

2024 CERIC

Survey of Career Service Professionals

Private 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 | 100 respondents (10% 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

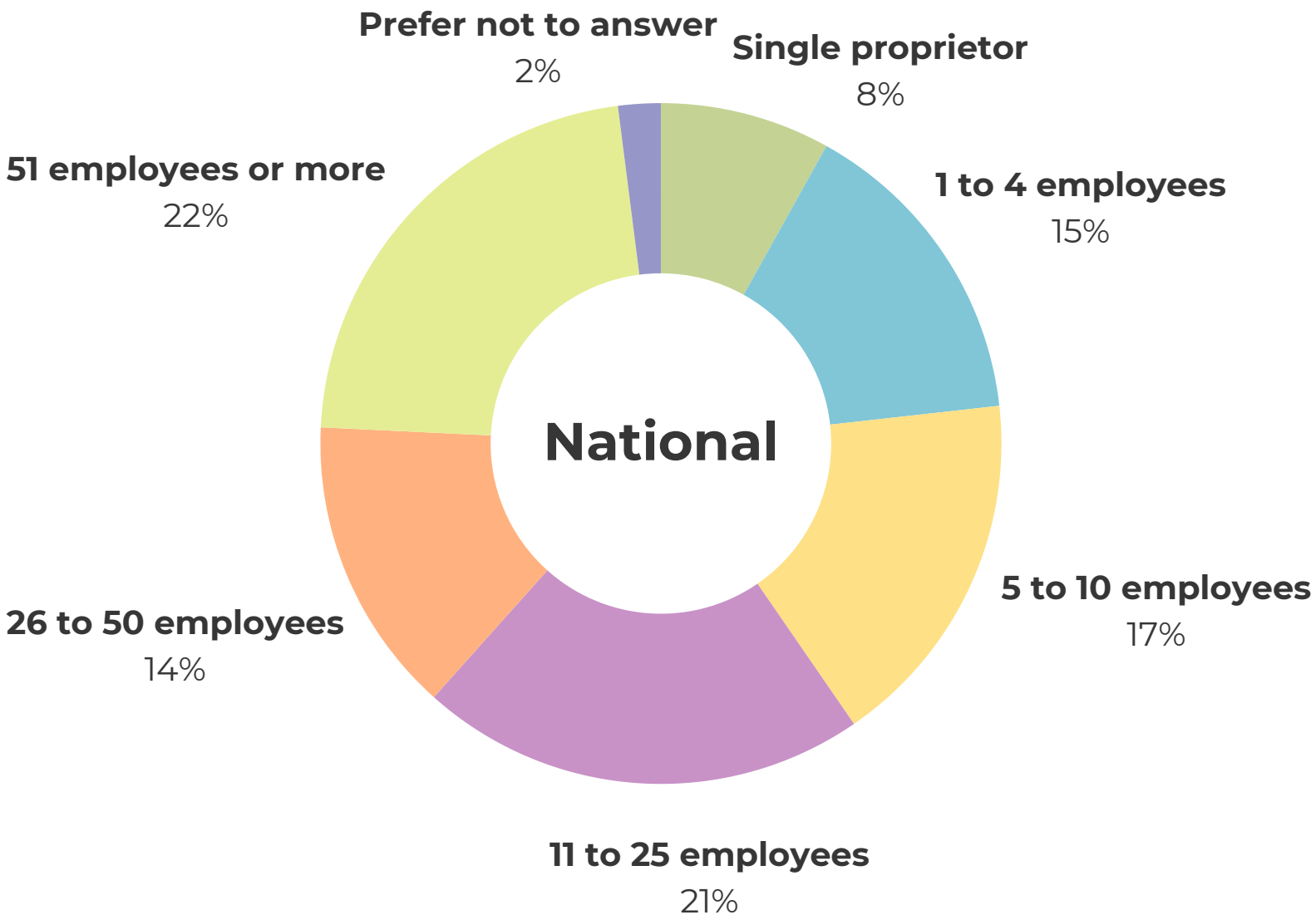
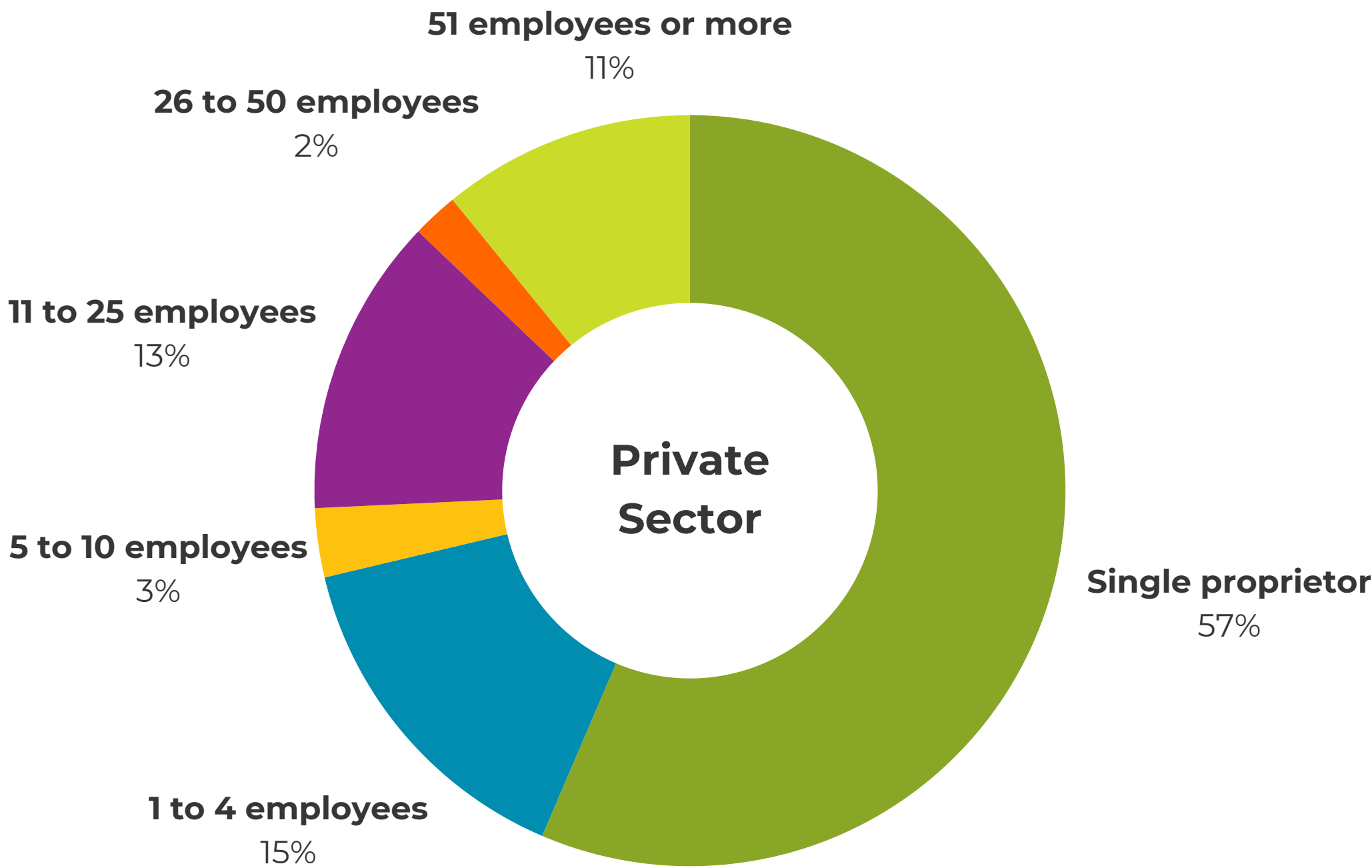
n=100

| | | National |
|-------------------------------------|------|----------|
| Non-profit sector (non-charity) | 0% | 27% |
| Post-secondary university education | 0% | 20% |
| Post-secondary college education | 0% | 11% |
| Private sector | 100% | 10% |
| Government | 0% | 9% |
| Secondary education (Grades 9 – 12) | 0% | 8% |
| Registered charitable sector | 0% | 5% |
| Corporate sector | 0% | 3% |
| I am currently a student | 0% | 1% |
| Elementary education (K – Grade 8) | 0% | 0% |
| Other (please specify) | 0% | 6% |



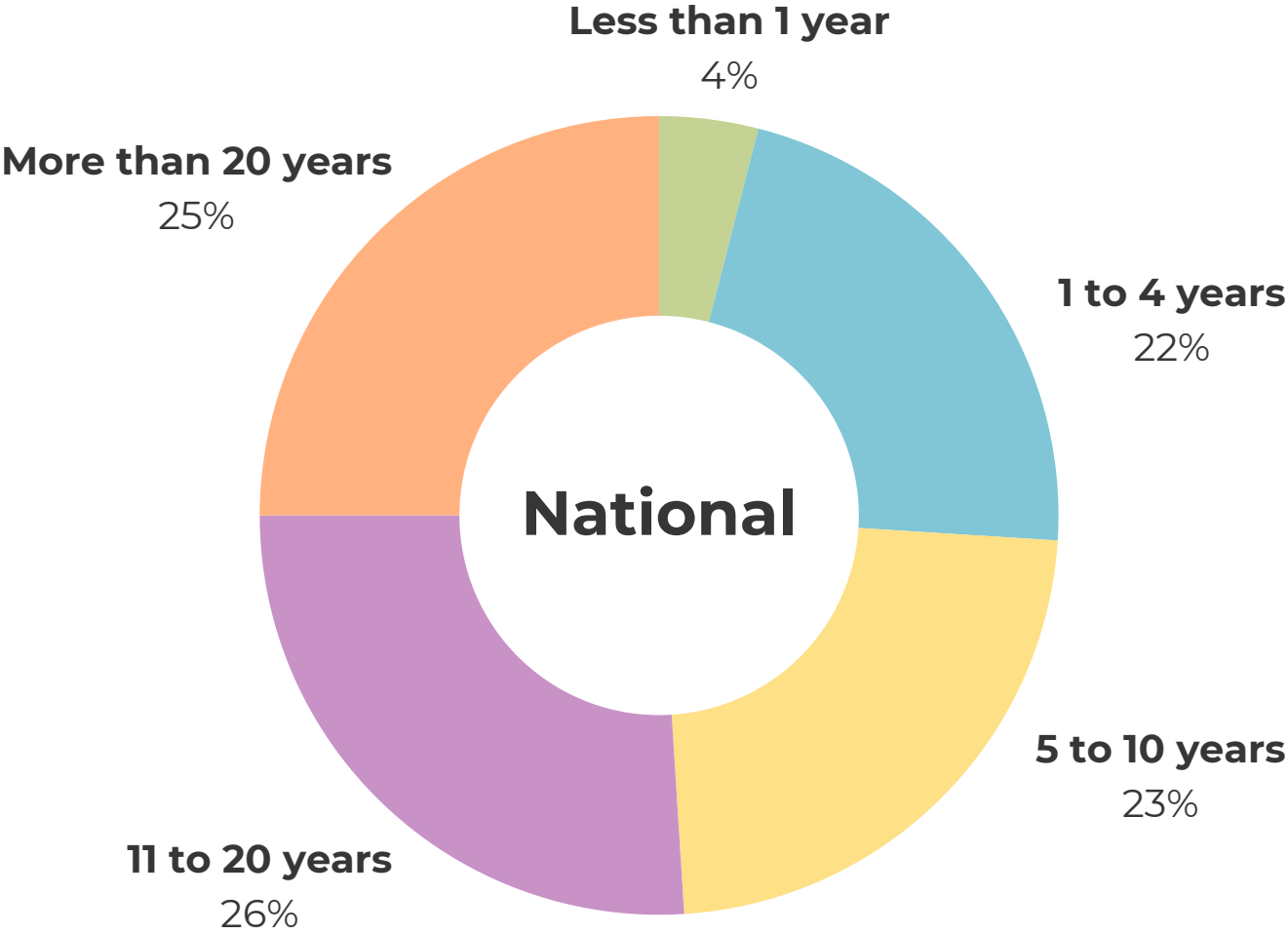
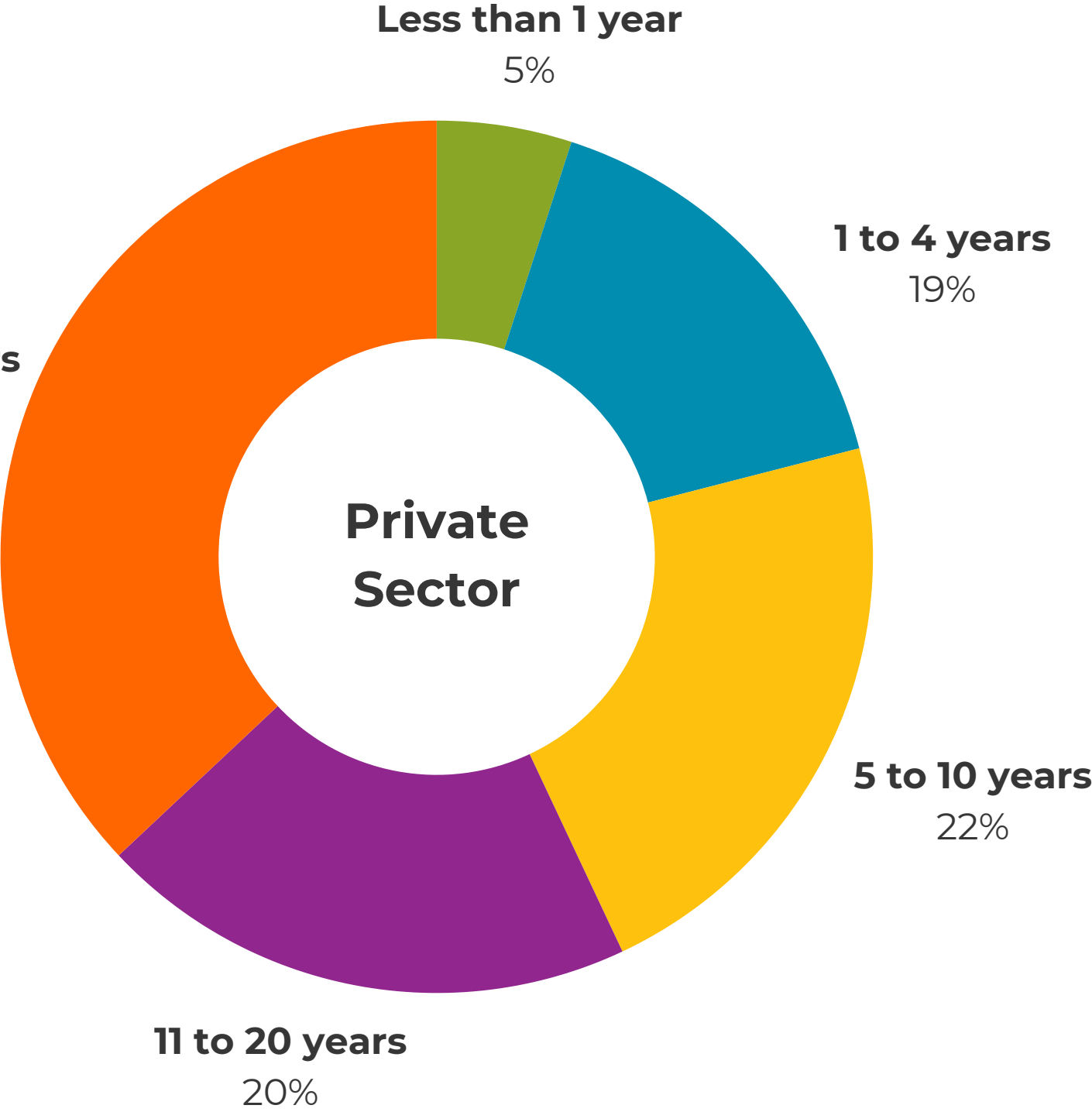
Staff Size of Career Services Operation

n=95



Years Working in Career Development

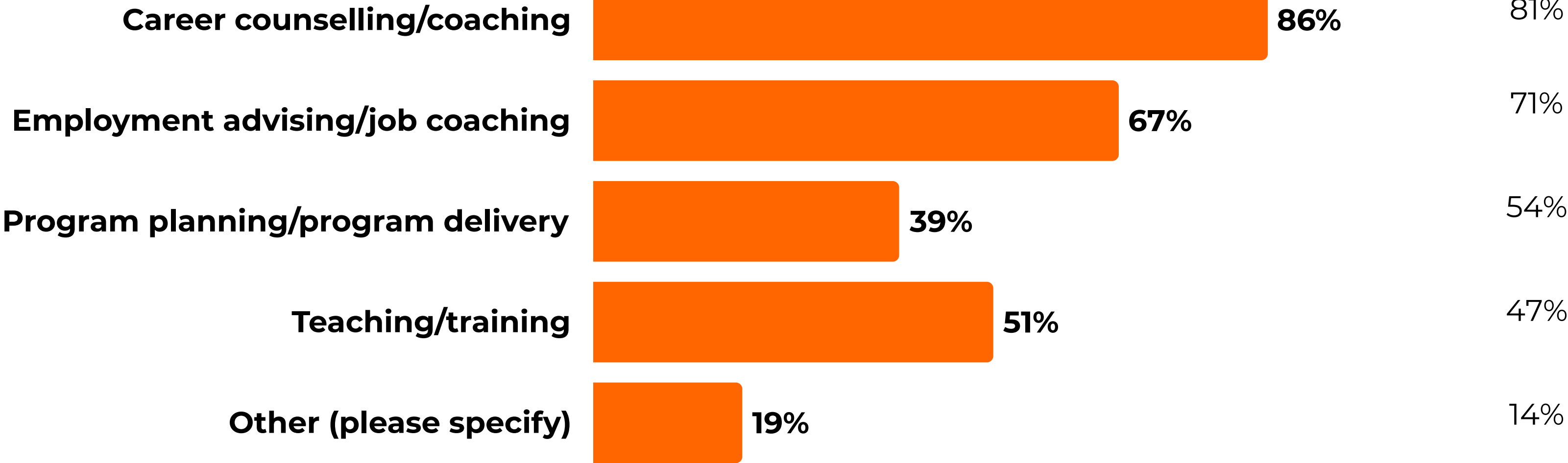
n=95



Services Offered

n=94

National



Popular other response: Vocational rehabilitation/assessment (3%).

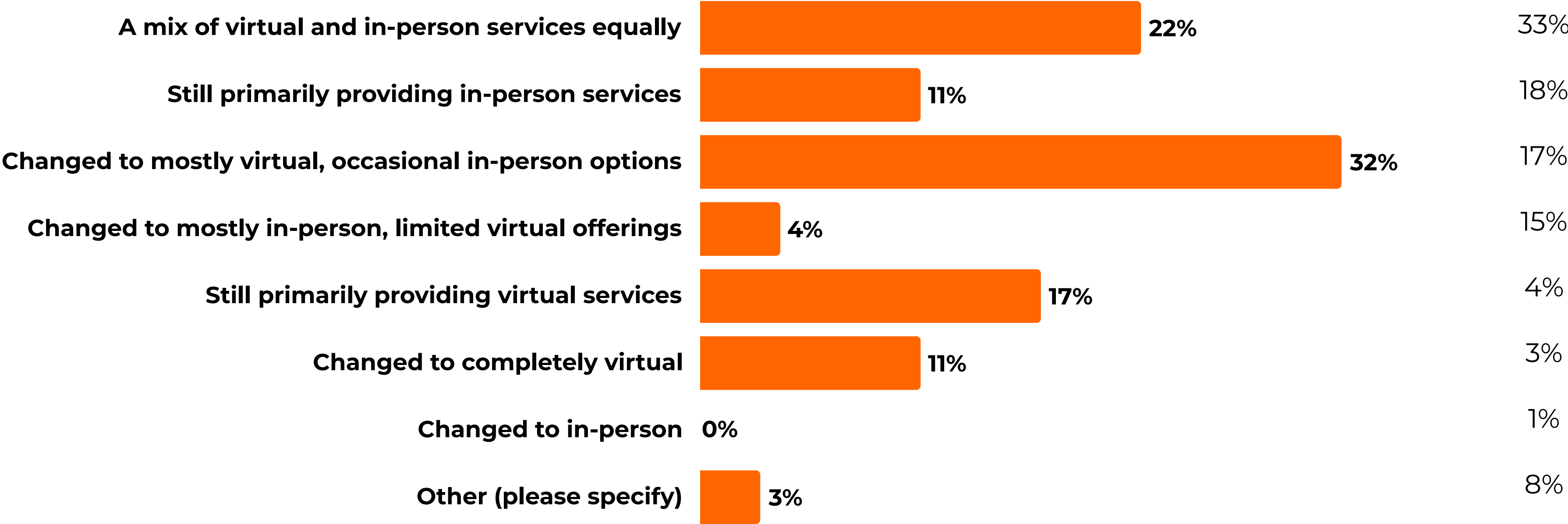
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Changes in Career Services Delivery Since Pandemic

n=94

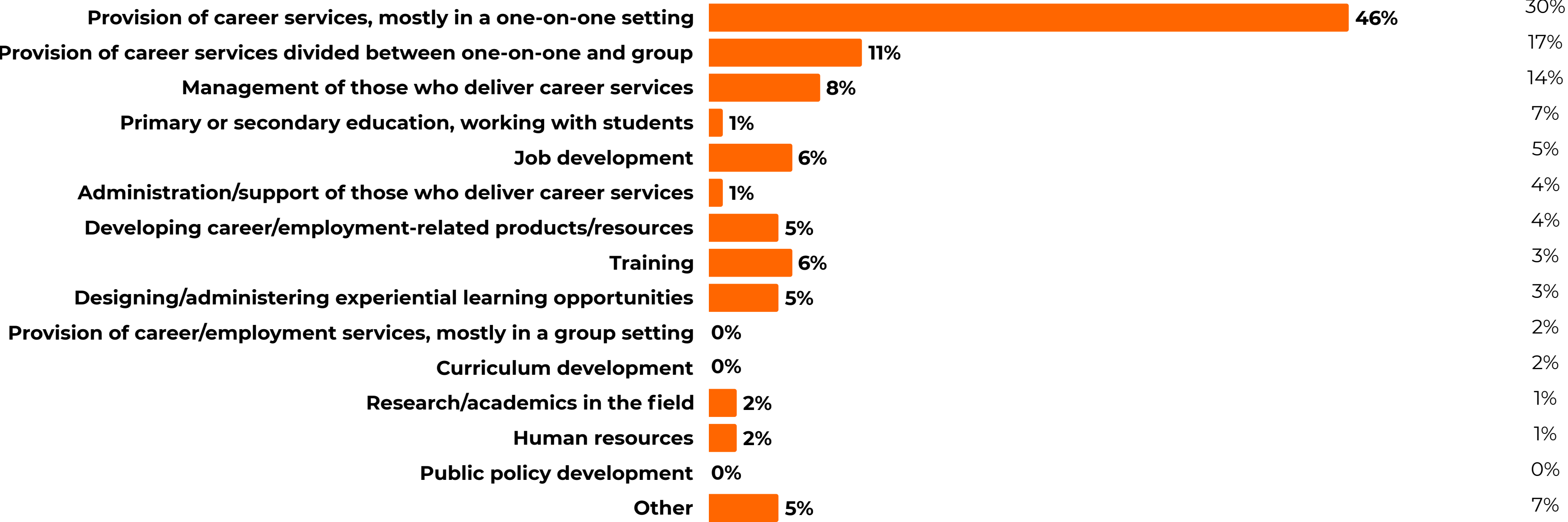
National



Respondent Primary Job Function

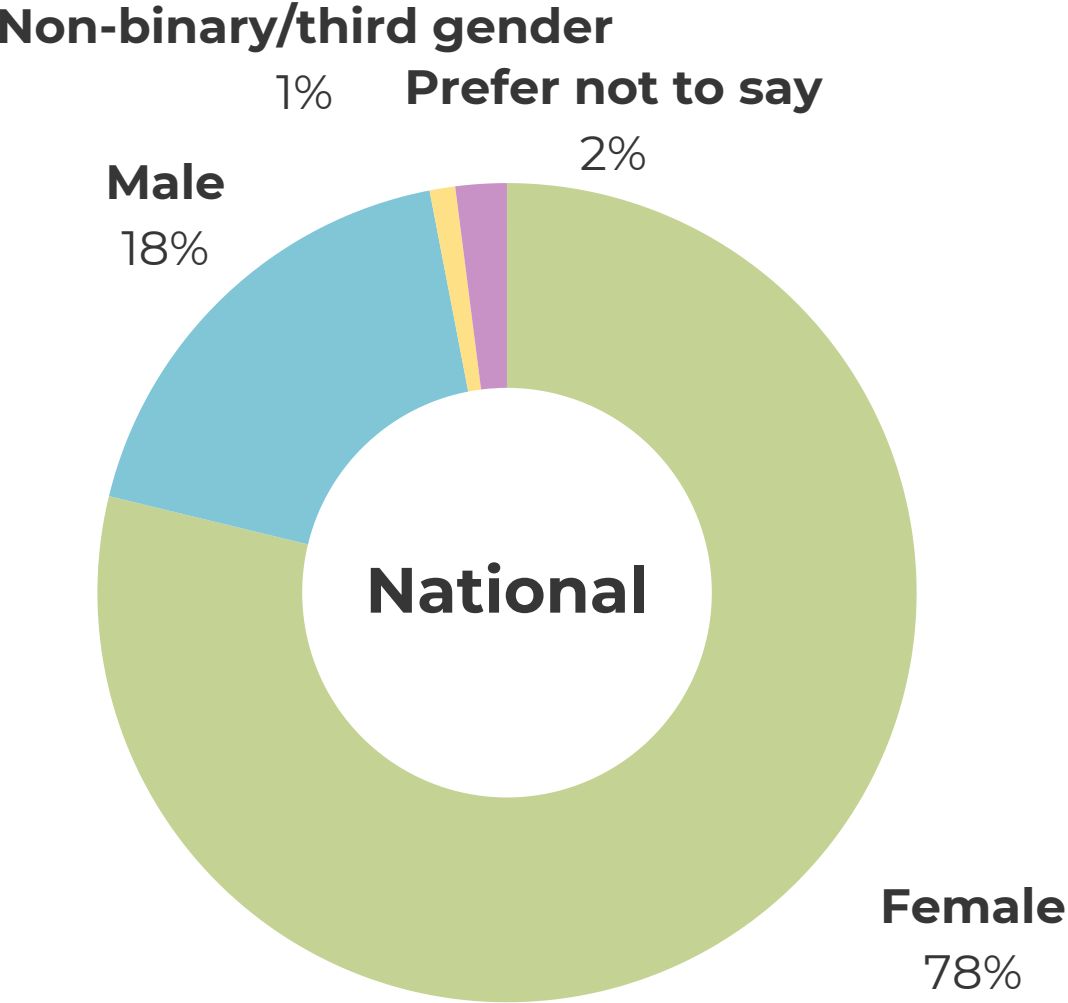
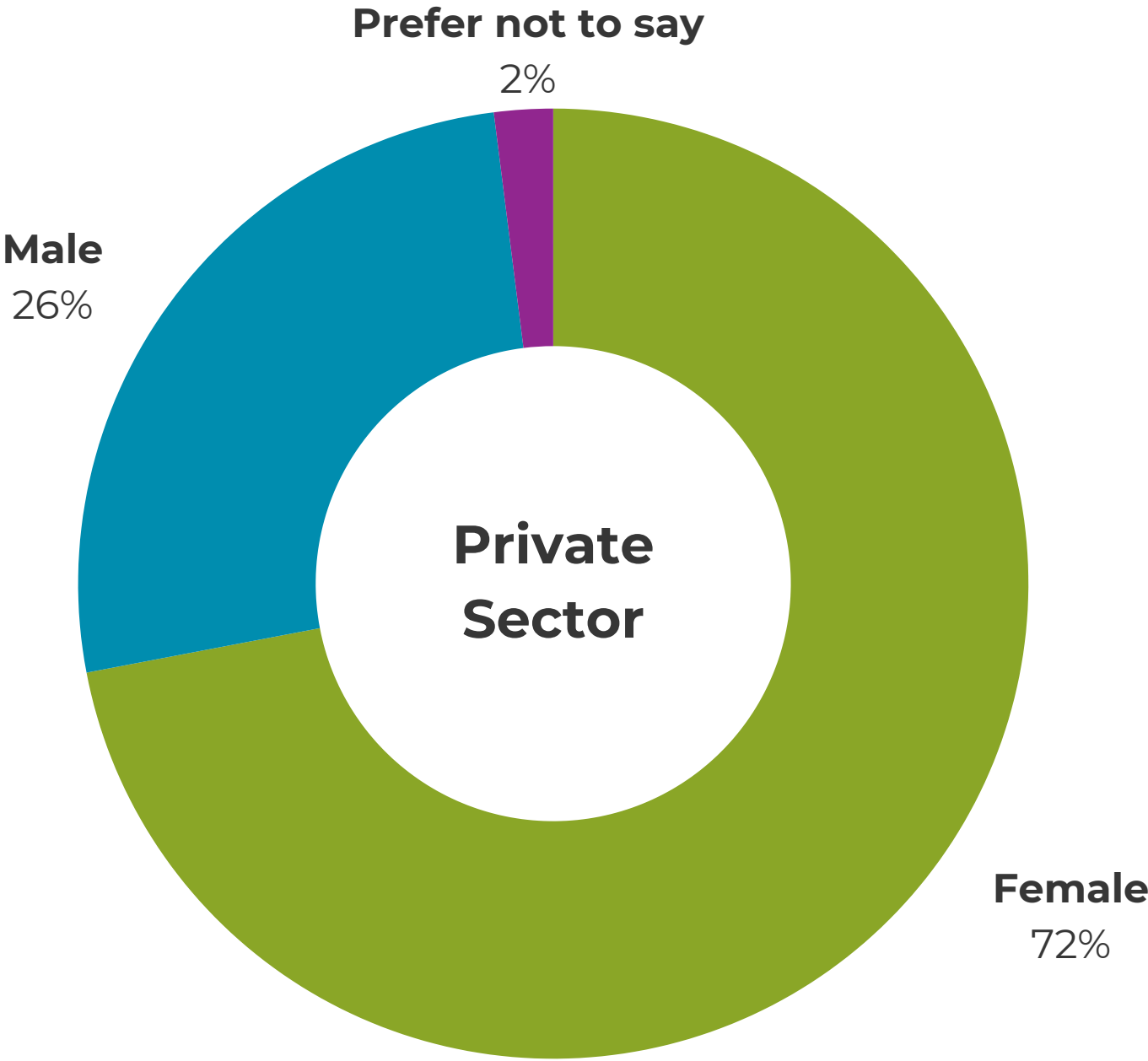
n=95

National



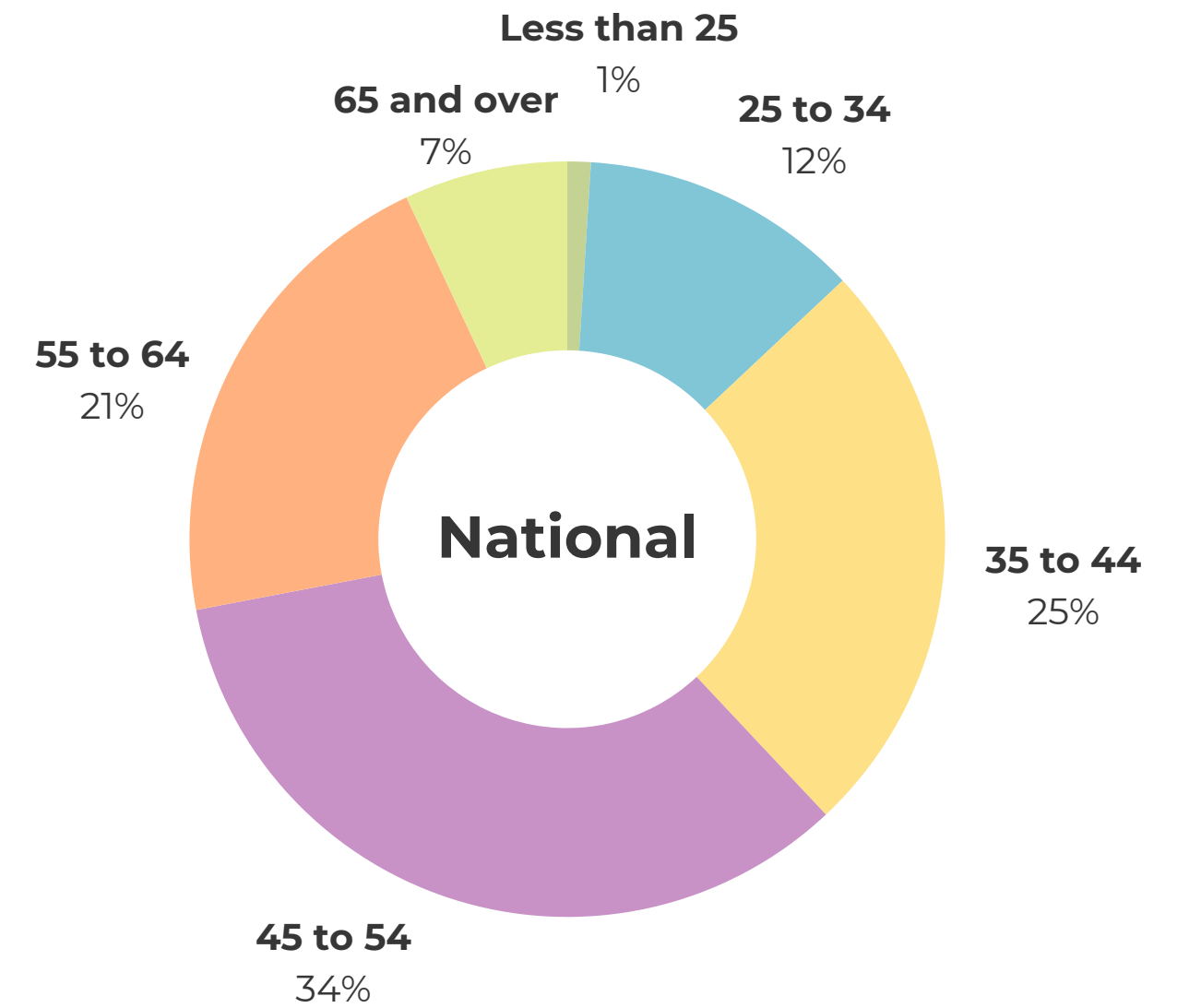
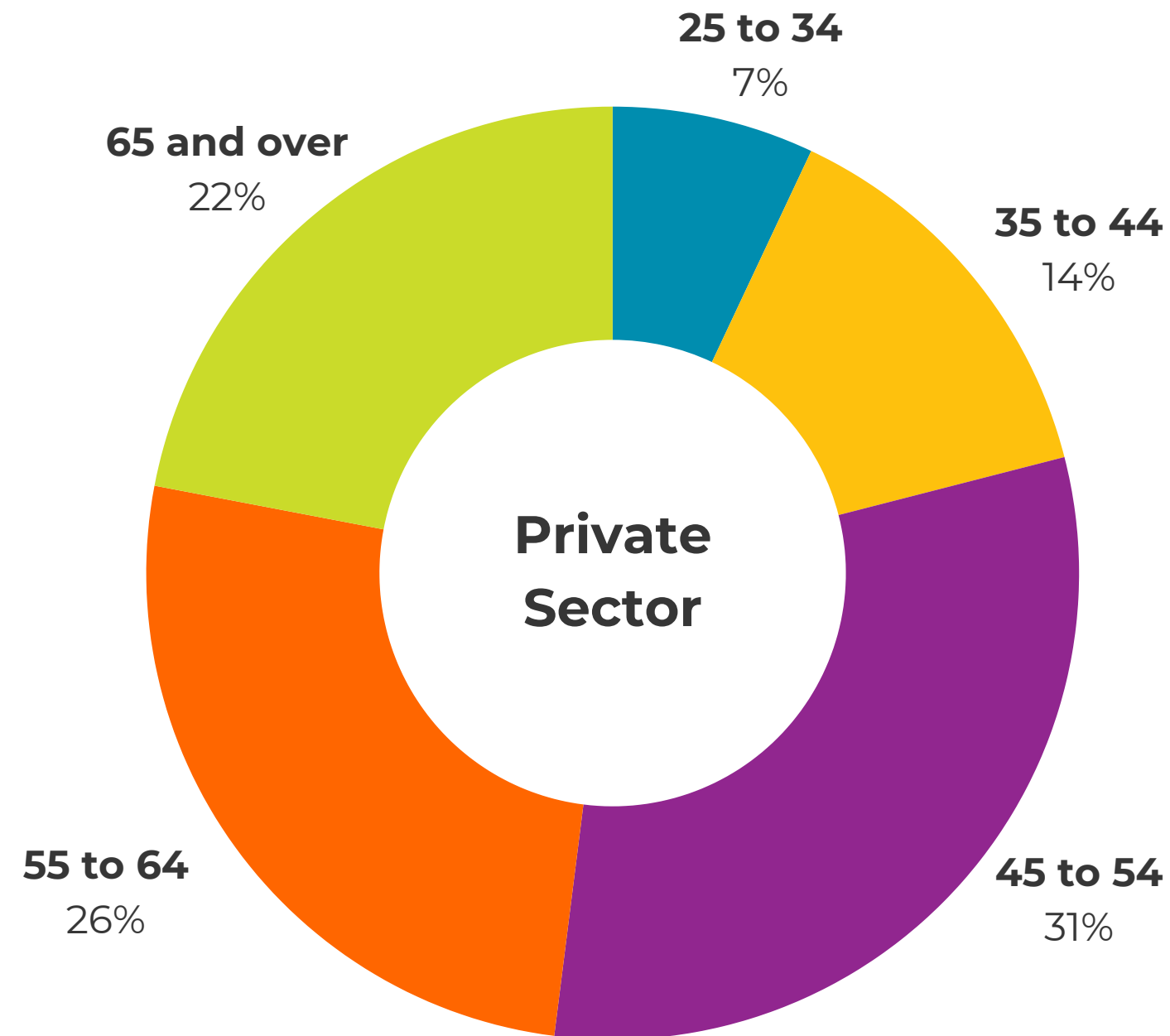
Gender of Respondent

n=81



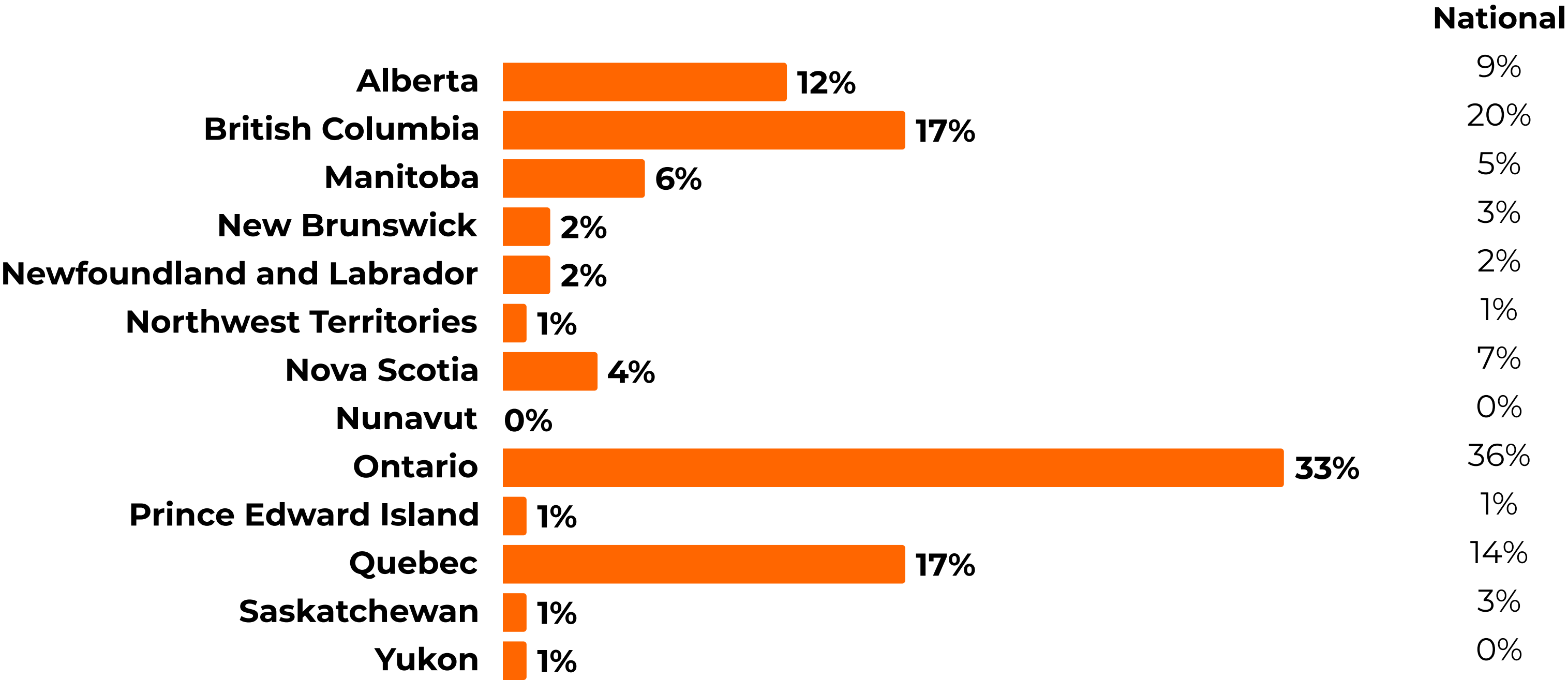
Age of Respondent

n=81



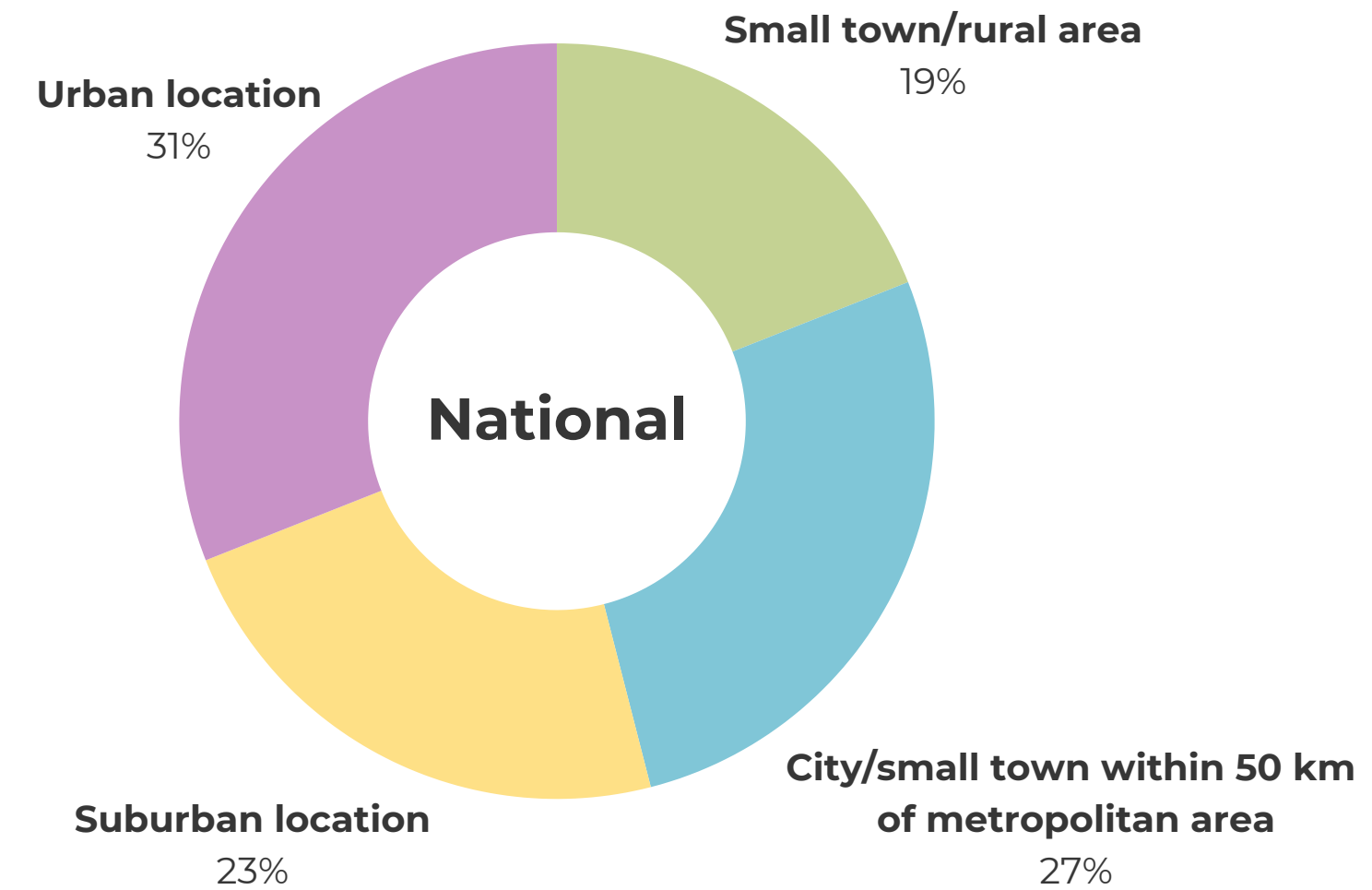
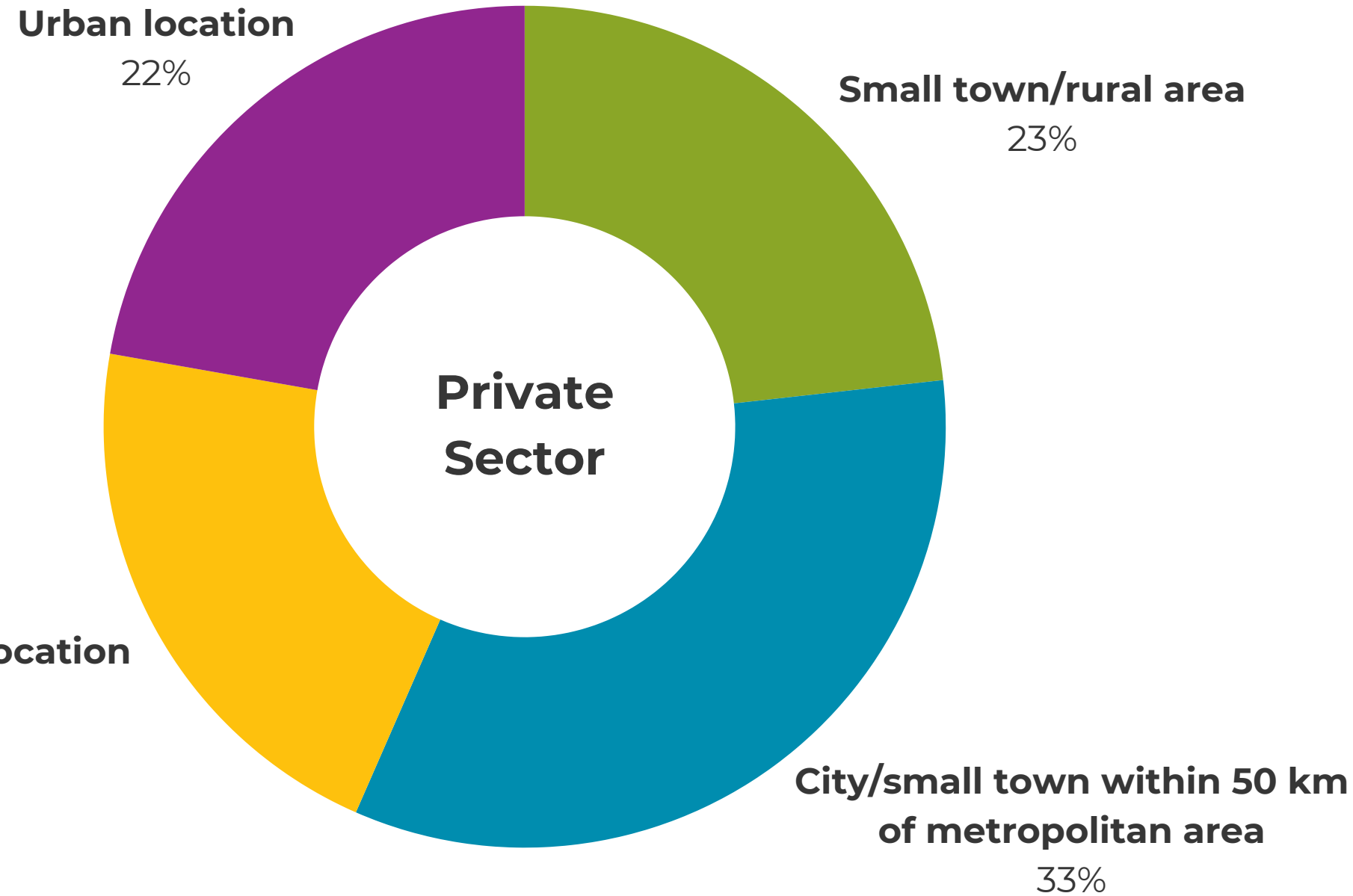
Location of Respondent

n=81



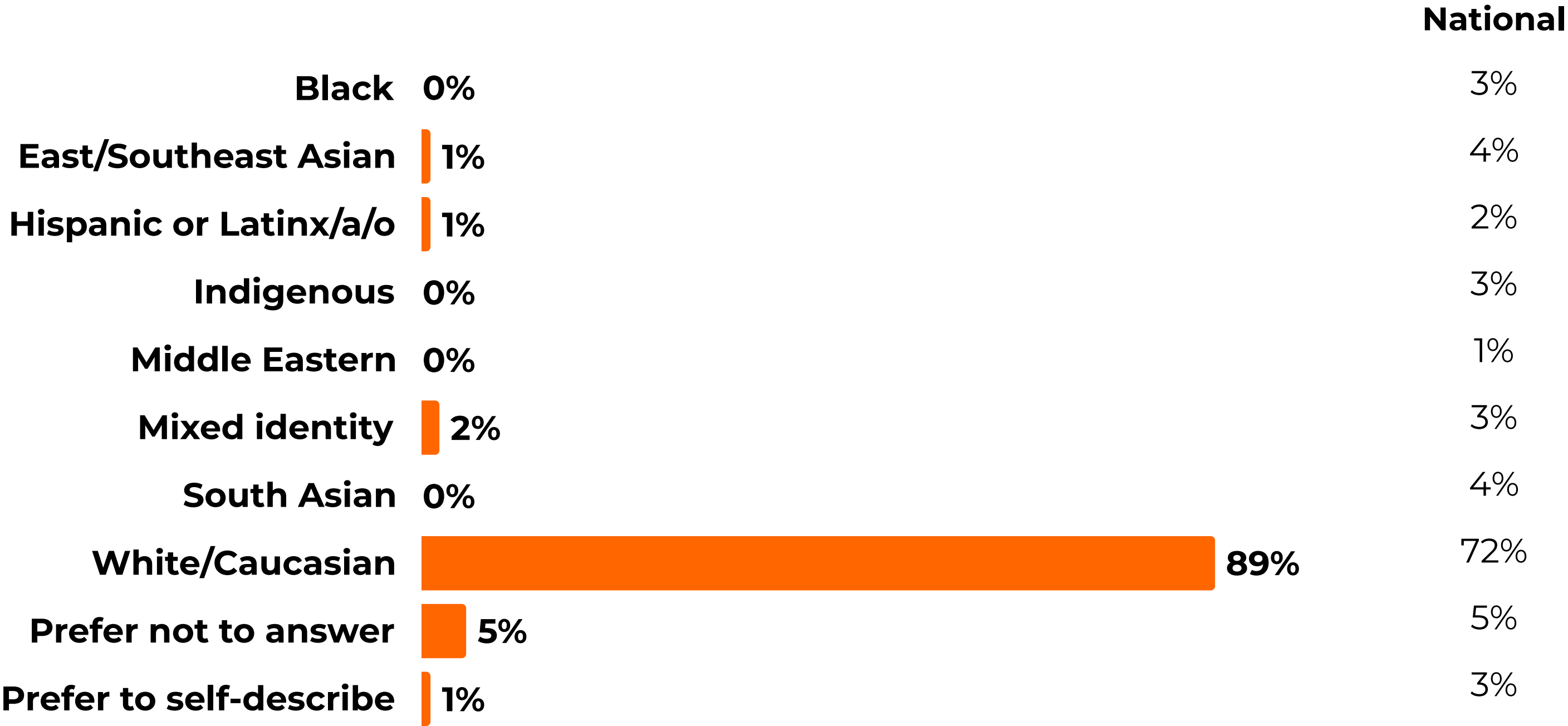
Type of Community

n=81



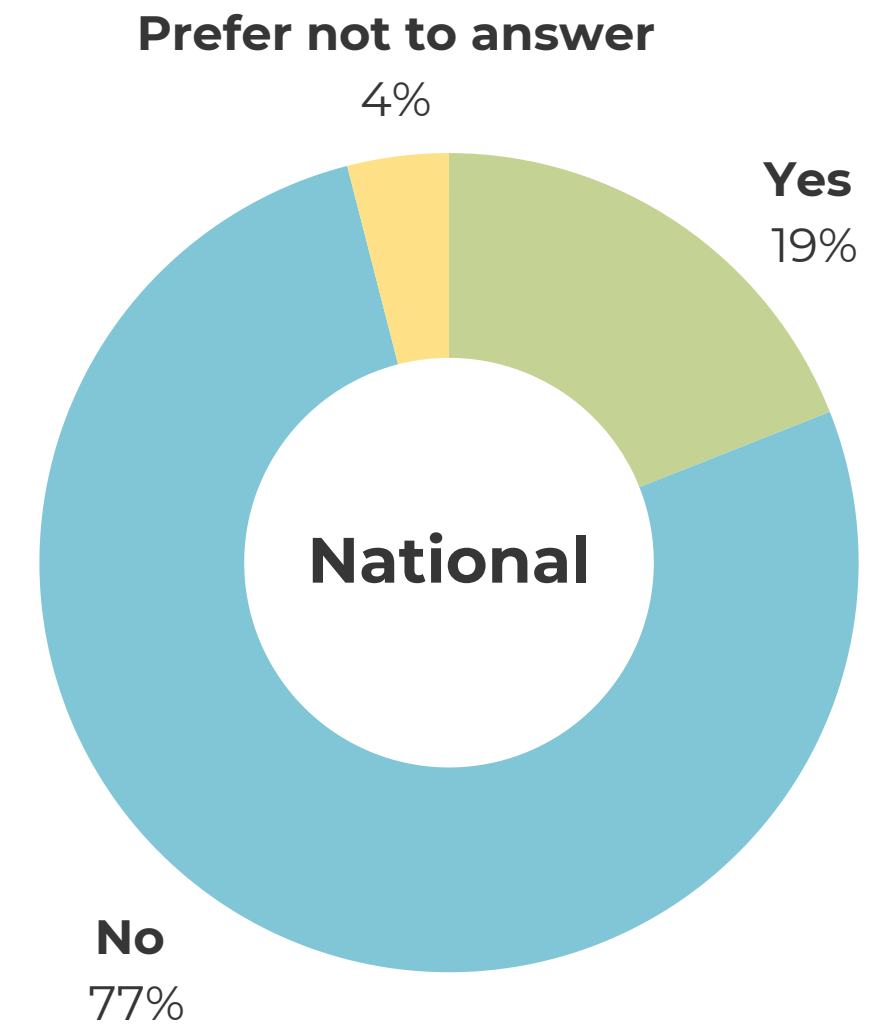
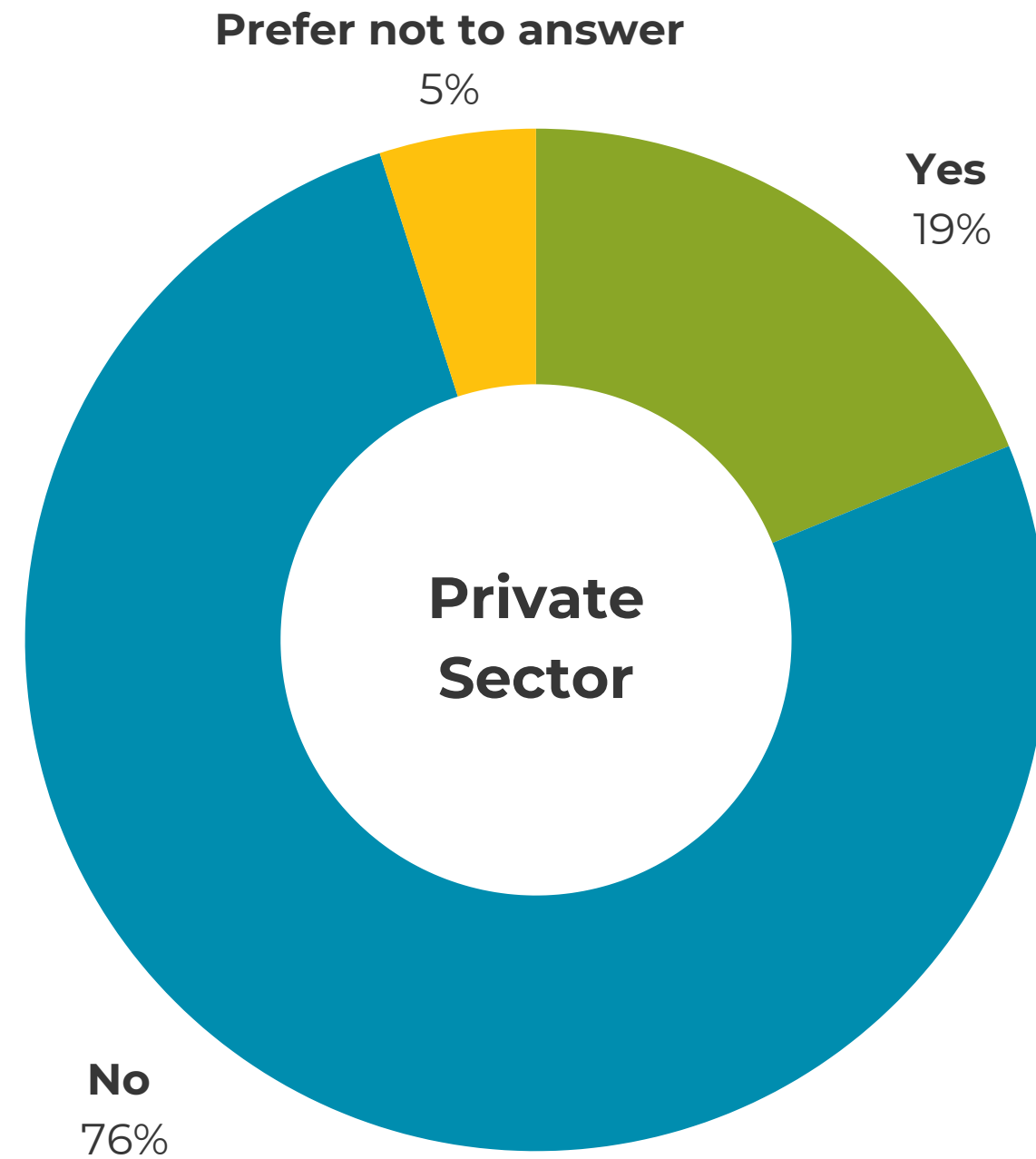
Ethnic Identity of Respondent

n=81



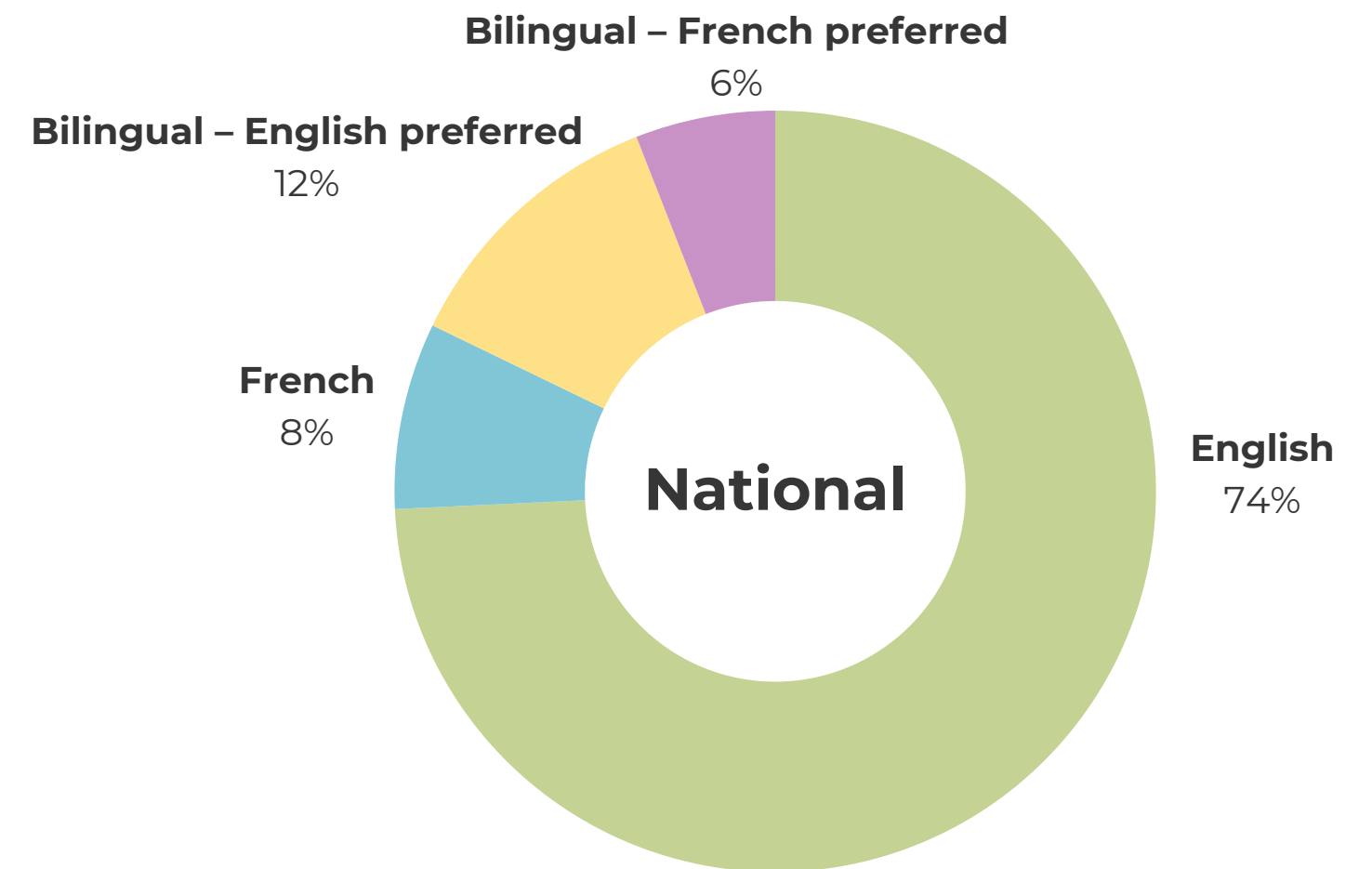
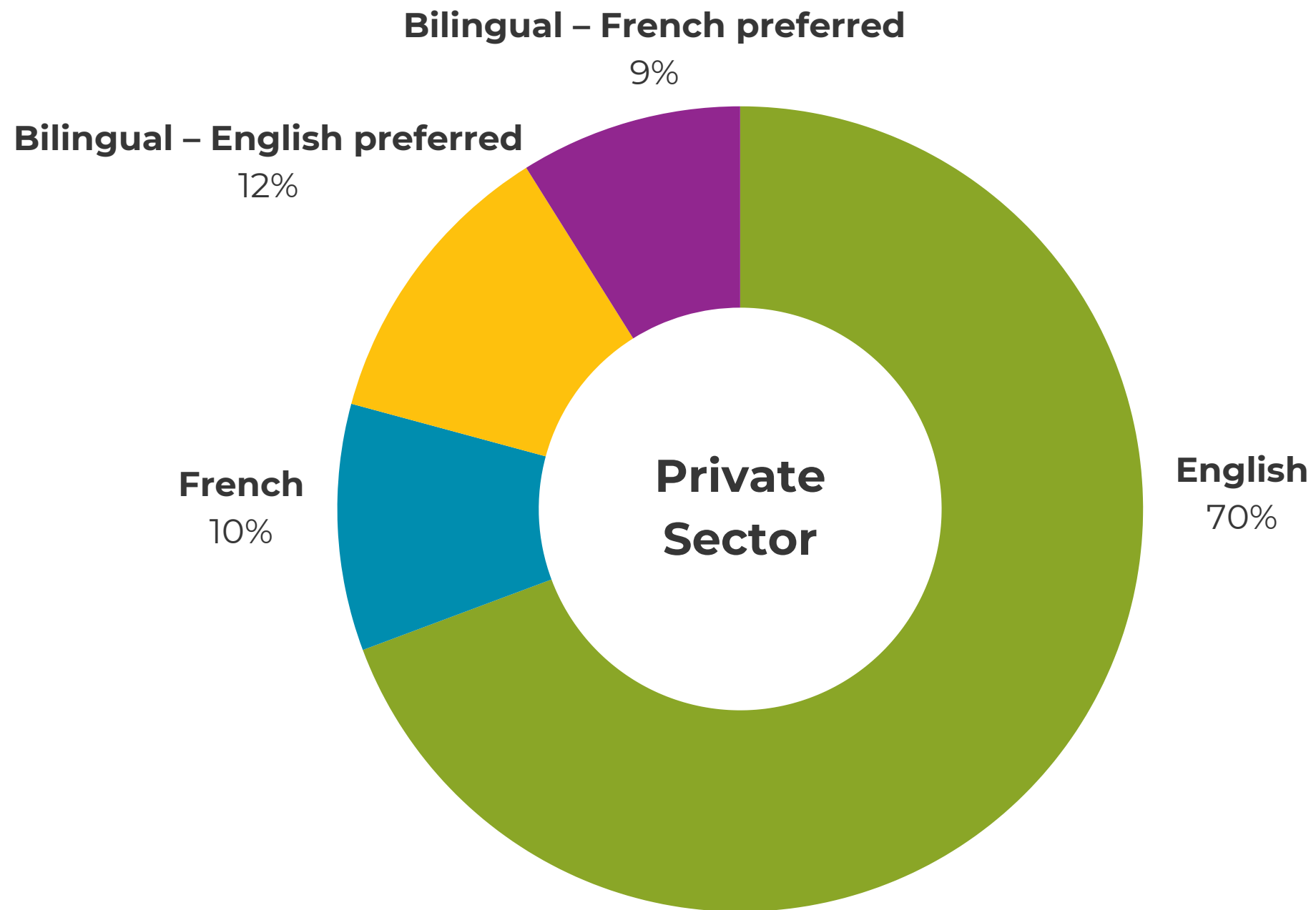
Self-Identify as Living with Disability

n=81



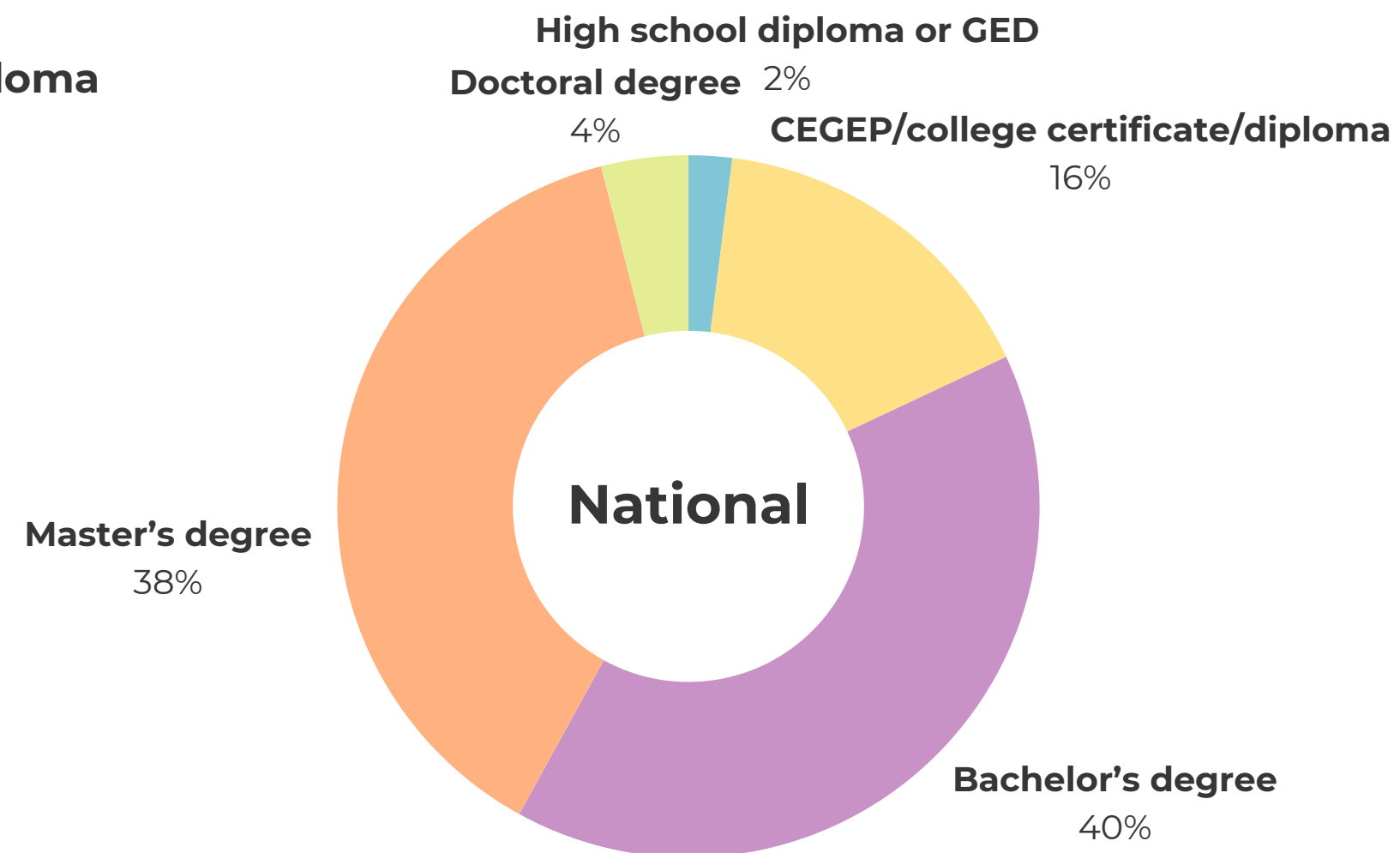
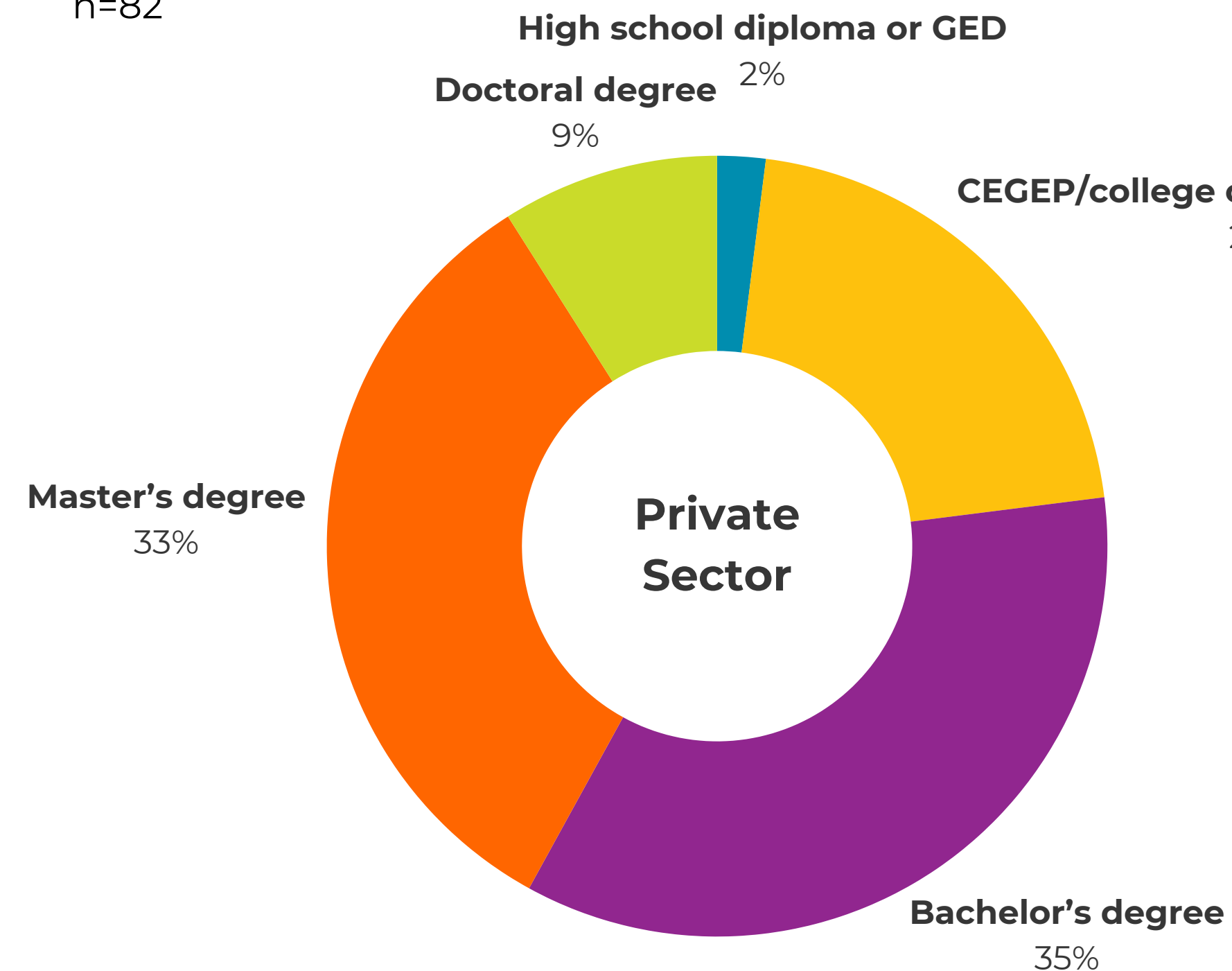
Language(s) of Respondent

n=82



Education Level of Respondent

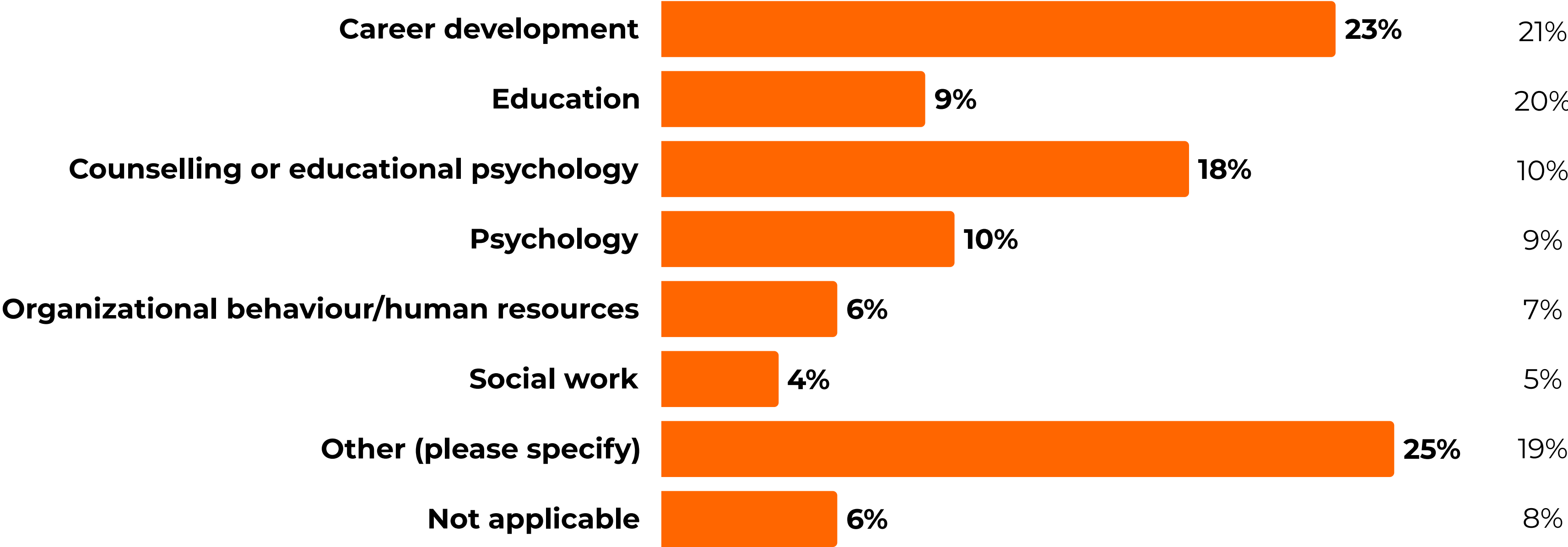
n=82



Main Area of Focus in Education

n=80

National



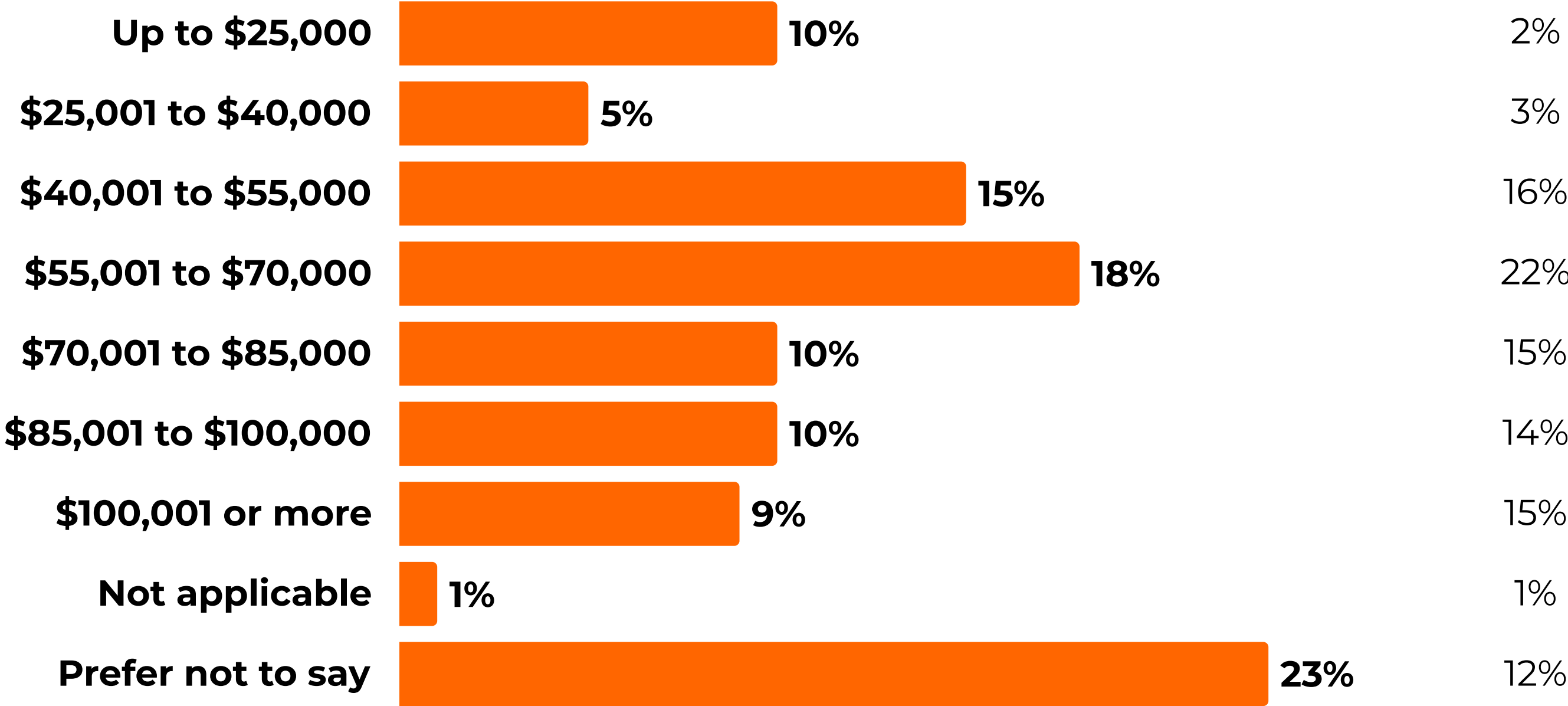
Popular other responses: Sociology (1%) and communications (1%).



Gross Annual Income of Respondent

n=82

National



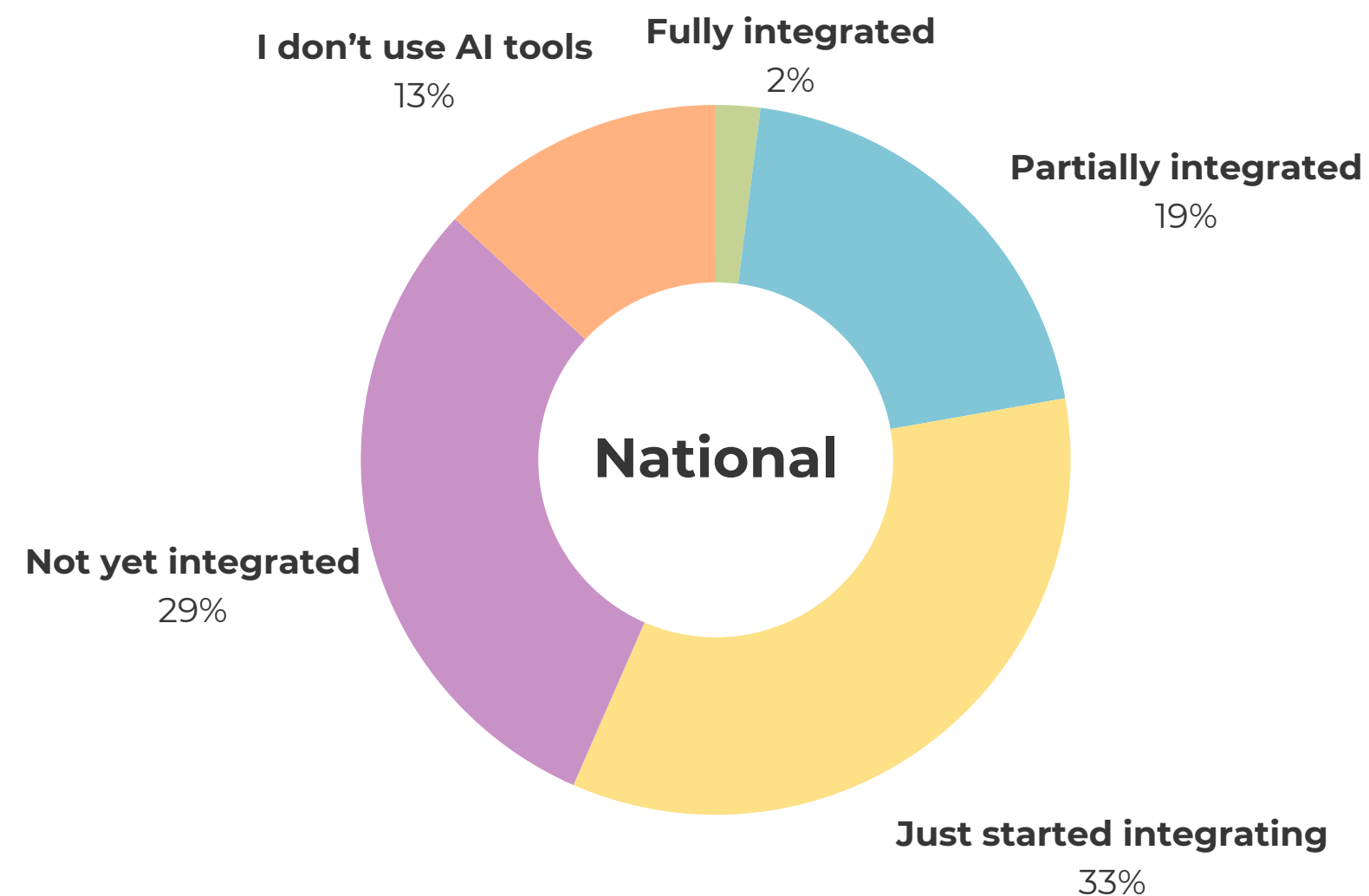
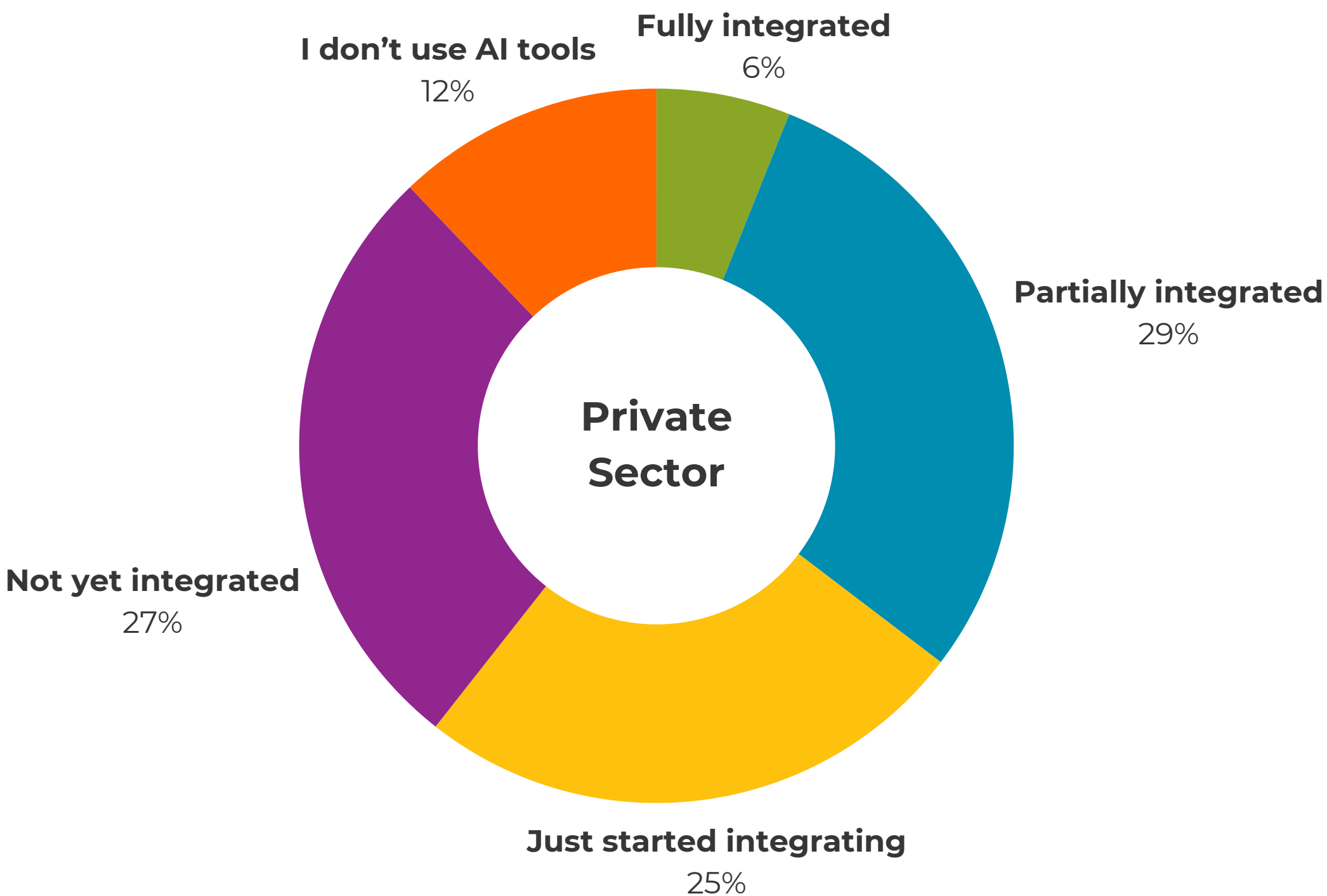
Section 2:

Artificial Intelligence in the Career Services Field - Special Section 2024



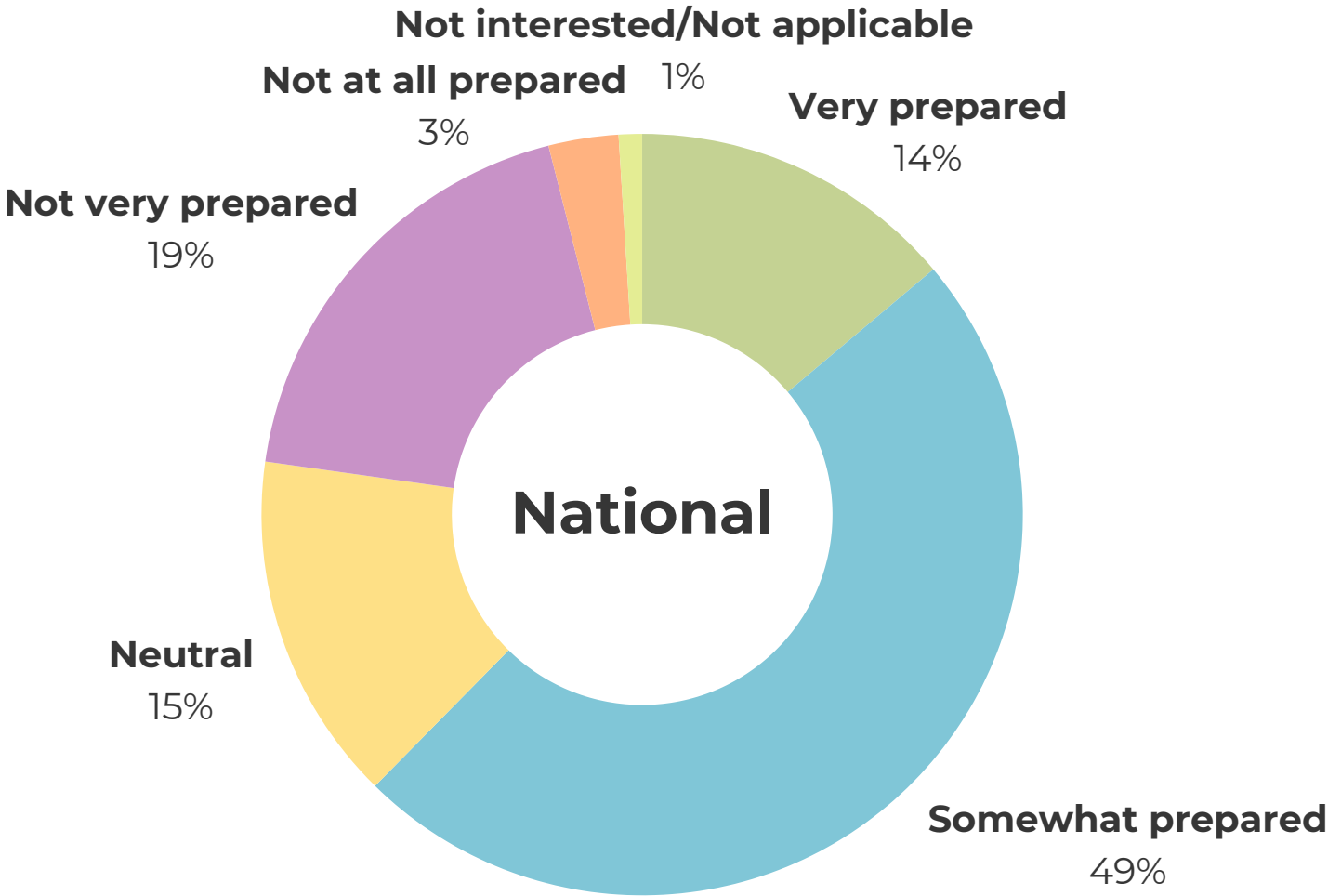
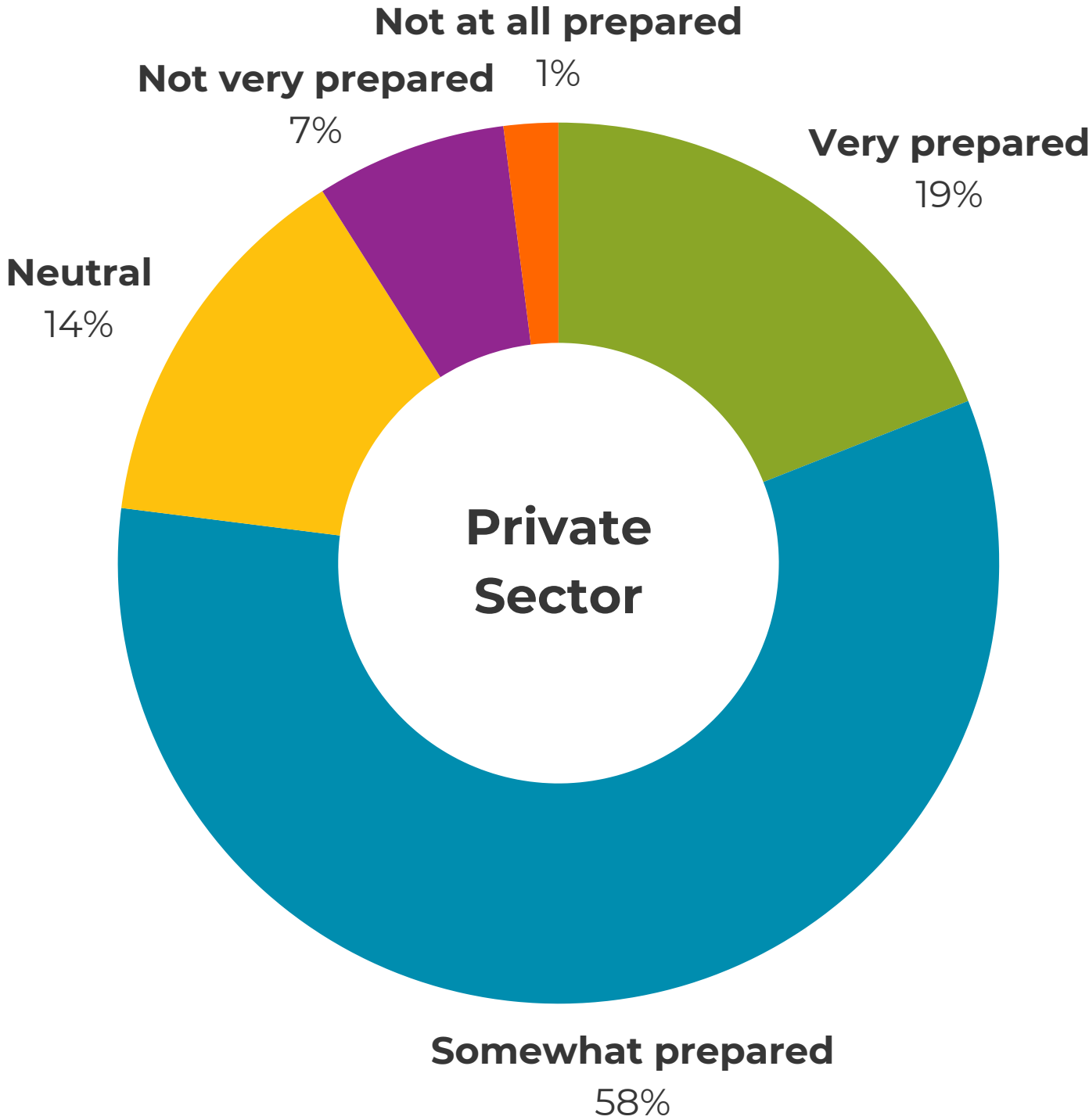
Integration of AI Tools in Field

n=95



Preparedness to Integrate AI Tools (among AI users)

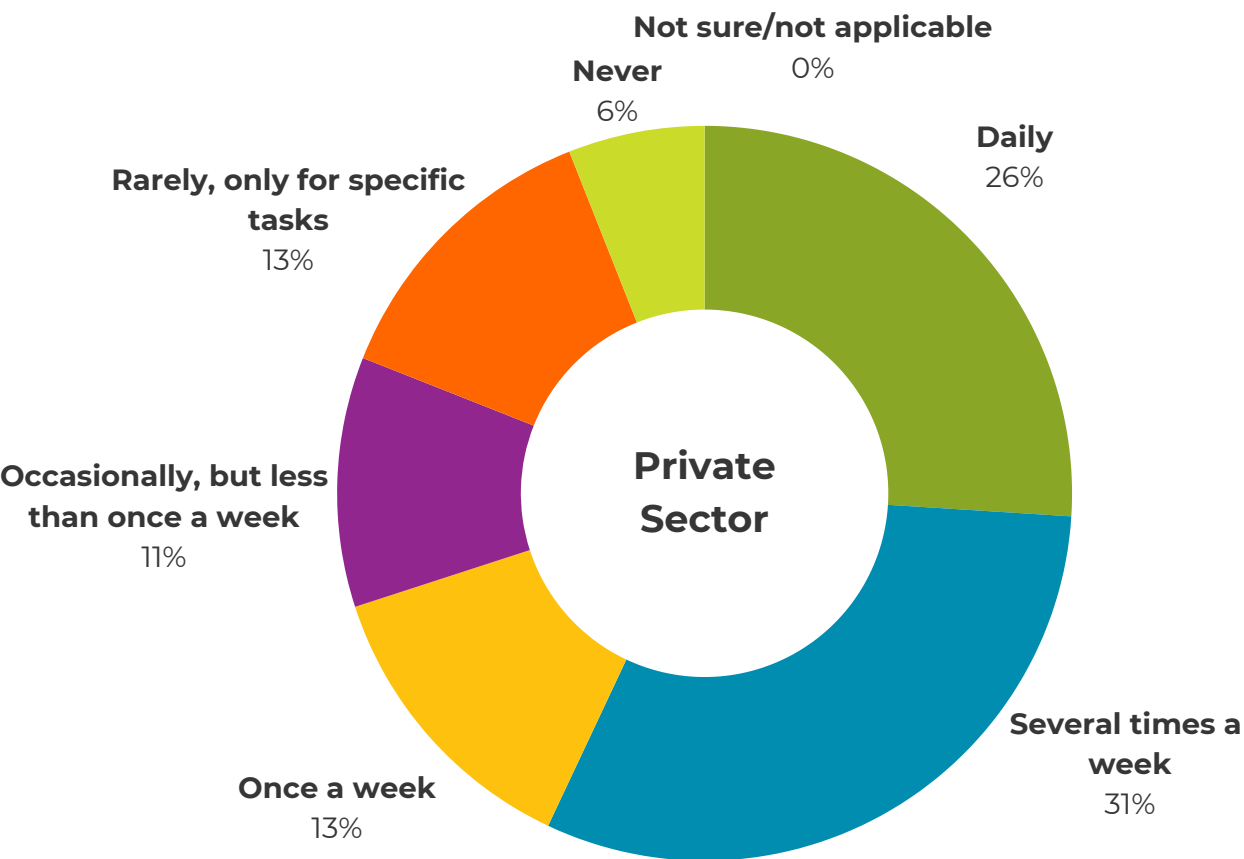
n=57



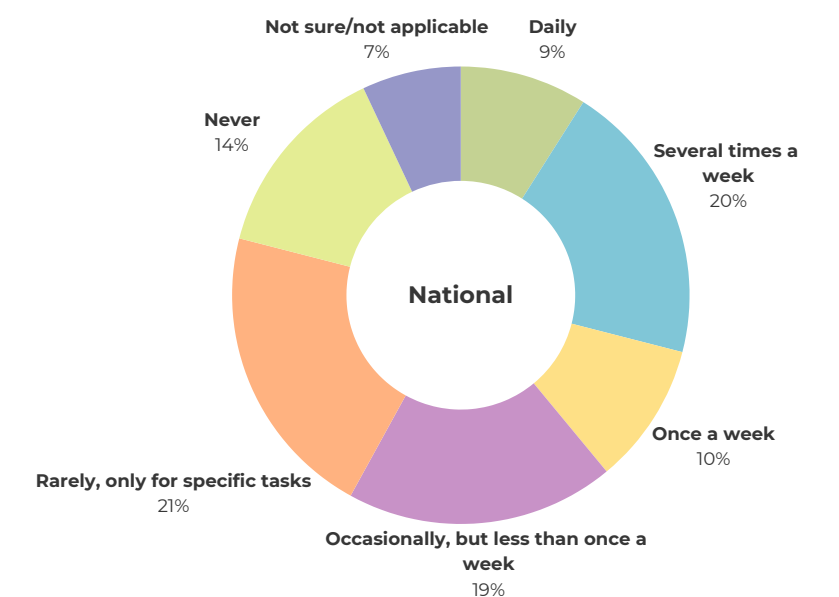
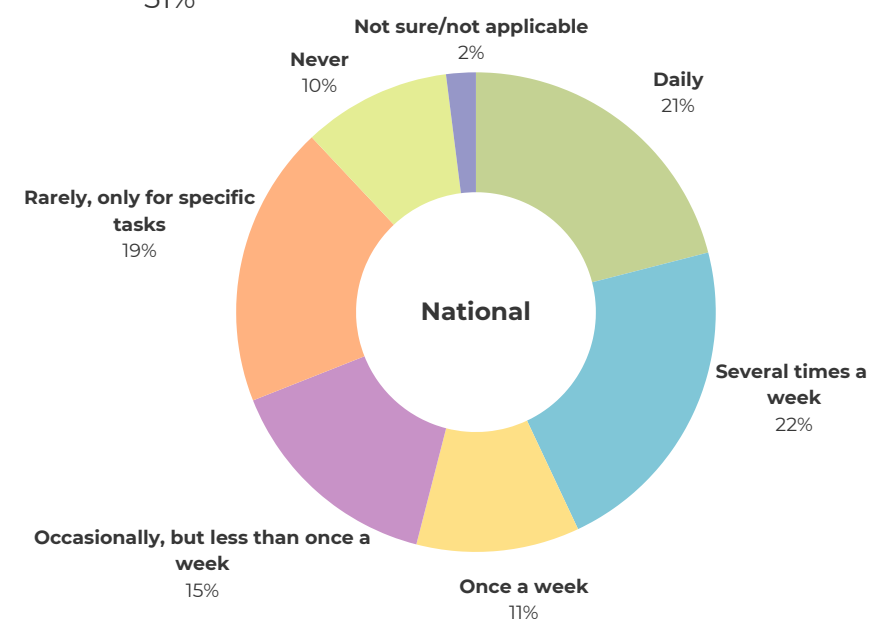
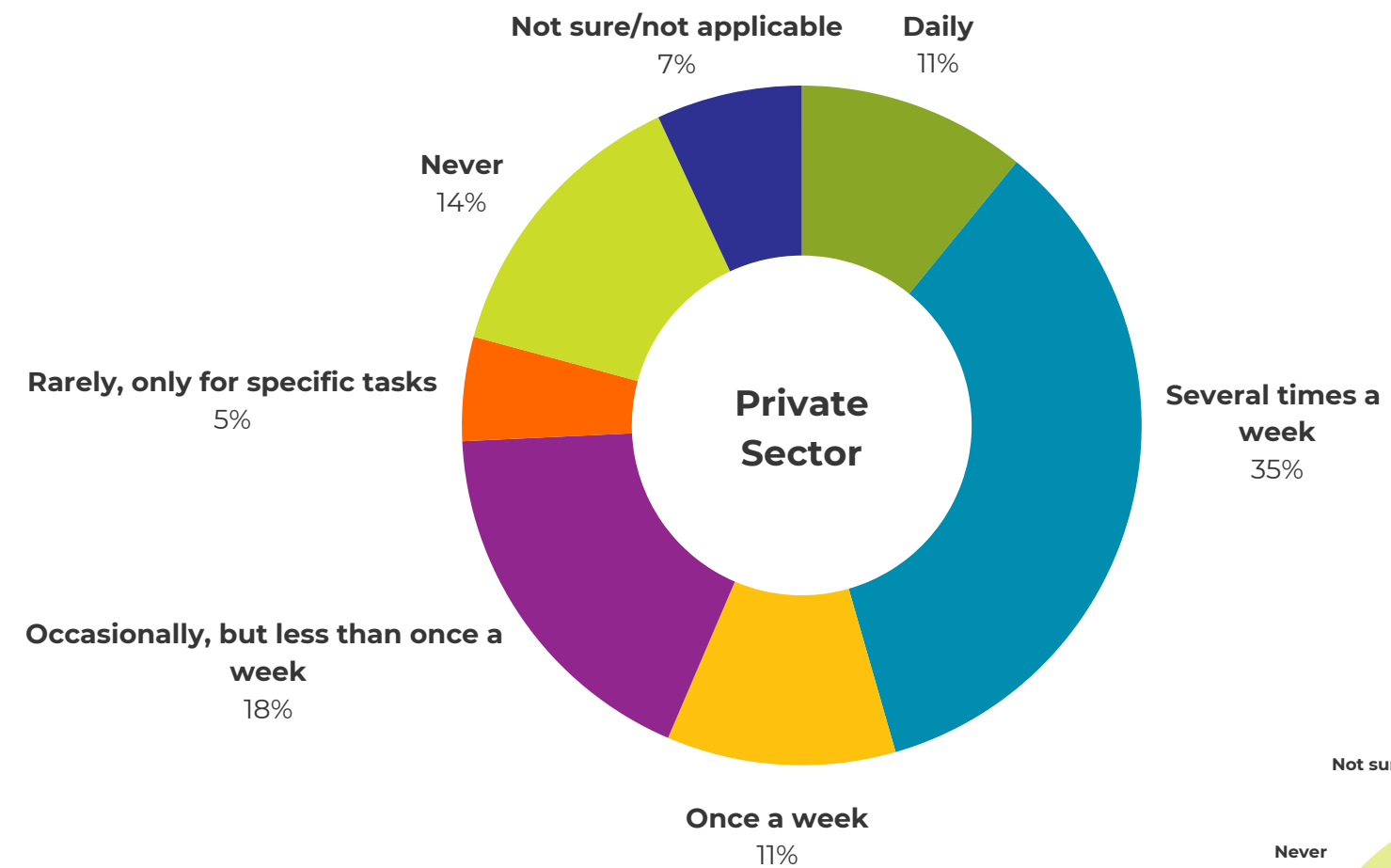
Frequency of Using AI Tools in Field (among AI users)

n=57

Administrative Duties

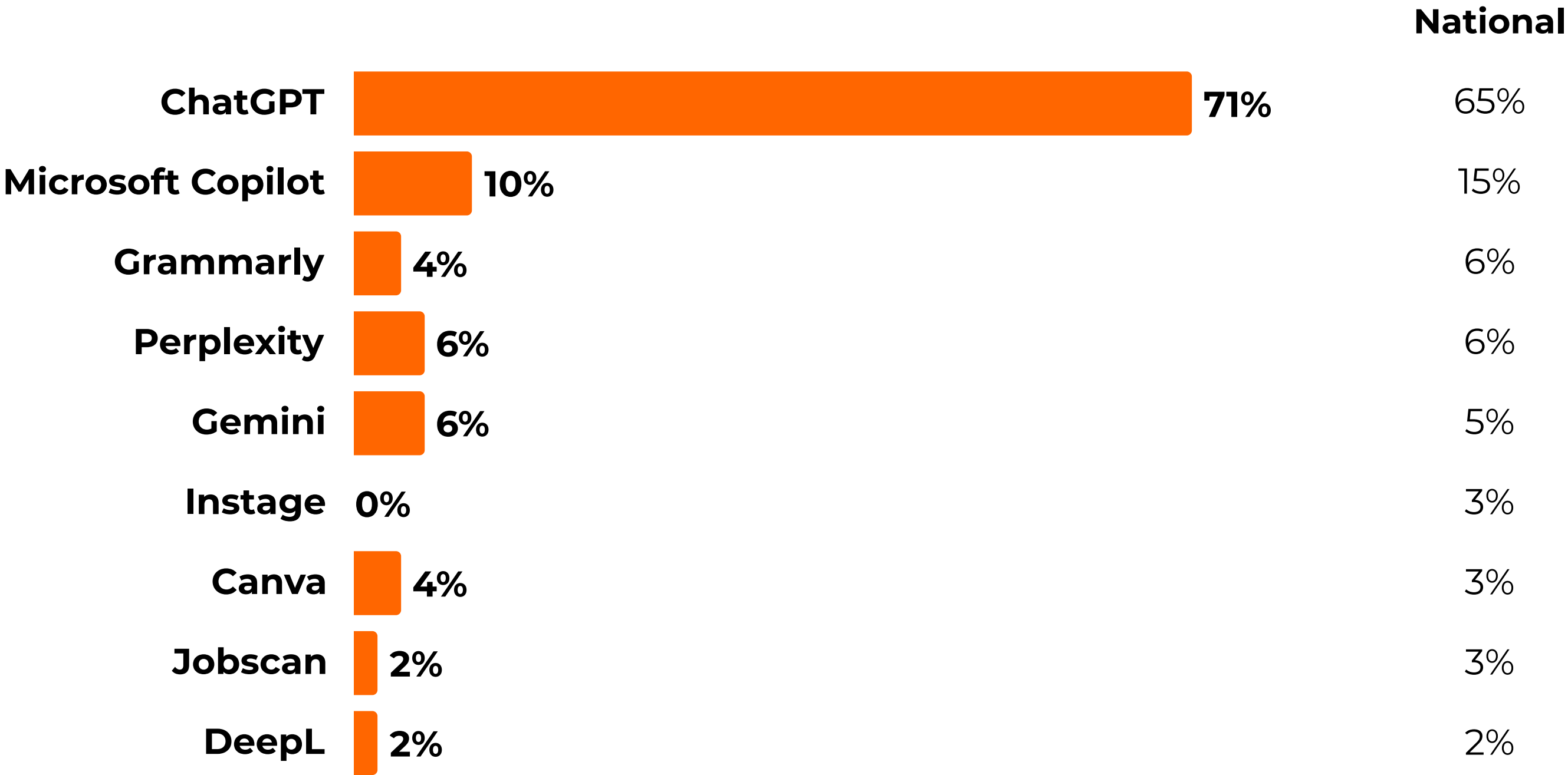


Direct Client Support



AI Tools Incorporated Into Practice (among AI users)

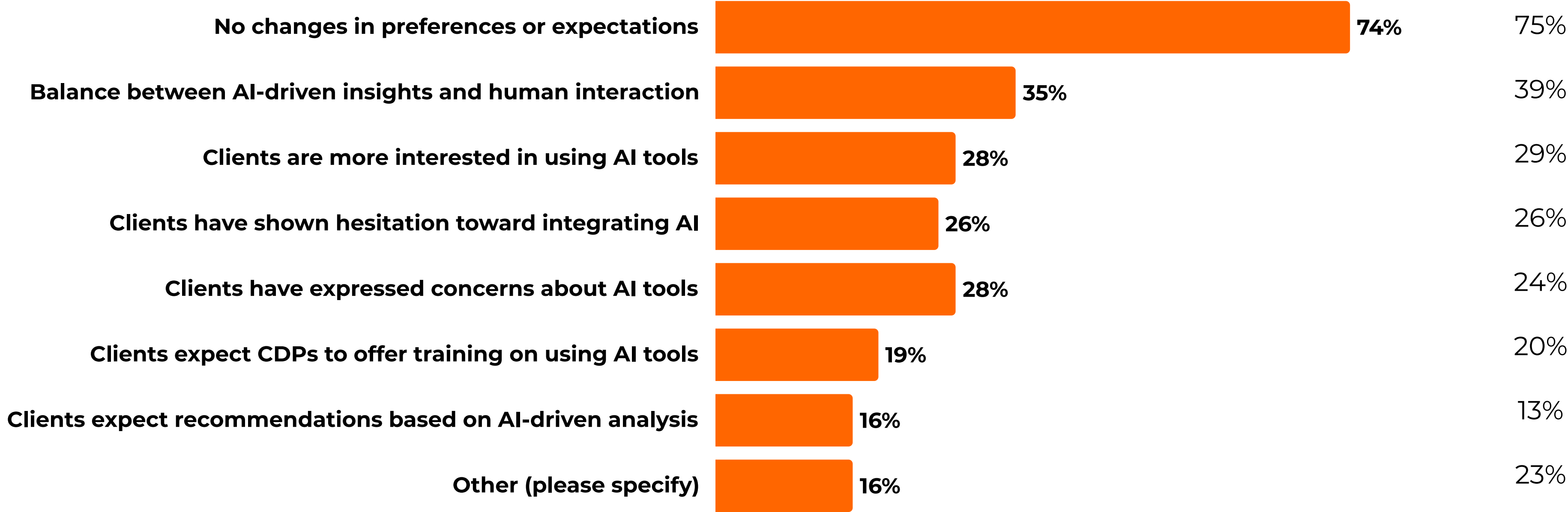
n=49



Changes in Client Expectations Regarding AI

n=57

National



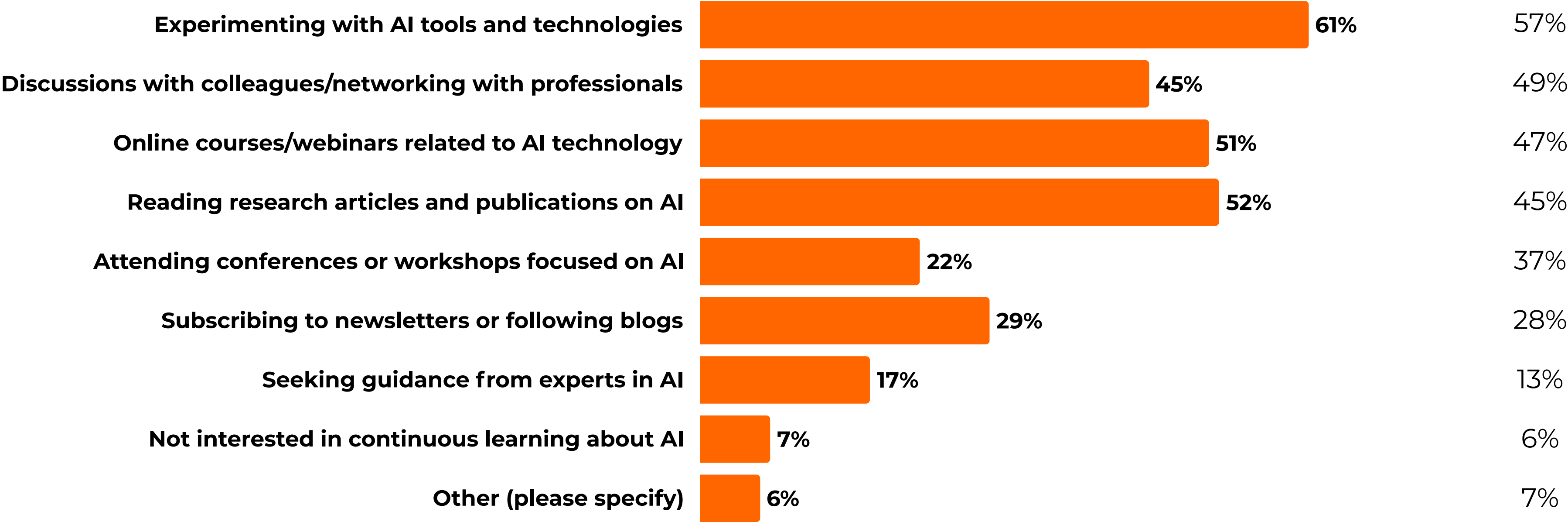
Popular other responses: AI job applications/using AI for resume and cover letter creation (5%) and lack of familiarity with AI (3%).

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=89

National



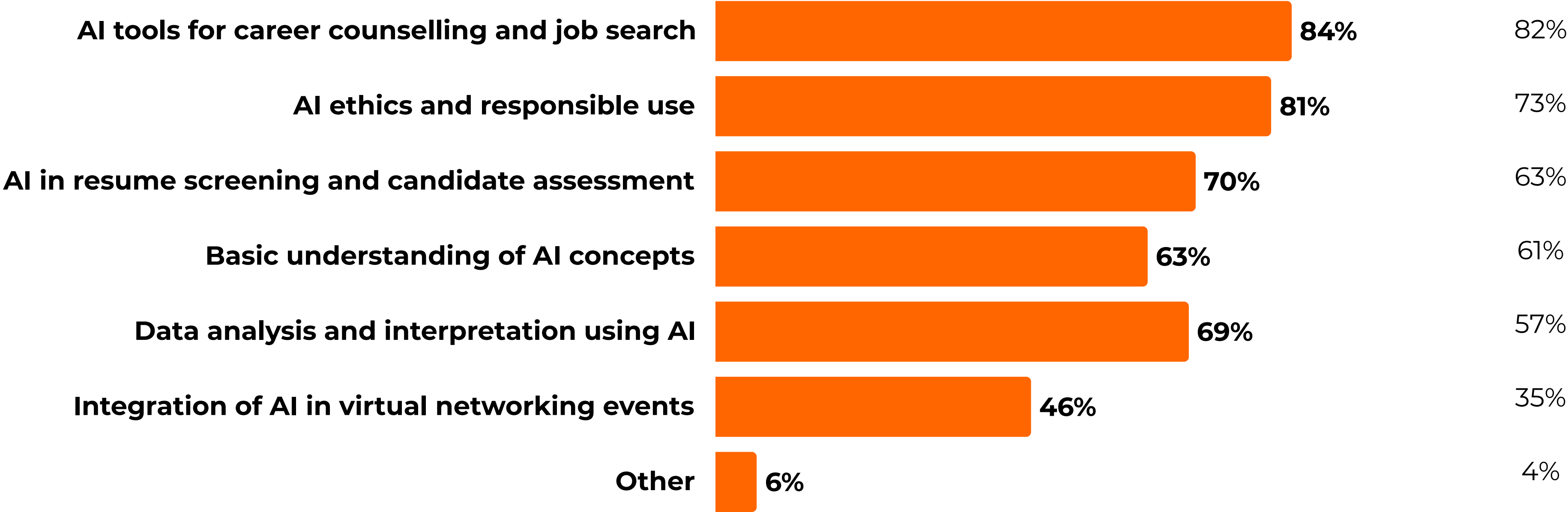
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Types of AI Training Considered Necessary

n=89

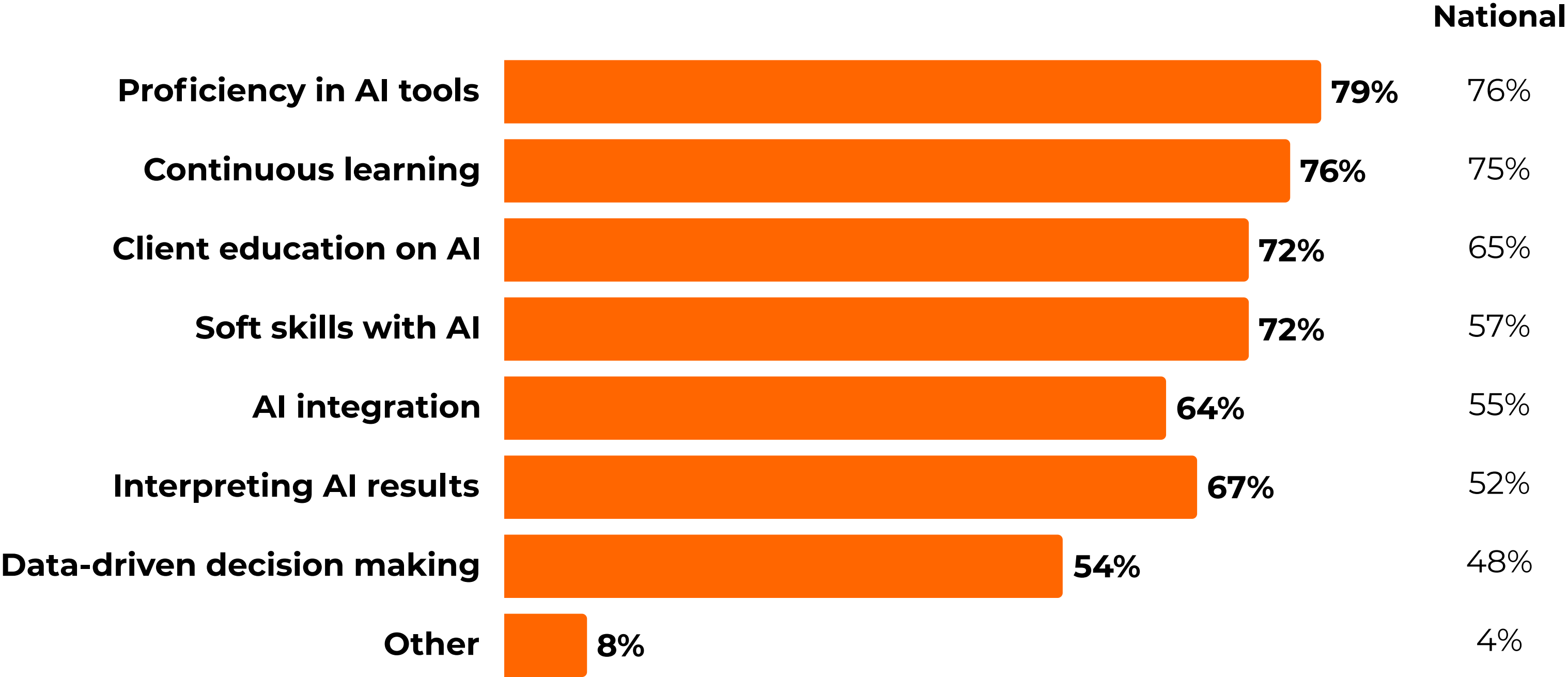
National



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

AI-Related Skills Believed to be Essential

n=89



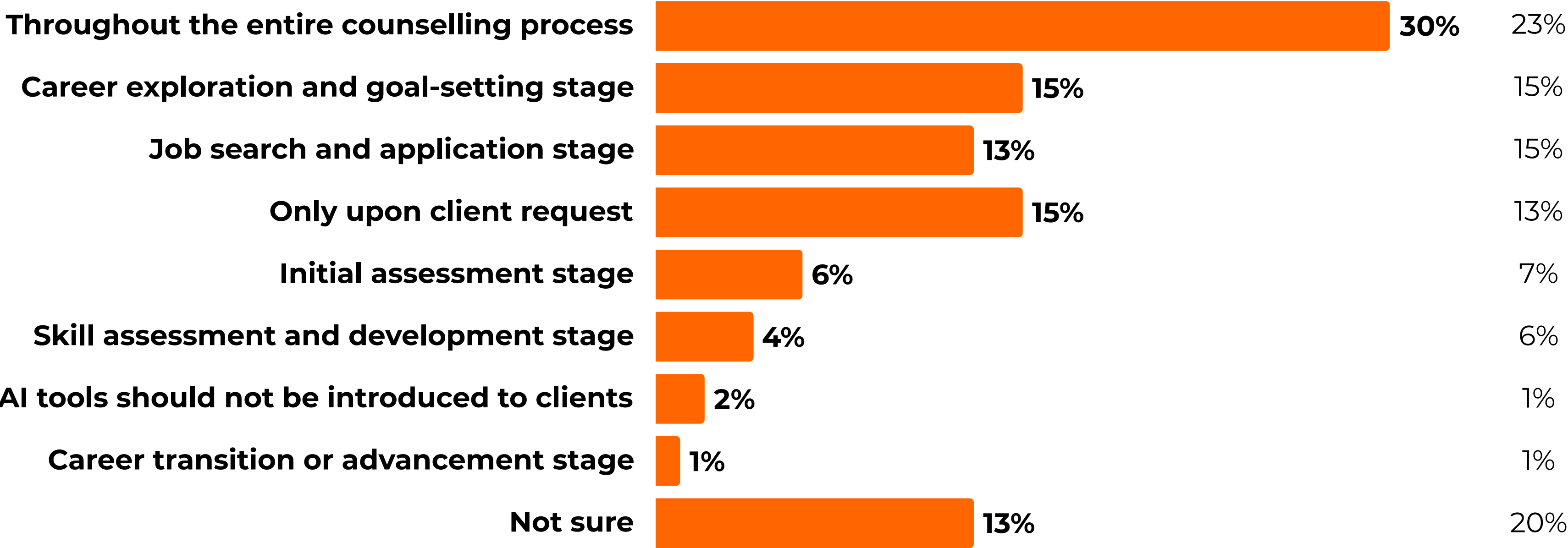
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Stage AI Tools Should be Introduced to Clients

n=89

National



Section 3:

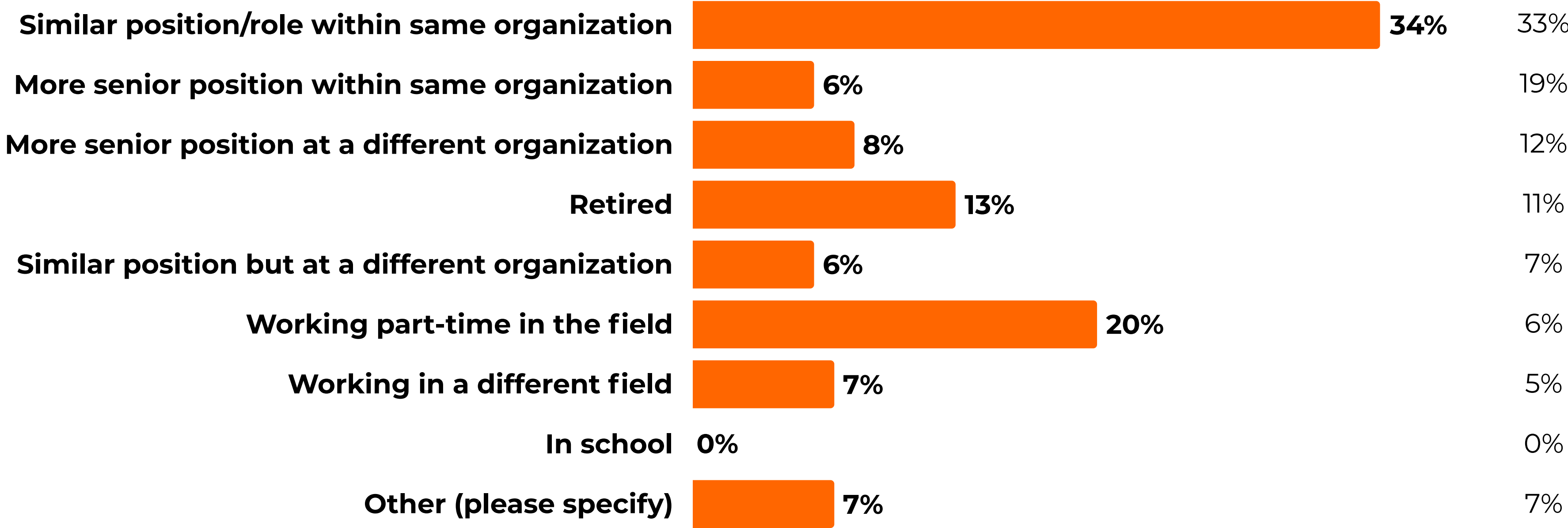
Career Journey



Five-year Career Outlook

n=89

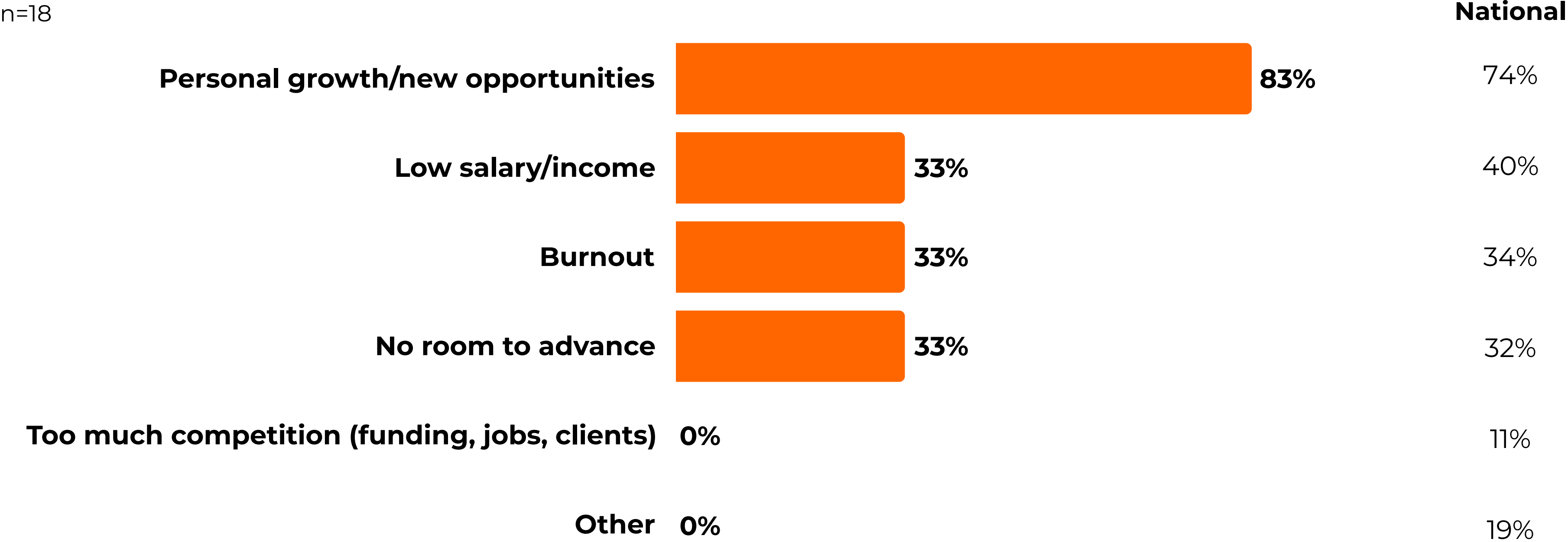
National



Popular other responses: Semi-retired/self-employed (1%).



Reasons Considering Switching Fields

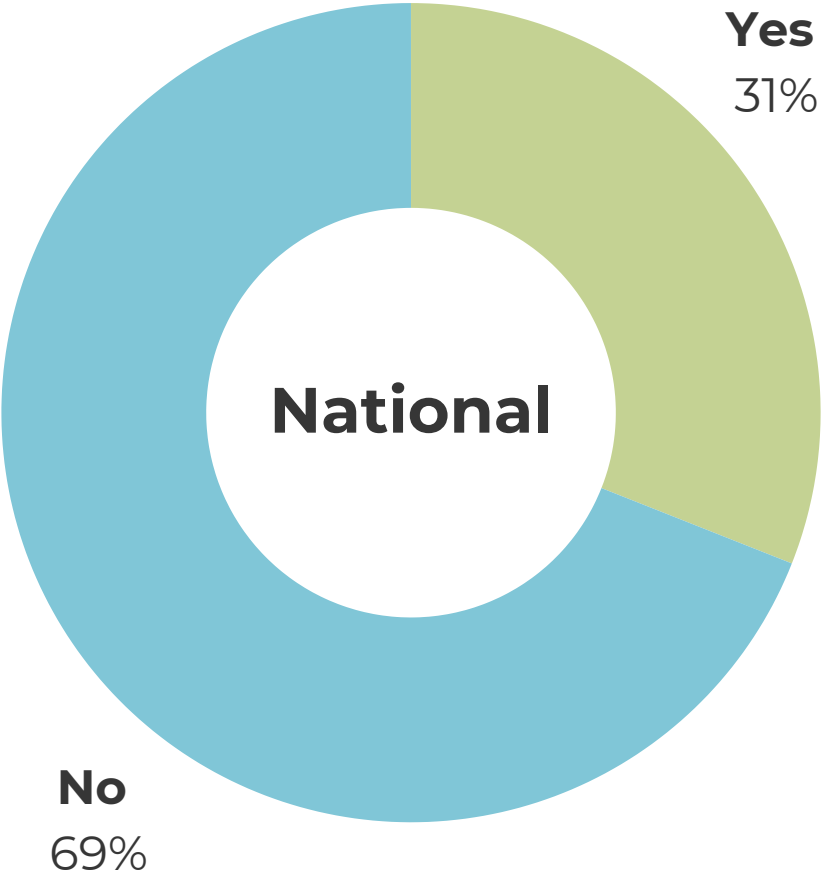
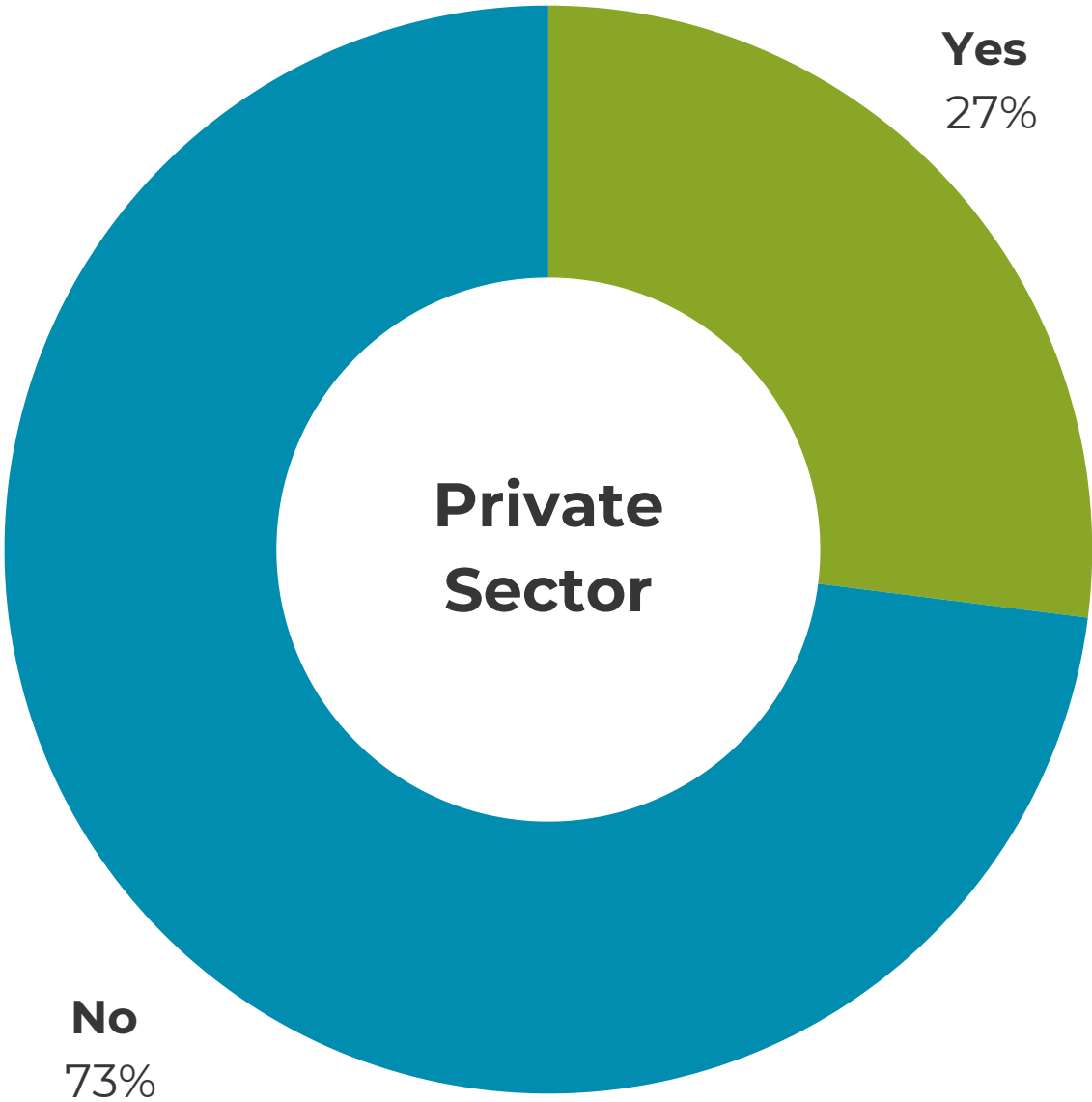


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



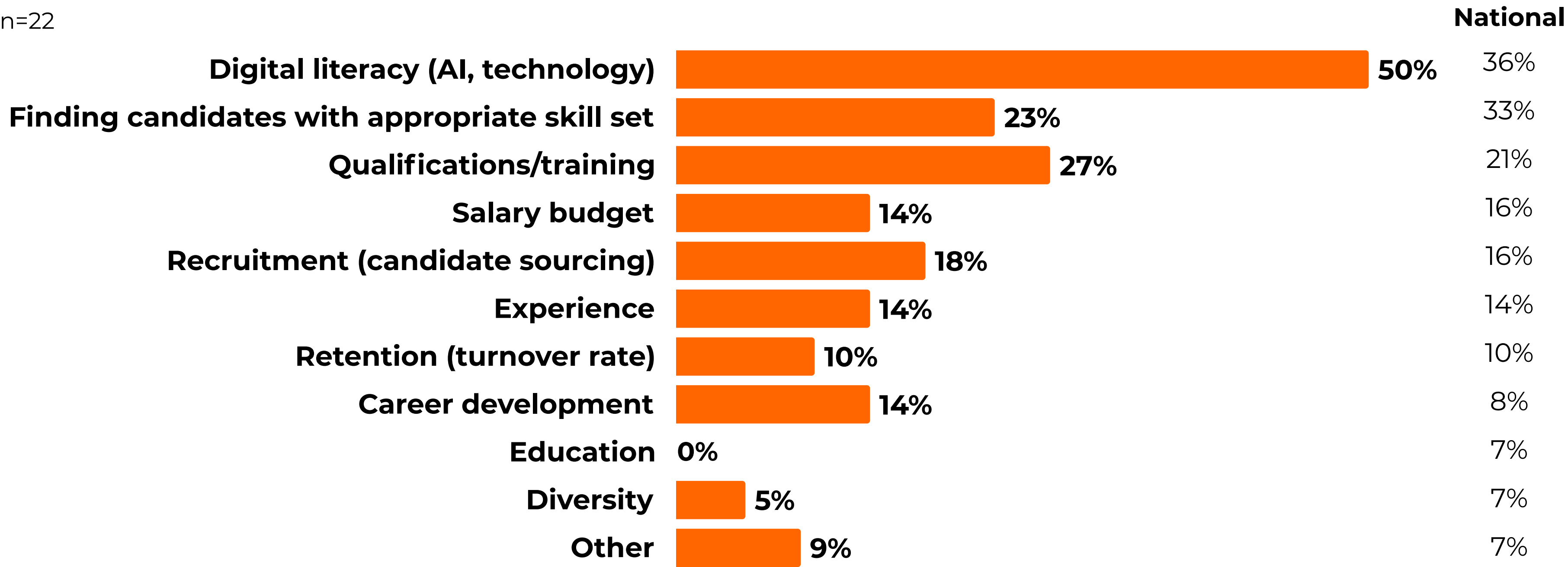
Personal Involvement in Recruiting within Organization

n=89



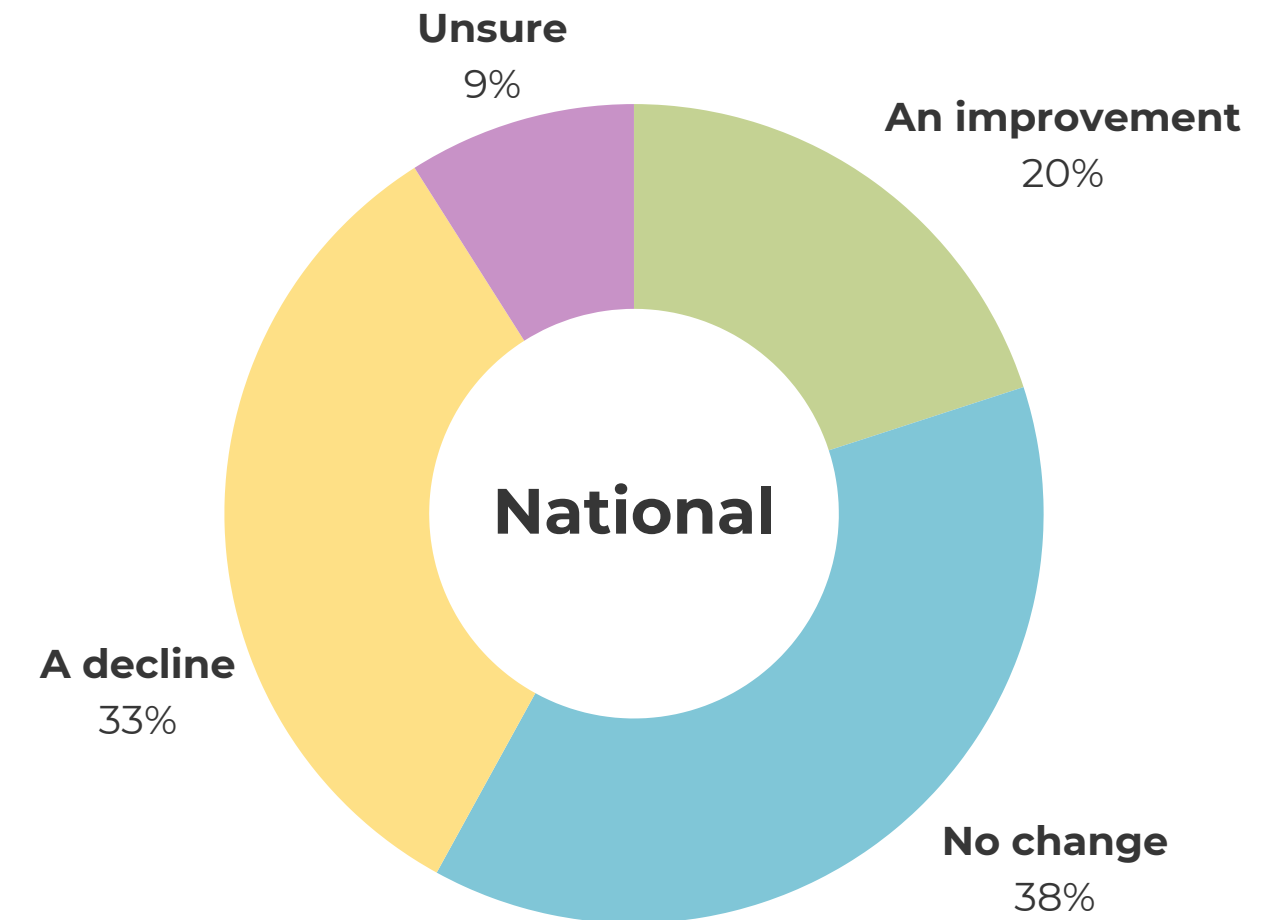
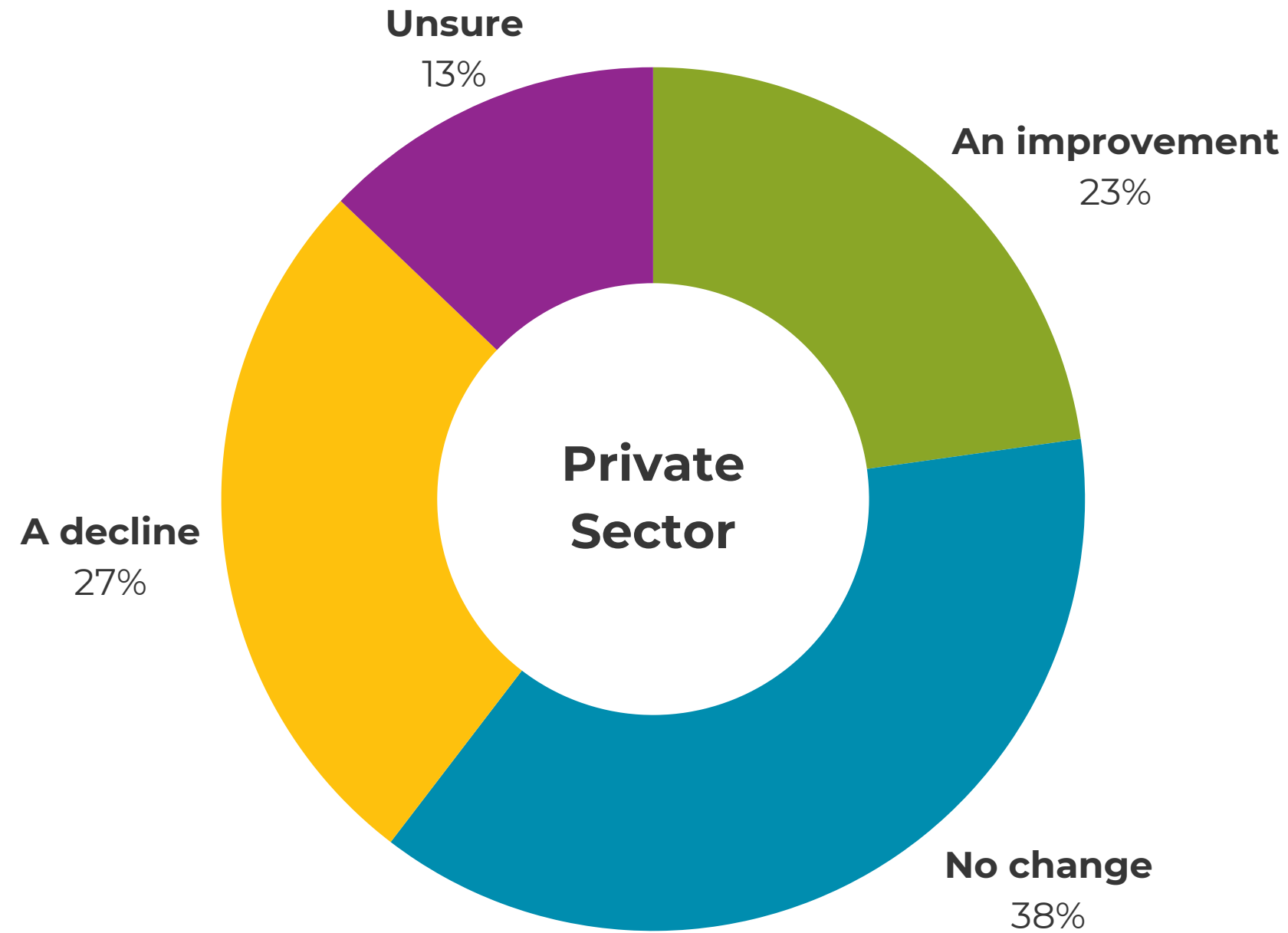
Issues/Challenges in Hiring Candidates with Appropriate Skills

n=22



Changes in CDPs Mental Health Since Pandemic

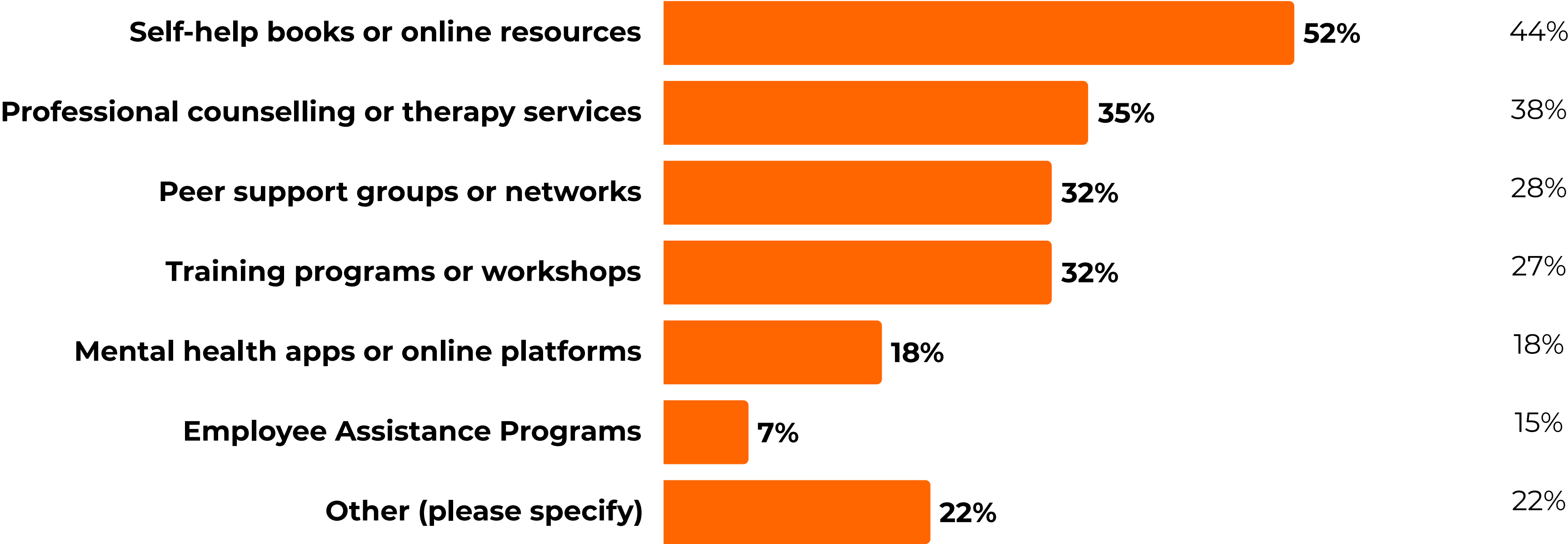
n=88



Resources Using to Support Own Mental Health

n=88

National



Popular other responses: Family and social connections (2%), 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:

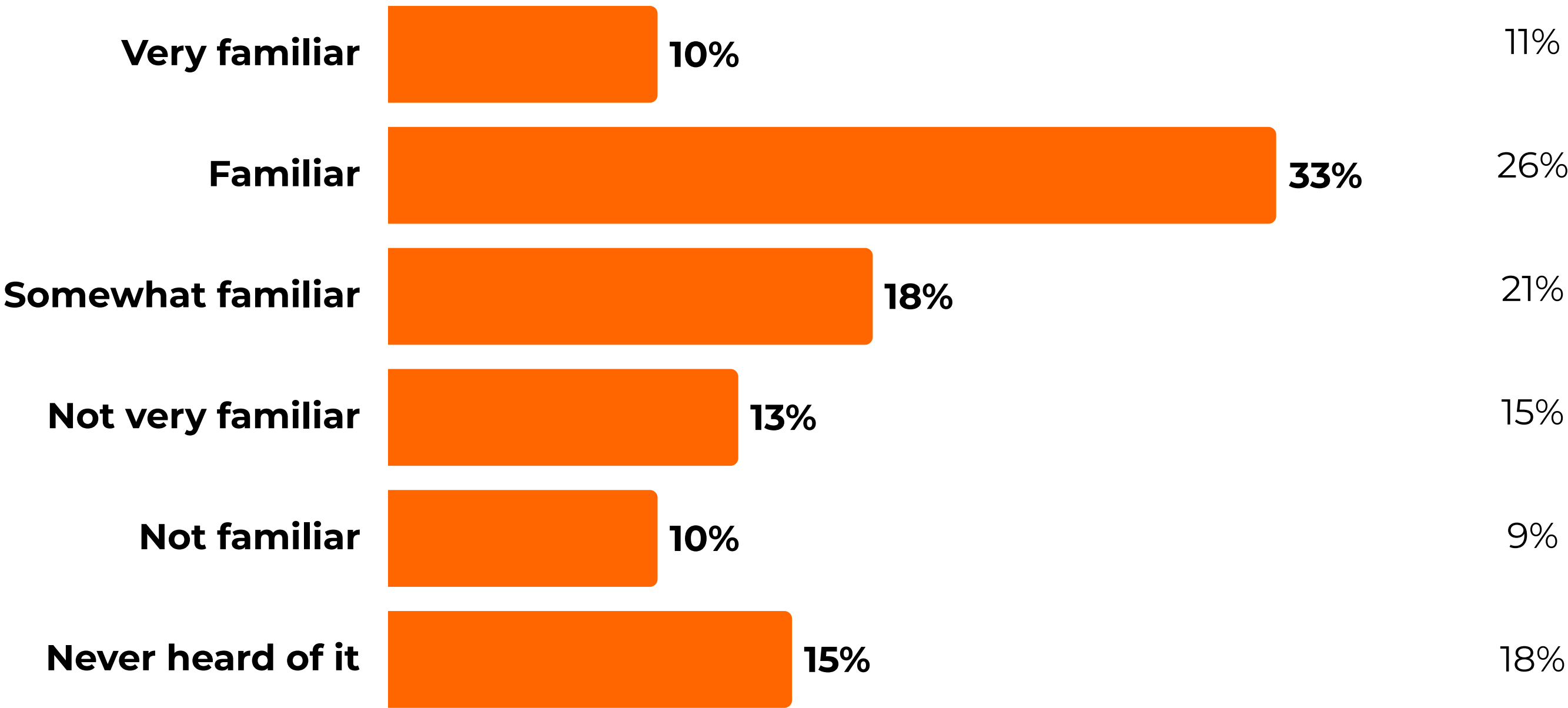
Professional Development



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

n=87

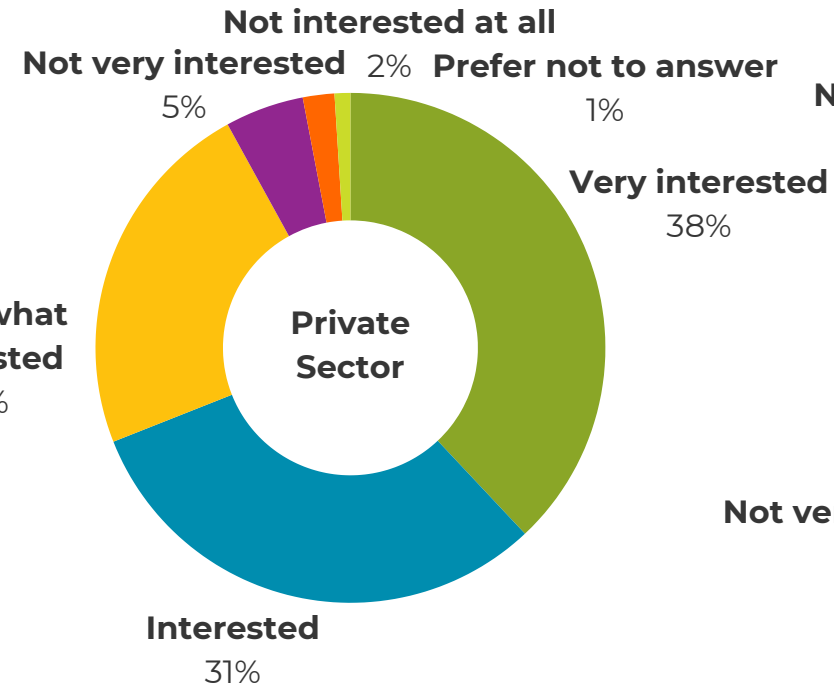
National



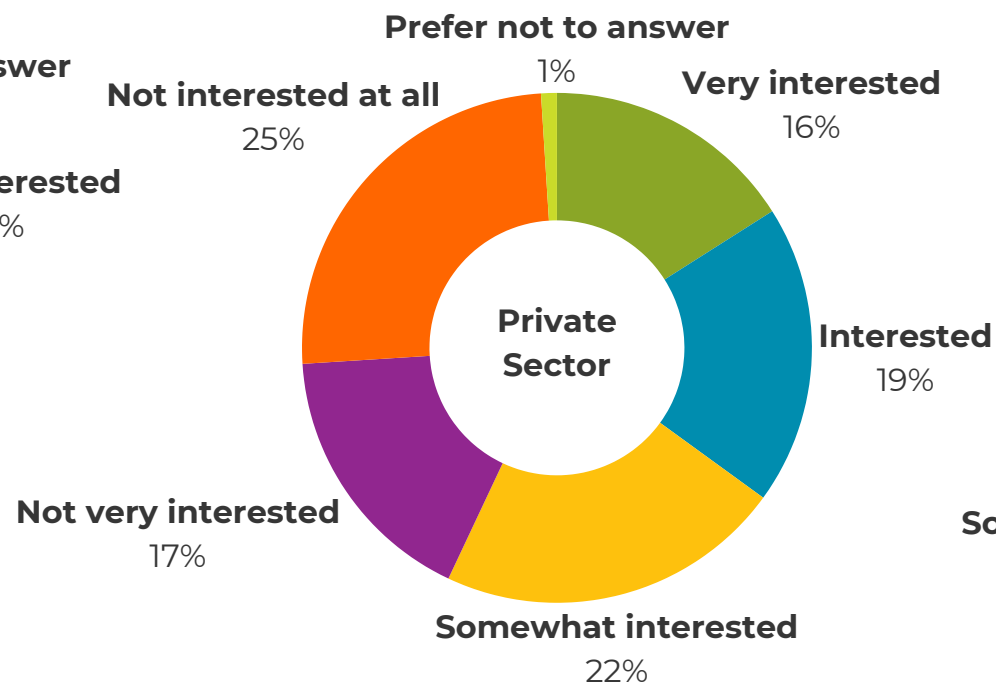
n=86

Interest in Learning Themes' Offerings

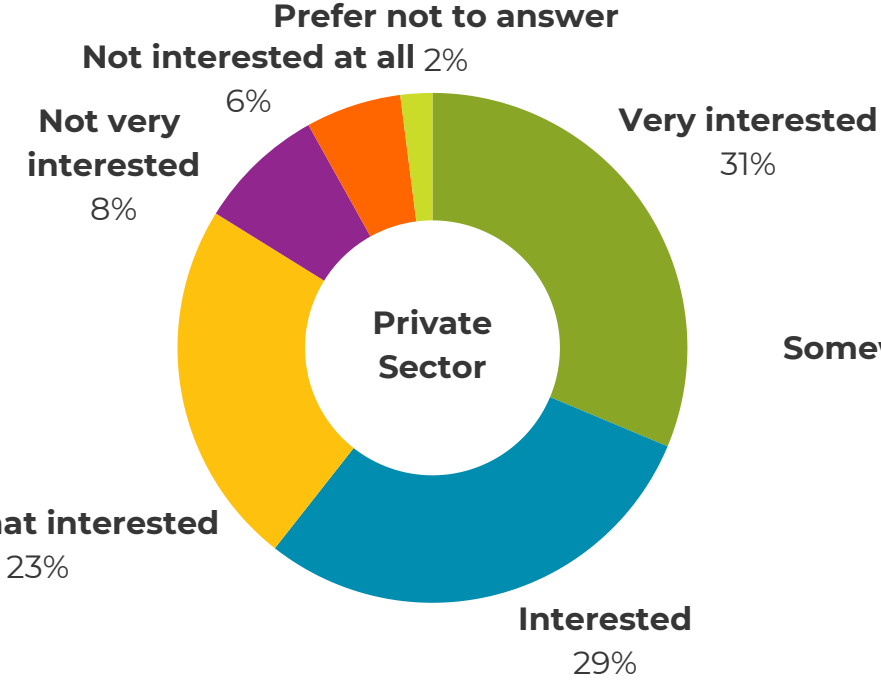
Career Development Practices and Theories



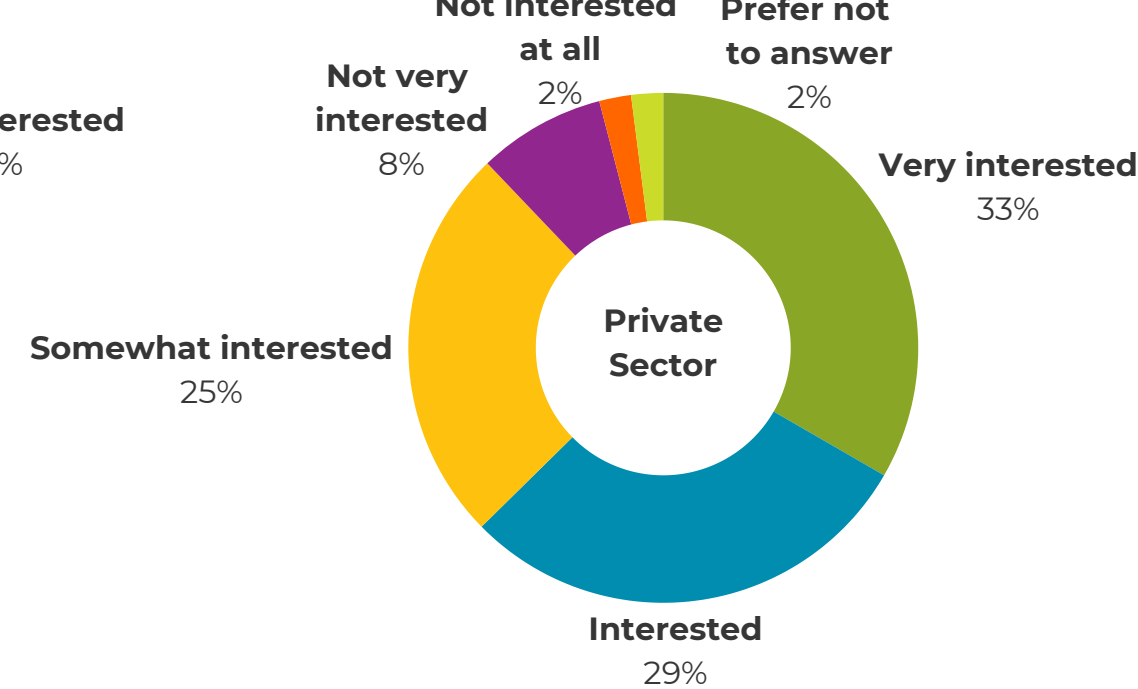
Career Education and Learning for K-12 and Young Adults



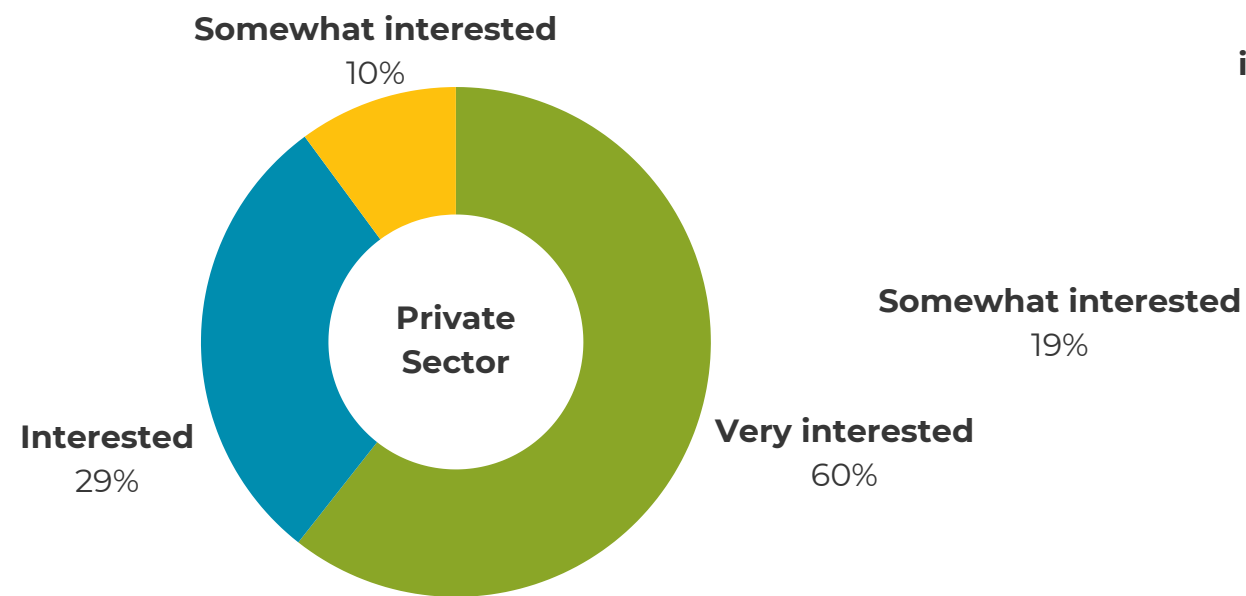
Career Development Sector Leadership and Advocacy



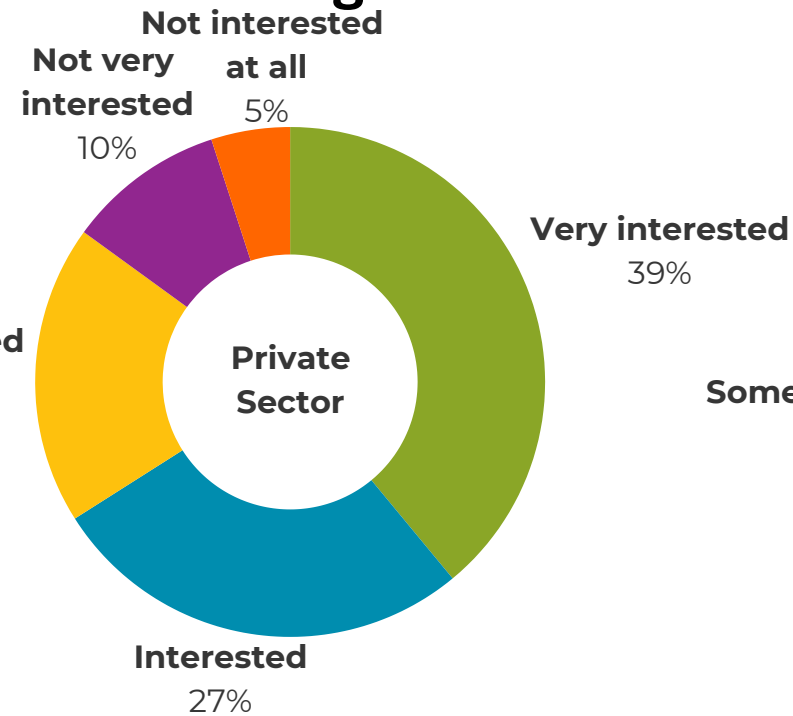
Indigeneity, Justice, Equity, Diversity and Inclusion



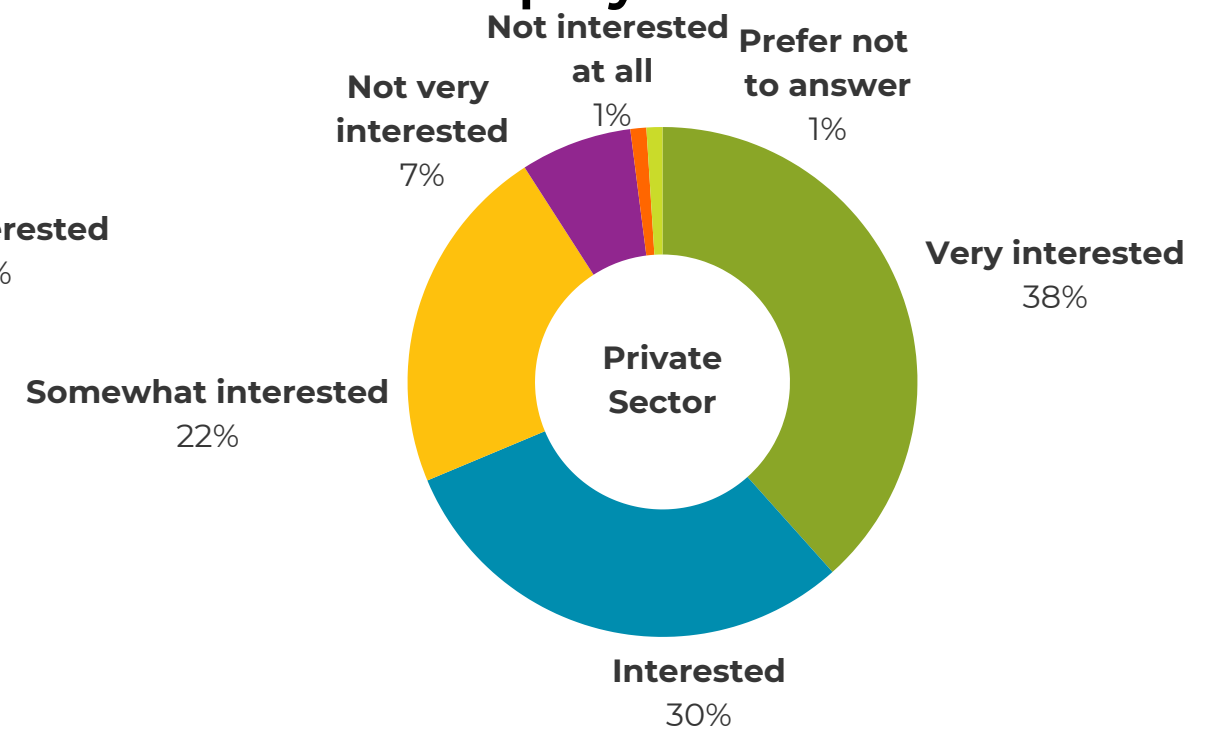
Innovations and Trends in Career Development



Specialized Career Supports and Programs

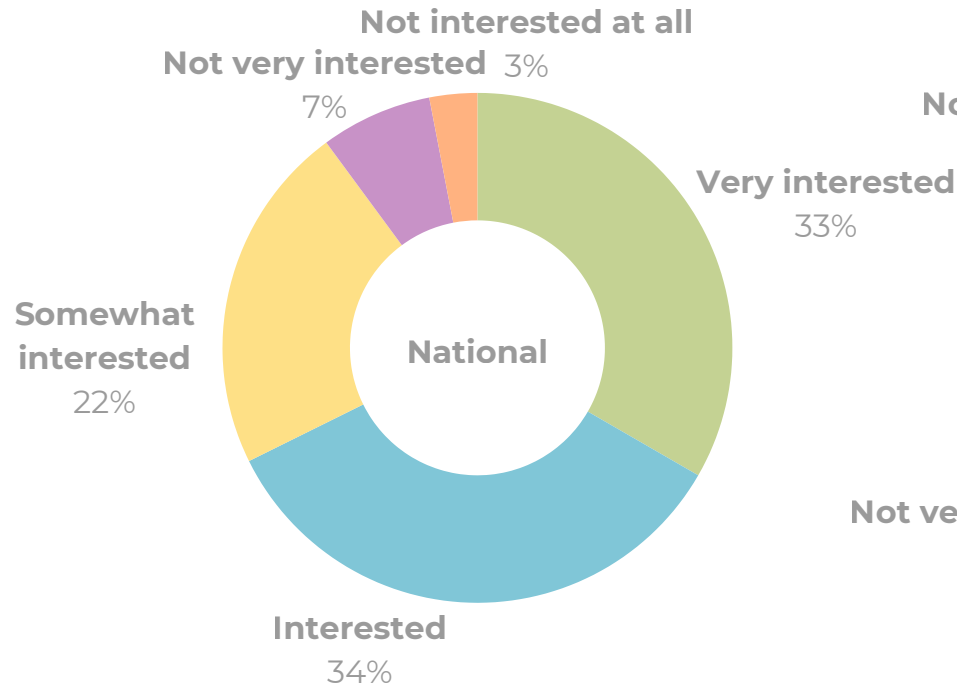


Workplace, Employers and Employee Careers



Interest in Learning Themes' Offerings (National)

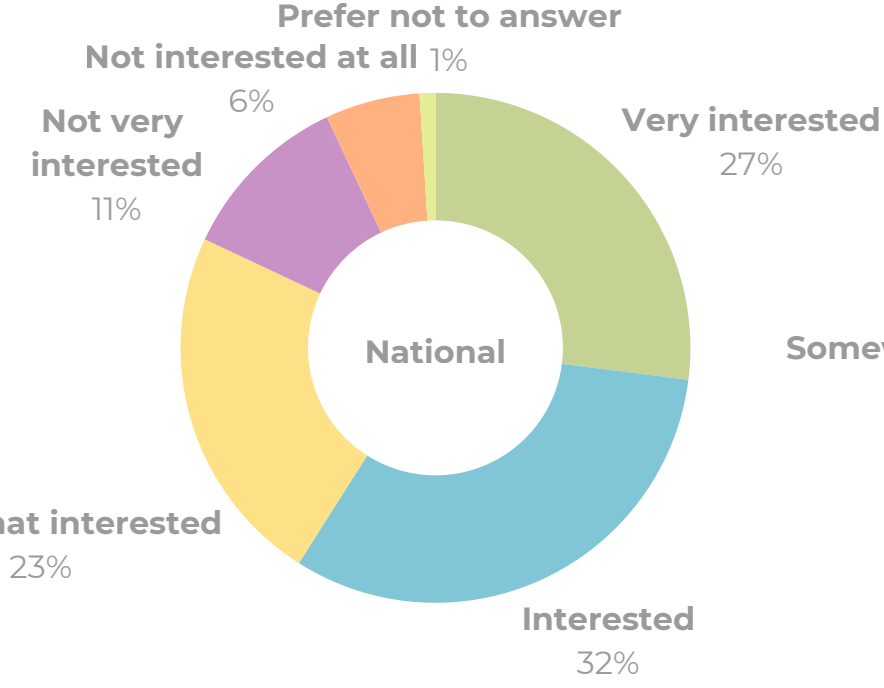
Career Development Practices and Theories



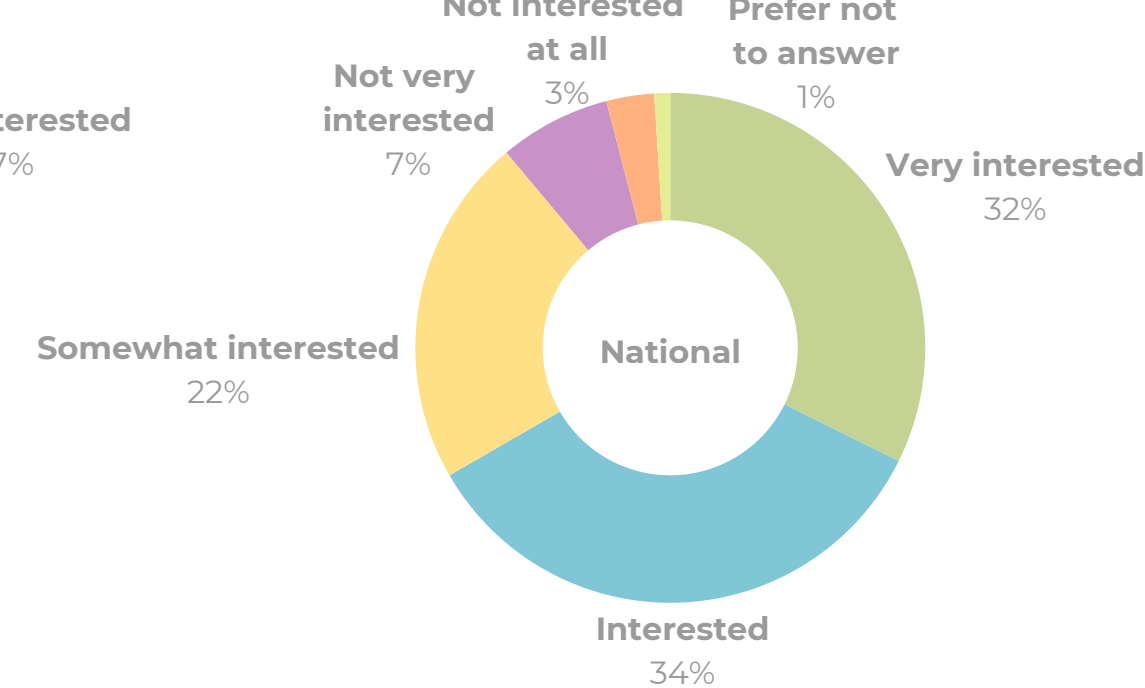
Career Education and Learning for K-12 and Young Adults



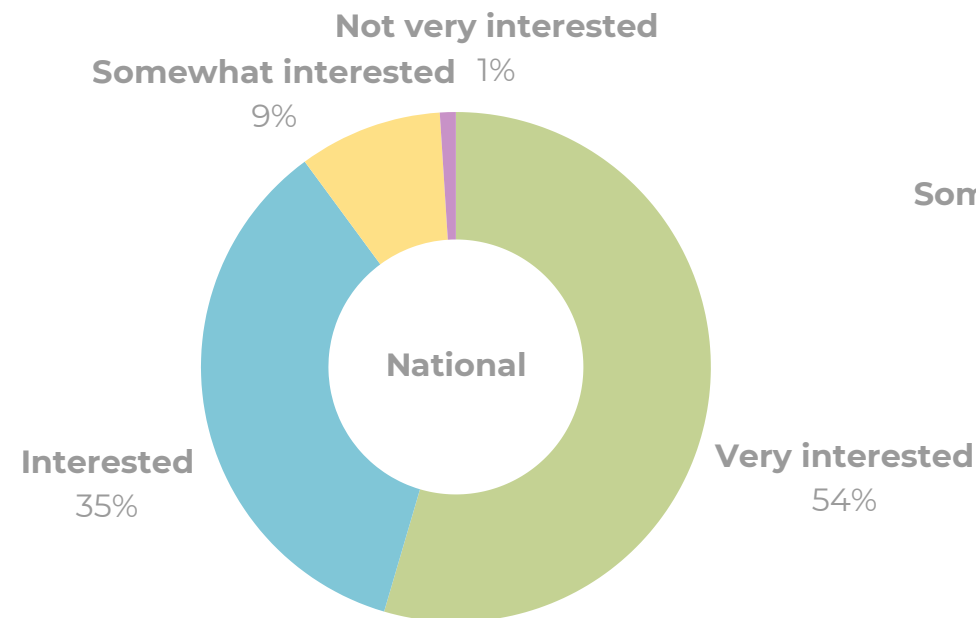
Career Development Sector Leadership and Advocacy



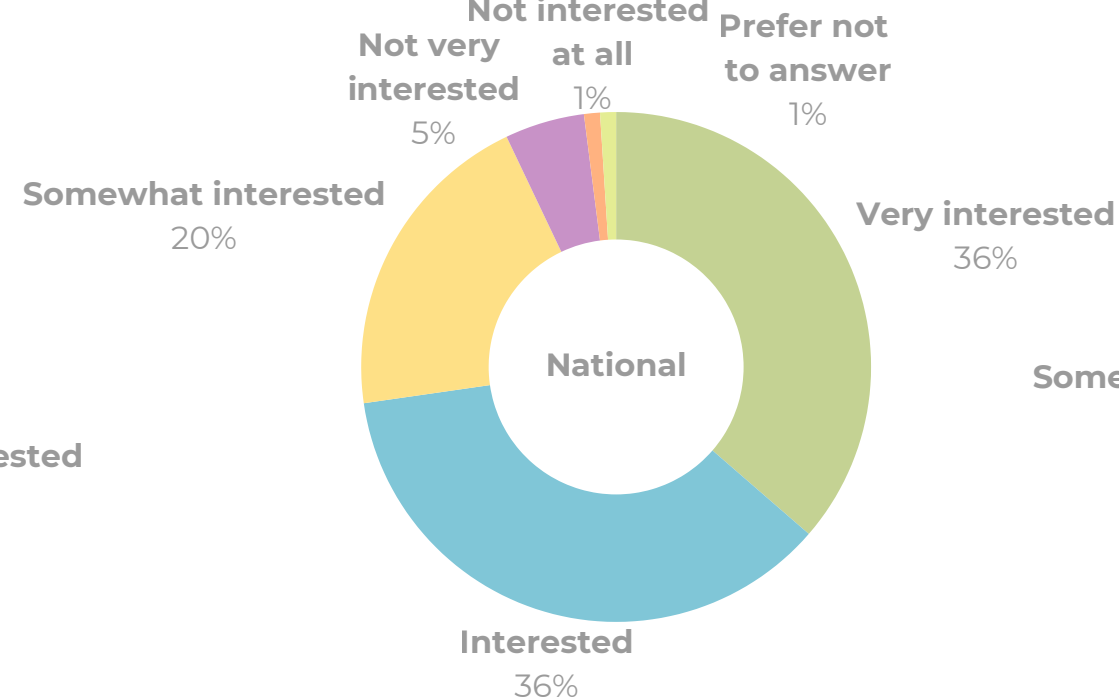
Indigeneity, Justice, Equity, Diversity and Inclusion



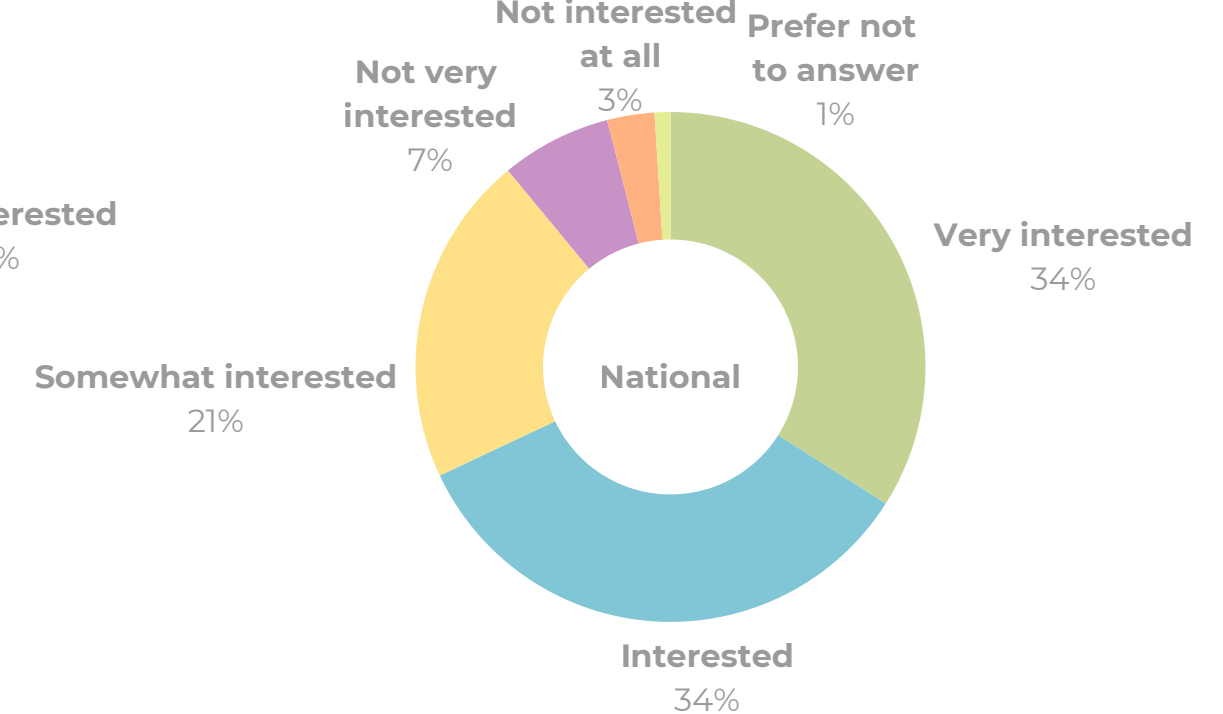
Innovations and Trends in Career Development



Specialized Career Supports and Programs



Workplace, Employers and Employee Careers

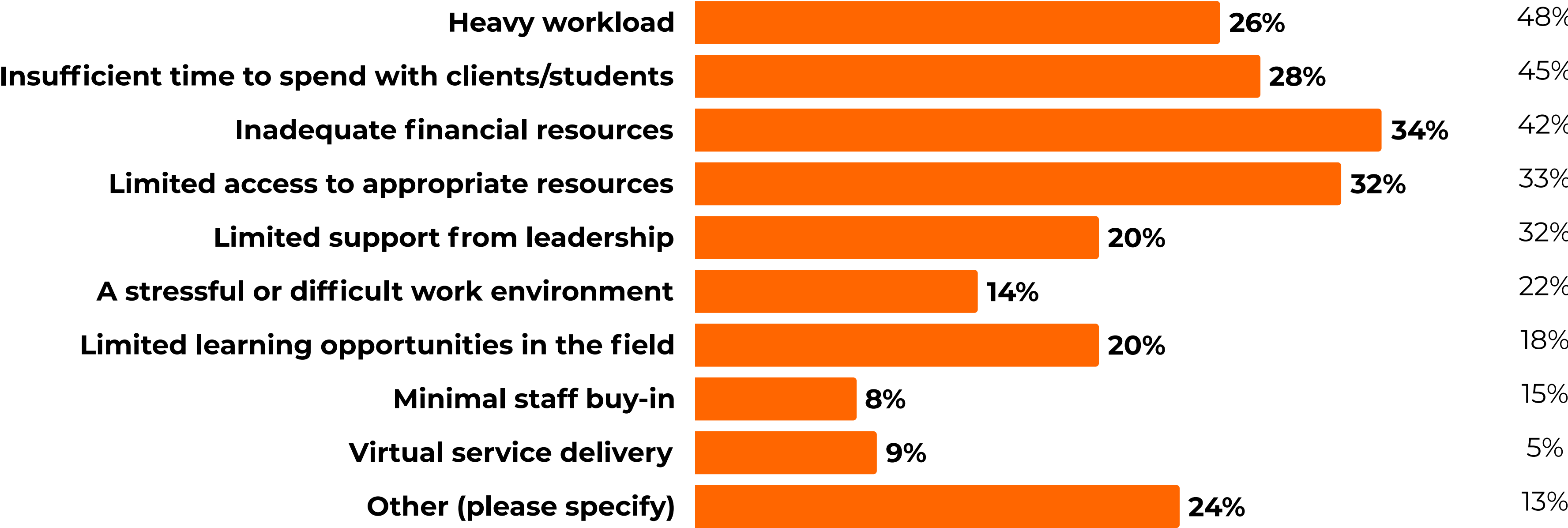


Elements Impacting Ability to Deliver Career Development

(considering budget and time)

n=87

National



Popular other response: Client engagement (3%).

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

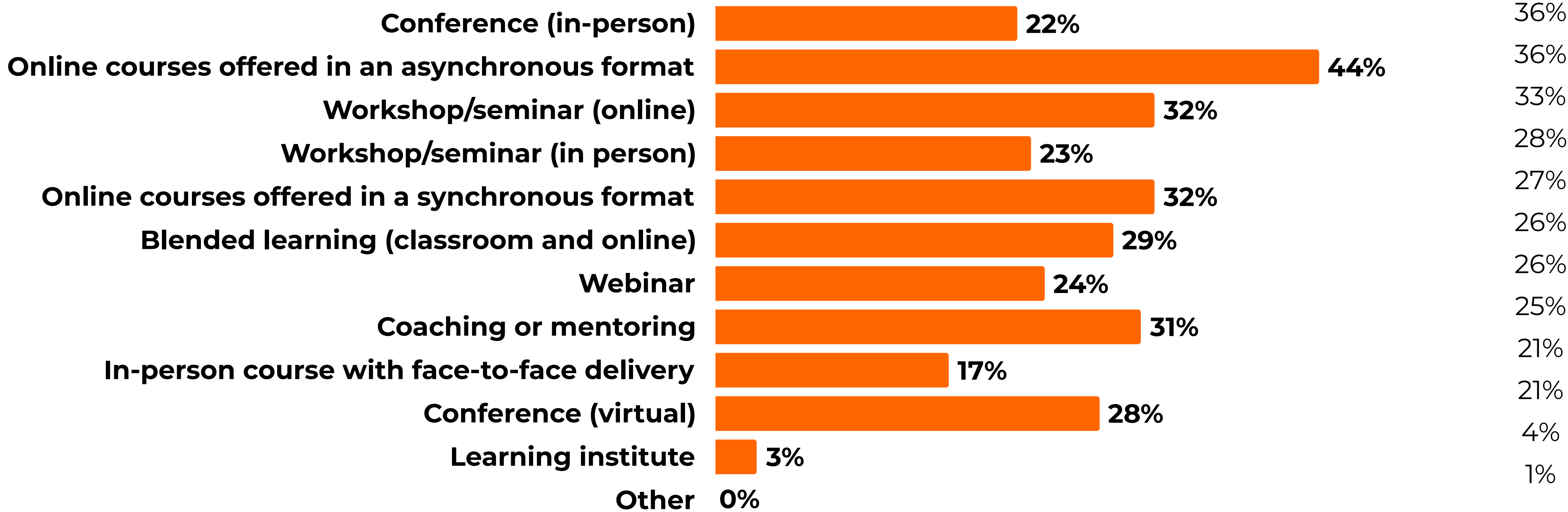


Preferred Formal Learning Approaches to Training

(considering budget and time)

n=87

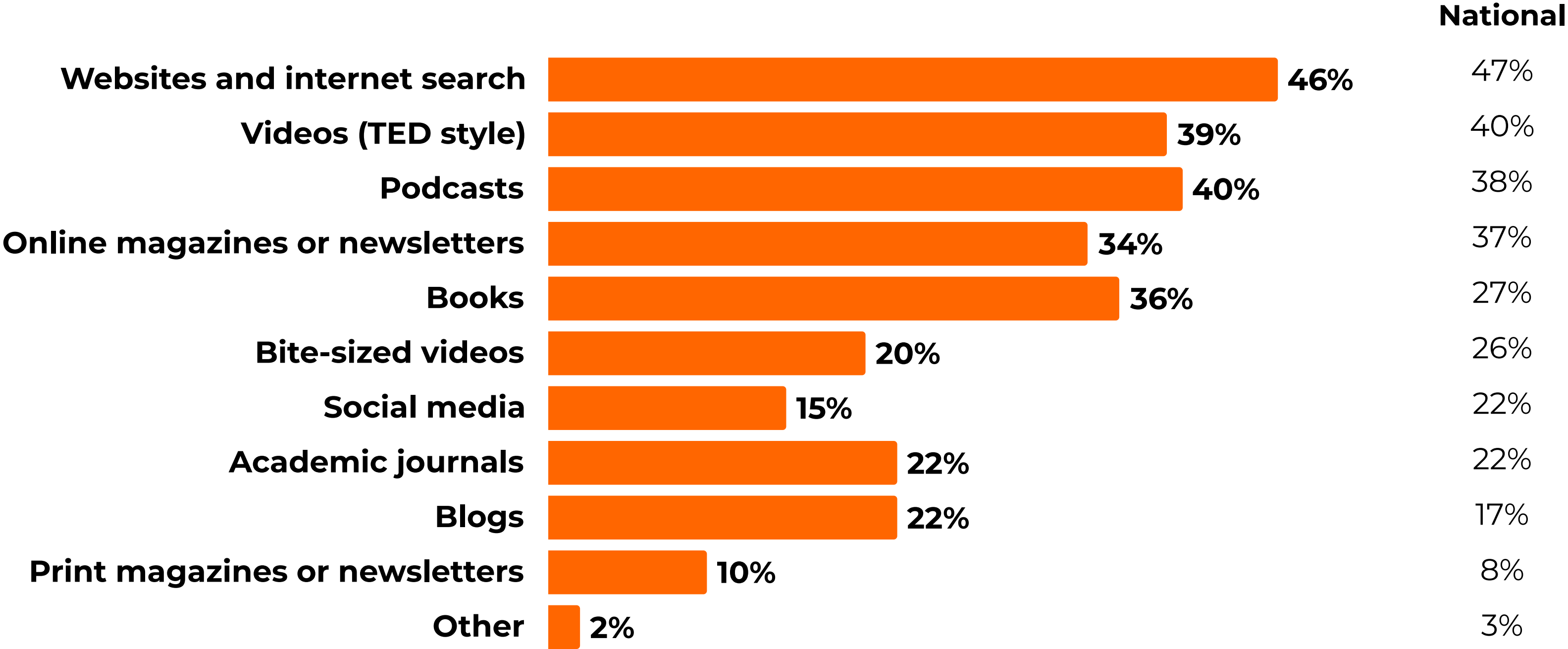
National



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=87

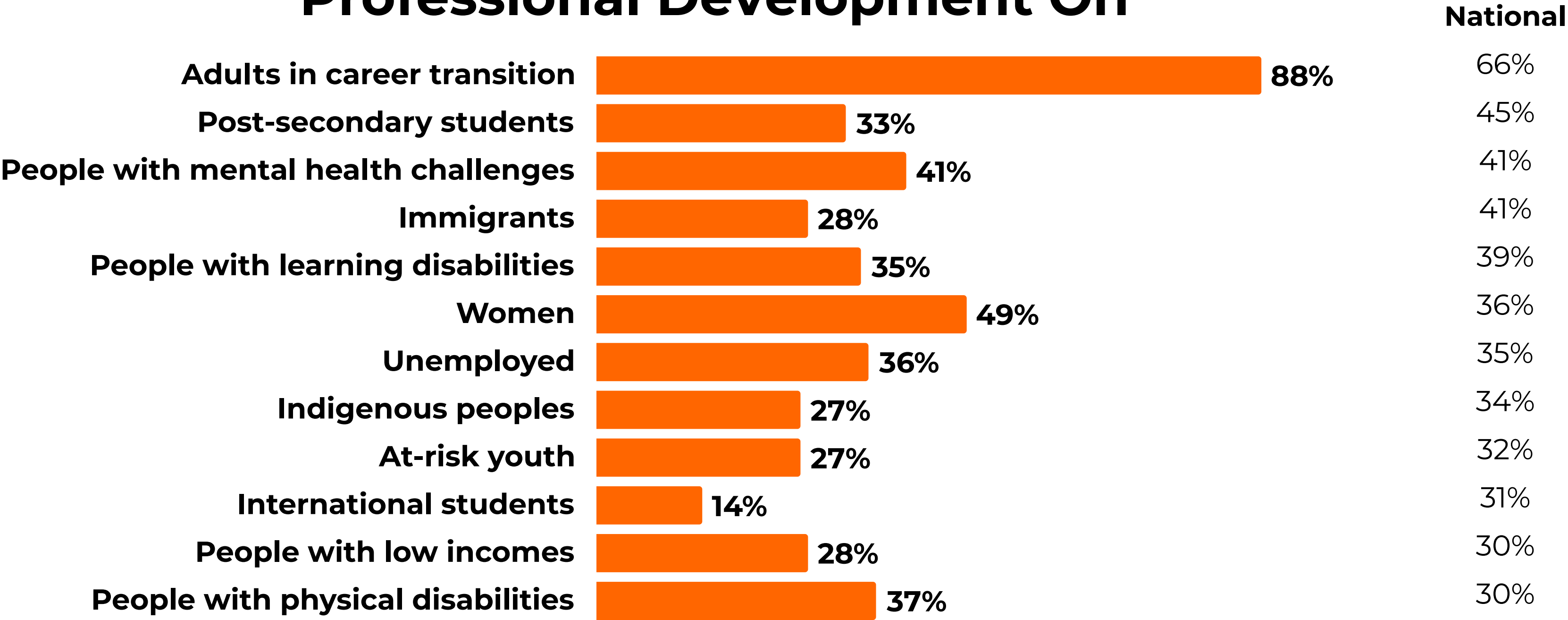


Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



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

n=86



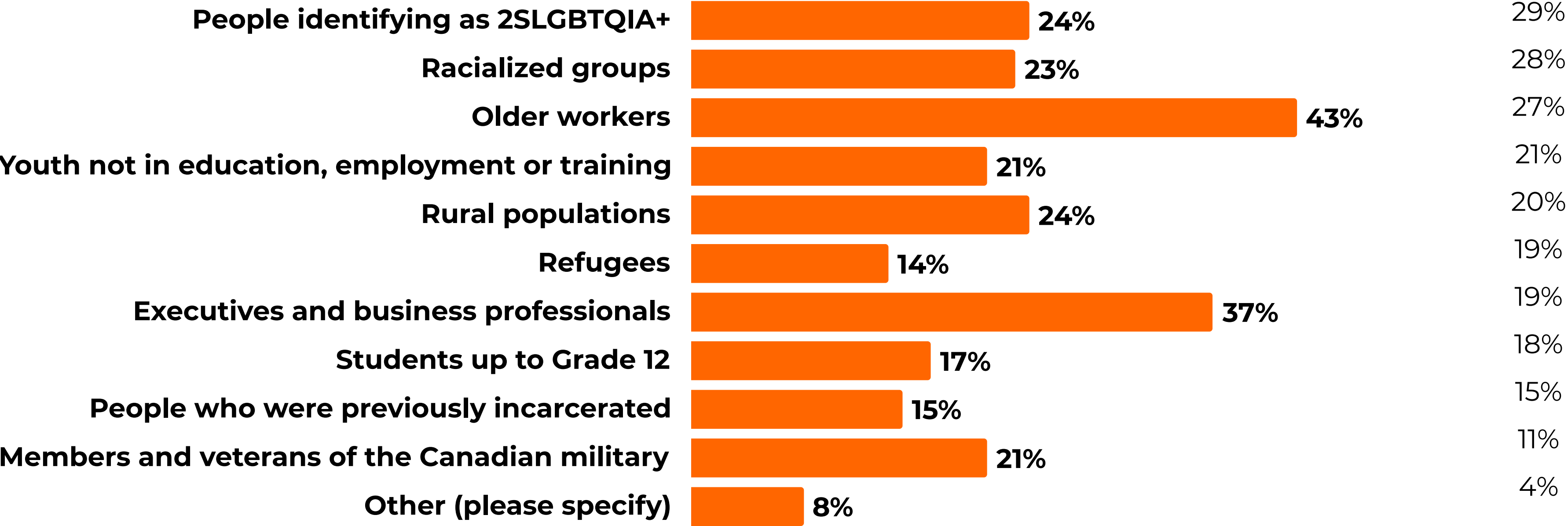
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



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

n=86

National

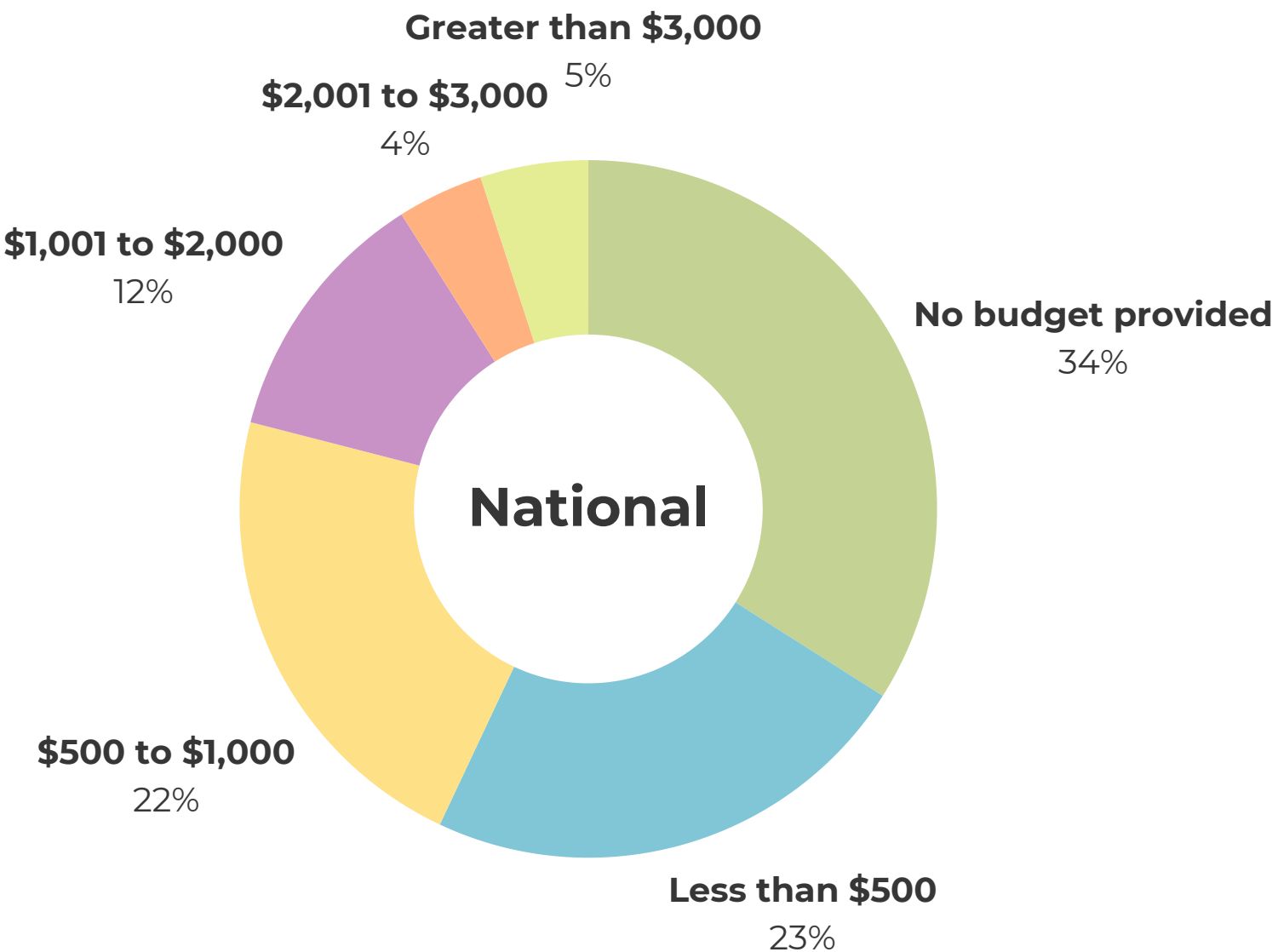
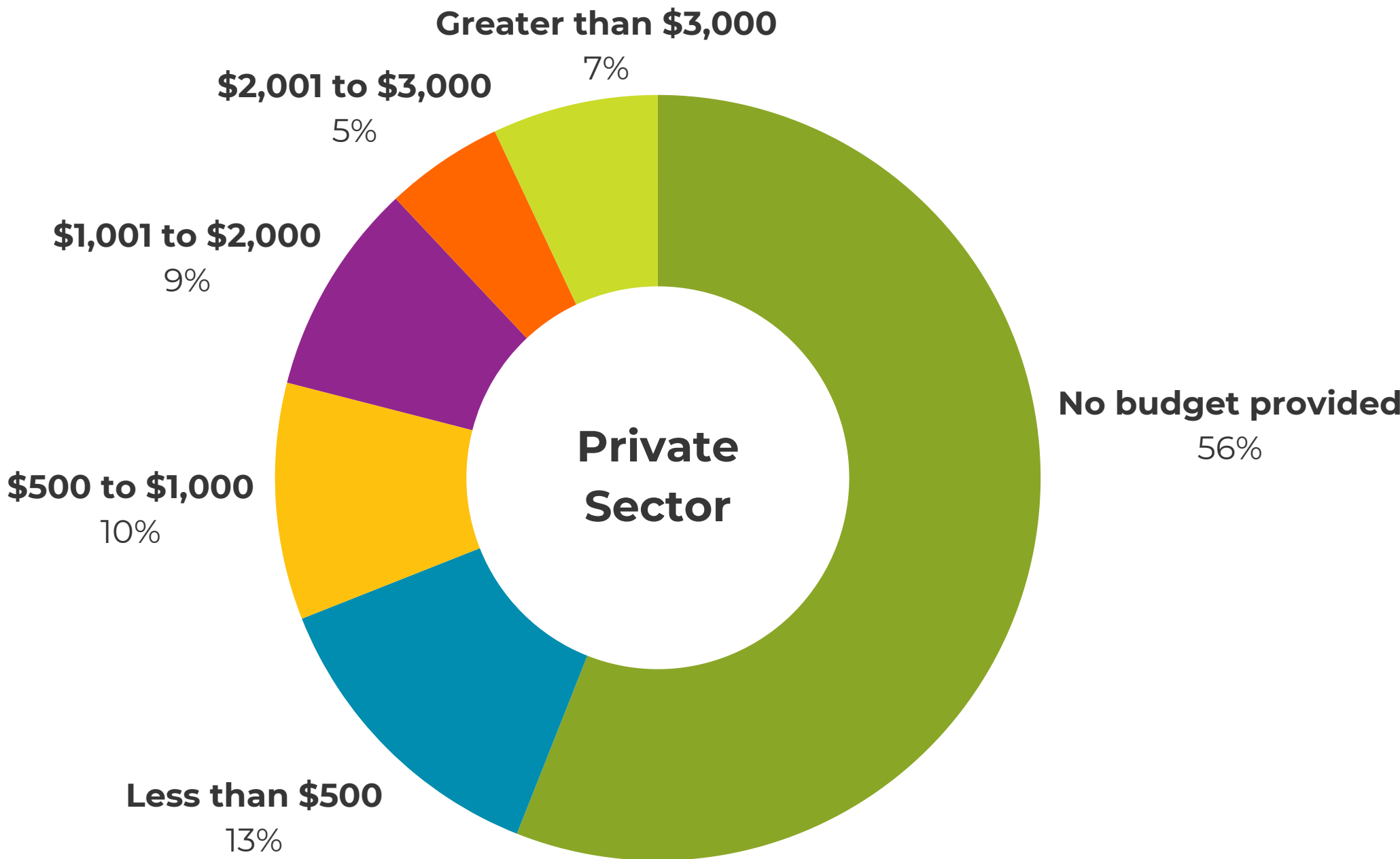


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



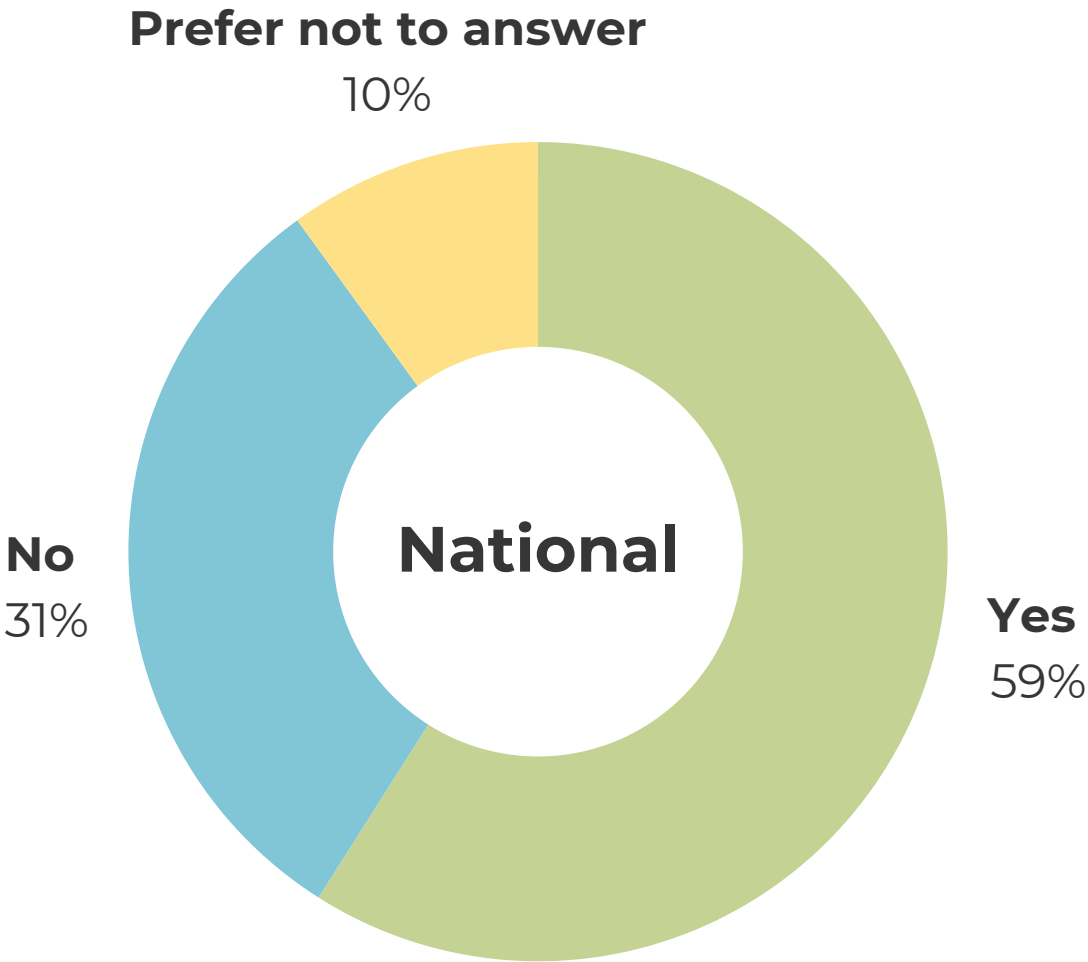
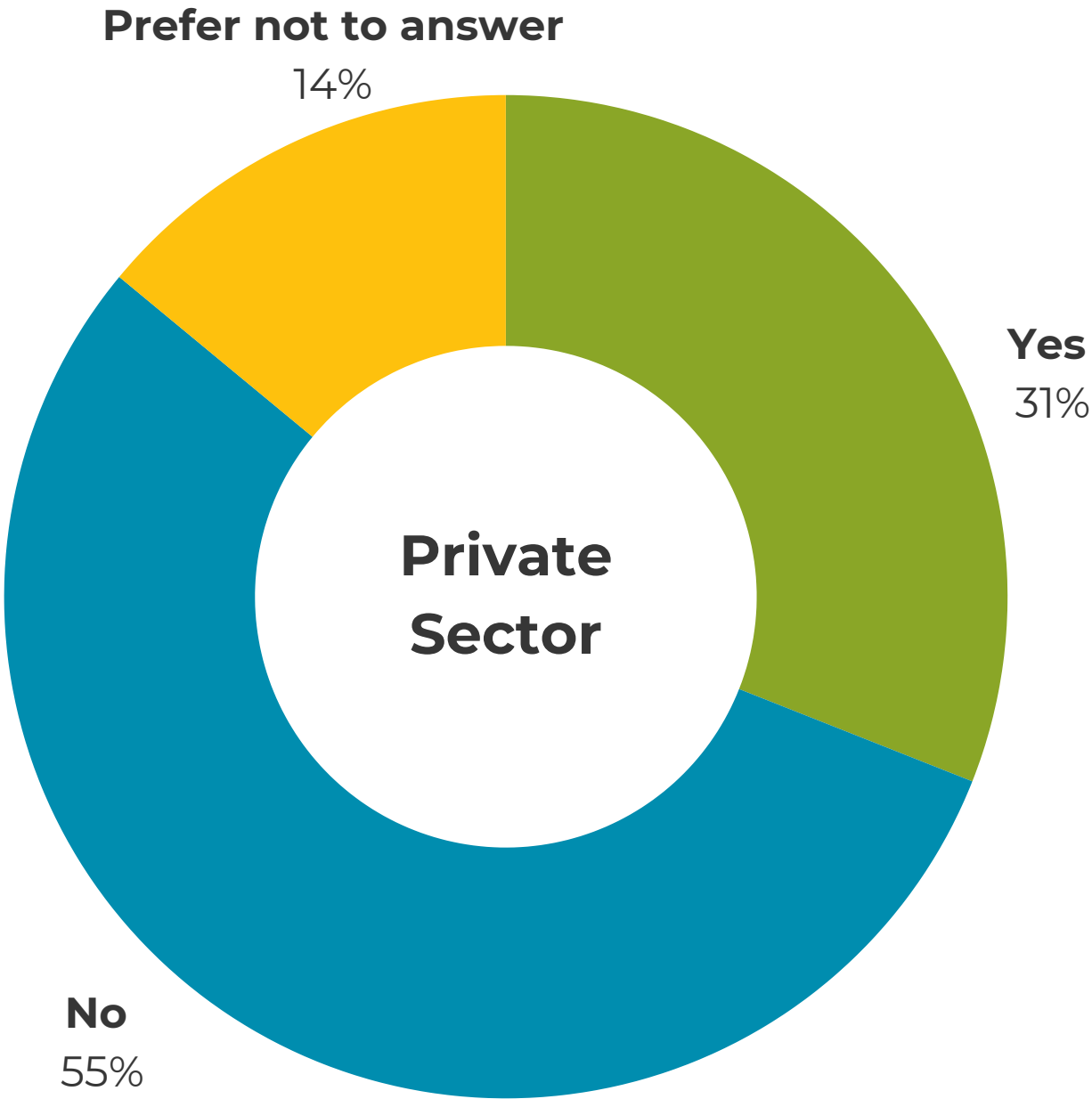
Annual Professional Development Budget from Employer

n=86



Access to Paid Time Off for Training

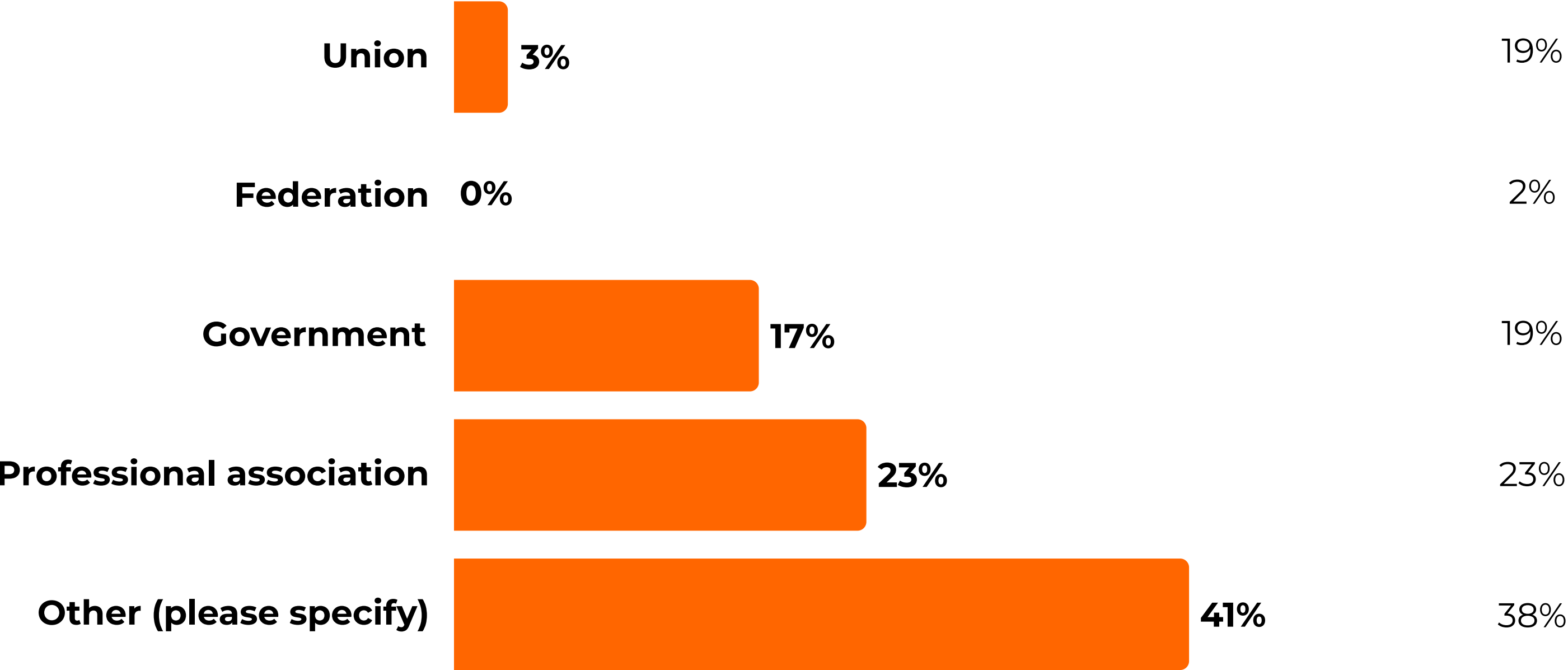
n=87



Access to External Funding Sources

n=87

National

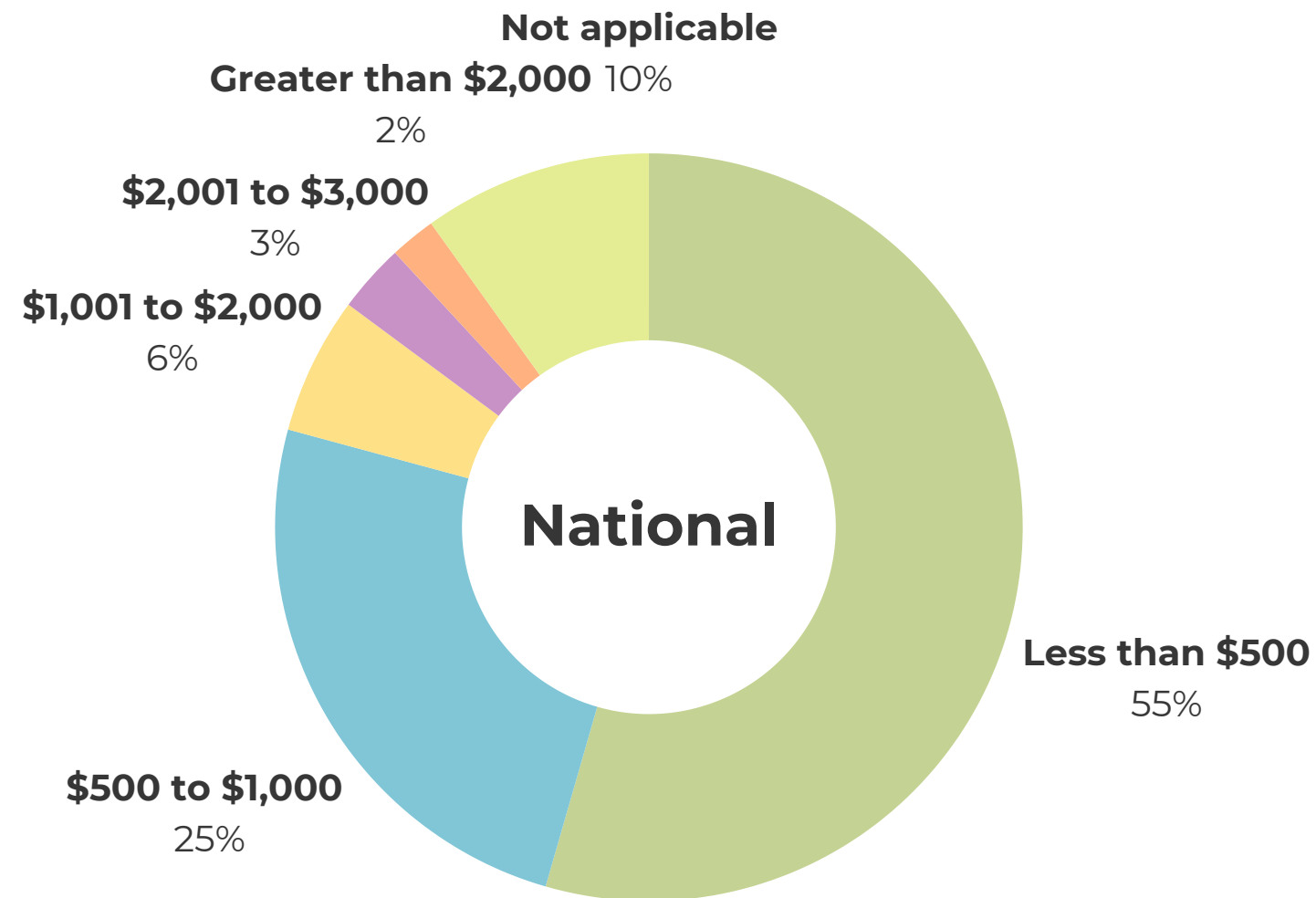
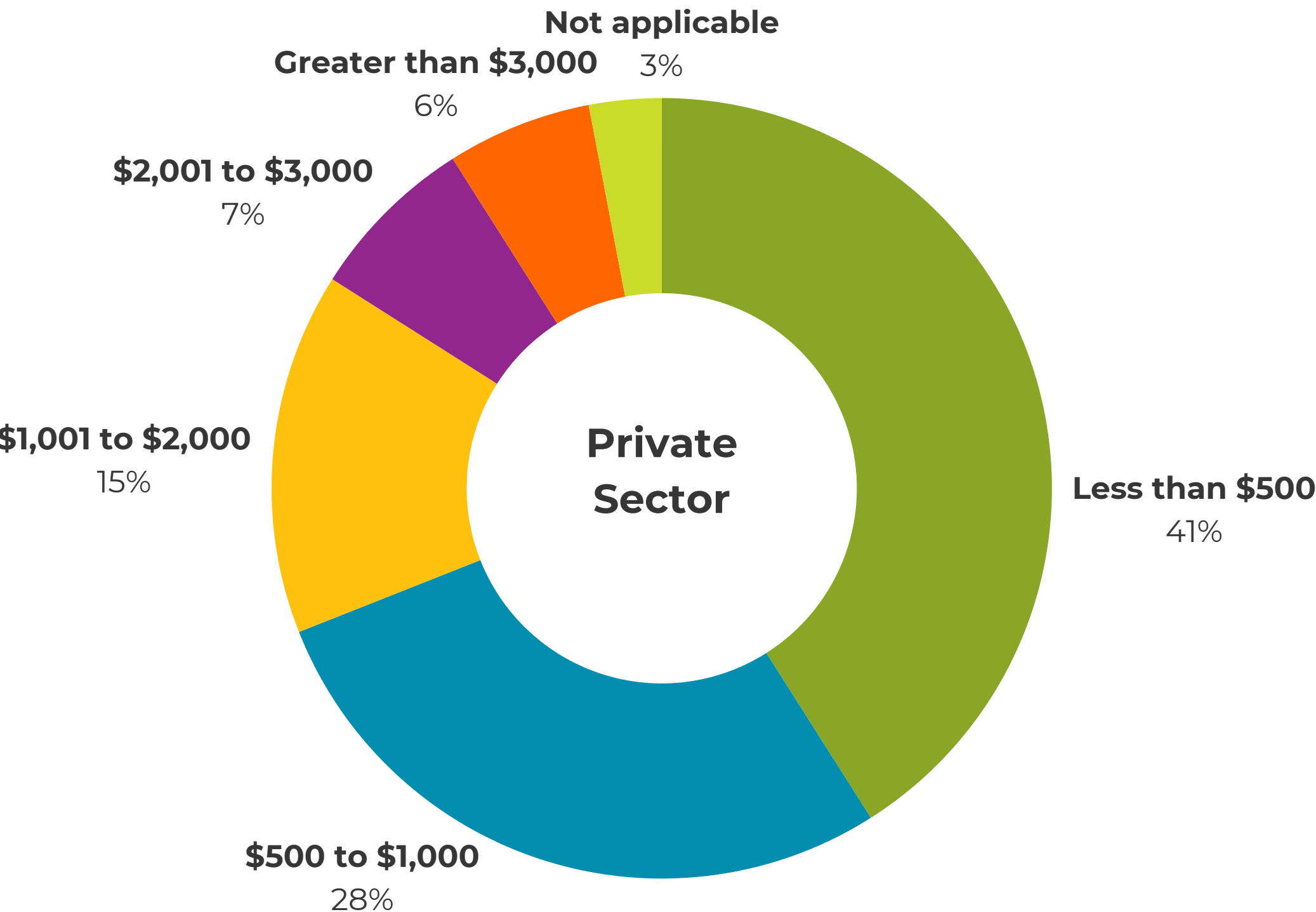


Popular other responses: None/not applicable (15%), personal resources (4%) and employer-based funding (2%).



Amount Respondents Would Personally Spend on Professional Development Annually

n=87



Section 5:

Research and Learning Dissemination



Career Development Research Activities

n=87

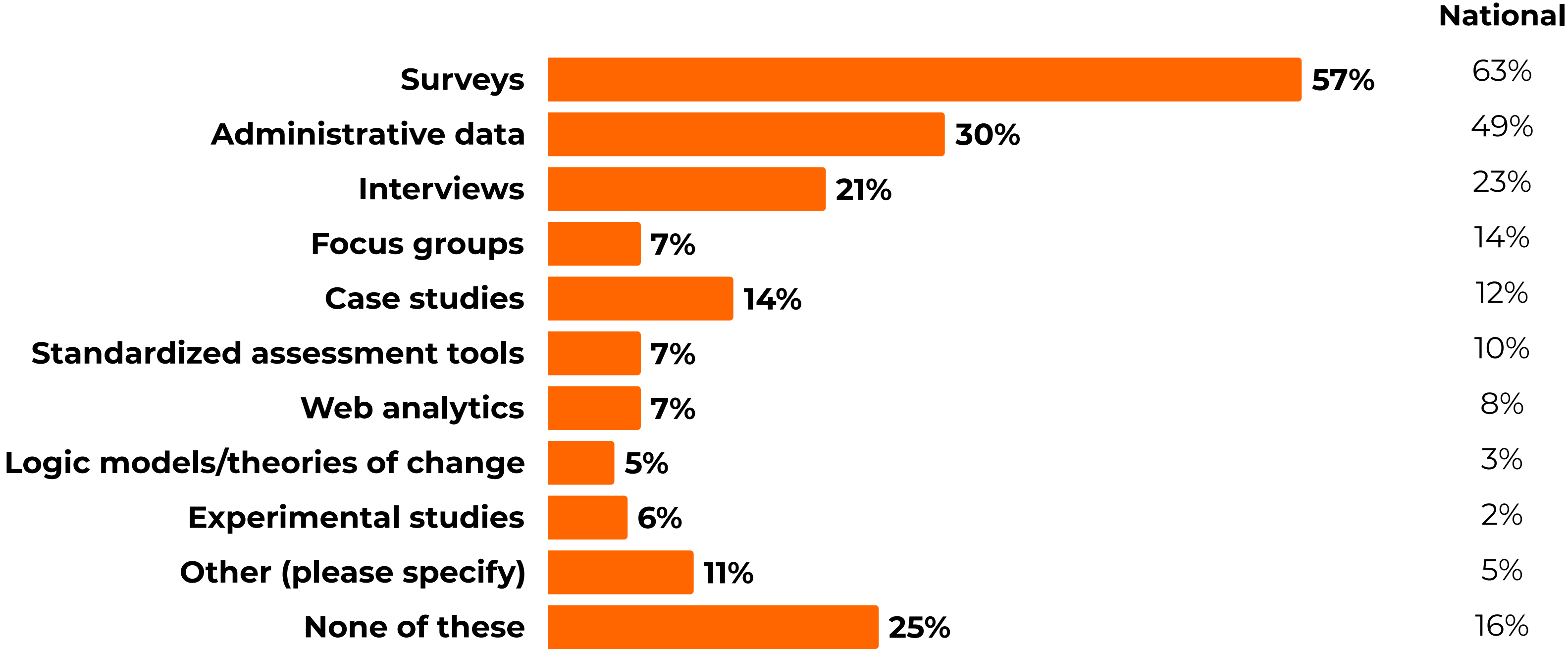


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Methods for Evaluating the Impact of Services

n=84

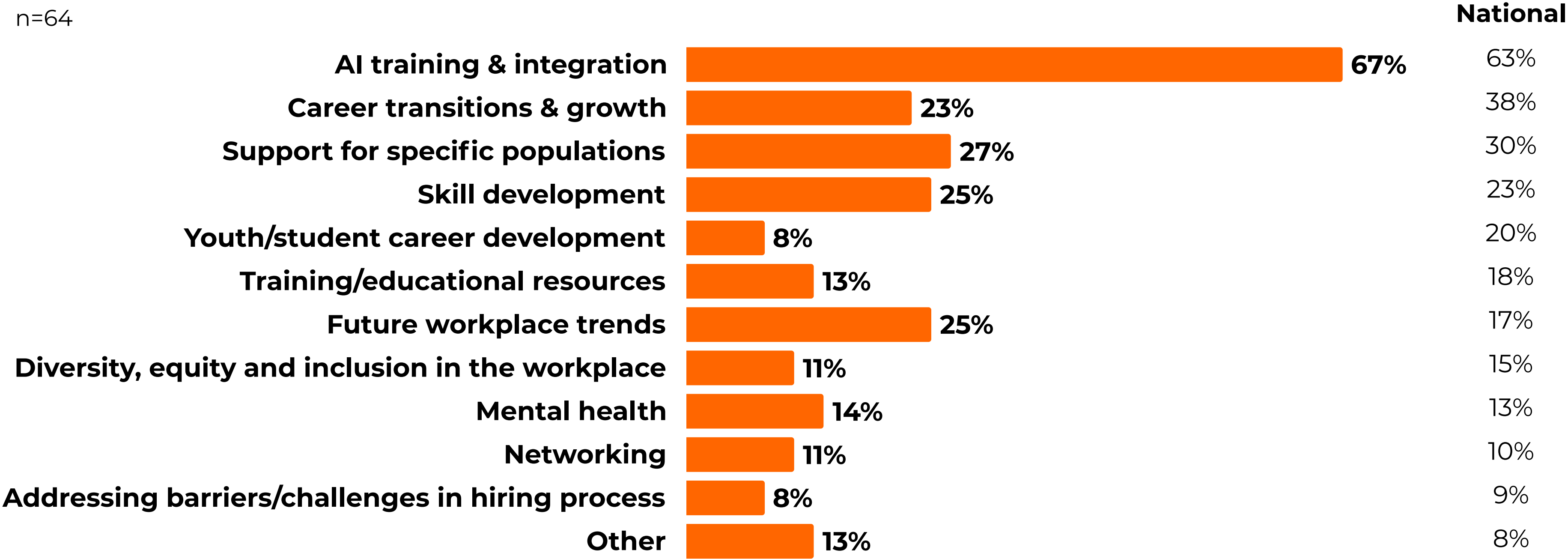


Popular other responses: Client feedback (5%) and feedback from staff (1%).

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=64



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



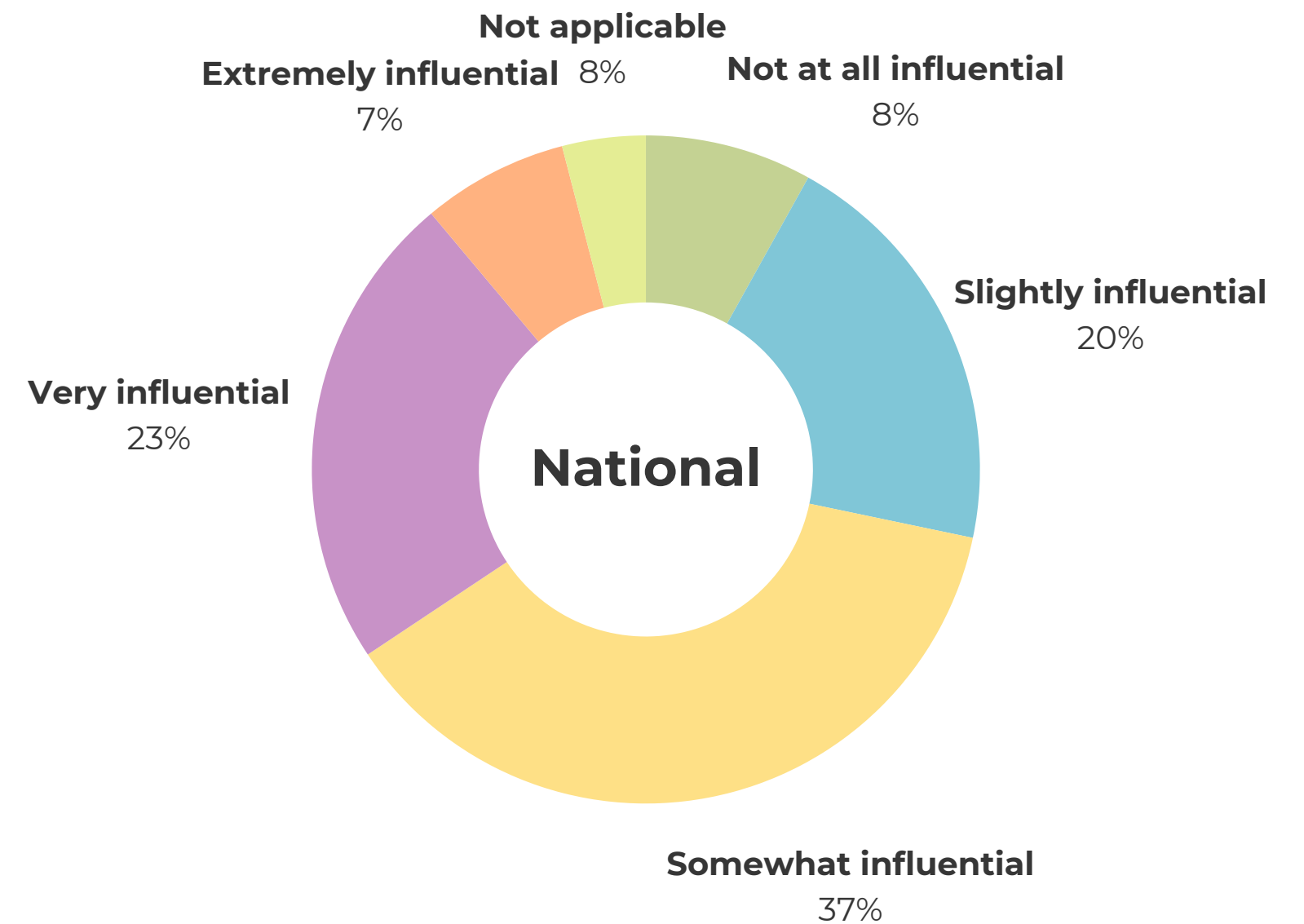
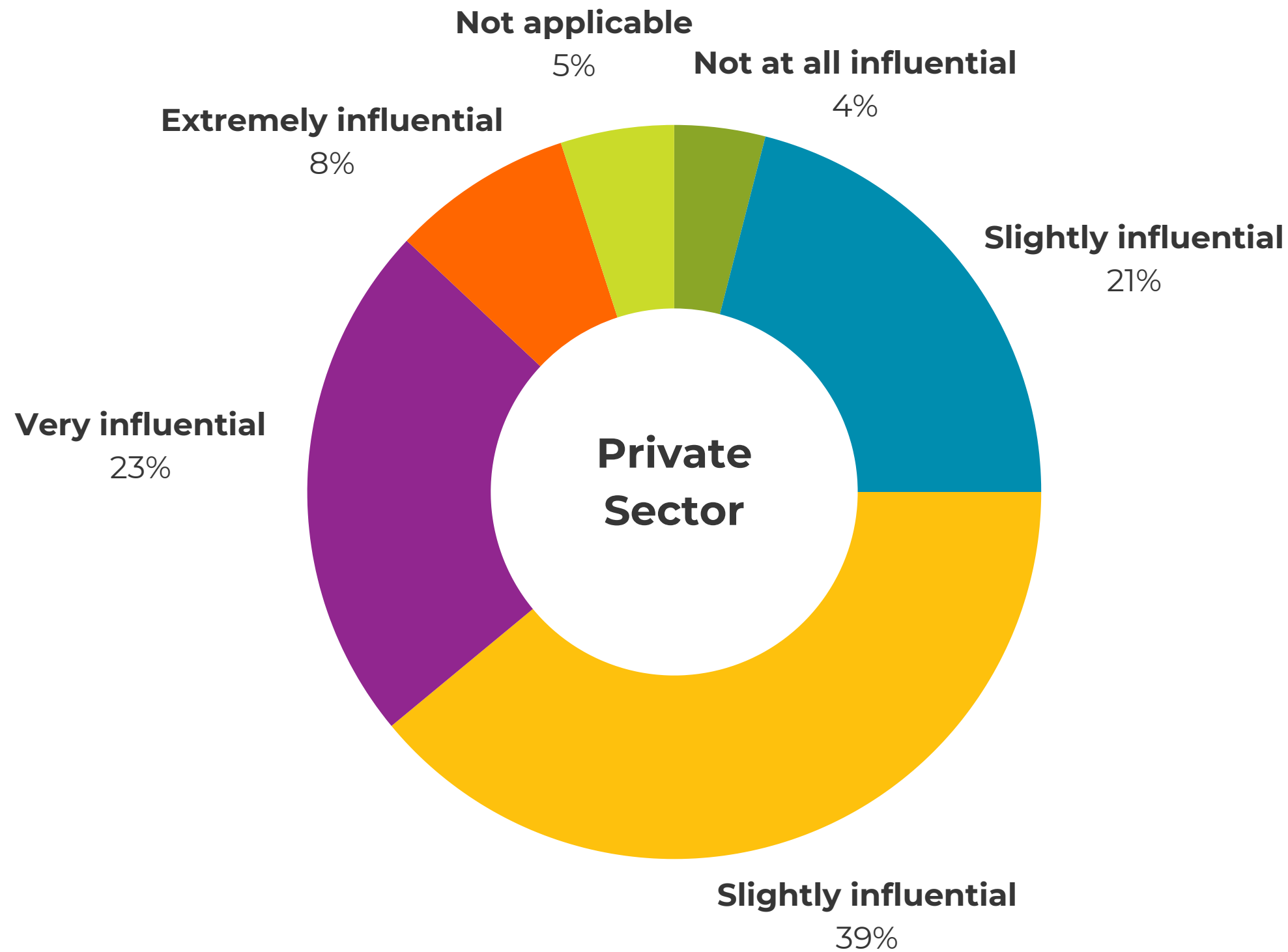
Section 6:

CERIC, the Profession, and Clients



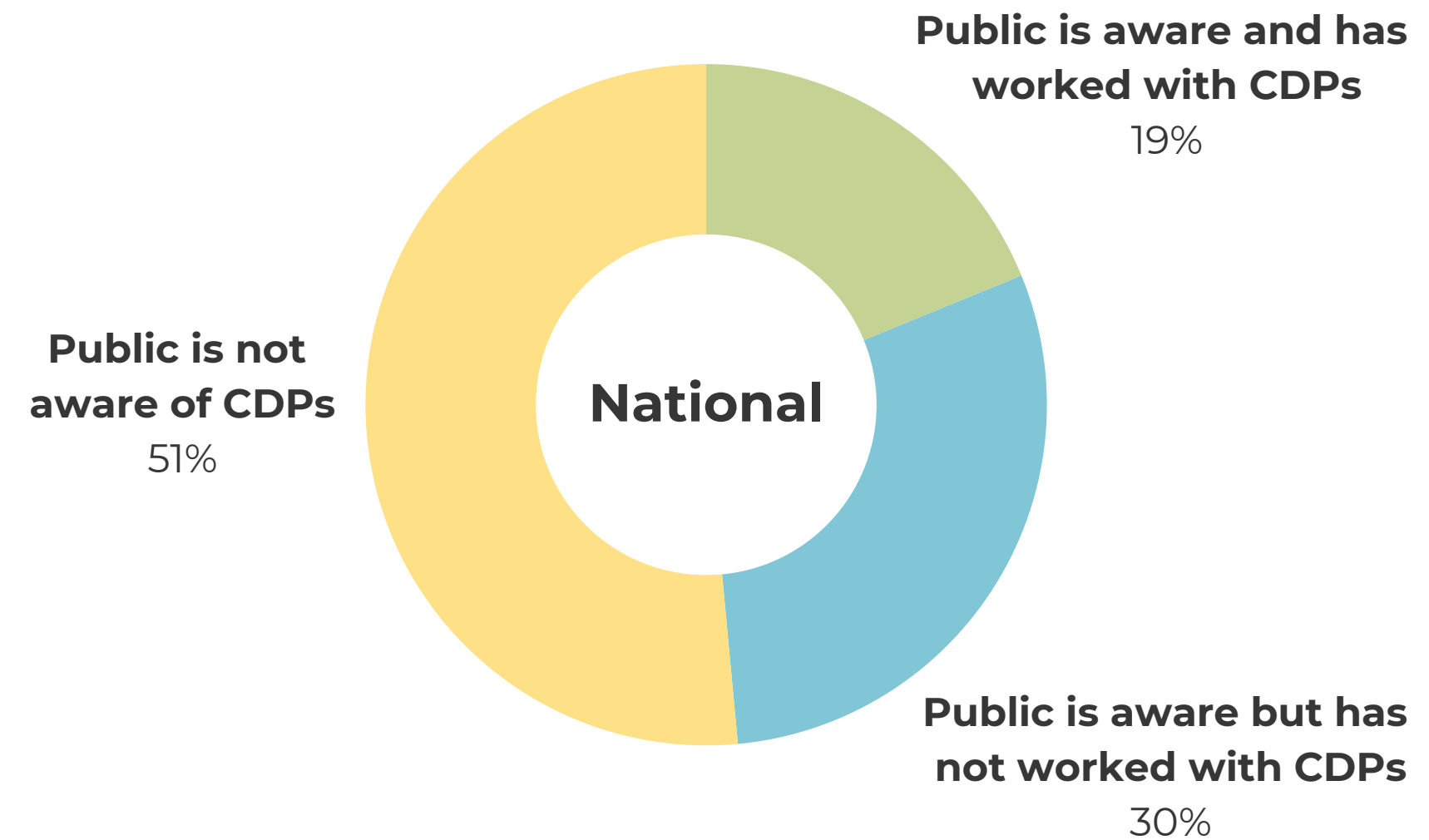
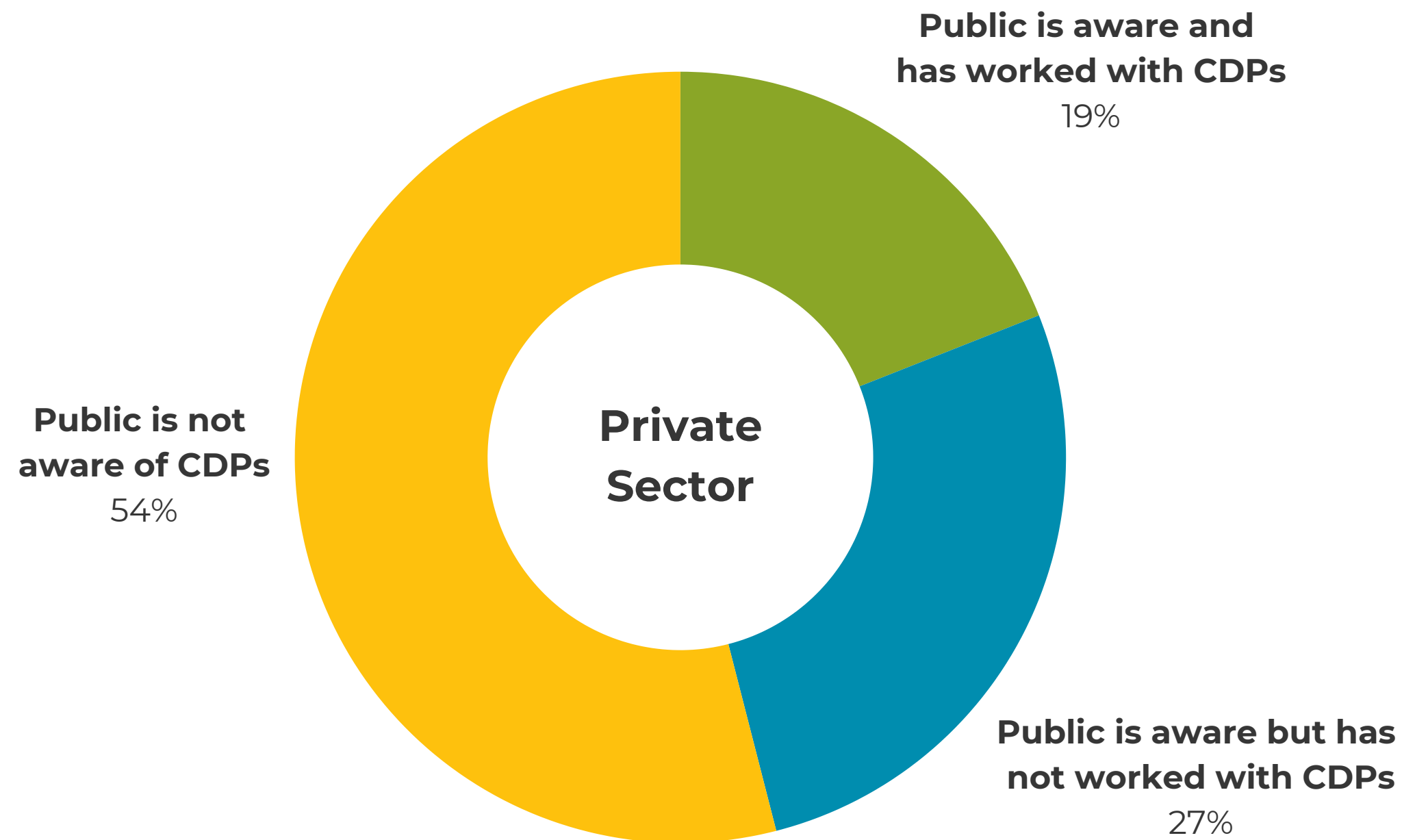
Influence of CERIC and its Programs in CDPs Work

n=84



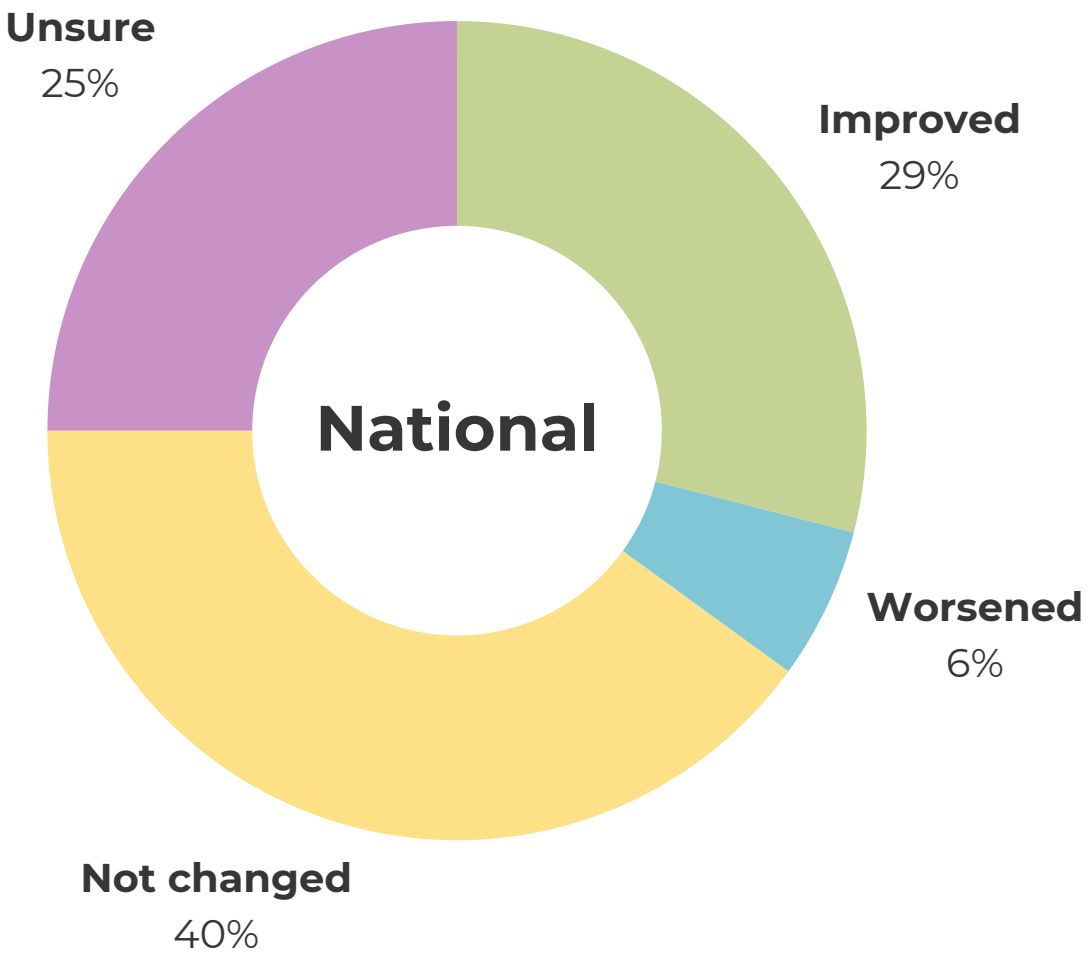
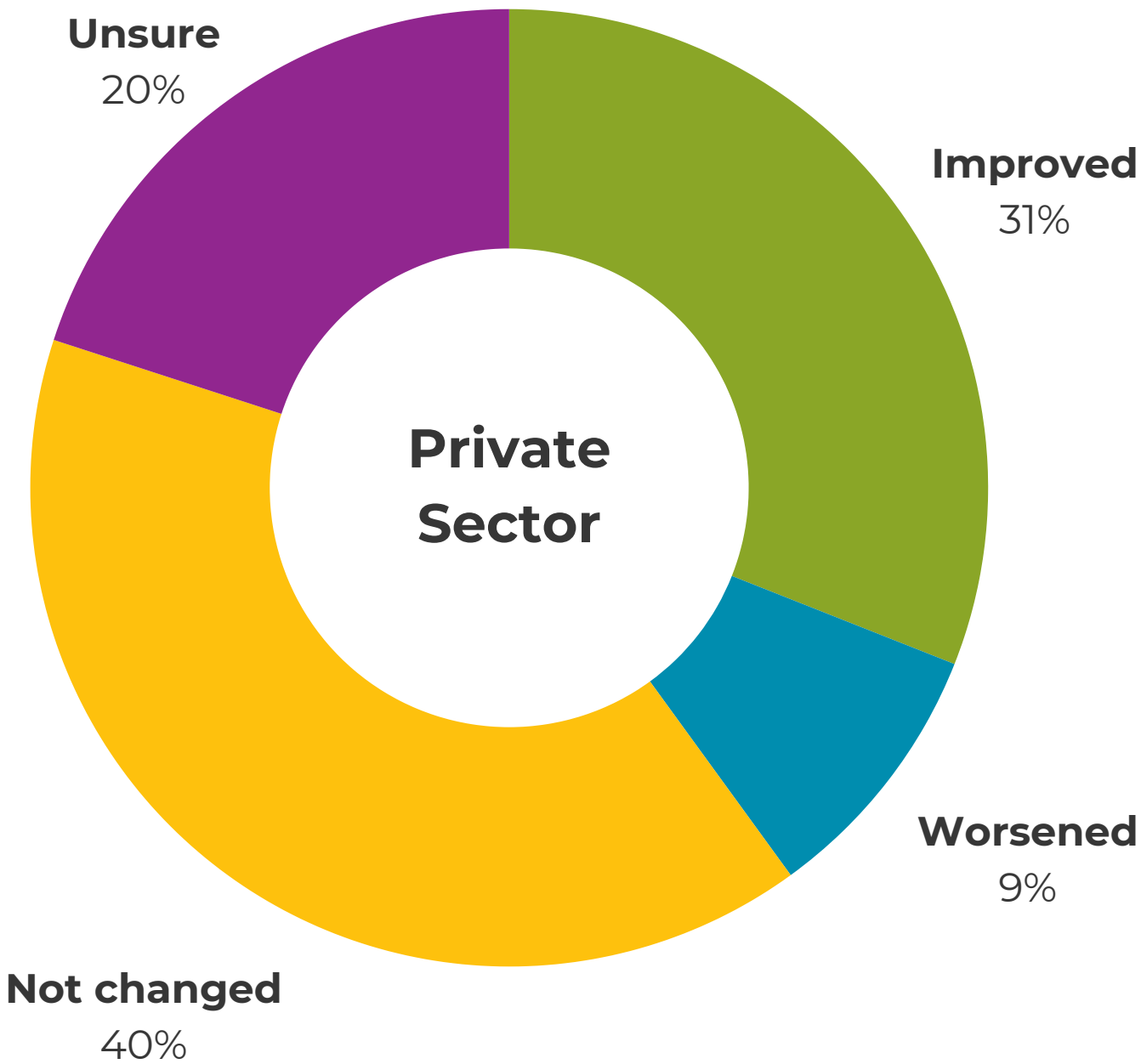
Perception of Public's Awareness of CDPs

n=85



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

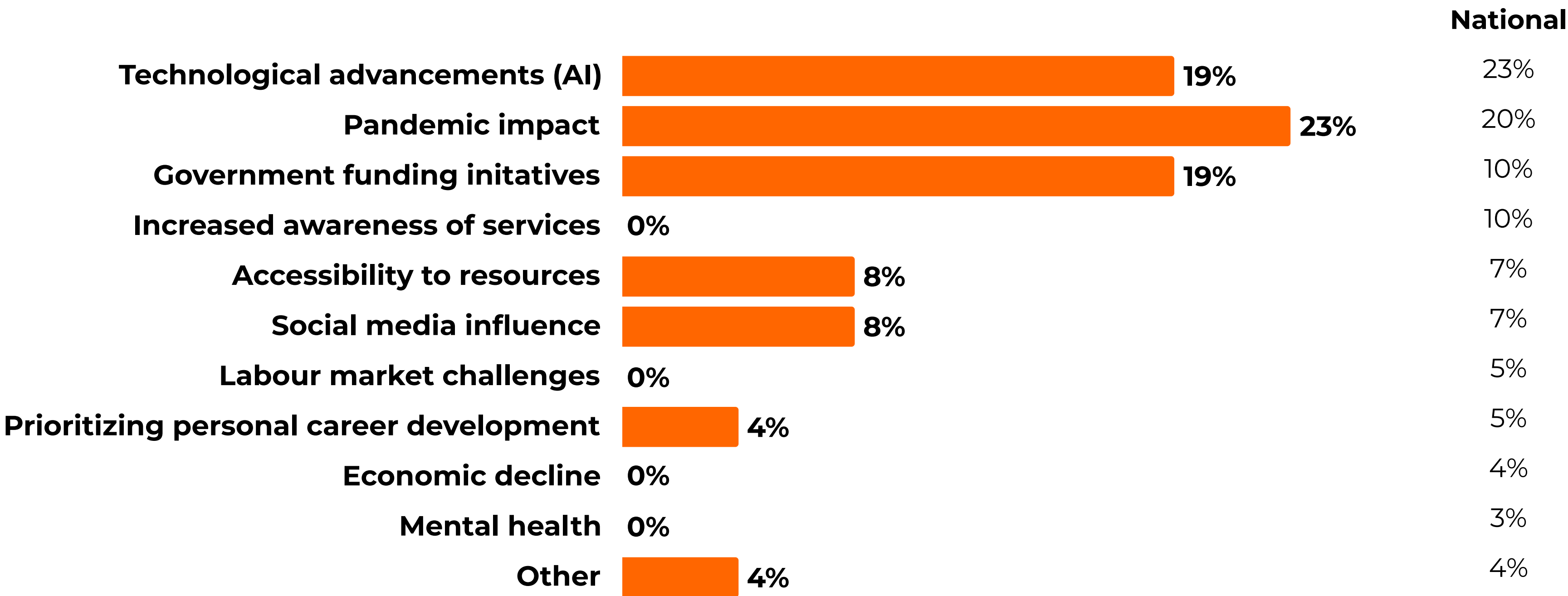
n=85



Factors Impacting the Change in Public Perception of CDPs

(among respondents believing it has changed)

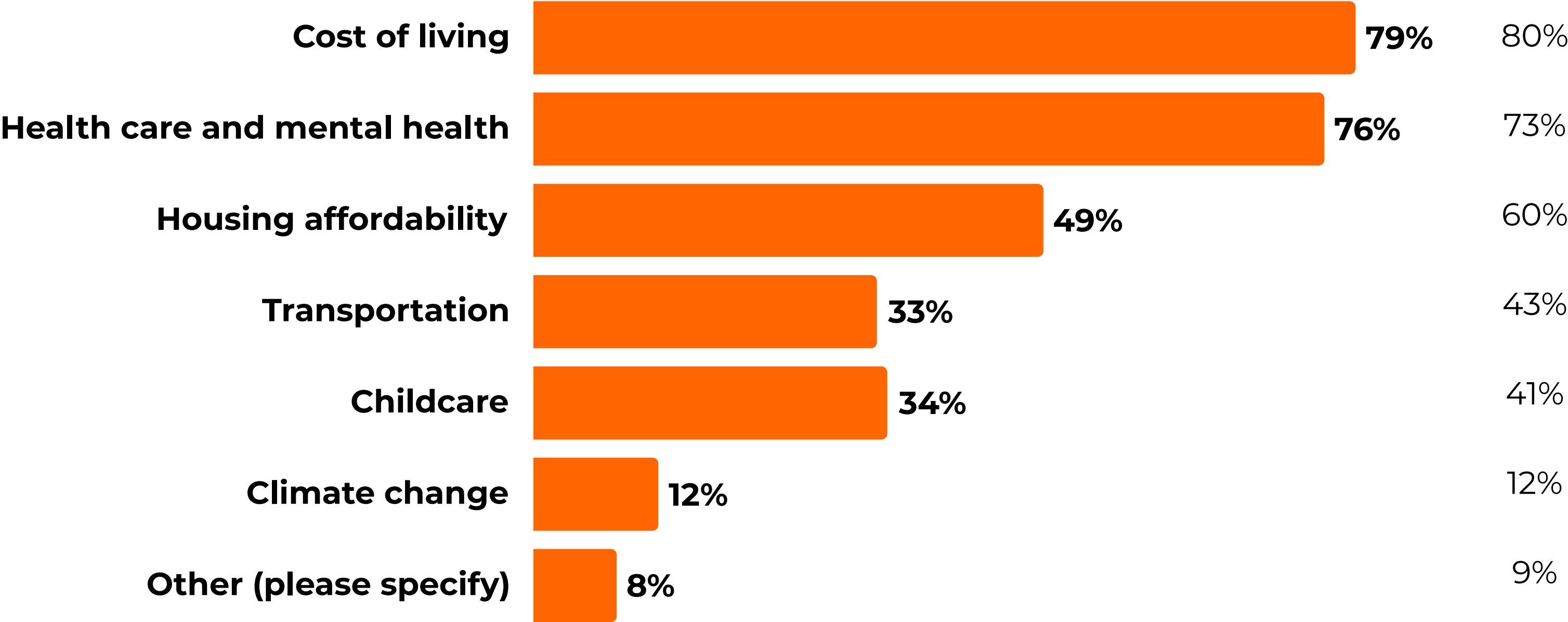
n=26



Issues Intersecting with Work as Career Service Professional

n=85

National

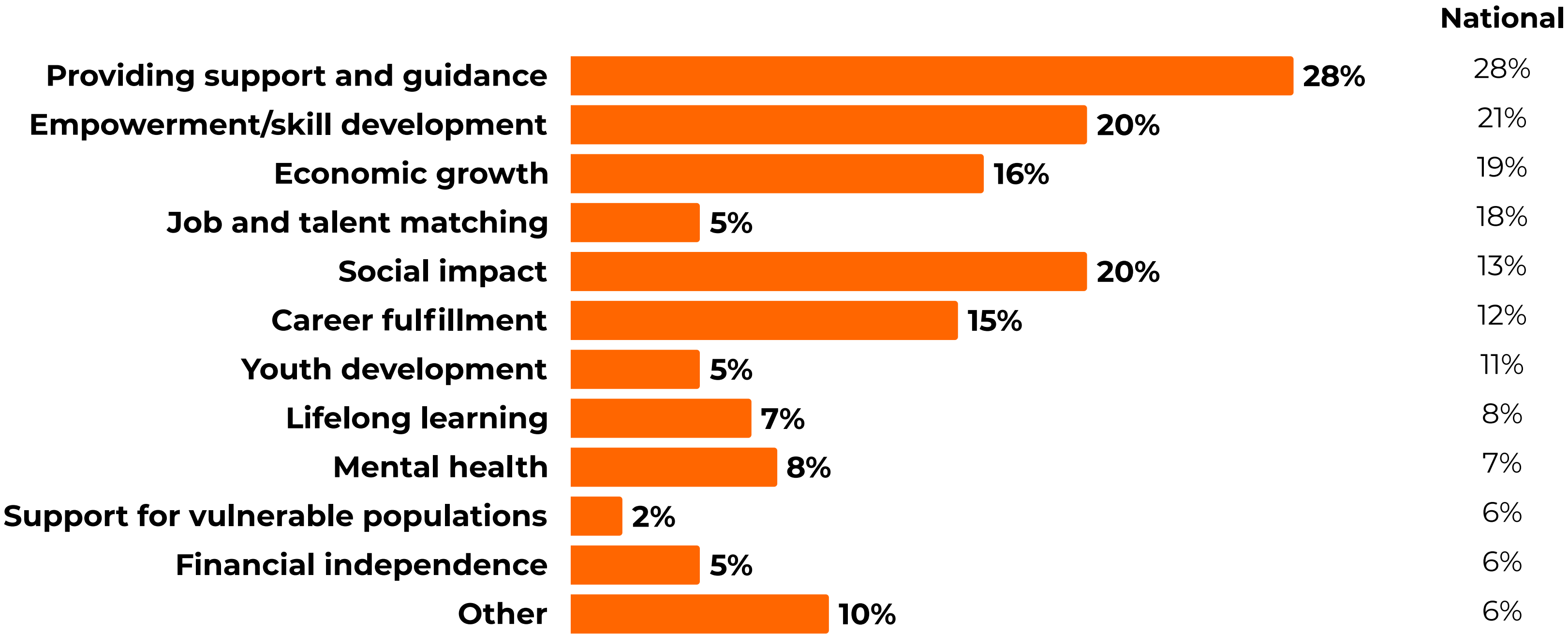


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



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

n=61

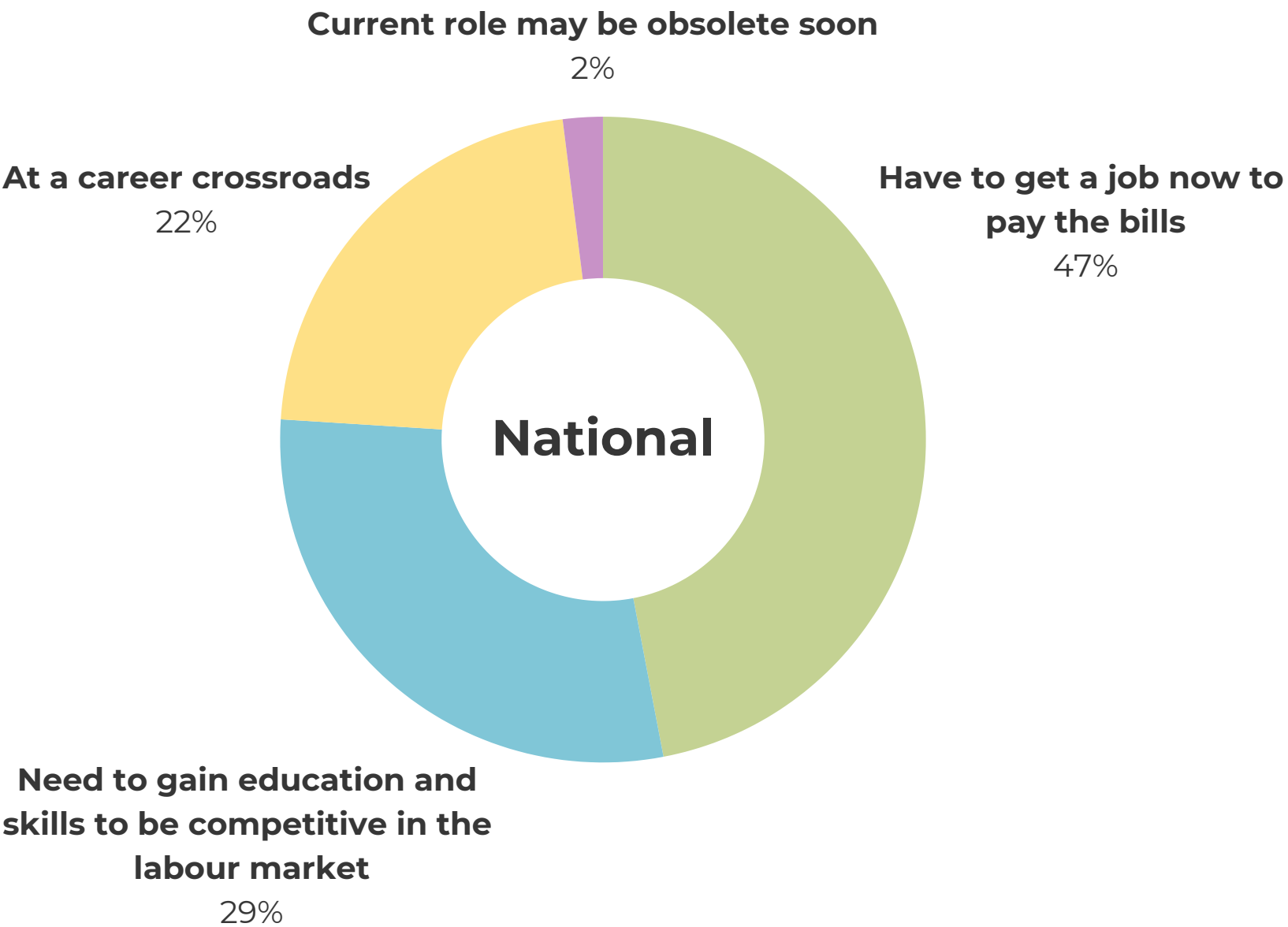
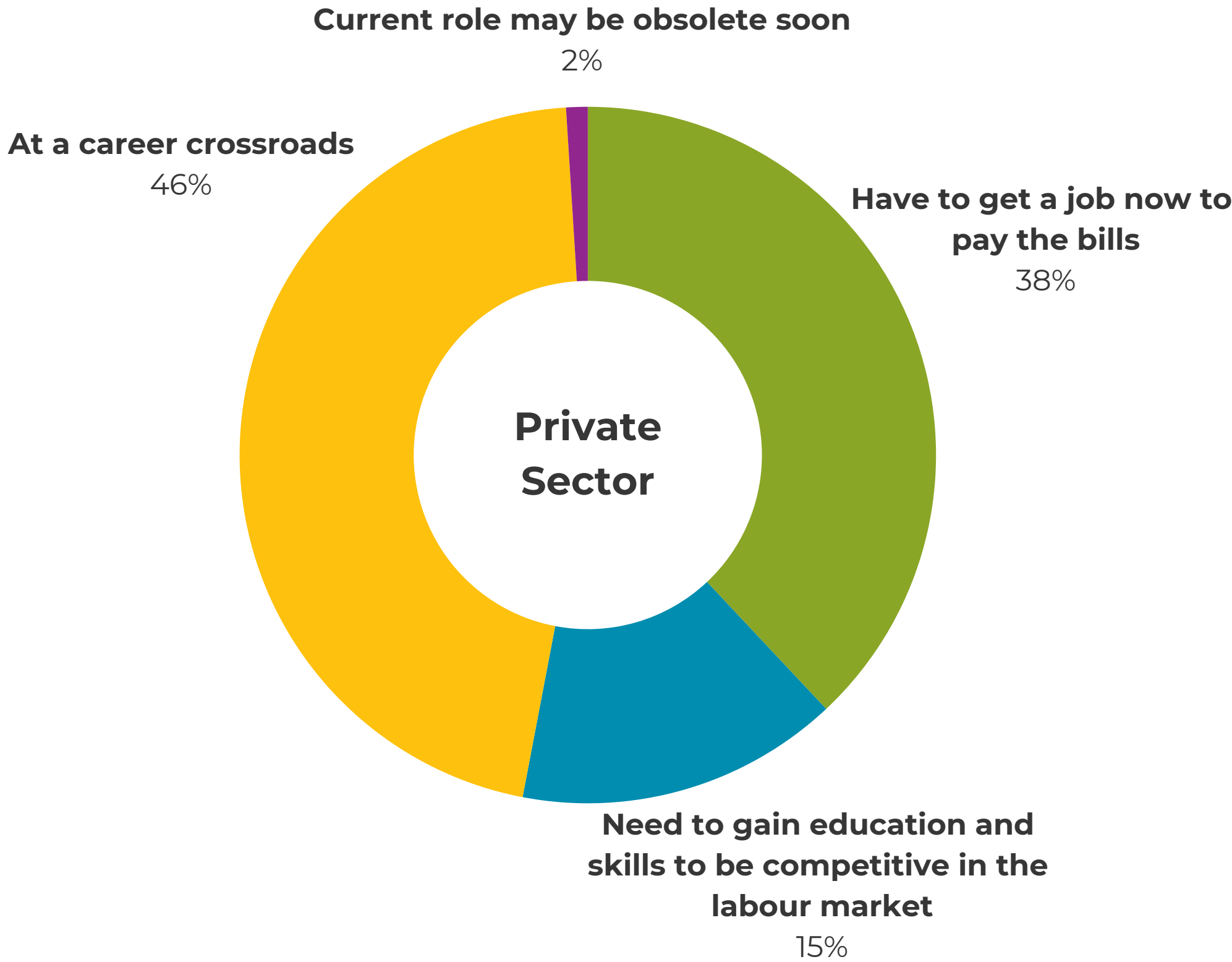


Popular other responses: Advocacy (5%), improving work-life balance (3%) and sustainability (2%).



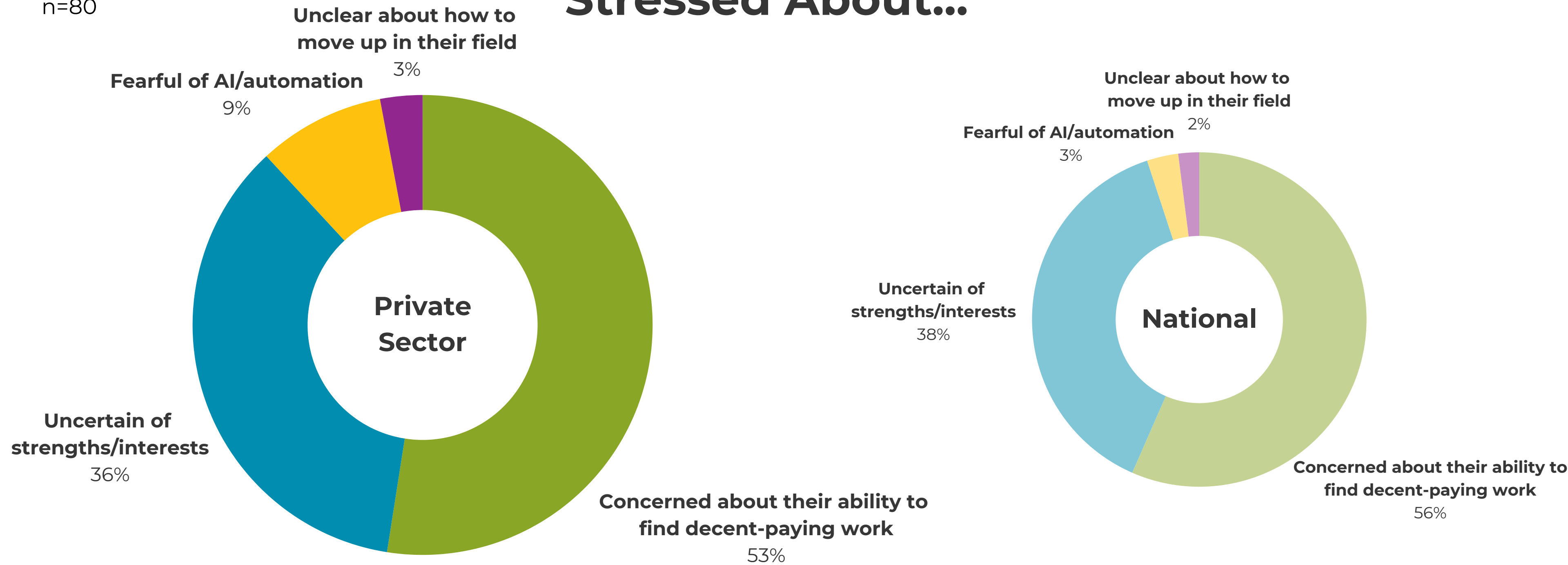
Main Concern among Clients and Students About Navigating Careers

n=80



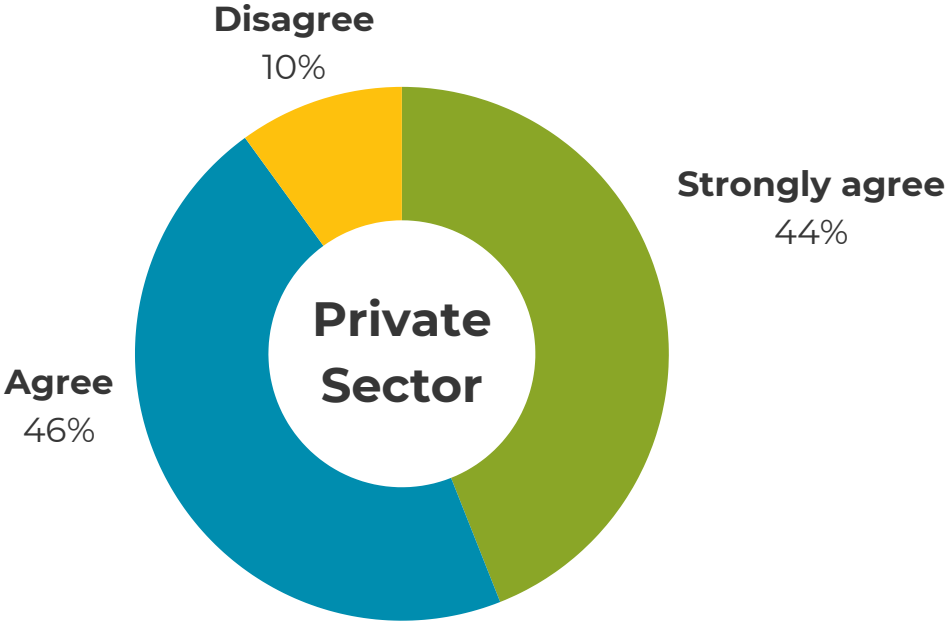
Regarding Next Steps in Their Careers Individuals Are Mostly Stressed About...

n=80

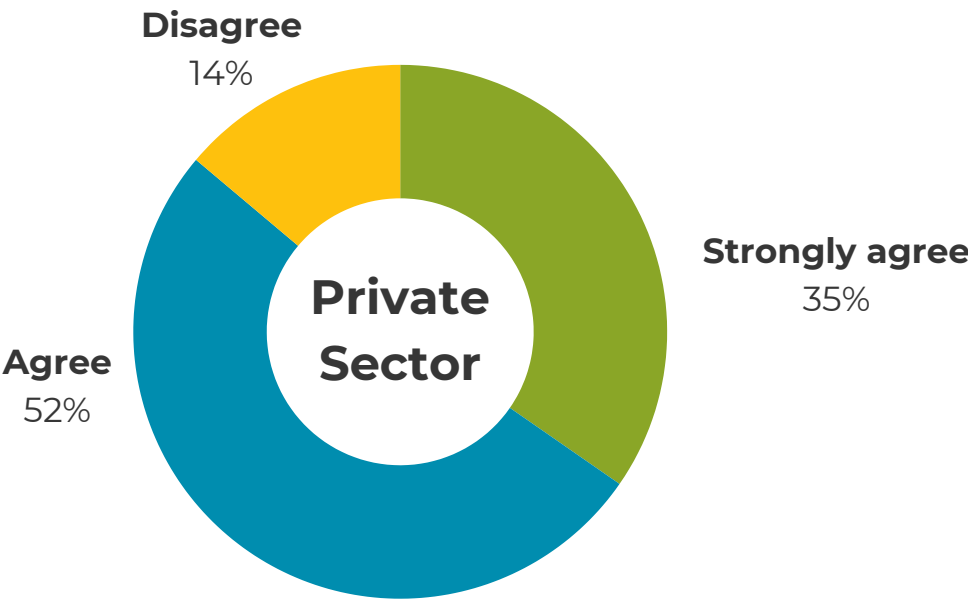


Post-pandemic Shifts in Clients' Personal Considerations

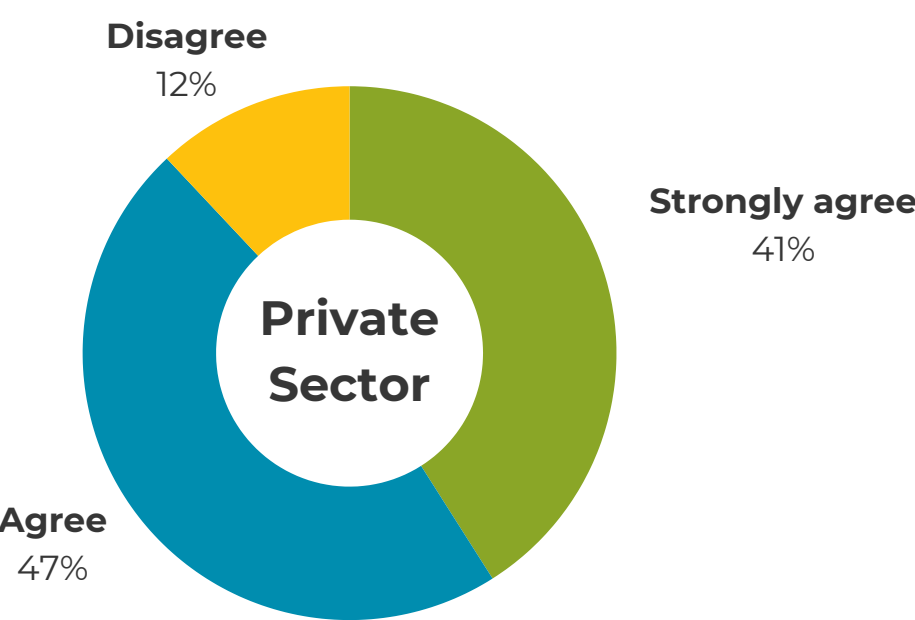
n=81 **Greater importance on remote and hybrid work**



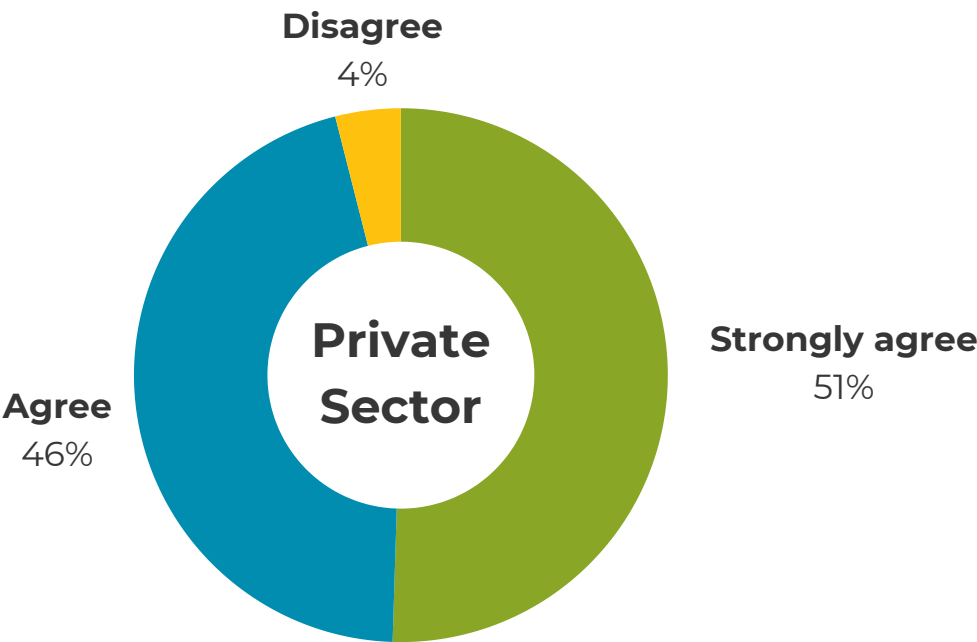
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career

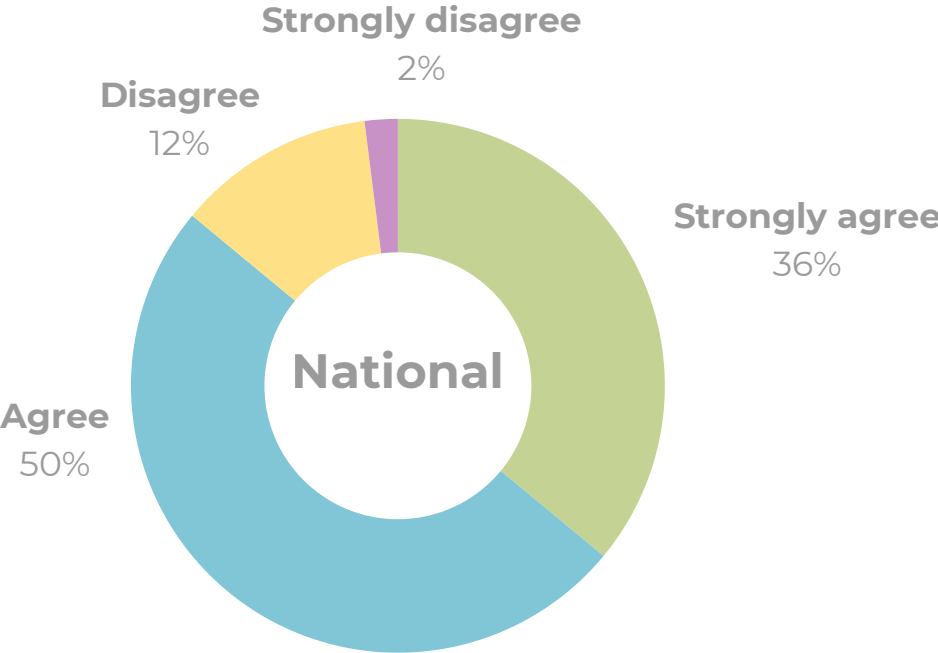


Looking for a better work-life balance

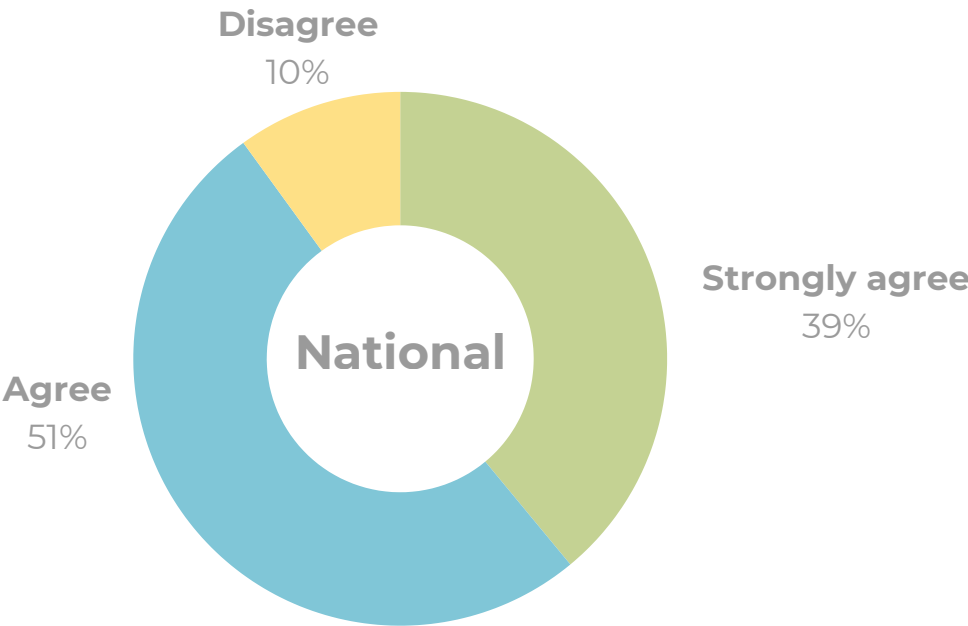


Post-pandemic Shifts in Clients' Personal Considerations (National)

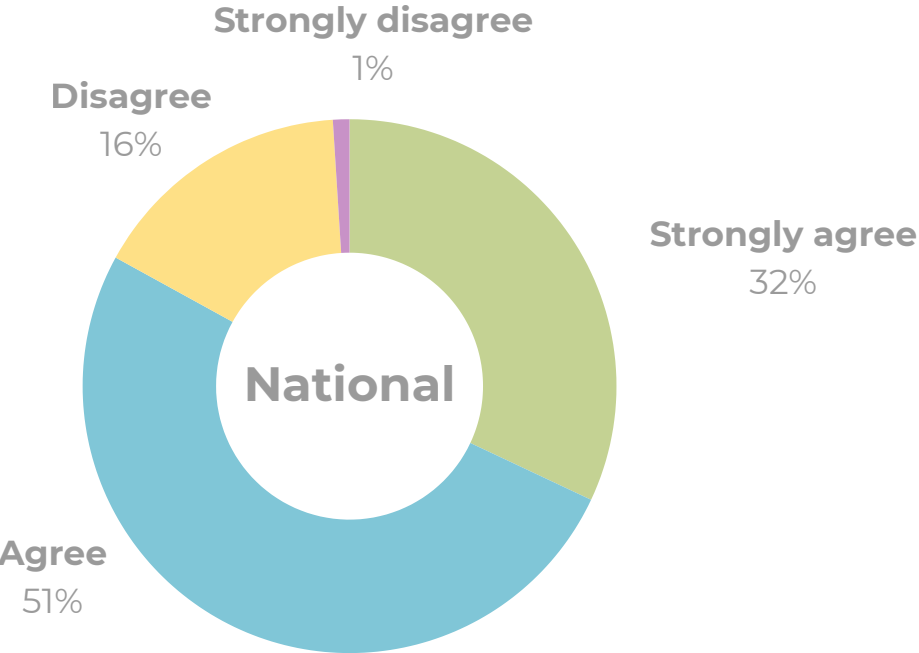
Greater importance on remote and hybrid work



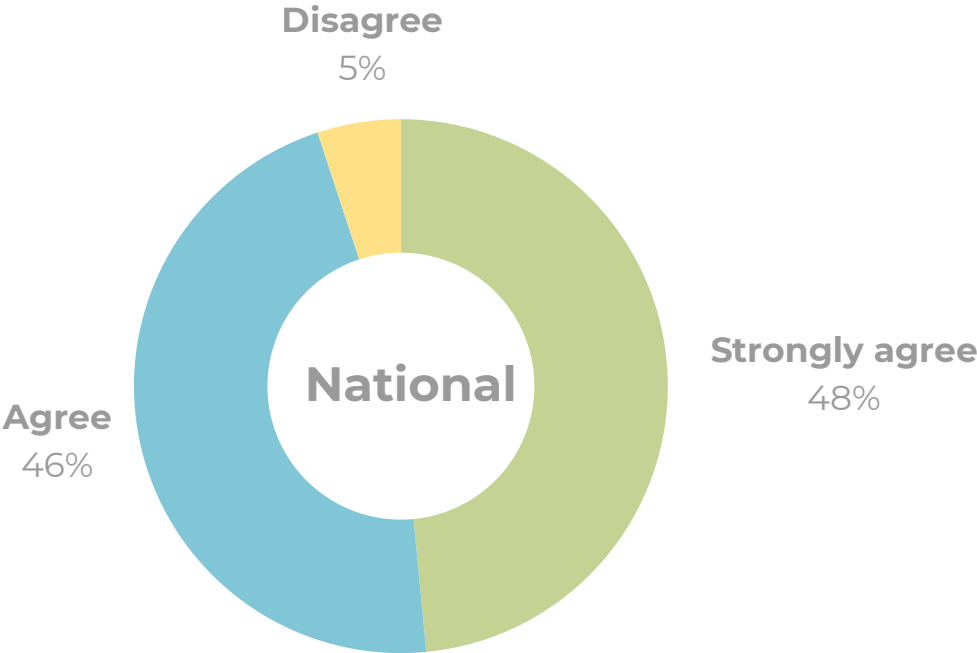
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career



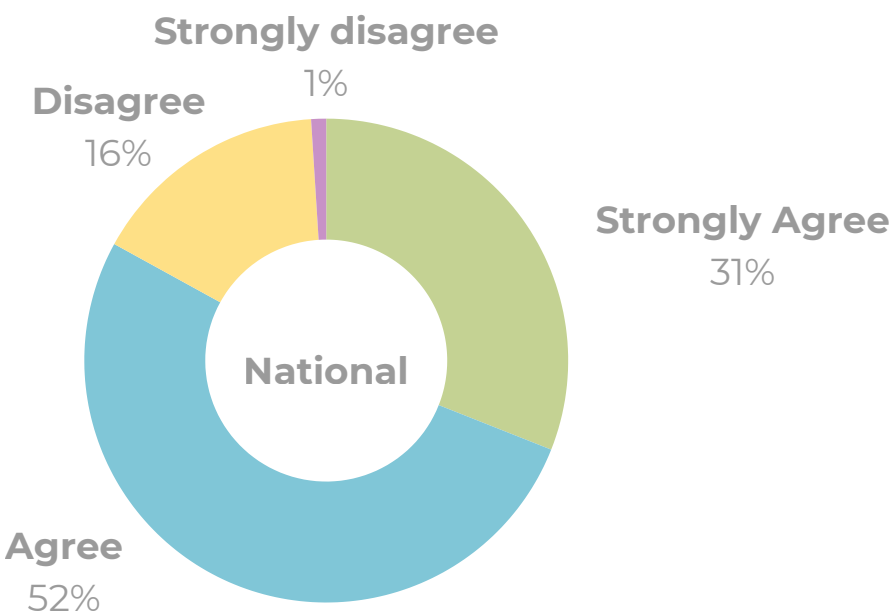
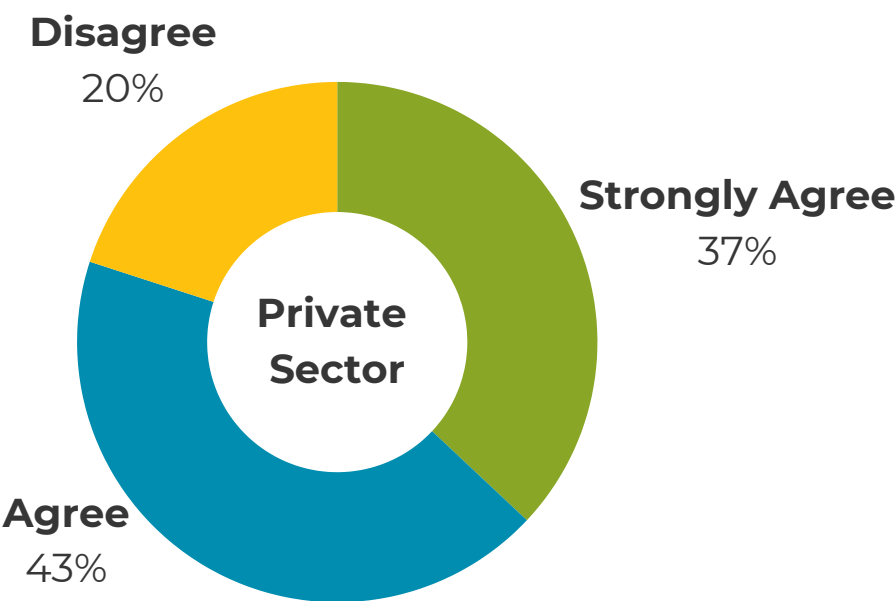
Looking for a better work-life balance



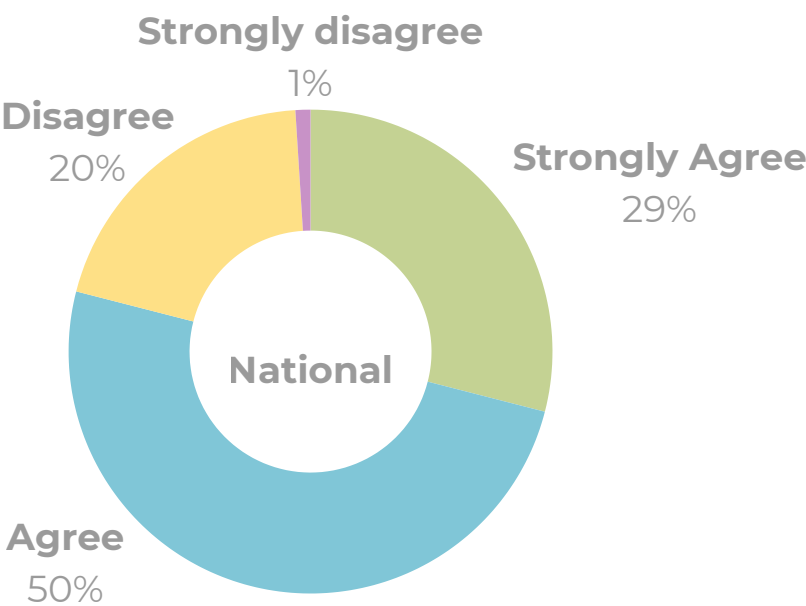
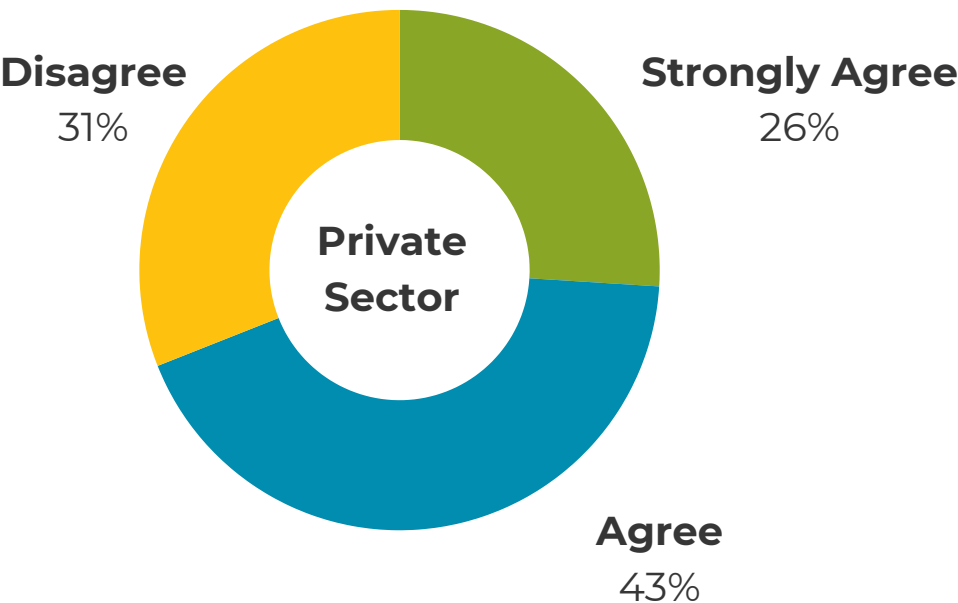
Career Myths Based on Experience with Clients

n=81

Most believe career guidance is not available beyond high school



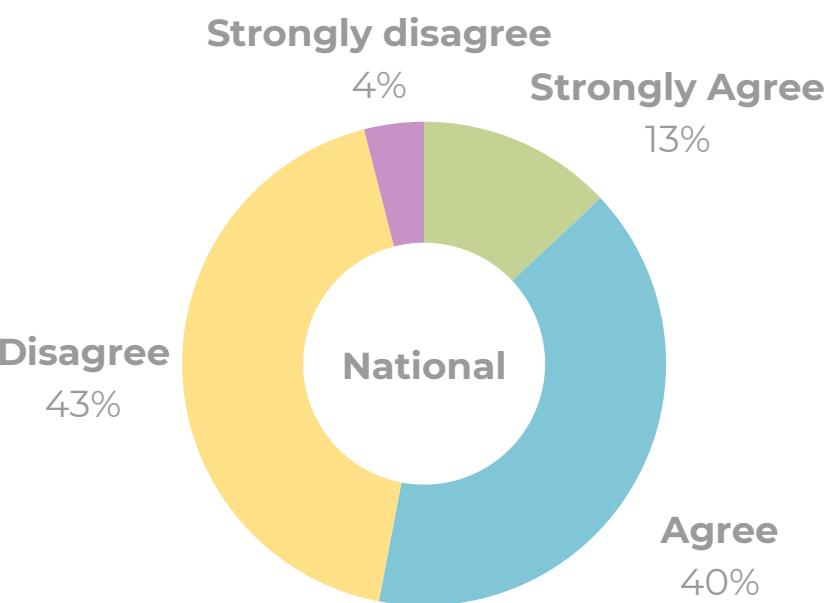
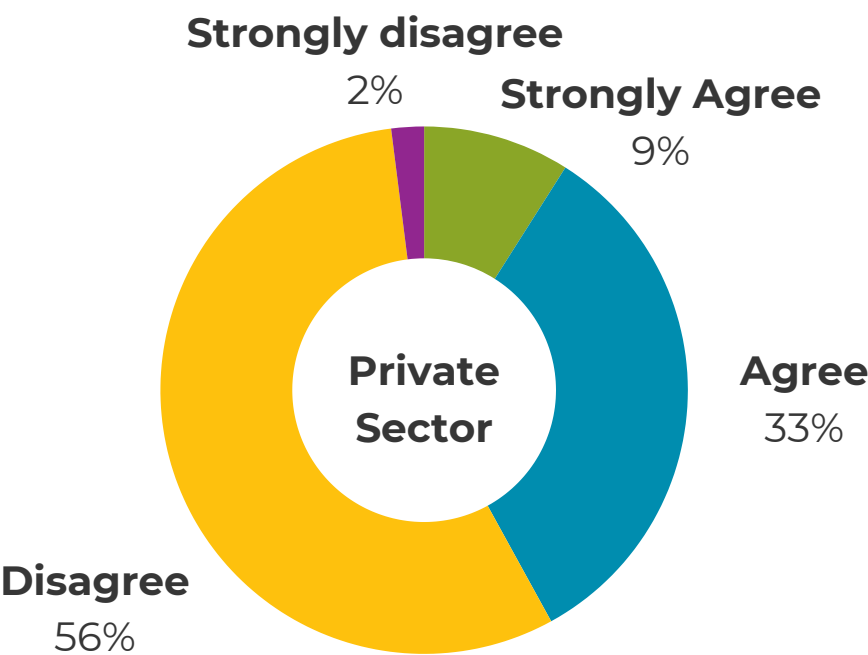
Most believe careers are linear



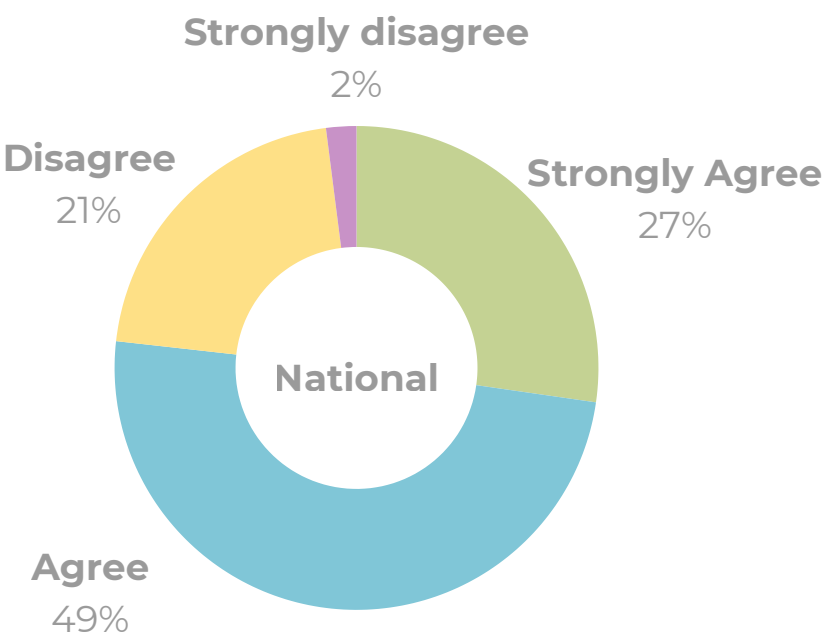
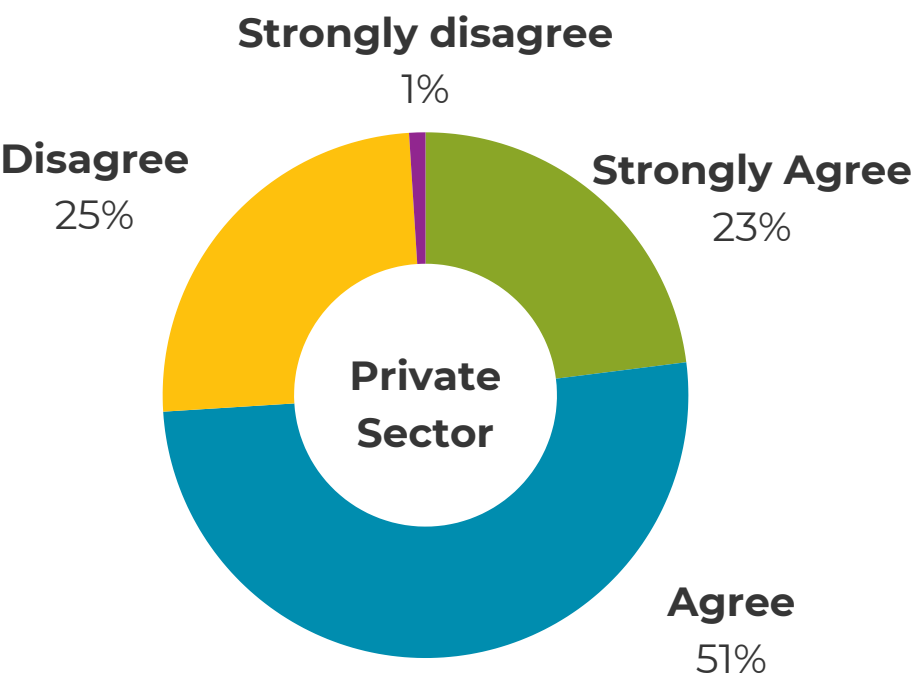
Career Myths Based on Experience with Clients (continued)

n=81

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



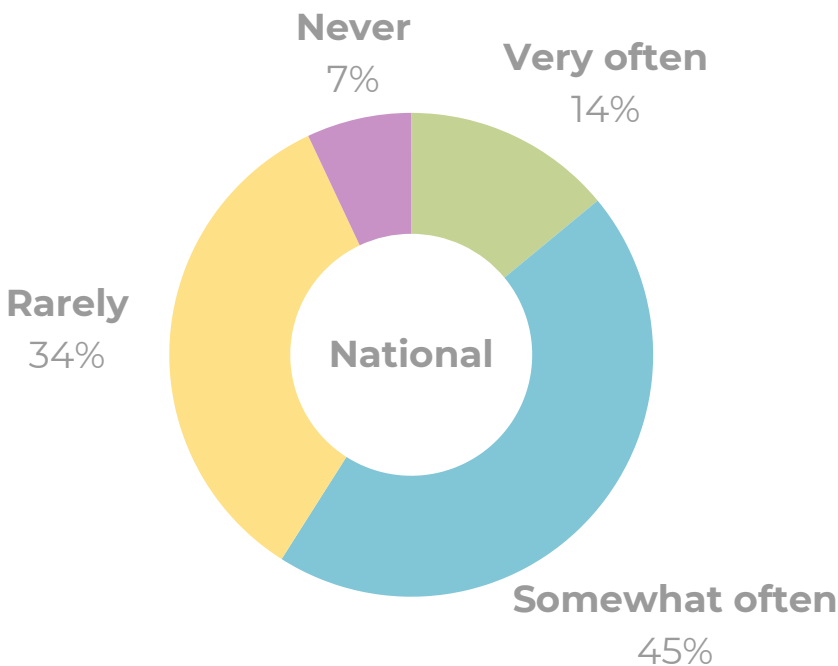
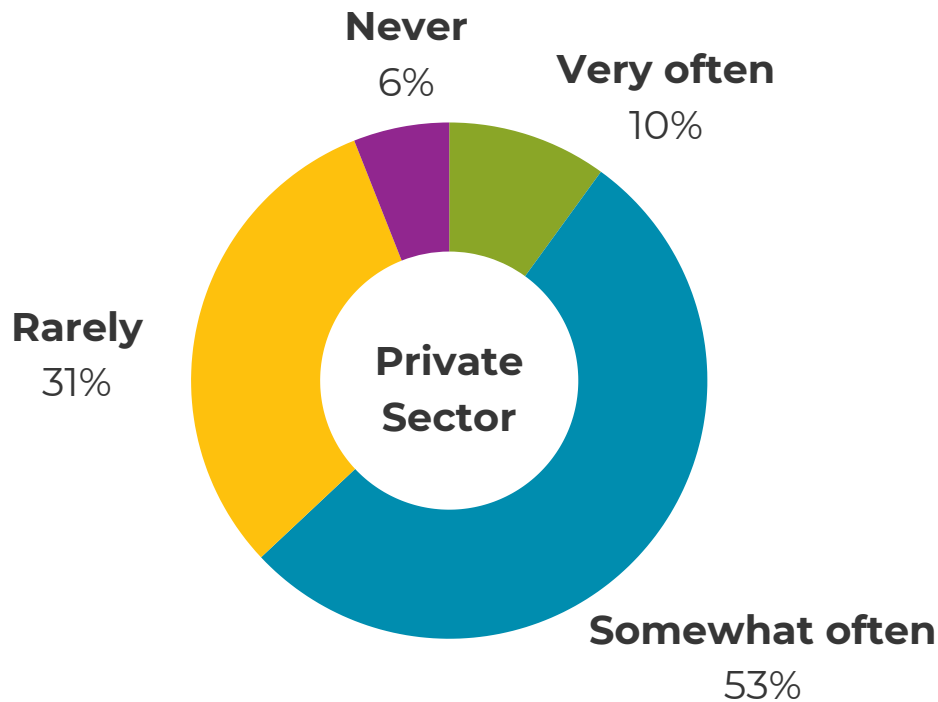
Most believe choosing a career means deciding what you will do the rest of your life



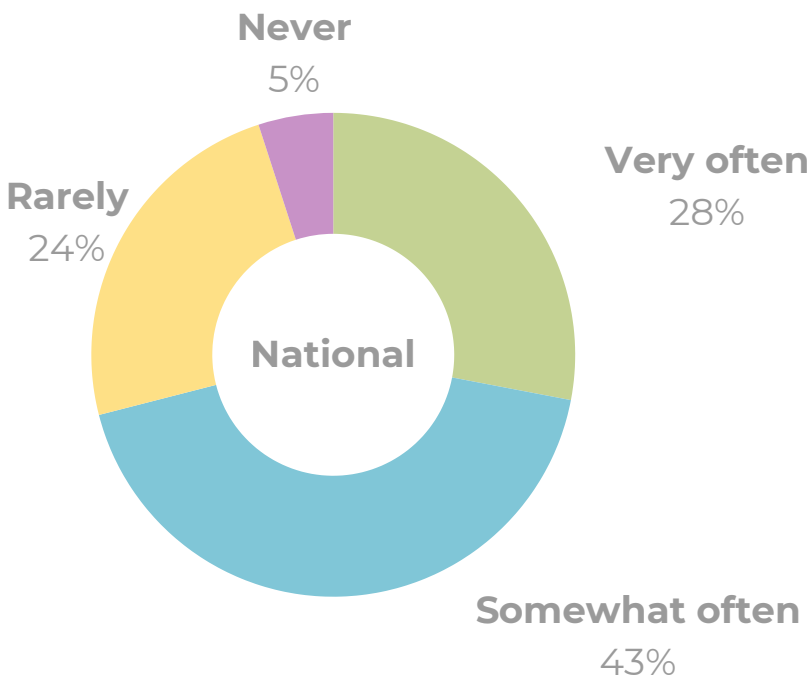
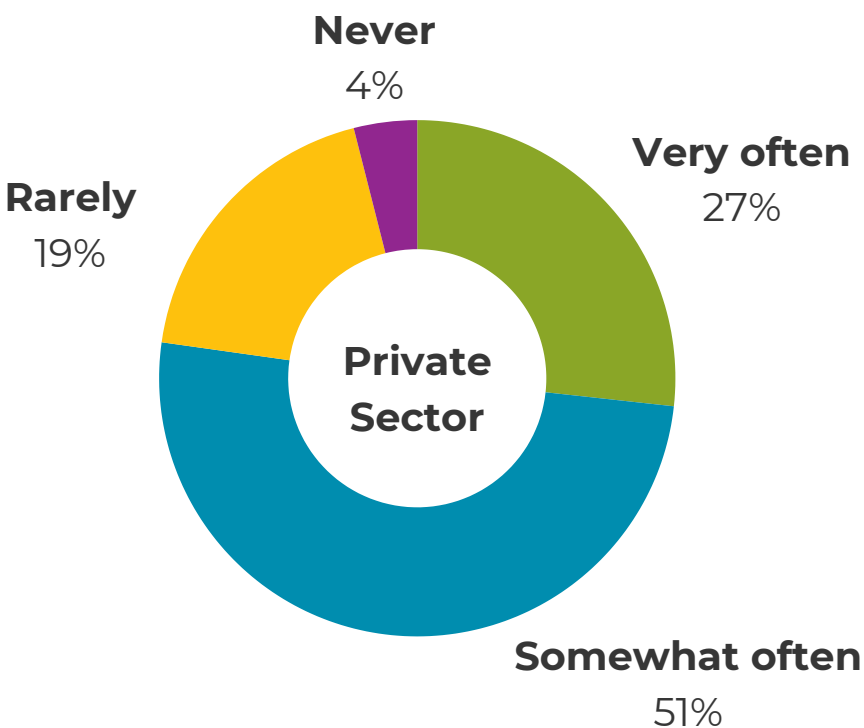
Frequency of Shared Views from Clients

n=81

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



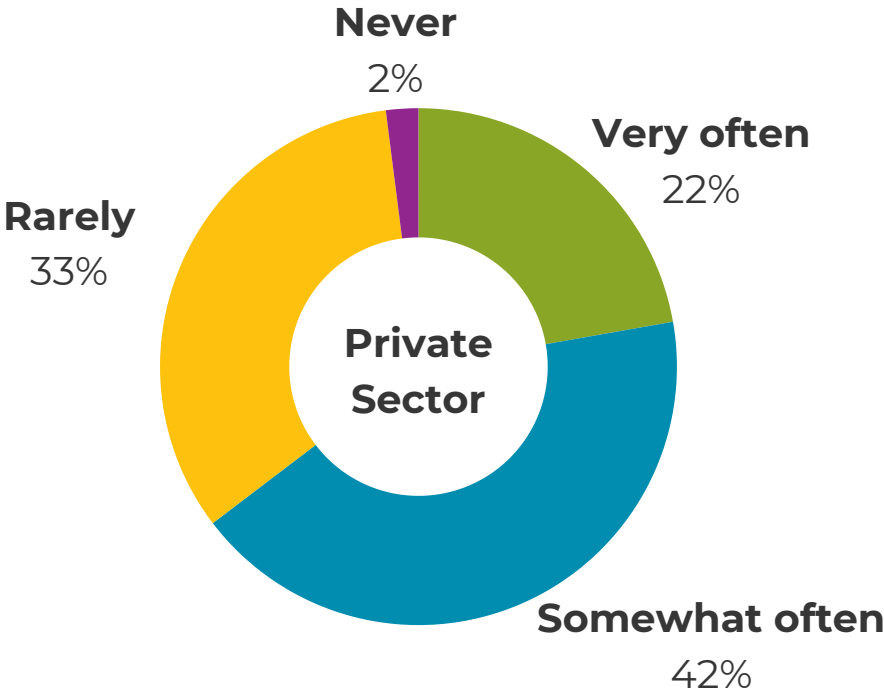
I wish I had chosen a
career that is aligned with my values



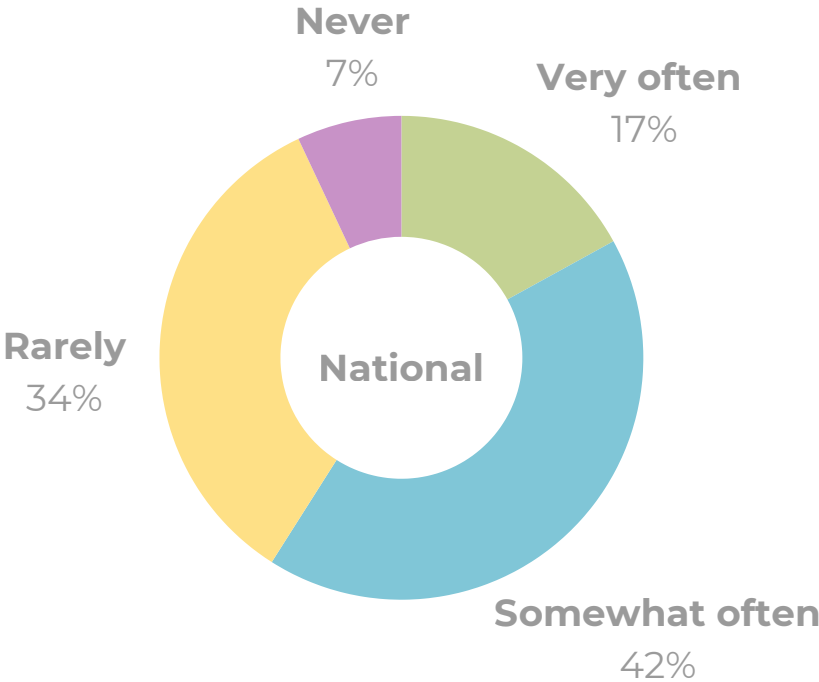
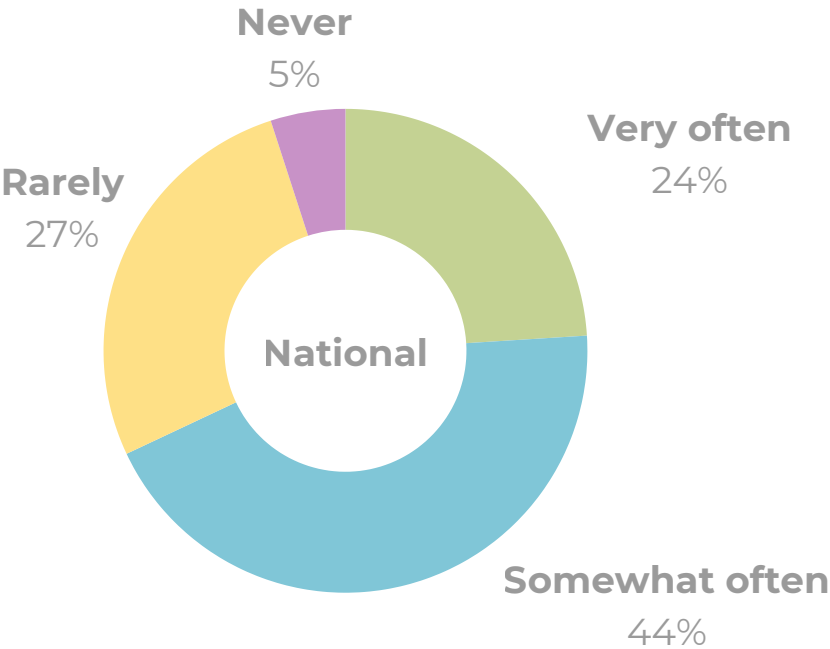
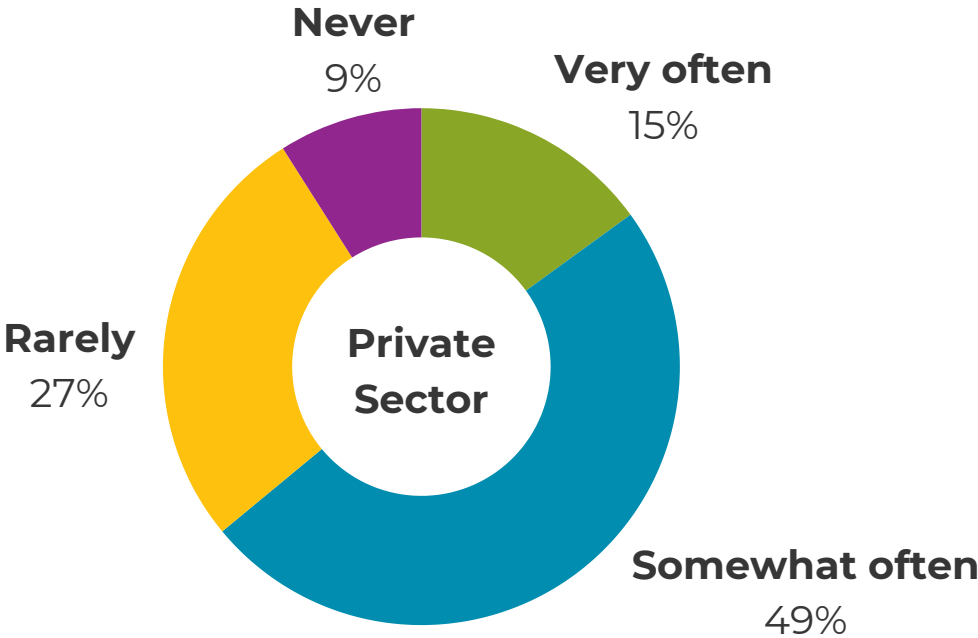
Frequency of Shared Views from Clients (continued)

n=81

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

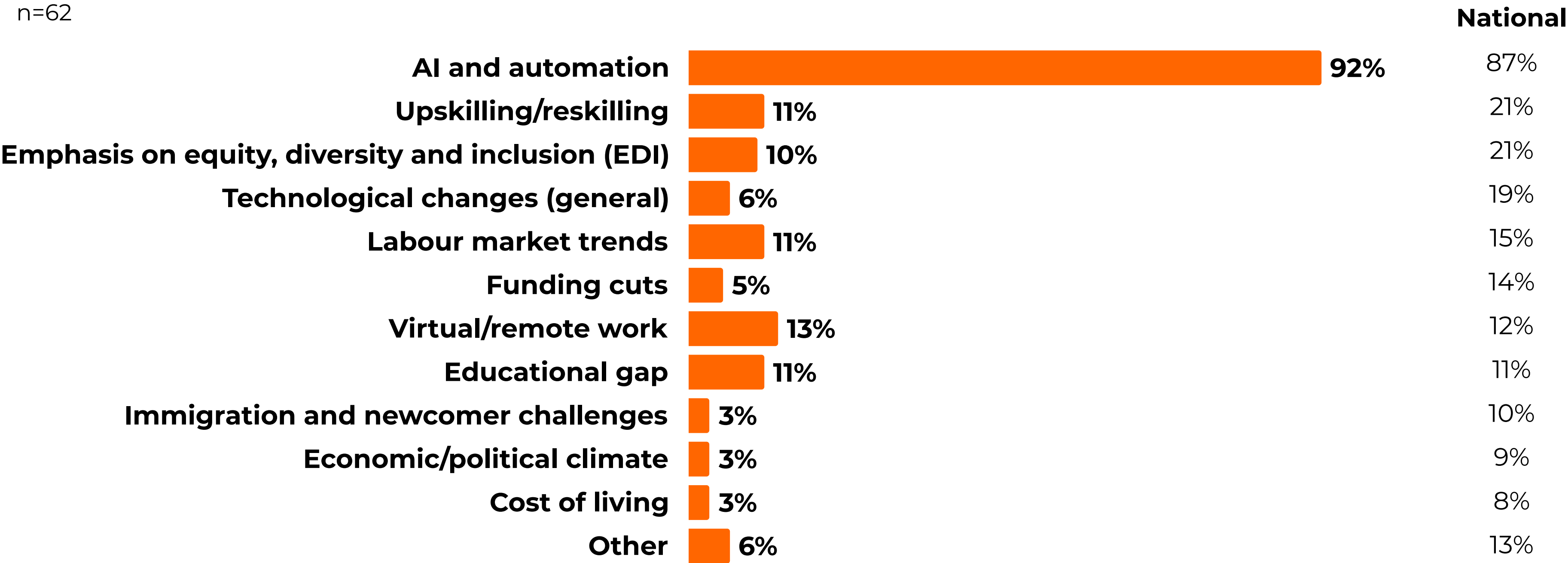


I wish I hadn't let fear prevent
me from taking a
different career direction



Anticipated Changes in Practice Over Next Five Years

n=62



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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