

2024 CERIC

Survey of Career Service Professionals Charitable and Non-Profit Sector 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	332 respondents (32% 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

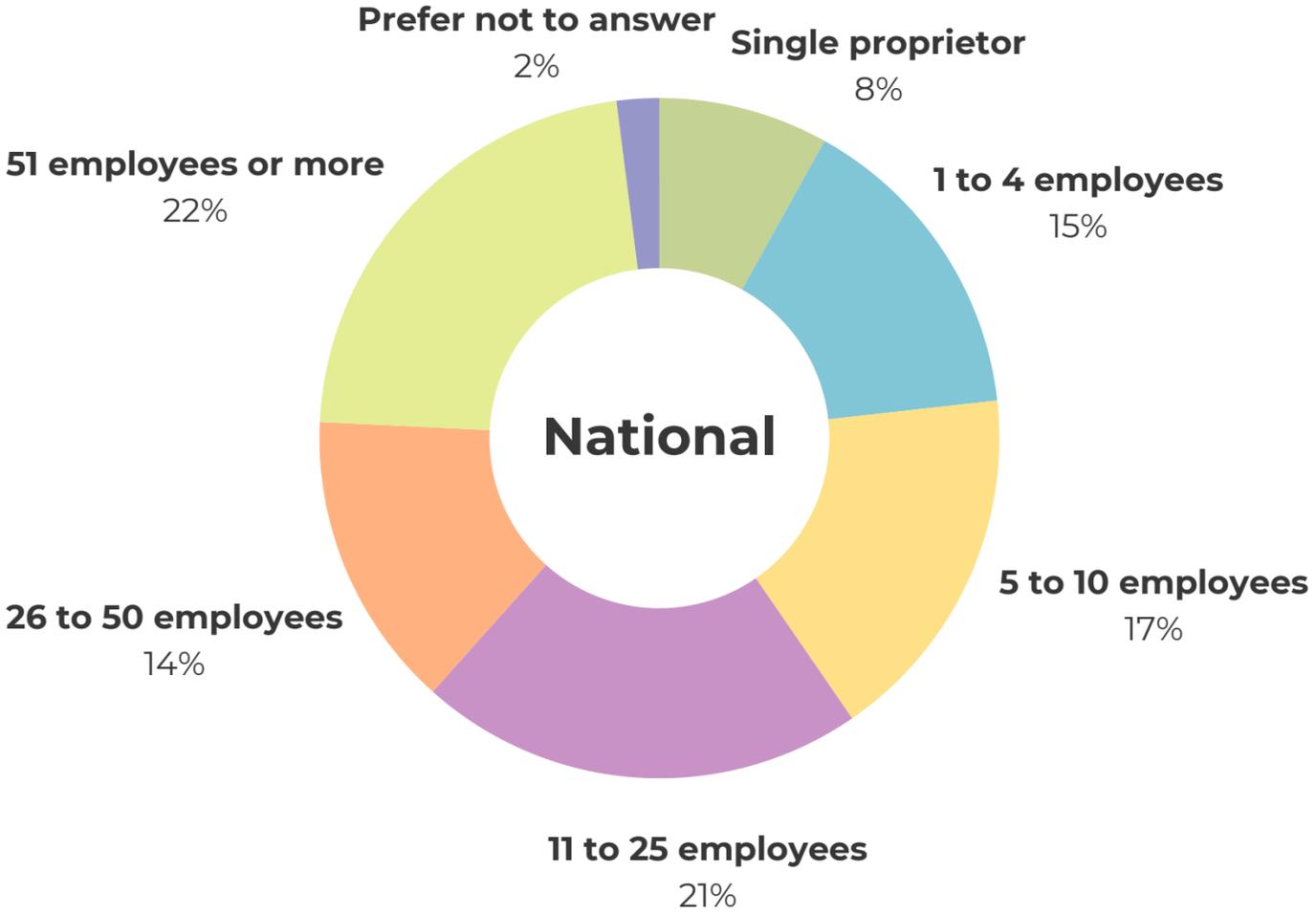
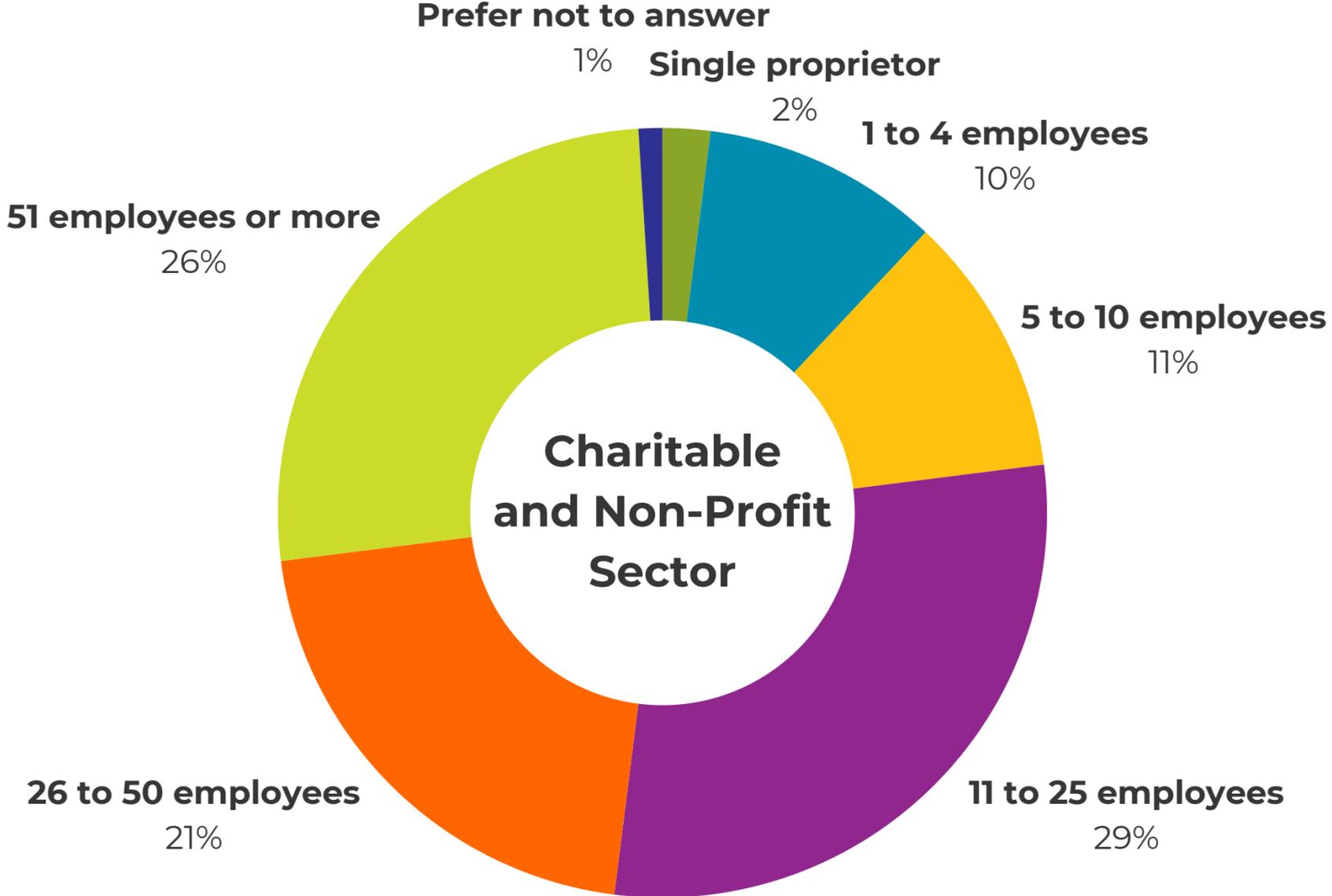
n=332

		National
Non-profit sector (non-charity)	84%	27%
Post-secondary university education	0%	20%
Post-secondary college education	0%	11%
Private sector	0%	10%
Government	0%	9%
Secondary education (Grades 9 – 12)	0%	8%
Registered charitable sector	16%	5%
Corporate sector	0%	3%
I am currently a student	0%	1%
Elementary education (K – Grade 8)	0%	0%
Other (please specify)	0%	6%



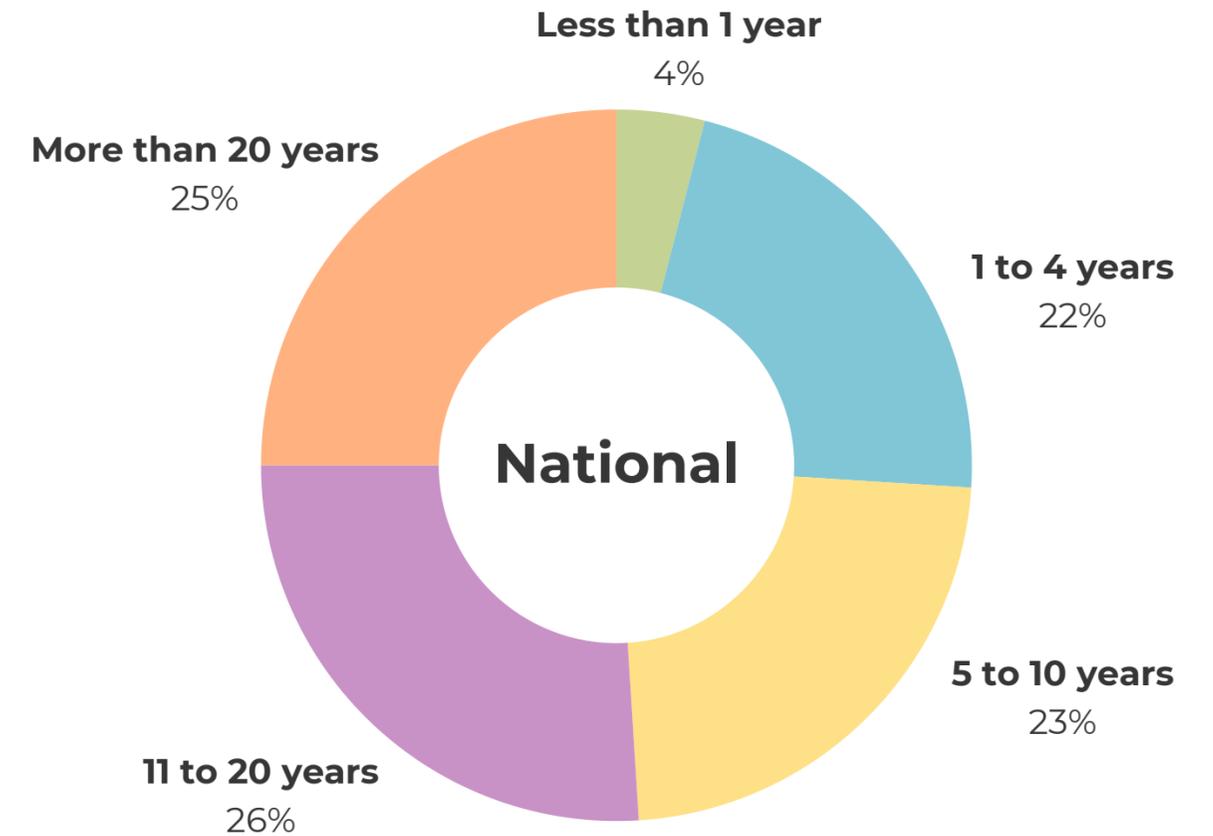
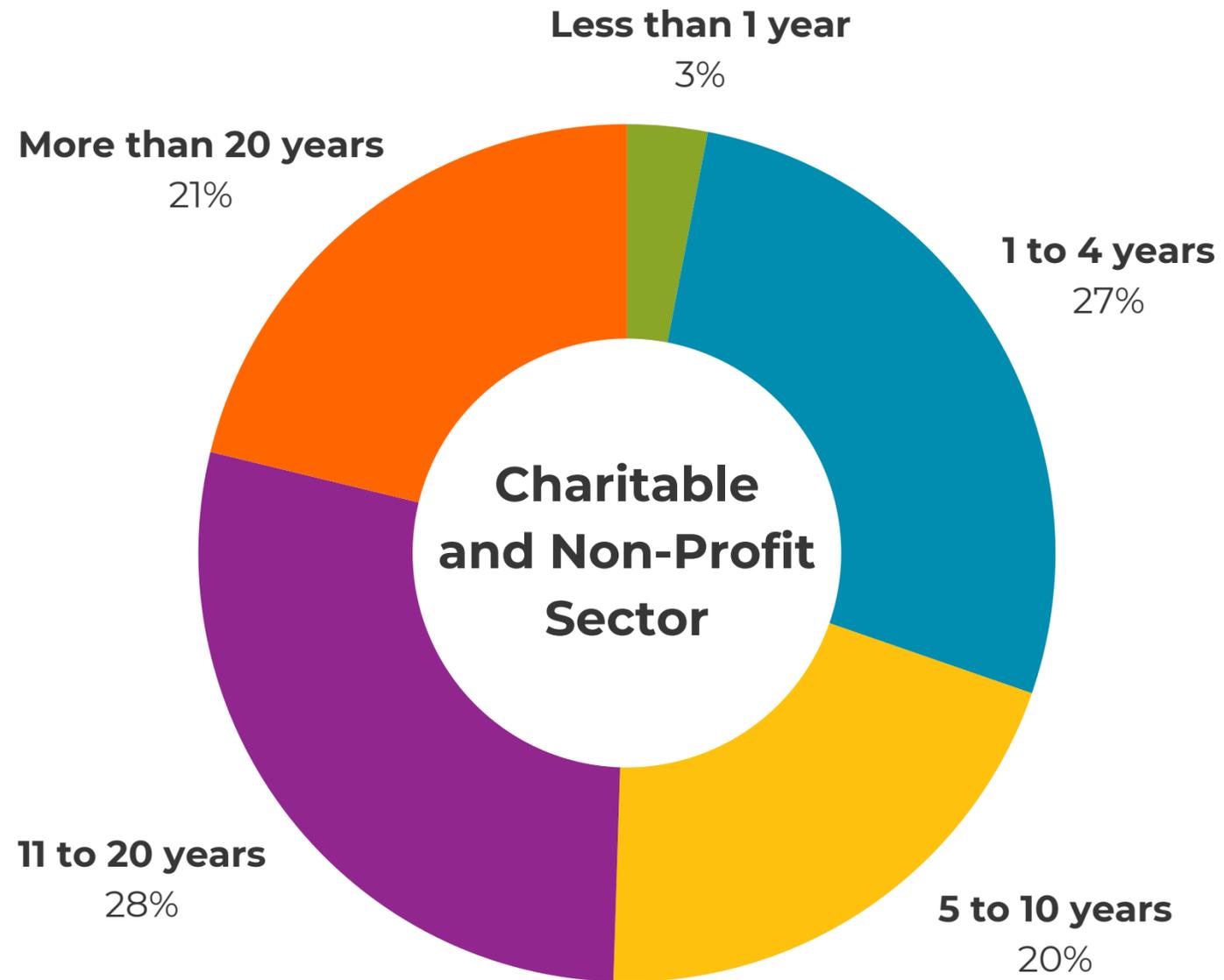
Staff Size of Career Services Operation

n=307



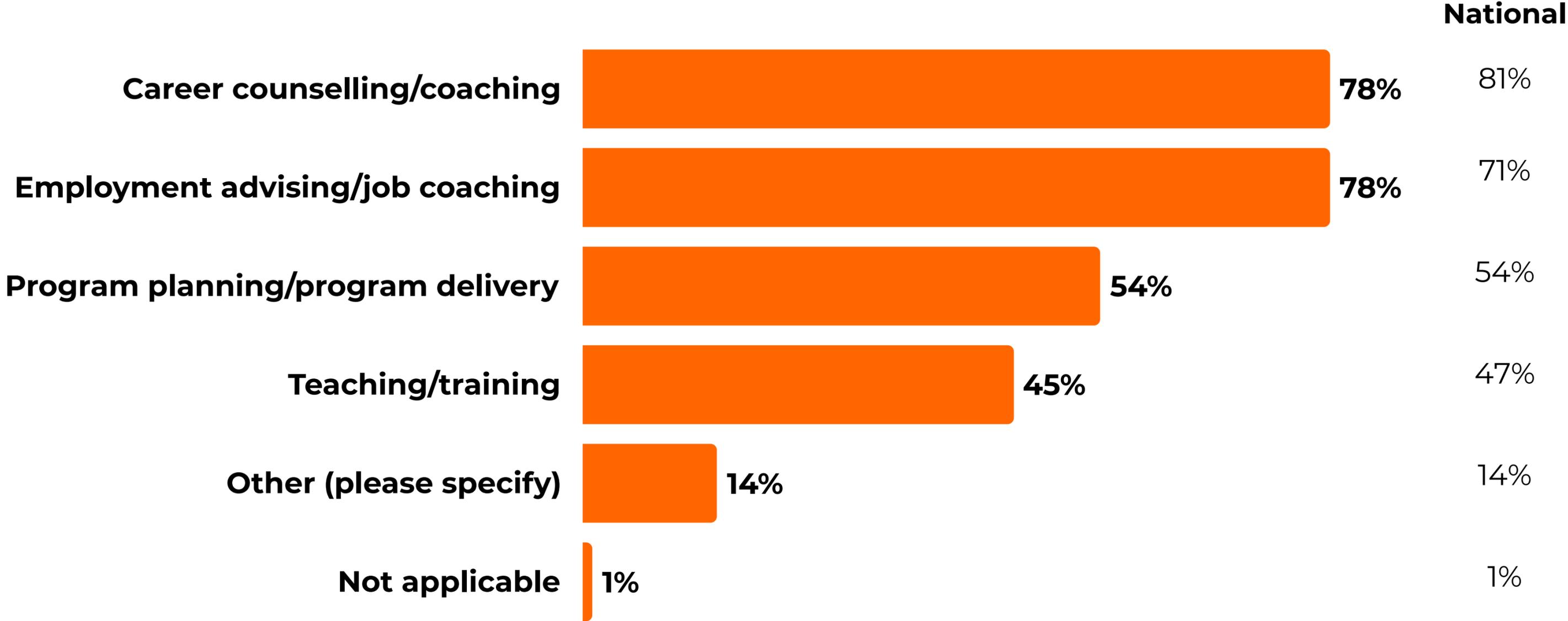
Years Working in Career Development

n=307



Services Offered

n=307



Popular other response: Employer engagement (2%) and vocational rehabilitation/assessment (2%).

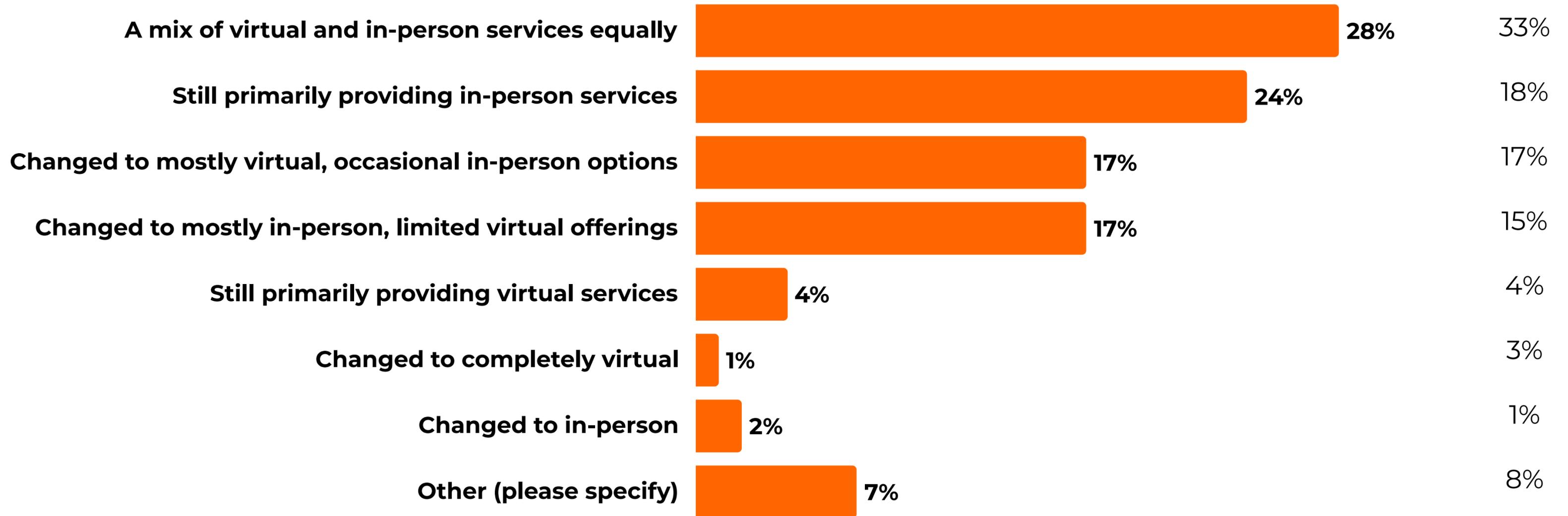
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Changes in Career Services Delivery Since Pandemic

n=307

National



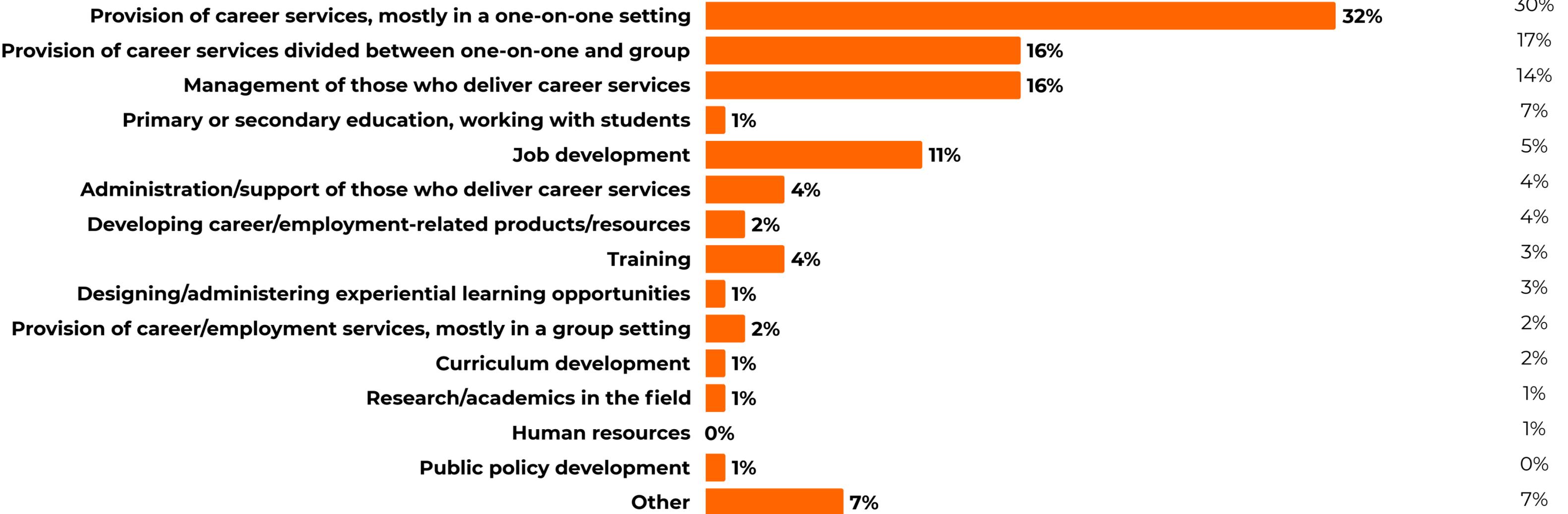
Popular other responses: I wasn't working in this field pre-pandemic (3%) and not applicable (1%).



Respondent Primary Job Function

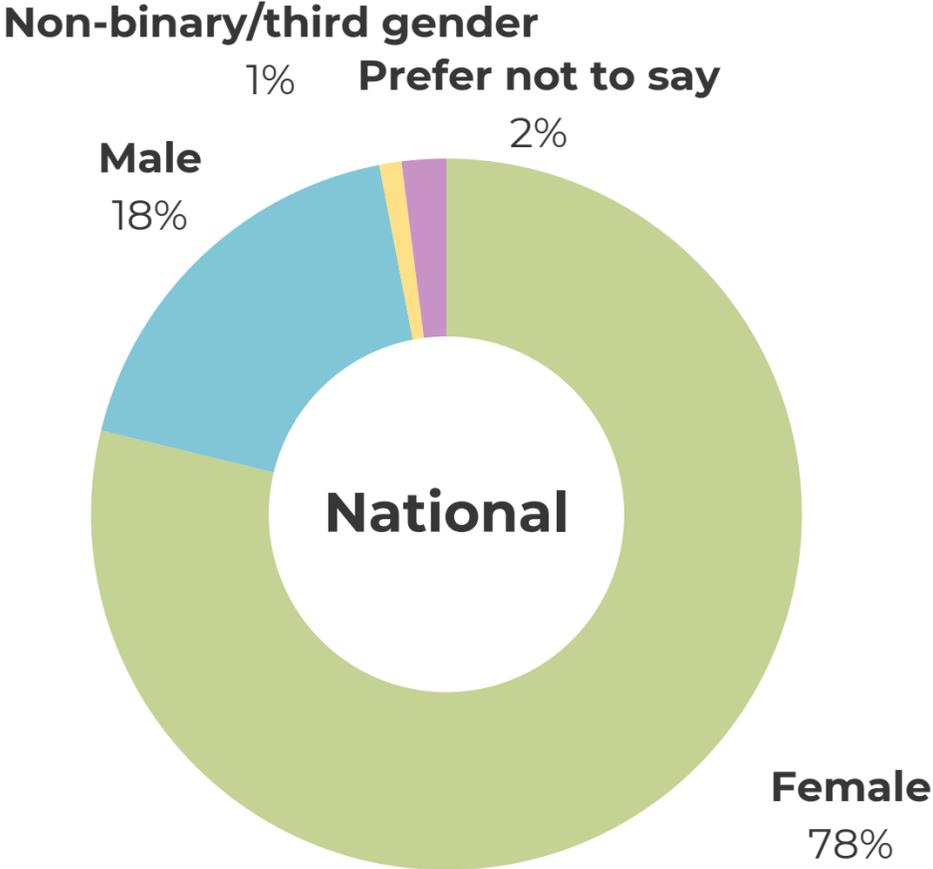
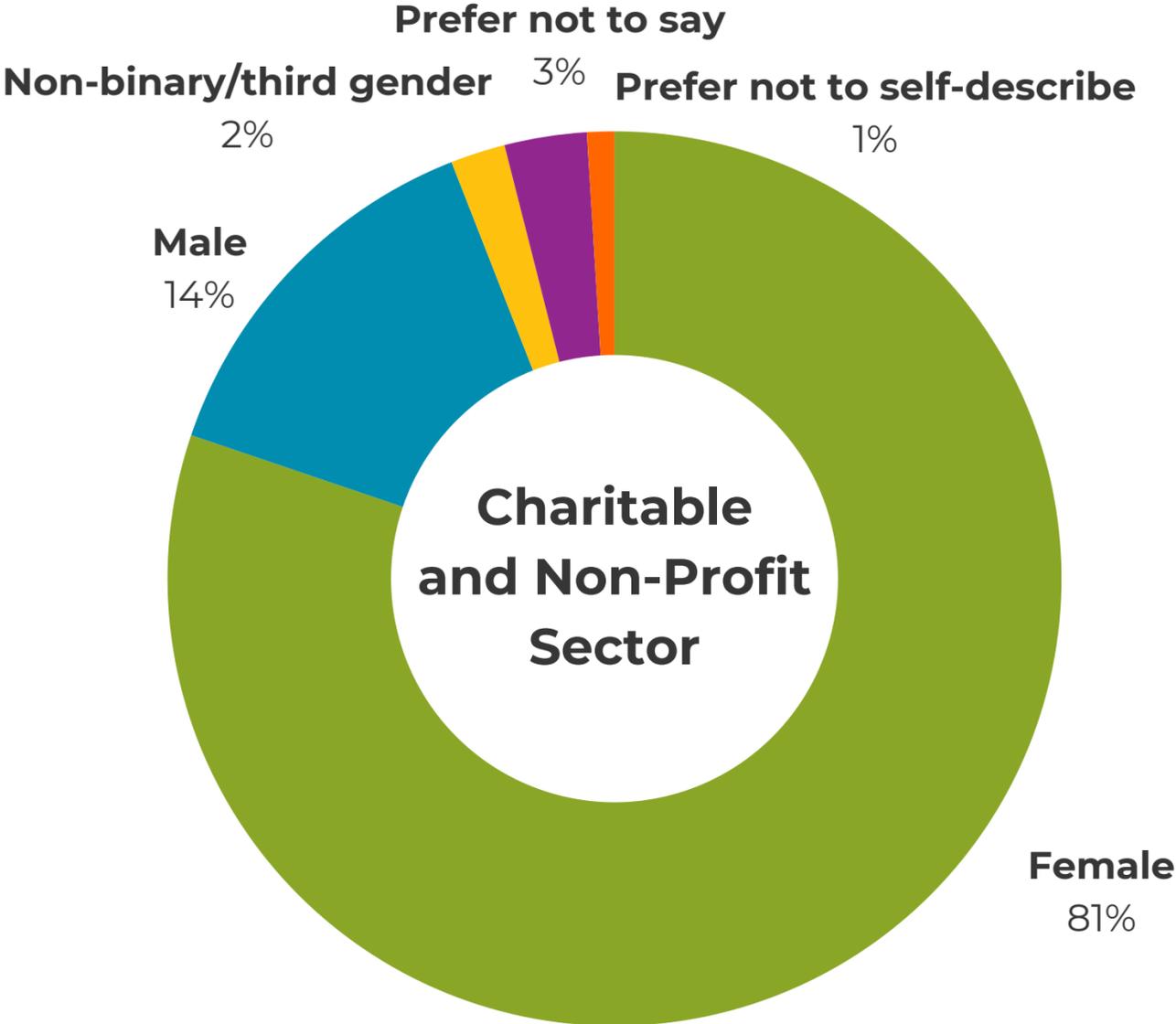
n=306

National



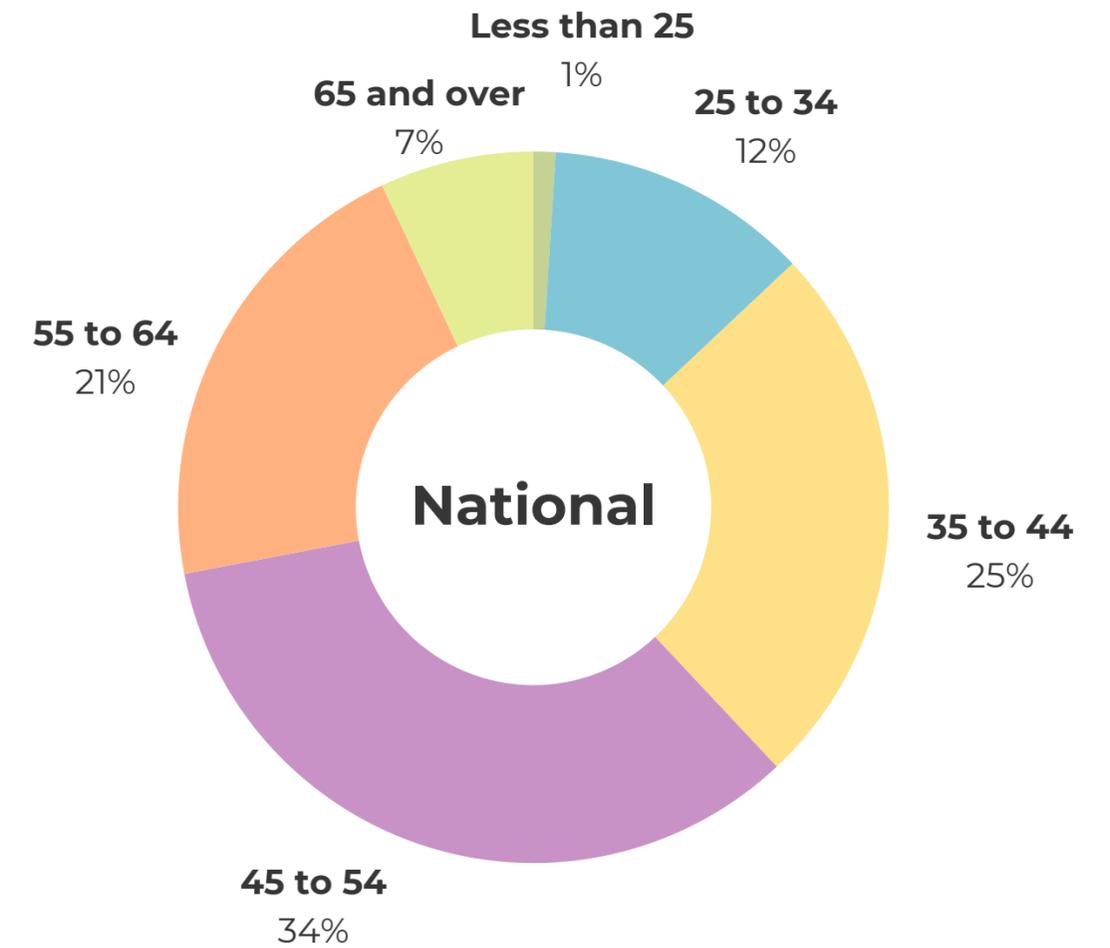
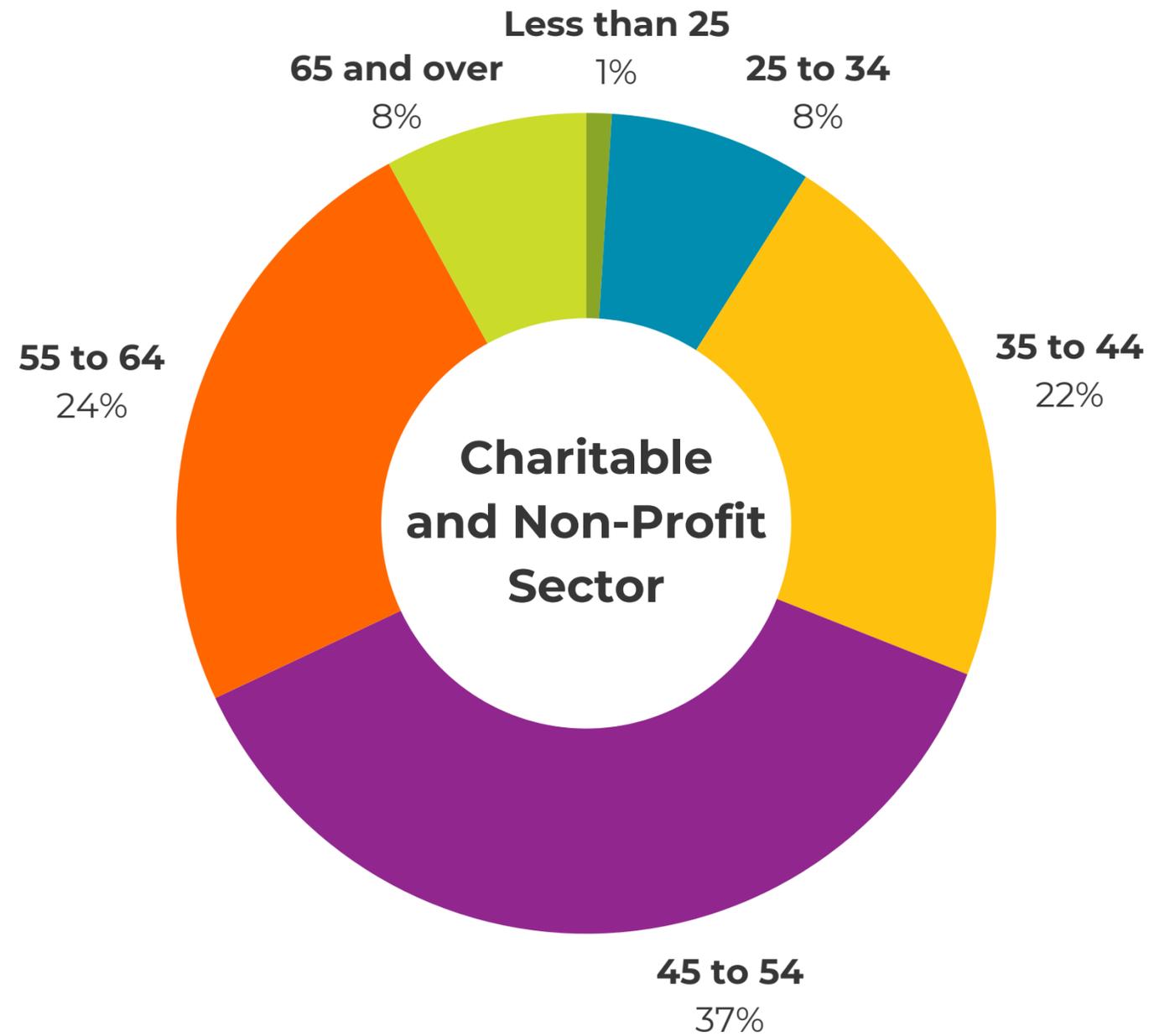
Gender of Respondent

n=238



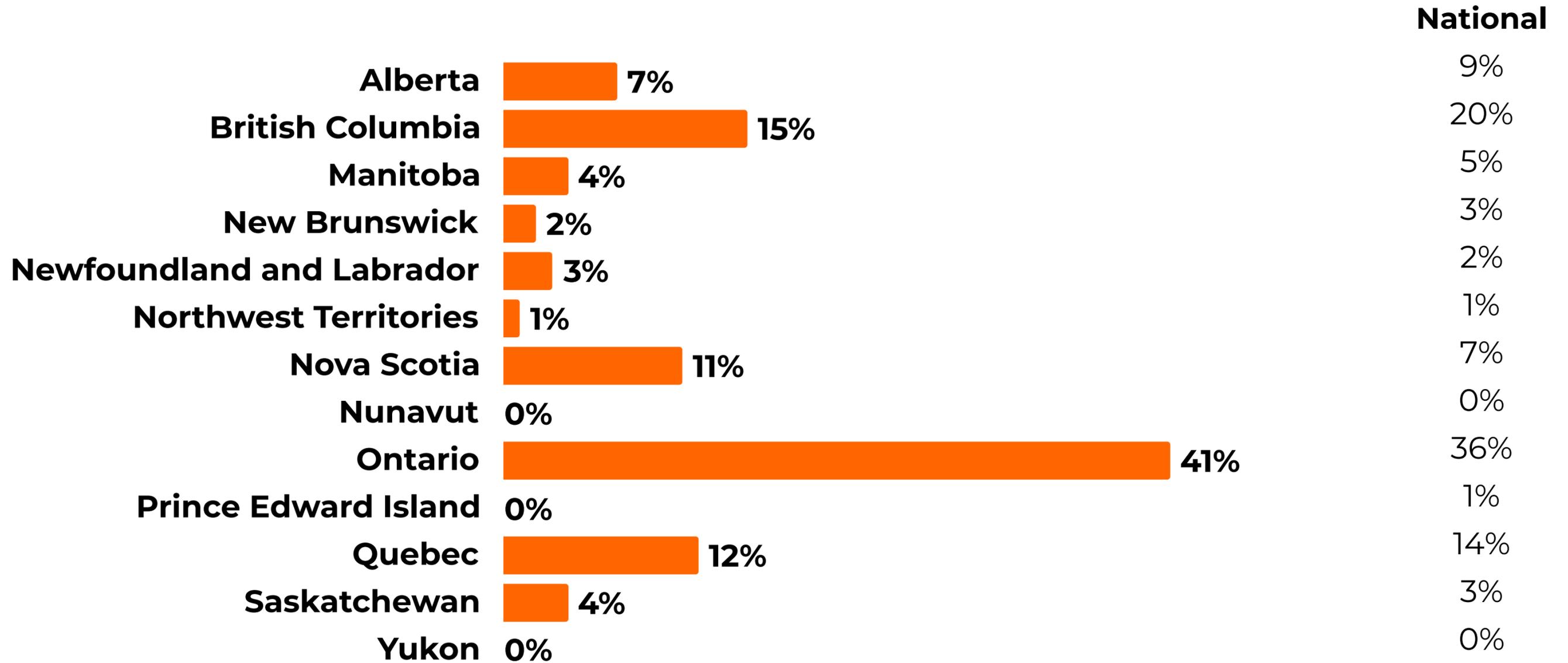
Age of Respondent

n=238



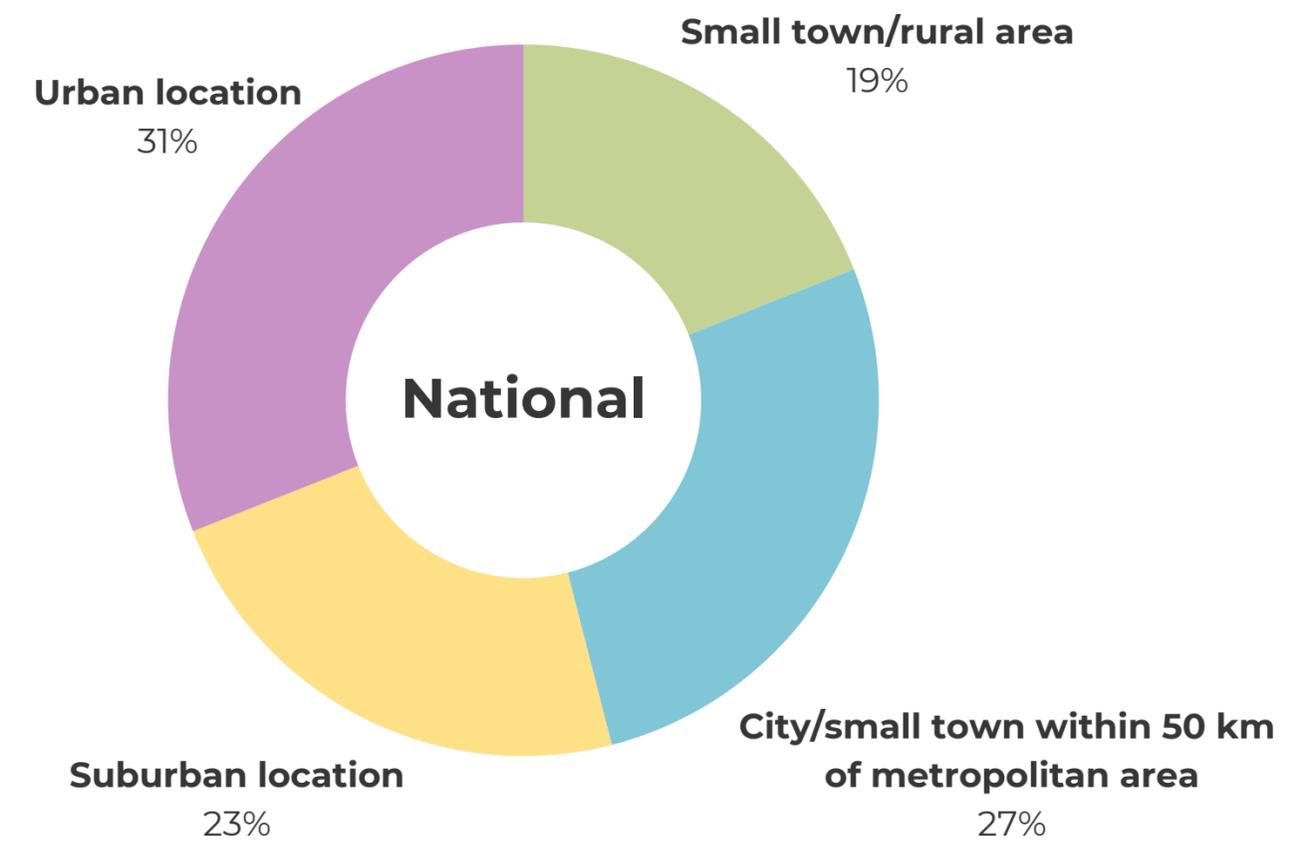
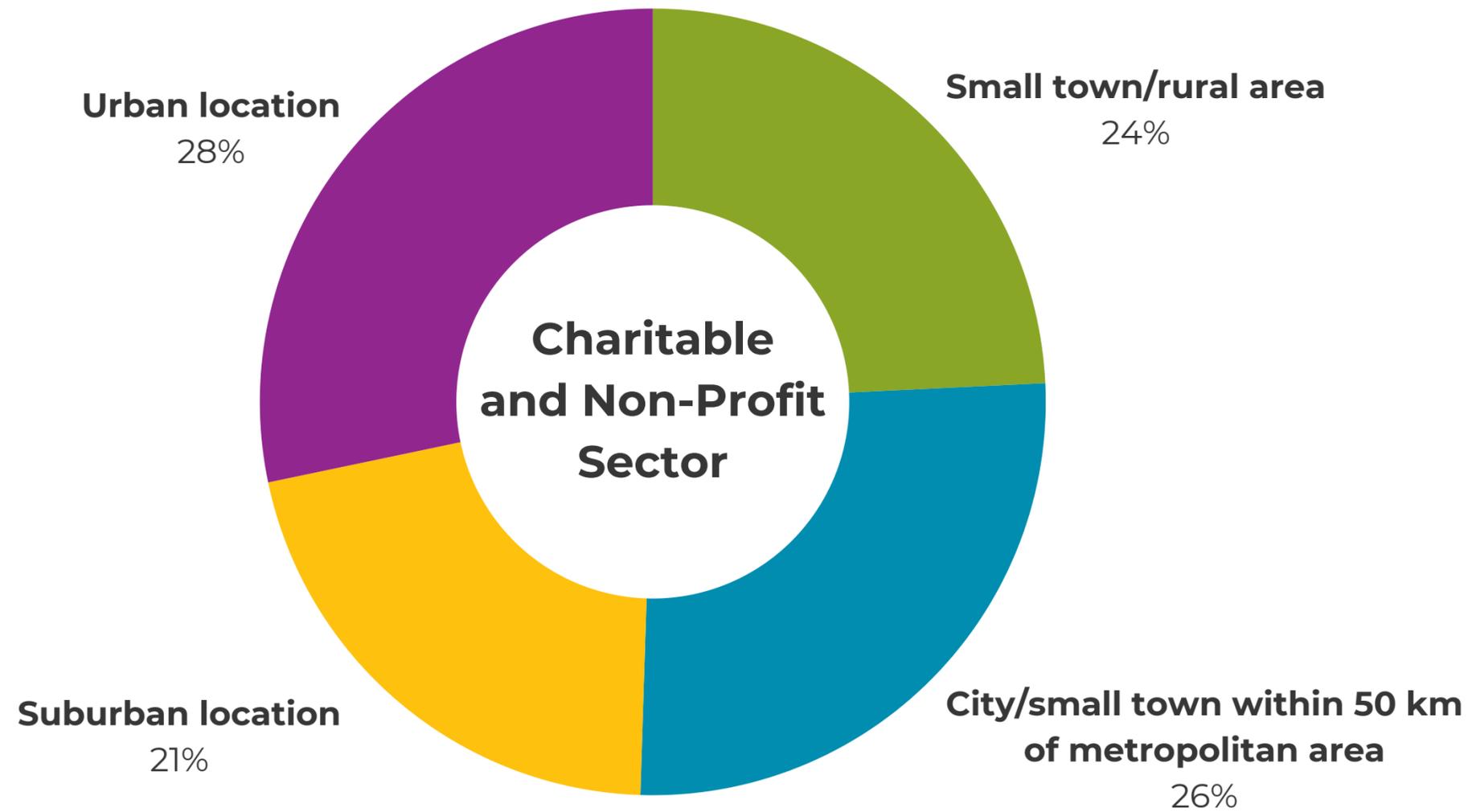
Location of Respondent

n=239



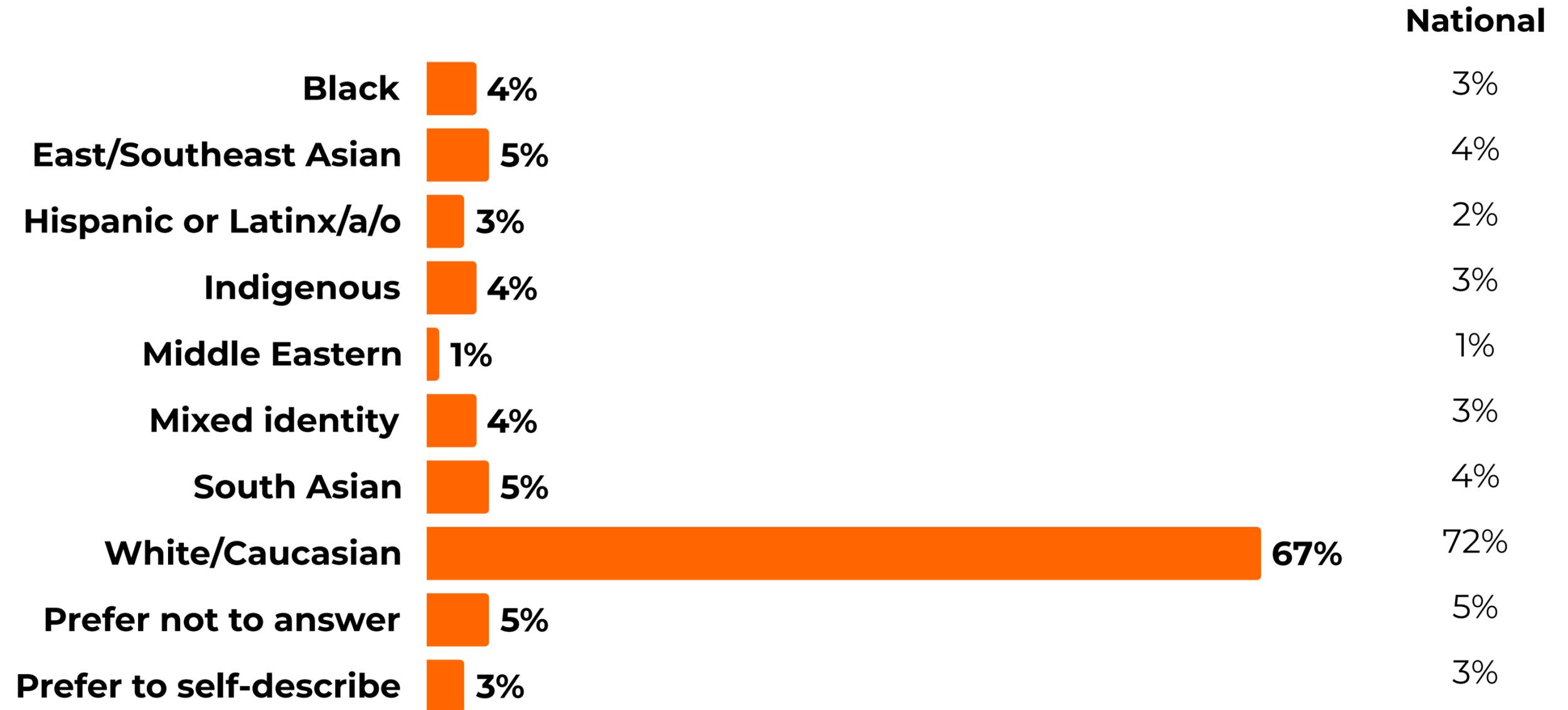
Type of Community

n=238



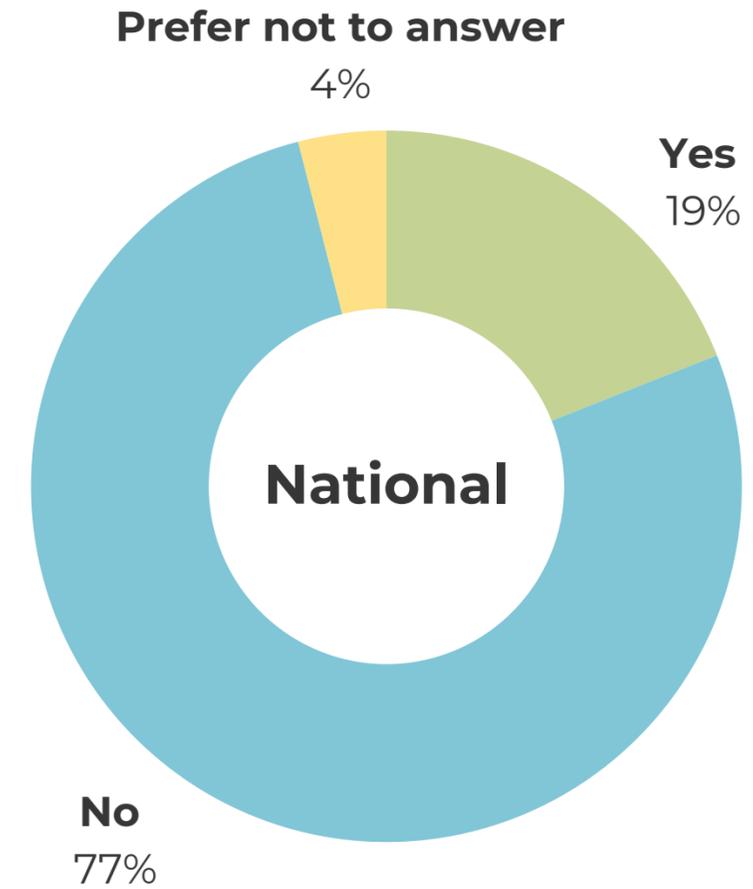
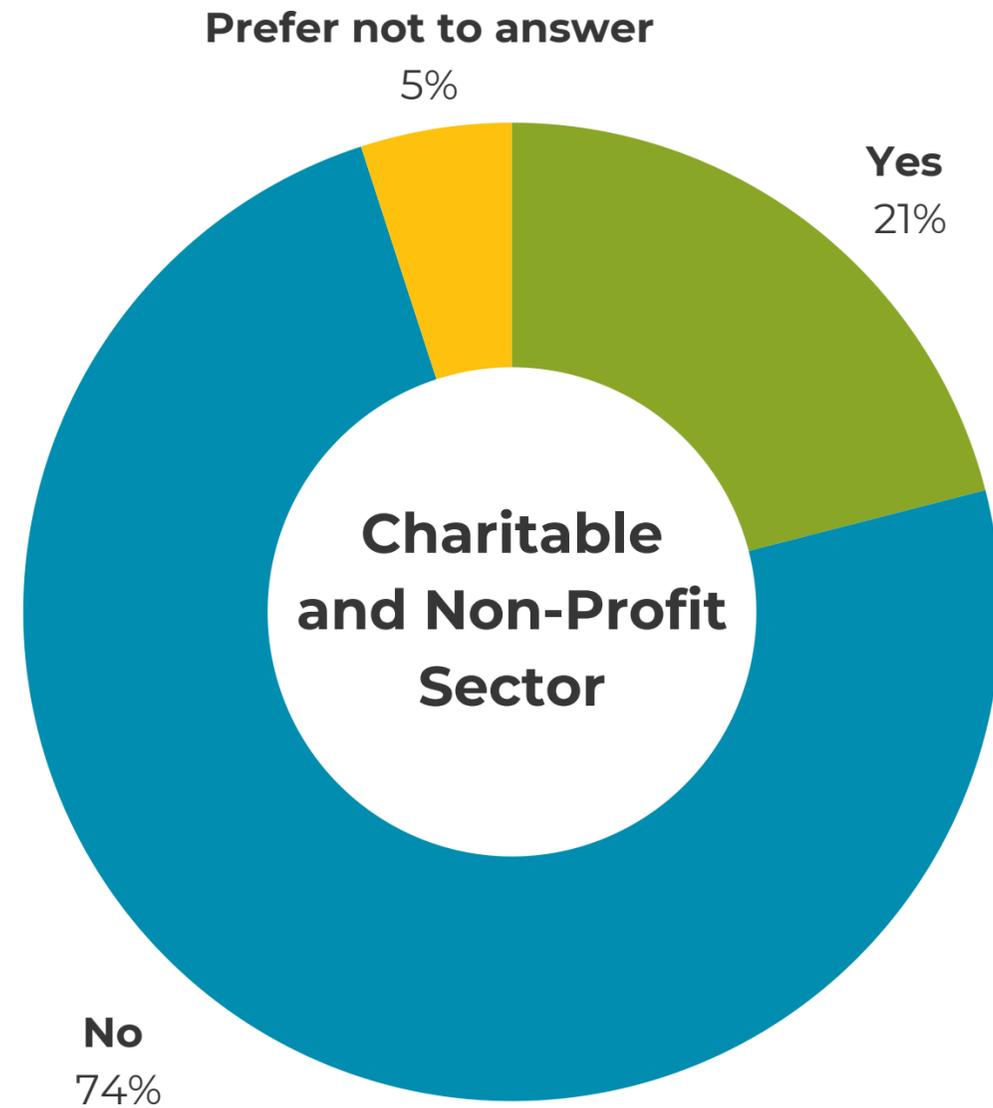
Ethnic Identity of Respondent

n=238



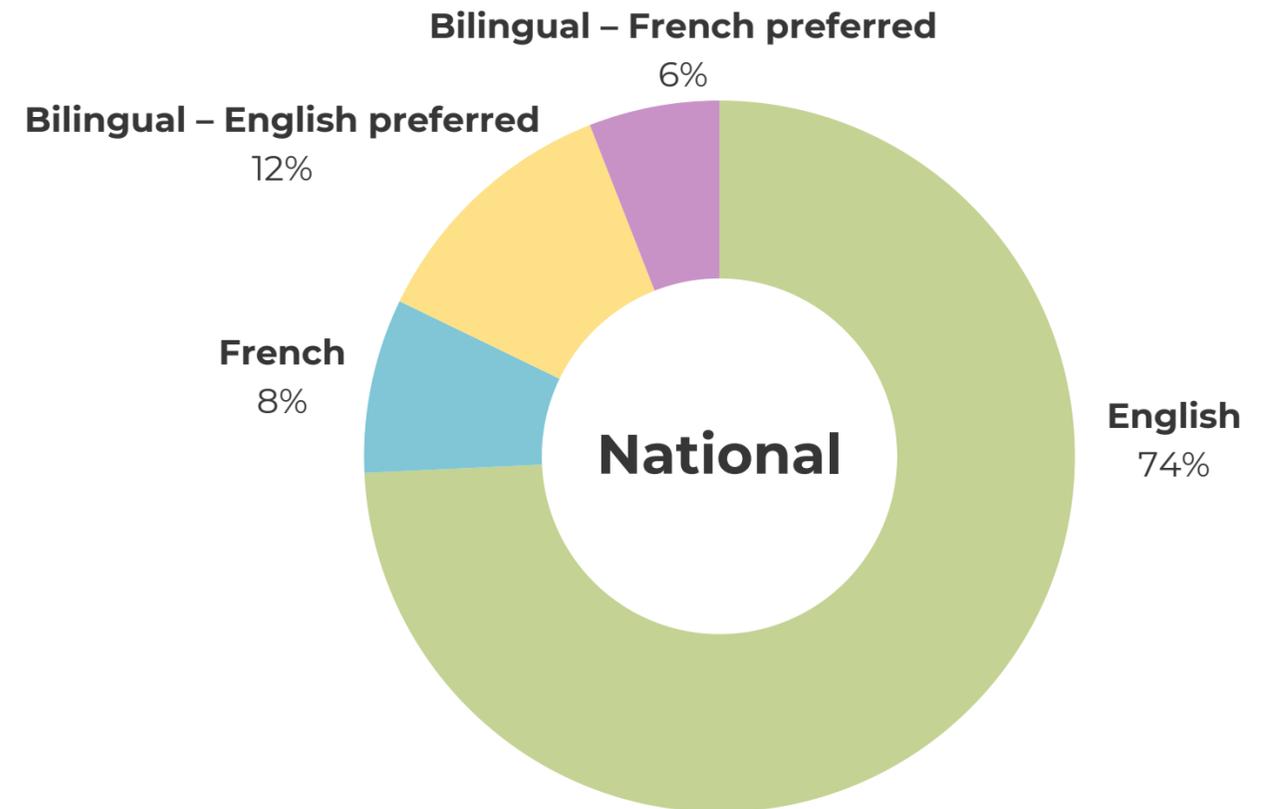
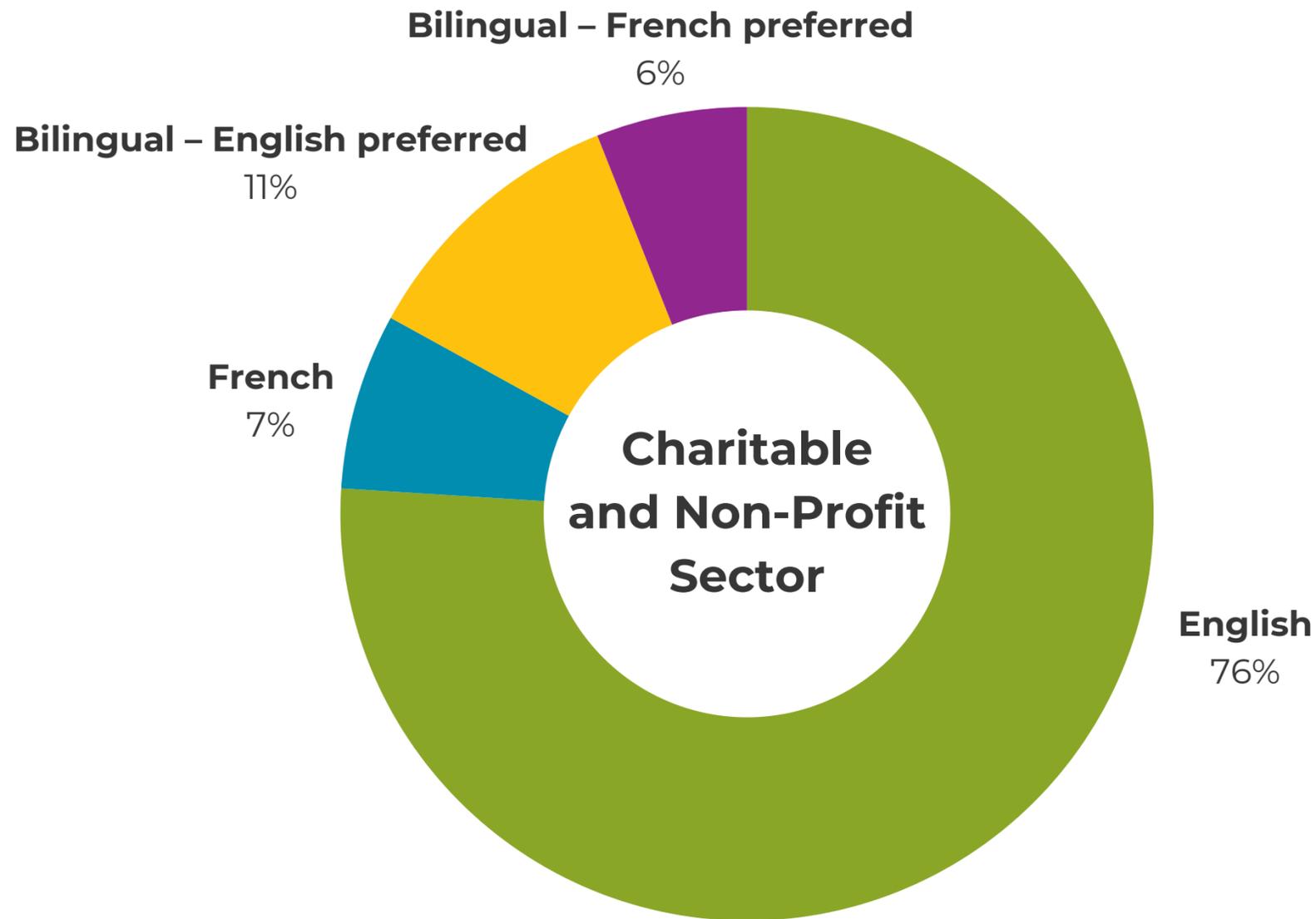
Self-Identify as Living with Disability

n=239



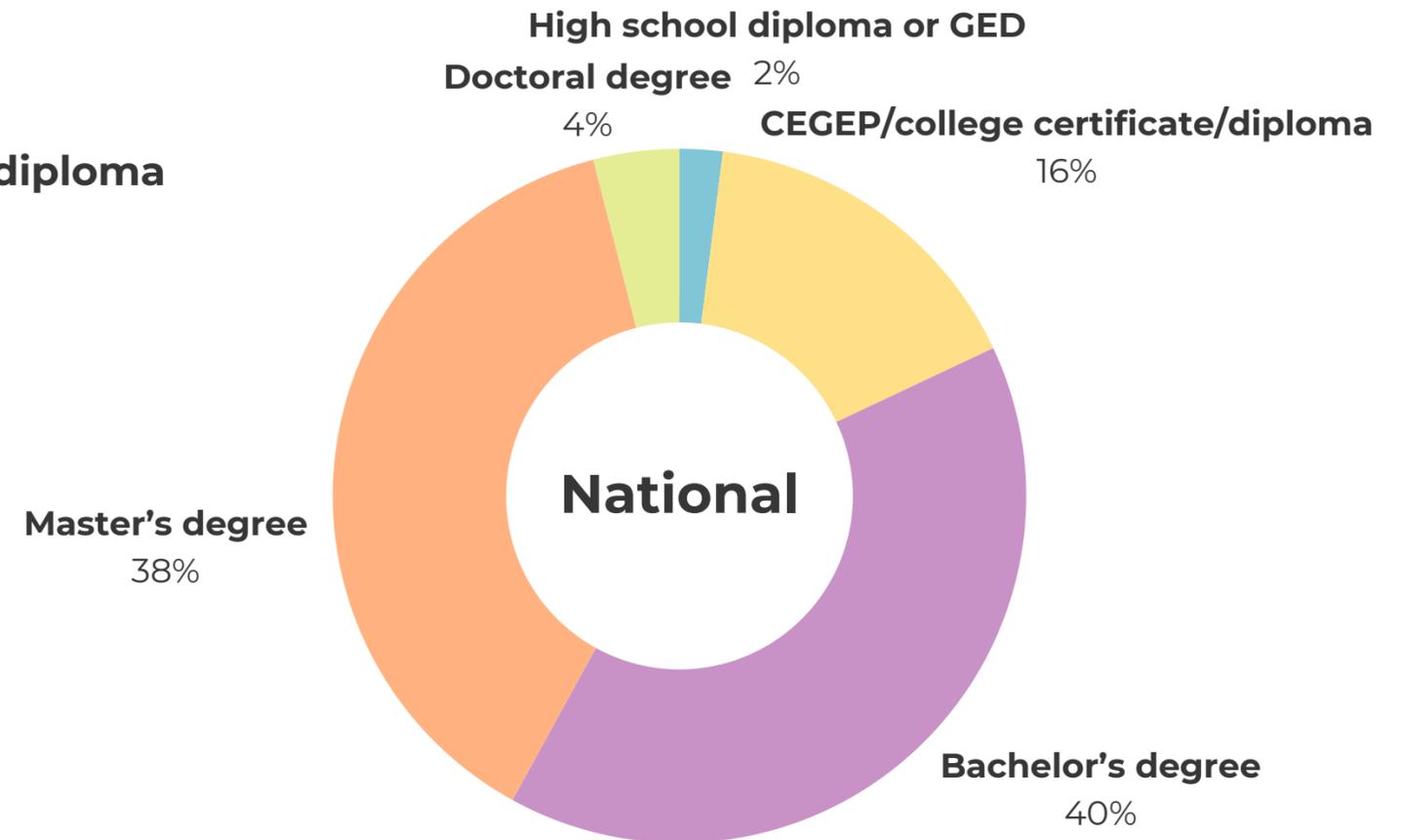
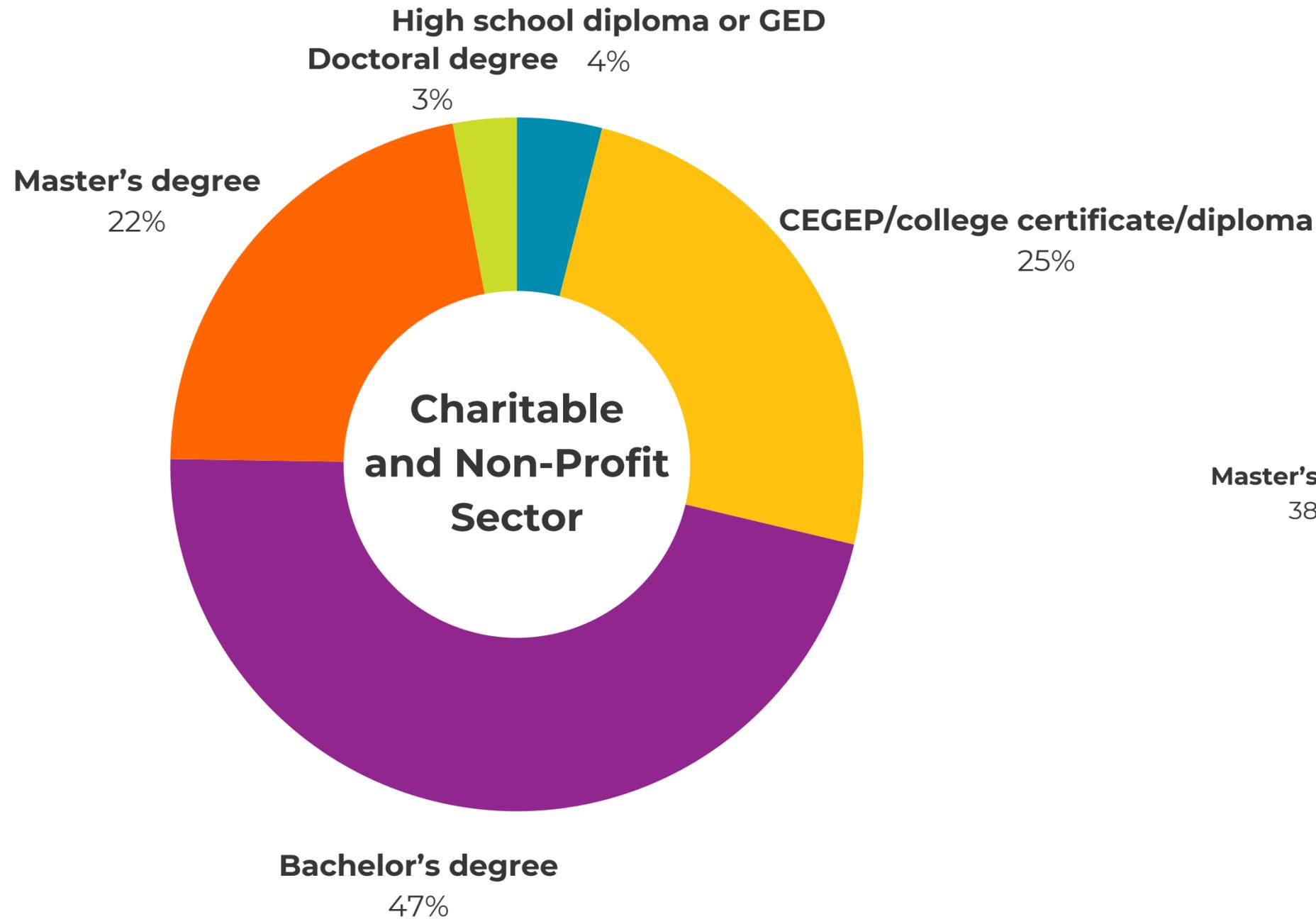
Language(s) of Respondent

n=238



Education Level of Respondent

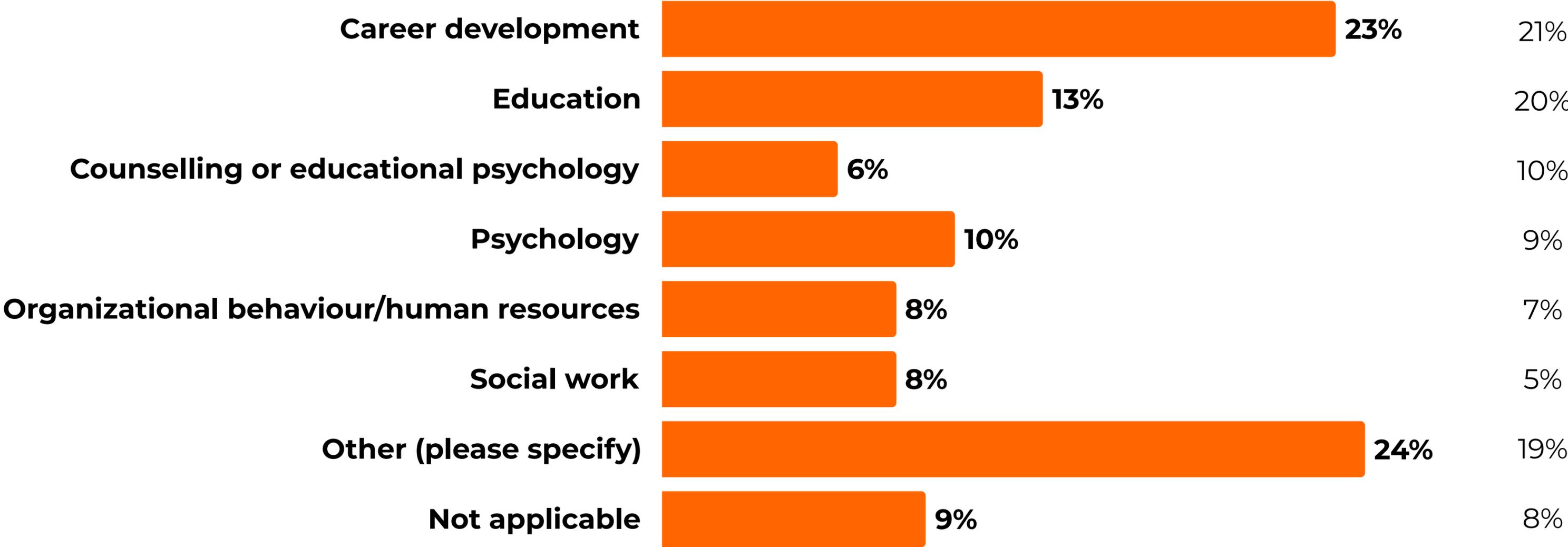
n=239



Main Area of Focus in Education

n=238

National

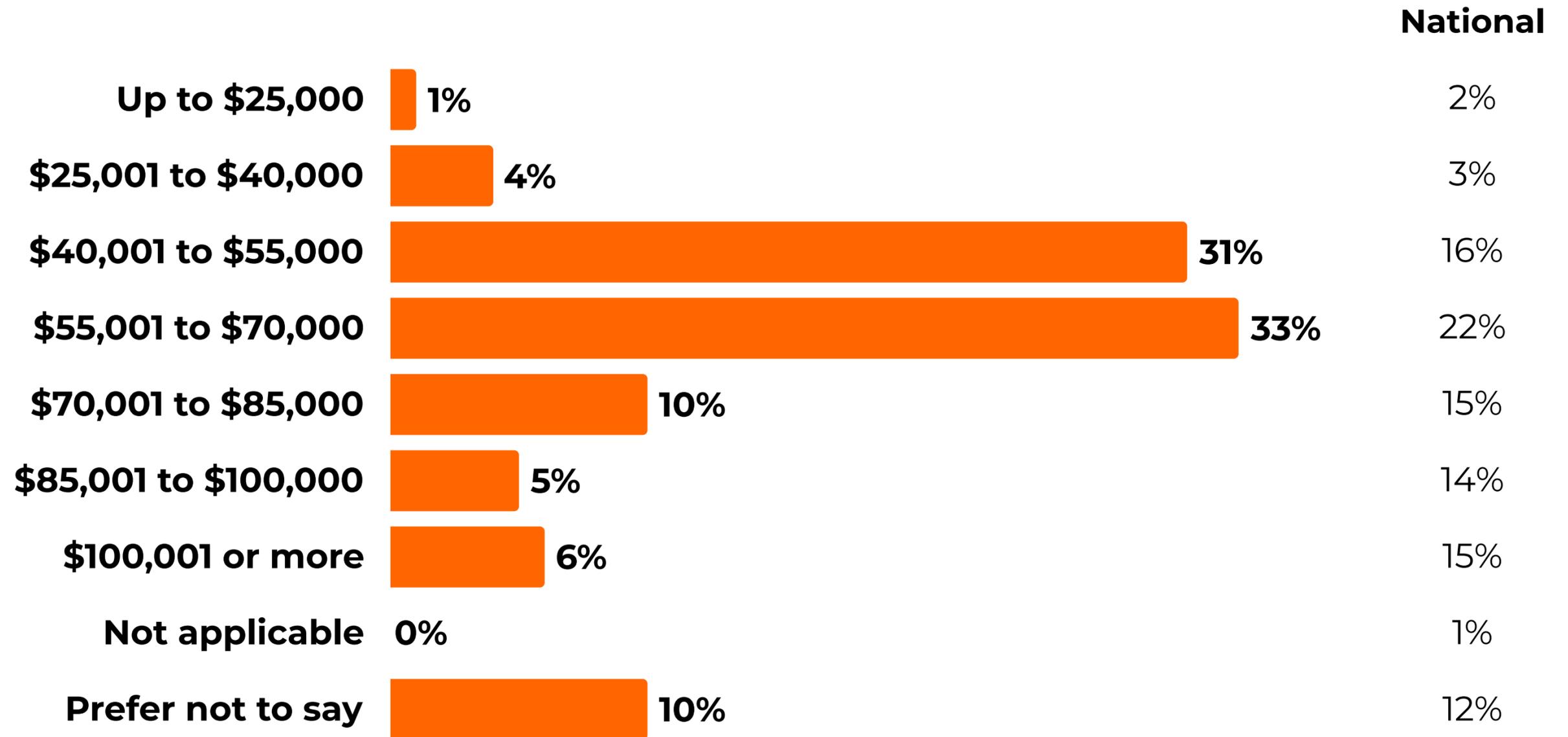


Popular other responses: Communications (2%) and Business (1%).



Gross Annual Income of Respondent

n=239

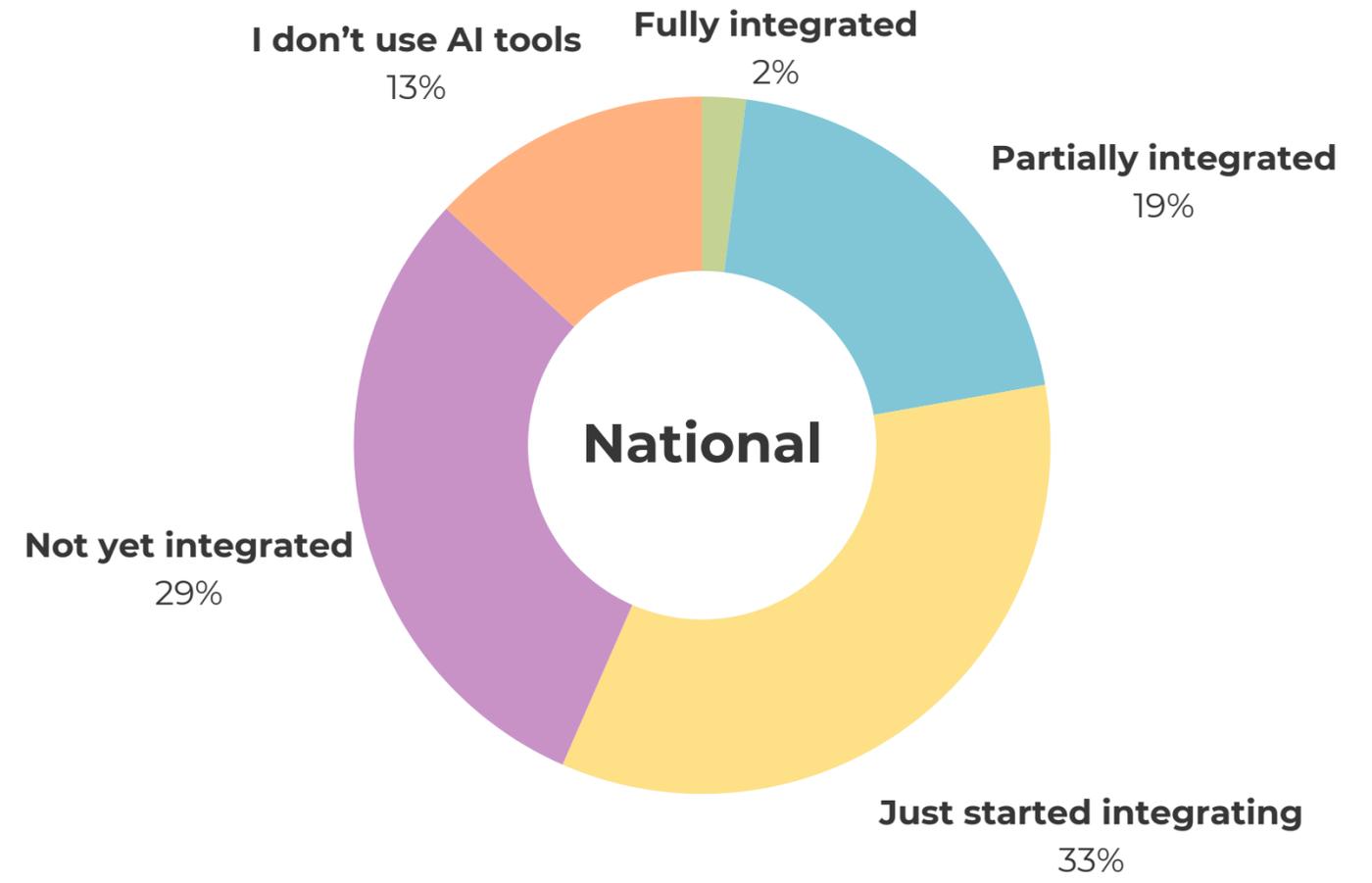
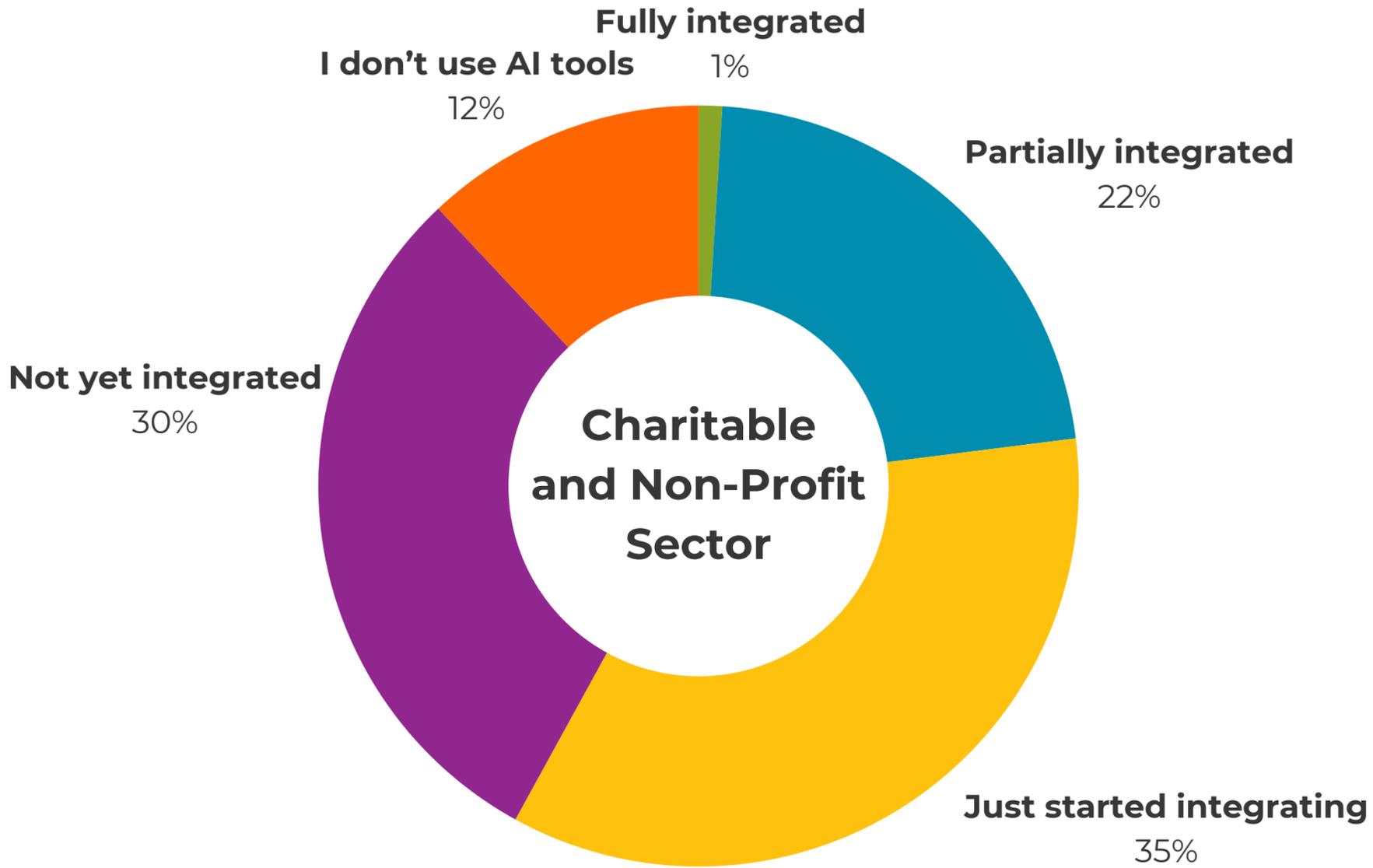


Section 2:
**Artificial Intelligence in the Career
Services Field - Special Section 2024**



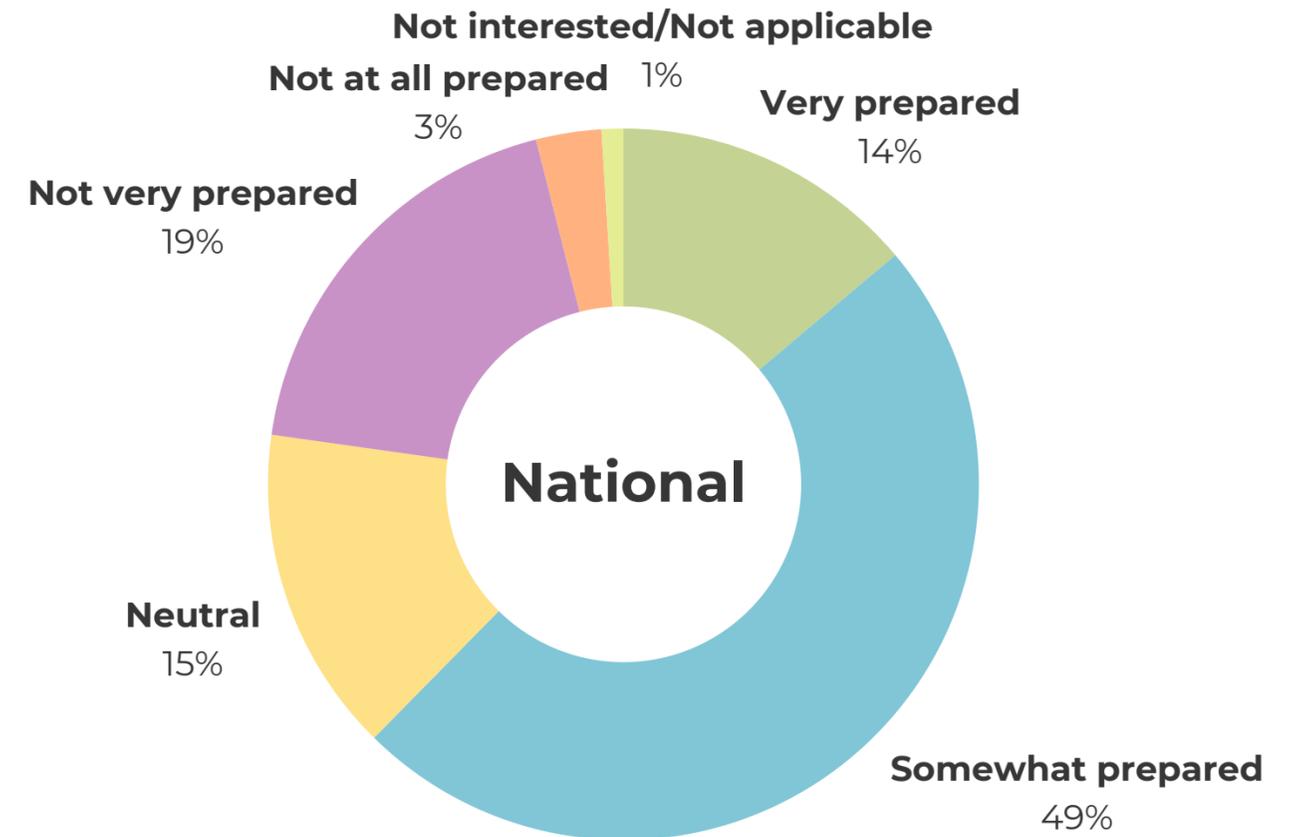
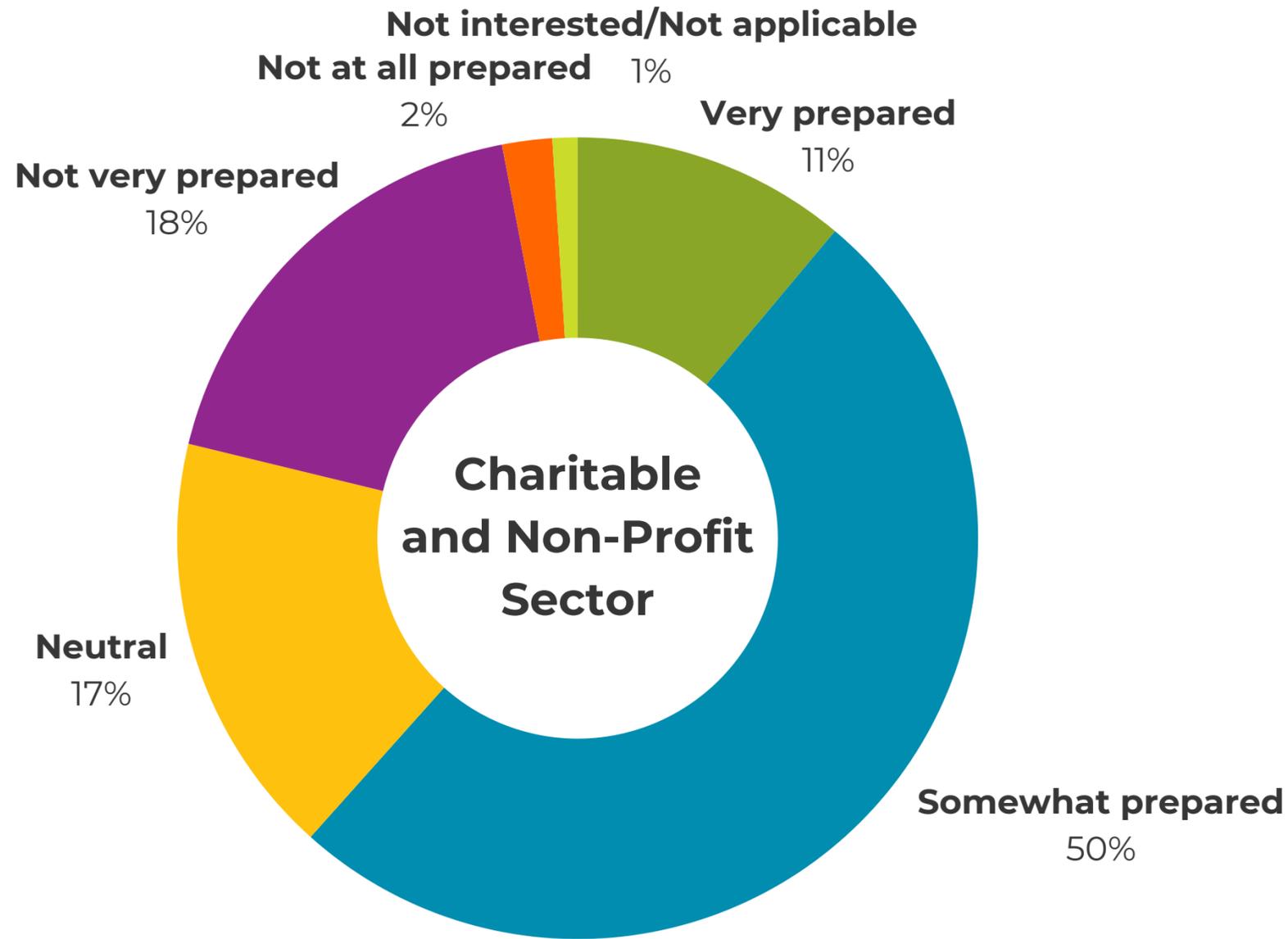
Integration of AI Tools in Field

n=305



Preparedness to Integrate AI Tools (among AI users)

n=175

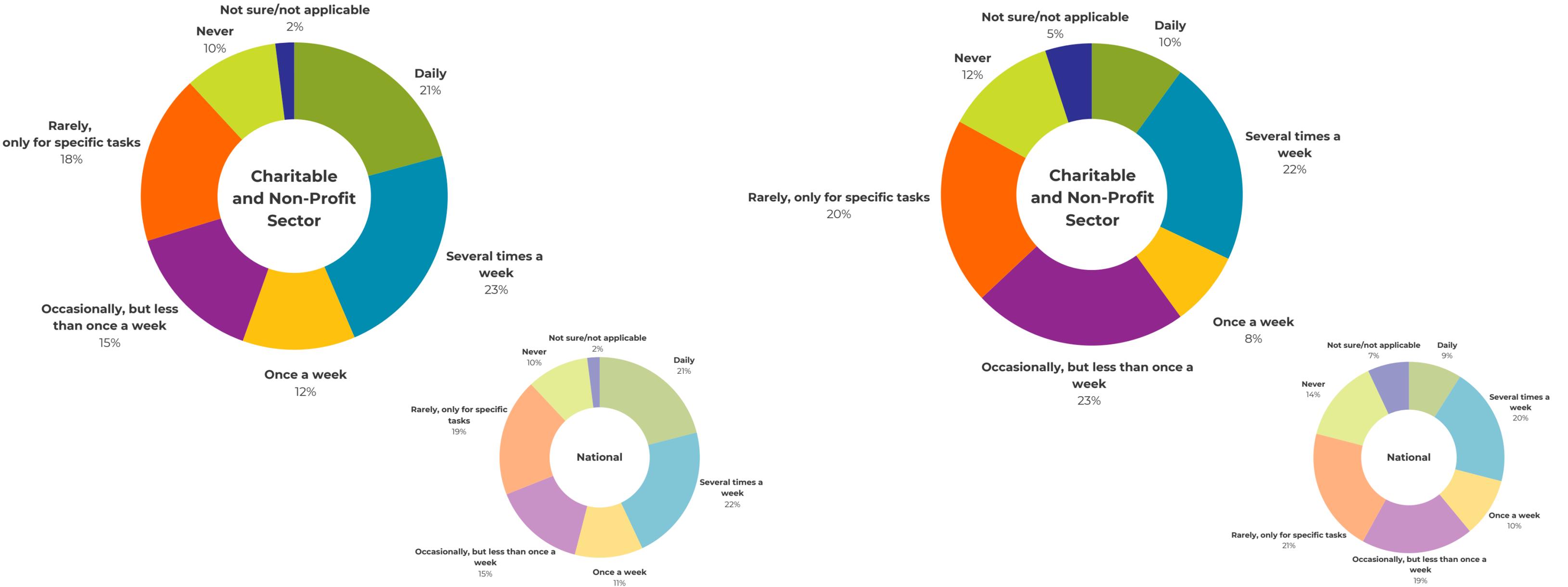


Frequency of Using AI Tools in Field (among AI users)

n=174

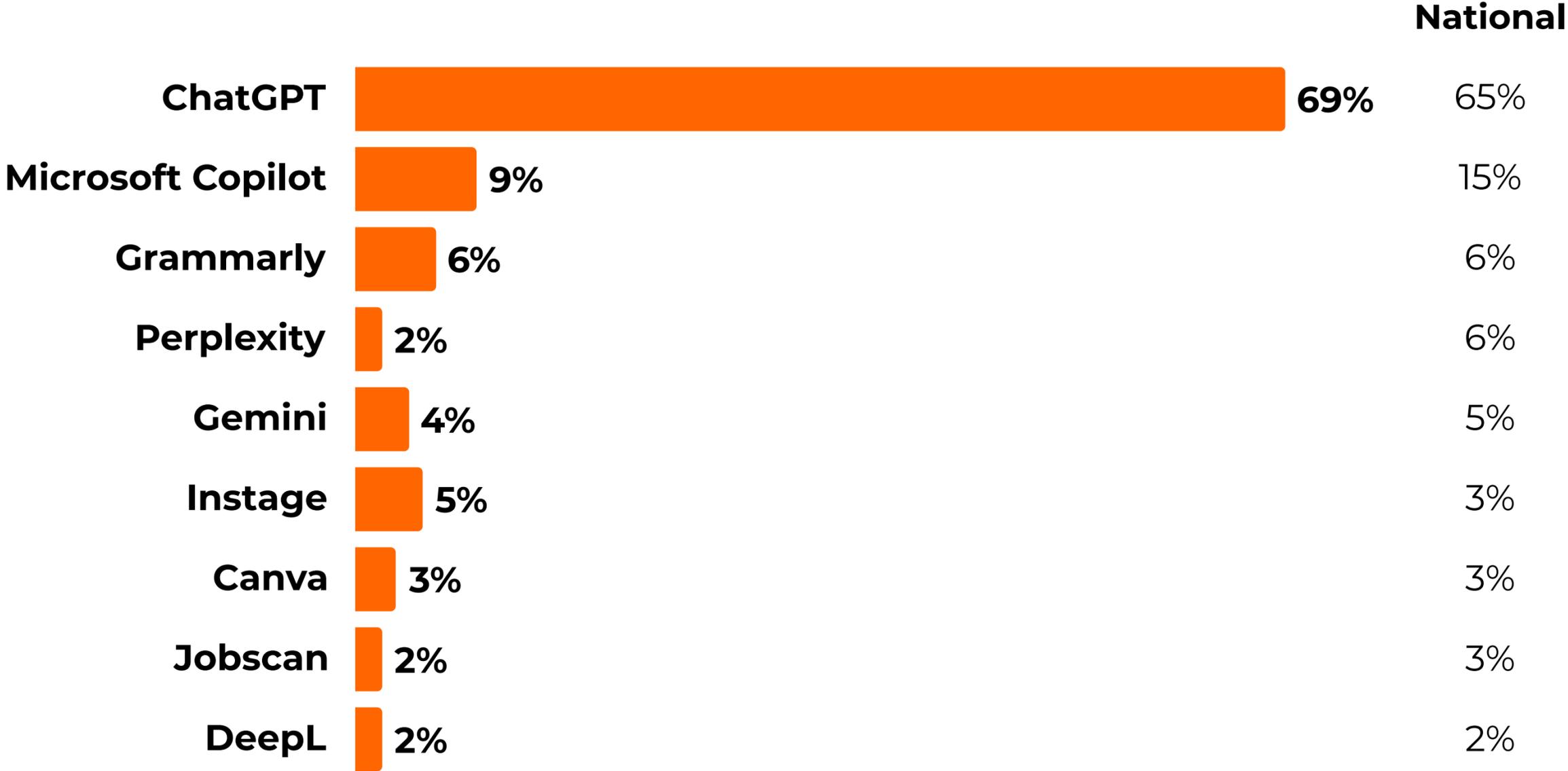
Administrative Duties

Direct Client Support



AI Tools Incorporated Into Practice (among AI users)

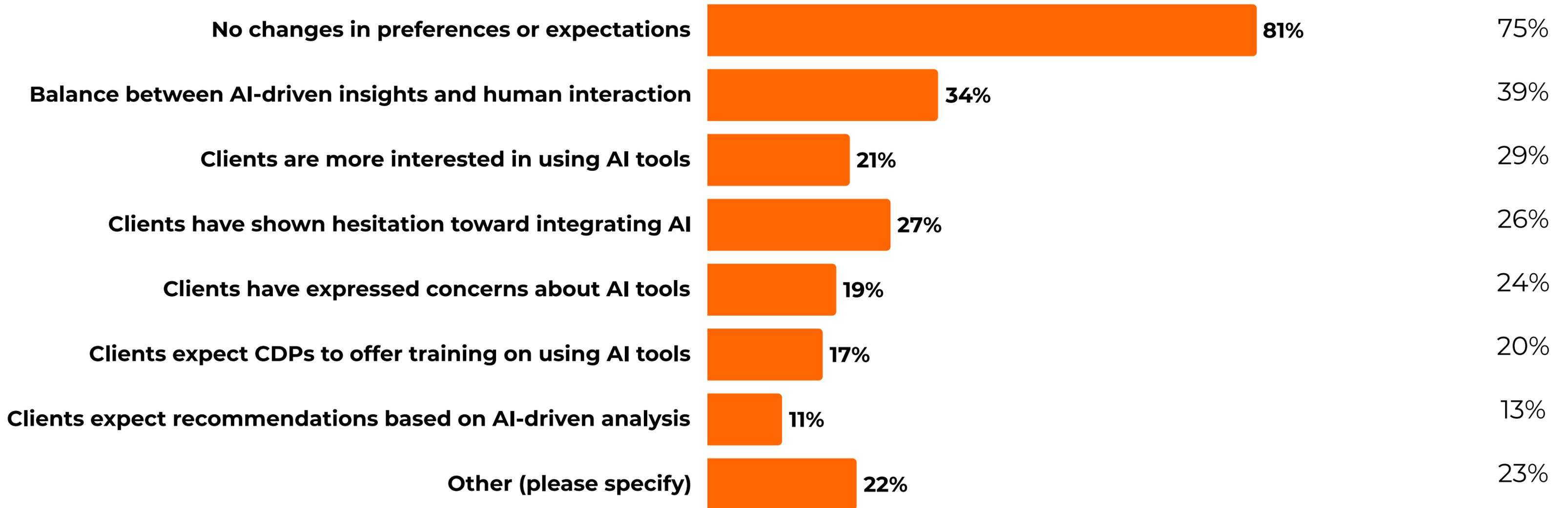
n=127



Changes in Client Expectations Regarding AI

n=175

National



Popular other responses: AI job applications/using AI for resume and cover letter creation (5%) and lack of familiarity with AI (2%).

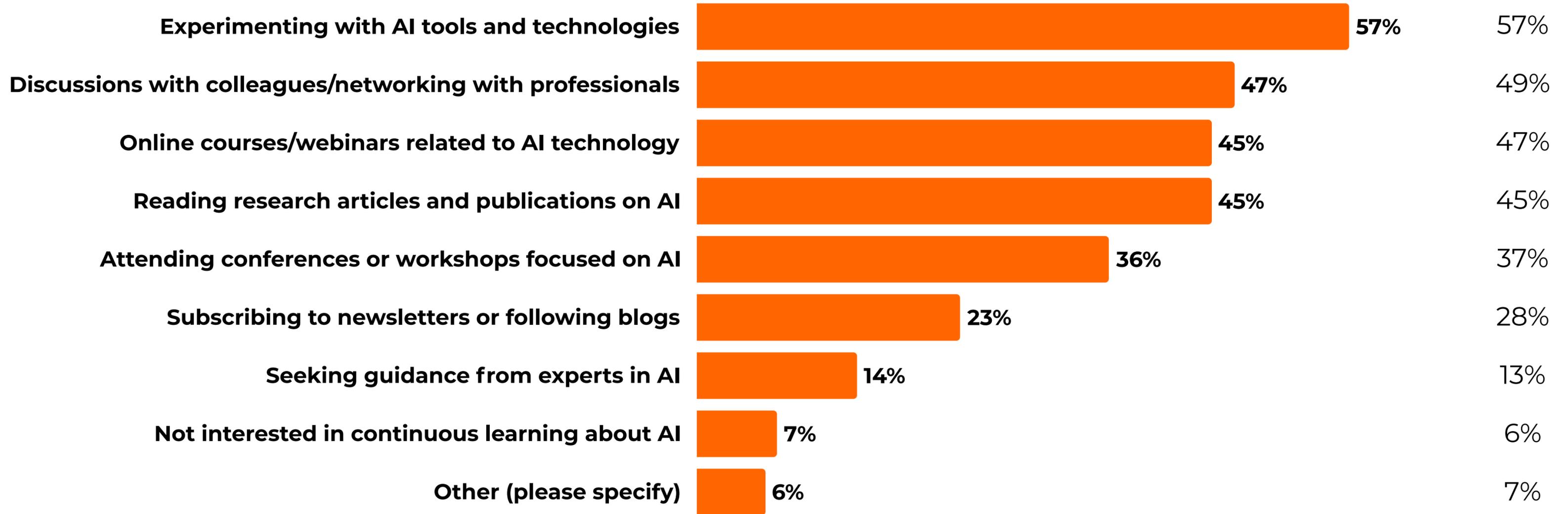
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Methods of Staying Updated on Advancements in AI

n=280

National



Popular other responses: Interested, but have not had time (2%).

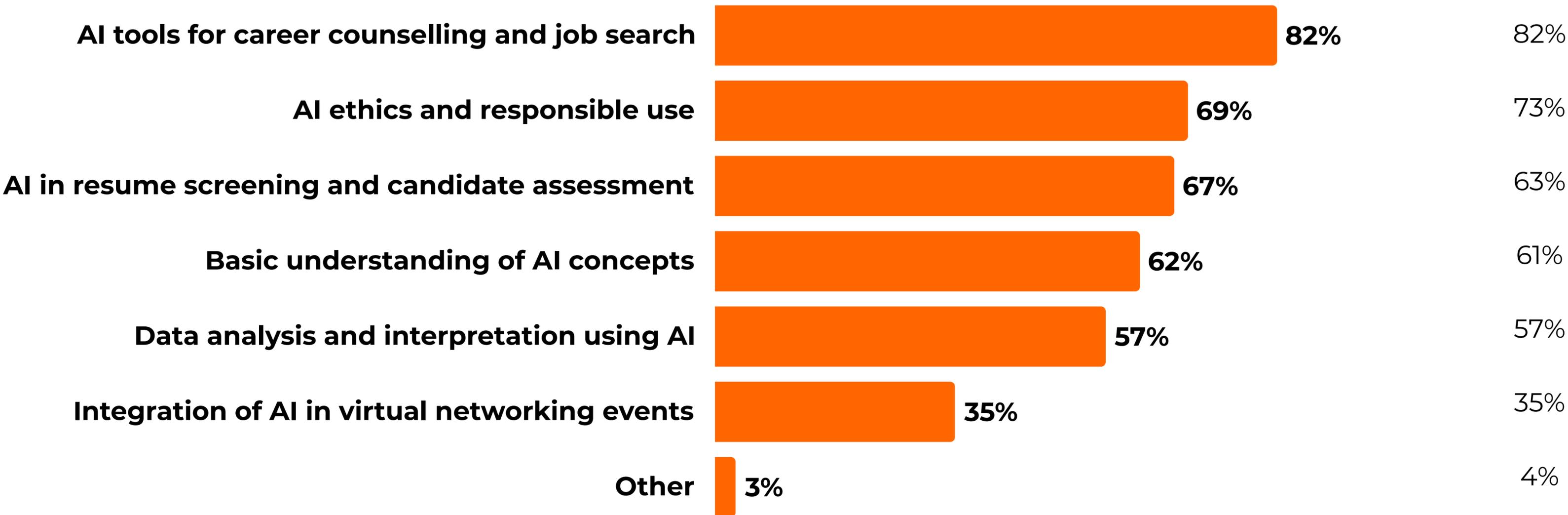
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Types of AI Training Considered Necessary

n=280

National

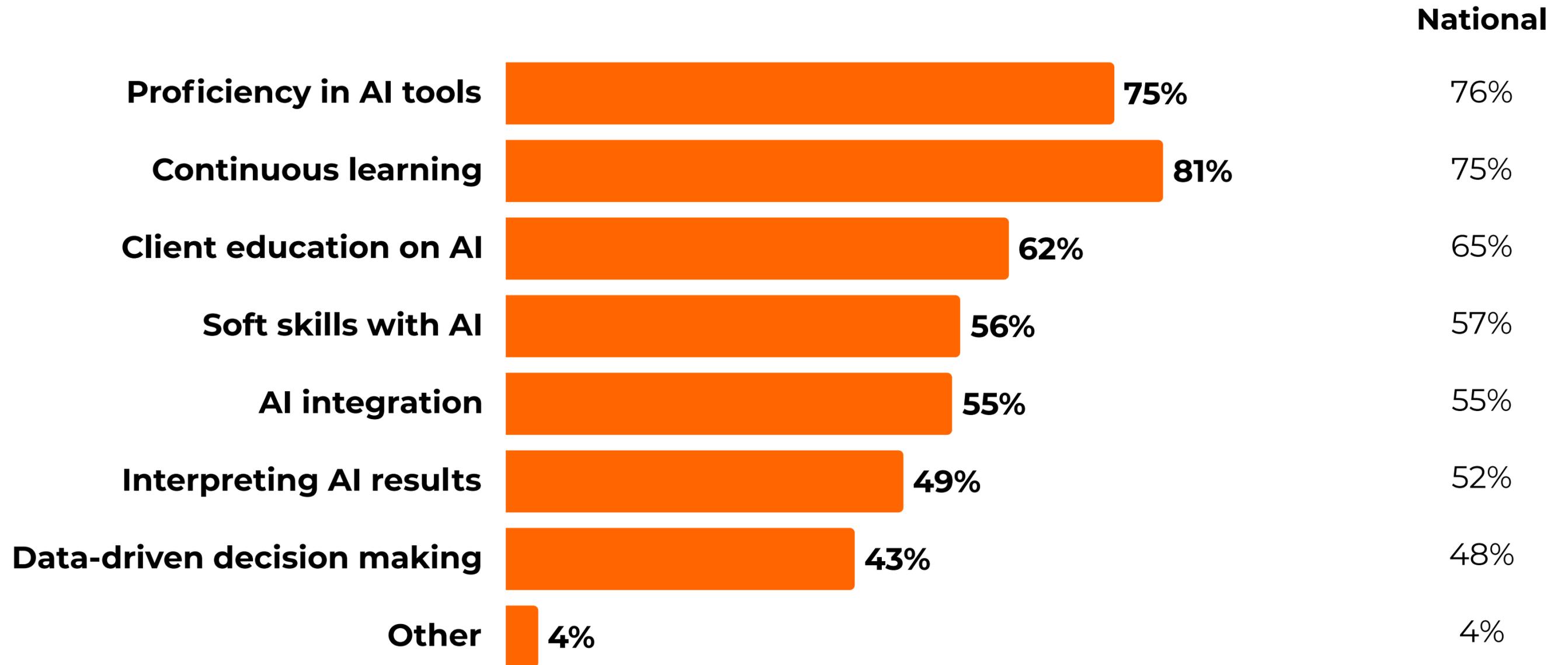


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



AI-Related Skills Believed to be Essential

n=280



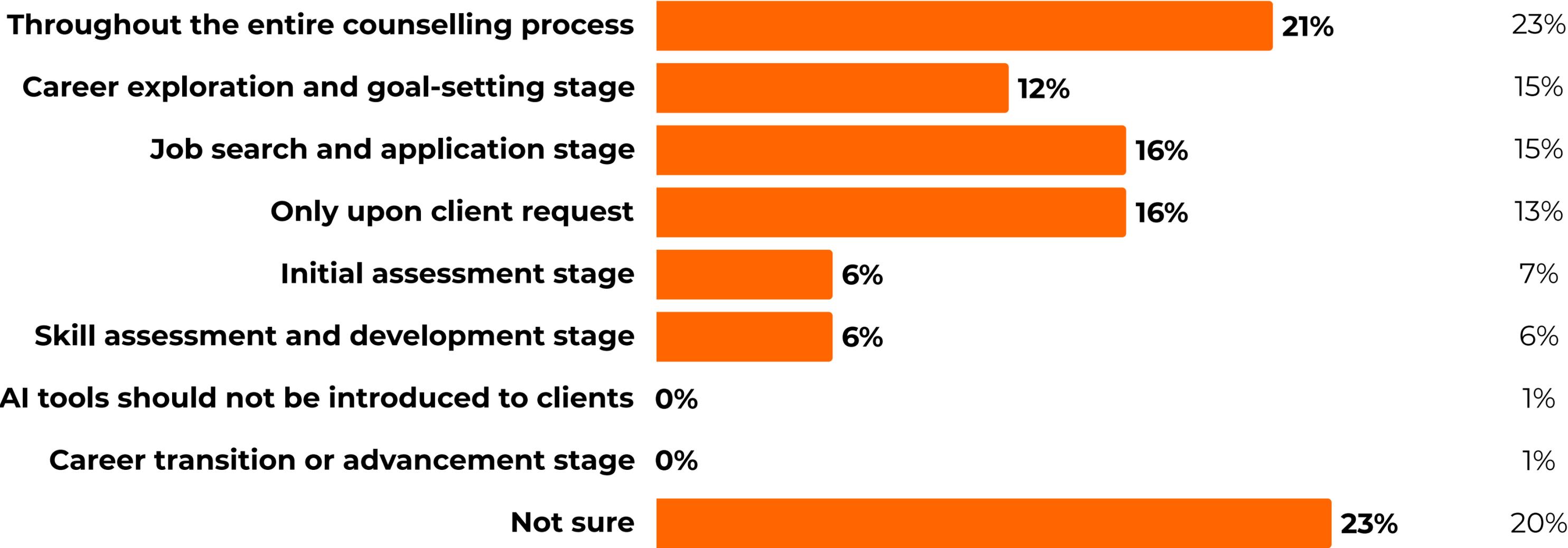
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Stage AI Tools Should be Introduced to Clients

n=280

National



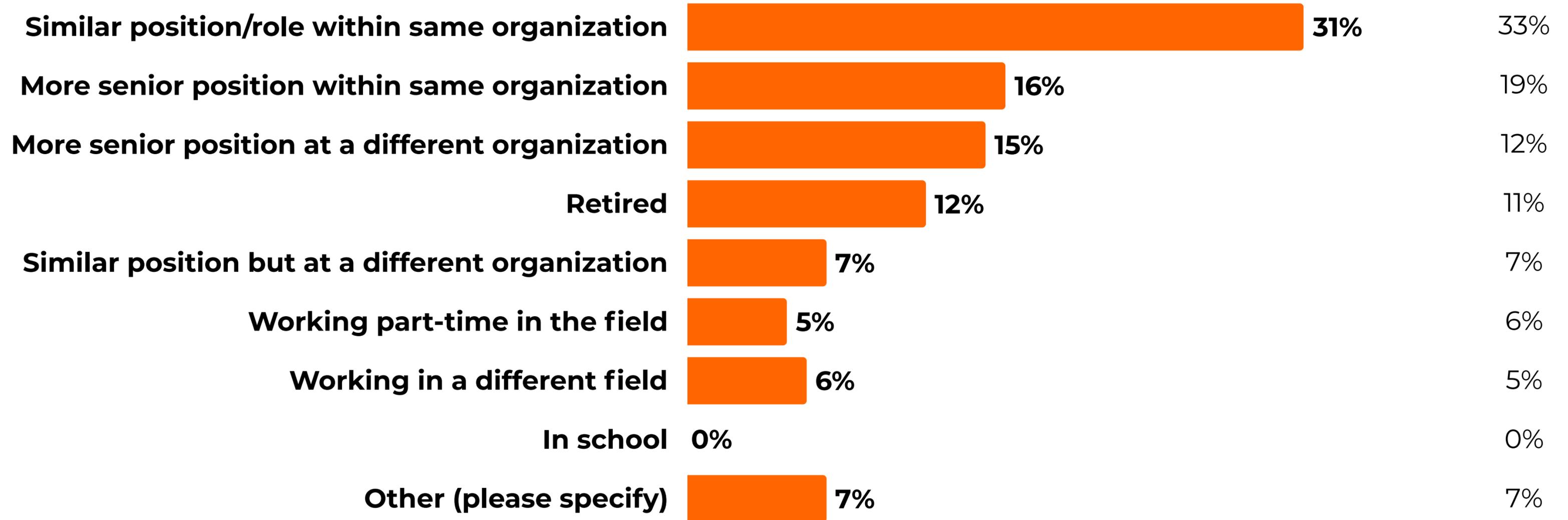
Section 3: Career Journey



Five-year Career Outlook

n=281

National



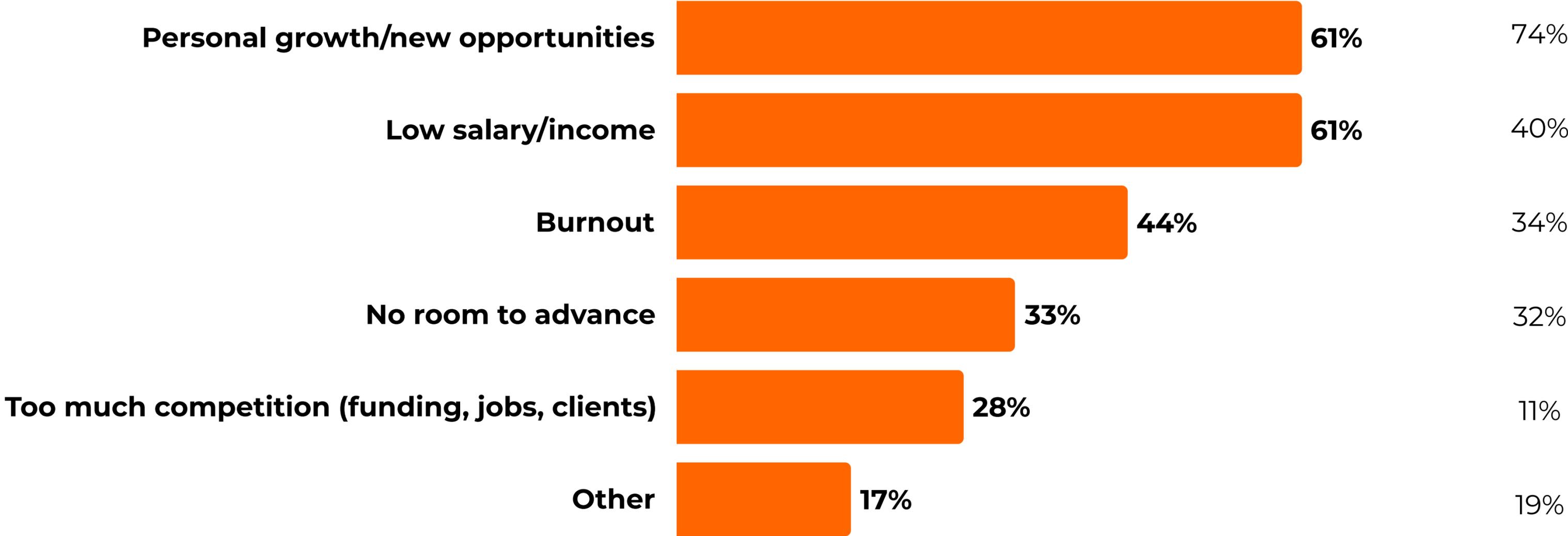
Popular other responses: Unsure (1%) and teaching/training (1%).



Reasons Considering Switching Fields

n=18

National

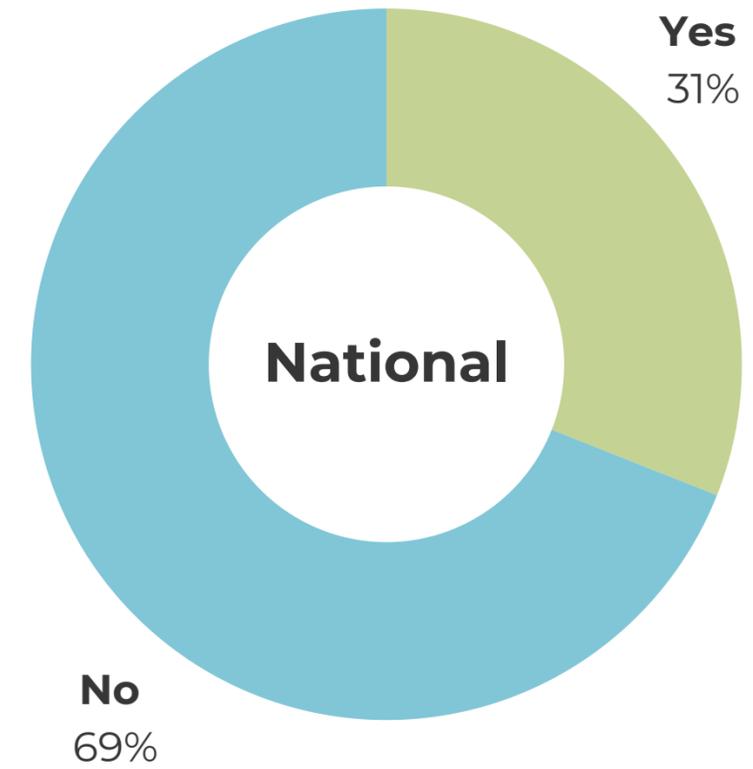
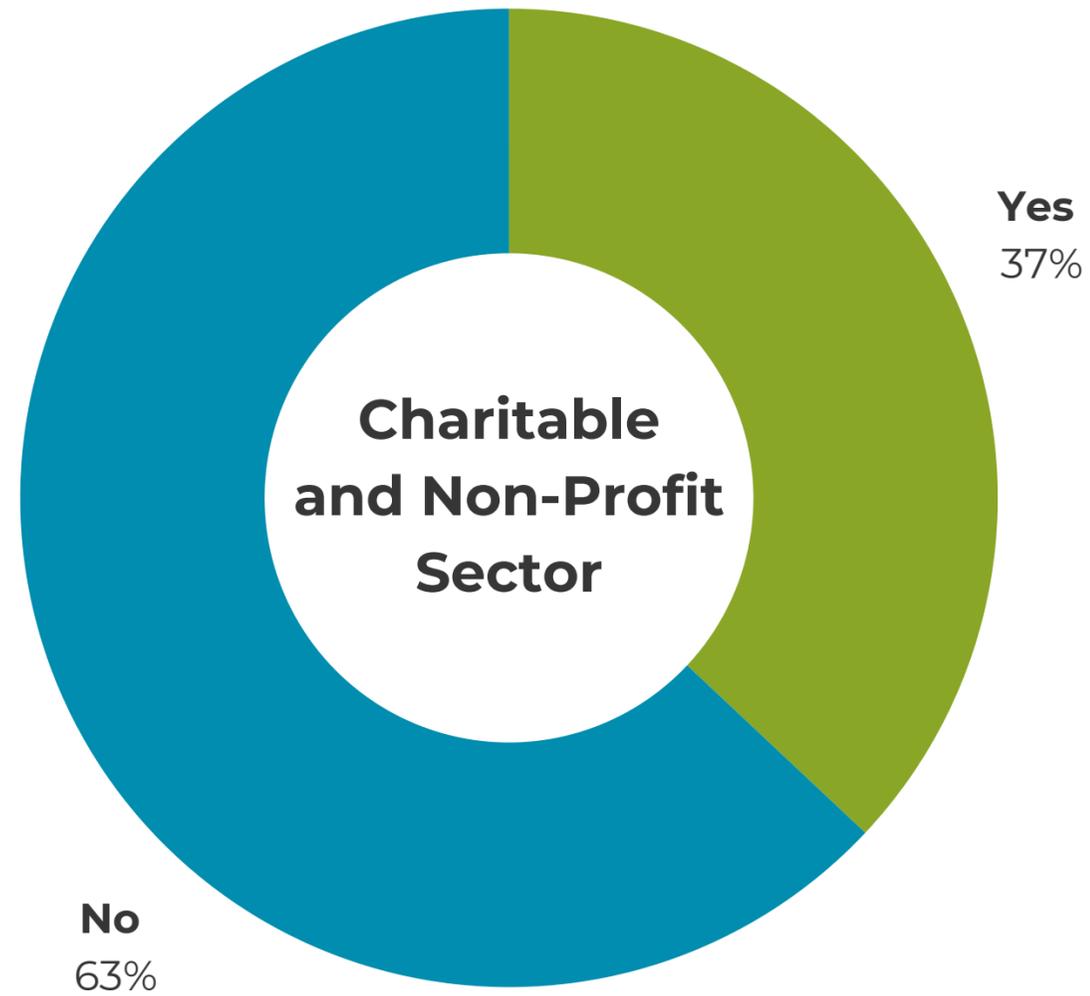


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Personal Involvement in Recruiting within Organization

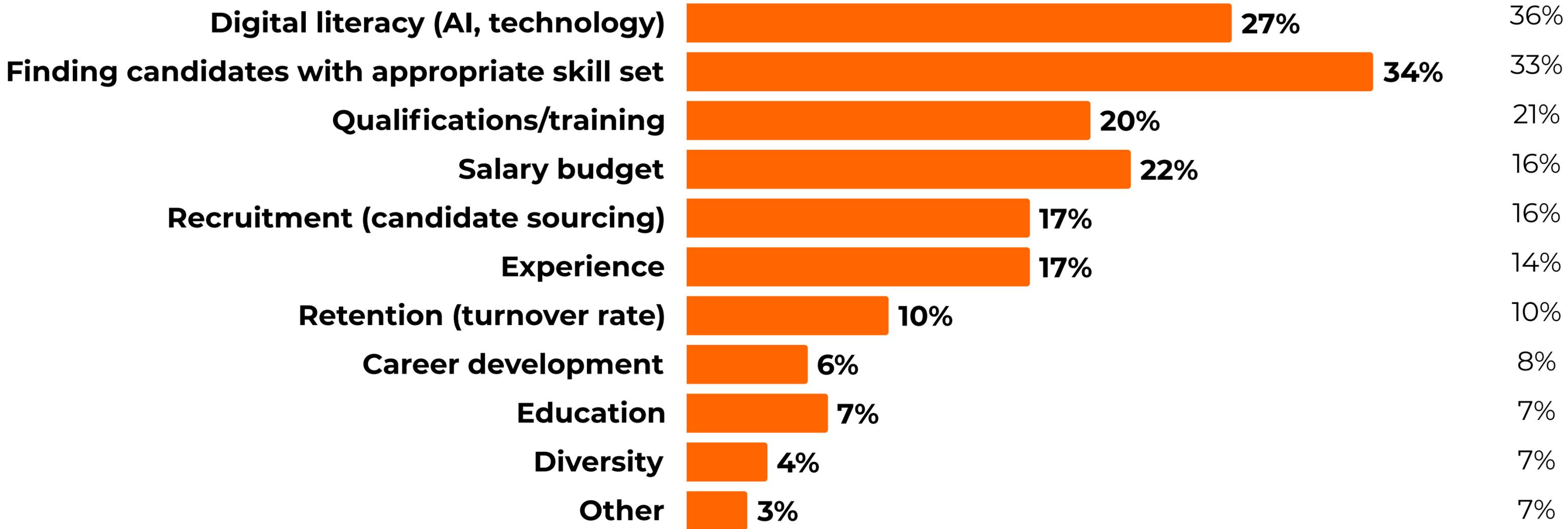
n=280



Issues/Challenges in Hiring Candidates with Appropriate Skills

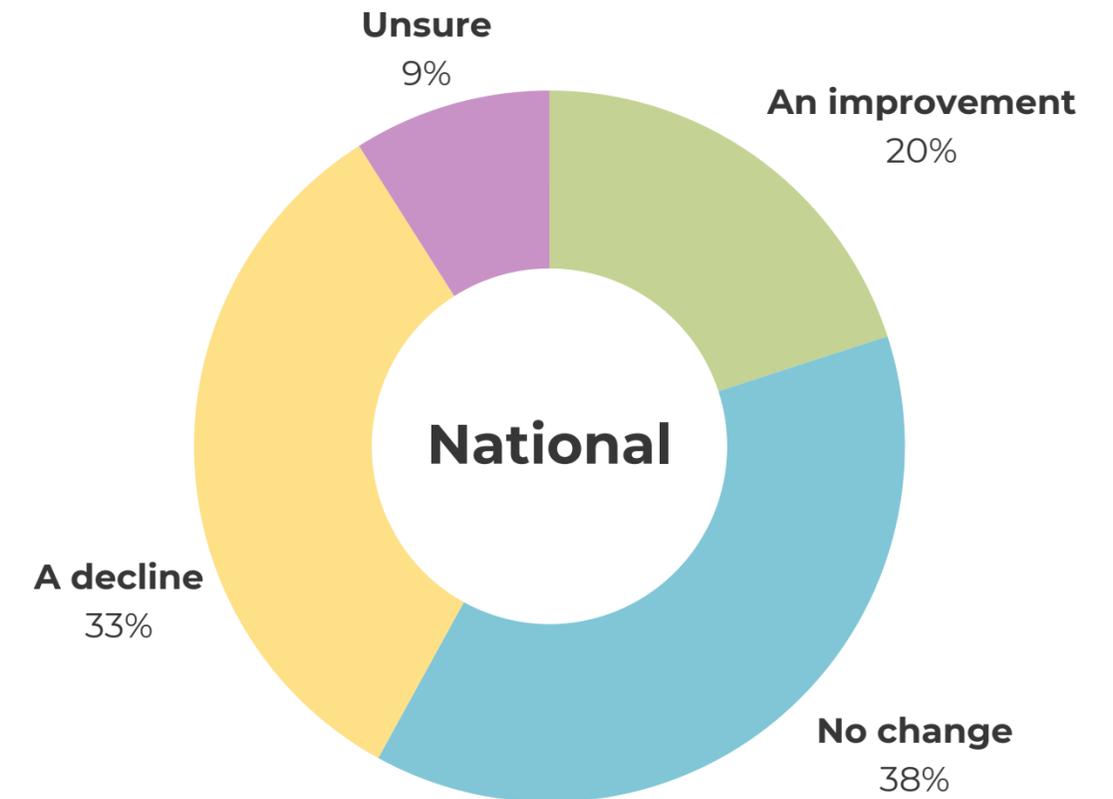
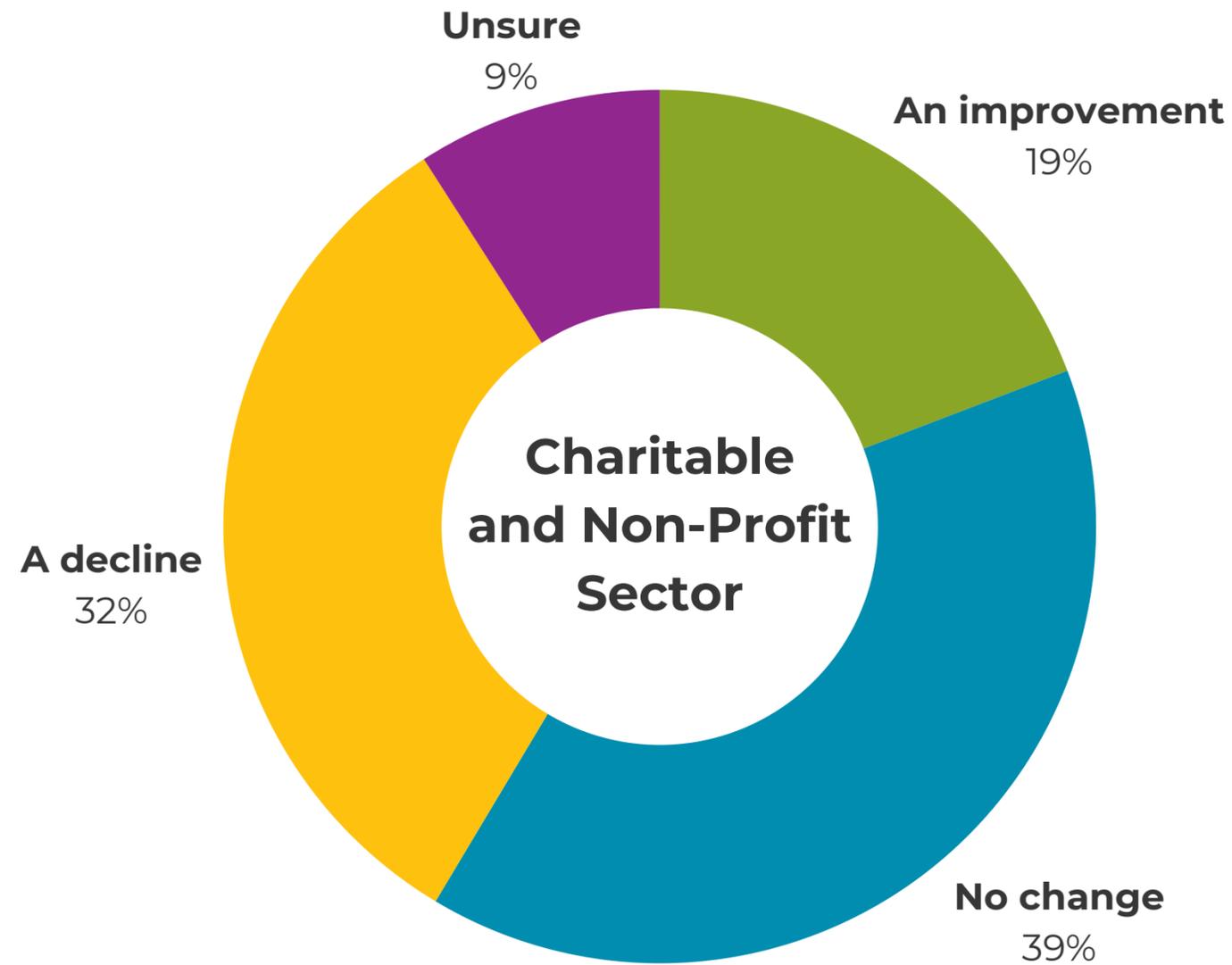
n=94

National



Changes in CDPs Mental Health Since Pandemic

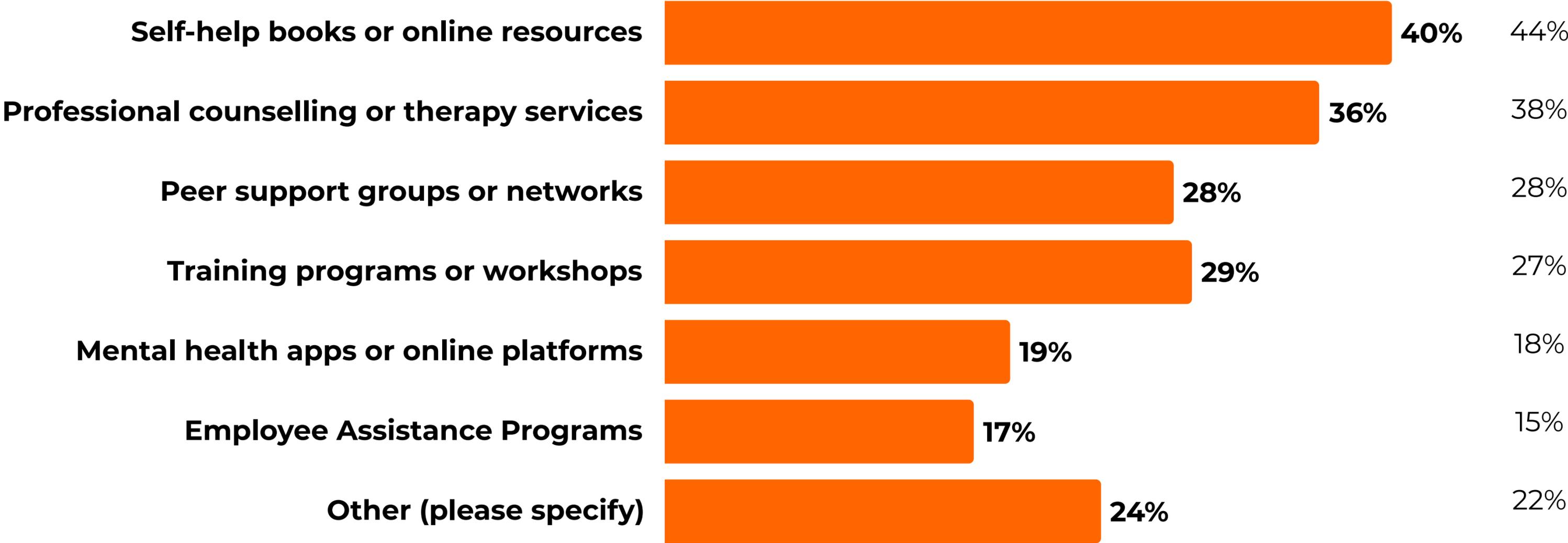
n=278



Resources Using to Support Own Mental Health

n=278

National



Popular other responses: Family and social connections (4%), meditation (2%) and exercise and physical activity (1%).

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



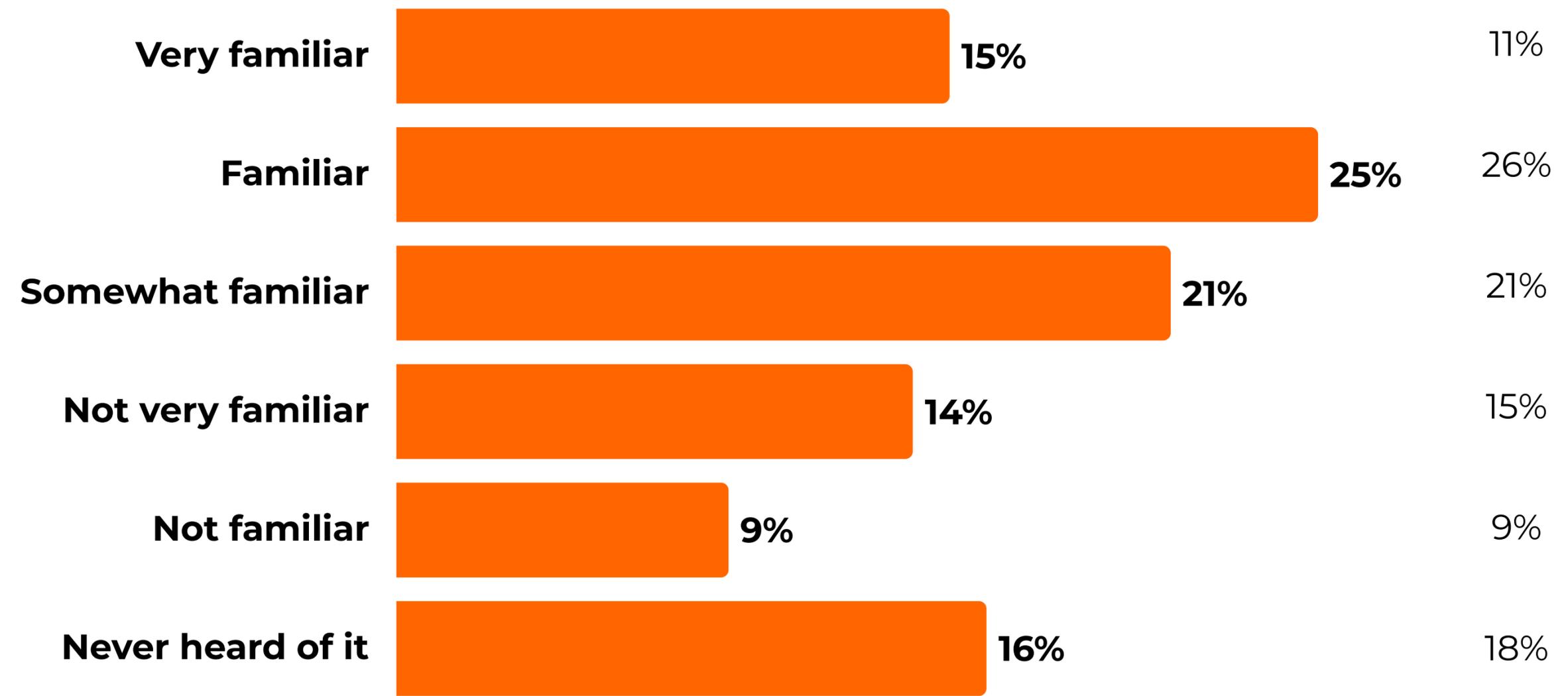
Section 4: Professional Development



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

n=264

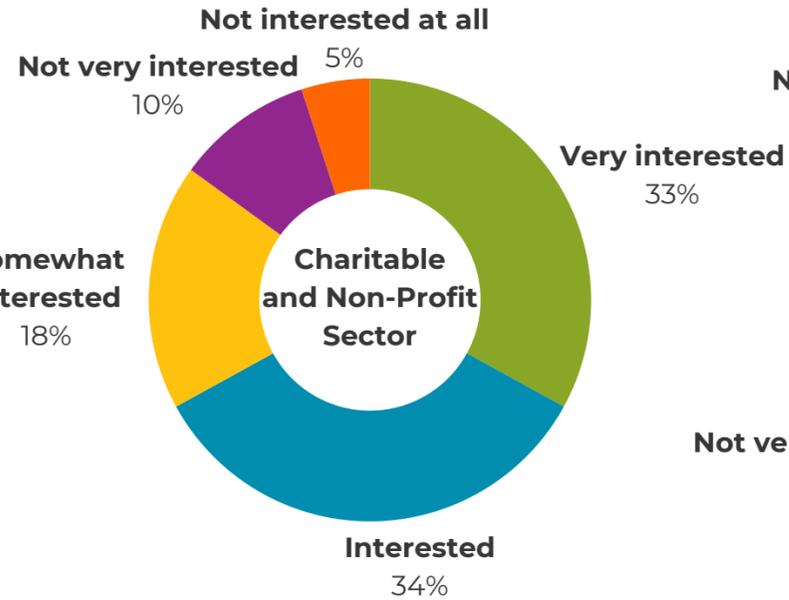
National



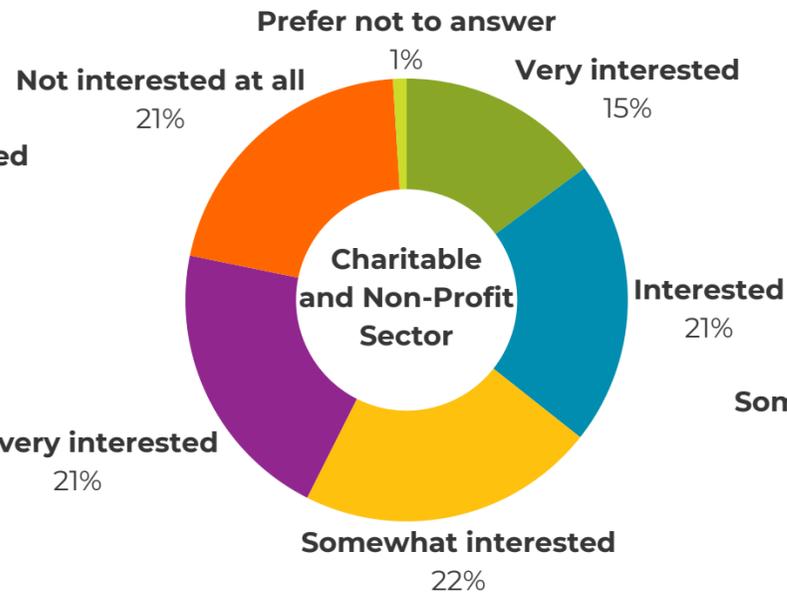
n=262

Interest in Learning Themes' Offerings

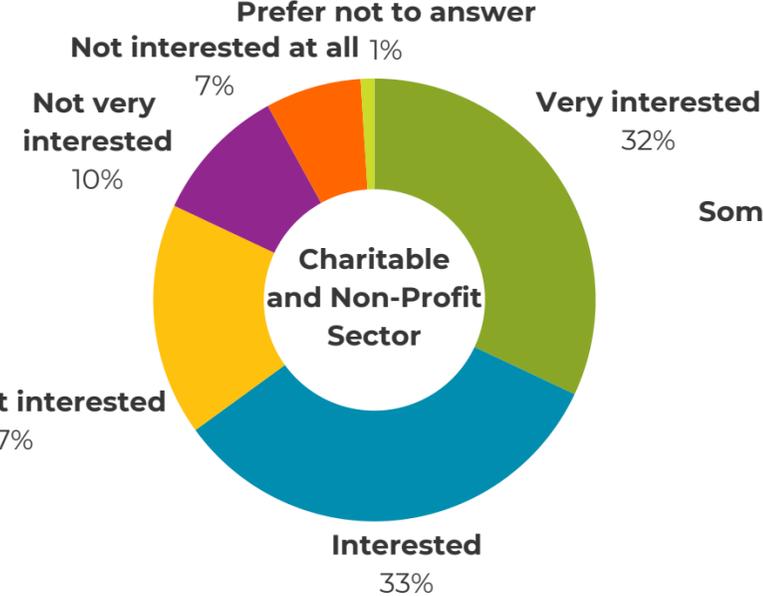
Career Development Practices and Theories



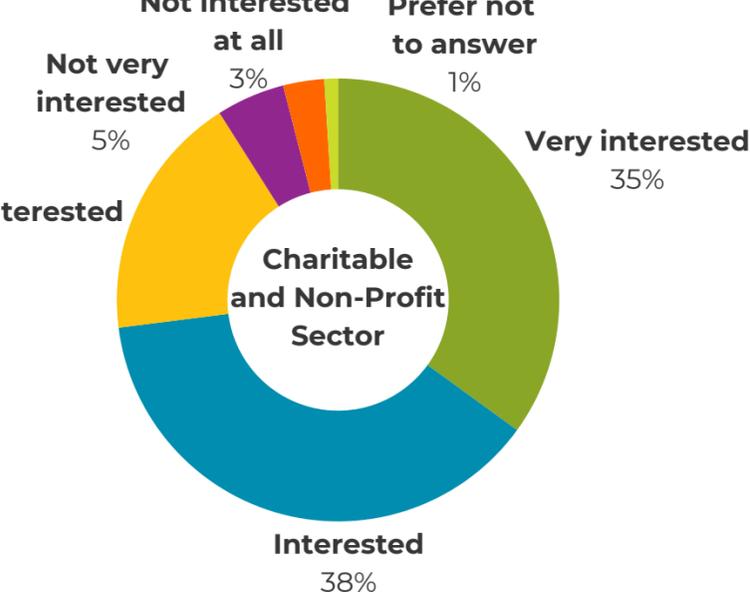
Career Education and Learning for K-12 and Young Adults



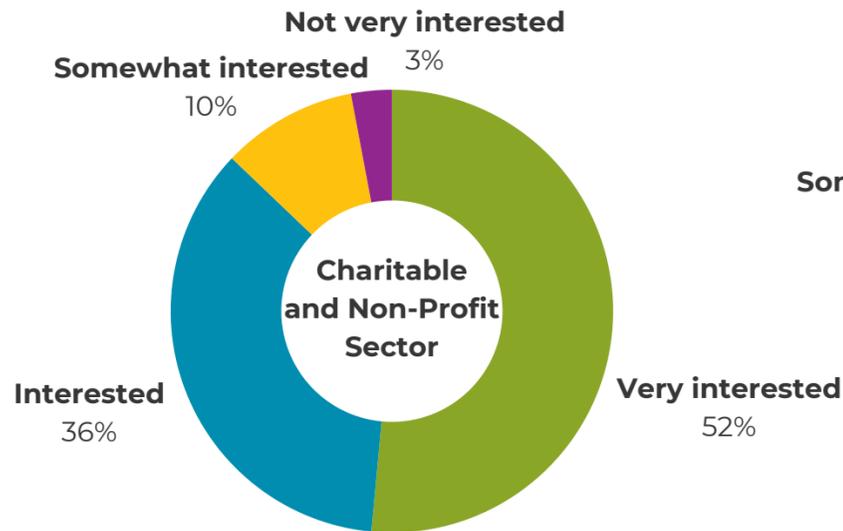
Career Development Sector Leadership and Advocacy



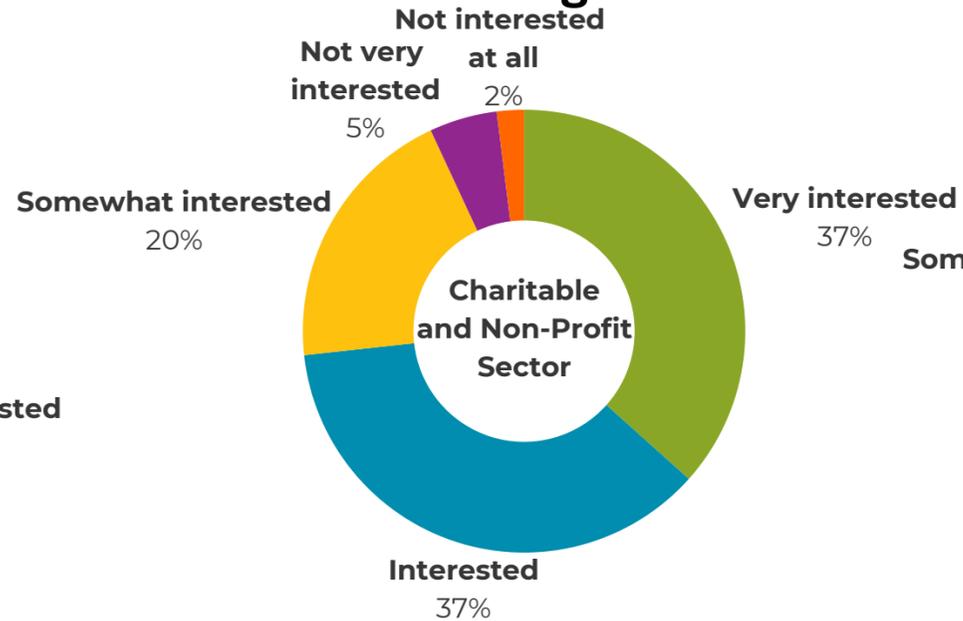
Indigeneity, Justice, Equity, Diversity and Inclusion



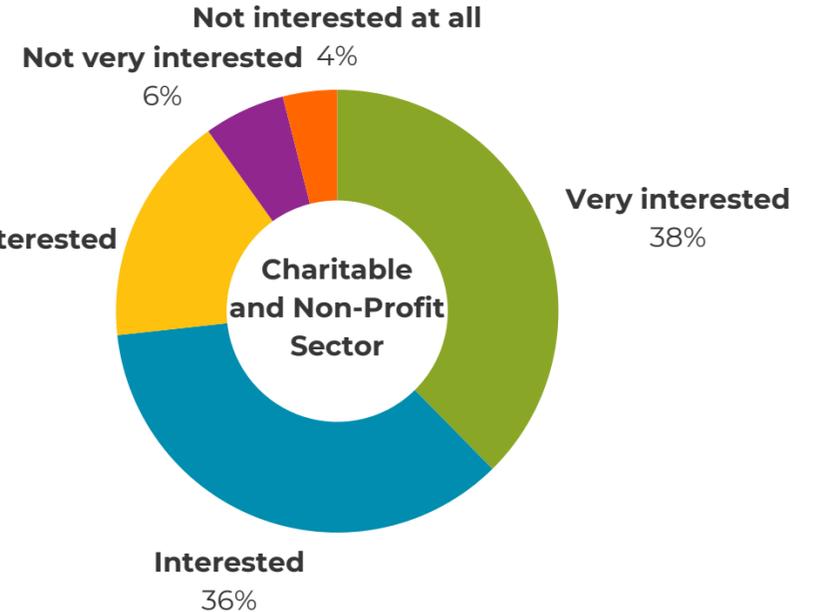
Innovations and Trends in Career Development



Specialized Career Supports and Programs

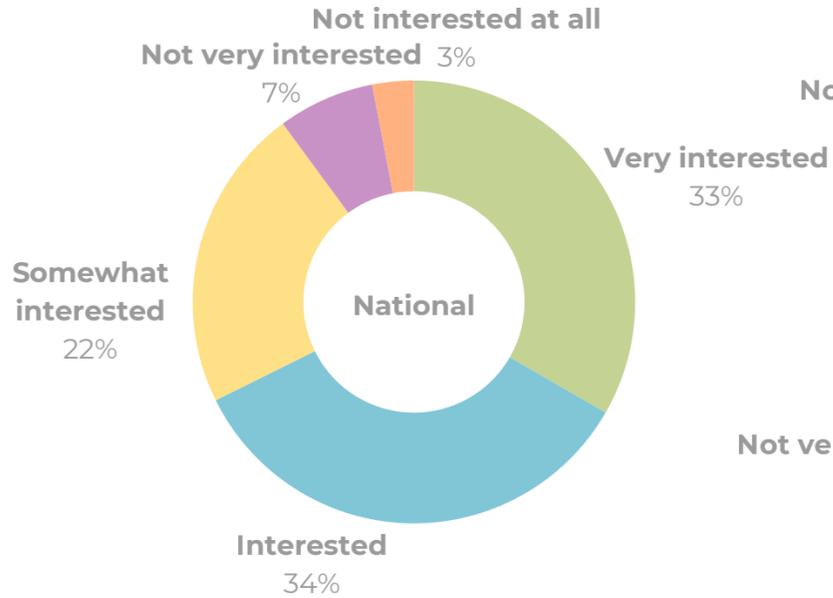


Workplace, Employers and Employee Careers



Interest in Learning Themes' Offerings (National)

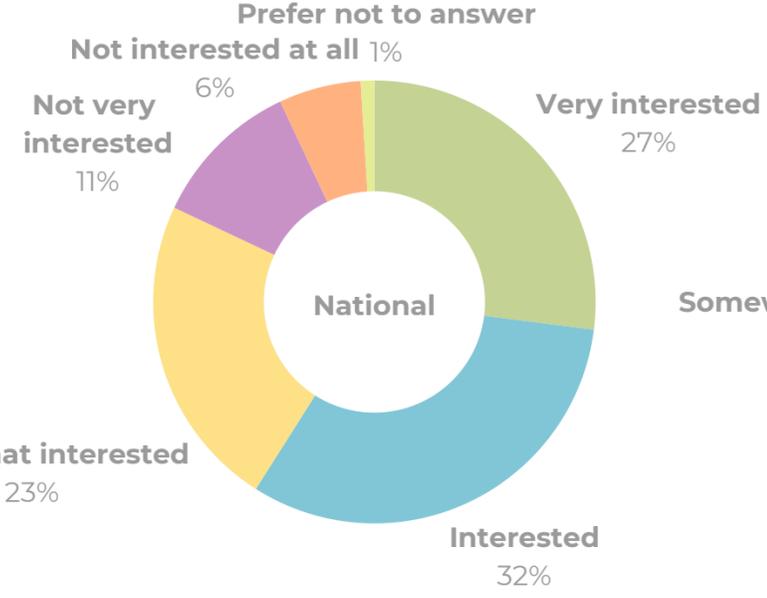
Career Development Practices and Theories



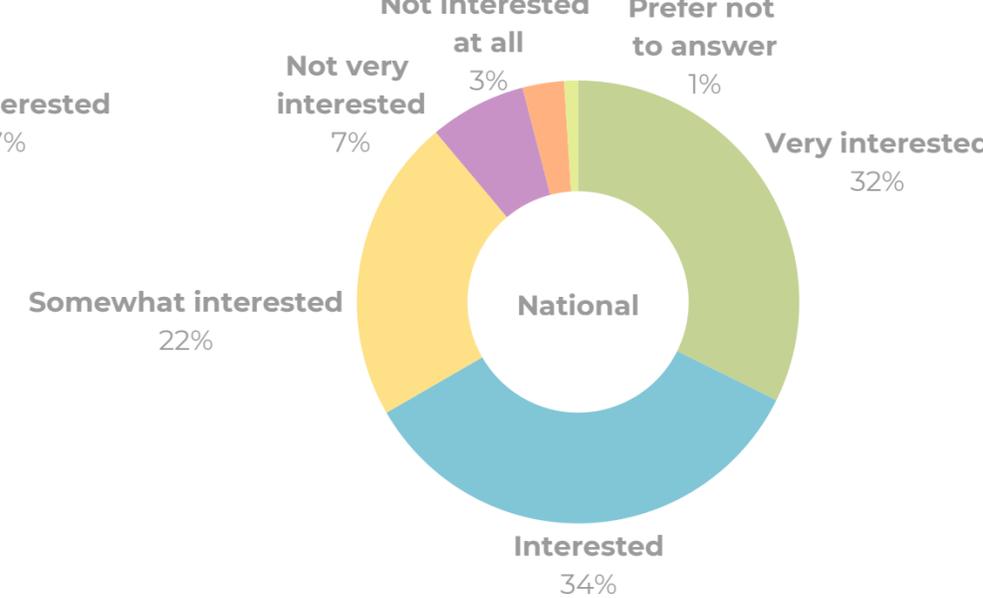
Career Education and Learning for K-12 and Young Adults



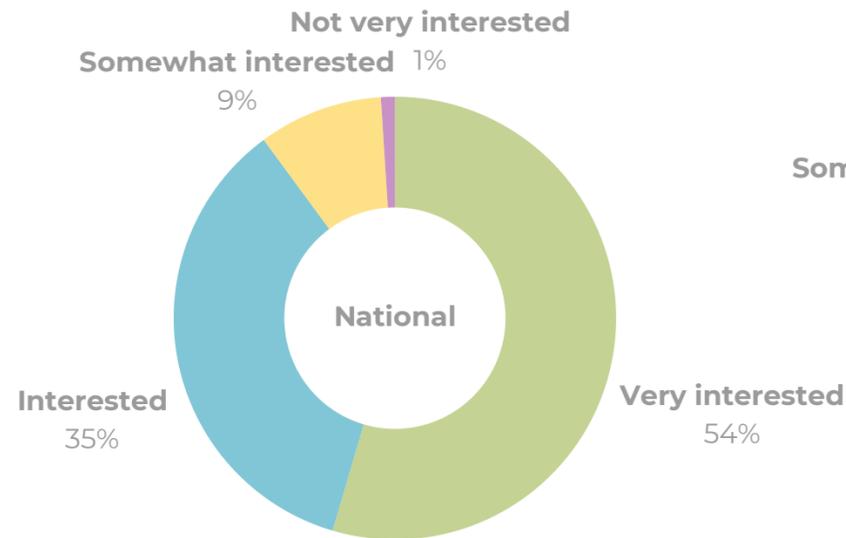
Career Development Sector Leadership and Advocacy



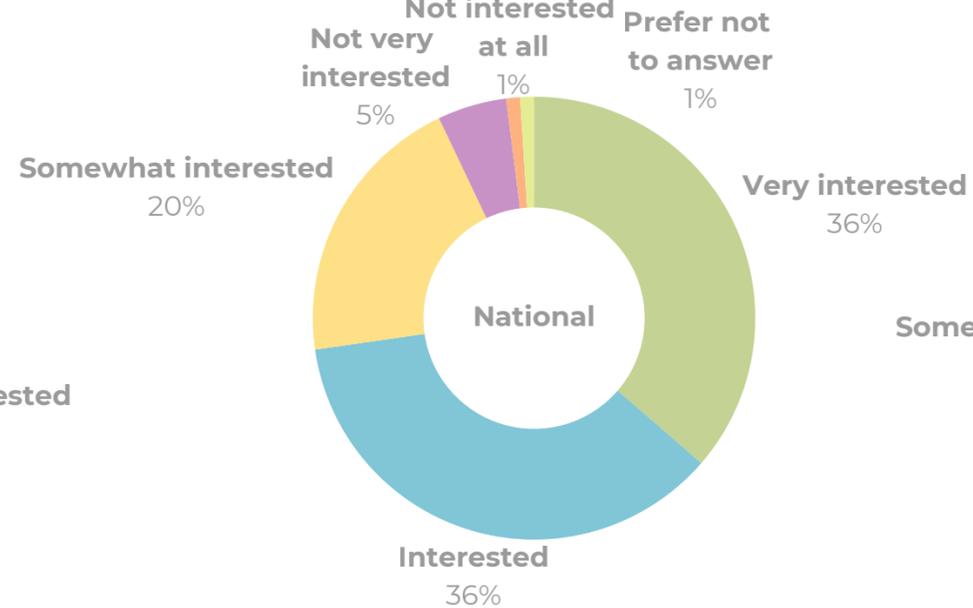
Indigeneity, Justice, Equity, Diversity and Inclusion



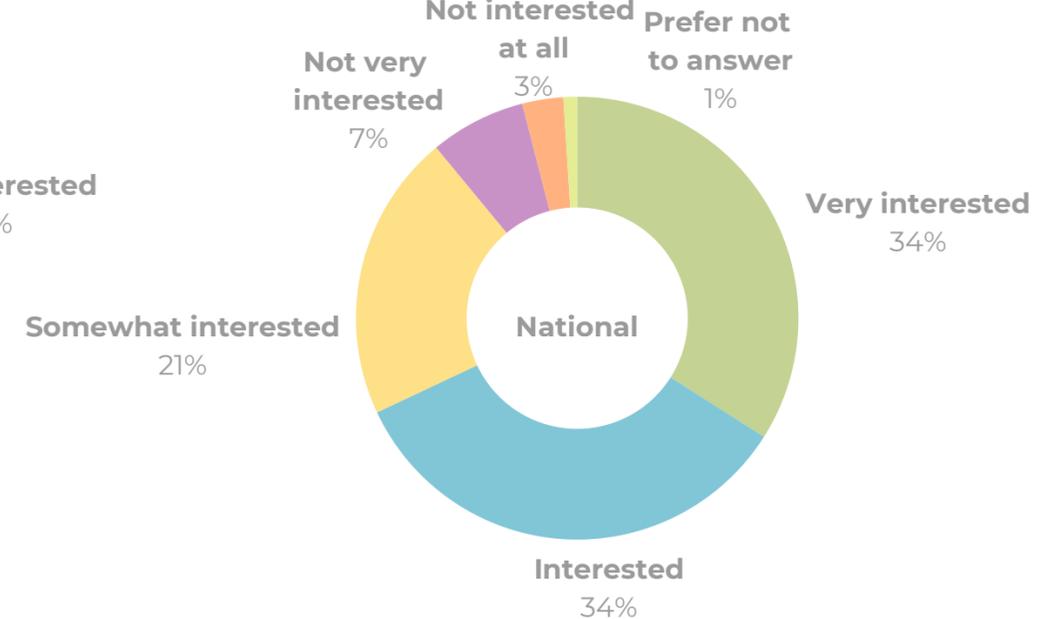
Innovations and Trends in Career Development



Specialized Career Supports and Programs



Workplace, Employers and Employee Careers

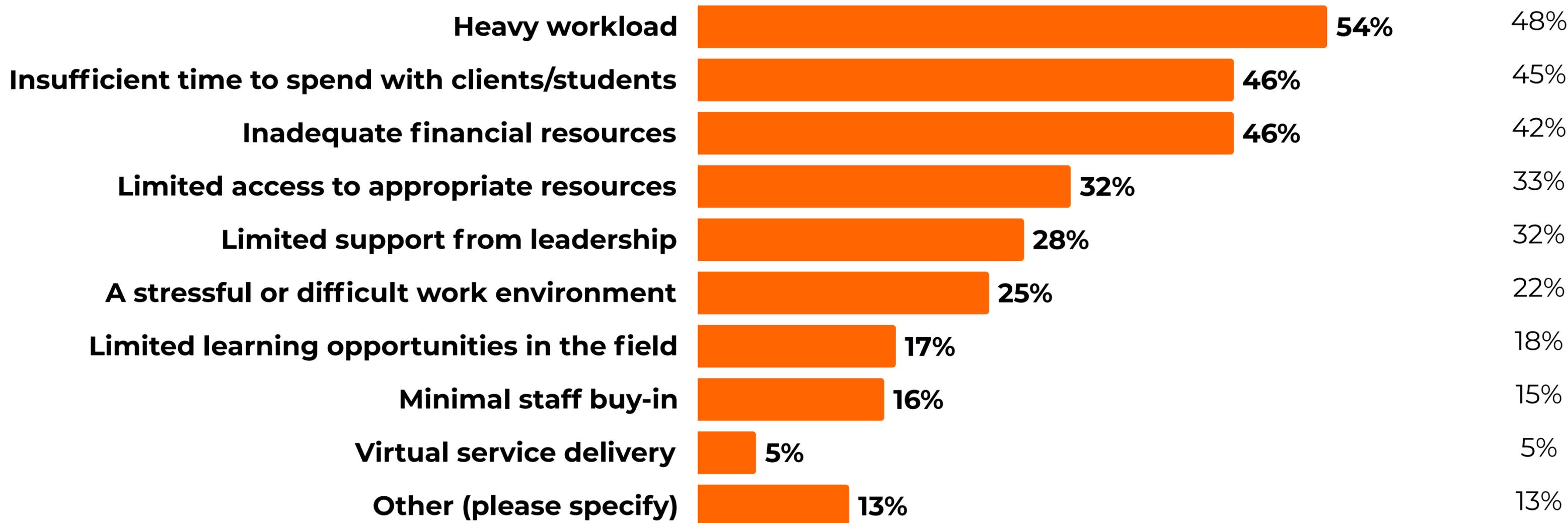


Elements Impacting Ability to Deliver Career Development

(considering budget and time)

n=264

National



Popular other response: Client engagement (5%).

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

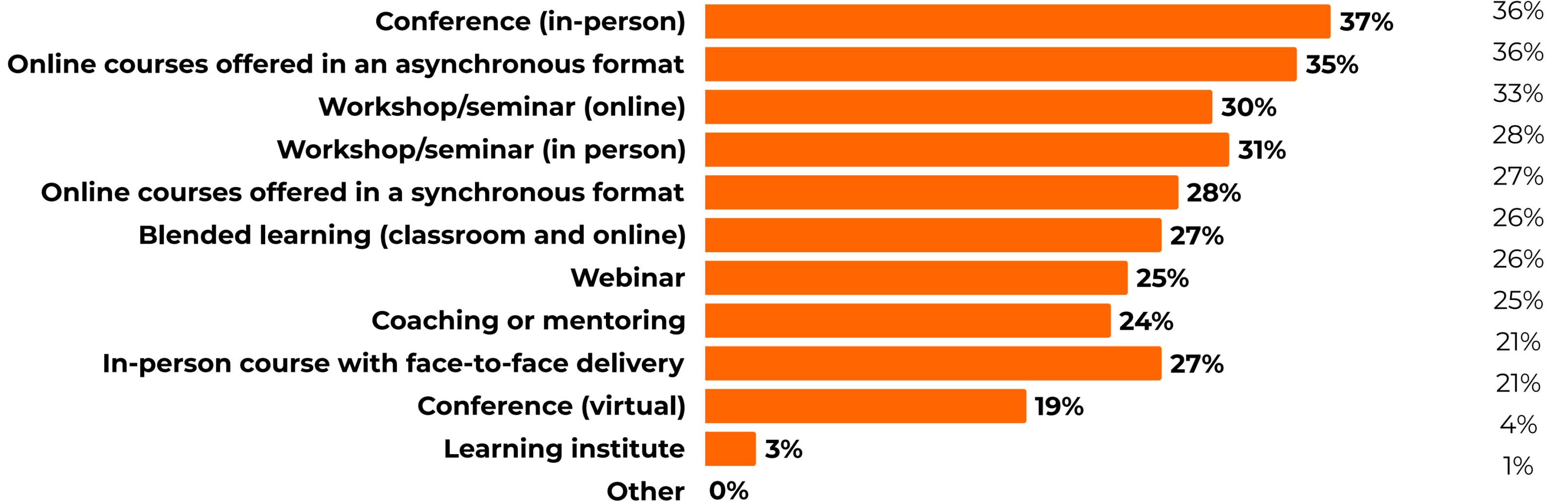


Preferred Formal Learning Approaches to Training

(considering budget and time)

n=264

National

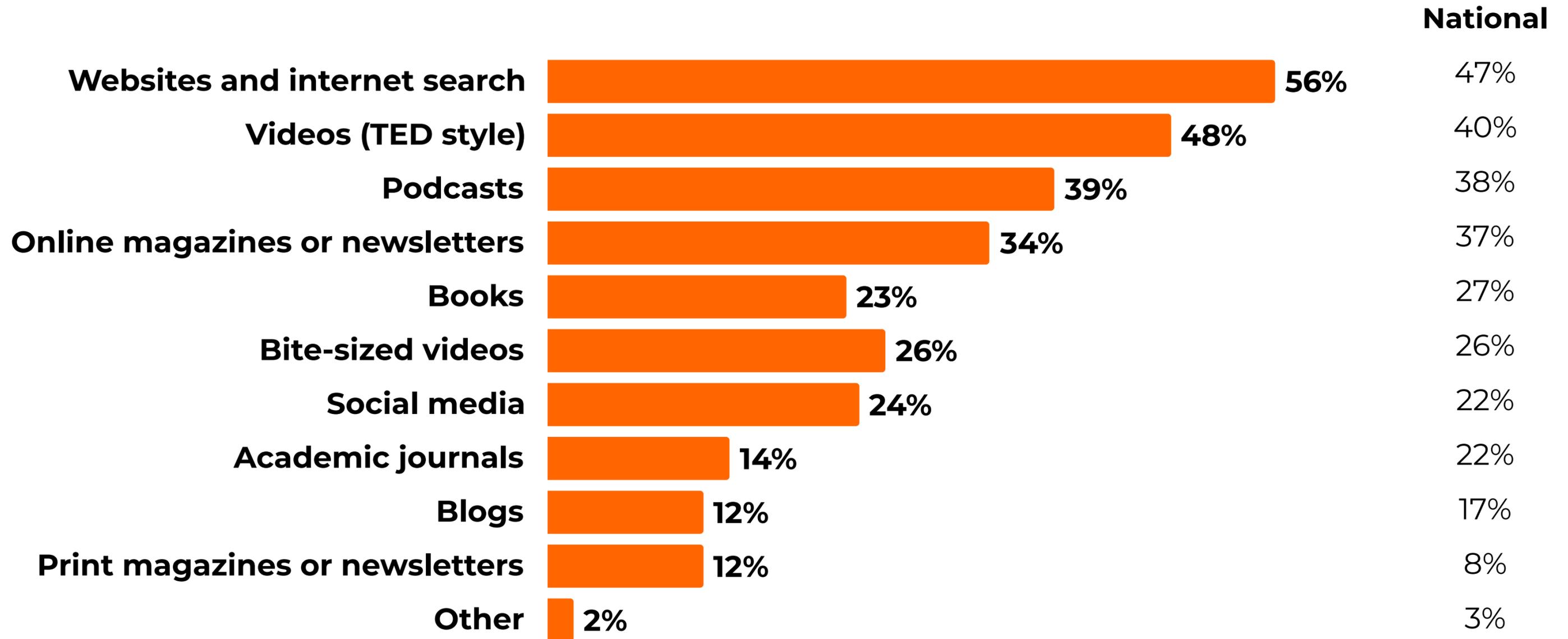


Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



Preferred Informal Learning Approaches

n=264

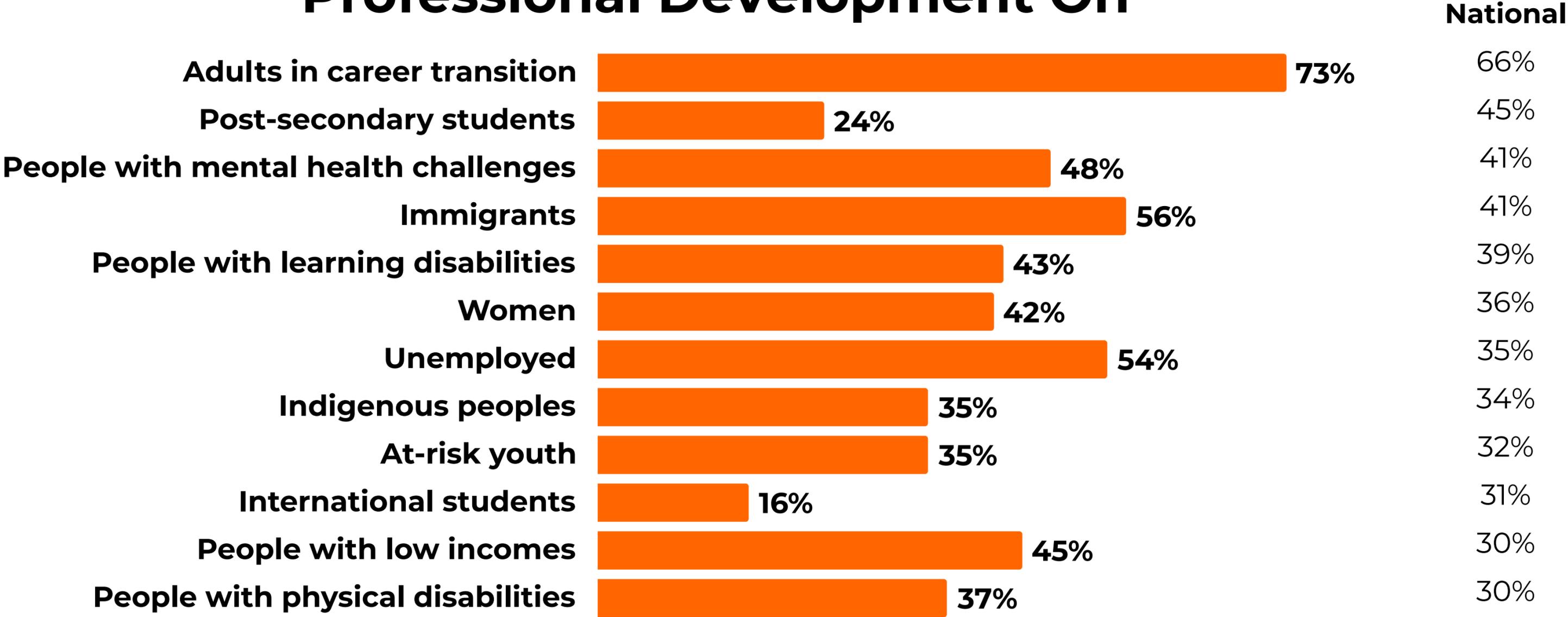


Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



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

n=263



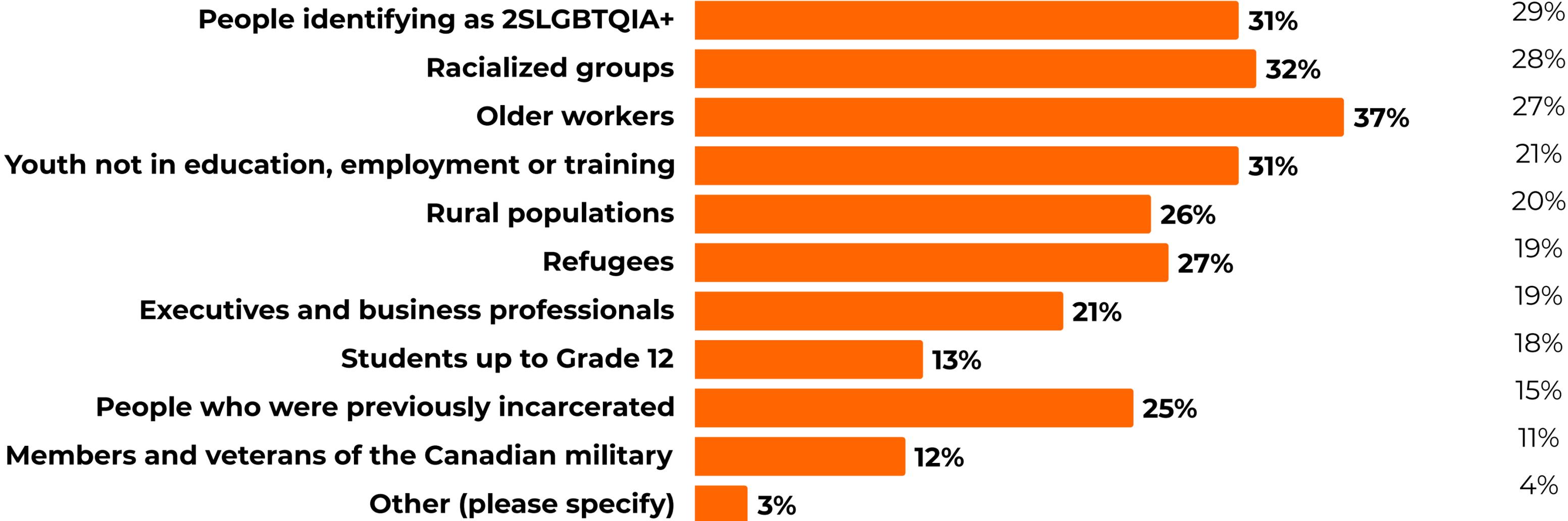
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



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

n=263

National

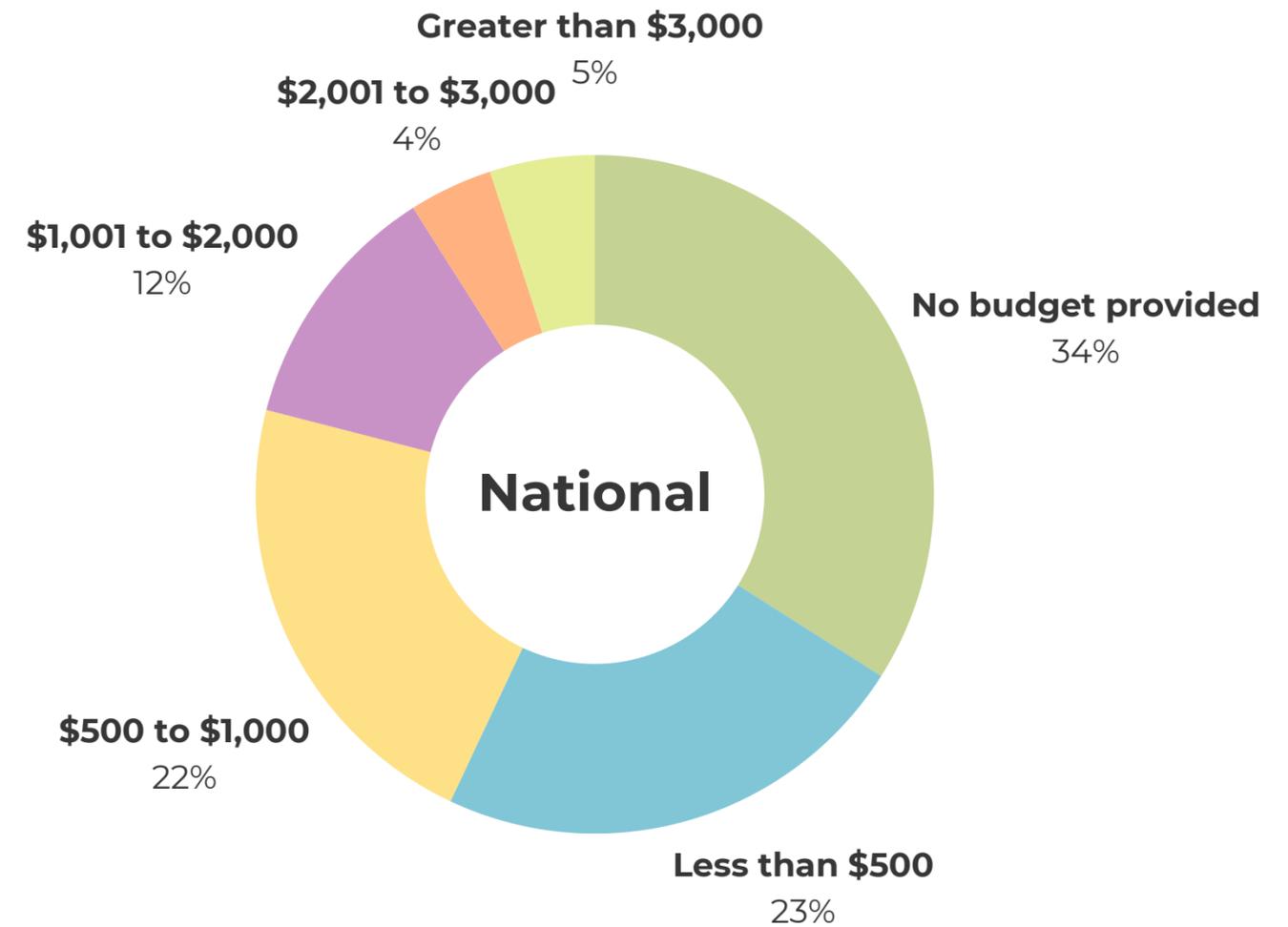
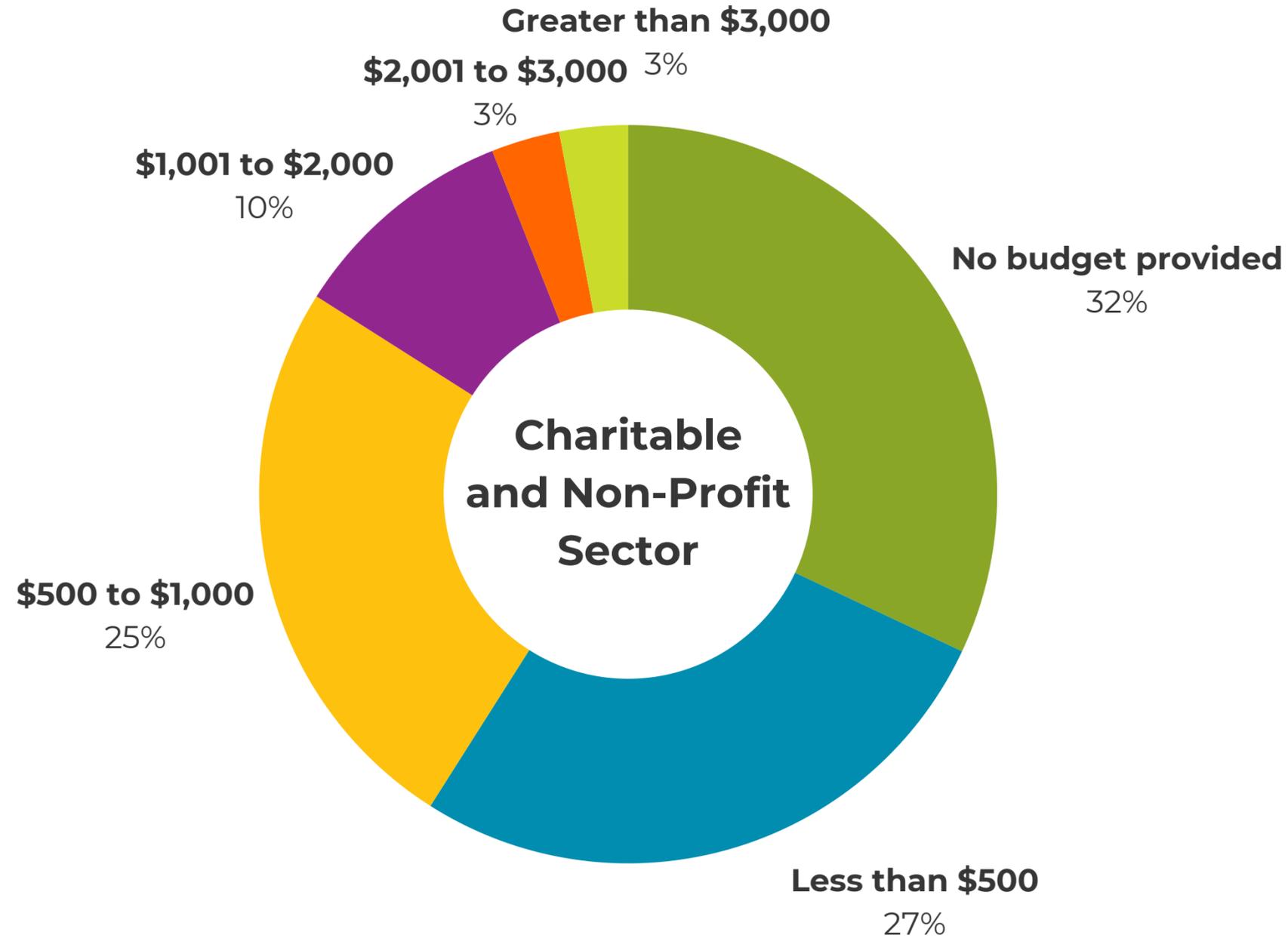


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



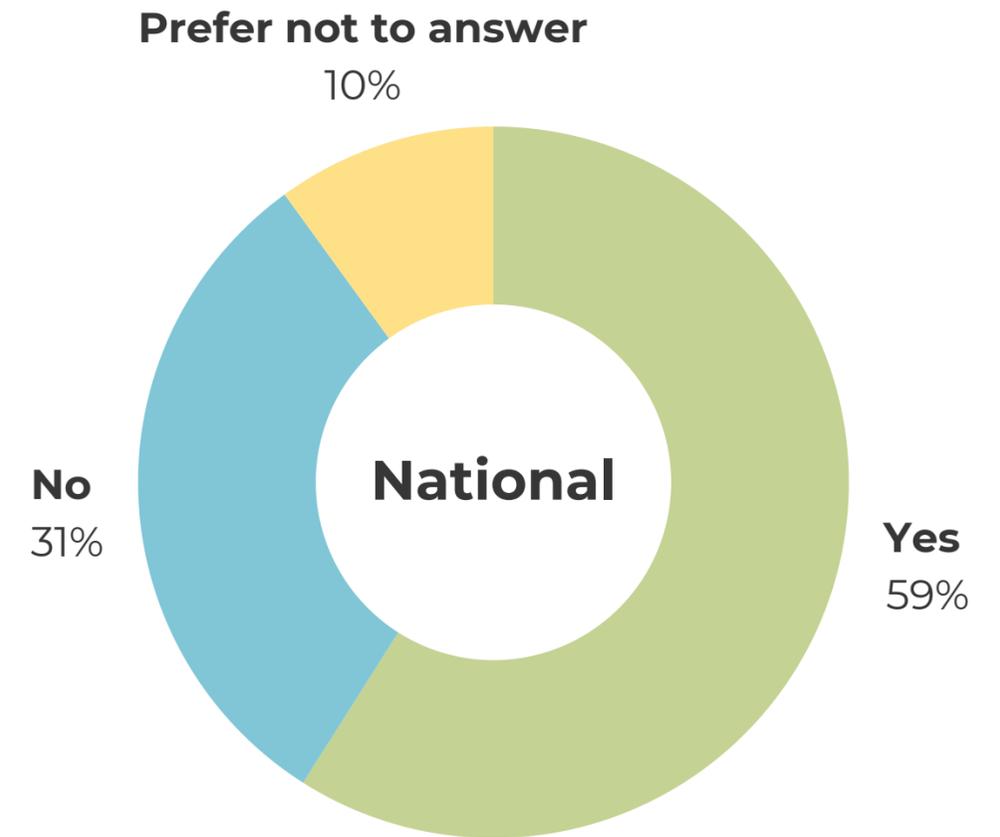
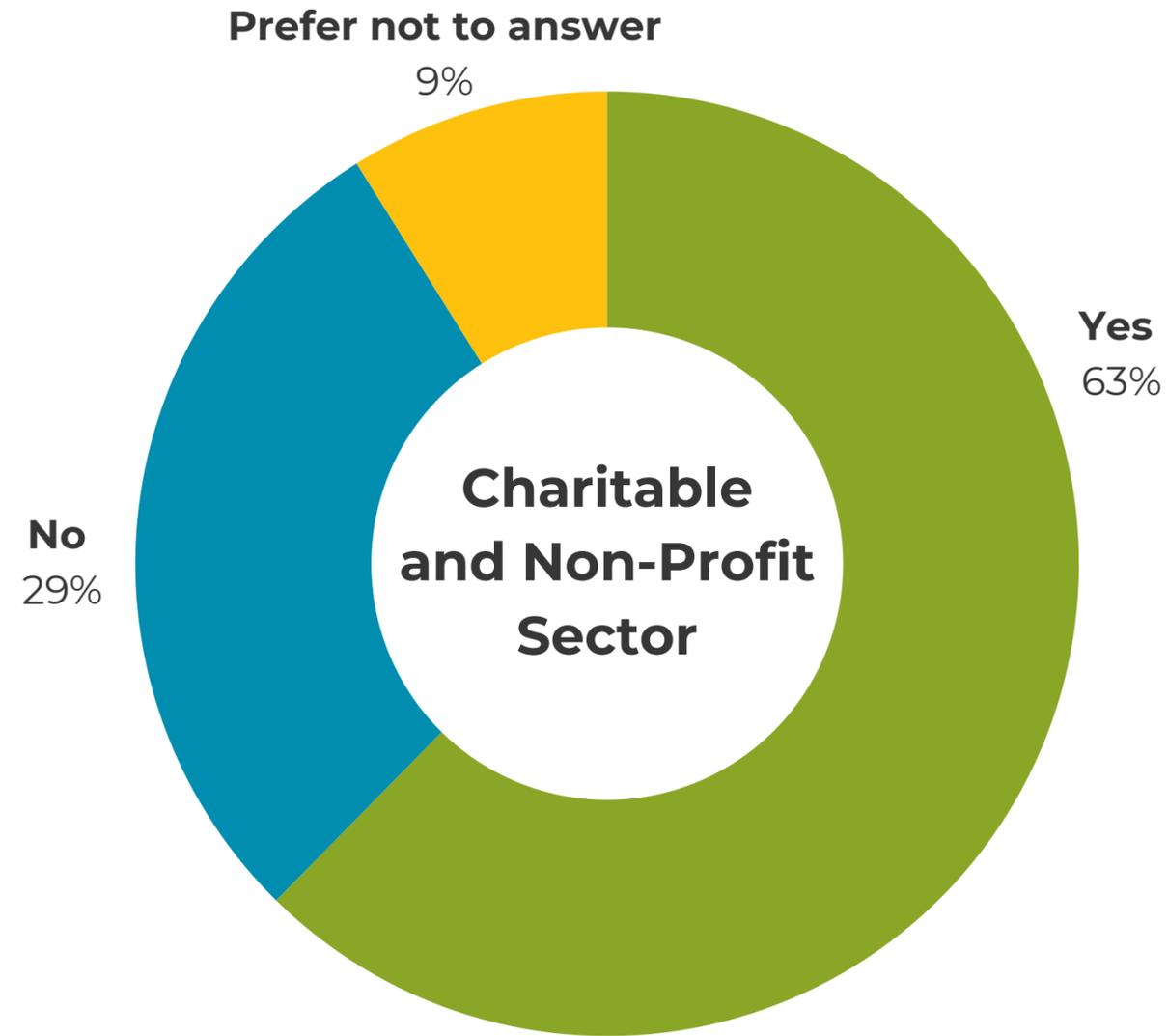
Annual Professional Development Budget from Employer

n=263



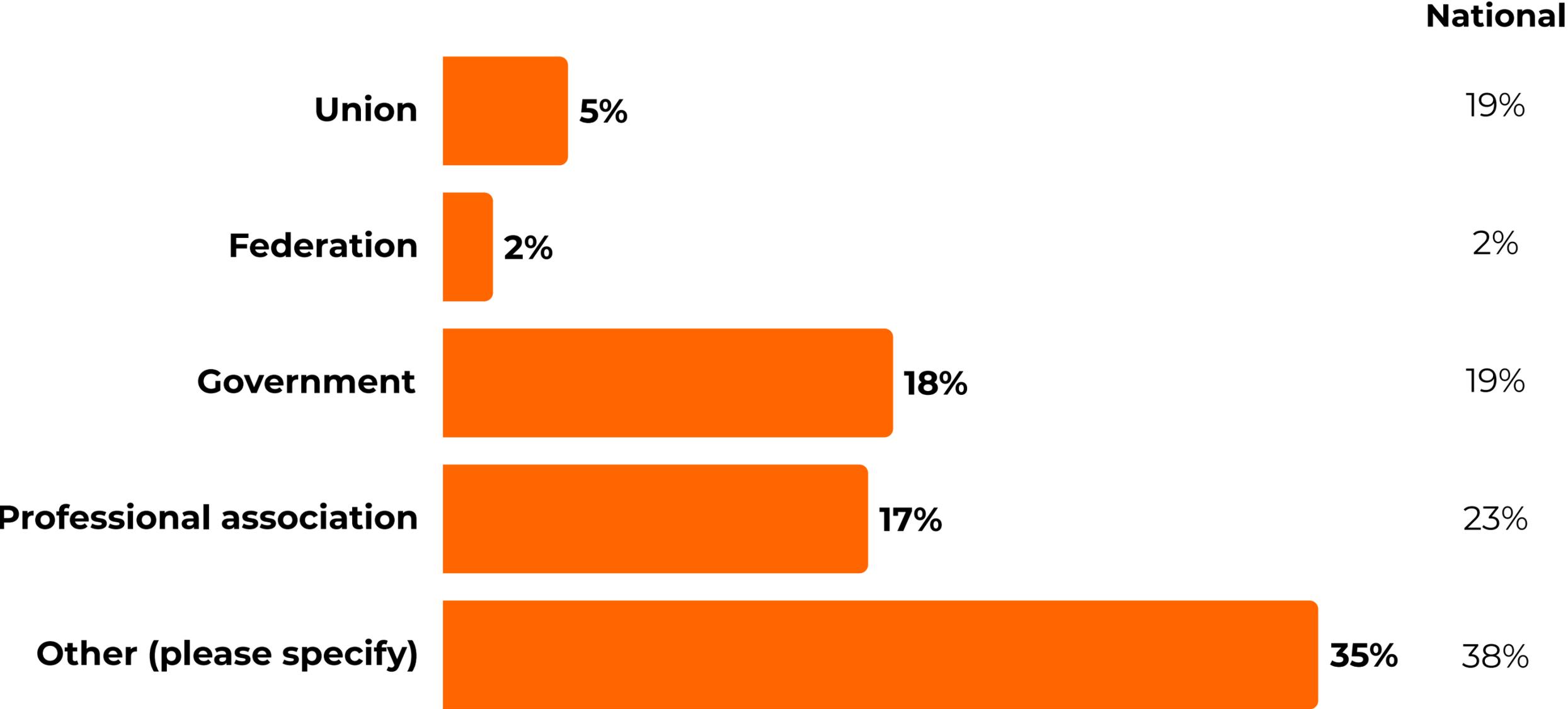
Access to Paid Time Off for Training

n=266



Access to External Funding Sources

n=266

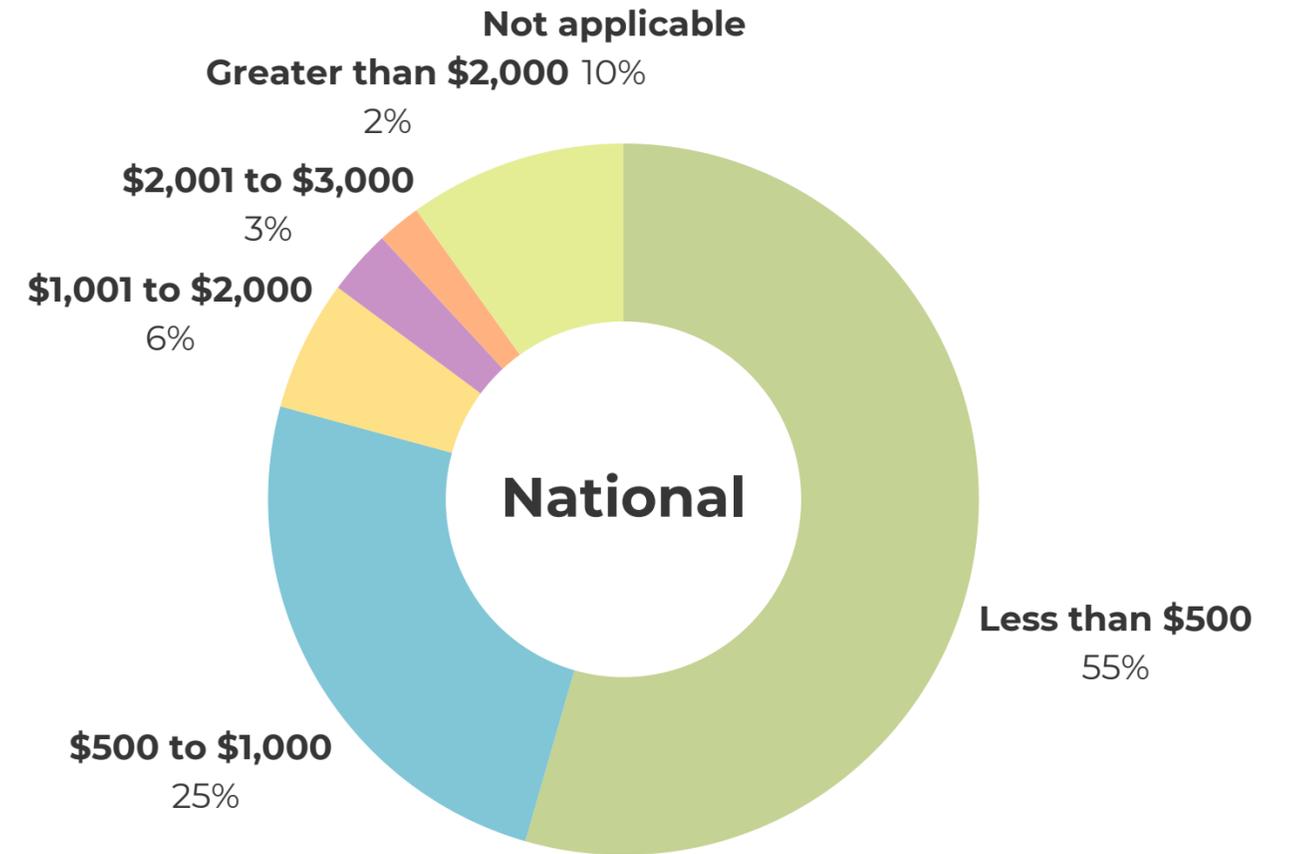
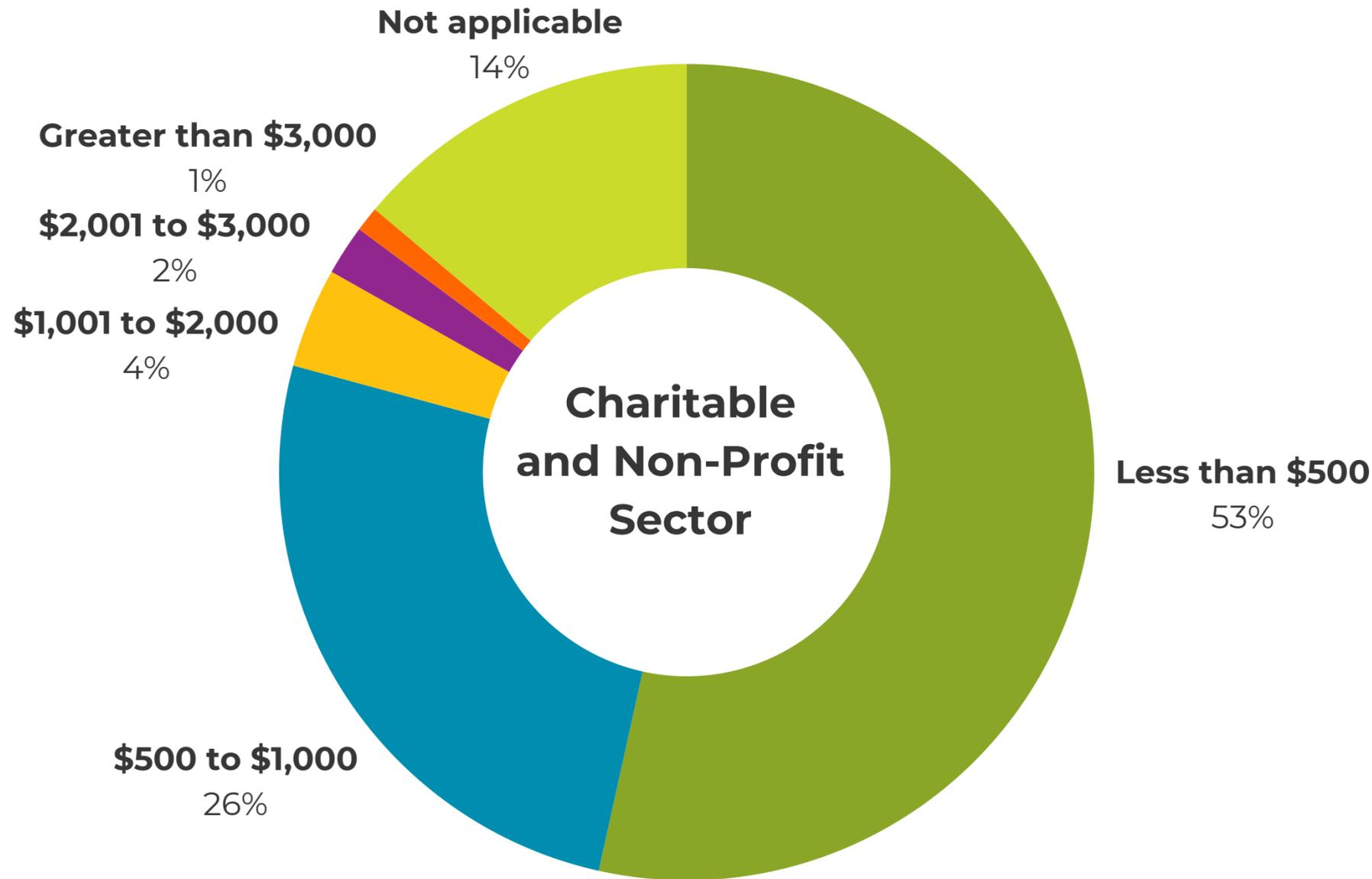


Popular other responses: None/not applicable (18%), employer-based funding (3%) and personal resources (2%).



Amount Respondents Would Personally Spend on Professional Development Annually

n=266



Section 5:

Research and Learning Dissemination



Career Development Research Activities

n=266

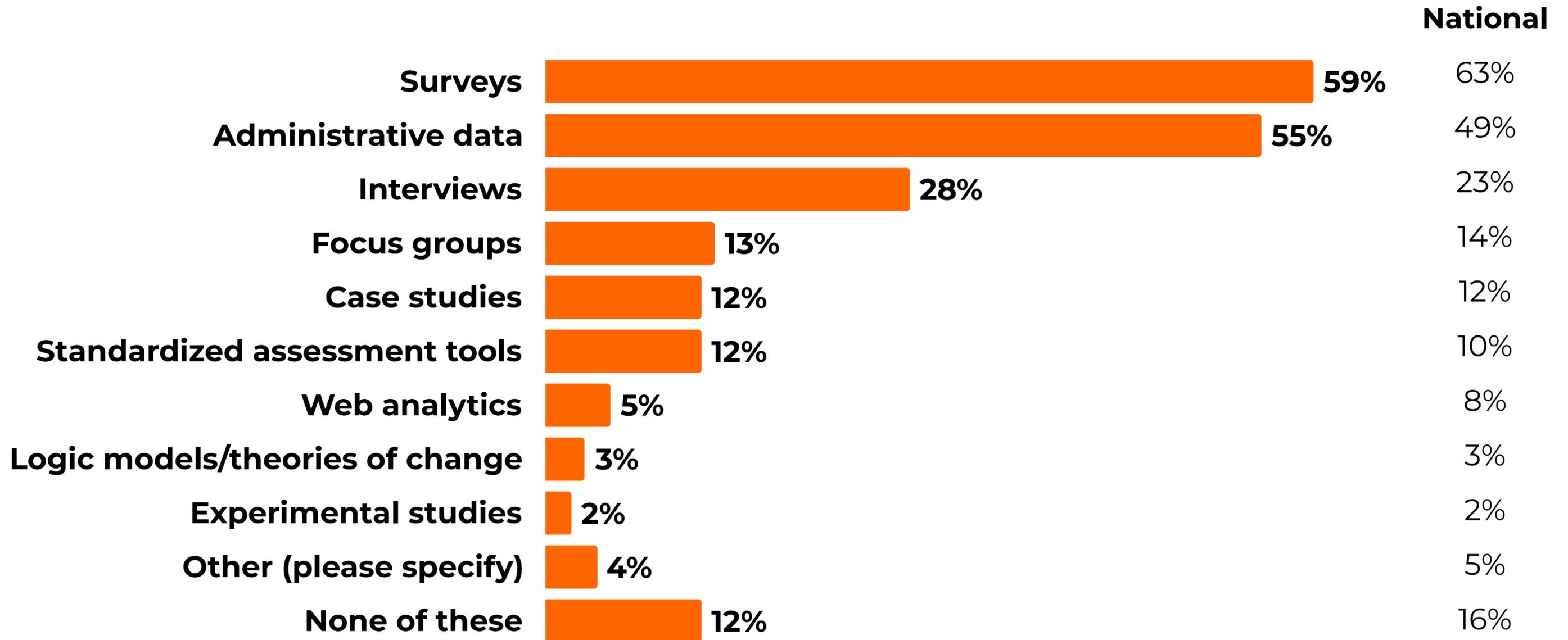


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Methods for Evaluating the Impact of Services

n=254



Popular other responses: Client feedback (3%) 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=189



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



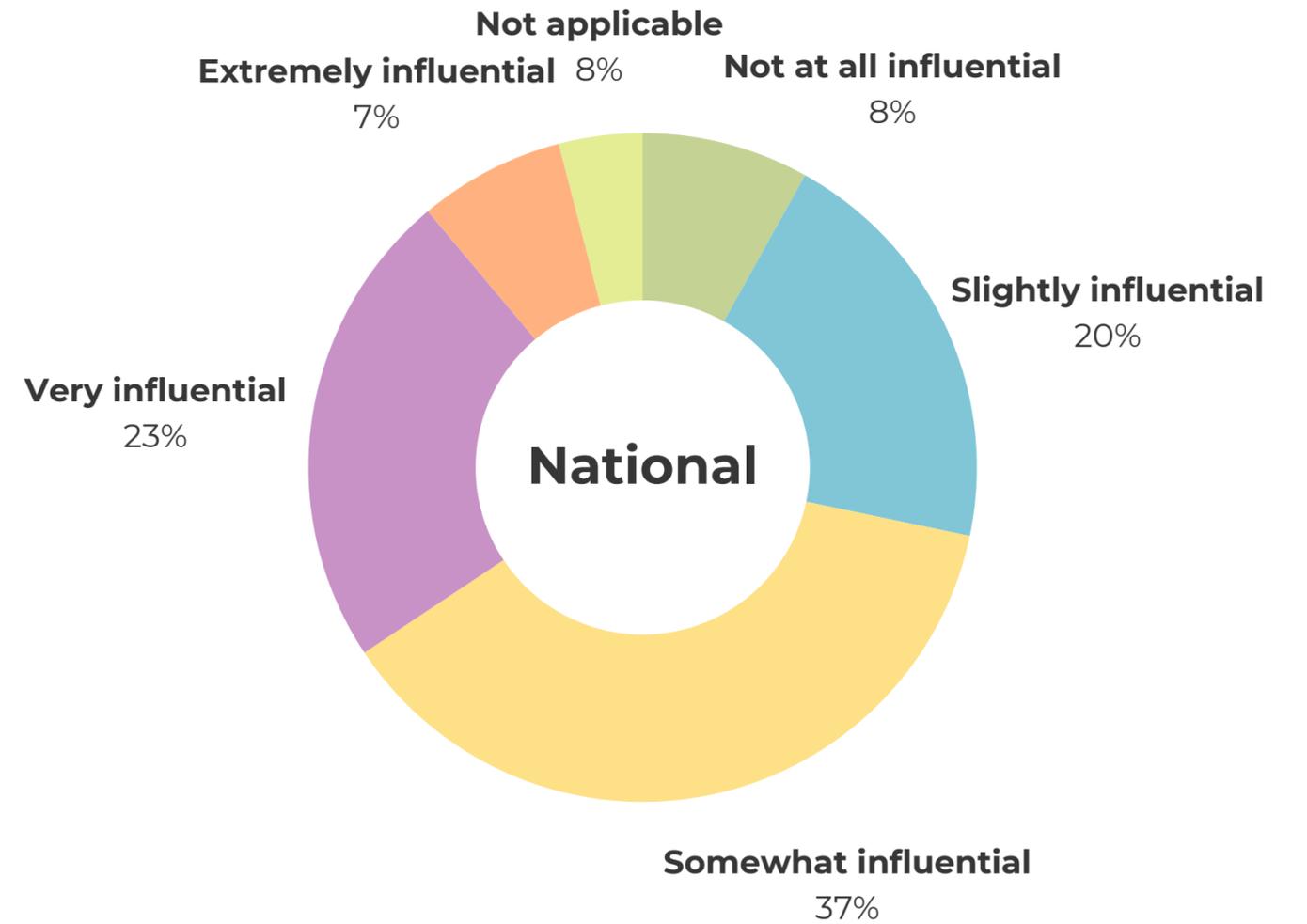
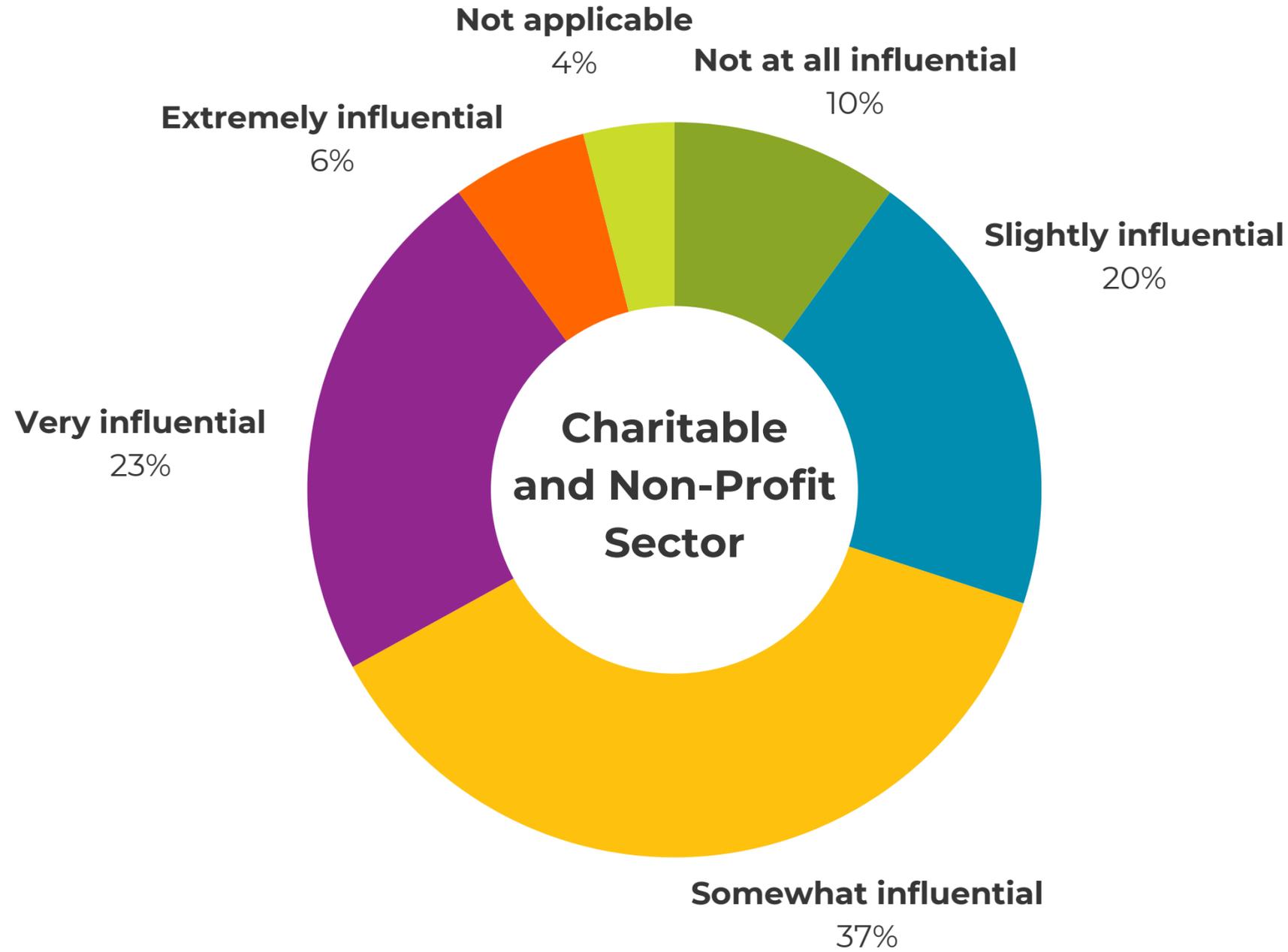
Section 6:

CERIC, the Profession, and Clients



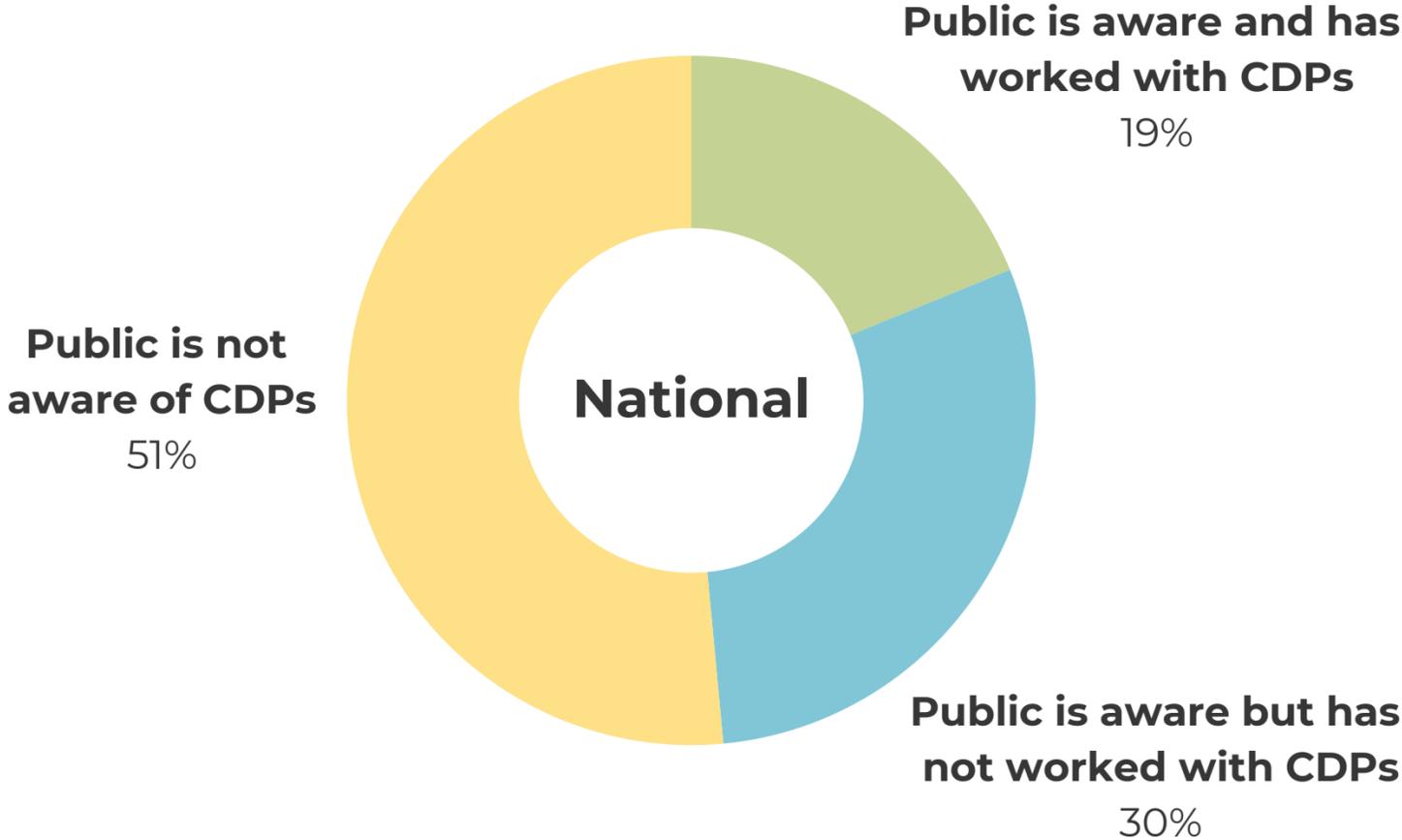
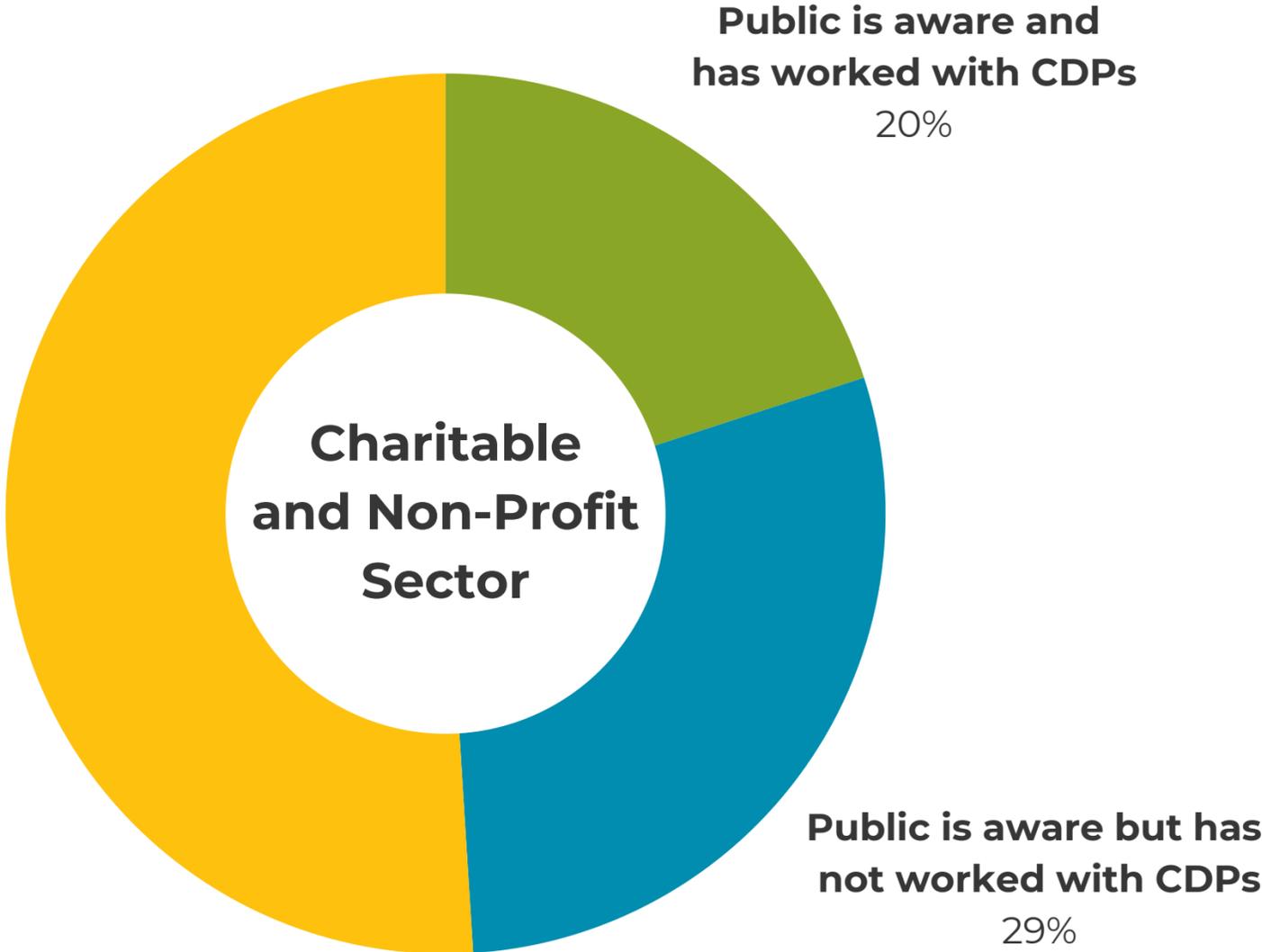
Influence of CERIC and its Programs in CDPs Work

n=254



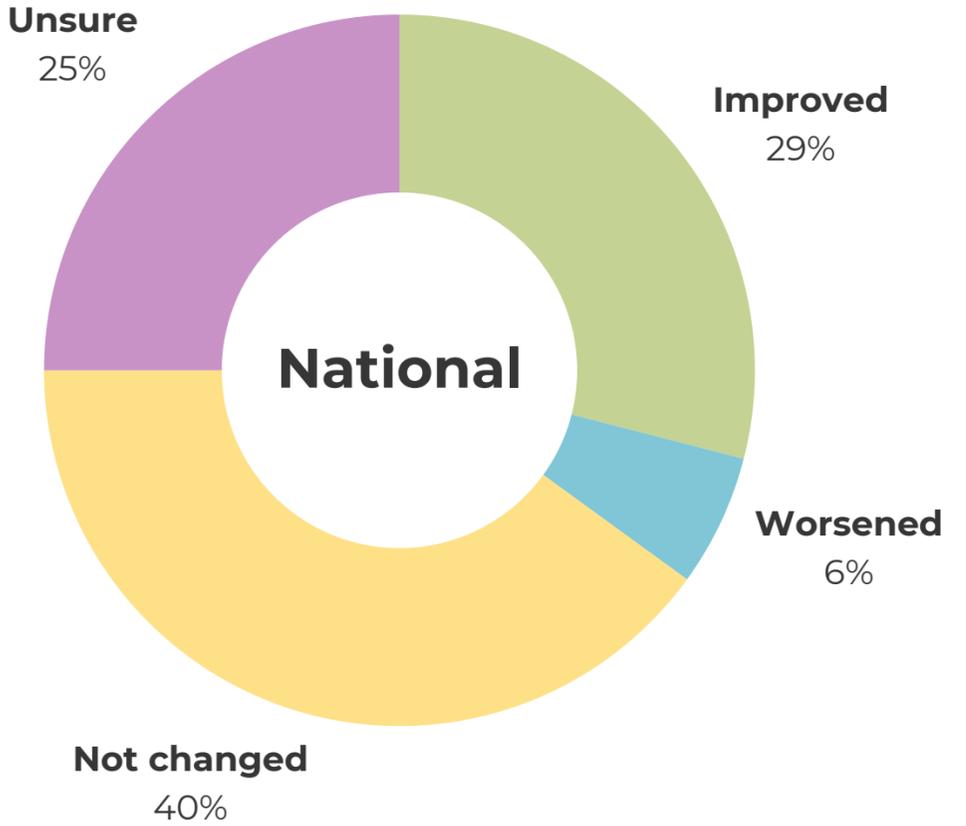
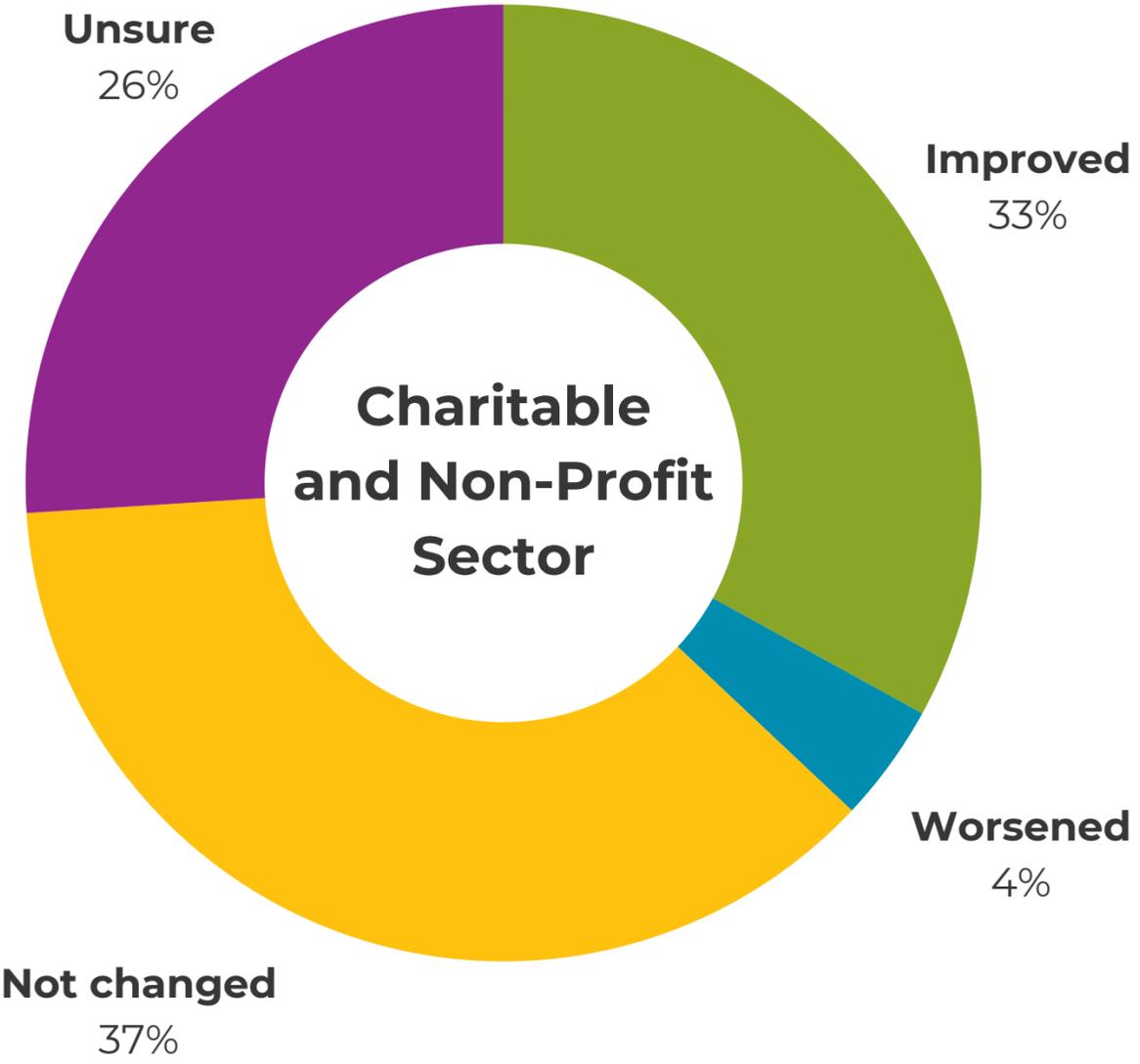
Perception of Public's Awareness of CDPs

n=252



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

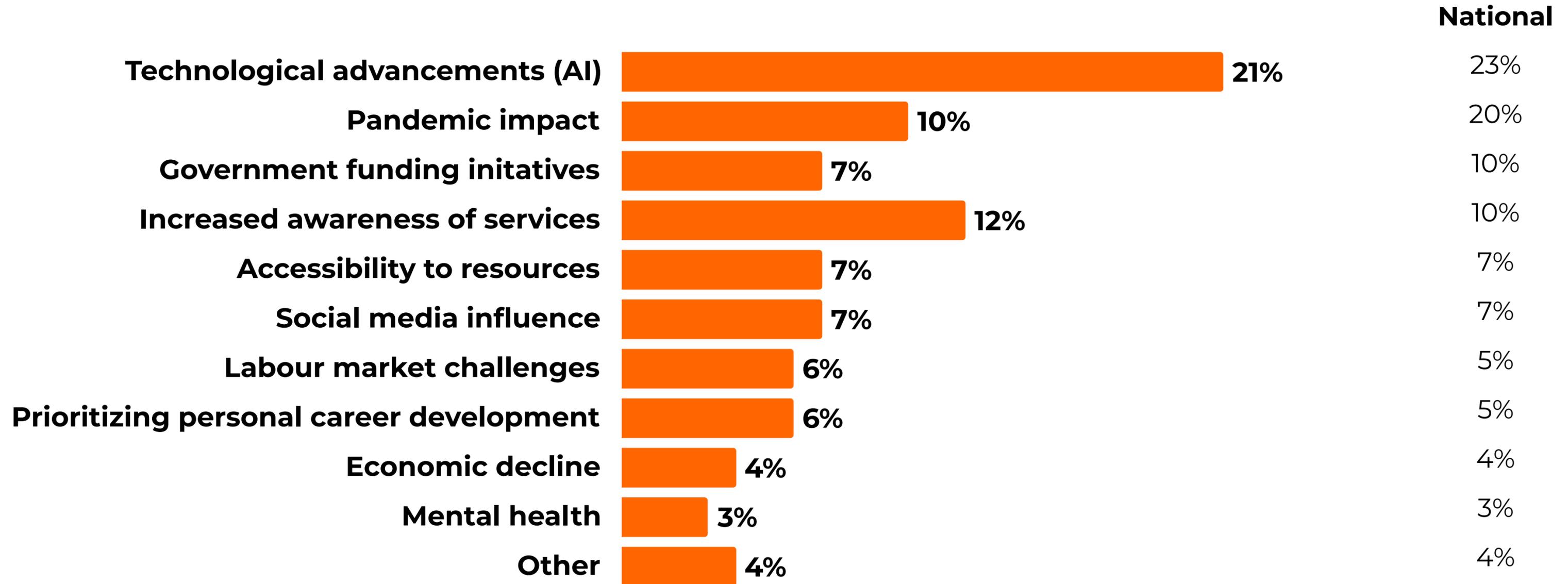
n=256



Factors Impacting the Change in Public Perception of CDPs

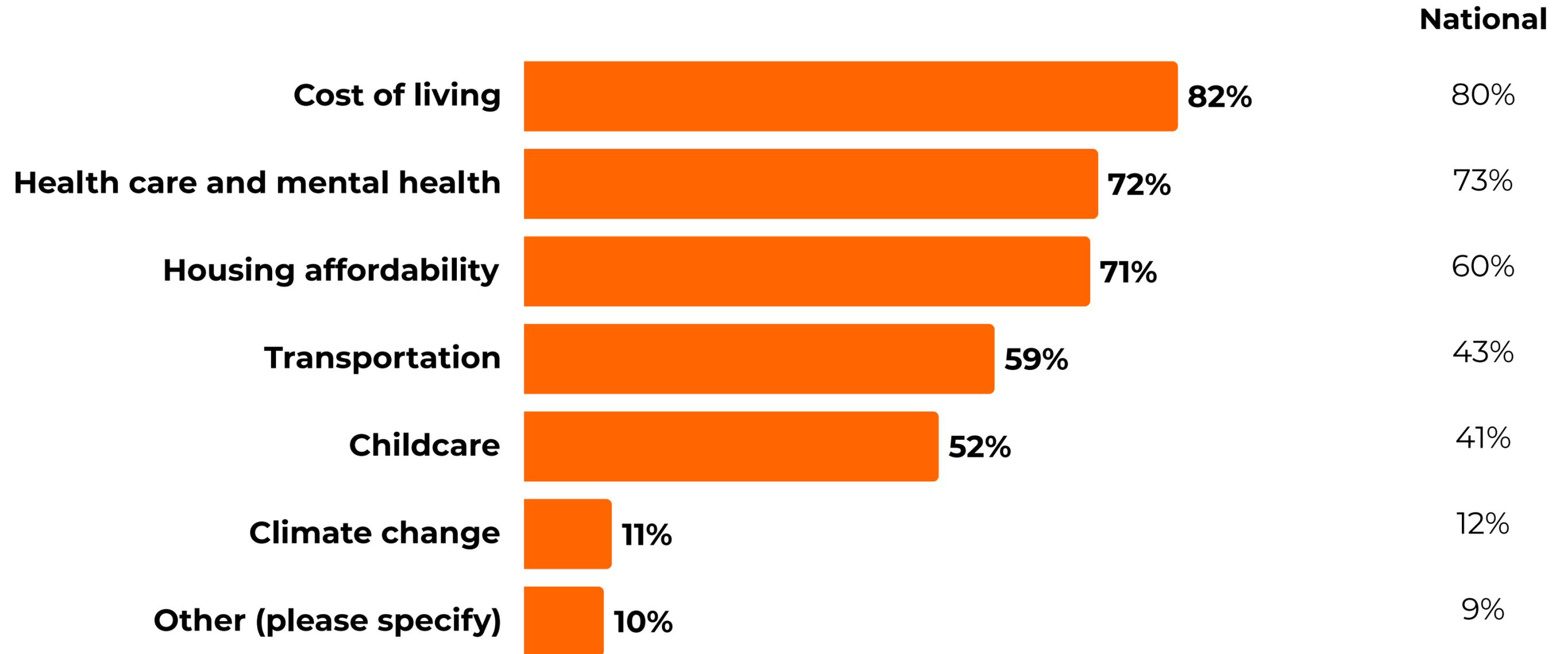
n=67

(among respondents believing it has changed)



Issues Intersecting with Work as Career Service Professional

n=256



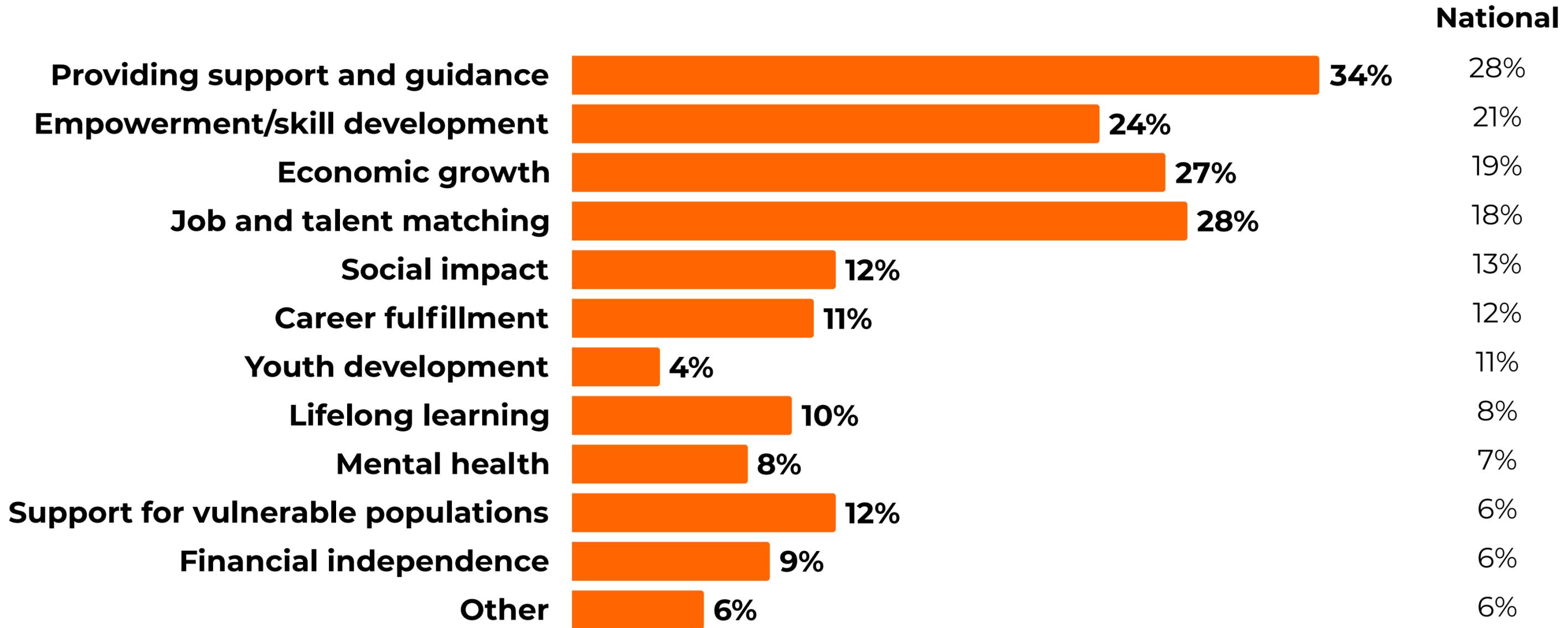
Popular other responses: Education and training access (2%) and workplace flexibility (1%).

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”

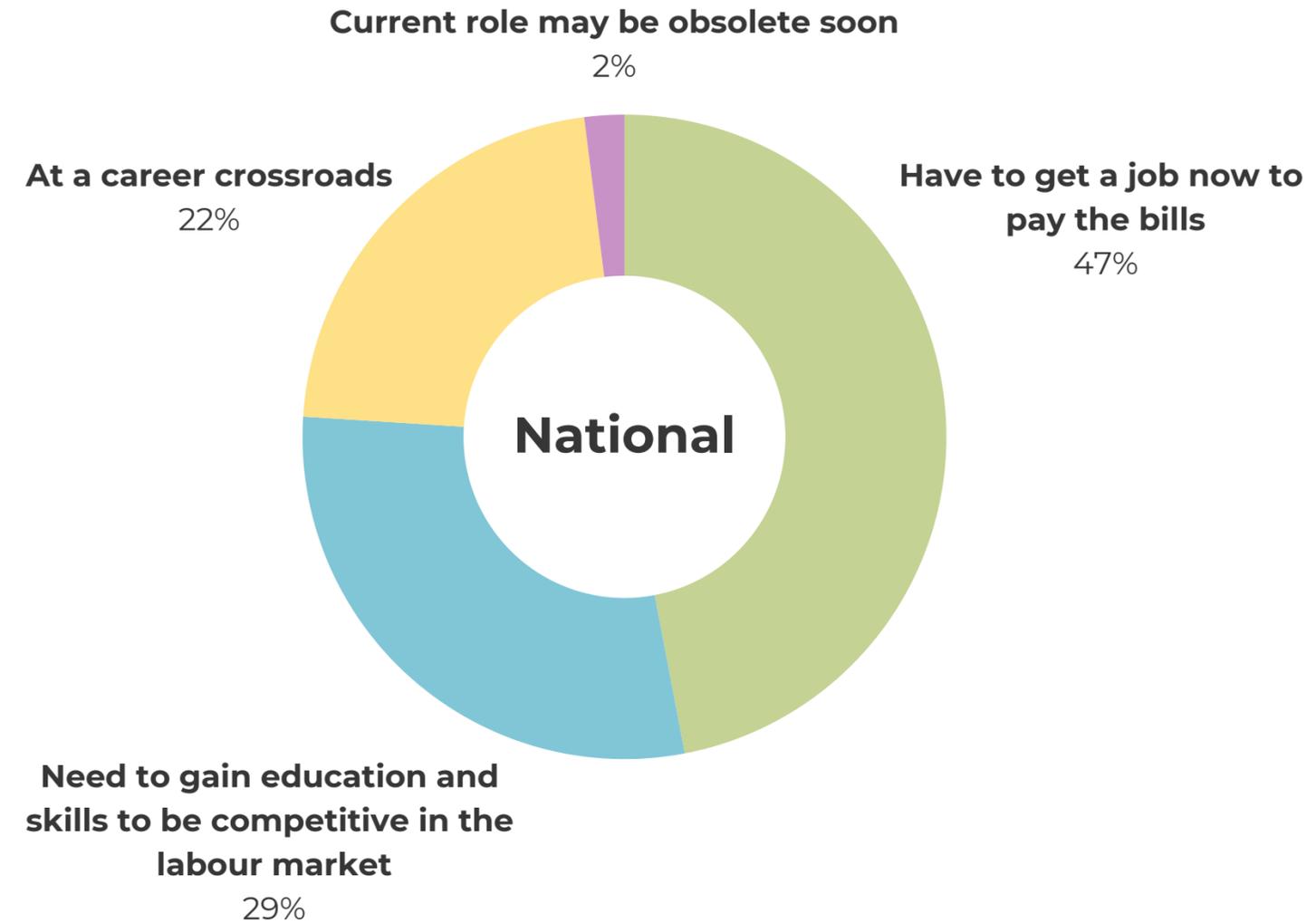
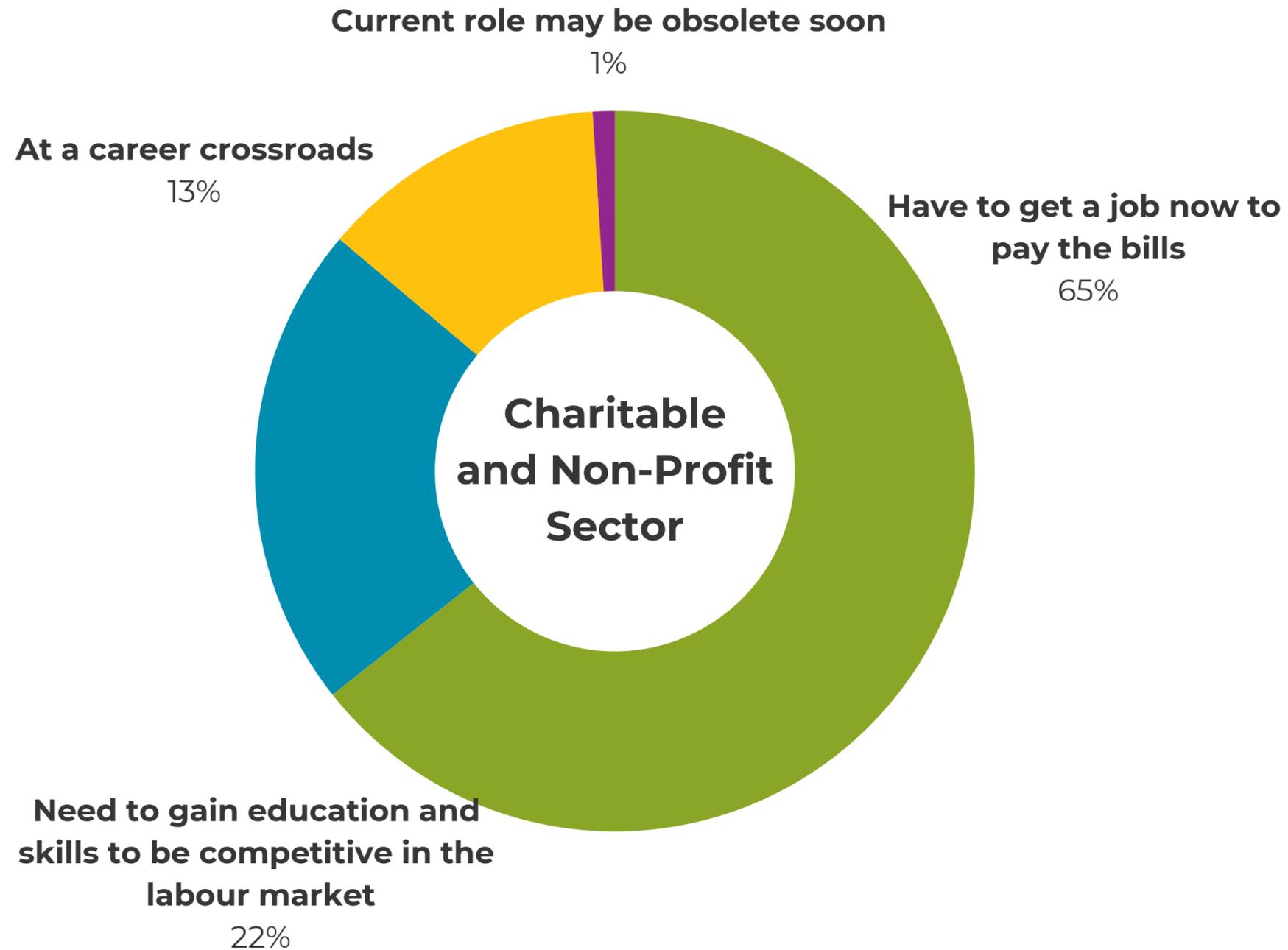
n=173



Popular other responses: Advocacy (3%), improving work-life balance (2%) and sustainability (1%).

Main Concern among Clients and Students About Navigating Careers

n=235



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

n=232

Unclear about how to move up in their field

1%

Fearful of AI/automation

3%

Charitable and Non-Profit Sector

Uncertain of strengths/interests

27%

Concerned about their ability to find decent-paying work

69%

Unclear about how to move up in their field

2%

Fearful of AI/automation

3%

National

Uncertain of strengths/interests

38%

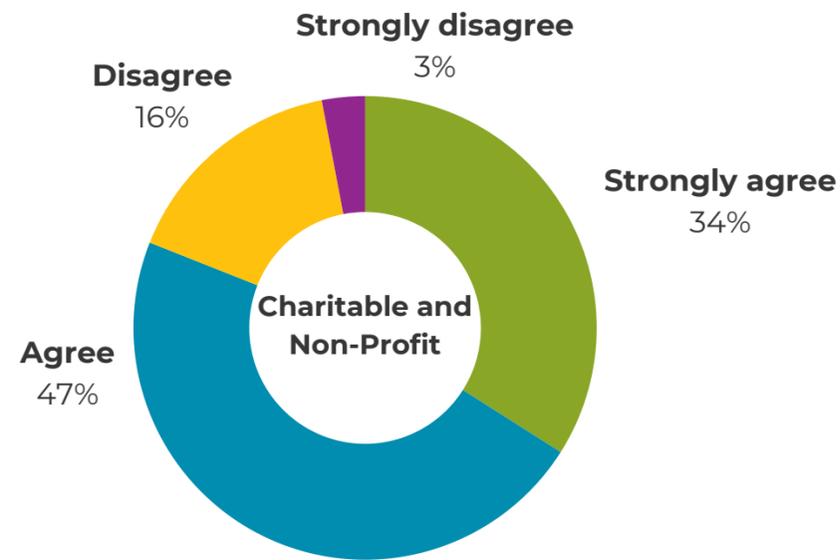
Concerned about their ability to find decent-paying work

56%

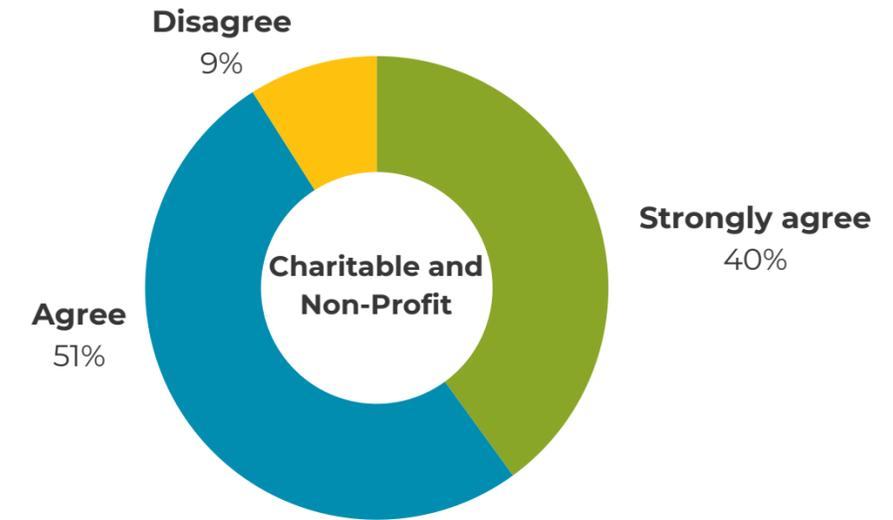


Post-pandemic Shifts in Clients' Personal Considerations

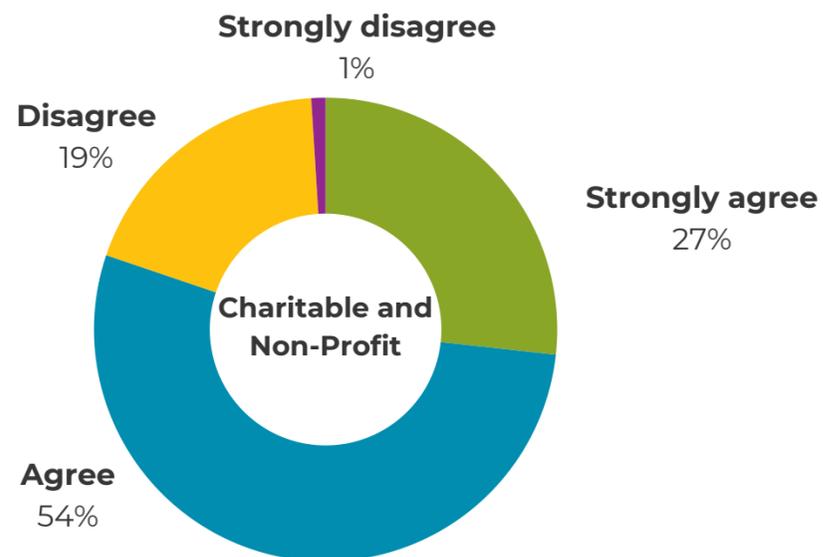
n=231 **Greater importance on remote and hybrid work**



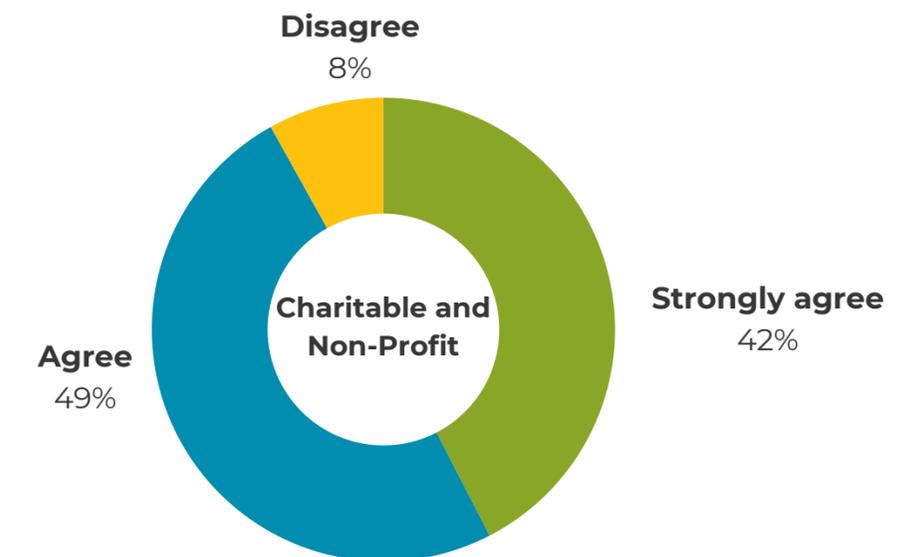
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career

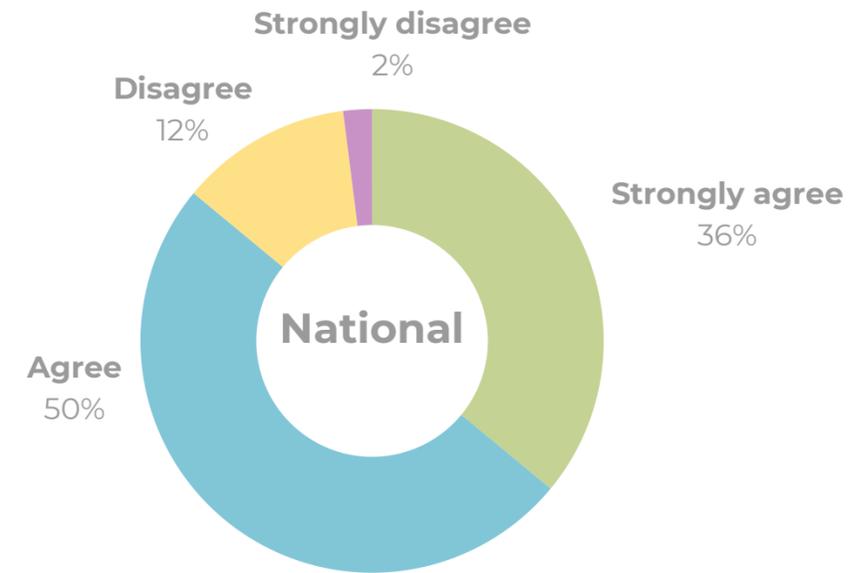


Looking for a better work-life balance

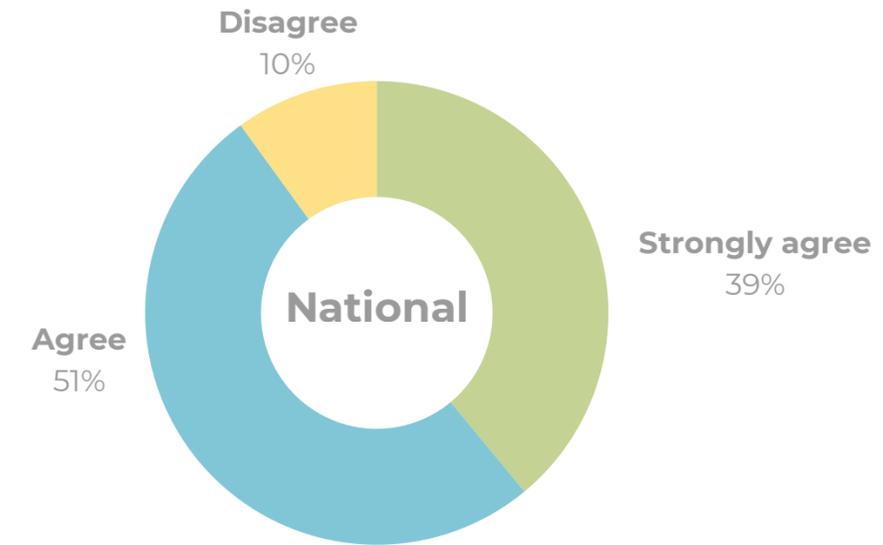


Post-pandemic Shifts in Clients' Personal Considerations (National)

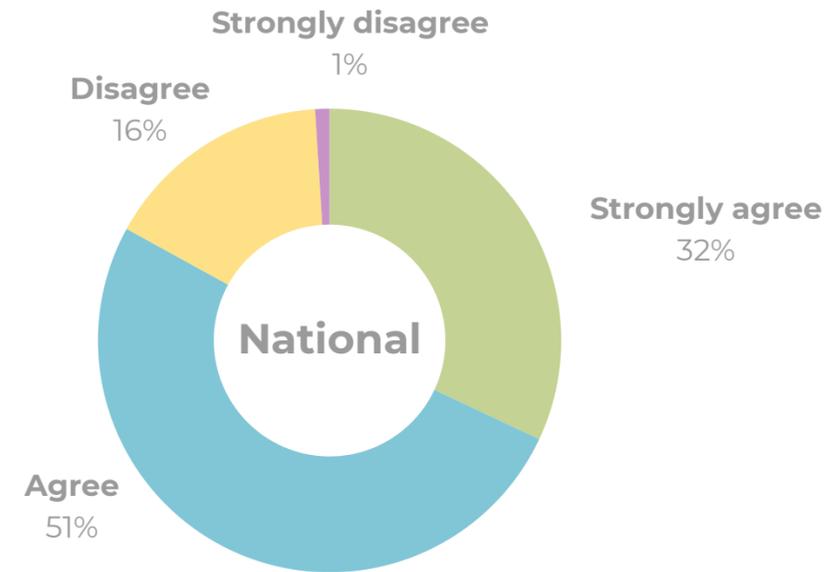
Greater importance on remote and hybrid work



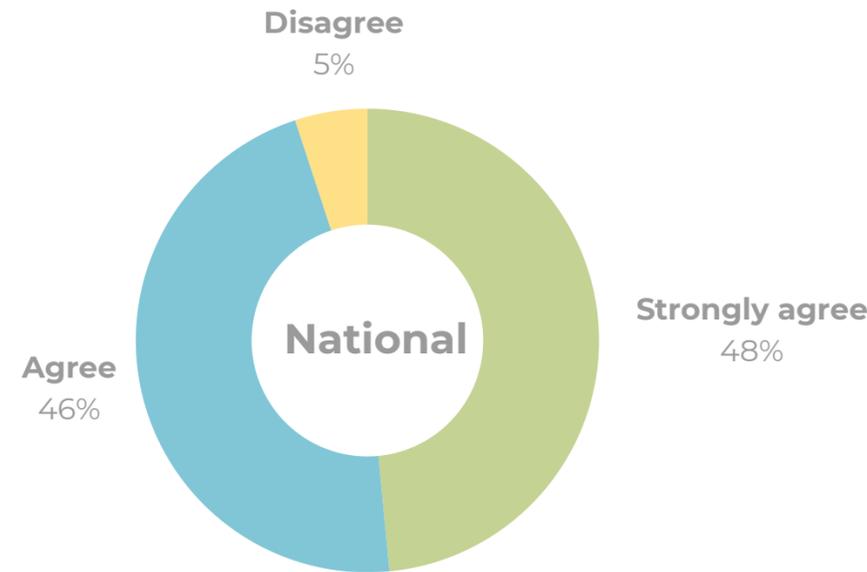
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career



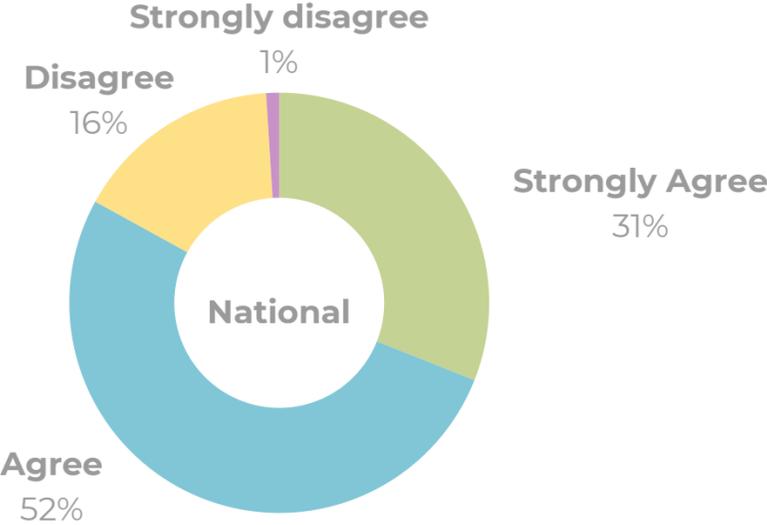
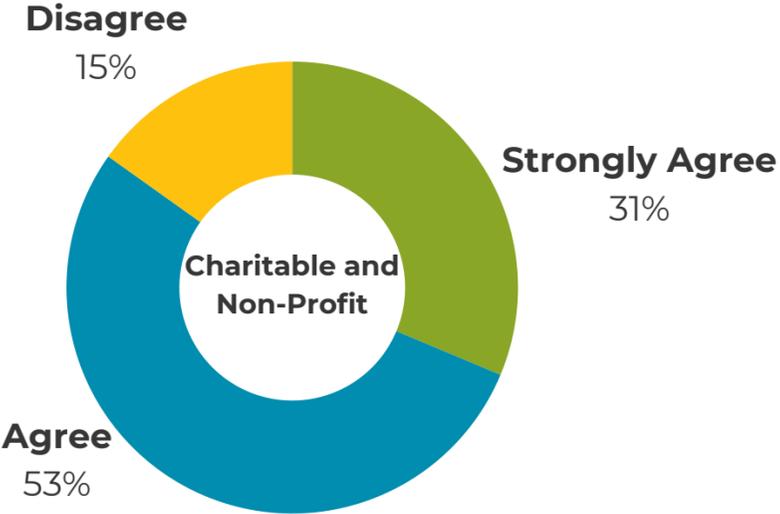
Looking for a better work-life balance



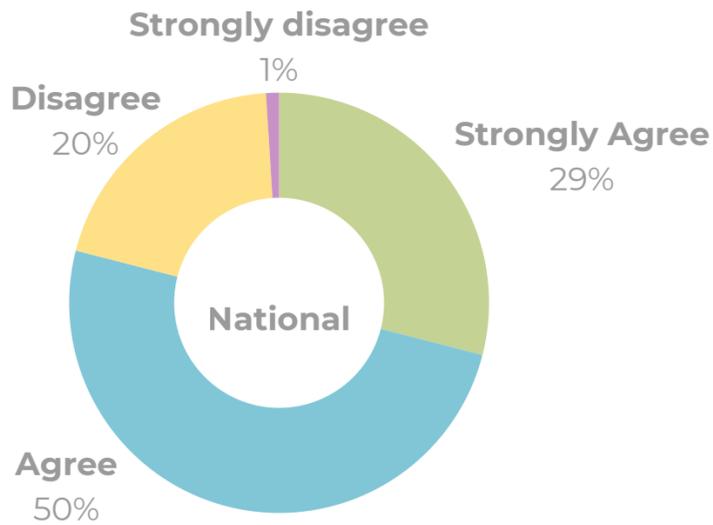
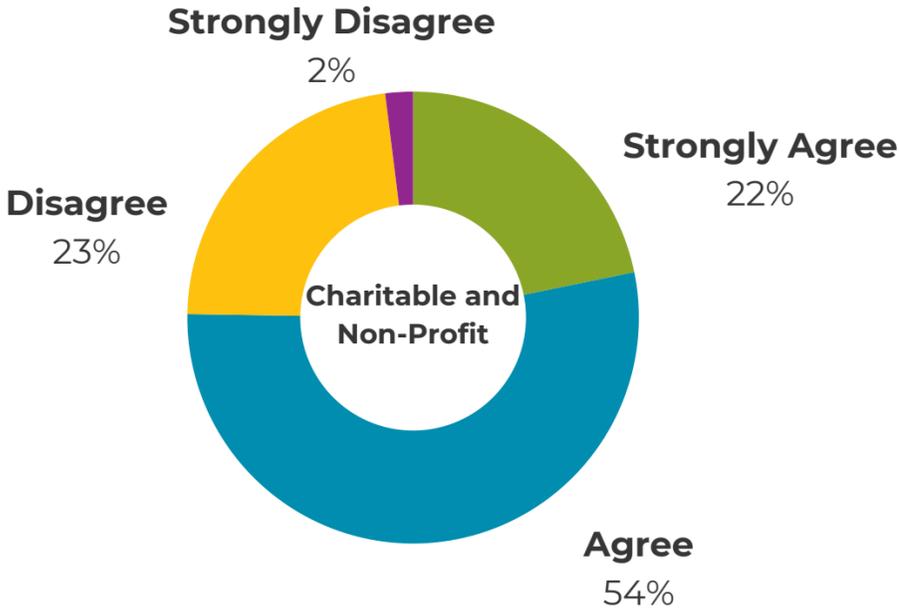
Career Myths Based on Experience with Clients

n=232

Most believe career guidance is not available beyond high school



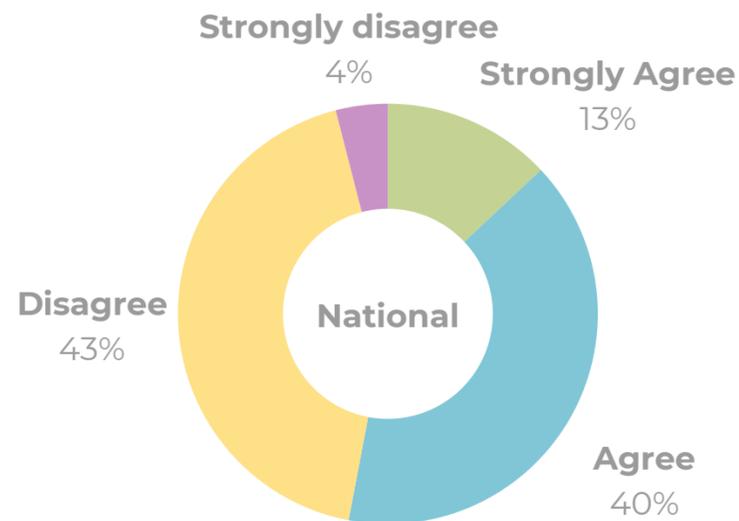
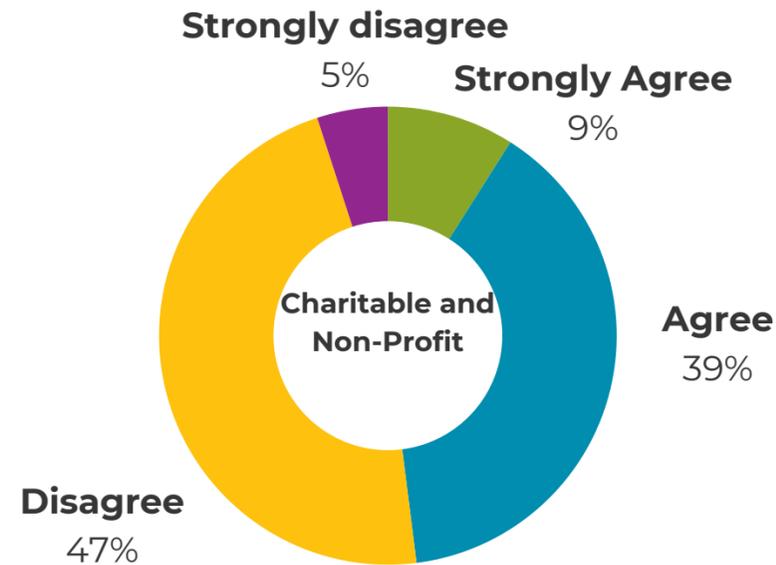
Most believe careers are linear



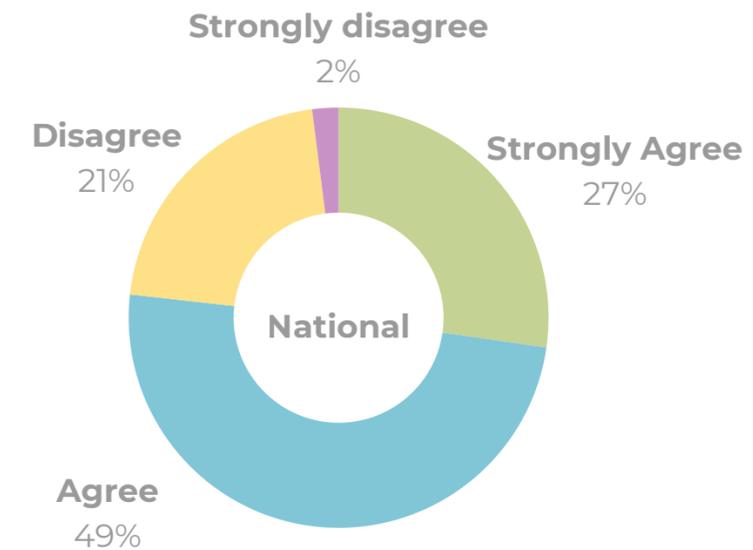
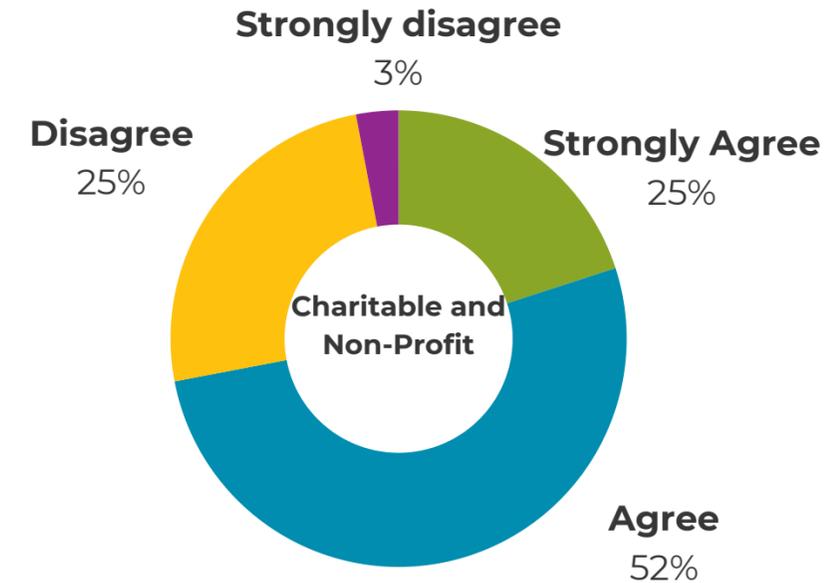
Career Myths Based on Experience with Clients (continued)

n=232

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

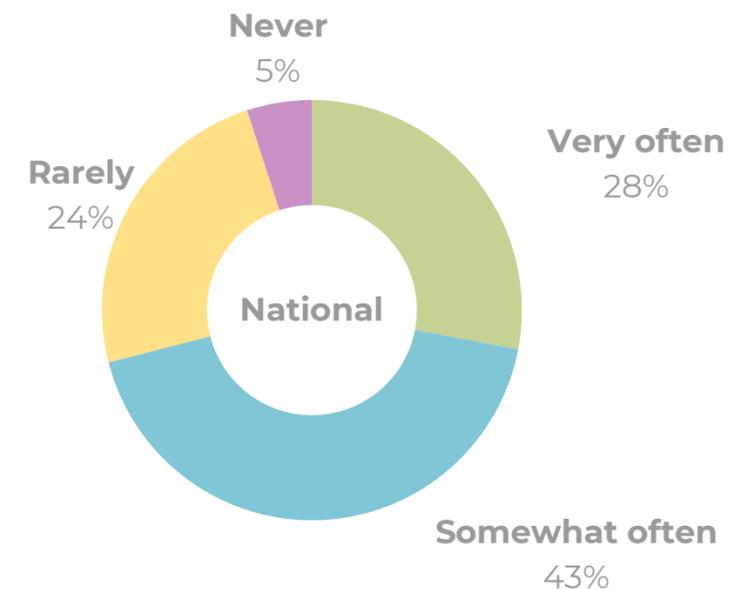
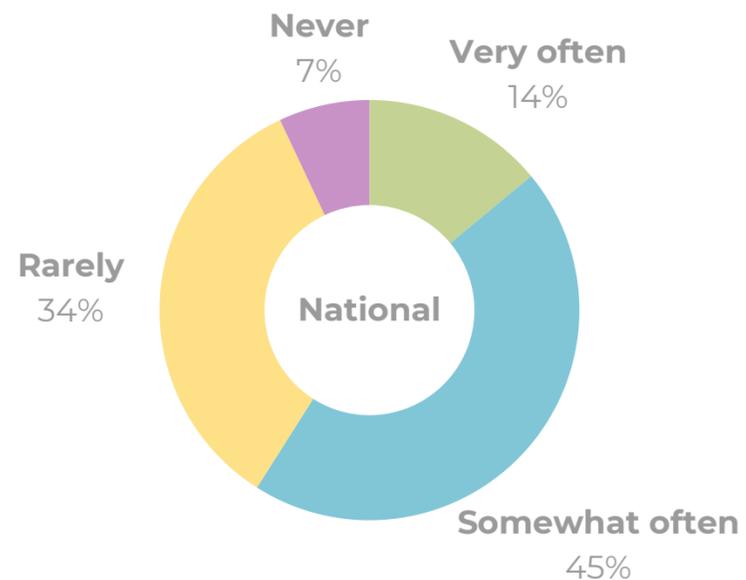
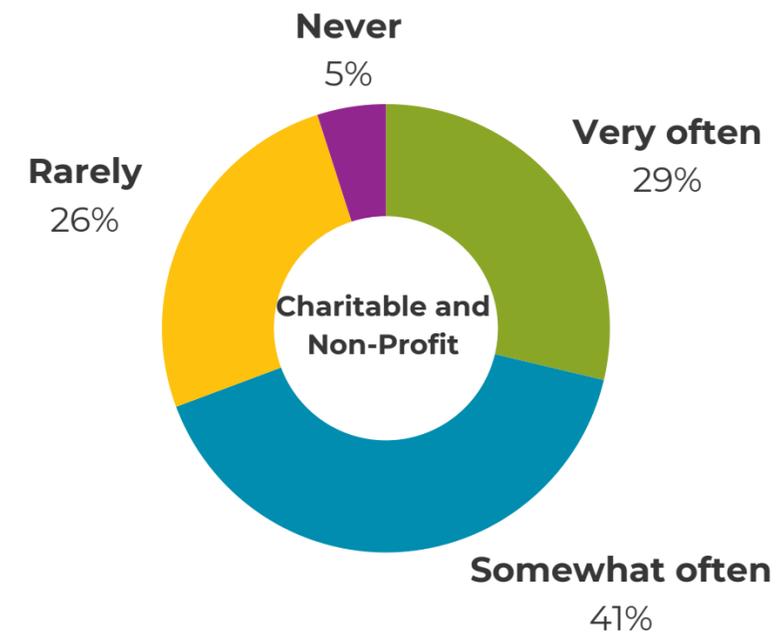
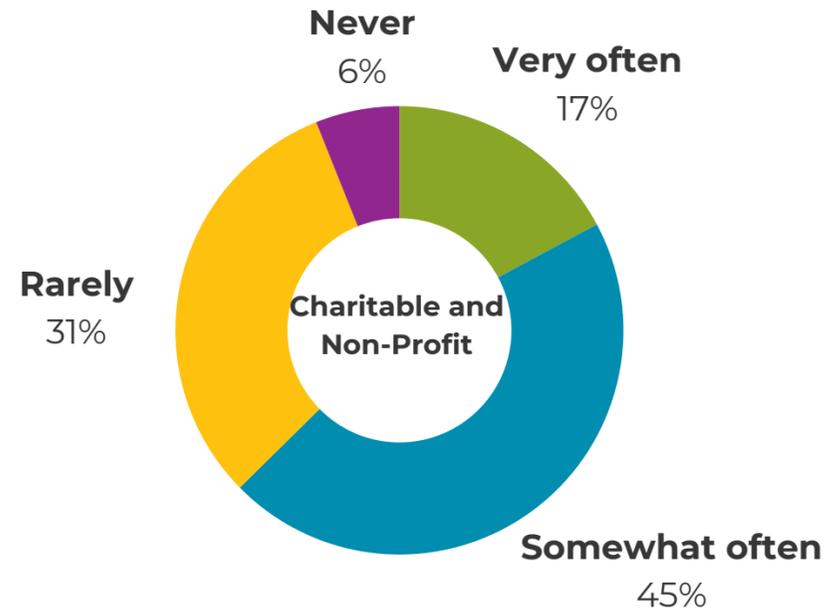


Frequency of Shared Views from Clients

n=229

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

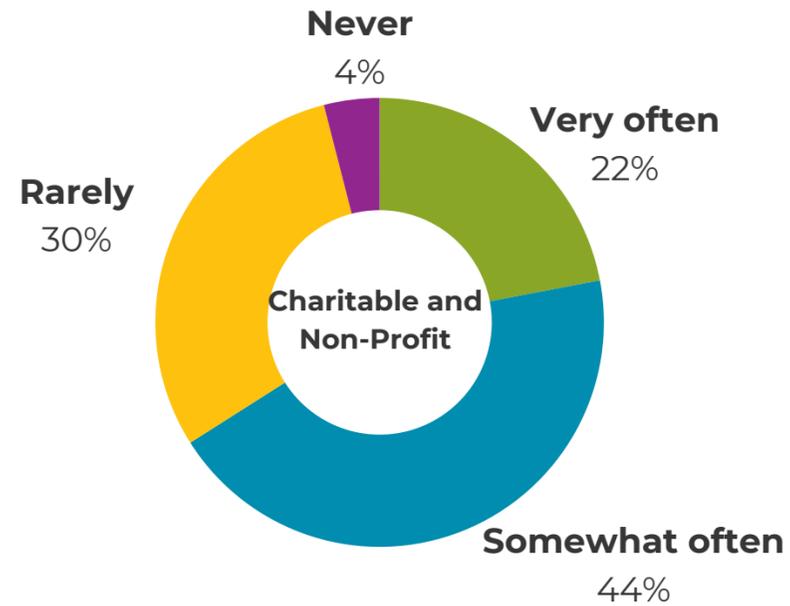
I wish I had chosen a career that is aligned with my values



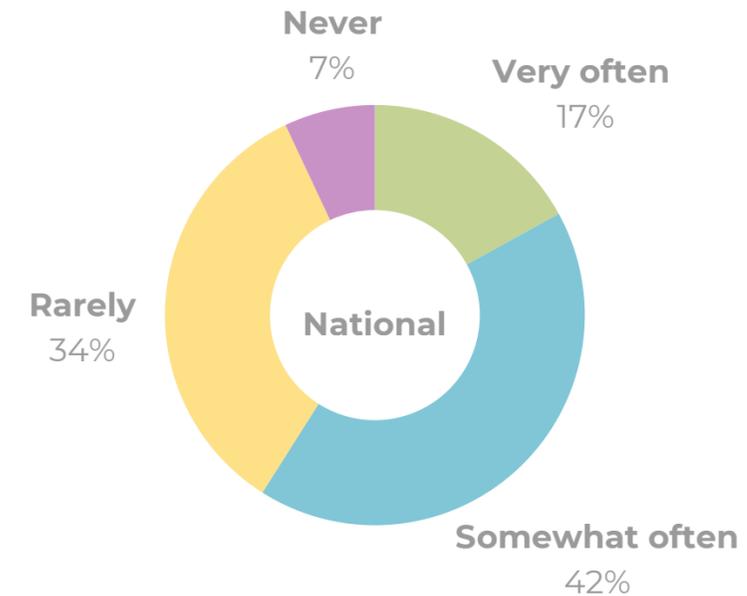
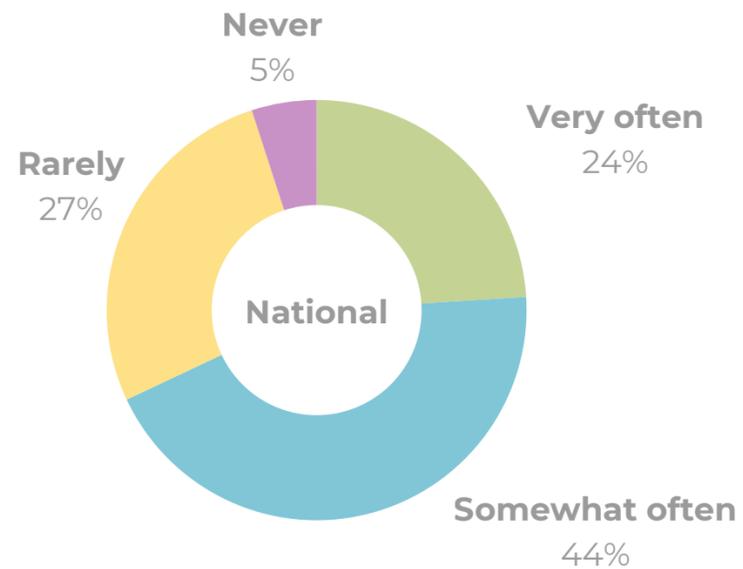
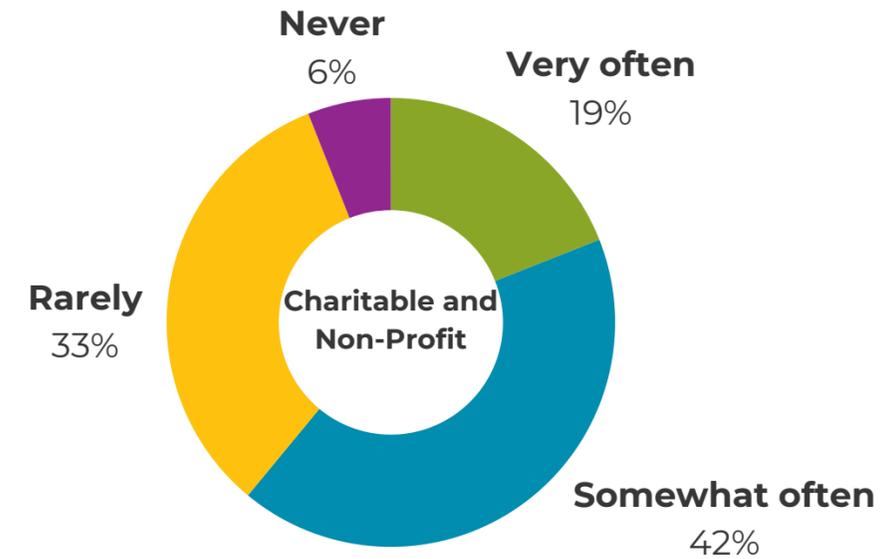
Frequency of Shared Views from Clients (continued)

n=229

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

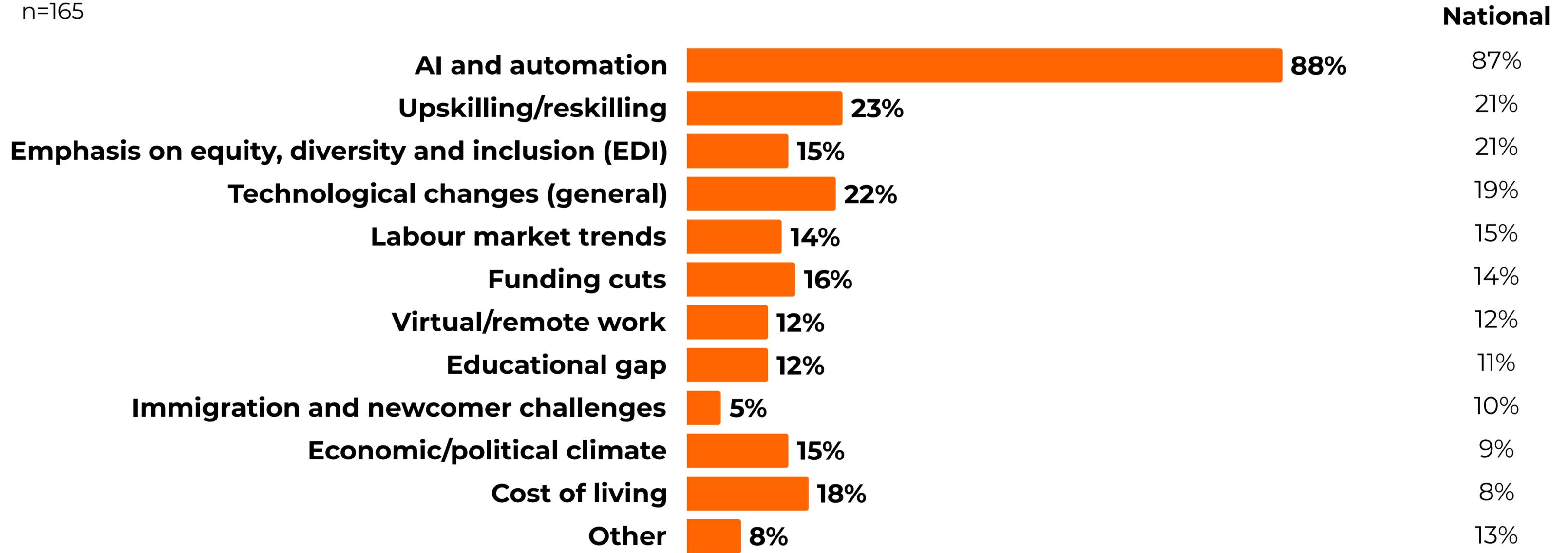


I wish I hadn't let fear prevent me from taking a different career direction



Anticipated Changes in Practice Over Next Five Years

n=165



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

