

2012
Annual
Report



ceric

CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING
INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION



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Message from the Board Chair and Vice-President & General Manager

The road forward is sometimes marked with challenge but always guided by opportunity.

With the effects of the recent recession persisting into 2012 and putting increasing pressures on Canadians in general and the career development professionals that serve them at various life stages, CERIC continued its commitment to providing enhanced and accessible supports to these professionals so they could better help Canadians in their path to productive work and meaningful careers. We:

- Presented the Cannexus12 National Career Development Conference, attracting 732 delegates to explore innovative approaches in the field;
- Took networking and affordable professional development across Canada through a series of "Road Shows" and "Mini Forums";
- Initiated accessible and cost-effective learning through webinars on topics such as "Working with Ambivalent Clients" to "Positive Psychology for Career Counsellors and Coaches" and Virtual Cannexus, online



videos of top sessions from Cannexus;

- Launched an online content curation service CareerWise/OrientAction en bref to help career professionals digest and stay abreast of trends and other relevant information;
- Engaged in research projects to better understand how hope contributes to career outcomes and where emerging green jobs are in Canada;
- Released the findings of our national survey of career professionals with over 1,000 respondents, examining their challenges and professional development needs;
- Reconfigured our committees to be more in line with the



challenges and work ahead for CERIC;

- Began to revitalize our ContactPoint/OrientAction online communities for career development professionals through site redesigns; and
- Identified additional priority areas for projects we would like to fund, namely labour market information and the impact of disability and/or mental illness on career development.

We also took pause over the year to recognize and celebrate the diligence and lasting influence of Canada's diverse communities of career development professionals. We:

- Published "A Multi-Sectoral Approach to Career Development: A Decade of

Canadian Research”, the 10th anniversary *Canadian Journal of Career Development* (CJCD) special edition book

Over the past year, CERIC engaged in a planning process that identified three strategic priorities to direct our future efforts:

Research & Learning: Invest in an ambitious research and learning agenda that, through encouraging thought leadership, advances the career development field and builds its knowledge and skill base.

Community Hub & Collaboration: Champion and enable inclusive, multi-sectoral communication and collaboration with career development stakeholders.

Advocacy & Profile: Facilitate conversations between career professionals and their constituents and communities to raise the profile and value of the career development field.

which acknowledged the significant contributions that Canadian researchers have made to the body of knowledge in career development in Canada and beyond;

- Recognized renowned researcher and educator Dr. Mildred Cahill for her work with marginalized groups and distance career counselling with the Etta St. John Wileman Award for Lifetime Achievement in Career Development;
- Supported the Ashoka Changemakers competition: *Inspiring Approaches to First Nations, Métis and Inuit Learning*;
- Developed “Canada’s Career Imperative” – a series of cross-country roundtables to launch next year that will seek to catalyze discussion around how we fix the “Talent Disconnect Dilemma”;
- Initiated the launch of *Careering* magazine – a transformation from a newsletter to a glossy professional periodical enhancing the profile of career professionals; and
- Introduced a conversation online on “Why Career Development Matters.”

The organizational growth responsive to community needs and market realities witnessed this past year could not have been possible without the support of CERIC’s Board of

Directors, committee members, supporting organizations, a very talented and dedicated staff team, and the passionate and hard-working communities of career development professionals across Canada.

Similarly, the work of CERIC and its impact would not be possible without the support of our funder, The Counselling Foundation of Canada. To the Board of The Counselling Foundation of Canada, a heartfelt thank you for your commitment to Canada’s career development communities through the work of CERIC.

Sincerely,

Nancy Dube
Board Chair

Riz Ibrahim
Vice-President & General
Manager

Project Partnerships

CERIC funds both research as well as learning projects that advance the body of knowledge in career counselling and career development in Canada. Project partners can include individuals and organizations from the education, community-based, non-profit and private sectors. In addition to external partnerships, CERIC also undertakes projects such as survey research through its own means.

Hope-Centred Career Development for University/College Students

WITH UNIVERSITY OF BRITISH COLUMBIA AND PENN STATE UNIVERSITY

Priority: New emerging career development theories and career management models

An international research team under the leadership of Dr Norman Amundson (University of British Columbia) and Dr Spencer Niles (Penn State University) is undertaking a CERIC-funded exploratory research project on the importance



of "HOPE" for the career exploration and decision-making of entry-level college and university students.

This study uses the Hope-Centered Career Inventory (HCCI) and in-depth interviewing to create a better understanding of how hope contributes to career outcomes such as vocational identity, school engagement, academic achievement and career aspirations.

It is anticipated that this project will lay a foundation for the development of appropriate hope-based interventions for working with this population.

Children's Career Exploration: An Application of Social Cognitive Career Theory with At-Risk Adolescents and Young Adults

WITH CAREER TREK

Priority: Early intervention to assist children's career decision-making

This project creates a theoretical process model that represents the developmental trajectories of the career interests of adolescents and young adults. Currently, there is a limited body of knowledge regarding the factors that affect the development of children's career interests.

This is a large-scale study that involves 500 participants



at five different developmental stages: latency, middle adolescence, late adolescence, young adult and adult. A special focus will be placed on young people identified as academically "at-risk", a population not well understood within mainstream career counselling.

Participants will be interviewed with respect to individual perceptions of values and aptitudes, personal performance accomplishments, vicarious learning via parents, friends and teachers, and social persuasion (i.e. the role of social group membership) and how these factors influence career interest. In addition, this study examines these same factors in a comparable population that has participated in a career development exploration program, Career Trek Inc.

CERIC's Priority Funding Areas

Research

- Labour market information
- Early intervention to assist children's career decision making
- Evaluation
- Intersection of diversity and work

Learning

- New emerging career development theories and career management models
- The impact of social media on how career practitioners are doing their work
- Entrepreneurial education and career development
- Impact of disability and/or mental health issues on career development

CERIC SURVEY OF CAREER SERVICE PROFESSIONALS



Released at Cannexus12, the CERIC Survey of Career Service Professionals explores research and education issues as well as career competency and mobility among people employed in career development. The results offer a snapshot of the career services community including professional development and information needs.

What did we learn? Based on 1,013 responses, Canada's career practitioners are likely to be female and well-educated but only modestly compensated. Many are evaluating the work they do by tracking client satisfaction or intervention outcomes. They also recognize that social media is an important tool for career services but only a small proportion is aware how to use these tools.

CHARTING THE COURSE: Mapping the Career Practitioner Role in Supporting People with Mental Health Challenges

WITH THE NOVA SCOTIA CAREER DEVELOPMENT ASSOCIATION

Priority: Impact of disability and/or mental health issues on career development

Employment is broadly recognized as an important cornerstone of social inclusion, providing identity, purpose, meaning, social connections and the resources needed to participate in one's community. People living with mental health issues face the highest unemployment rate of any disability group.

The Nova Scotia Career Development Association (NSCDA) identified a gap between the needs of clients presenting with mental health issues and the comfort level of practitioners who are tasked with moving clients into the workforce. Clients are increasingly disclosing their experience with mental illness as a factor in their employment and counsellors report feeling handcuffed by a lack of knowledge and resources. When properly resourced, career practitioners have the potential to become powerful agents of change on this issue.

NSCDA, in collaboration with Neasa Martin & Associates, is developing a province-wide engagement, education and transformation strategy to share best practices, improve career counselling access and service delivery. The learning from this project will be relevant for developing a national program.



Green Jobs in Canada: Insights for Employment Counsellors into the Changing Labour Market and its Potential for Entry-Level Employment

WITH GREEN SKILLS NETWORK (FIRST WORK)

Priority: Labour market information

The Green Skills Network Research Project provided career counsellors with information on entry-level employment opportunities in the renewable energy and energy conservation sectors of Canada's emerging green economy.

Renewable energy and energy conservation sector jobs, which can include manufacturing, installation, distribution and sales of energy generation and conservation methods, have experienced and will continue to experience significant job growth. This project advances career counsellors' knowledge of these employment opportunities and the educational requirements and training opportunities available within this promising sector.

The report contains a number of tools for employment counsellors and job developers to use to connect their clients to employment and training opportunities in the green economy. These tools include an inventory of training programs for jobs related to renewable energy and energy conservation, and inventory of employers that provide services in the green sector and an interactive online map of renewable energy and energy conservation projects across the country.



Strategic Programs

CERIC has three strategic programs that it offers and has continued to invest in their growth and evolution. Together, these programs provide career development professionals with the latest knowledge, skills, resources and tools – as well as peer support networks – to be effective in their vital roles of counselling Canadians to find rewarding work and meaningful careers.

Cannexus National Career Development Conference



Cannexus.ca

Cannexus is Canada's largest bilingual National Career Development Conference, promoting the exchange of information and innovative approaches for career development

and counselling. Cannexus12 was a resounding success, with a record-breaking attendance and three days of outstanding learning, networking and community-building.



A total of 732 delegates from education, community-based agencies and the private sector came together January 23-25 in Ottawa for the conference.

Delegates enjoyed three world-class keynote

speakers: Trey Anthony, Mark Savickas and Michael Adams. They also chose from among 100 concurrent education sessions, covering all aspects of career counselling from Aboriginal Career Development, to Literacy and Essential Skills, to Career Centre Evaluation. And they visited 30 exhibitors, showcasing the latest products and services in the field.

VIRTUAL CANNEXUS



In an effort to extend the value of Cannexus12, a selection of top sessions were filmed and made available as a "Virtual Cannexus" for the first time.

Not only do these multimedia videos offer convenient and affordable professional development to those who could not attend in-person, but also allows delegates to share the learning with their teams back at work.

HERE IS JUST SOME OF WHAT ATTENDEES HAD TO SAY ABOUT HOW THEY BENEFITED FROM ATTENDING:

- “ High-quality presentations given by people who are up to date with their research and experience. ”
- “ Opening my mind to new ideas and developing an awareness for special socio-economic themes that will affect career development in the future. ”
- “ Learning about the gaps between jobseeker skills and employer needs. ”
- “ Hearing what other employment counsellors do and the challenges they face. ”

CANNEXUS IS PRESENTED WITH THE SUPPORT OF THE COUNSELLING FOUNDATION OF CANADA AND A BROAD NETWORKING OF SUPPORTING ORGANIZATIONS.

ContactPoint/OrientAction



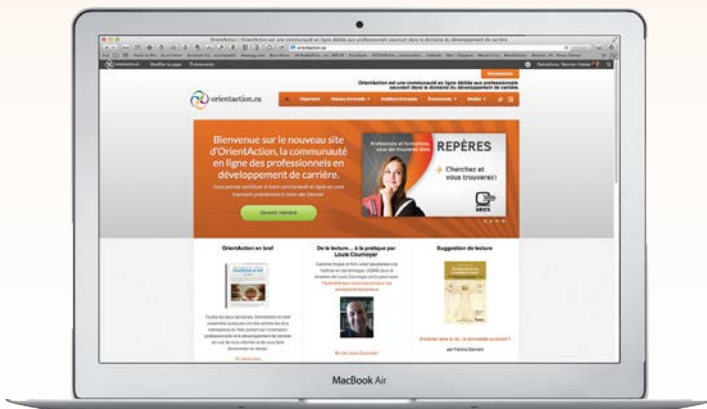
contactpoint.ca
orientaction.ca

Over the course of the past year, CERIC undertook a full-scale redesign of our multi-sector online communities for professionals in the career development, to relaunch in January 2013.

The new versions of the sites (the English contactpoint.ca and the French orientaction.ca)

opportunities, blogs, links and support. New in 2012, was the addition of a Reports & Trends section of the site, with hundreds of reports and briefs on labour market data, post-secondary education, skills development and more.

OrientAction is a partnership between CERIC and la Société GRICS. Both ContactPoint and OrientAction are funded through grants from The Counselling Foundation of Canada.



will harness the power of social media to build community, delivering updated content that reflects the changing information needs of a growing field and presenting a fresh, sleek design.

Among the new community features of the websites is the ability to create a profile and virtually network with other users via discussion forums and groups. All the resources that users know and love will remain – only updated and enhanced with new directories, such as promising practices in career services, multimedia content and assessment tools. The sites are also embracing the latest technological innovations and will be compatible with all mobile devices.

First launched in 1997, ContactPoint was a web pioneer, creating a free online community by and for career development professionals, dedicated to meeting their needs. Ever since, ContactPoint (and later OrientAction) have been offering access to job listings, learning

CONTENT CURATION



Canada's career development professionals now have a new resource at their disposal. Each week CERIC's ContactPoint website rounds up the most interesting news and views on career counselling and career development. Called CareerWise, this free electronic publication keeps readers current, enriches their work and saves them time.



The French version of our content curation newsletter is called OrientAction en bref.

2012: A Year in Review

The Canadian Journal of Career Development



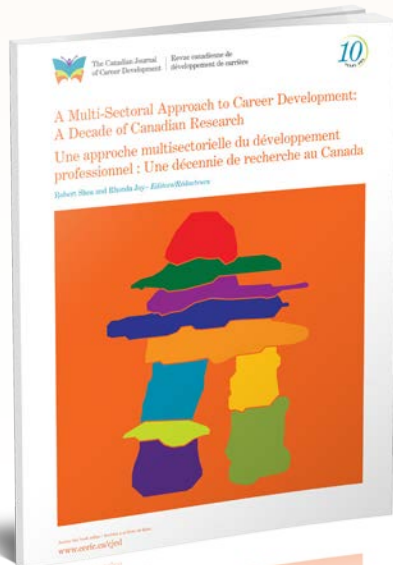
The Canadian Journal
of Career Development

Revue canadienne de
développement de carrière

The Canadian Journal of Career Development (CJCD) celebrated 10 years with the publication of "A Multi-Sectoral Approach to Career Development: A Decade of Canadian Research."

The 629-page book is a compilation of some of the most thought-provoking and ground-breaking

articles to appear in the CJCD over the last 10 years. The myriad methodological approaches which researchers have used to study and research career issues have been as varied as the topic of career itself. In fact this healthy



approach to career development research embraces the complexity of career development.

CJCD is Canada's only peer-reviewed journal on career development. Published in partnership with Memorial University and The Counselling Foundation of Canada, the *Journal* showcases cutting-edge research from Canada



and beyond. It has a mandate to present articles in areas of career research and practice that are of interest to career development practitioners. It is free to subscribe to and access current as well as all archived issues online at www.cjcdonline.ca.



GRADUATE STUDENT ENGAGEMENT PROGRAM

CERIC encourages the engagement of Canada's full-time graduate students whose academic focus is career development or related fields.

Through the GSEP, graduate students are introduced to CERIC and its programs and compete for the CERIC Graduate Student Engagement Program Award, which provides funding to present at Cannexus. Last year's winners included students from the University of Toronto, University of British Columbia and Université Laval.

GSEP students are invited to write articles for ContactPoint and/or OrientAction as well as *The Canadian Journal of Career Development*. The program includes a contest held in alternate years for CERIC to publish a relevant thesis.

New Initiatives

In 2012, CERIC launched or laid significant groundwork for a number of new initiatives aimed at advancing its priorities. These initiatives though diverse in nature were important in allowing CERIC to deliver valuable learning opportunities, build connections across the career development community and enhance awareness of the field.

Professional Development



Webinars

After piloting an initial webinar series, CERIC offered a full slate of webinars this past year. With a national mandate, CERIC recognized that webinars could provide accessible (and low-price) training for career development professionals across Canada.

Each webinar or webinar series was developed with subject matter experts and address emerging areas in the field:

- Motivational Interviewing with Roxanne Sawatzky;
- Positive Psychology for Career Counsellors and Coaches with Louisa Jewell;
- Group Interpretation of Career Assessments with Serena Santillanes;
- Working with Clients with FASD with Marilyn Leiterman;
- Legitimate Opportunities to Work from Home with Anne-Marie Rolfe; and
- Self-Employment Survival Strategies with Deirdre Pickerell.



Mini-Forums

As another form of professional development, CERIC began partnering with associations and other groups across Canada to present a series of locally organized half- and full-day events. These “Mini-Forums” are intended to engage career practitioners in the communities where they work and provide cost-effective learning and networking opportunities.

Locations have included:

- St. John’s, NL with the Newfoundland and Labrador Association of Career Practitioners;
- Toronto, ON with the Association of Career Professionals International; and
- Winnipeg, MB with CareerTrek.

Topics and presenters for the Mini-Forums are based on local needs and current issues of most interest. Working with regional bodies aligns with CERIC’s collaborative approach and helps to strengthen the community of career development professionals throughout the country.

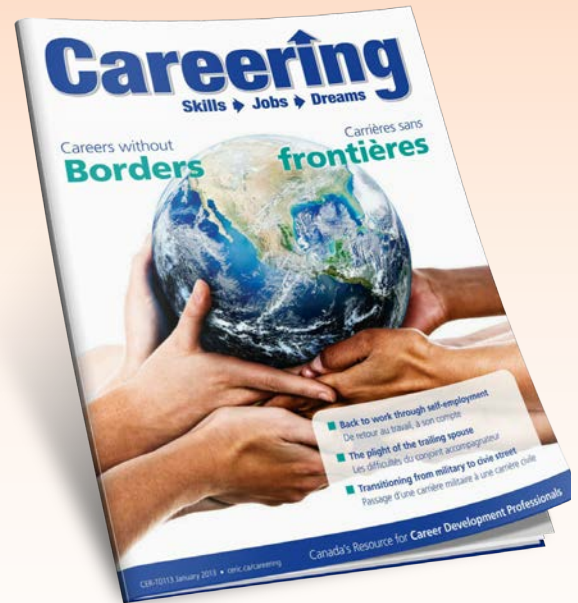
2012: A Year in Review

Careering Magazine

CERIC prepared for the introduction of a brand new magazine in January 2013 – a resource by and for career development professionals in Canada. Called *Careering*, the publication will provide reflection and analysis of the latest career counselling and development practices and theories.

The free magazine will be distributed in both a print and digital format three times a year and include select articles in French. With a national distribution of 7,000 print and 13,000 electronic copies, *Careering* will be widely circulated. It is being published in partnership with the award-winning Market Zone Productions, based in Winnipeg.

Careering replaces the *ContactPoint/OrientAction Bulletin*, a newsletter from CERIC that has become a staple over the past 15 years. As the career development field itself evolves, CERIC wanted to evolve this publication into a high-quality magazine while continuing to provide timely and relevant information to stakeholders across the career



development spectrum, including guidance counsellors, employment advisors, career coaches and human resources professionals.

Career Development Matters. Ask Me Why...

Initiated by CERIC, "Career Development Matters" is a new awareness-building campaign to increase the profile of the work of career professionals and start career conversations.

Launching in the new year, career development professionals will be encouraged to purchase a t-shirt to wear proudly in their local communities. They will also be invited to log on to ceric.ca/askmewhy and share their thoughts on the value of career development and how career development professionals are making a difference to Canadians across this country.

Career development professionals know the impact of career development on the economic and social well-being of the country and its citizens, from youth to newcomers and from special needs populations to older adults. It shapes individuals, families and communities. It drives education, work and life. It enhances Canada's productivity and innovation. But we need to have these conversations, with clients, colleagues and beyond.



The Me to We t-shirts are Canadian-made, sweatshop-free and made from eco-friendly fabrics. Proceeds from the sale support CERIC as well as the charity Free the Children.

CERIC Board of Directors

CERIC is directed by a pan-Canadian volunteer Board of Directors reflecting a broad sectoral representation in the field of career counselling and career development.

We also have a number of Advisory Committees that are as diverse and representative as our national Board of Directors.

Nancy Dube

Chair
Sudbury YMCA
Sudbury, ON

Mark Venning

Vice-Chair
Change Rangers
Oakville, ON

Barb Mason

Secretary/Treasurer
The Counselling
Foundation of Canada
Toronto, ON

Jan Basso

Wilfrid Laurier University
Waterloo, ON

Lorraine Boland

YES-Your Employment
Services
Thunder Bay, ON

Richard Buteau

Laval University
Quebec City, QC

Sherry Knight

Dimension 11 Ltd.
Regina, SK

Don McCaskill

Frontier School Division
Winnipeg, MB

Carole MacFarlane

Vancouver, BC

Michelle Pidgeon

Simon Fraser University
Surrey, BC

Robert Shea

Memorial University of
Newfoundland
St. John's, NL

Bruce Lawson

Executive Officer -
Ex-officio
The Counselling
Foundation of Canada
Toronto, ON

Donald Lawson

Honourary Director -
Ex-officio
The Counselling
Foundation of Canada
Toronto, ON

CERIC's Advisory Committees

Practical & Academic Research

Determines and recommends to the Board the most effective way by which CERIC can support the growth and development of practical and academic career-related research in Canada and its application.

Jan Basso

Co-Chair
Wilfrid Laurier University
Waterloo, ON

Michelle Pidgeon

Co-Chair
Simon Fraser University
Surrey, BC

Victoria Froats

City of Toronto
Toronto, ON

Liette Goyer

Laval University
Quebec City, QC

Cynthia Martiny

Université du Québec à
Montréal
Montreal, QC

Joan Schiebelbein

University of Alberta
Edmonton, AB

Robert Baudouin

University of Moncton
Moncton, NB

Lorraine Godden

Queen's University
Kingston, ON

Jeanette Hung

Dalhousie University
Halifax, NS

Nathalie Perreault

Laval University
Quebec City, QC

CERIC's Advisory Committees

Content & Learning

Provides input on current content for the CERIC group of periodical publications (*Careering* magazine, formerly *ContactPoint Bulletin* and *OrientAction Bulletin*), other CERIC assets and activates content into learning.

Jennifer Browne

Co-Chair
Memorial University
St. John's, NL

Don McCaskill

Co-Chair
Frontier School District
Winnipeg, MB

Lorraine Boland

YES Employment Services
Thunder Bay, ON

Cathy Keates

Queen's University
Kingston, ON

Blessie Mathew

University of Alberta
Edmonton, AB

Rosie Parnass

University of Toronto
Waterloo, ON

Iris Unger

YES Montreal
Montreal, QC

Roxana Zuleta

Jane/Finch Community and
Family Centre
Toronto, ON

Marketing, Communications & Web Services

Helps to identify strategies to enhance the exposure and awareness of all CERIC programs and projects throughout its suite of websites (ceric.ca, contactpoint.ca, orientaction.ca, Cannexus.ca, cjcdonline.ca) and actively champions and promotes CERIC to colleagues and networks.

John Horn

Chair
University of British
Columbia
Vancouver, BC

Tamara Anderson

Best Foot Forward
Consulting
Calgary, AB

Jane Aupaluktuq

Nunavut Tunngavik Inc.
Rankin Inlet, NU

Richard Buteau

Laval University
Quebec City, QC

Penny Freno

Simon Fraser University
Burnaby, BC

Edward Kidd

CIBC
Winnipeg, MB

Carole MacFarlane

Vancouver, BC

Anu Pala

A-Nu Vision Coaching &
Consulting
Burnaby, BC

Mark Venning

Change Rangers
Oakville, ON

CERIC Staff

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Conference & Event
Co-ordinator

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Content &
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Co-ordinator

Sharon Ferriss

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New Media

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Vice President & General
Manager

Carla Nolan

Marketing Manager

Norman Valdez

Digital Media &
Communications Manager

Marilyn Van Norman

National Co-ordinator,
Outreach & Innovation

Financial Performance

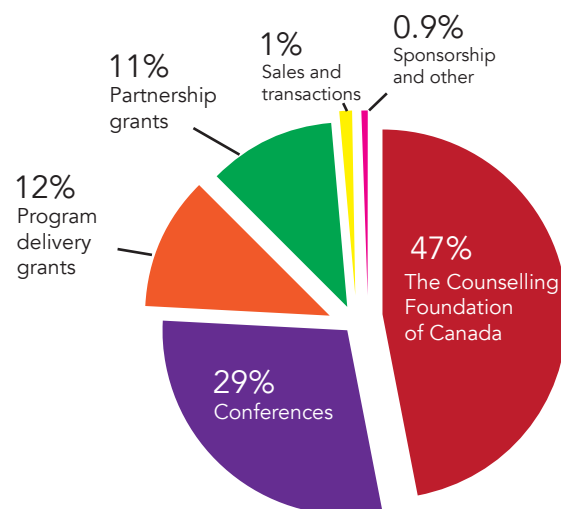
Unaudited Statement of Operations

Revenue	2012	2011
The Counselling Foundation of Canada	567,011	595,933
Conferences	348,103	281,231
Program delivery grants	140,900	140,900
Partnership grants	134,624	195,530
Sales and transactions	14,549	2,070
Sponsorship and other	2,200	2,748
Total	1,207,387	1,218,412

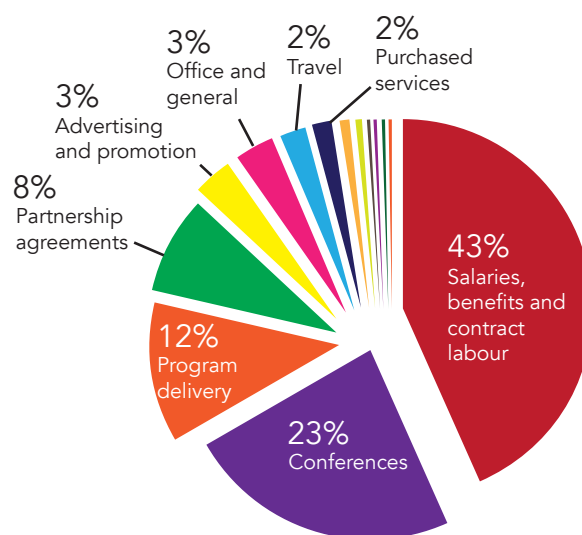
Expenditures	2012	2011
Salaries, benefits and contract labour	505,652	470,753
Conferences	271,471	256,871
Program delivery	140,900	140,900
Partnership agreements	96,321	190,387
Advertising and promotion	39,870	11,366
Office and general	39,683	29,519
Travel	27,900	21,636
Purchased services	18,814	33,329
Telecommunications	10,671	7,160
Professional fees	6,263	9,719
Meeting expenses	3,574	1,877
Supplies	3,377	3,595
Insurance	3,078	4,320
Amortization	2,775	1,308
Interest and bank charges	936	294
Goods and services and HST	(1,430)	3,898
Total	1,169,855	1,186,932

Excess of revenue over expenditures	37,533	31,480
Surplus (deficit), beginning of year	4,023	(27,457)
SURPLUS, end of year	41,556	4,023

Revenue



Expenditures



About CERIC



ceric

CANADIAN EDUCATION AND
RESEARCH INSTITUTE FOR COUNSELLING
INSTITUT CANADIEN D'ÉDUCATION
ET DE RECHERCHE EN ORIENTATION

CERIC is a charitable organization that advances education and research in career counselling and career development.

Mission

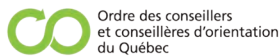
To encourage and provide education and research programs related to the development, analysis and assessment of the current counselling and career development theories and practices in Canada.

Vision

To increase the economic and social wealth and productivity of Canadians through improved quality, effectiveness and accessibility of counselling programs, especially in the areas of counselling and career education.

Supporting Organizations

CERIC collaborates with a broad network of supporting organizations, sponsors and project partners and thanks them for their participation in our work.



Canadian Education and Research Institute for Counselling (CERIC)

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