2024 CERIC
Survey of Career Service Professionals
Post-Secondary Education Sector Report

COMMUNITY RESEARCHERS

CERIC Advancing Career Development in Canada | Promouvoir le développement de carrière au Canada

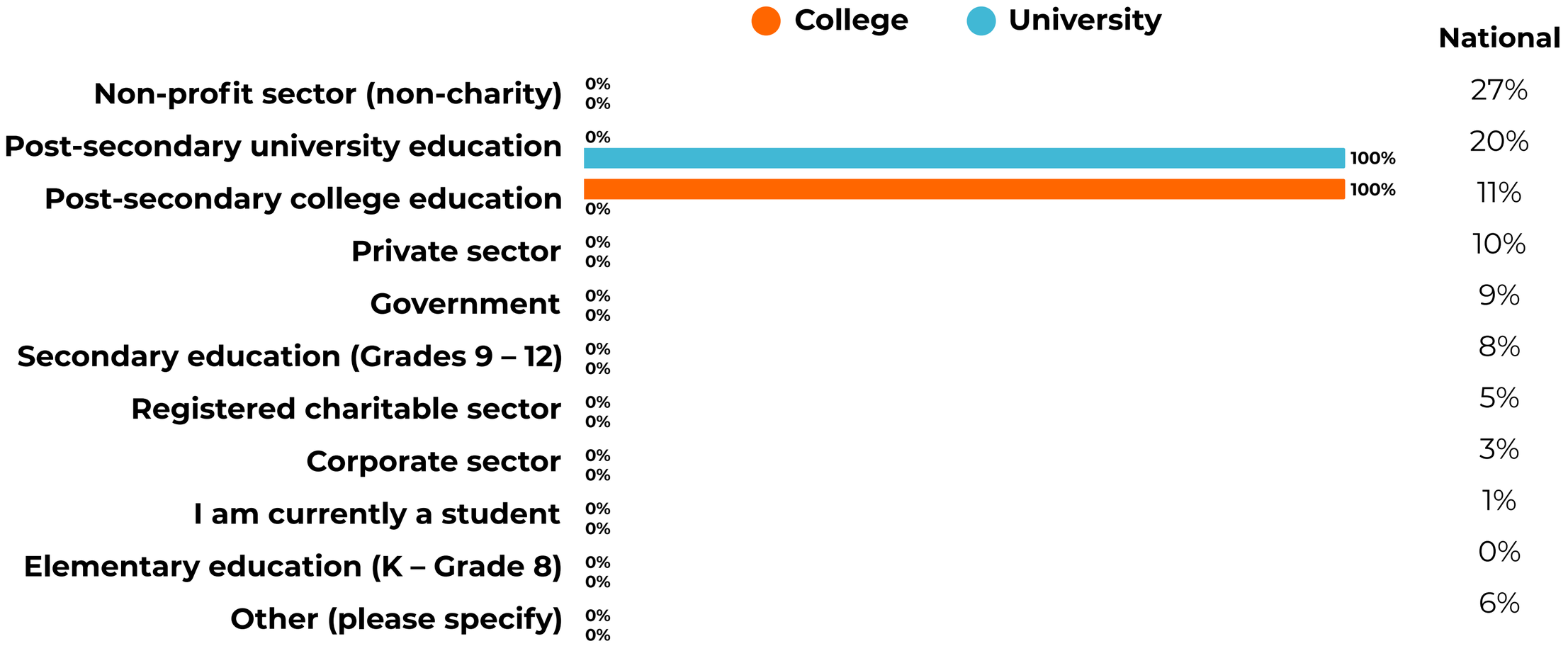
Methodology Summary

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	319 respondents, 109 college + 210 university (31% 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=109+210



Staff Size of Career Services Operation

n=101+194

	College	University	National
Single proprietor	0%	1%	8%
1 to 4 employees	17%	12%	15%
5 to 10 employees	32%	24%	17%
11 to 25 employees	21%	25%	21%
26 to 50 employees	10%	18%	14%
51 employees or more	17%	17%	22%
Prefer not to answer	4%	3%	2%

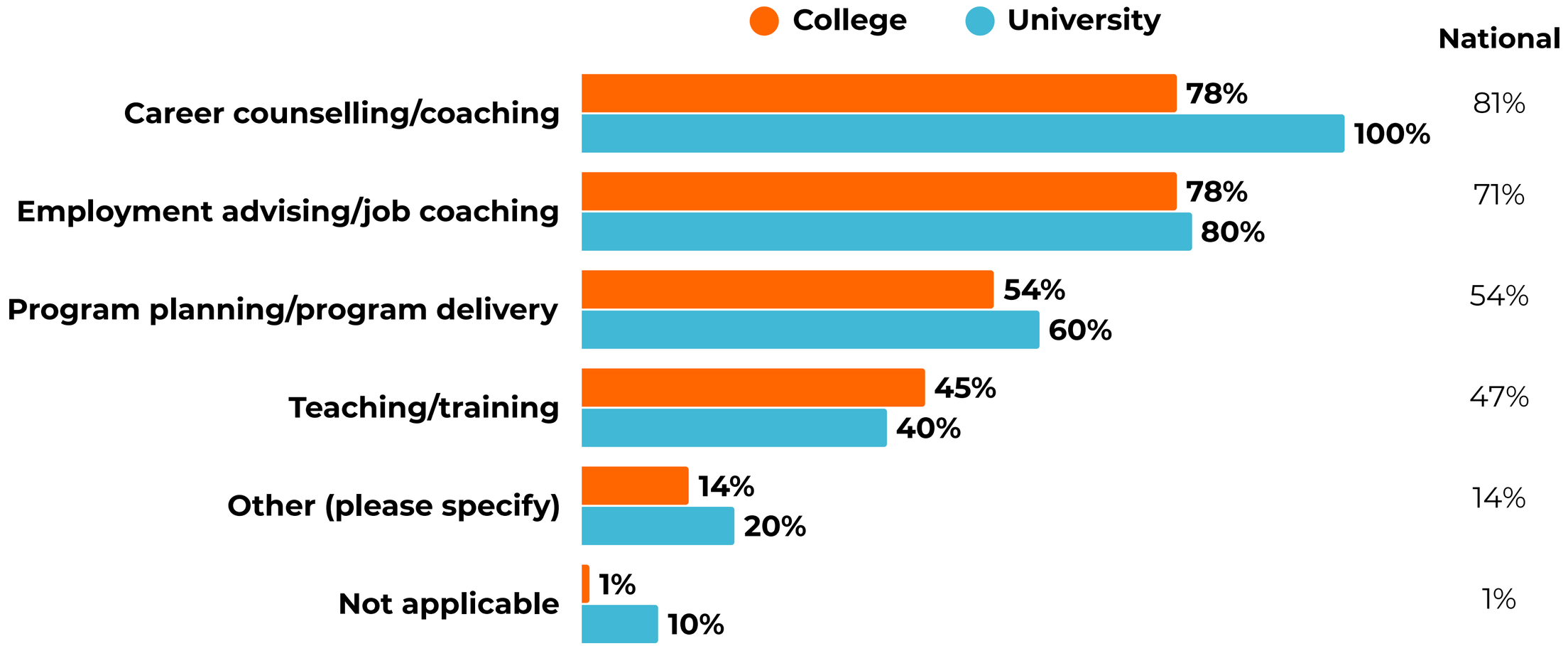
Years Working in Career Development

n=101+193

	College	University	National
Less than 1 year	3%	4%	4%
1 to 4 years	12%	24%	22%
5 to 10 years	25%	33%	23%
11 to 20 years	29%	22%	26%
More than 20 years	31%	18%	25%
Prefer not to answer	1%	0%	0%

Services Offered

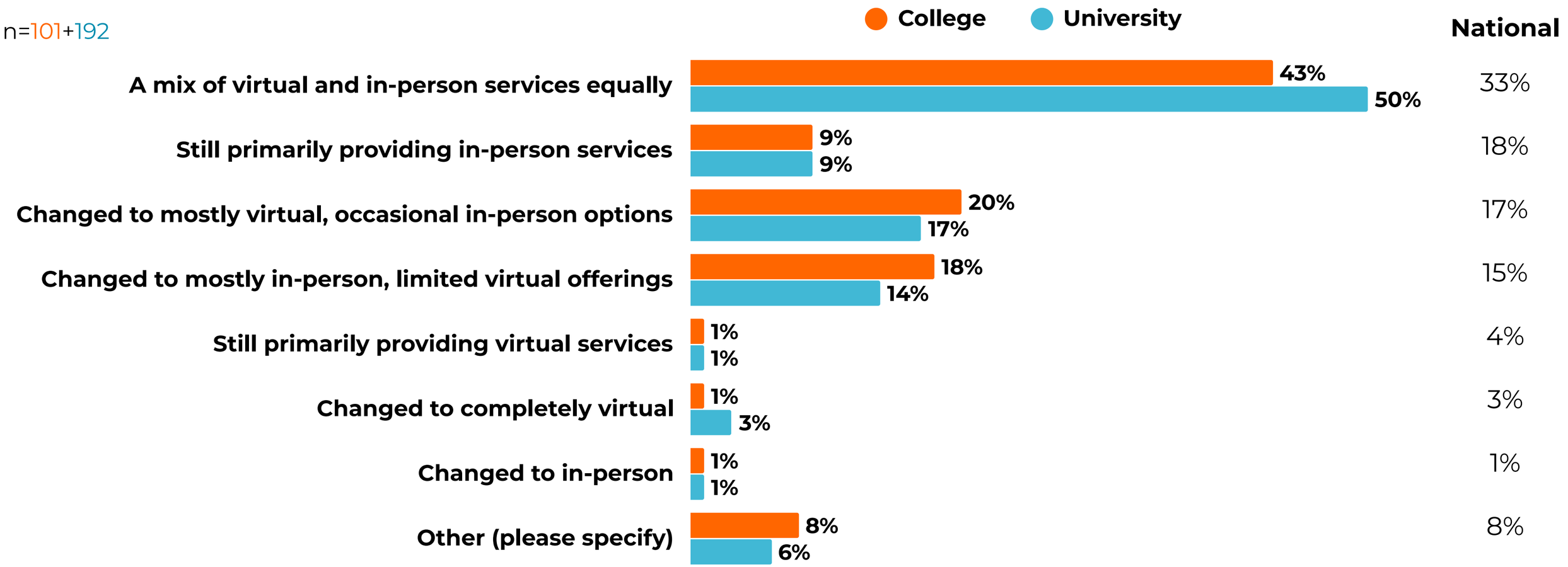
n=101+192



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

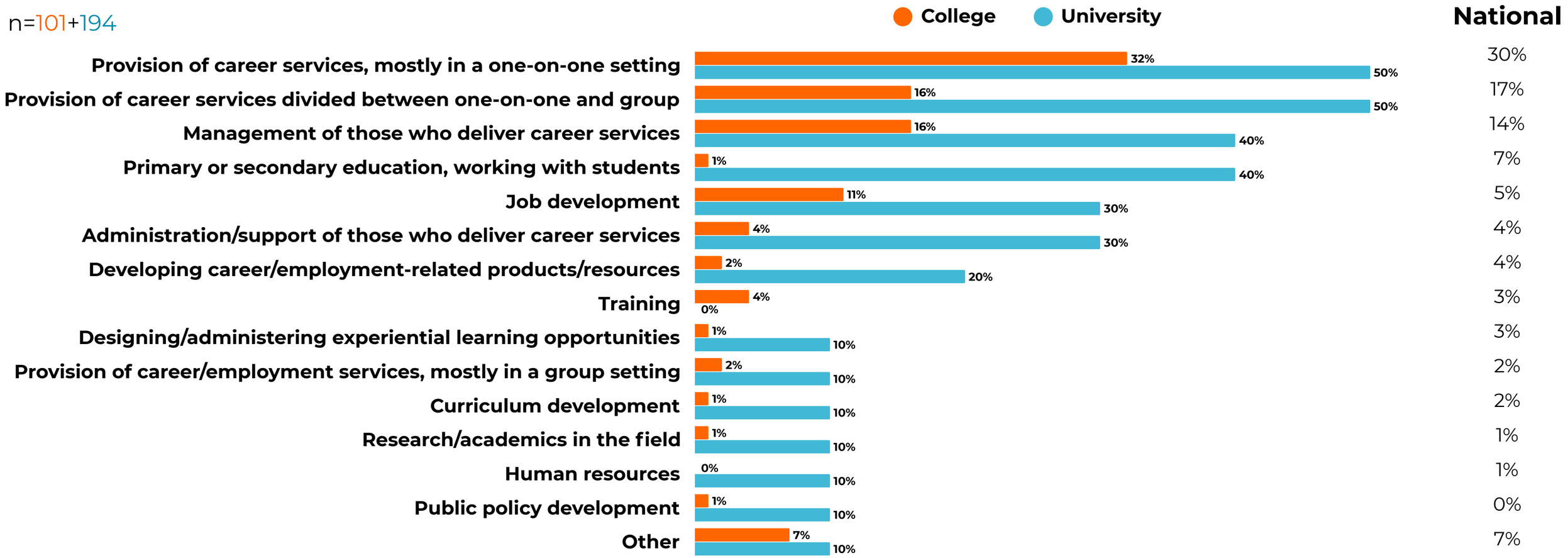
Changes in Career Services Delivery Since Pandemic

n=101+192



Respondent Primary Job Function

n=101+194



Gender of Respondent

n=69+123

	College	University	National
Female	81%	77%	78%
Male	13%	19%	18%
Non-binary/third gender	4%	2%	2%
Prefer not to say	2%	3%	1%

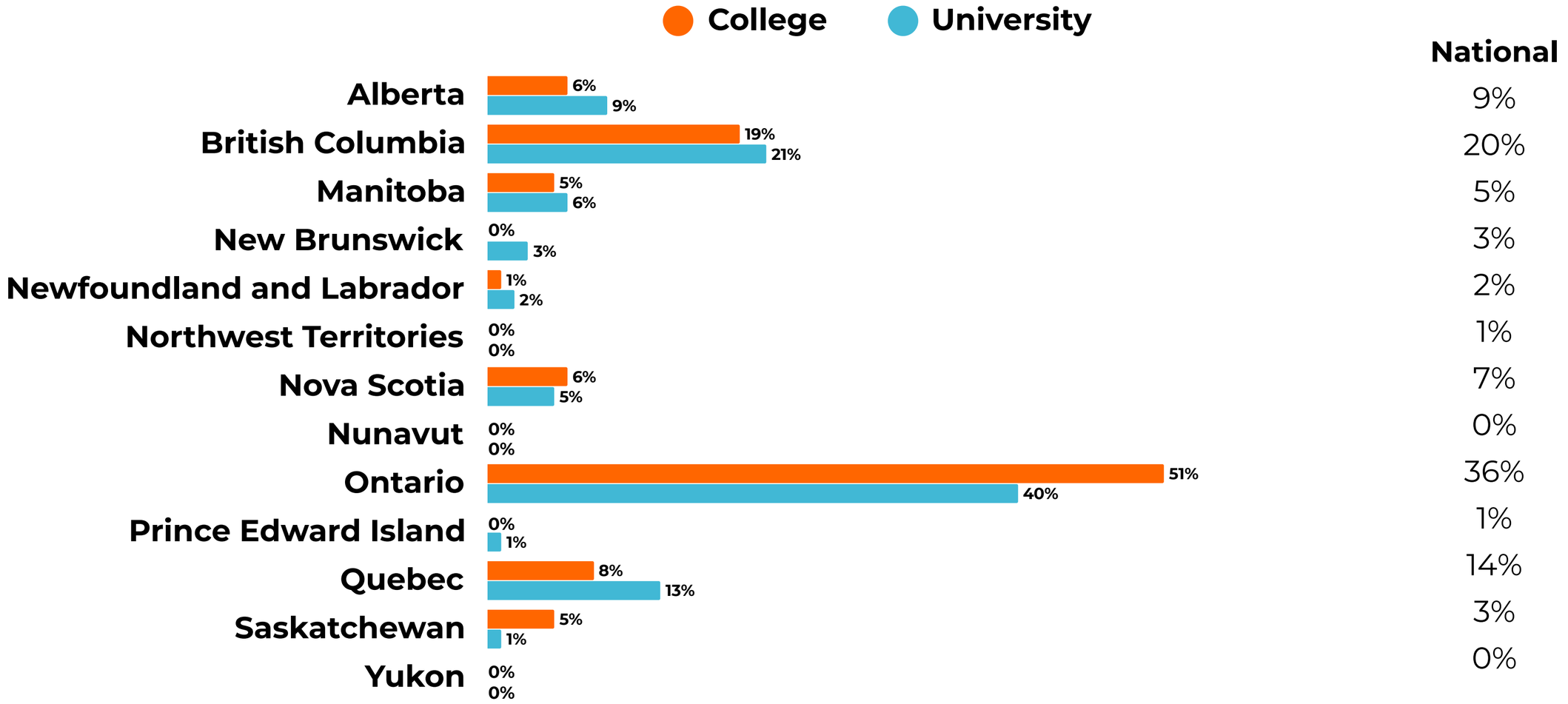
Age of Respondent

n=85+159

	College	University	National
Less than 25	1%	1%	1%
25 to 34	12%	21%	12%
35 to 44	28%	31%	25%
45 to 54	41%	33%	34%
55 to 64	16%	14%	21%
65 and over	1%	1%	7%

Location of Respondent

n=86+159



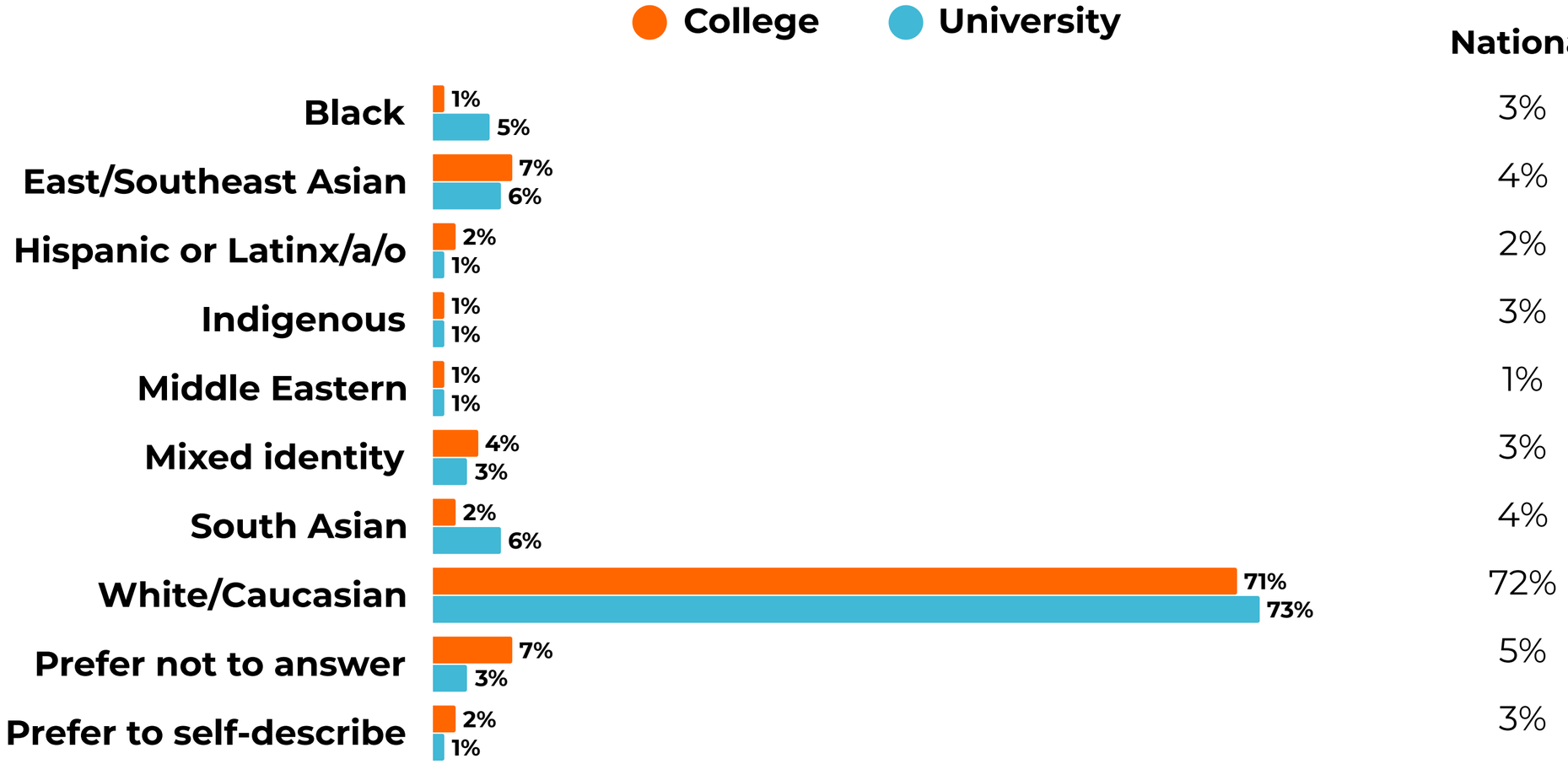
Type of Community

n=85+159

	College	University	National
Small town/rural area	14%	4%	19%
City or small town within 50km of a large metro area	29%	23%	27%
Suburban location	24%	25%	23%
Urban location	33%	48%	31%

Ethnic Identity of Respondent

n=83+159



Self-Identify as Living with Disability

n=84+158

	College	University	National
Yes	23%	18%	19%
No	69%	77%	77%
Prefer not to answer	8%	5%	4%

Language(s) of Respondent

n=86+158

	College	University	National
English	81%	77%	74%
French	5%	5%	8%
Bilingual - English preferred	8%	15%	12%
Bilingual - French preferred	6%	4%	6%

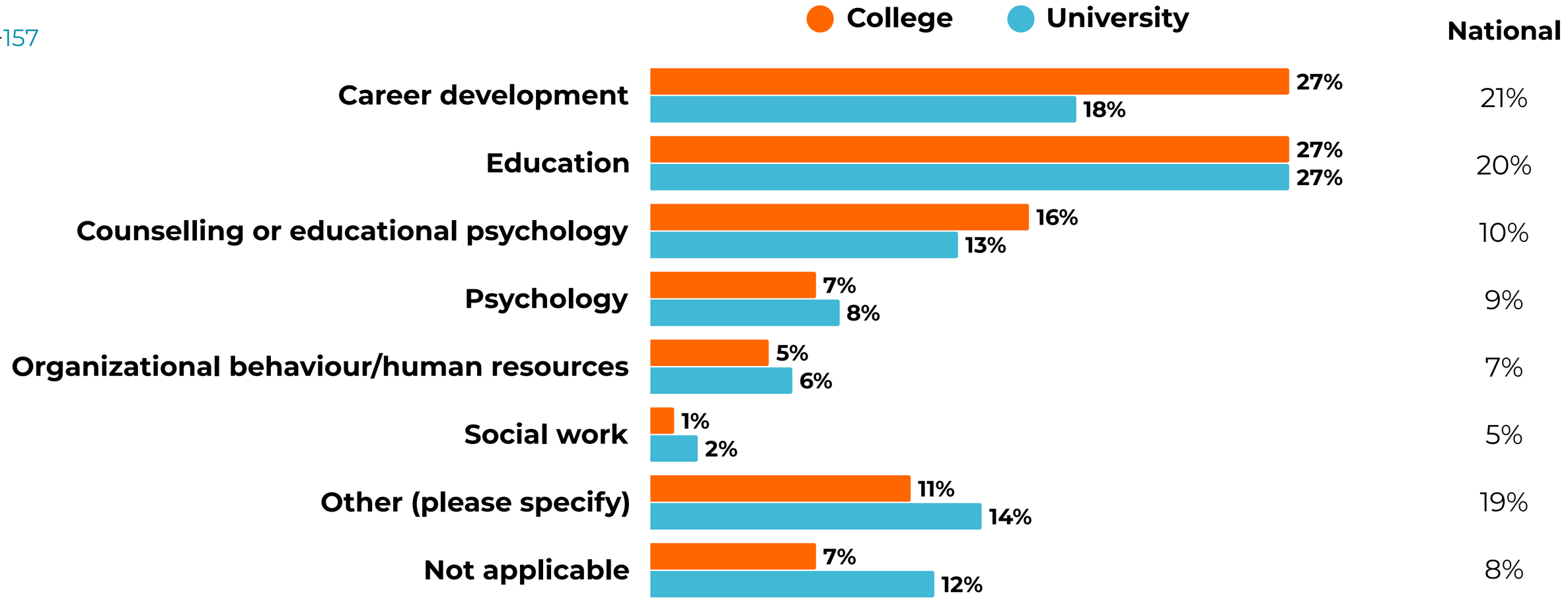
Education Level of Respondent

n=84+157

	College	University	National
High school diploma or GED	0%	0%	2%
CEGEP/College certificate/diploma	11%	3%	16%
Bachelor's degree	39%	35%	40%
Master's degree	49%	54%	38%
Doctoral degree	1%	8%	4%

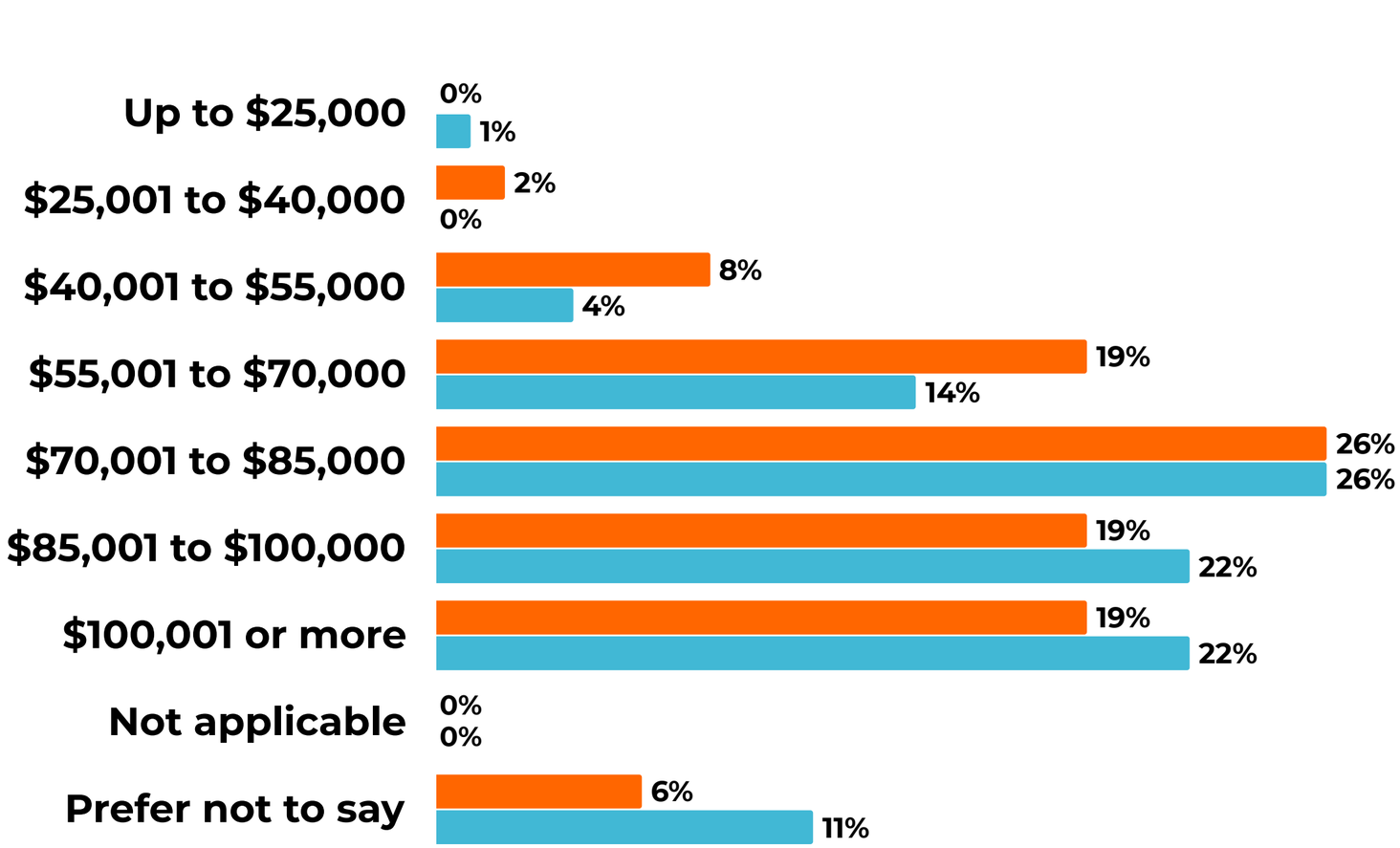
Main Area of Focus in Education

n=83+157



Gross Annual Income of Respondent

n=84+156



Section 2:

Artificial Intelligence in the Career Services Field - Special Section 2024

Integration of AI Tools in Field

n=101+193

	College	University	National
Fully integrated	2%	3%	2%
Partially integrated	18%	22%	19%
Just started integrating	49%	39%	33%
Not yet integrated	26%	30%	29%
I don’t use AI tools	6%	7%	13%

Preparedness to Integrate AI Tools (among AI users)

n=68+121

	College	University	National
Very prepared	13%	12%	14%
Somewhat prepared	35%	55%	49%
Neutral	18%	12%	15%
Not very prepared	31%	18%	19%
Not at all prepared	3%	3%	3%
Not interested/not applicable	0%	0%	1%

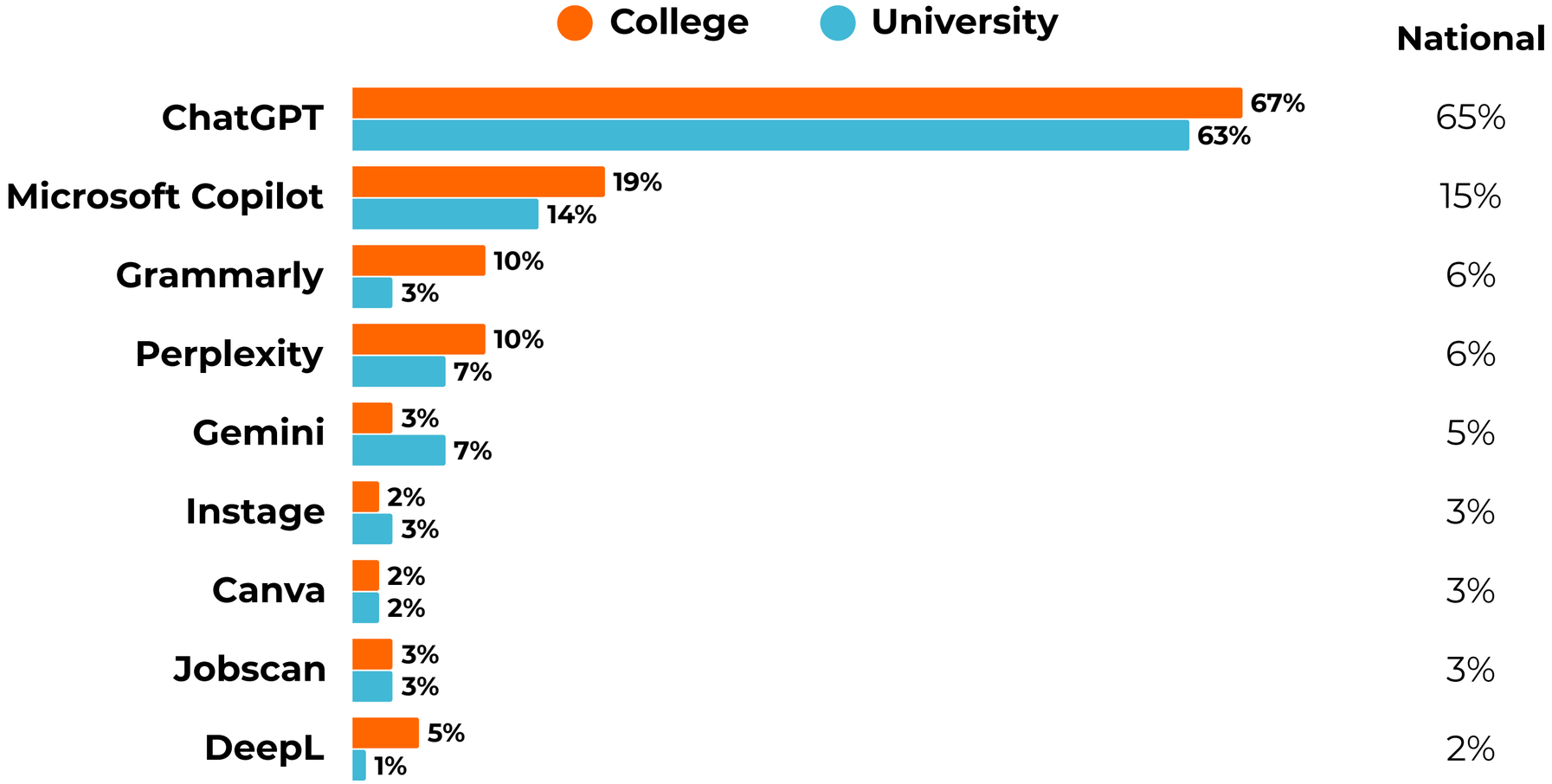
Preparedness to Integrate AI Tools (among AI users)

n=68+120

	Administrative Duties			Direct Client Support		
	College	University	National	College	University	National
Daily	24%	17%	21%	4%	8%	9%
Several times a week	13%	23%	22%	21%	13%	20%
Once a week	12%	12%	11%	7%	13%	10%
Occasionally, but less than once a week	12%	18%	15%	16%	20%	19%
Rarely, only for specific tasks	21%	18%	19%	27%	21%	21%
Never	15%	9%	10%	13%	16%	14%
Not sure/not applicable	4%	3%	2%	10%	9%	7%

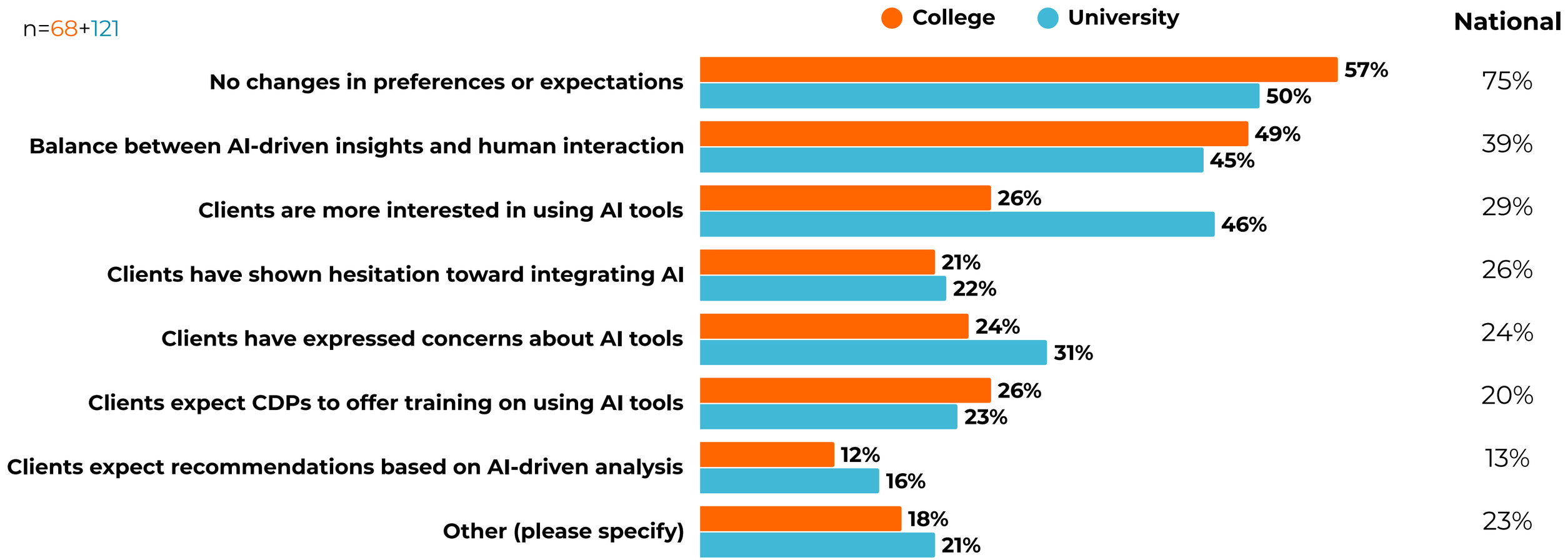
AI Tools Incorporated Into Practice (among AI users)

n=58+88



Changes in Client Expectations Regarding AI

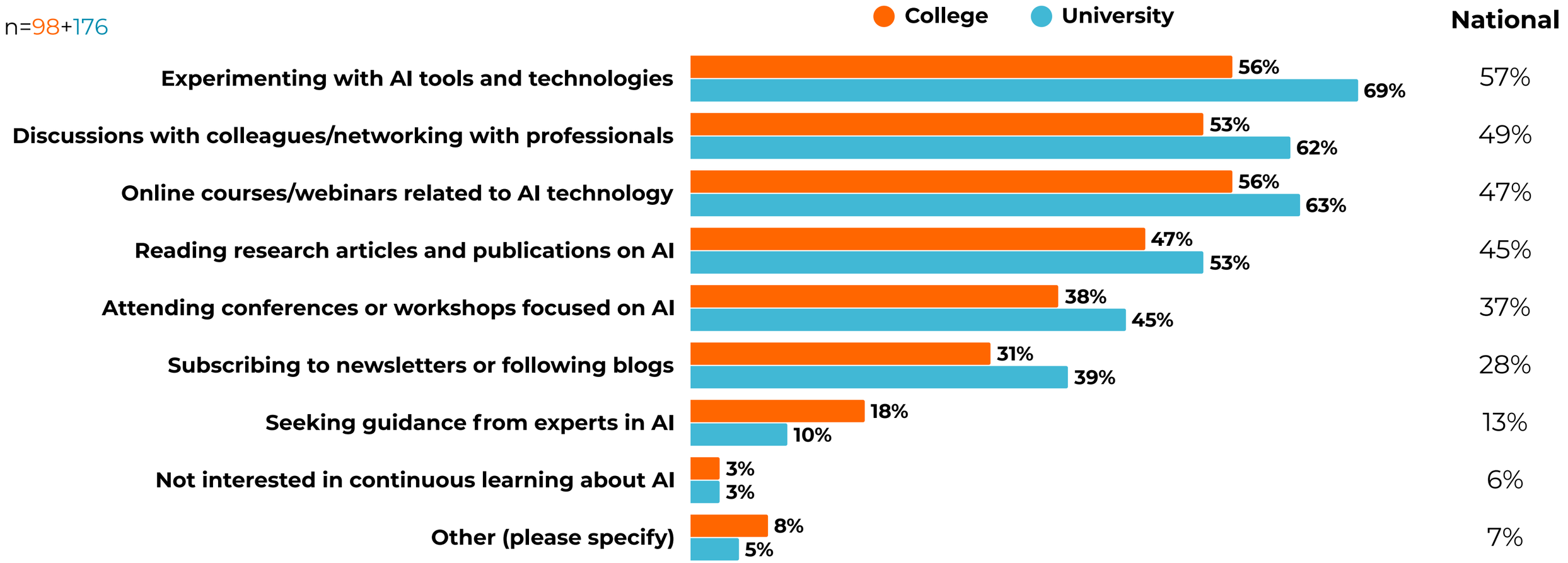
n=68+121



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

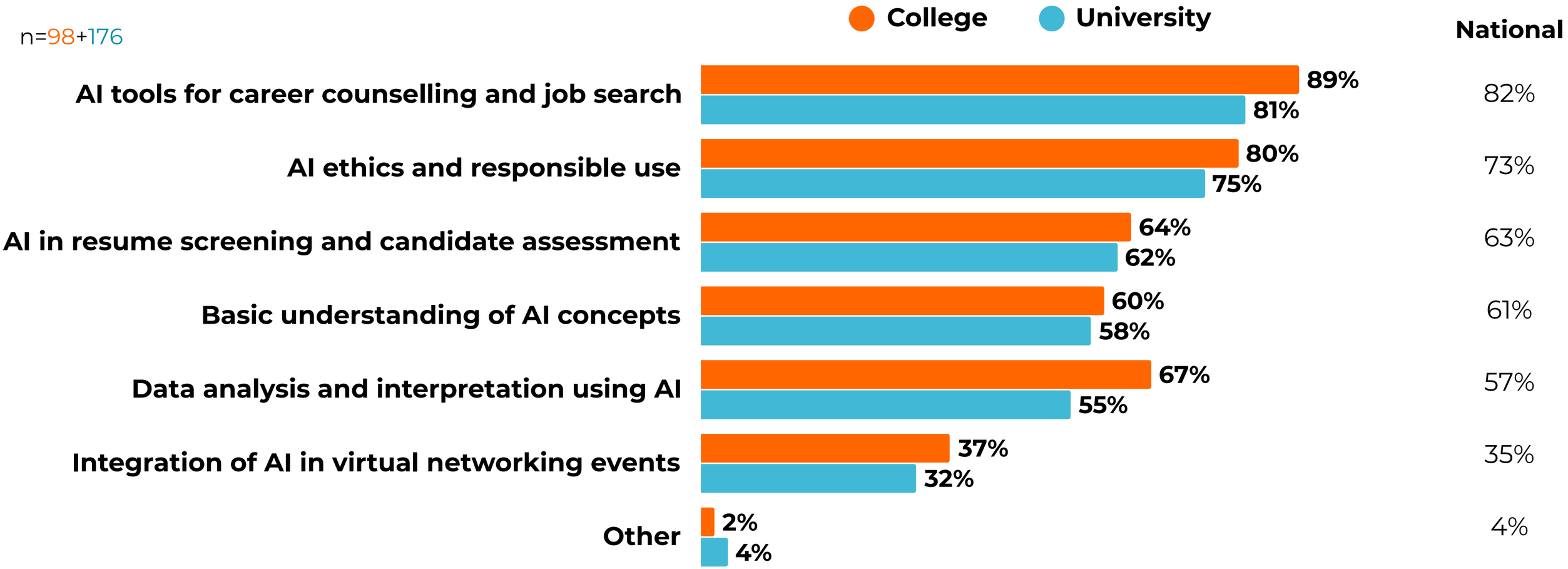
n=98+176



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

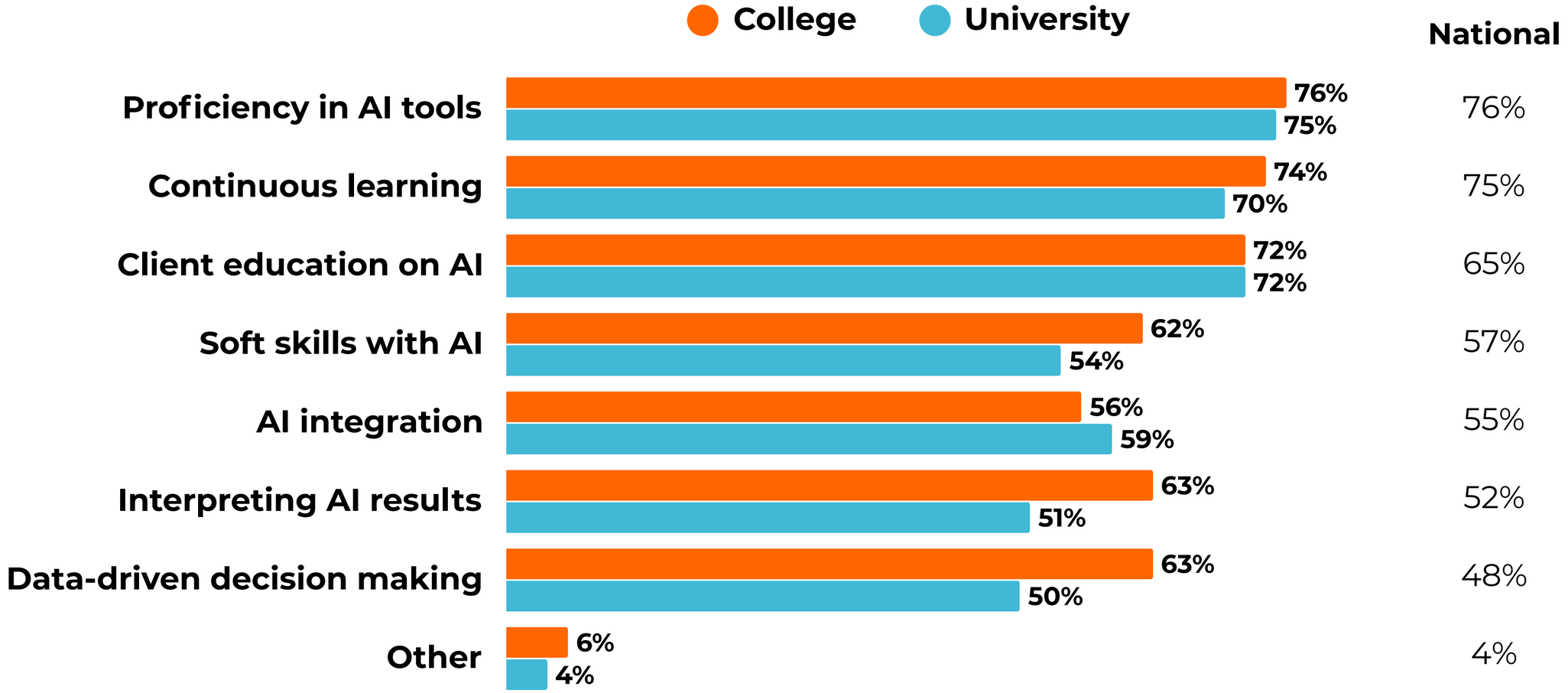
n=98+176



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

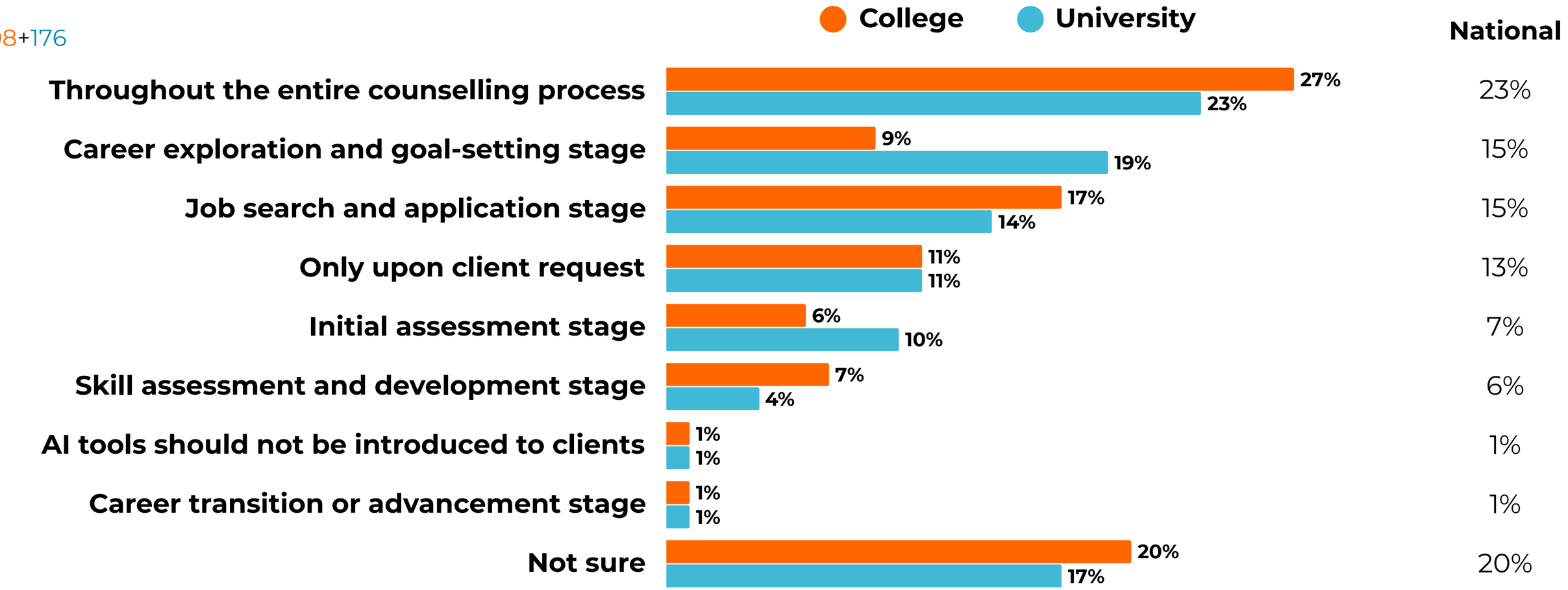
n=98+176



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

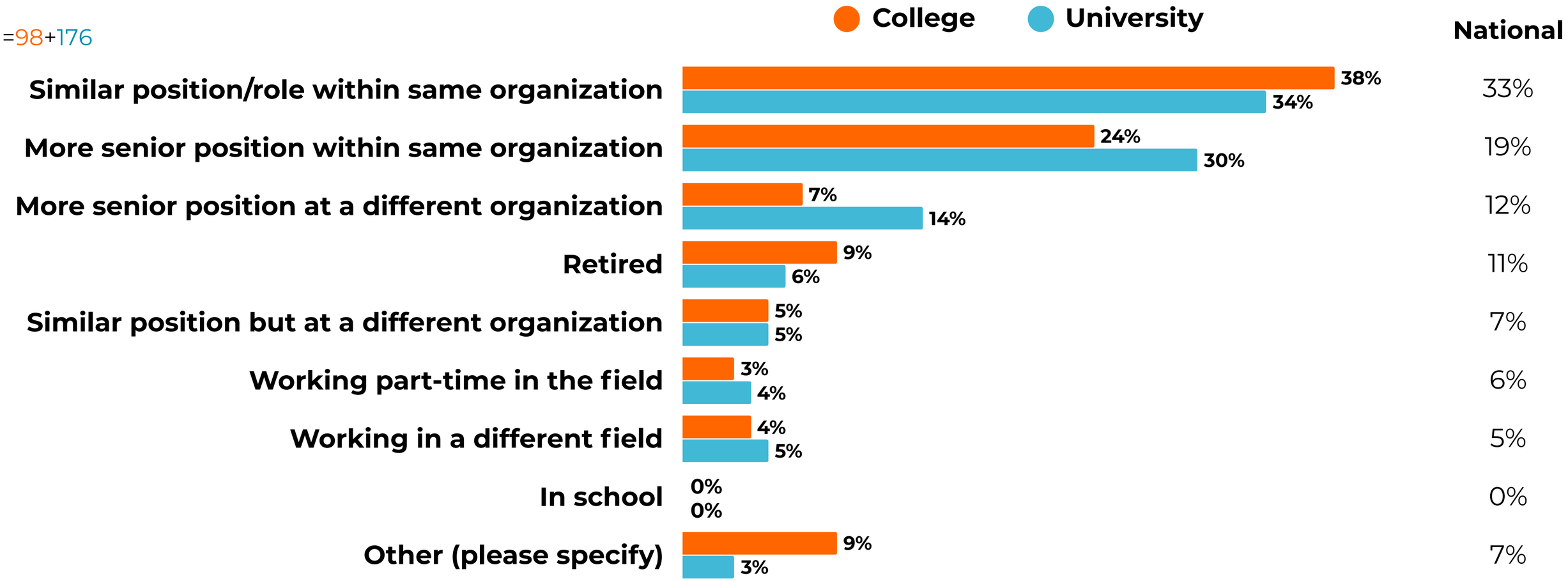
n=98+176



Section 3:
Career Journey

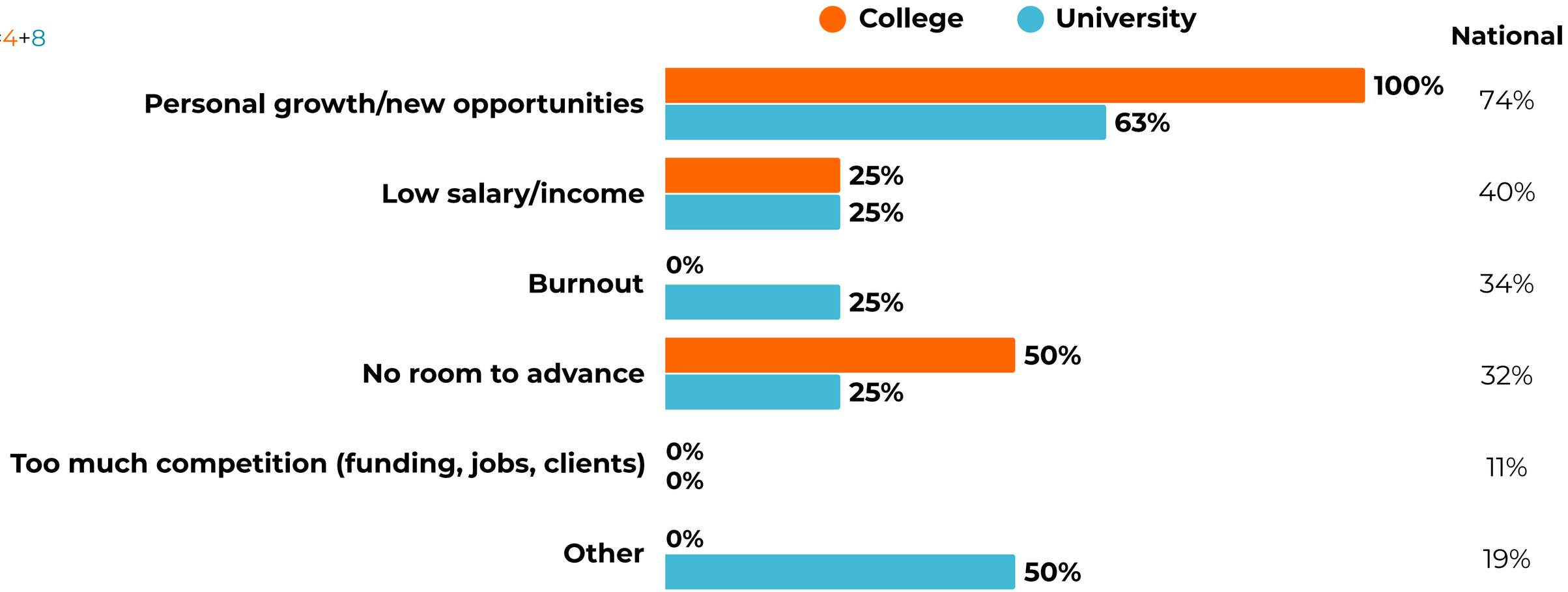
Five-year Career Outlook

n=98+176



Reasons Considering Switching Fields

n=4+8



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

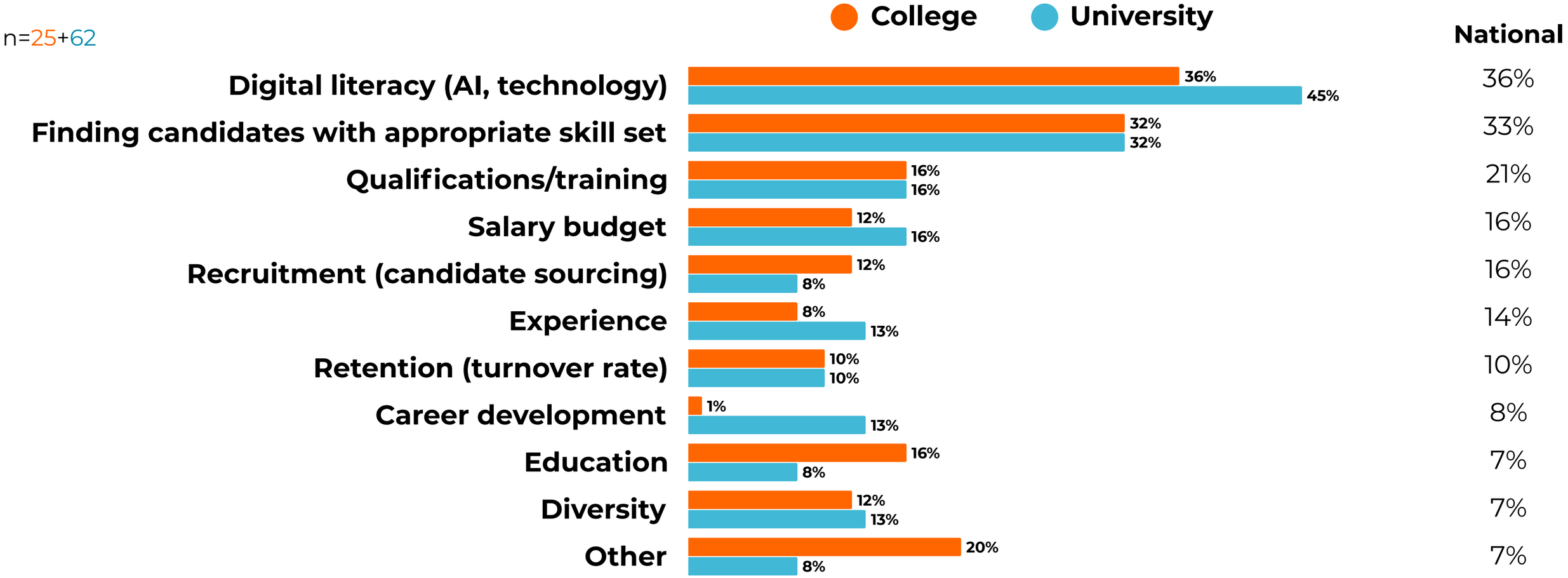
Personal Involvement in Recruiting within Organization

n=98+176

	College	University	National
Yes	28%	40%	31%
No	72%	60%	69%

Issues/Challenges in Hiring Candidates with Appropriate Skills

n=25+62



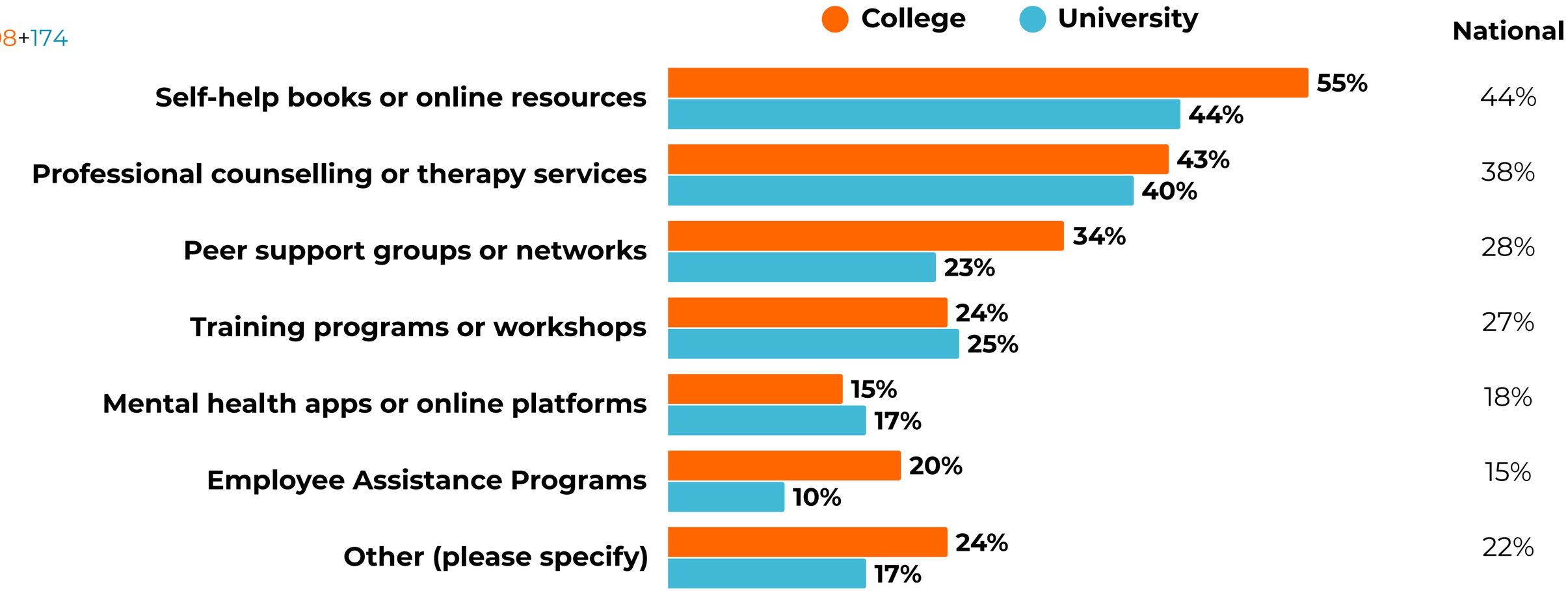
Changes in CDPs Mental Health Since Pandemic

n=98+174

	College	University	National
An improvement	24%	18%	20%
No change	26%	39%	38%
A decline	43%	33%	33%
Unsure	7%	11%	9%

Resources Using to Support Own Mental Health

n=98+174

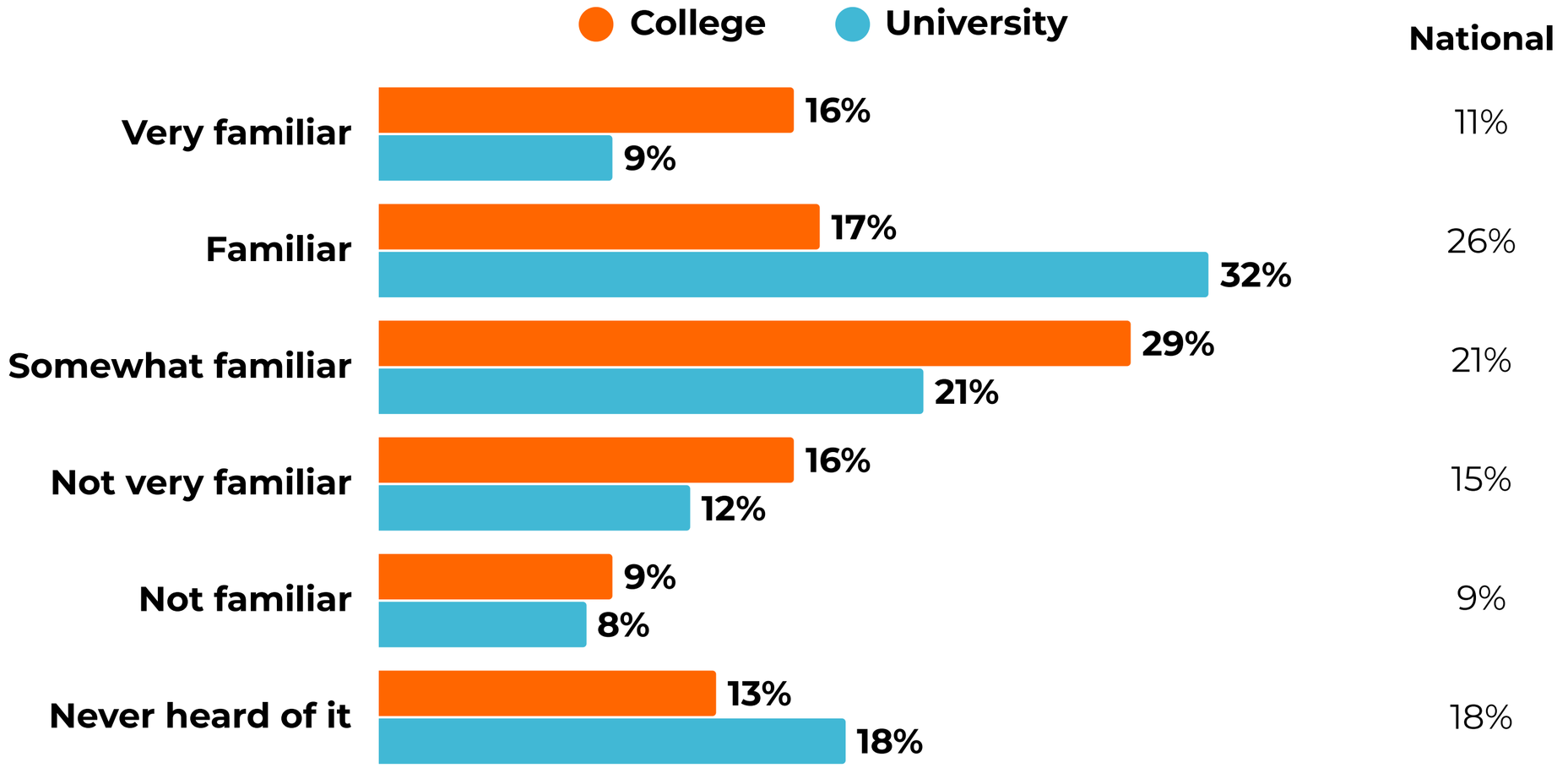


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

Section 4:
Professional Development

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

n=95+171



n=95+170

Interest in Learning Themes' Offerings

		College	University	National
Career Development Practices and Theories	Very interested	22%	36%	33%
	Interested	37%	36%	34%
	Somewhat interested	30%	21%	22%
	Not very interested	4%	7%	7%
	Not at all	5%	2%	3%
	Prefer not to answer	1%	0%	0%
Career Education and Learning for K-12 and Young Adults	Very interested	17%	9%	19%
	Interested	21%	16%	19%
	Somewhat interested	23%	32%	22%
	Not very interested	20%	22%	21%
	Not at all	18%	20%	18%
	Prefer not to answer	1%	1%	1%
Career Development Sector Leadership and Advocacy	Very interested	25%	21%	27%
	Interested	30%	31%	32%
	Somewhat interested	26%	29%	23%
	Not very interested	11%	12%	11%
	Not at all	8%	5%	6%
	Prefer not to answer	0%	1%	1%
Indigeneity, Justice, Equity, Diversity and Inclusion	Very interested	29%	30%	32%
	Interested	30%	38%	34%
	Somewhat interested	35%	22%	22%
	Not very interested	5%	8%	7%
	Not at all	1%	1%	3%
	Prefer not to answer	0%	1%	1%

n=95+170

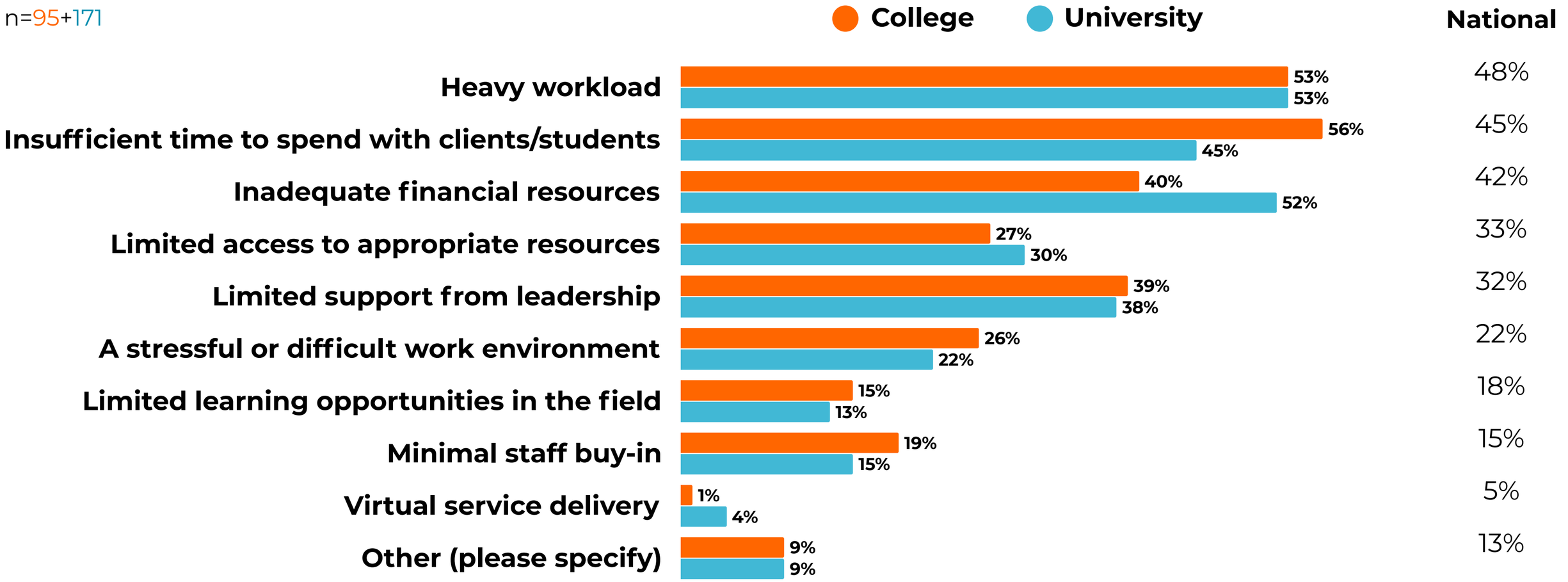
Interest in Learning Themes' Offerings (continued)

		College	University	National
Innovations and Trends in Career Development	Very interested	58%	56%	54%
	Interested	33%	36%	35%
	Somewhat interested	8%	7%	9%
	Not very interested	1%	0%	1%
	Not at all	0%	0%	0%
	Prefer not to answer	0%	0%	0%
Specialized Career Supports and Programs	Very interested	34%	34%	36%
	Interested	42%	43%	36%
	Somewhat interested	22%	20%	20%
	Not very interested	0%	3%	5%
	Not at all	0%	0%	1%
	Prefer not to answer	2%	1%	1%
Workplace, Employers and Employee Careers	Very interested	33%	26%	34%
	Interested	31%	40%	34%
	Somewhat interested	20%	26%	21%
	Not very interested	9%	7%	7%
	Not at all	5%	1%	3%
	Prefer not to answer	2%	1%	1%

Elements Impacting Ability to Deliver Career Development

(considering budget and time)

n=95+171

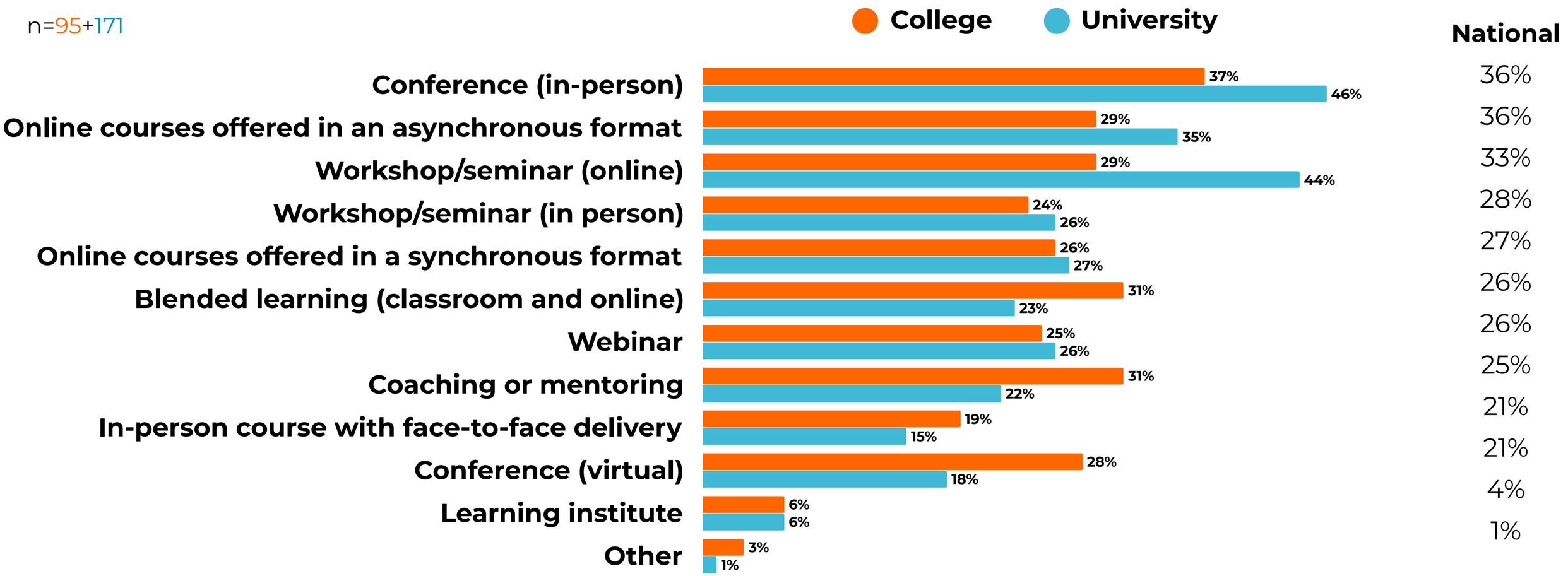


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

Preferred Formal Learning Approaches to Training

(considering budget and time)

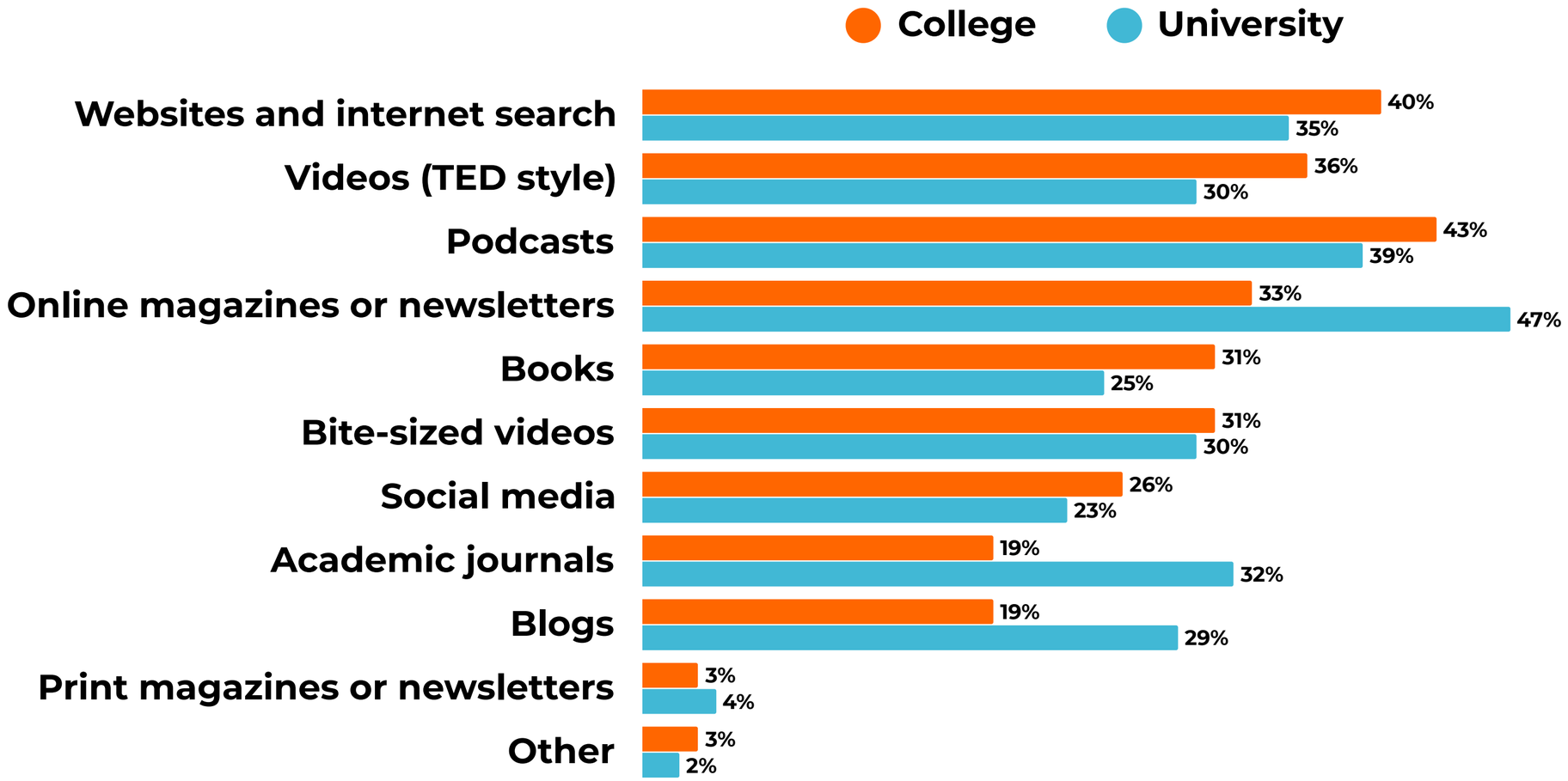
n=95+171



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

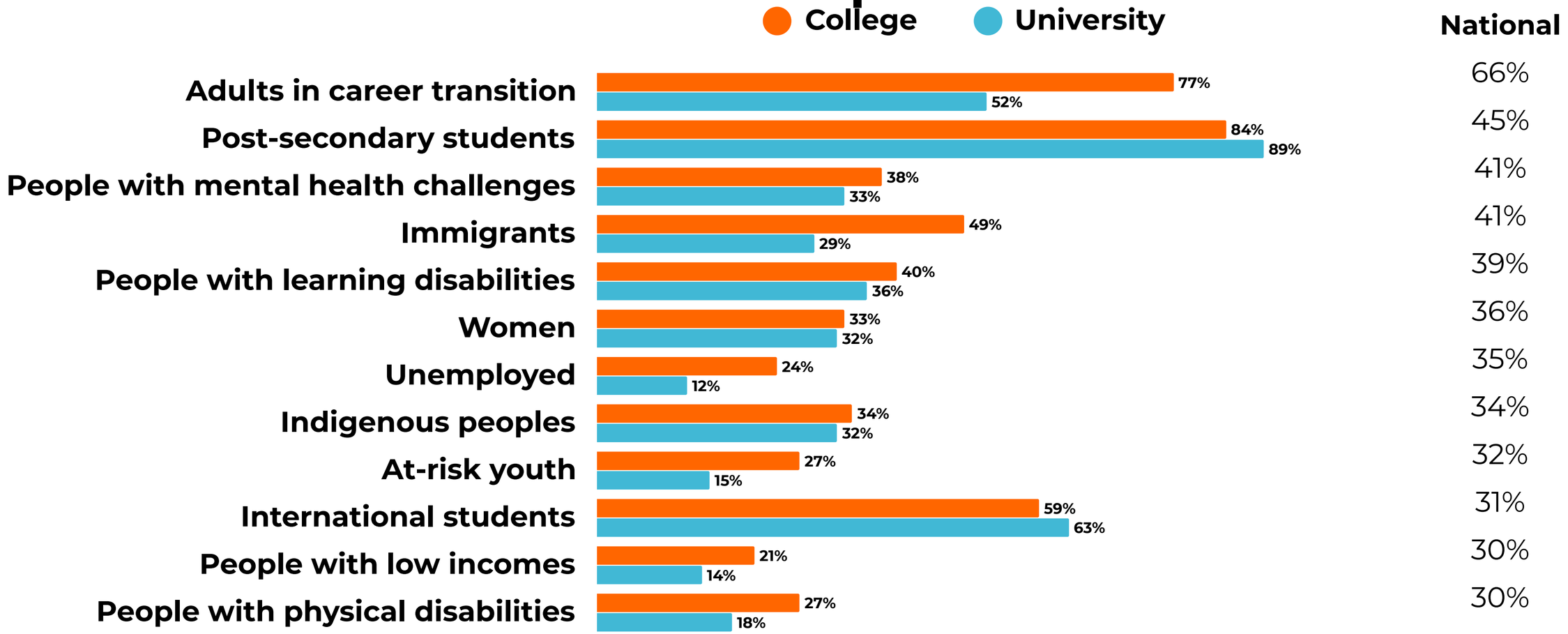
n=95+171



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

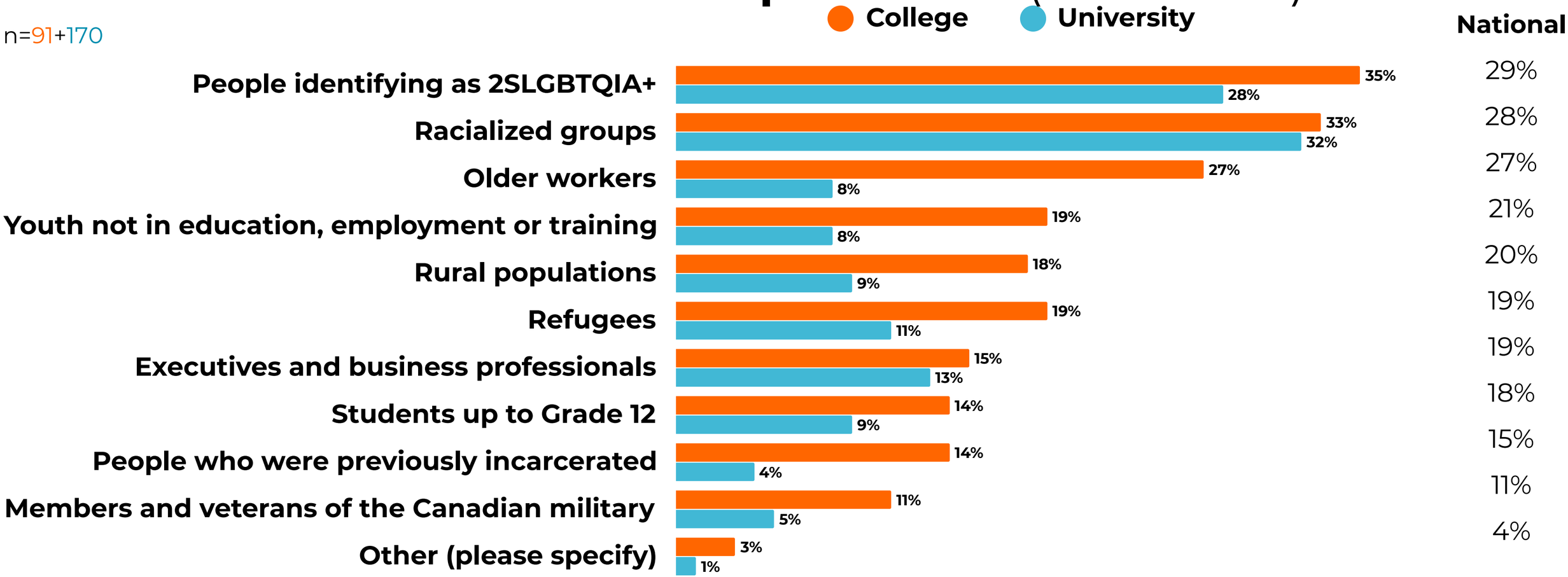
n=91+170



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=91+170



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=91+170

	College	University	National
No budget provided	29%	30%	32%
Less than $500	26%	19%	27%
$500 to $1,000	20%	25%	25%
$1,001 to $2,000	18%	14%	10%
$2,001 to $3,000	4%	6%	3%
Greater than $3,000	3%	6%	3%

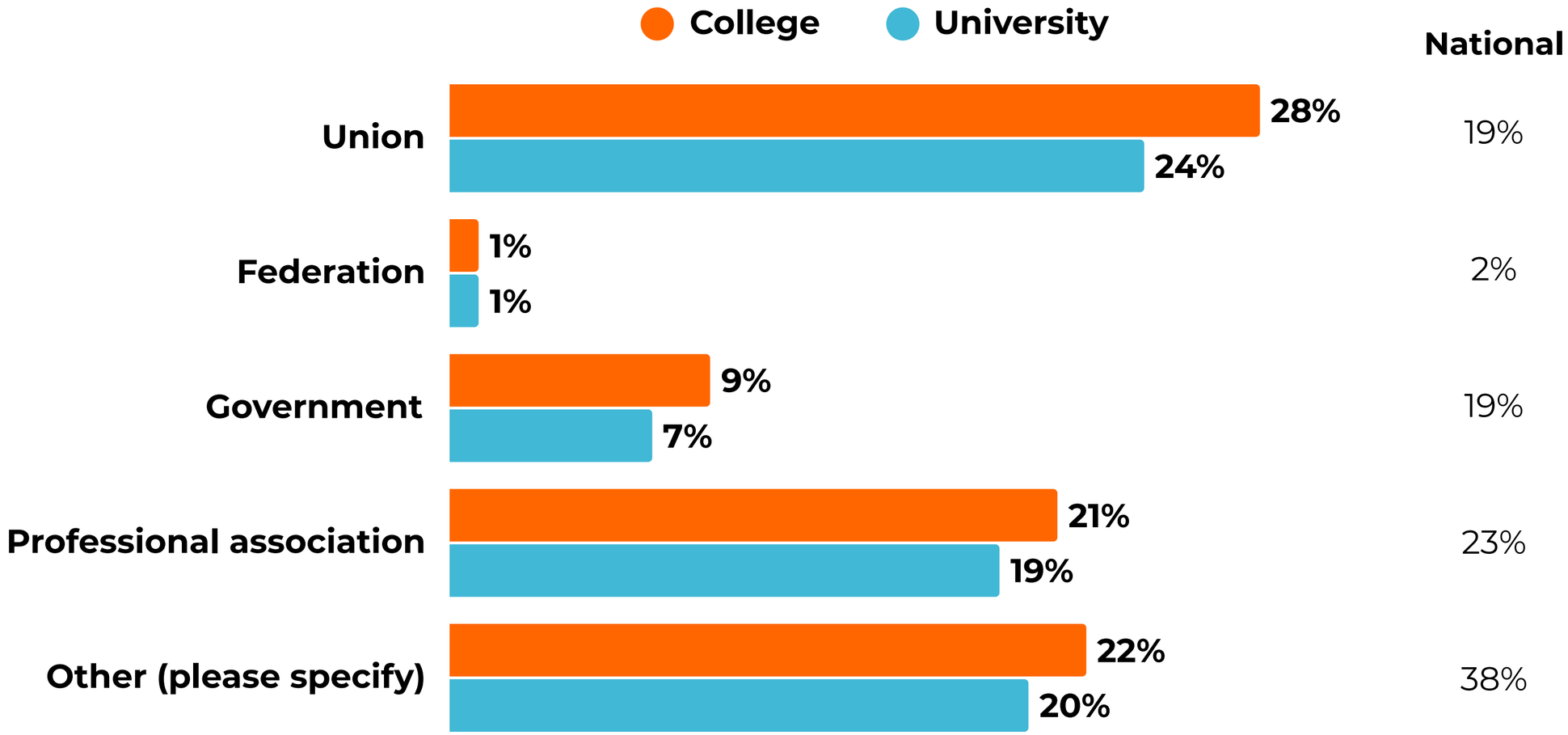
Access to Paid Time Off for Training

n=95+170

	College	University	National
Yes	74%	64%	59%
No	20%	24%	31%
Prefer not to say	6%	12%	10%

Access to External Funding Sources

n=95+170



Amount Respondents Would Personally Spend on Professional Development Annually

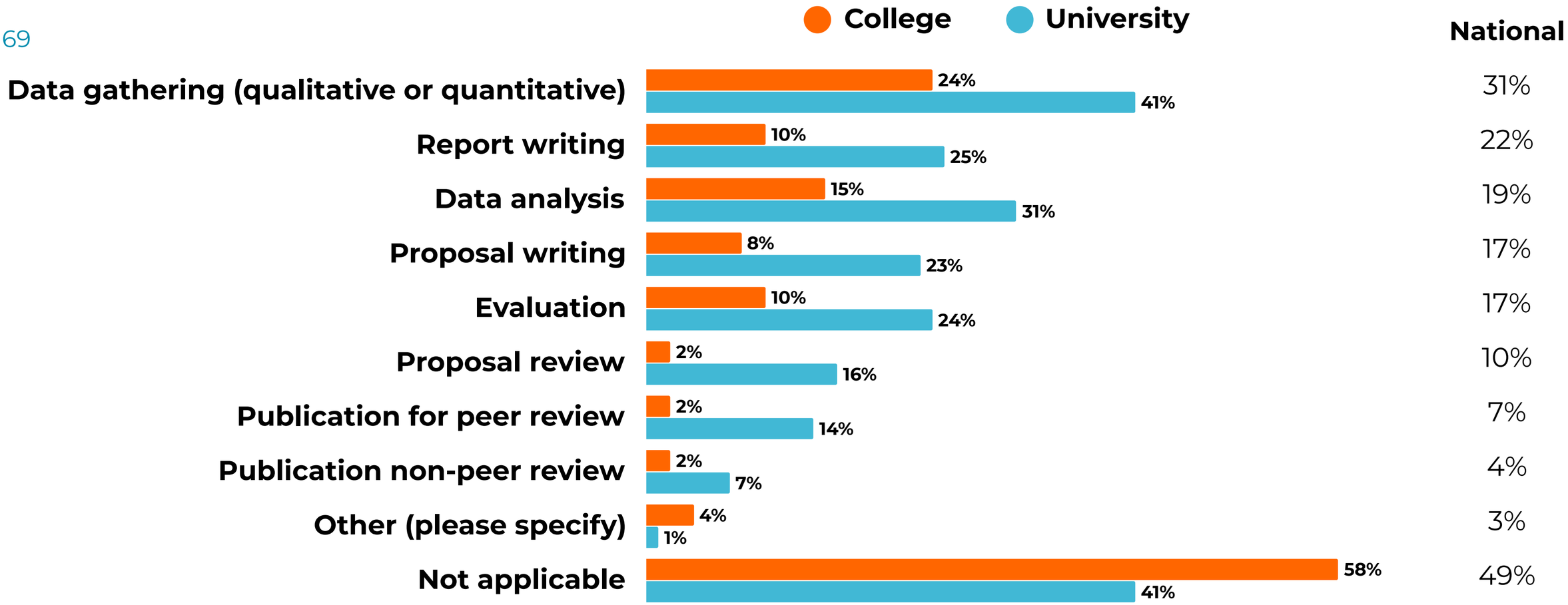
n=96+169

	College	University	National
Not applicable	11%	9%	10%
Less than $500	52%	62%	55%
$500 to $1,000	28%	20%	25%
$1,001 to $2,000	5%	6%	6%
$2,001 to $3,000	1%	3%	3%
Greater than $3,000	2%	1%	2%

Section 5:
Research and Learning Dissemination

Career Development Research Activities

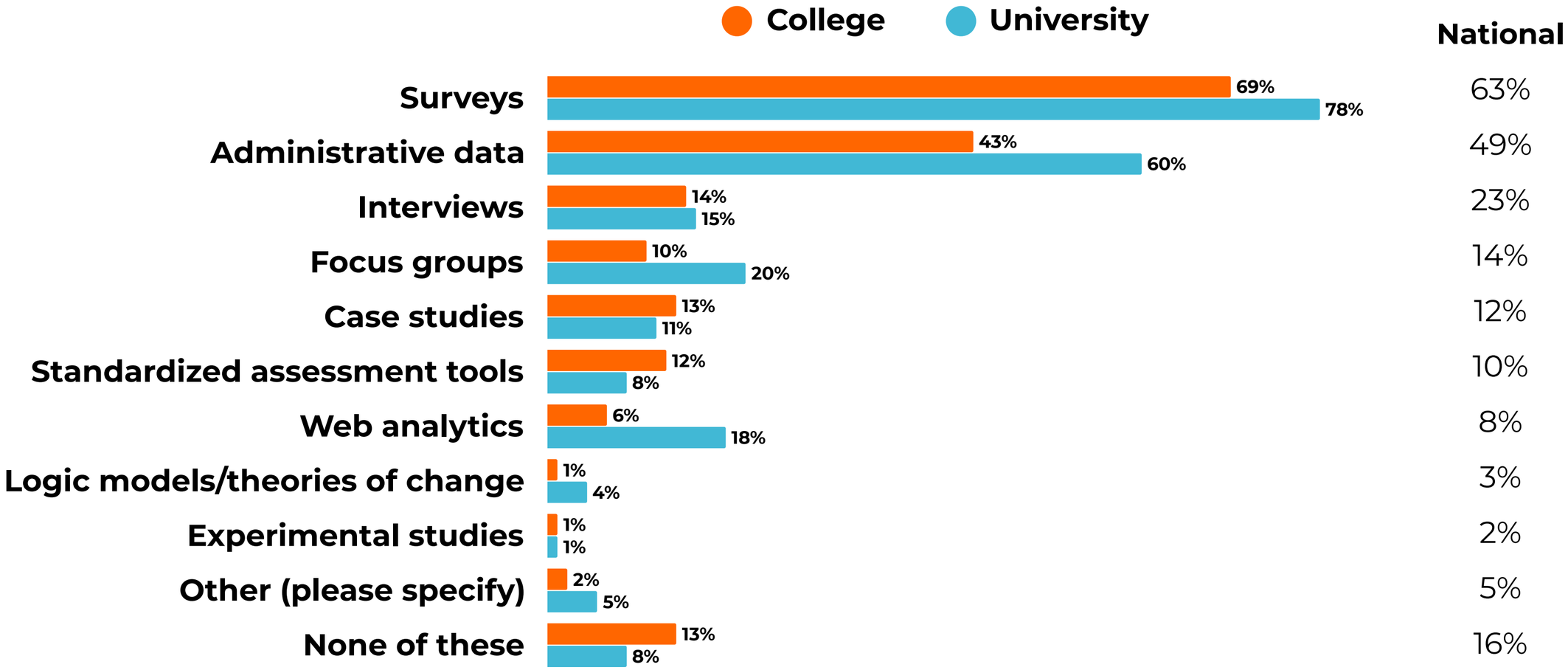
n=96+169



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

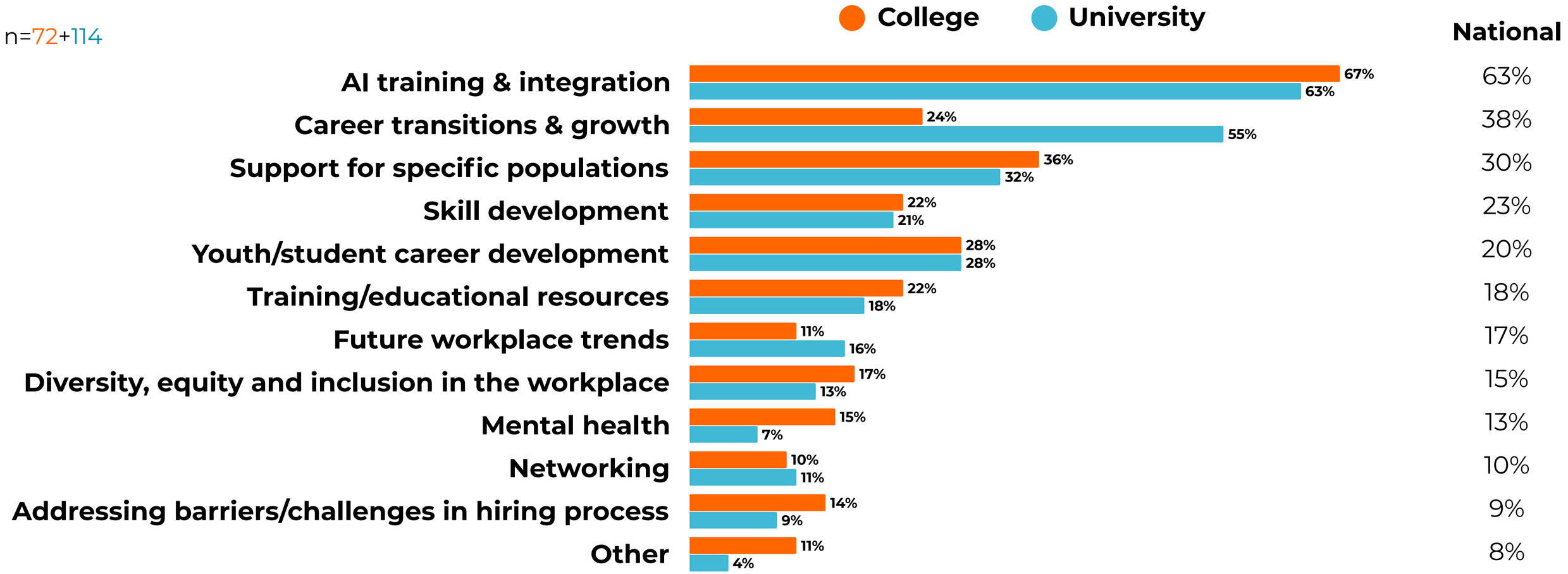
n=93+165



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=72+114



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=93+165

	College	University	National
Not at all influential	6%	7%	8%
Slightly influential	14%	19%	20%
Somewhat influential	39%	42%	37%
Very influential	31%	24%	23%
Extremely influential	6%	8%	7%
Not applicable	3%	1%	8%

Perception of Public's Awareness of CDPs

n=89+164

	College	University	National
Public is aware and has worked with CDPs	17%	13%	19%
Public is aware but has not worked with CDPs	28%	37%	30%
Public is not aware of CDPs	55%	51%	51%

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

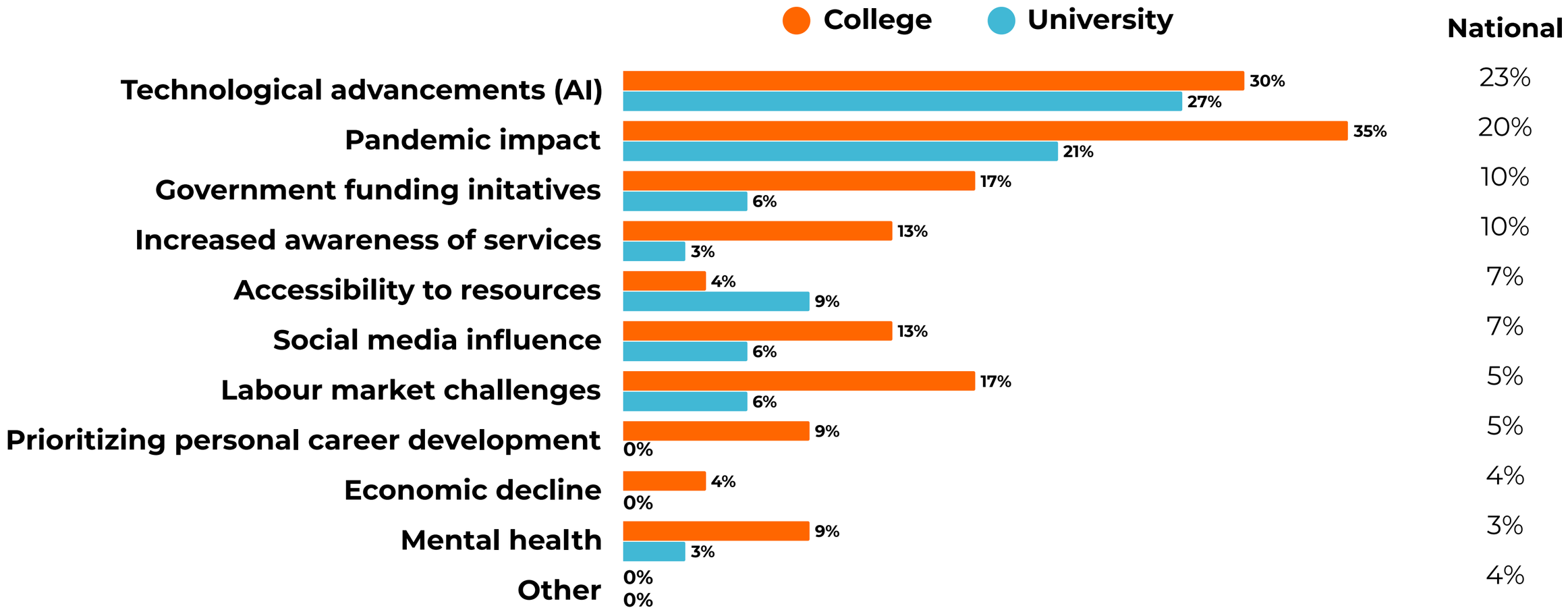
n=93+166

	College	University	National
Improved	22%	26%	29%
Worsened	11%	5%	6%
Not changed	45%	42%	40%
Unsure	23%	27%	25%

Factors Impacting the Change in Public Perception of CDPs

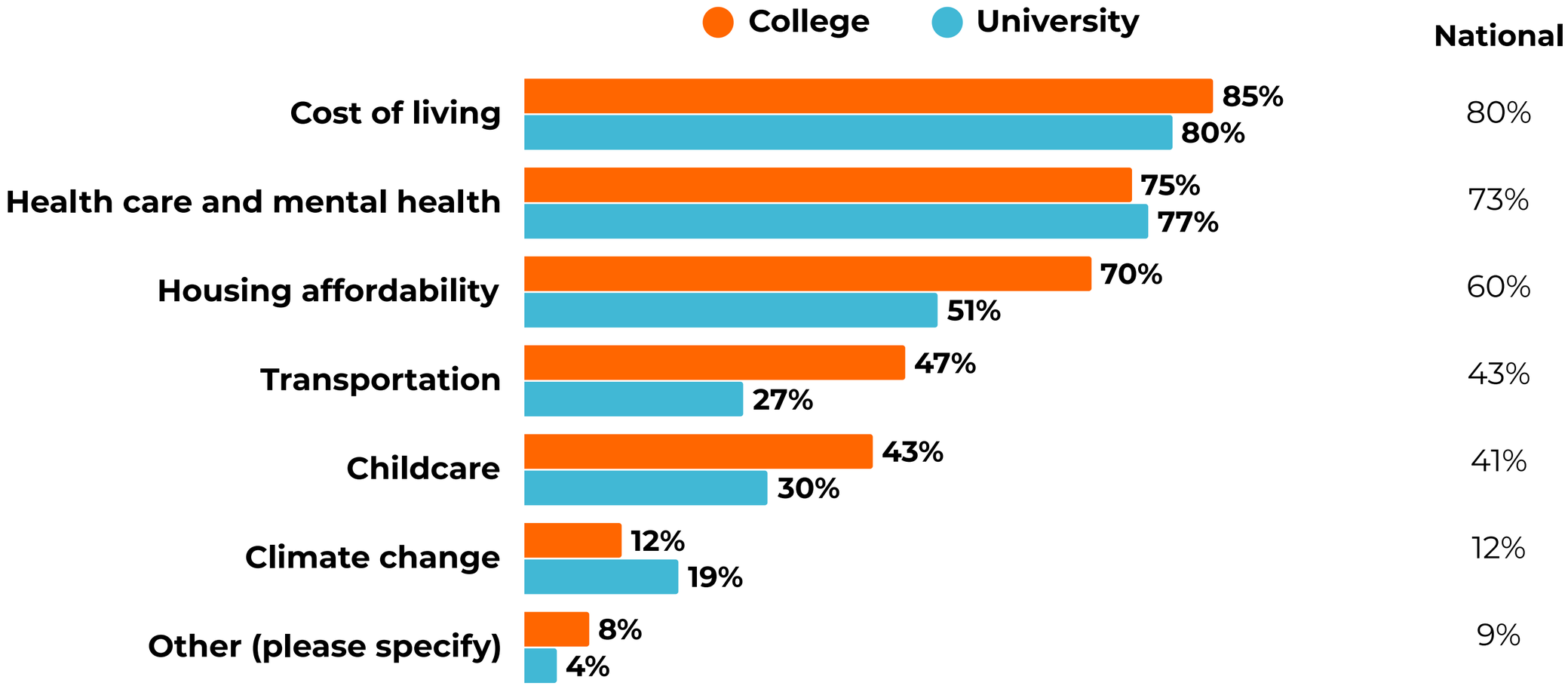
(among respondents believing it has changed)

n=23+33



Issues Intersecting with Work as Career Service Professional

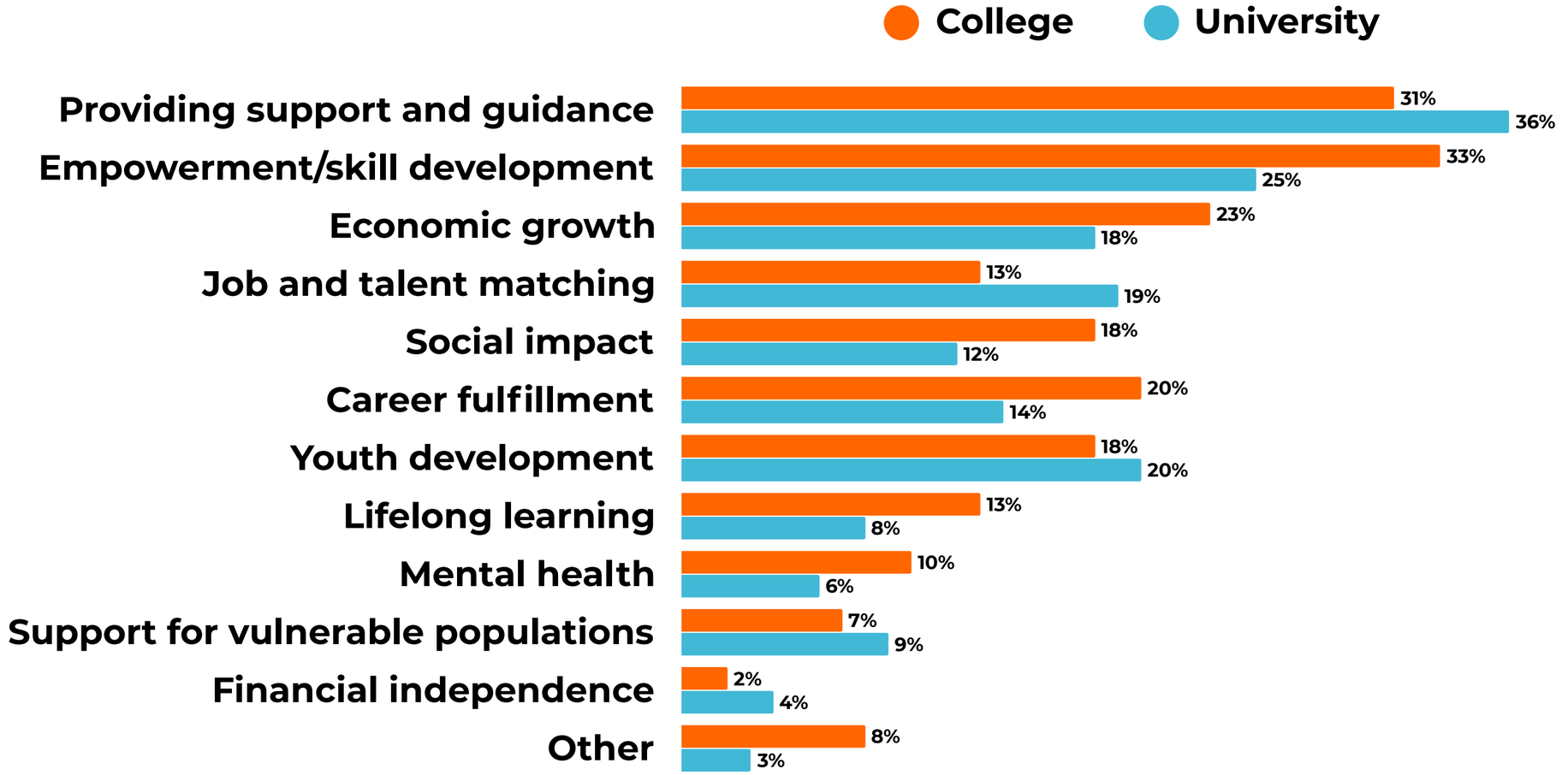
n=79+166



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+101



	National
Providing support and guidance	28%
Empowerment/skill development	21%
Economic growth	19%
Job and talent matching	18%
Social impact	13%
Career fulfillment	12%
Youth development	11%
Lifelong learning	8%
Mental health	7%
Support for vulnerable populations	6%
Financial independence	6%
Other	6%

Main Concern among Clients and Students About Navigating Careers

n=86+160

	College	University	National
Have to get a job now to pay the bills	53%	36%	47%
Need to gain education and skills to be competitive in the labour market	29%	43%	29%
At a career crossroads	13%	18%	22%
Current role may be obsolete soon	5%	4%	2%

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

n=85+157

	College	University	National
Concerned about their ability to find decent-paying work	65%	45%	47%
Uncertain of strengths/interests and anxious about making the right career decision	29%	52%	29%
Fearful of AI/automation and what that means for their job prospects	6%	3%	22%
Unclear about how to get a promotion or move up in their field	0%	1%	2%

n=84+157

Post-pandemic Shifts in Clients' Personal Considerations

		College	University	National
Greater importance on remote and hybrid work	Strongly agree Agree Disagree Strongly Disagree	33% 56% 11% 0%	43% 51% 5% 1%	36% 50% 12% 2%
Prioritizing job security in the current economy	Strongly agree Agree Disagree Strongly Disagree	29% 49% 23% 0%	29% 55% 15% 1%	39% 51% 10% 0%
A desire to find more purpose or meaning in a career	Strongly agree Agree Disagree Strongly Disagree	48% 49% 4% 0%	44% 46% 10% 0%	32% 51% 16% 1%
Looking for a better work-life balance	Strongly agree Agree Disagree Strongly Disagree	49% 48% 2% 1%	52% 45% 3% 0%	48% 46% 5% 0%

n=84+157

Career Myths Based on Experience with Clients

		College	University	National
Most believe career guidance is not available beyond high school	Strongly agree Agree Disagree Strongly Disagree	36% 46% 17% 1%	22% 56% 19% 3%	31% 52% 16% 1%
Most believe careers are linear	Strongly agree Agree Disagree Strongly Disagree	40% 44% 11% 5%	37% 48% 14% 1%	29% 50% 20% 1%
Most believe if they follow their passion they will find their dream job	Strongly agree Agree Disagree Strongly Disagree	14% 45% 37% 4%	17% 40% 41% 2%	13% 40% 43% 4%
Most believe choosing a career means deciding what you will do the rest of your life	Strongly agree Agree Disagree Strongly Disagree	35% 48% 14% 4%	38% 42% 18% 2%	27% 49% 21% 2%

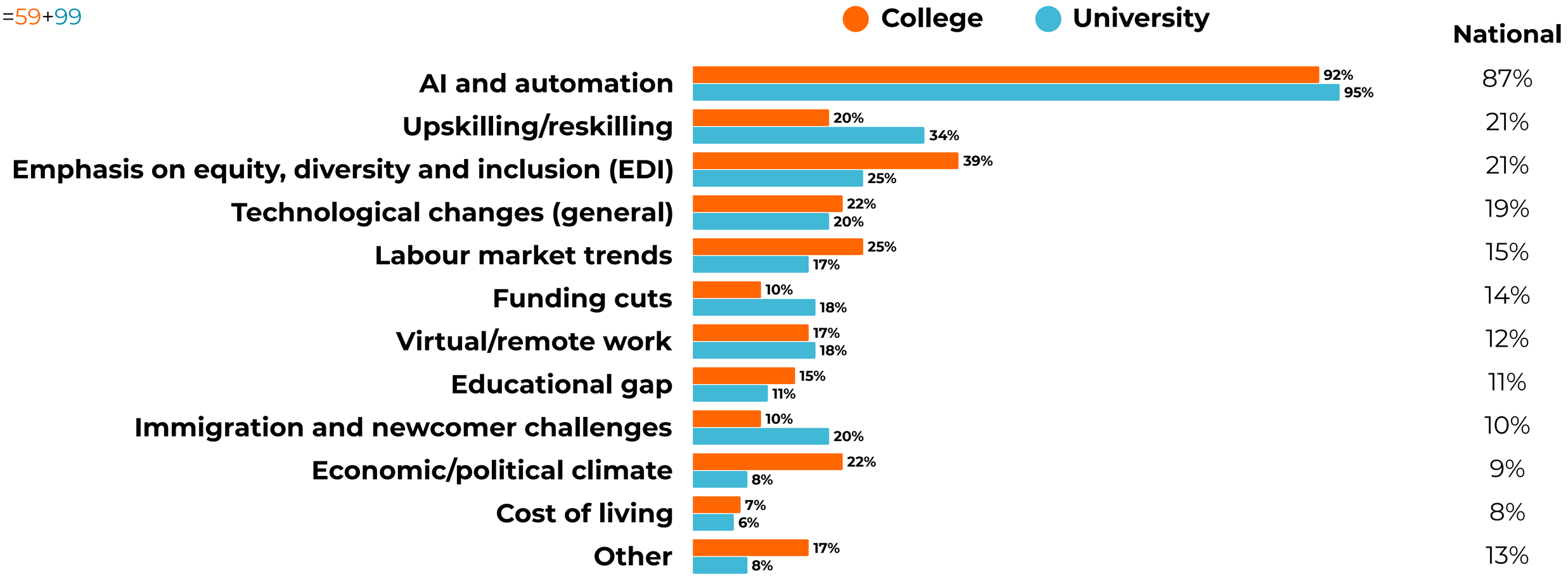
n=82+155

Frequency of Shared Views from Clients

		College	University	National
I wish I hadn't narrowed my options so soon and had been able to explore other careers	Very often Somewhat often Rarely Never	11% 50% 35% 4%	12% 36% 47% 5%	14% 45% 34% 7%
I wish I had chosen a career that is aligned with my values	Very often Somewhat often Rarely Never	35% 39% 24% 1%	23% 47% 27% 3%	28% 43% 24% 5%
I wish I hadn't been pressured into choosing a career path that wasn't what I wanted to pursue	Very often Somewhat often Rarely Never	35% 41% 21% 2%	23% 49% 25% 3%	24% 44% 27% 5%
I wish I hadn't let fear prevent me from taking a different career direction	Very often Somewhat often Rarely Never	15% 48% 35% 2%	13% 33% 49% 5%	17% 42% 34% 7%

Anticipated Changes in Practice Over Next Five Years

n=59+99



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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