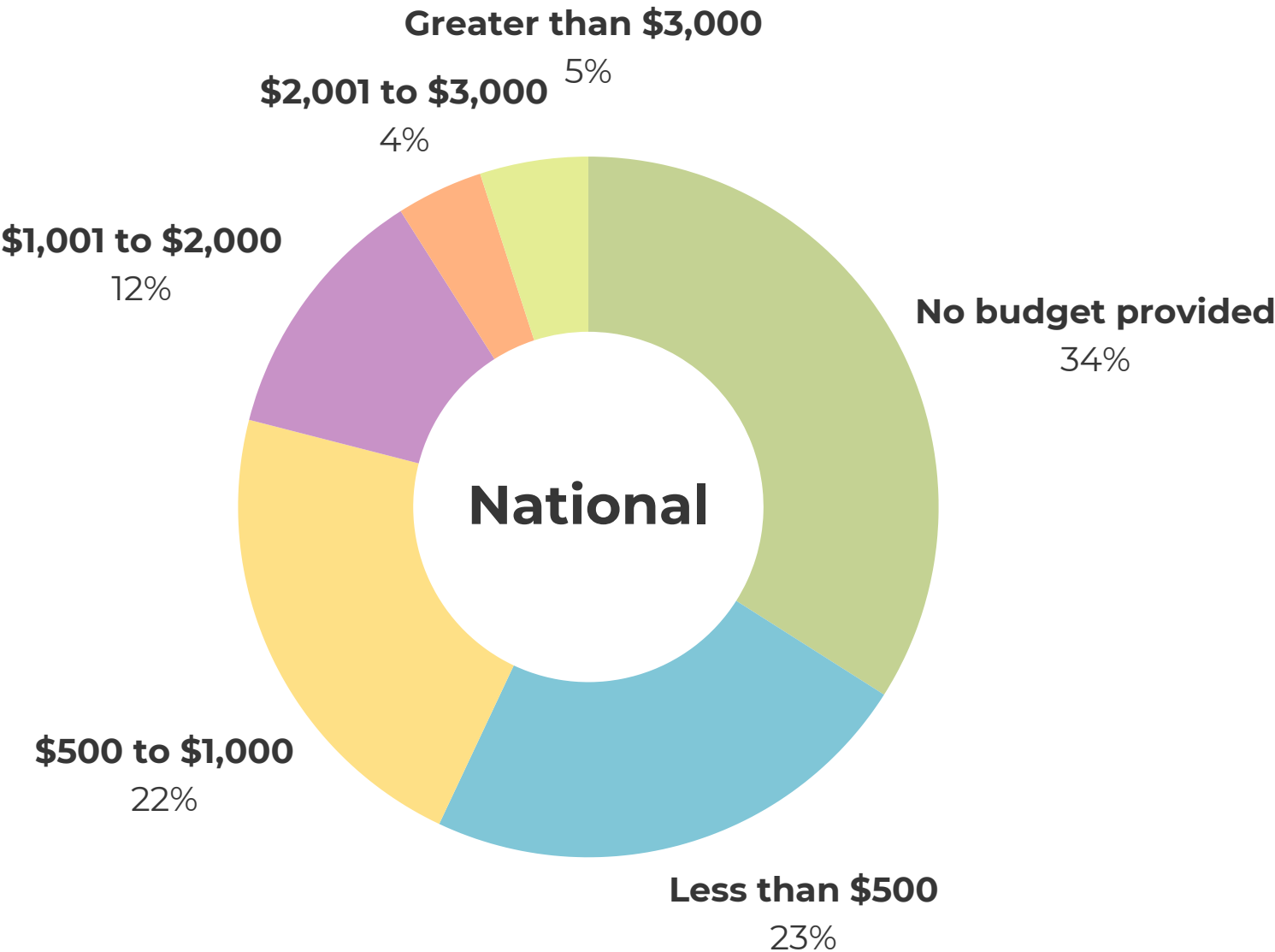
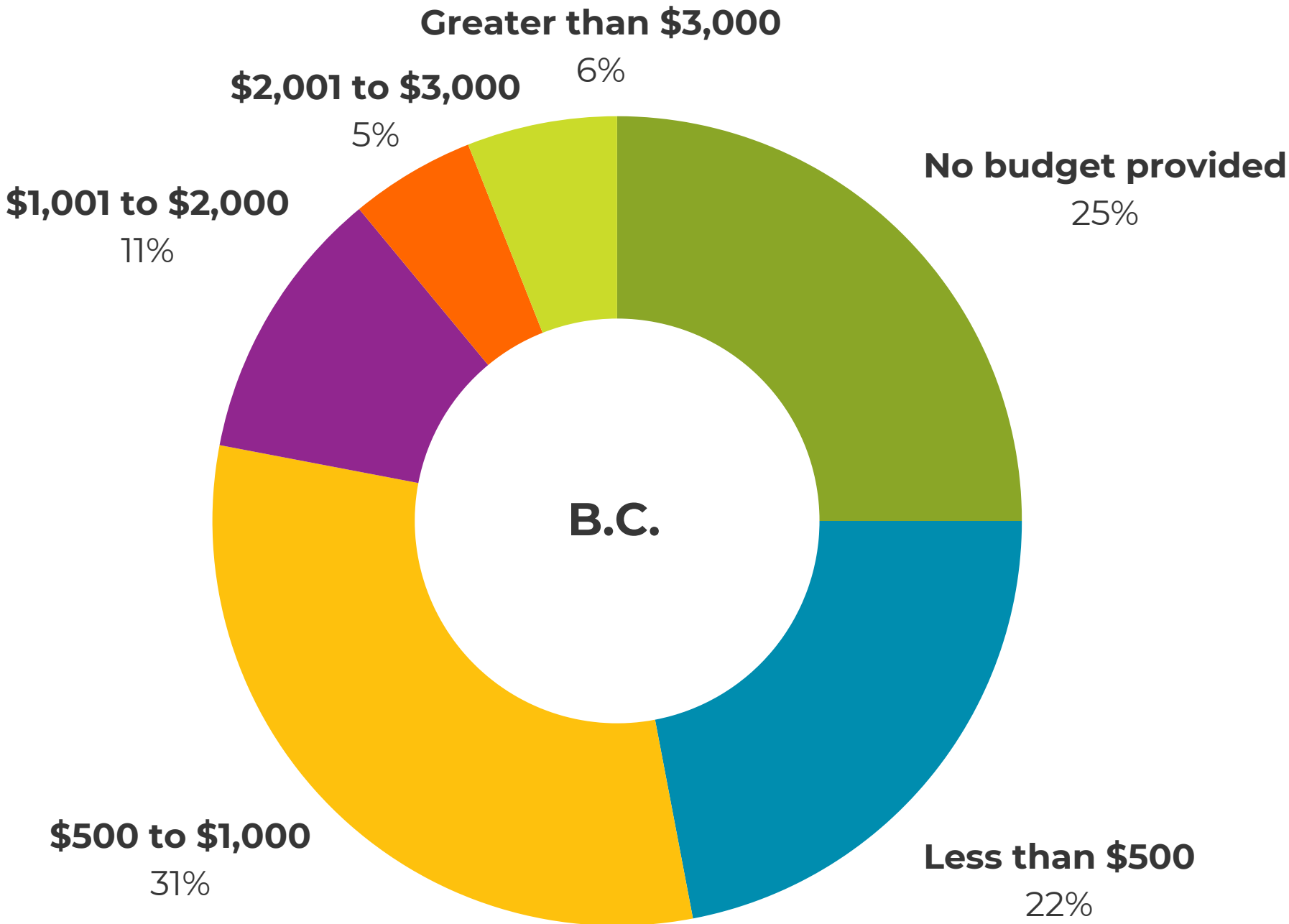


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



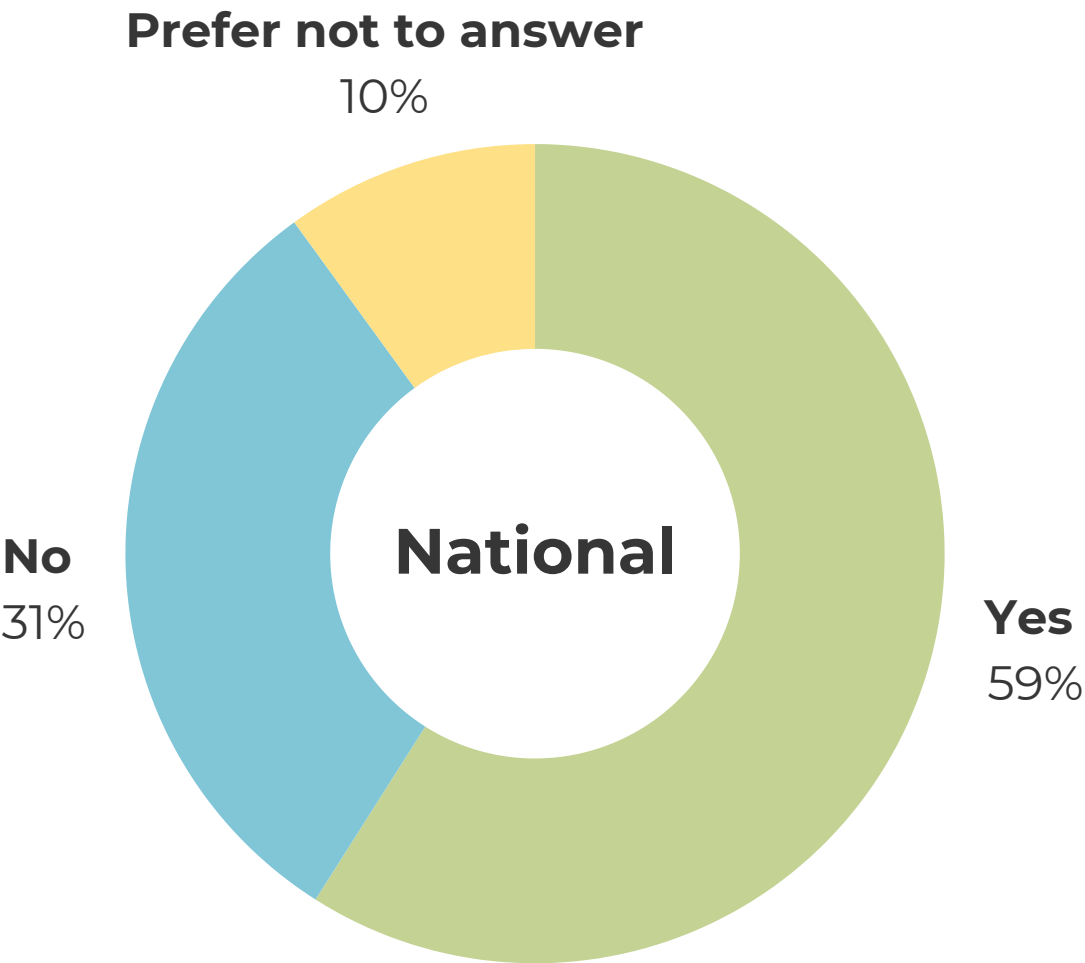
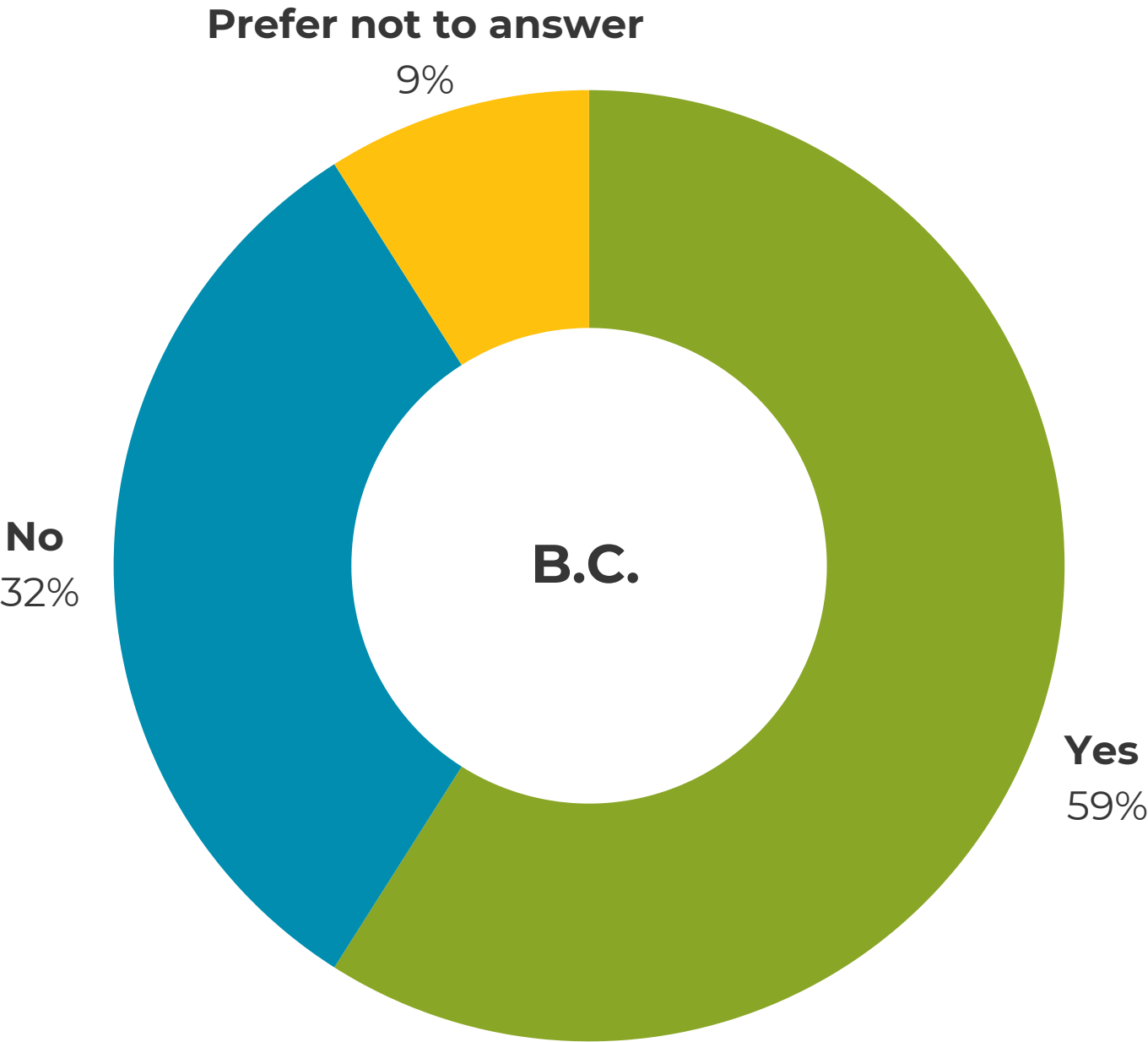
Annual Professional Development Budget from Employer

n=148



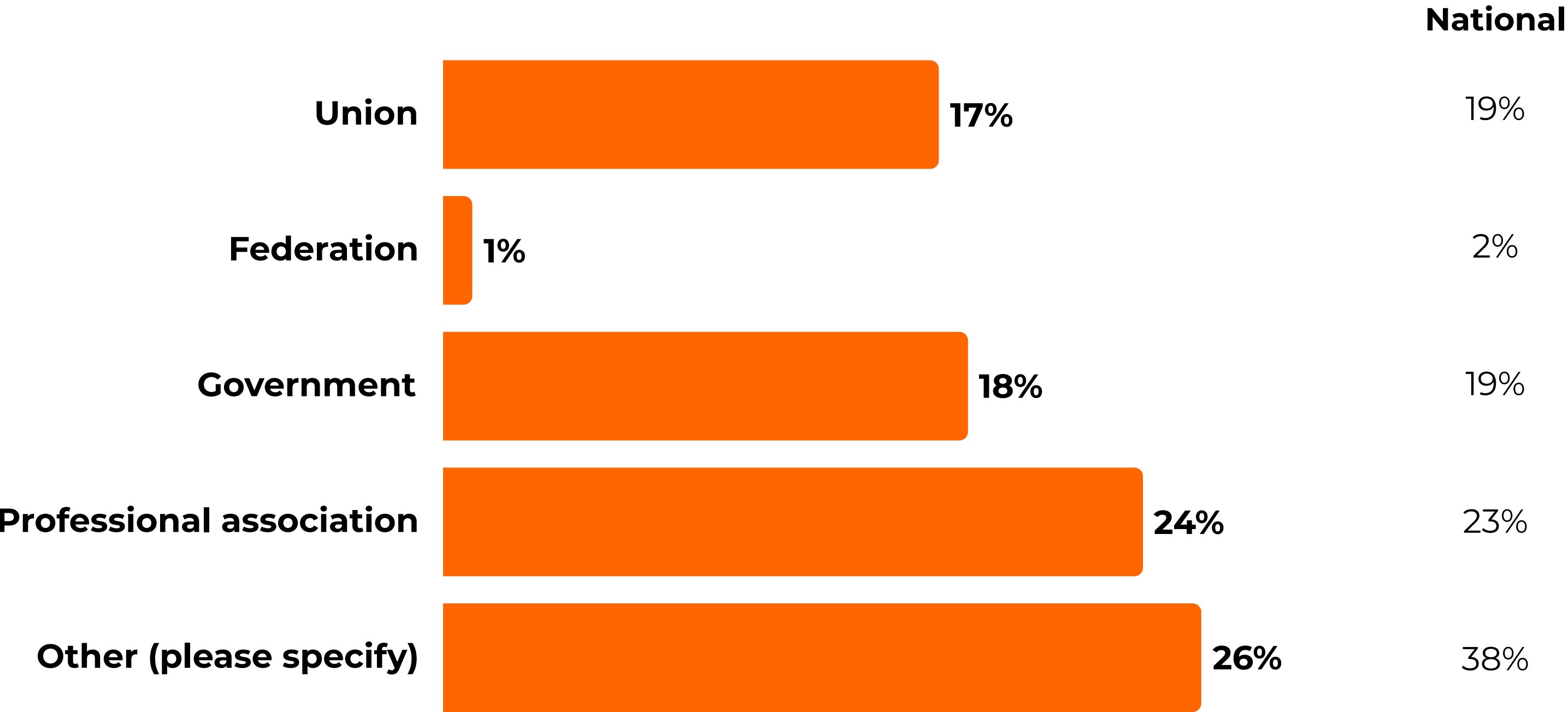
Access to Paid Time Off for Training

n=149



Access to External Funding Sources

n=267

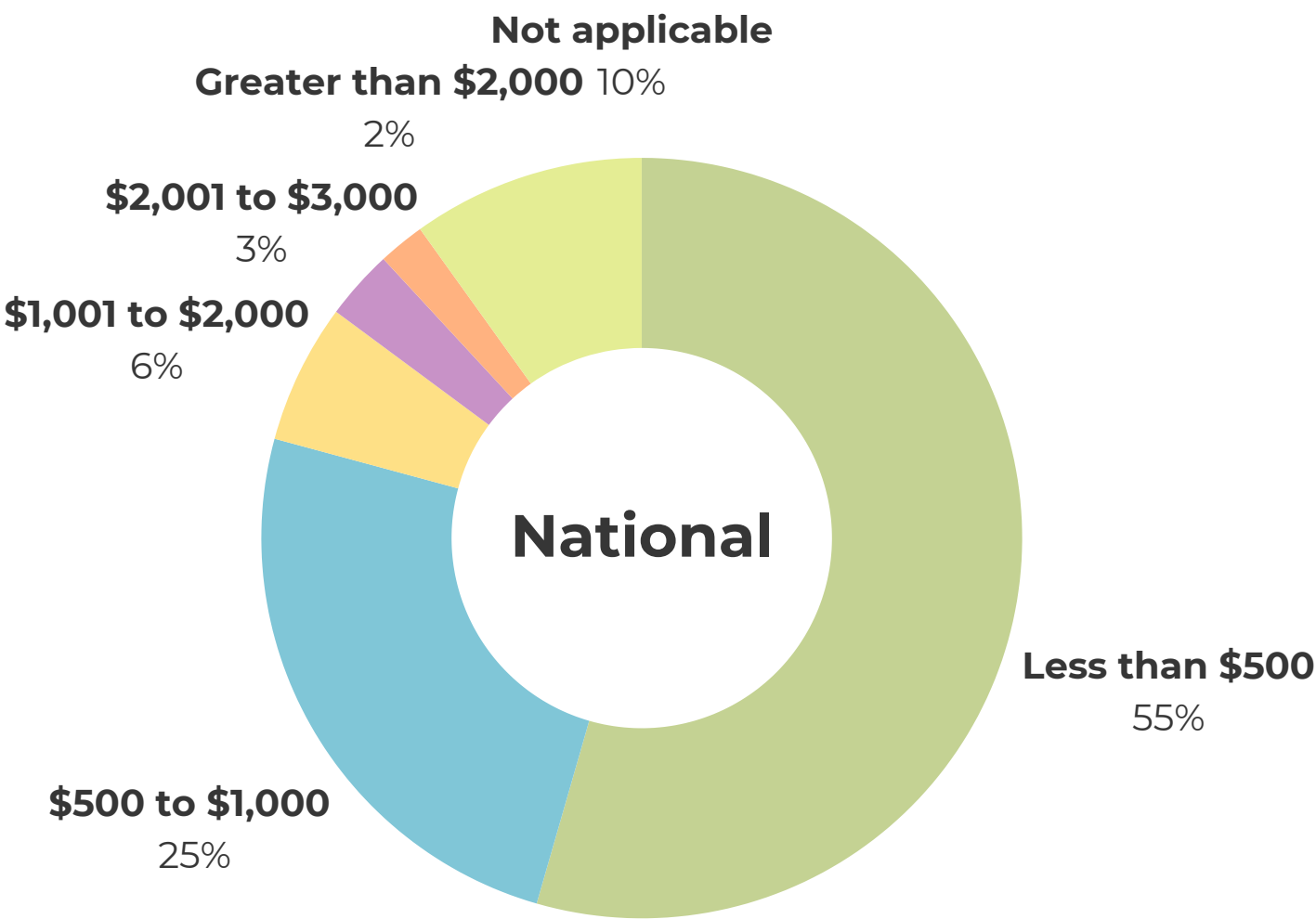
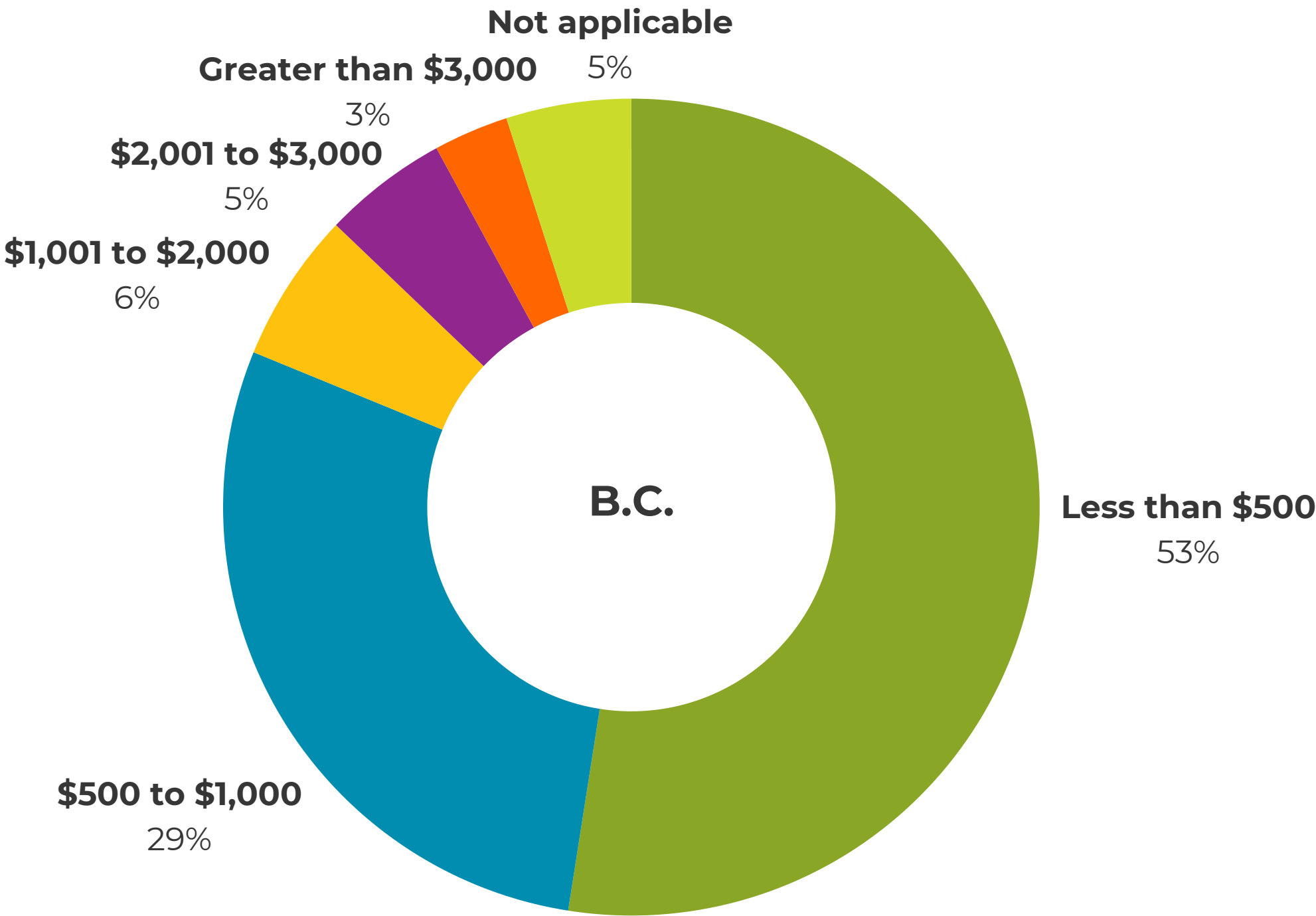


Popular other responses: None/not applicable (17%), employer-based funding (3%) and personal resources (3%).



Amount Respondents Would Personally Spend on Professional Development Annually

n=150



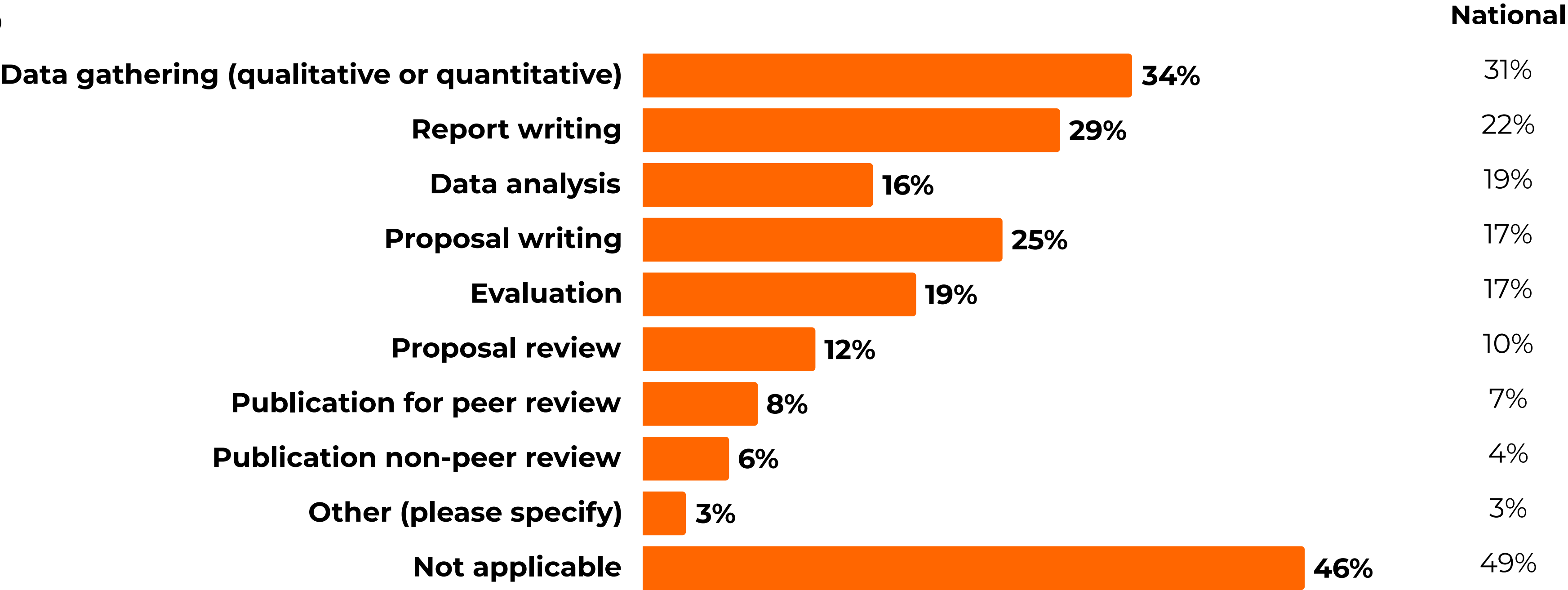
Section 5:

Research and Learning Dissemination



Career Development Research Activities

n=150

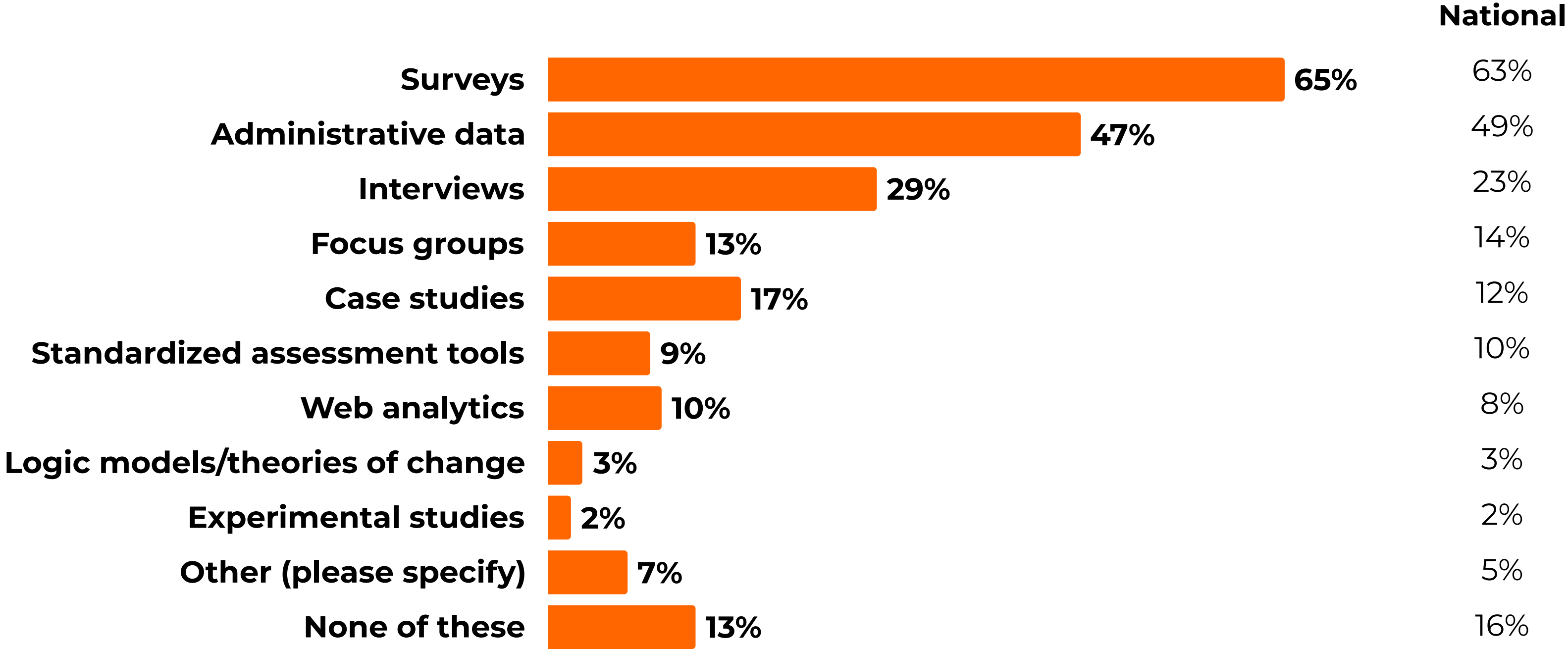


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Methods for Evaluating the Impact of Services

n=150



Popular other responses: Client feedback (5%) and employment outcomes (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=118



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



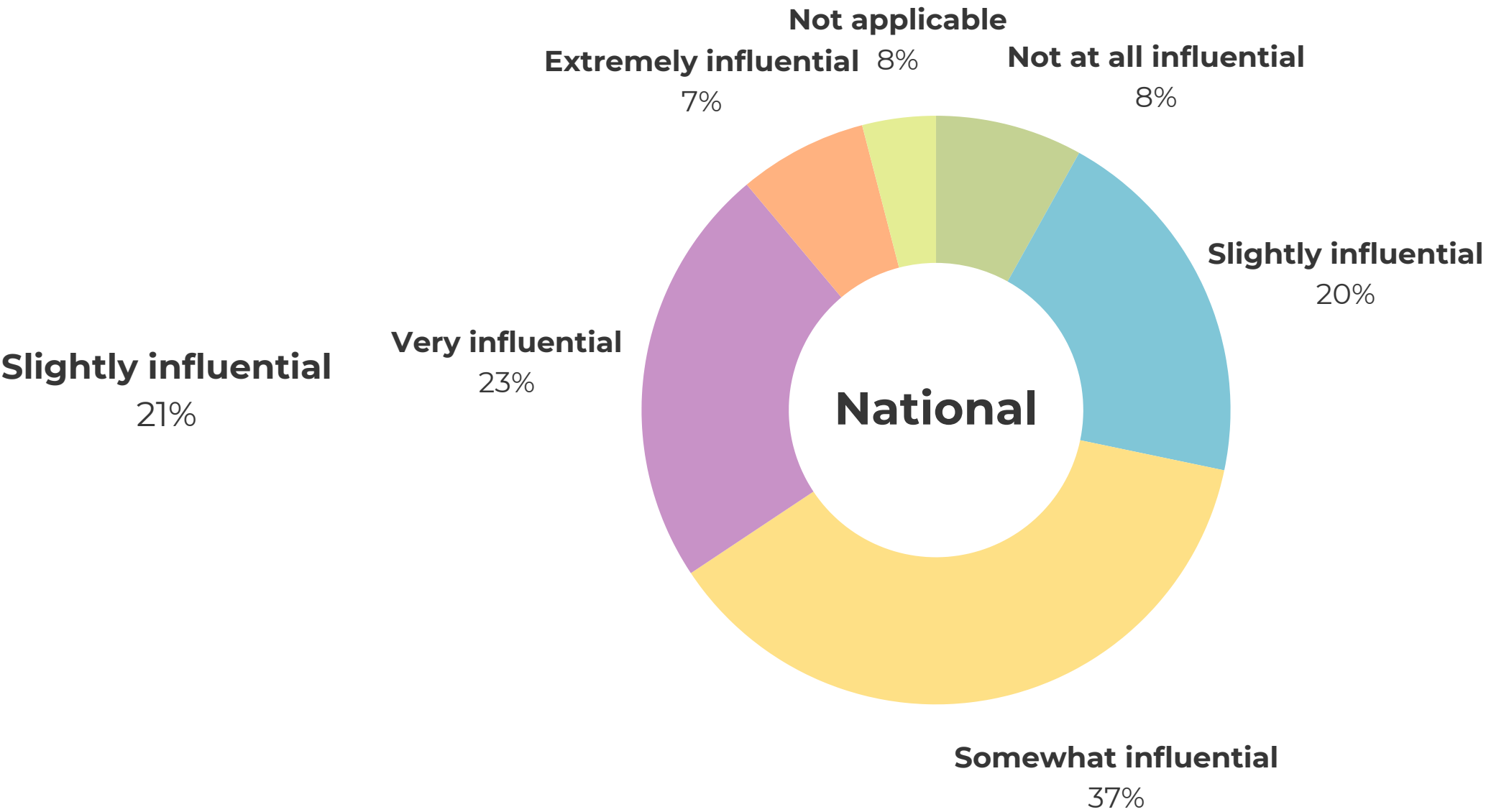
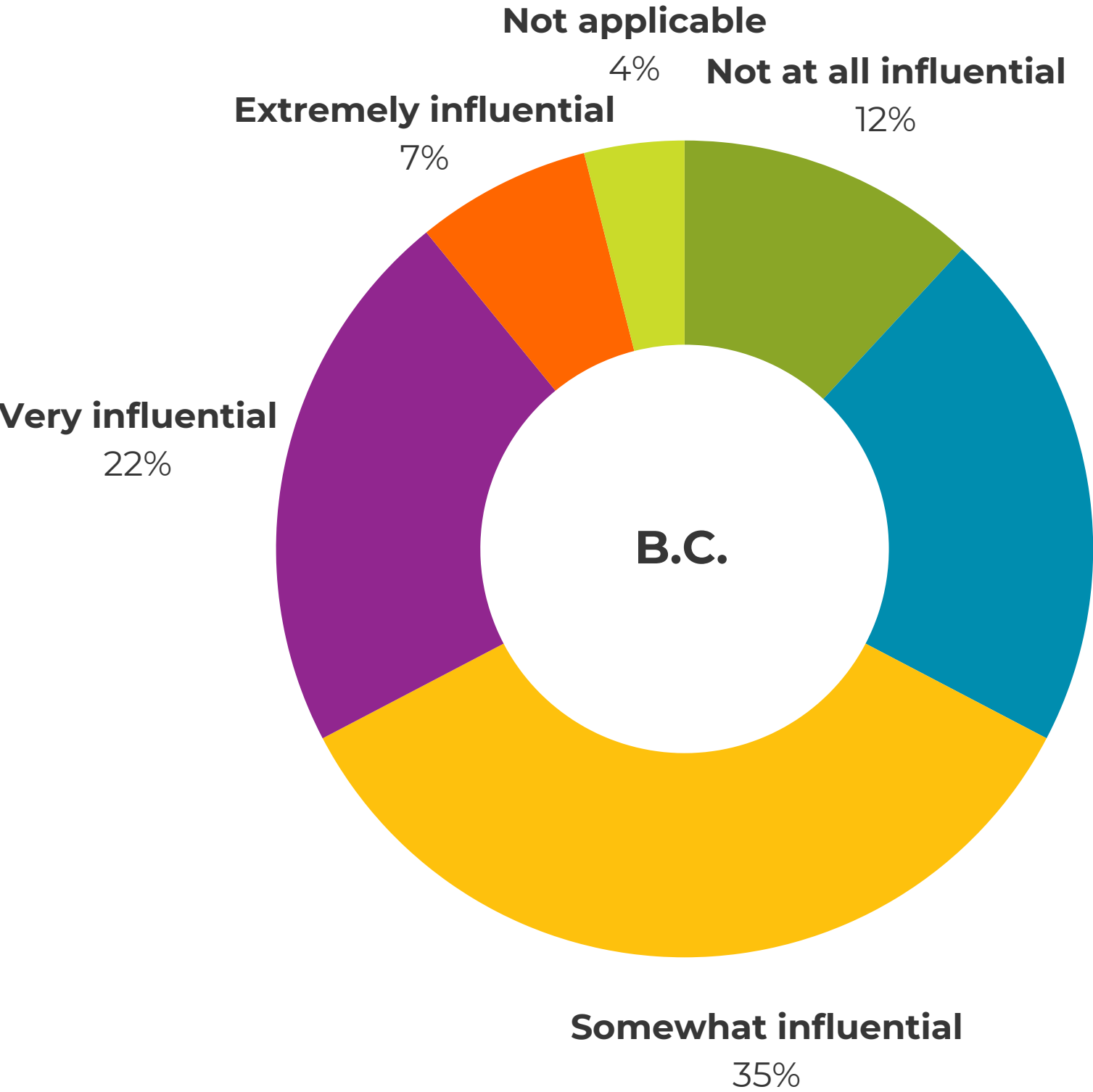
Section 6:

CERIC, the Profession, and Clients



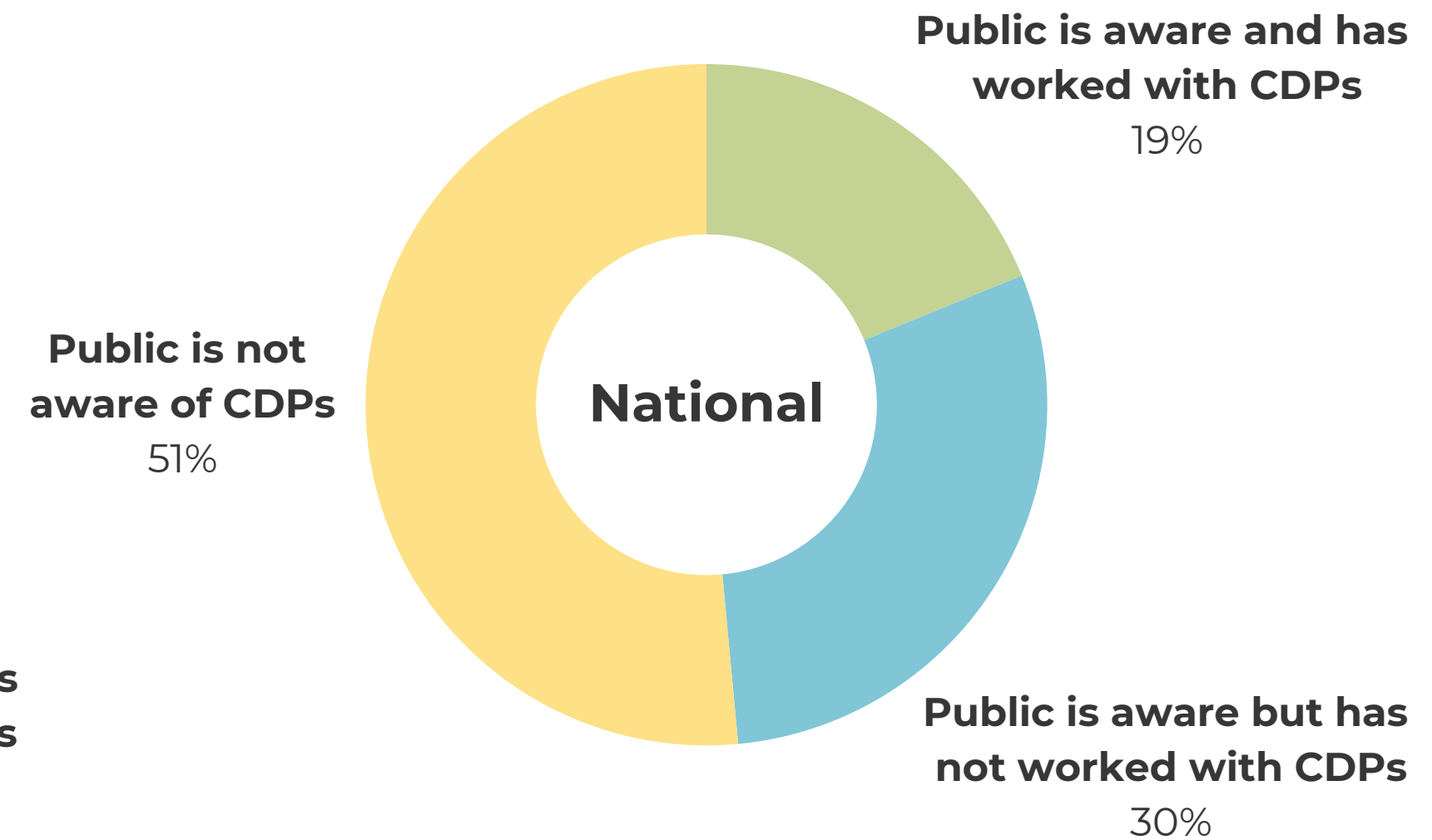
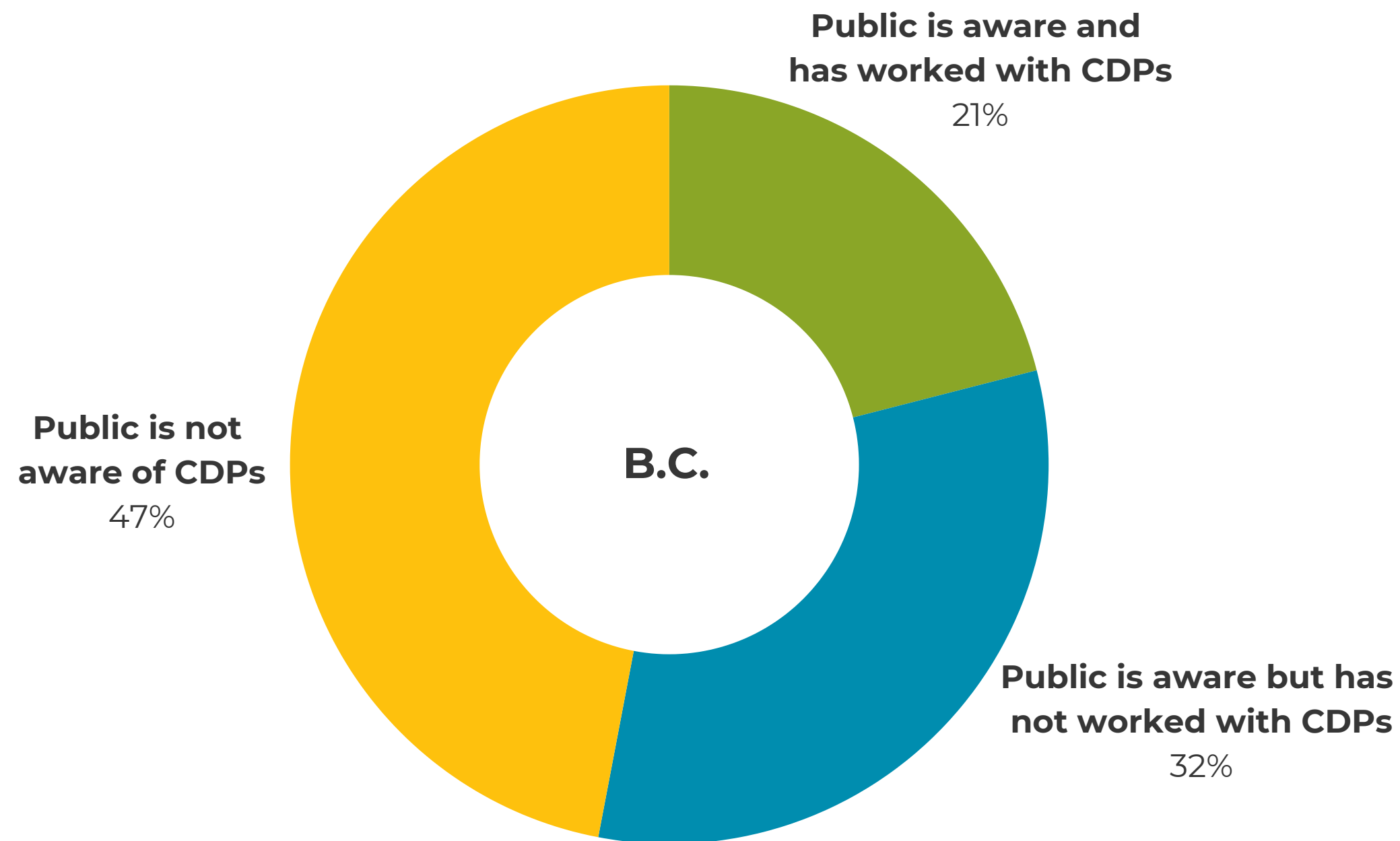
Influence of CERIC and its Programs in CDPs Work

n=150



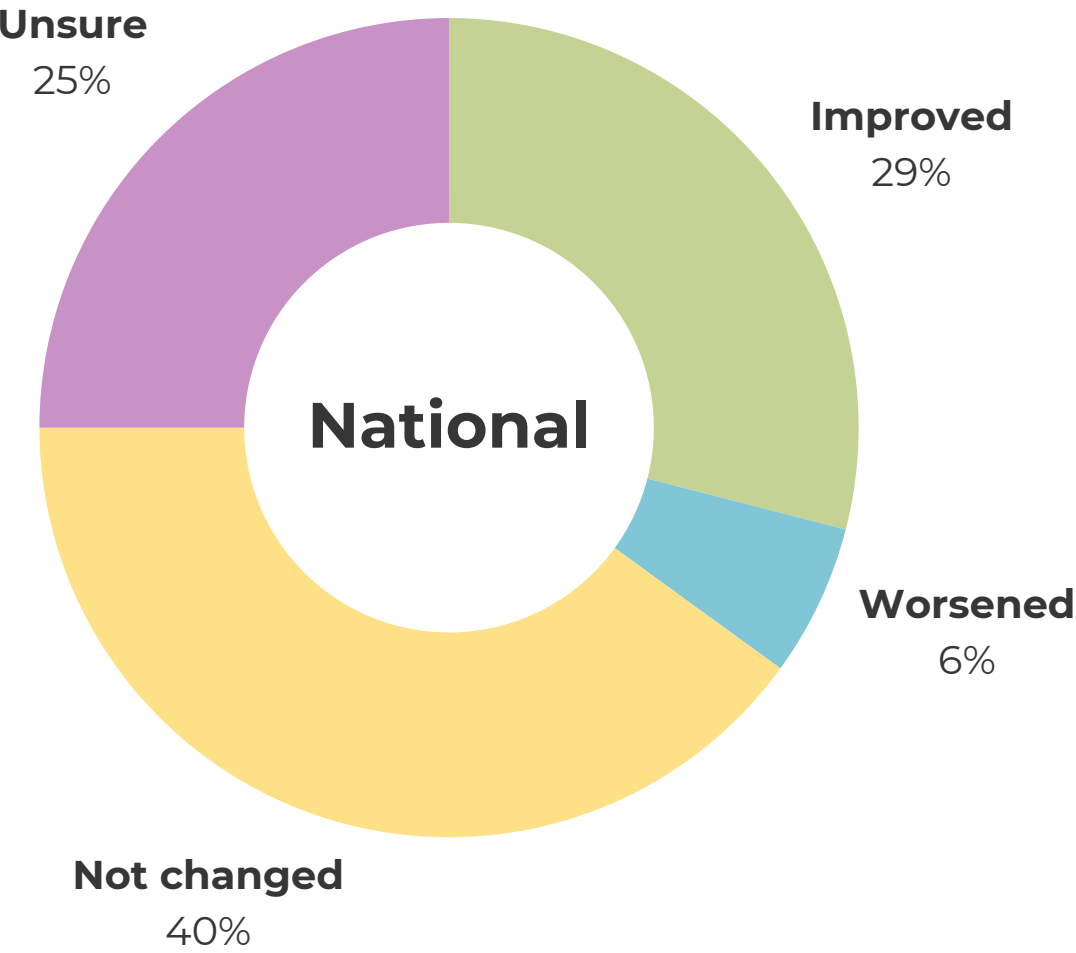
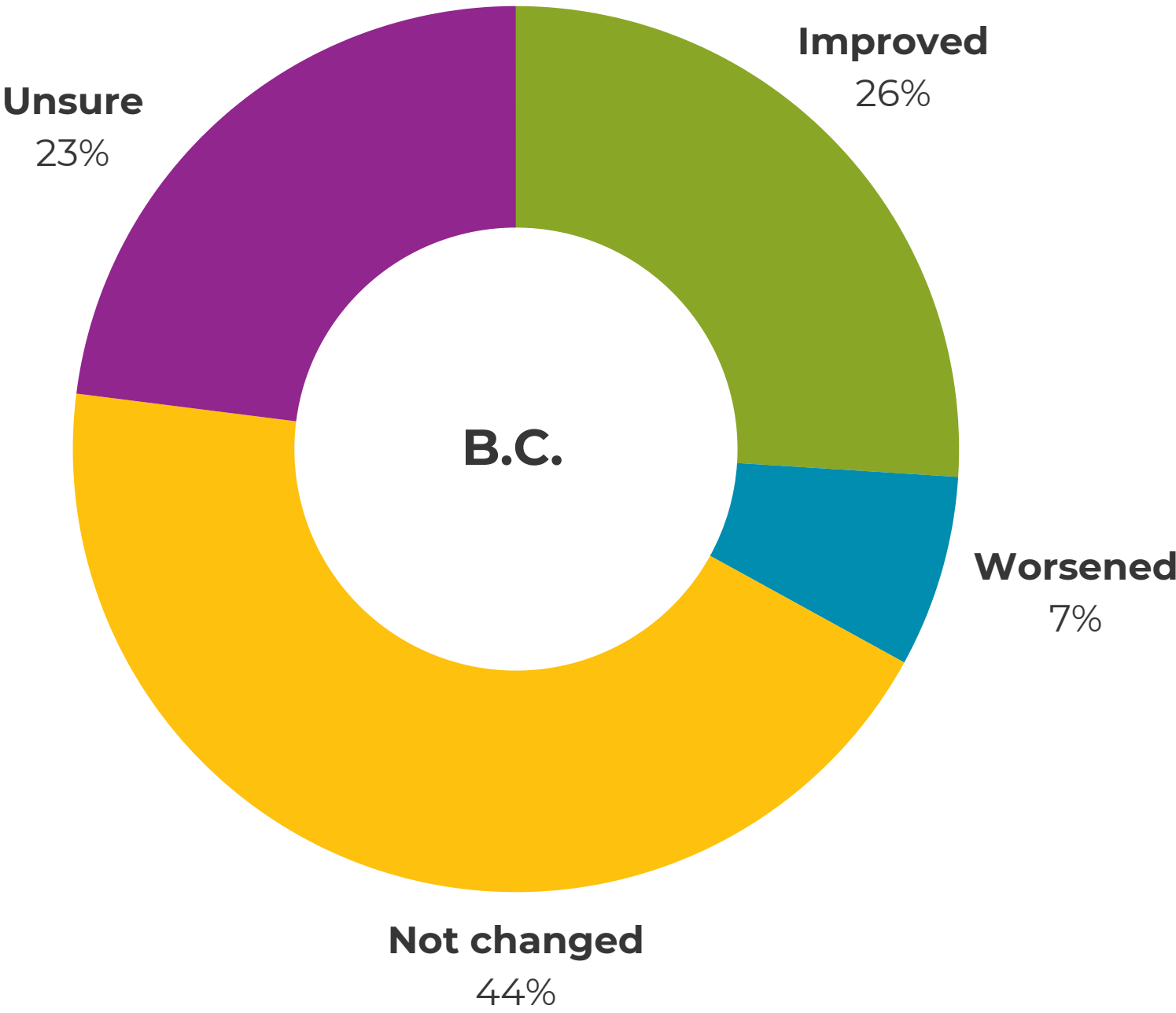
Perception of Public's Awareness of CDPs

n=149



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

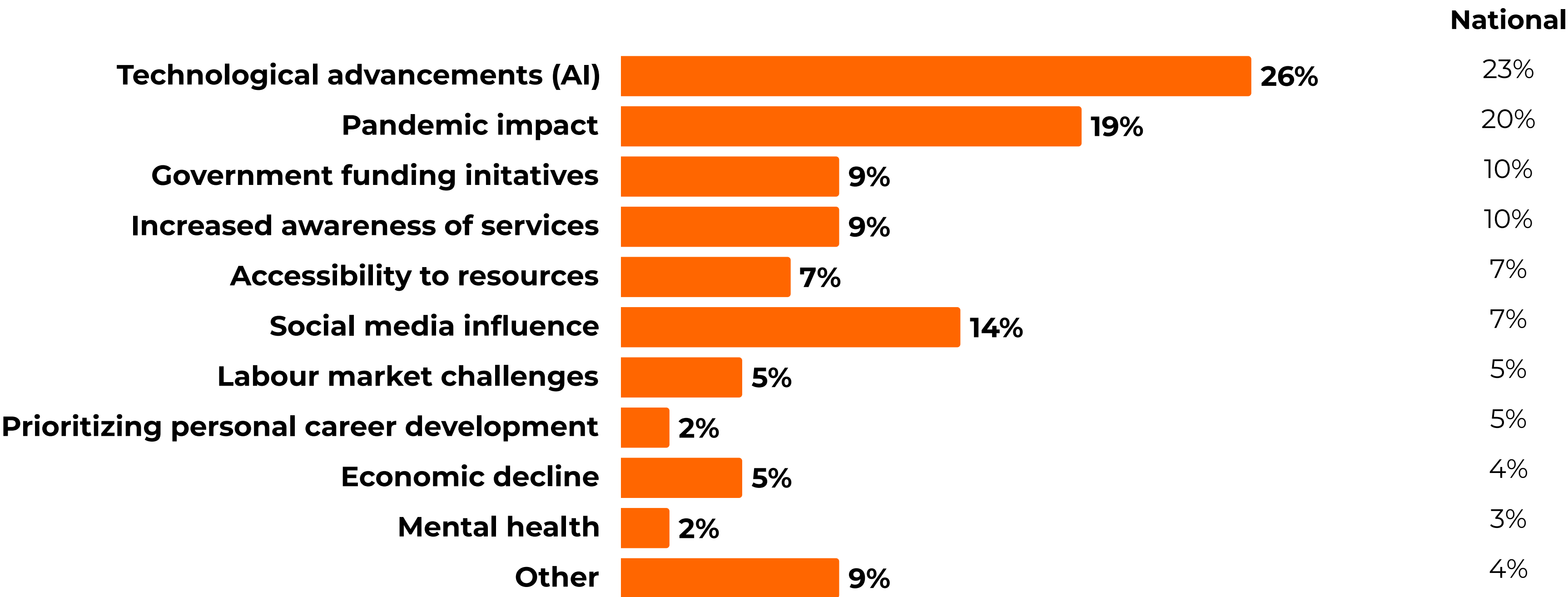
n=150



Factors Impacting the Change in Public Perception of CDPs

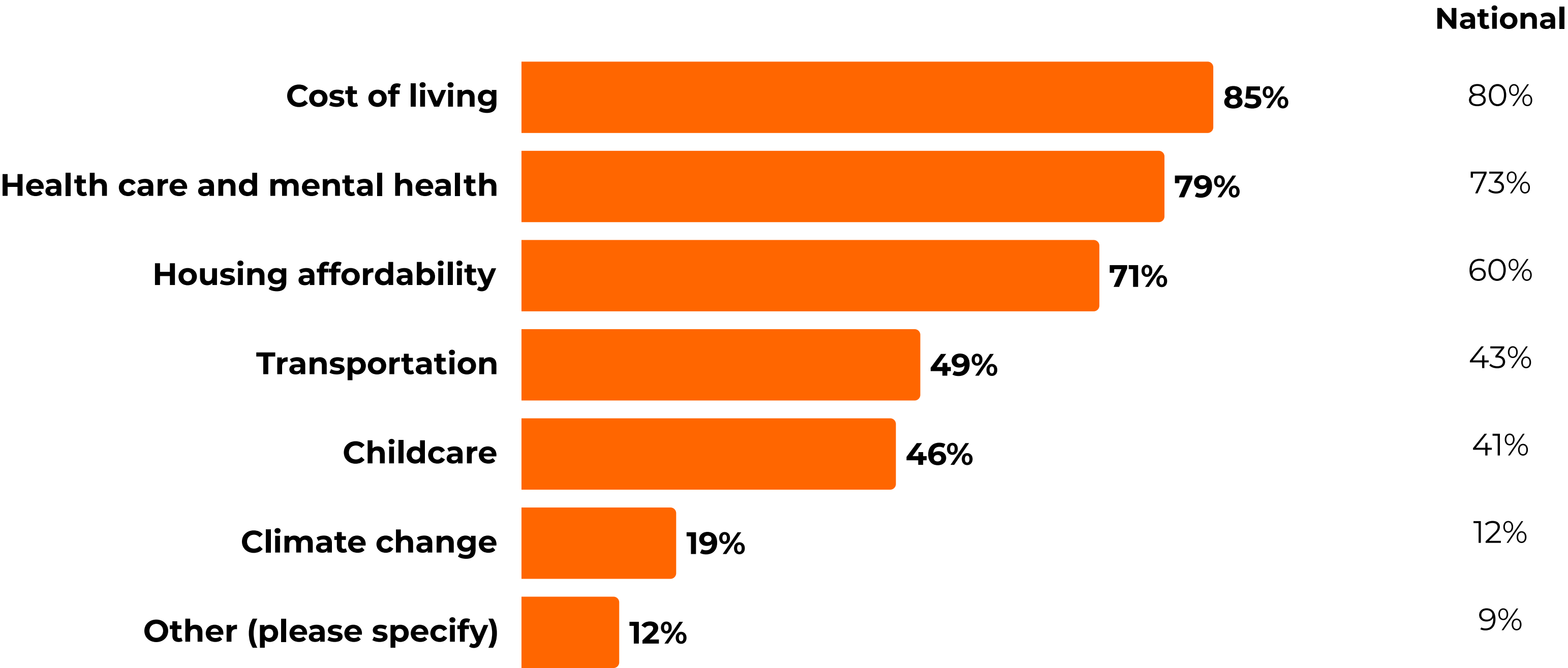
(among respondents believing it has changed)

n=43



Issues Intersecting with Work as Career Service Professional

n=150



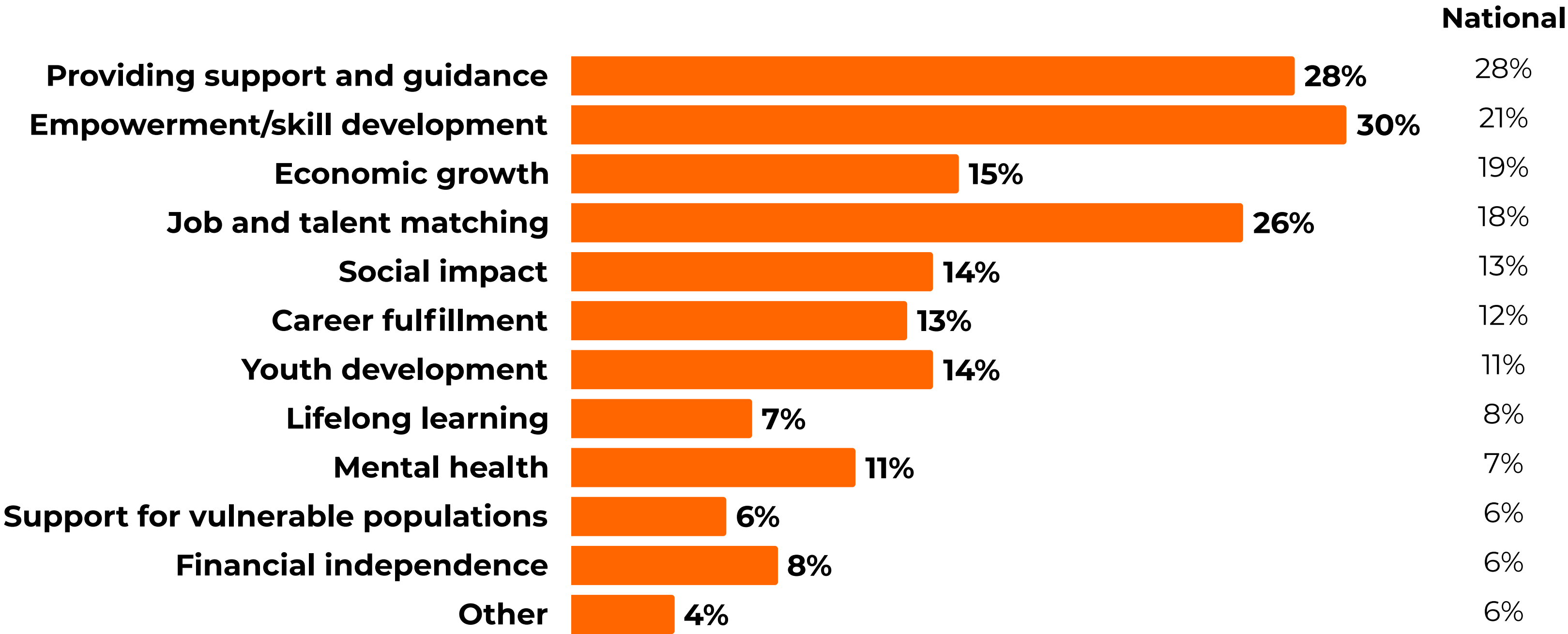
Popular other responses: Education and training access (2%).

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=113

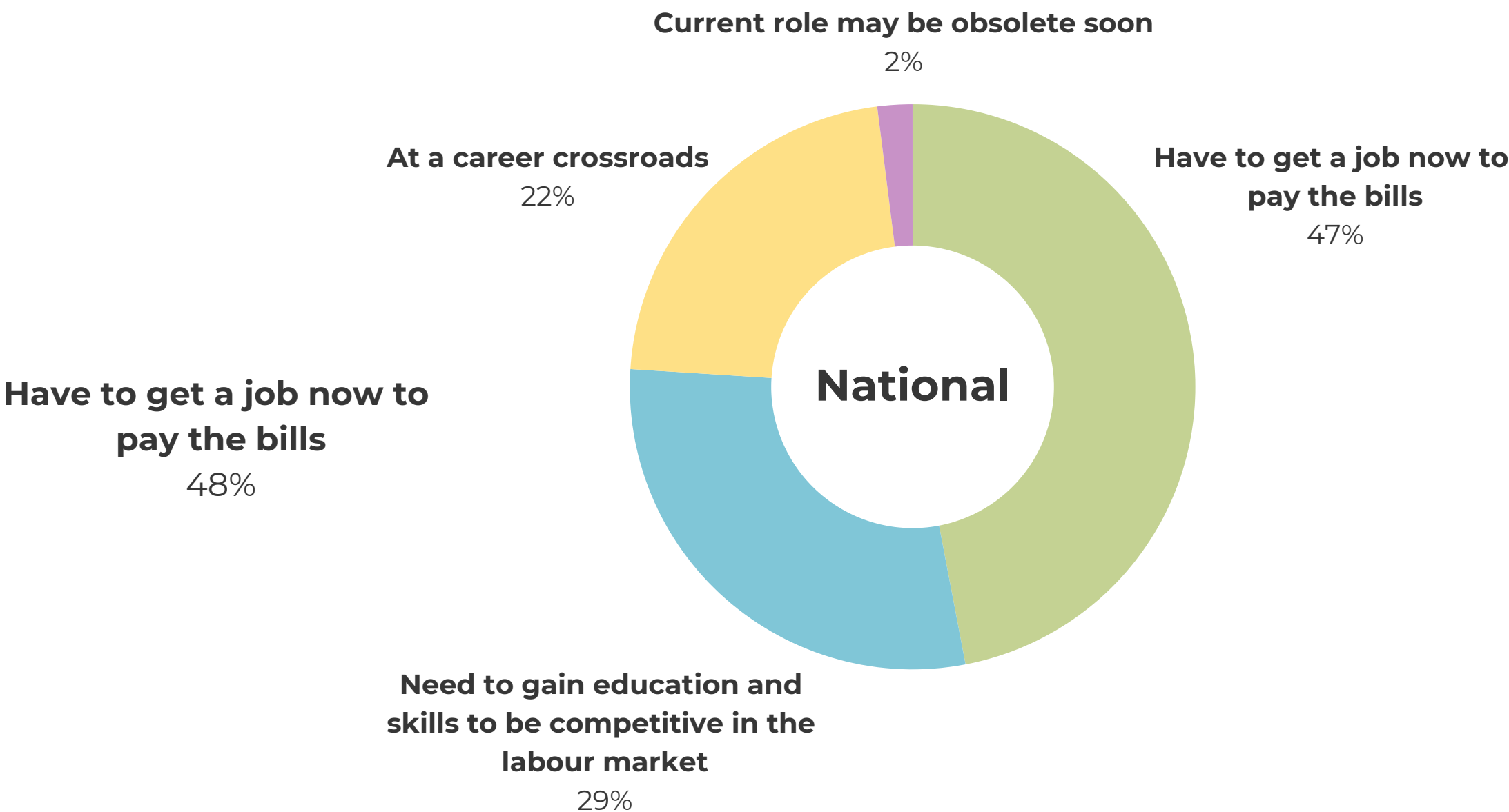
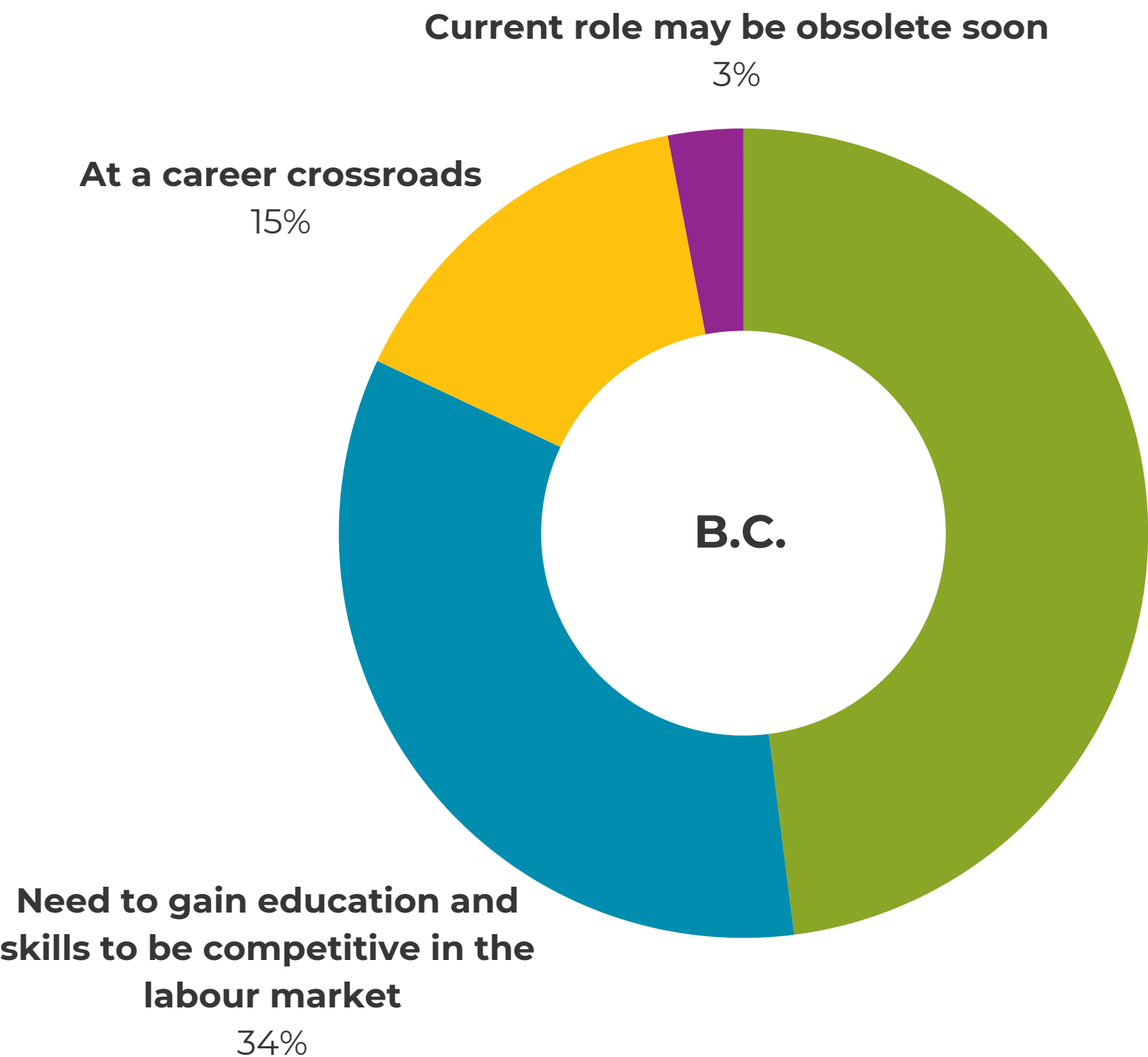


Popular other responses: Improving work-life balance (4%), advocacy (3%) and sustainability (1%).



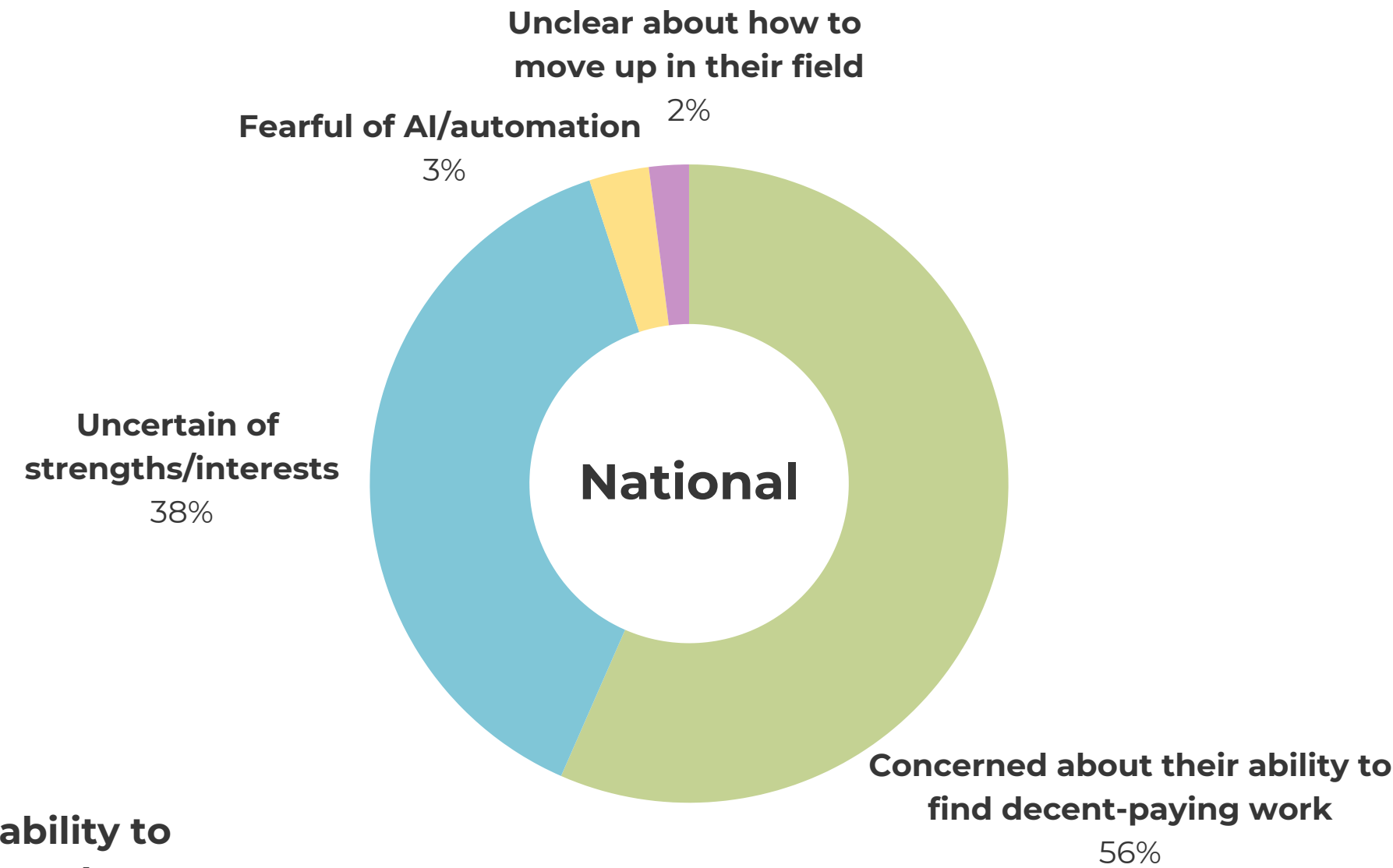
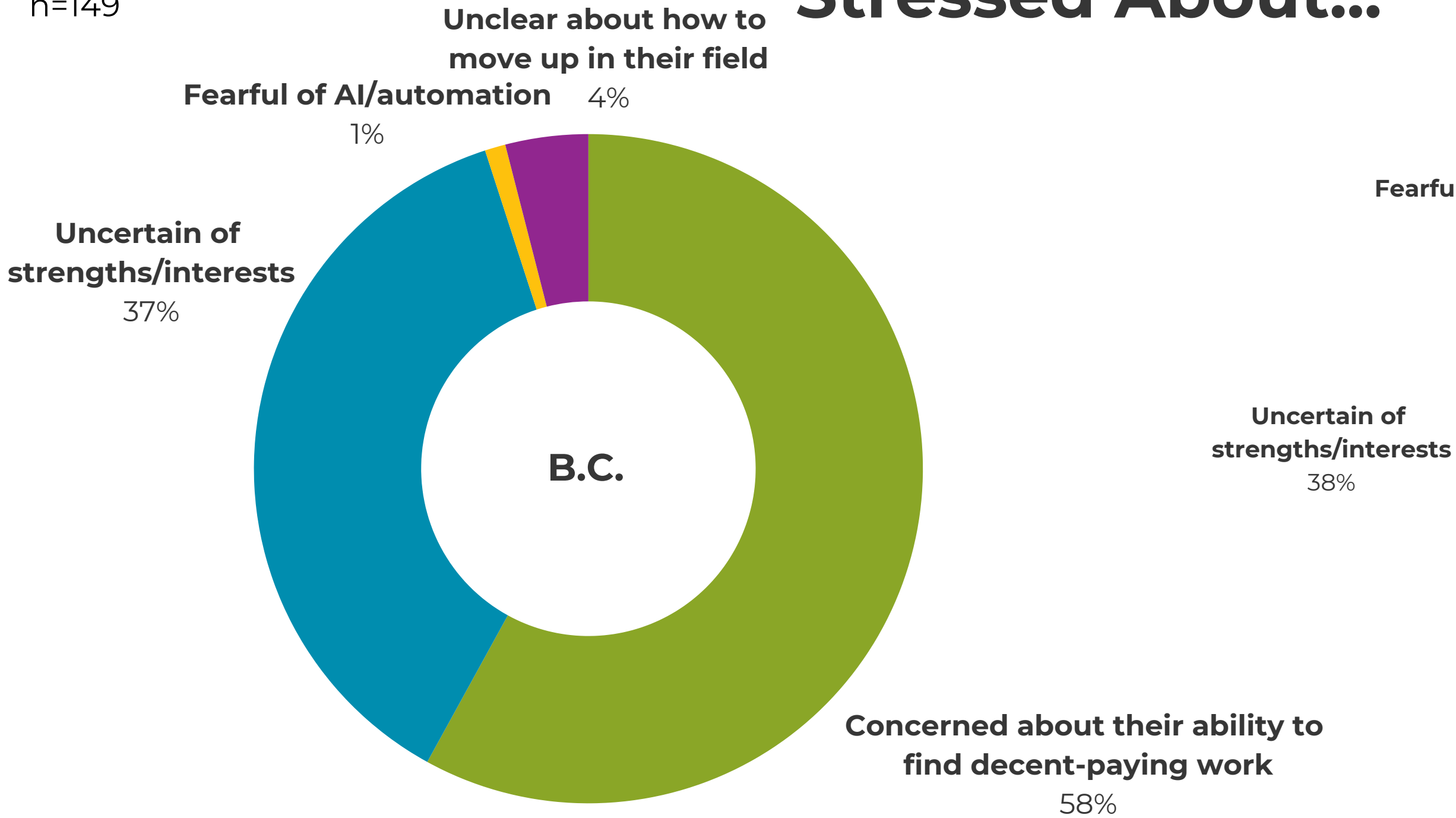
Main Concern among Clients and Students About Navigating Careers

n=149



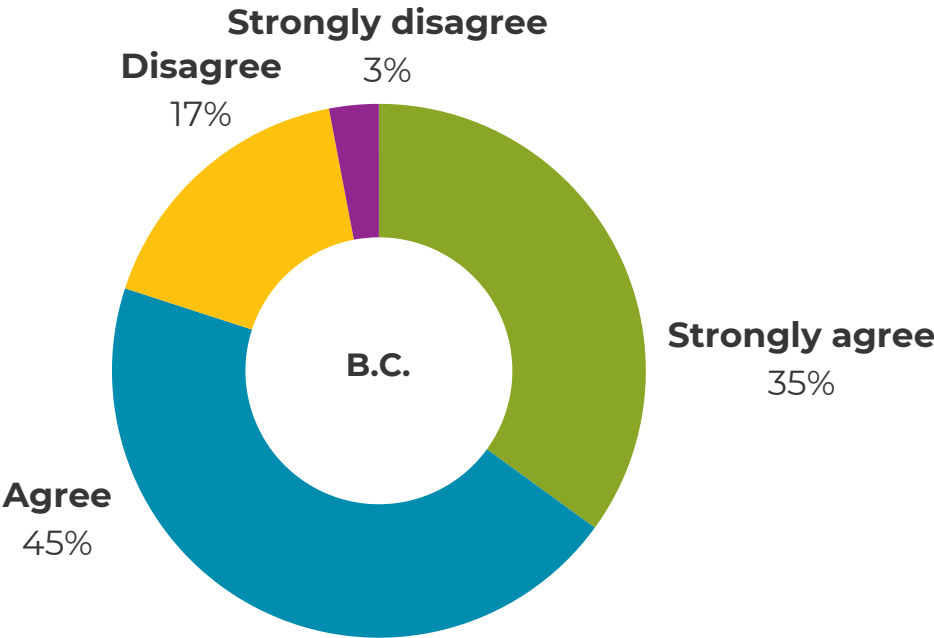
Regarding Next Steps in Their Careers Individuals Are Mostly Stressed About...

n=149

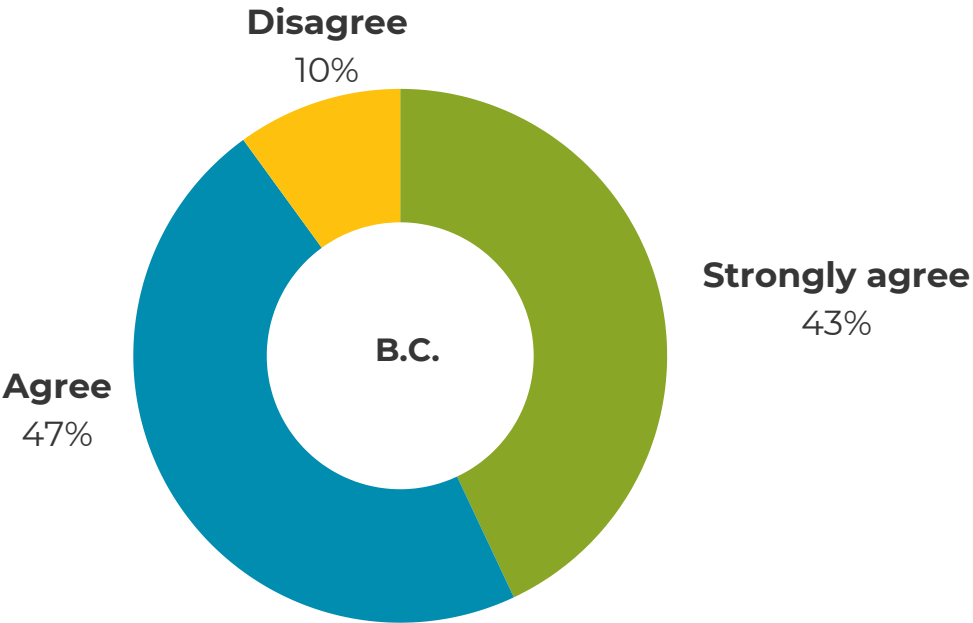


Post-pandemic Shifts in Clients' Personal Considerations

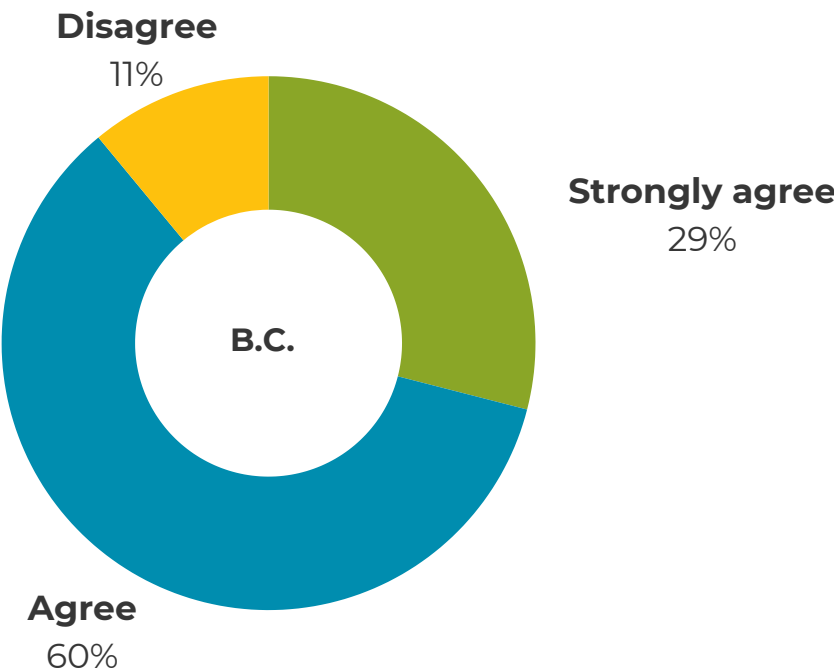
n=145 **Greater importance on remote and hybrid work**



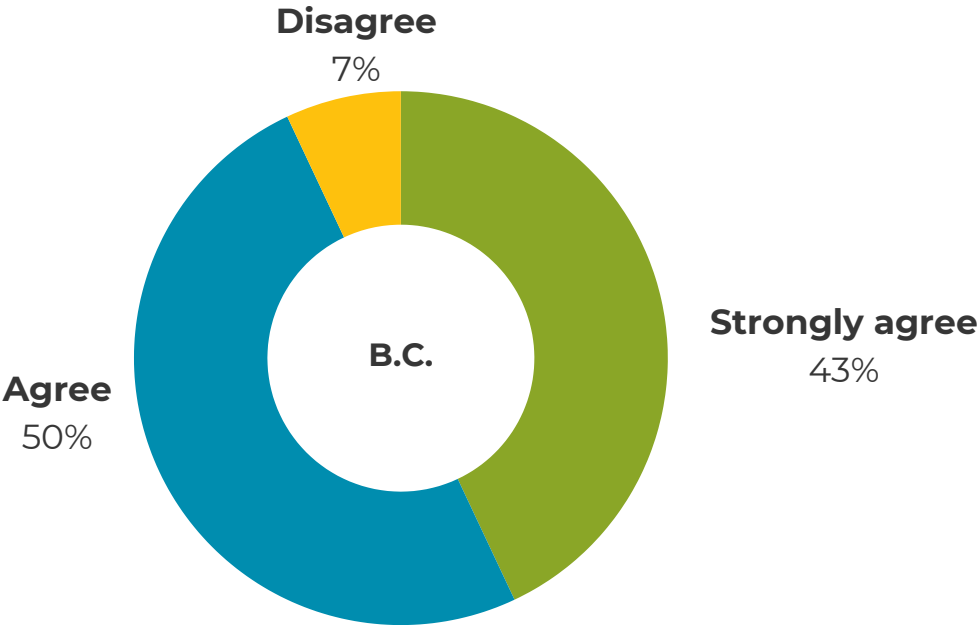
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career

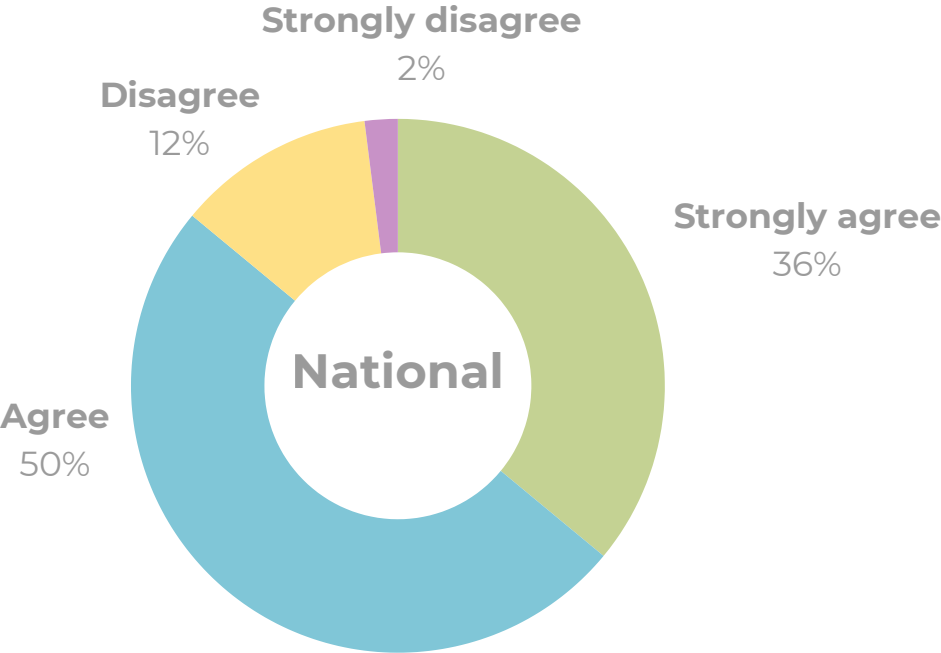


Looking for a better work-life balance

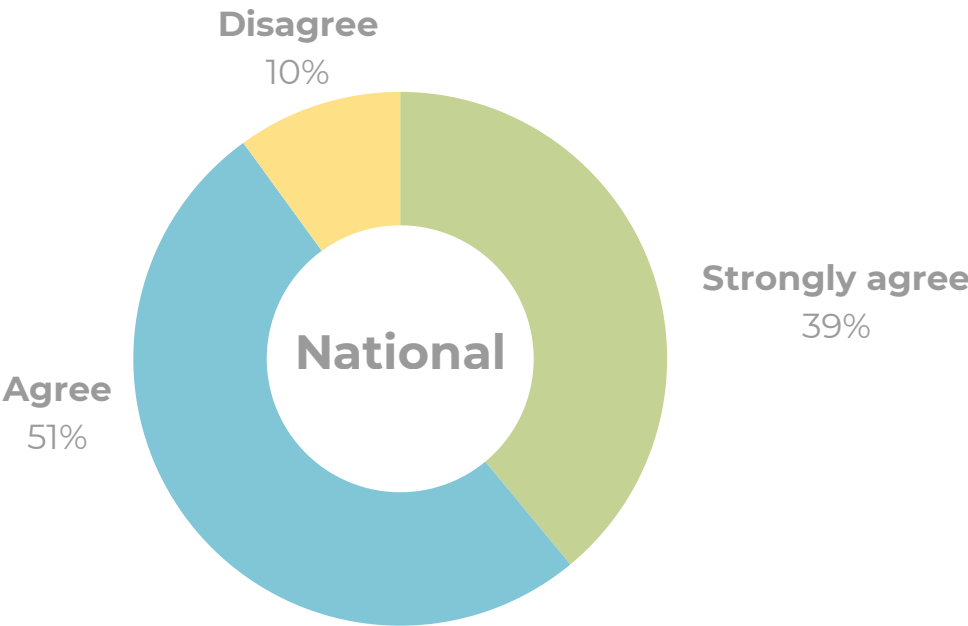


Post-pandemic Shifts in Clients' Personal Considerations (National)

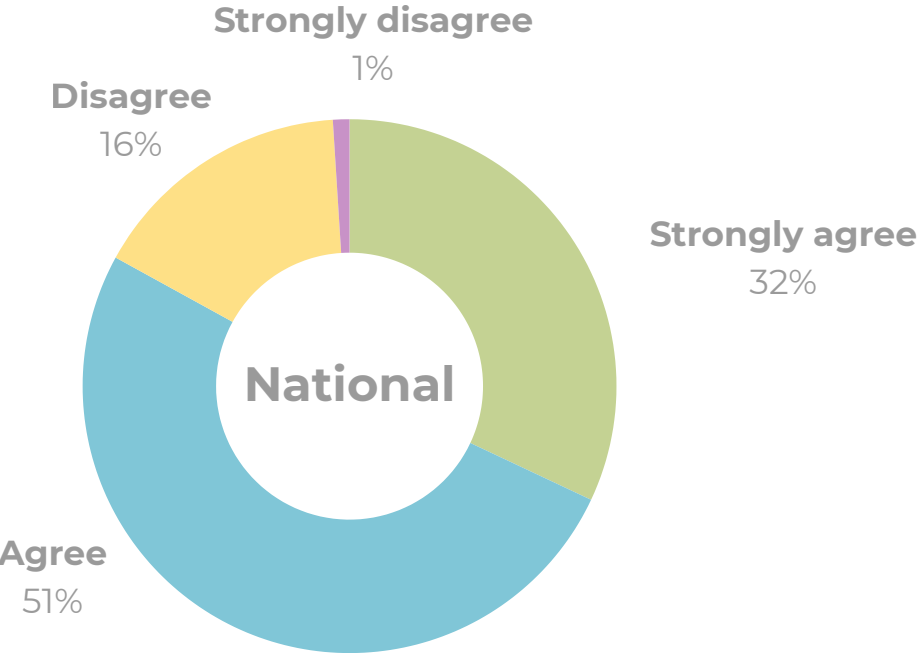
Greater importance on remote and hybrid work



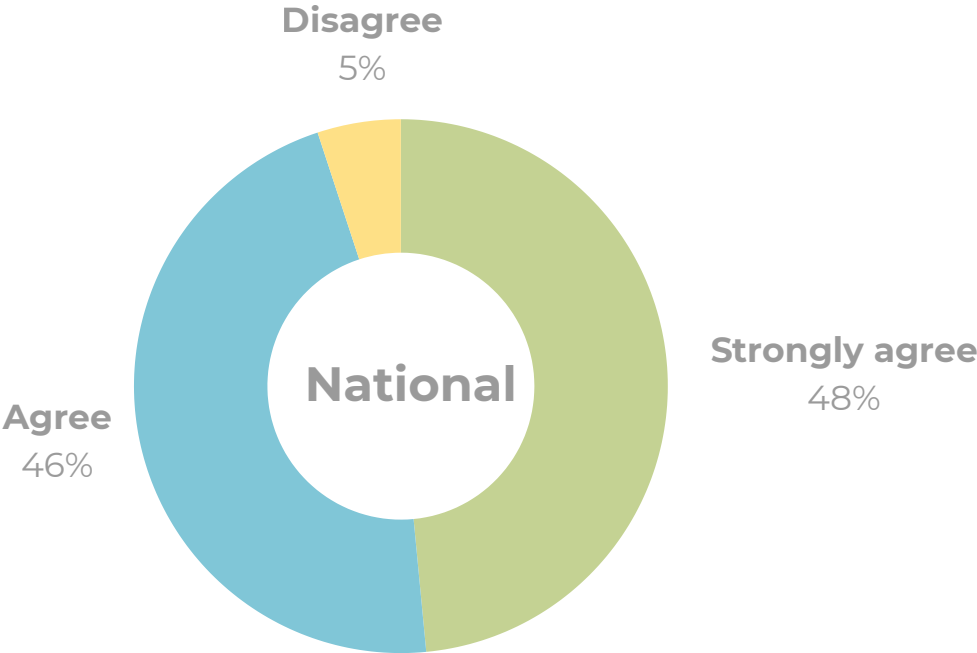
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career



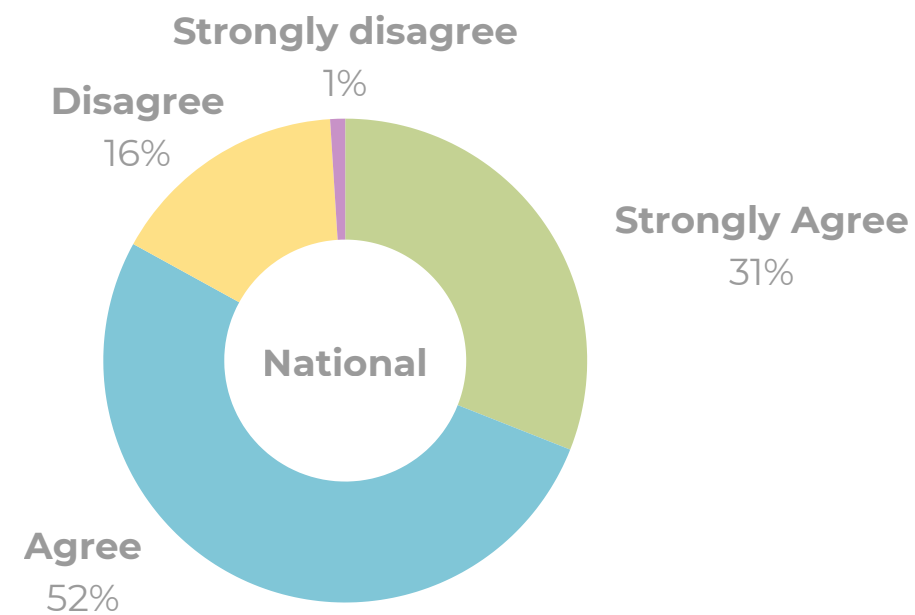
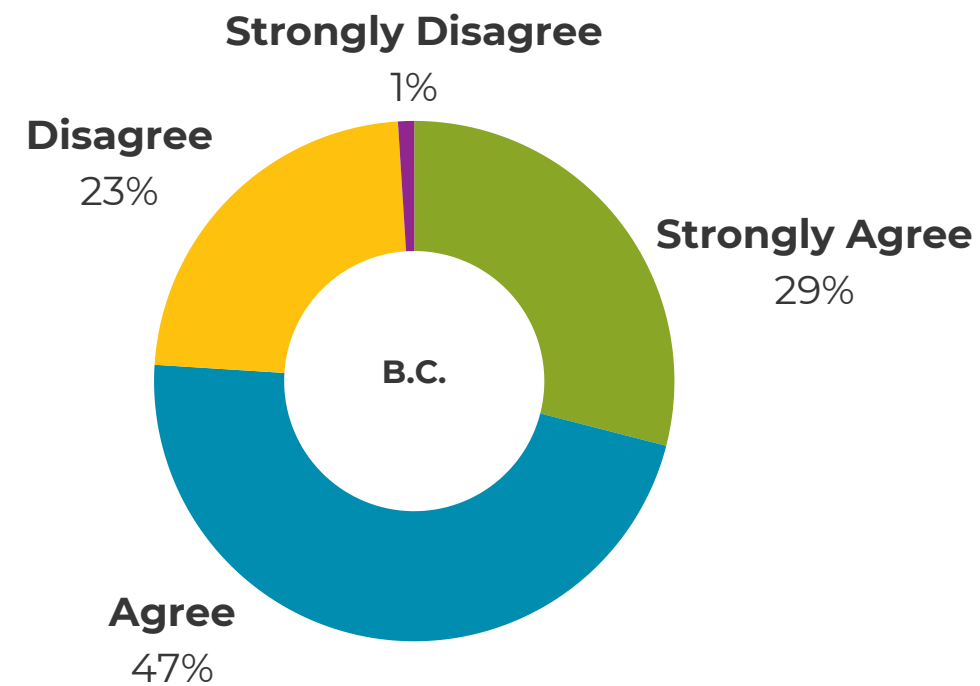
Looking for a better work-life balance



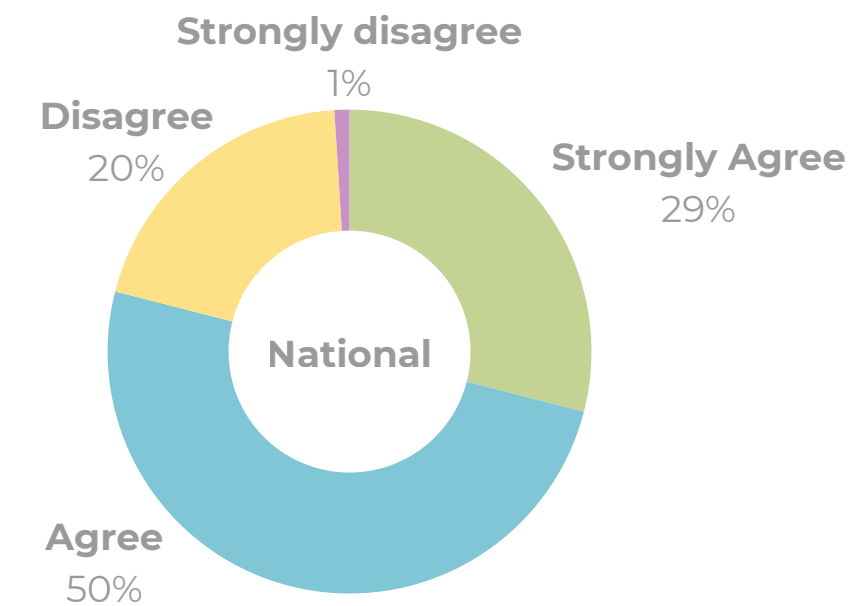
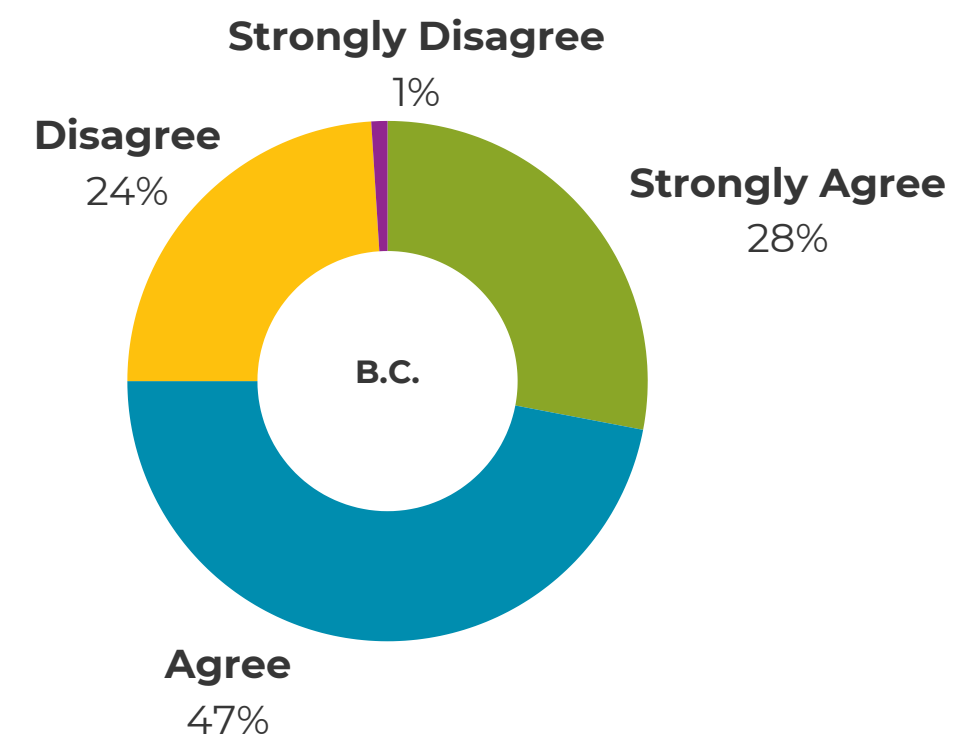
Career Myths Based on Experience with Clients

n=148

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



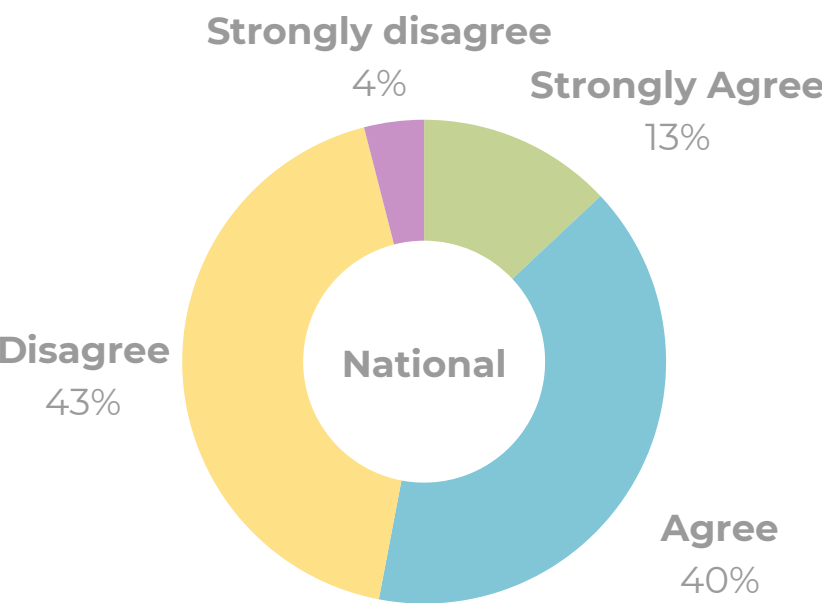
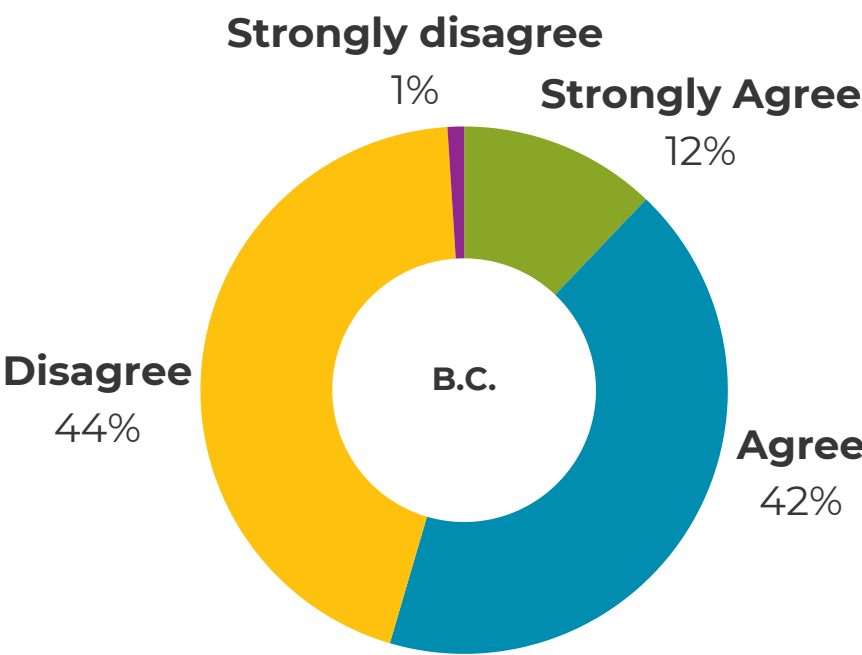
**Most believe careers
are linear**



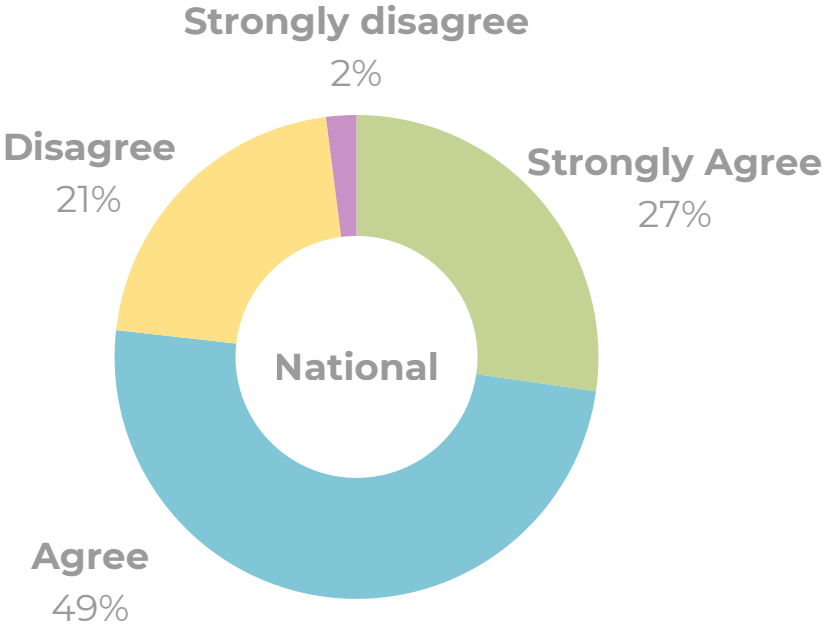
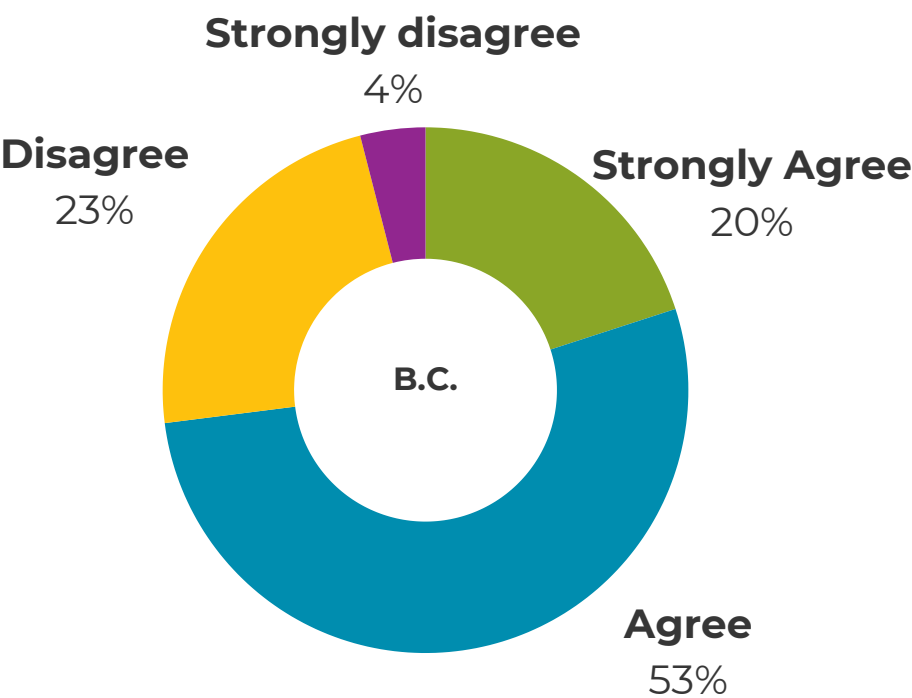
Career Myths Based on Experience with Clients (continued)

n=148

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



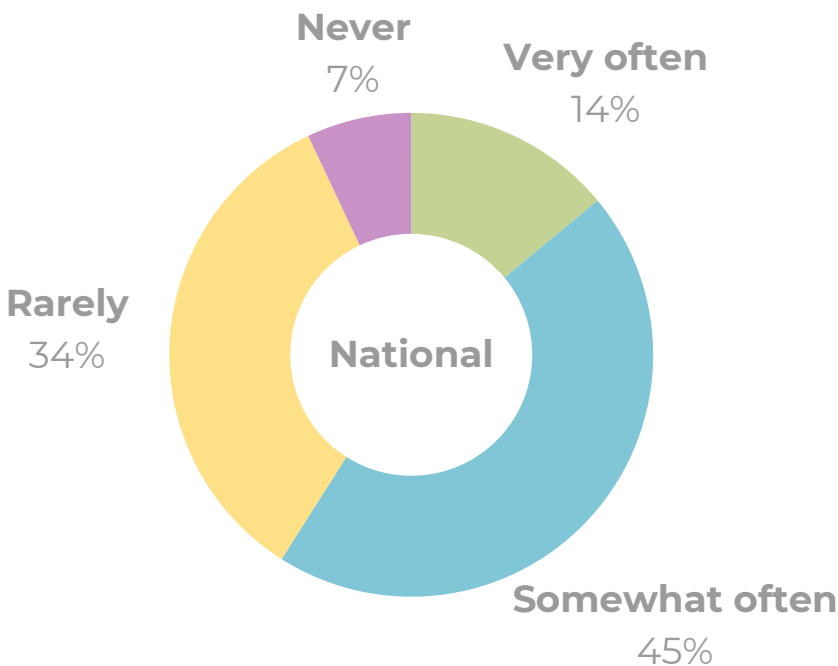
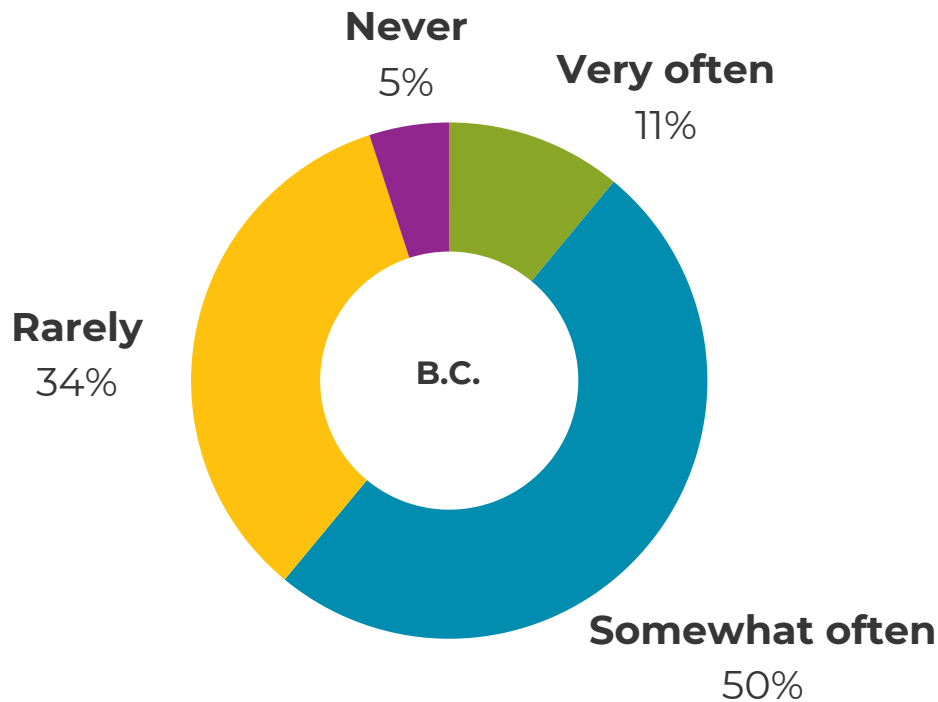
Most believe choosing a career means deciding what you will do the rest of your life



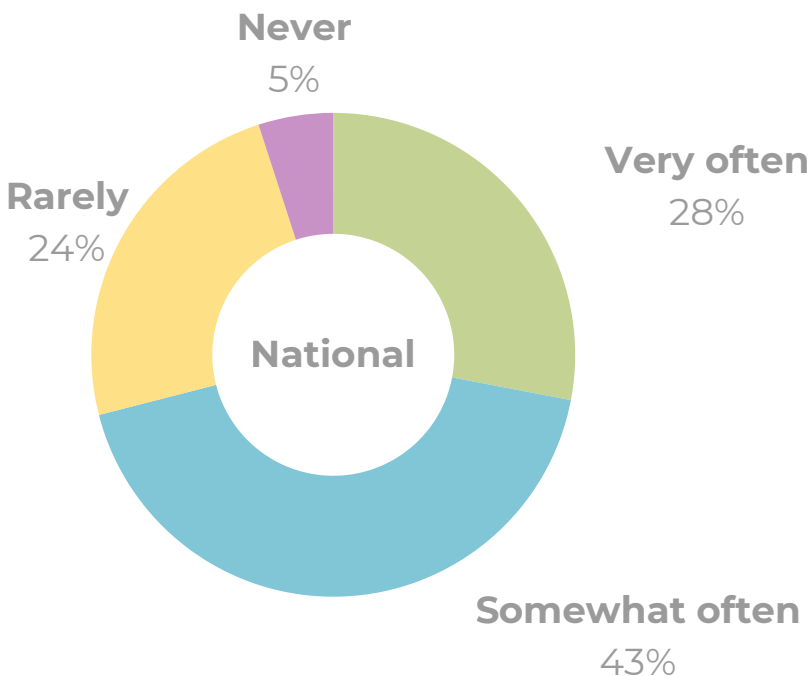
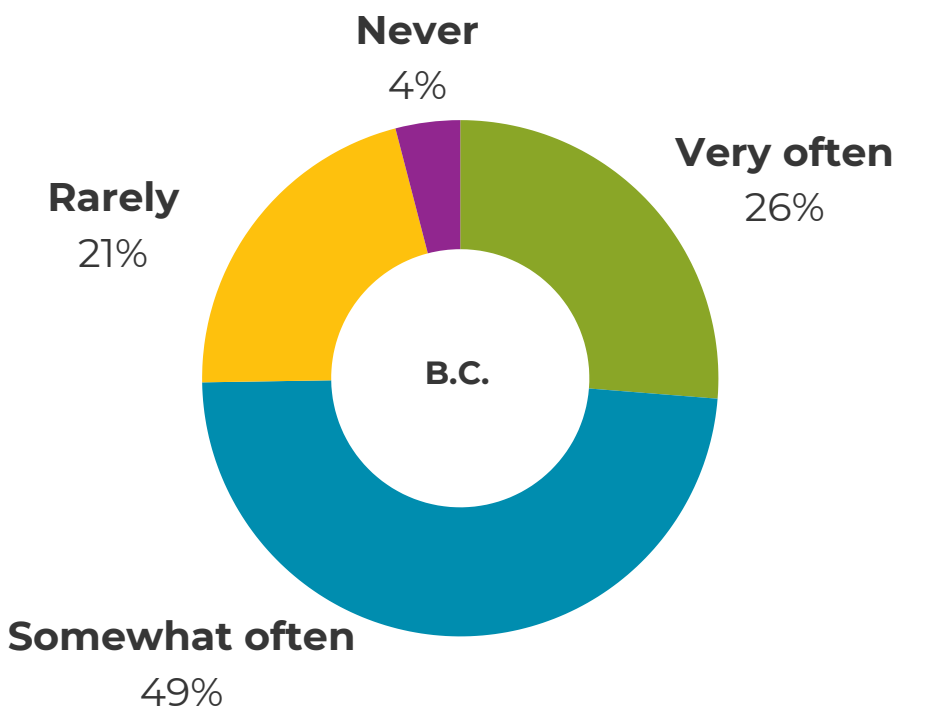
Frequency of Shared Views from Clients

n=145

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



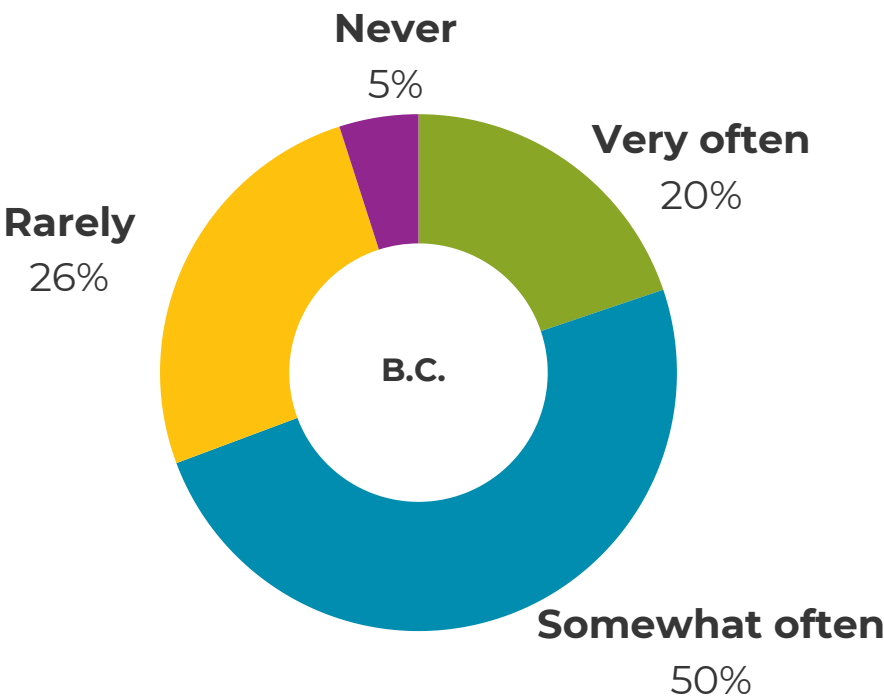
I wish I had chosen a
career that is aligned with my values



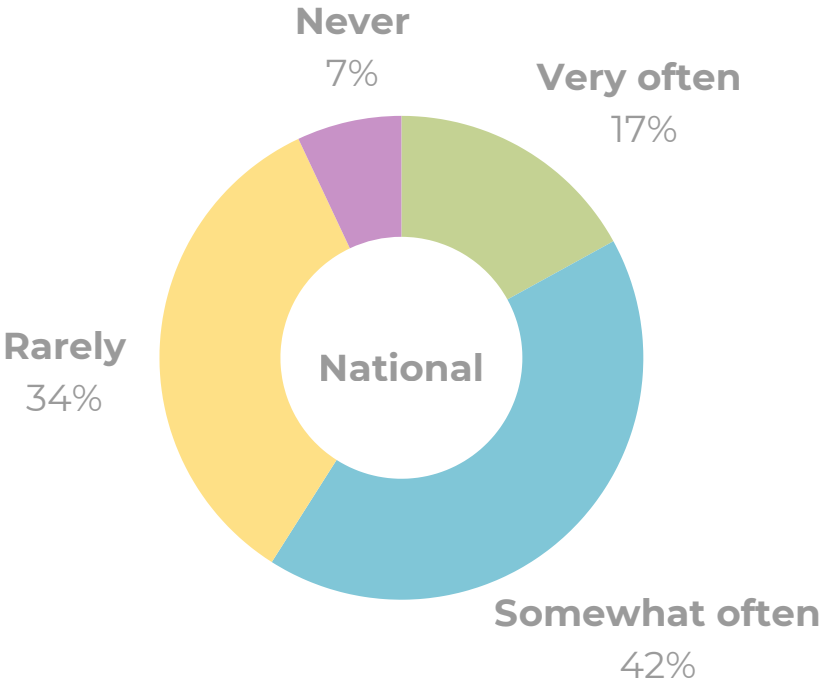
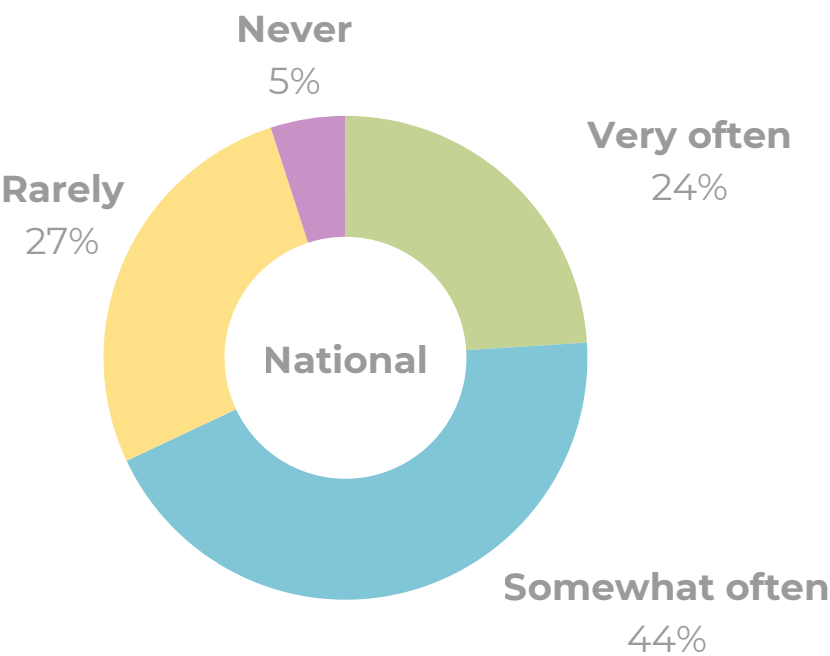
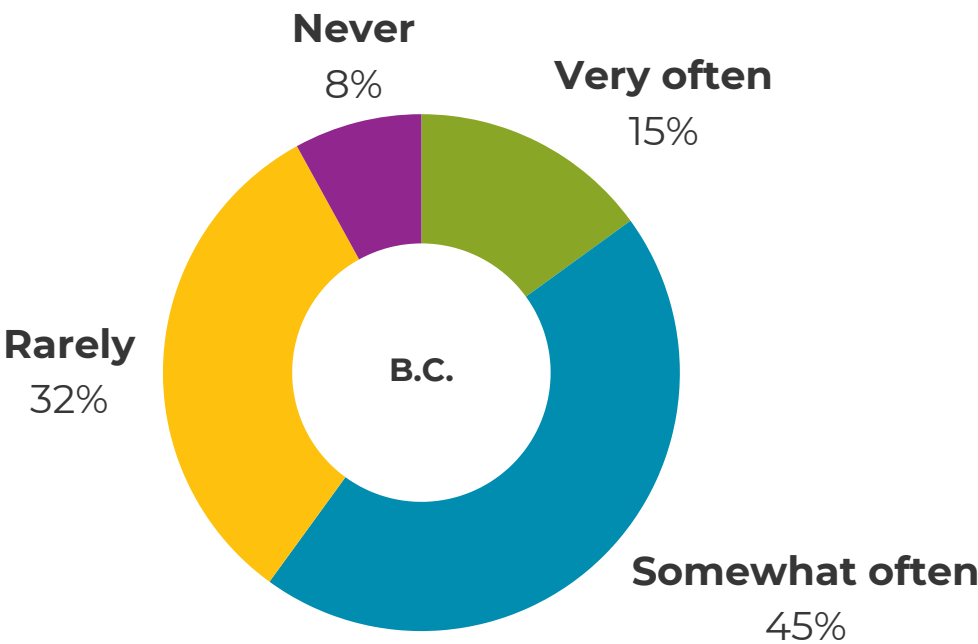
Frequency of Shared Views from Clients (continued)

n=145

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

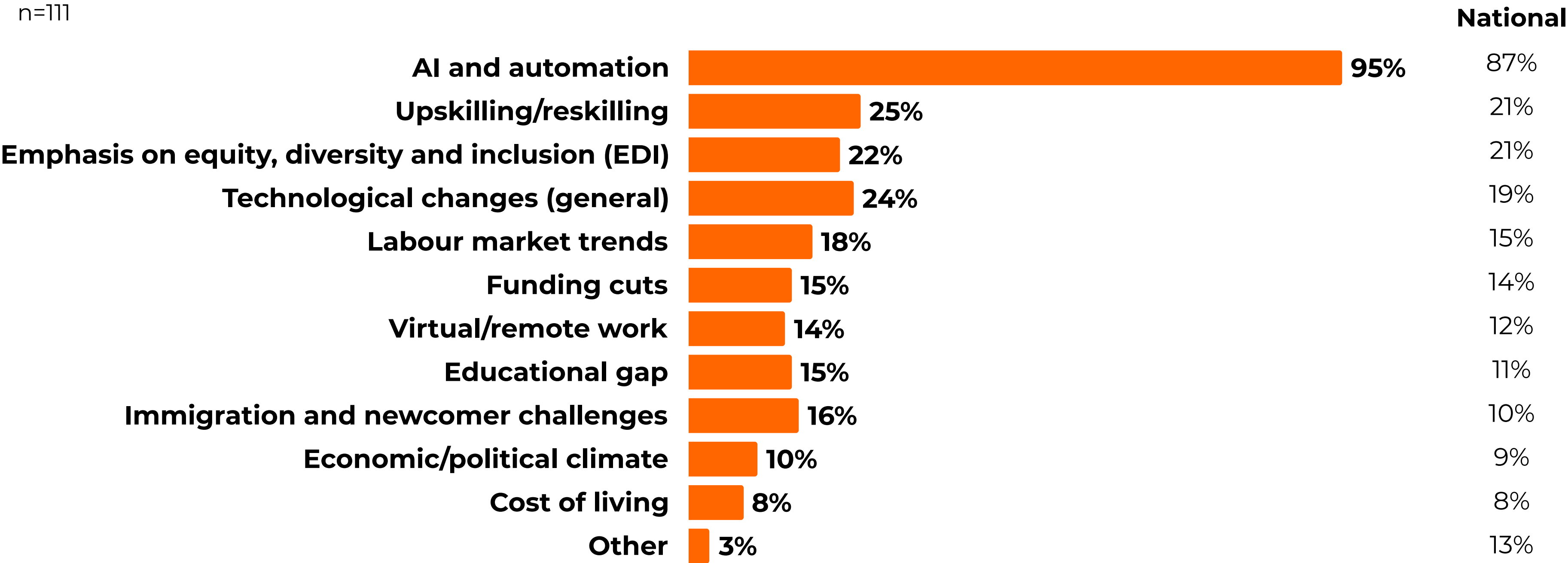


I wish I hadn't let fear prevent me from taking a different career direction



Anticipated Changes in Practice Over Next Five Years

n=111



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

CERIC

Email: admin@ceric.ca

Telephone: 416.929.2510

Foundation House

2 St Clair Avenue East, Suite 300

Toronto, Ontario

M4T 2T5



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