

2013 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

Exploring the points of intersection among career service communities across Canada can be challenging but also quite fruitful.

We saw 2013 as a year where the career service delivery landscape continued to shift seismically, in some places creating an impact on career development professionals in a more pervasive manner. Our continued 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 was anchored by our Strategic Priorities distilled into three areas:

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-sector communication and collaboration with career development stakeholders.

Advocacy & Profile: Facilitate conversations between career professionals, their constituents



and communities to raise the profile and value of the career development field.

We built bridges, reinforced relationships and charted new paths in the spirit of collaboration, enlivening the body of discourse that deepens the work of career development professionals in Canada. Our work over the year was not singular; rather, our projects, initiatives and efforts touched each of our priority areas in some differential way resulting in a richer experience, a more impactful outcome, and a greater awareness of the work done by career professionals.

At CERIC, we supported research in career development, took the pulse of Canadian businesses in relation to the current skills gap/mismatch



and engaged the community of career development researchers. Important elements of our work within the research domain included support for projects that:

- Explored stigma around mental health and aimed to develop a toolkit that career professionals could use in their work with clients with mental health issues
- Studied the importance of hope for the career exploration and decision-making of entry-level college and university students
- Created a theoretical process model that represents the developmental trajectories of the career interests of adolescents and young adults, and explored the process and

nature of young children's career development from kindergarten to grade 3

- Investigated the gap related to women's career development with resulting resources to be developed for both employers and women around maternity leave career transition
- Commissioned Environics Research Group to conduct a national survey of Canadian businesses on career development in the workplace
- Initiated design on a Canadian Career Development Researcher Database, which explored the idea of who is doing what research related to the field in Canada
- Created or augmented literature reviews on current and emergent topics of interest to us and our stakeholder base

We recognize that in the age of boundaryless careers, we also need boundaryless collaborations.

Appreciating that learning happens in many ways, forms and instances, and with multiple collaborators – we reimagined activating content into learning as a driving force in our work

within the learning domain by way of the following activities. We:

- Presented the Cannexus13 National Career Development Conference, attracting 742 delegates to explore innovative approaches in the field
- Enhanced this learning with Virtual Cannexus13: 21 videotaped sessions accessible online regardless of location
- Prepared to move Cannexus14 to the larger Ottawa Convention Centre as a sign of the maturation of the event
- Launched the Summer Skills Academy, a suite of intensive two-day seminars aimed at delving deep into the subject matters at hand
- Delivered webinars on diverse topics ranging from remote employment, positive psychology, self-employment survival, social entrepreneurship (with The Counselling Foundation of Canada), hope-centred career development; effective needs assessment (with NBCDAG); and how to use ContactPoint and OrientAction
- Set forth to publish Canada's

first comprehensive career development textbook, *Career Development Practice in Canada: Perspectives, Principles, and Professionalism*

- Disseminated the *Focus on Food - Pathways to Youth Employment* program manual by FoodShare Toronto

We received the Crystal Award for "Learning and Leadership Organization" by George Brown College's Career and Work Counsellor Program, recognizing our contribution to the field over many years.

At CERIC, we continued to build our online community hubs of contactpoint.ca/orientaction.ca. We added an online community for our Cannexus conference, and continued to traverse Canada with affordable professional development and networking through our series of "Road Shows" and "Mini-Forums" – the latter reaching career communities in Toronto, ON, Winnipeg, MB and Kelowna, BC.

Recognizing that in the age of boundaryless careers, we also need boundaryless collaborations, we invited international career development leaders, such as Rich Feller (US) and Jim Bright (AUS) as well as key writers from France, New Zealand

and Finland to share their insights through guest blogs on ContactPoint – our way to celebrate Canada Career Week in 2013.

Some key initiatives underpinned our advocacy and profile building activities over the year. We:

- Launched a new glossy and professionally packaged publication called *Careering* magazine
- Initiated the “National Challenge: A Call for Ideas to Enhance and Promote the Image of Career Development and its Professionals in Canada” – a contest to generate ideas to enhance the profile of career professionals in this country
- In a “Road Show” format, we hosted Canada’s Career Imperative meetings across the country
- Engaged in media outreach meshed into our efforts resulting in print, radio and TV coverage of our speakers and issues near and dear to us, and to Canadians.

We participated in the celebration of NCDA’s 100th year anniversary in Boston,

Mass., and were thrilled to welcome NCDA back as one of our growing list of 26 supporting organizations for Cannexus13.

With all of our external energies focused on advancing our agendas within the three strategic priority areas, we also took time over the year to plan a roster of events in 2014 that would recognize and celebrate CERIC’s 10-year anniversary, and to ensure that organizationally we were in line with incoming laws and regulations. We moved towards compliance around new not-for-profit laws as well as Accessibility for Ontarians with Disabilities Act (AODA) and the forthcoming Canada’s Anti-Spam Legislation (CASL).

Our organizational growth and efforts this past year would not have been possible without the support of CERIC’s Board of Directors, our Advisory Committee members, our Cannexus supporting organizations, a very talented and committed staff, and the inspiration drawn from the hard-working communities of career professionals we engage with across Canada.

We are especially thankful for the ongoing support of The Counselling Foundation of Canada, without whose

support, the work of CERIC and its broadening impact would not be possible. To Bruce Lawson and the Board of The Counselling Foundation of Canada, we reiterate our heartfelt thanks for your continued commitment to Canada’s career development communities through the work of CERIC.

Sincerely,

Mark Venning

Mark Venning
Board Chair

Riz Ibrahim

Riz Ibrahim
Vice-President & General
Manager

2013 by the numbers



contactpoint.ca
orientaction.ca



The Canadian Journal
of Career Development

Revue canadienne de
développement de carrière



Cannexus.ca

Strategic Programs

ContactPoint/OrientAction

- 790 jobs on ContactPoint / 336 on OrientAction
- 465 events on ContactPoint / 396 on OrientAction
- 2,204 directory listings on ContactPoint / 904 on OrientAction
- 65,860 users on ContactPoint / 49,076 on OrientAction

The Canadian Journal of Career Development

- 3,363 subscribers (vs. 2,836 last year)
- 2 issues (one print and digital; one digital only) published
- 140 pages in largest issue published to date (Vol. 12 No. 2, 2013)

Cannexus National Career Development Conference

- 742 registrations (vs. 714 in 2012)
- 34 exhibitors
- 26 supporting organizations
- 95% of delegates rated conference as good to excellent

Project Funding

- 8 Research & Learning projects being funded
- 19 different project partners
- 22 Letters of Intent (vs. 12 in 2012)

Professional Development

- 3 Mini-Forums co-presented held with 213 delegates
- 8 webinars or webinar series hosted with 630 attendees
- 4 seminars at new Summer Skills Academy with 96 registrants

Publications

- 3 issues of new *Careering* magazine published
- 46 issues of *CareerWise* newsletter and 25 of *OrientAction En Bref* sent
- 45 contributors in new *Career Development Practice in Canada* textbook

Special Initiatives

- 4,578 votes in National Challenge to Promote Career Development
- 500 employers surveyed by Environics for CERIC National Business Survey
- 251 Career Development Matters awareness t-shirts sold



ceric's strategic priorities

Research & Learning

9-21

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.

- Encourage proposal submissions from more and varied career development stakeholders
- Expand opportunities for knowledge and skills development among career professionals
- Increase awareness of opportunities for academics and students in the field to connect with CERIC's work and with each other

Community Hub & Collaboration

22-26

Champion and enable inclusive, multi-sectoral communication and collaboration with career development stakeholders.

- Develop online platforms that leverage technology to deliver content and engage career professionals
- Create publications that educate, inform and are inclusive of diverse perspectives from the field
- Establish relationships nationally across Canada and internationally beyond our borders to enrich research and practice

Advocacy & Profile

27-29

Facilitate conversations between career practitioners and their constituents and communities to raise the profile and value of the career development field.

- Create opportunities for CERIC to initiate discussions between all groups with an interest in career development
- Increase awareness of the importance of career development among Canadians and of the difference that career professionals make
- Advance CERIC's position as the "go to" source for expertise in the field

Encourage proposal submission from more and varied career development stakeholders

In 2013, CERIC funded four new partnership projects and continued its support of four others. The new funding was provided to a diversity of stakeholders, including a community-based agency, a university, an association and a private firm. CERIC makes funding and other types of supports available to develop innovative Research or Learning resources in career development. At the same time, CERIC also undertakes its own research projects in the form of surveys to track trends in career development.

Newly funded research and learning

Legitimate Opportunities to Work from Home



This new project is producing monthly train-the-trainer webinars for career development professionals and others interested in engaging a virtual workforce so that clients can access legitimate work-from-home opportunities.

The project is being undertaken in partnership with the Employment and Education Centre (EEC) in Brockville, ON. It arose in response to repeated inquiries from EEC clients who needed to know how to separate the many legitimate opportunities to work from home from the well-designed scams.

By educating career professionals and giving them ready-made tools, they are empowered to work confidently with their clients, opening up new options for employment for a number of traditionally underserved client groups, including people with disabilities, rural communities, Aboriginal communities, newcomers, caregivers and older workers.

Understanding Young Children's Career Development as a Developmental/Relational Process: Engaging Parents, Schools and Community



A new CERIC-funded study by Memorial University researchers examines the influence that parents and teachers have on the career development process of young children. It includes an evaluation of similarities and differences among children from diverse contexts.

The study focuses on the roles that parents and teachers play in the career and educational development of young children, preschool to grade 3. A main goal is to empower and engage parents and teachers to become more aware of young children's career development and teach them how to employ dynamic and interactional career development strategies.

Knowledge from this project will be disseminated among researchers, practitioners and parents and will include the development of a guidebook for parents and teachers.

Making It Work! Managing Successful Maternity Leave Career Transitions



This new partnership project with Canada Career Counselling and the Vanier Institute of the Family will develop socially inclusive, Canadian-specific and user-friendly career development resources for both women on maternity leave and their employers. Resources will consist of guides and webinars.

Where existing resources related to maternity leave pertain to singular groups or singular topics such as employment law, this project uses the term "maternity leave" to be inclusive of parental and adoption leave and will look at a number of factors that influence maternity leave transitions, including age, marital status, education level, culture and socio-economic status.

Objectives of the project include understanding the individual experience of maternity leave on a broad range of diverse women's career development scenarios, further understanding the HR/employer perception regarding employees' transition to and from maternity leave, and serving as a resource for organizations and managers to assist employees in this career transition.

Setting the Compass: A Career Service Training Manual for Supporting Mental Health Clients



Setting the Compass: A Career Services Training Manual for Supporting Mental Health Clients

CERIC is providing funding for a new project that will produce a web-based training manual for career development professionals aimed at improving employment and educational outcomes for people living with mental health issues.

The project recognizes that career professionals are a critical resource in supporting clients with mental health challenges in meeting their full employment potential. It builds on an earlier CERIC-funded project, *Charting the Course: Mapping the Career Practitioner Role in Supporting People with Mental Health Challenges*, which identified some of the main issues faced by individuals with mental health challenges when finding or maintaining employment, an essential part of social inclusion.

Training materials will be developed drawing on expert advice from leading organizations and by building on best practices in mental health, peer support, recovery and employment. Project partners in the toolkit development include: Nova Scotia Career Development Association, Canadian Mental Health Association - National, Psychosocial Rehabilitation Canada, Great-West Life Centre for Mental Health in the Workplace, Mental Health Commission of Canada, the Healthy Minds Cooperative and Nova Scotia Certified Peer Support Specialist Program.

Ongoing and concluding research & learning

Hope-Centered Career Development for University/College Students



PENNSTATE



A sense of hopefulness is a significant pathway to school engagement and vocational identity for post-secondary students, CERIC-funded research has found. The research study, led by Dr Norman Amundson (University of British Columbia) and Dr Spencer Niles (Penn State University), recommends that career development professionals need to find ways to enhance hope in students as a key element of career counselling and education.

Hope seems to play an important role in vocational identity development and, to a lesser degree, academic performance among college/university students both in Canada and the United States, according to the research report.

When hope is absent, students may be less likely to engage in diverse school activities; students with a lack of hope also may be less likely to have crystallized vocational identities and to achieve high GPAs. Career and school counsellors need to assess and address students' hope as an integral part of career counselling and education. By fostering hope in students, they can help students engage in valuable school activities, which in turn, help students develop a sense of vocational identity and achieve successful academic performance.

CERIC's Priority Funding Areas

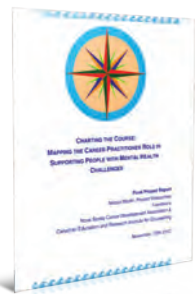
Research

- Labour market information
- Early intervention to assist children's career decision making
- Evaluation: Impact of policy and programs on career services
- Intersection of diversity and work

Learning

- New emerging career development theories and career management models
- 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

Charting the Course: Mapping the Career Practitioner Role in Supporting People with Mental Health Challenges



Career development professionals recognize they are missing critical skills and knowledge to effectively support an increasing number of clients with mental illness in their job search and career planning, according to a CERIC-funded project report.

The report author Neasa Martin worked with the Nova Scotia Career Development Association to undertake a series of consultations around removing barriers to employment and improving access to career counselling. Key findings:

- Career development professionals do not feel a high degree of confidence or comfort in working with mental health clients and clients appear to notice: 50% of mental health clients surveyed say practitioners are not sharing tools for coping with work-based challenges.
- Clients report their workplace accommodation needs are minimal such as: flexible hours to allow for appointments; occasional adjustment in deadlines and work timetables; and providing a less chaotic workspace when required.
- For clients, the career practitioner relationship is very important. Given the stigma and discrimination towards mental illness, people want to be assured that their privacy will be respected and that they will be listened to without judgment.

The report identifies multiple training needs for practitioners, including managing disclosure; targeted assessment tools, motivation and adult learning strategies; knowledge of local mental health resources; peer support and its role in employment; and understanding labour market opportunities. It also highlights the opportunity for career development professionals and their associations to take on an advocacy role with government.

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



CERIC funding continues for a research project that will help to determine the factors that affect the development of career interests among adolescents and young adults, especially those deemed to be “at-risk.” The project will identify the family, social and environmental factors that influence how youth regard future careers and post-secondary education. Research is being undertaken in partnership with the University of Manitoba, University of Winnipeg and Career Trek Inc., a career development exploration program.

The project will involve interviewing a broad range of youth at different developmental stages about their 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 shape career interest. Particular attention will be paid to young people identified typically as academically at-risk, a population that is not well understood within mainstream career counselling.

Results of this project are intended to assist school staff and curriculum developers in understanding the career exploration needs of at-risk youth. Findings will also include strategies that parents can use to meet their children’s career development needs.

National Business Survey: Career Development in the Canadian Workplace

ENVIRONICS
RESEARCH GROUP

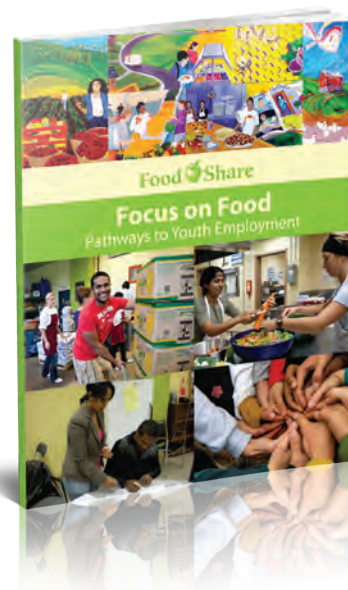


CERIC produces its own research to gain a better understanding of career development from the perspectives of different stakeholders. In the past, CERIC surveyed both Canadians and career development professionals themselves. For its latest survey, CERIC wanted to carry out research with employers to learn their priorities regarding career development.

During 2013, CERIC commissioned Environics Research Group to survey 500 Canadian business leaders about the skills shortage and skills gaps, employee training and recruiting workers, as well as career management practices. Questions addressed hard vs. soft skills, youth unemployment and whether resumes still matter.

The survey, co-sponsored by TD Bank Group, was slated for release at the Cannexus14 National Career Development Conference.

Focus on Food – Pathways to Youth Employment



A new manual supported by CERIC and funded by The Counselling Foundation of Canada offers a roadmap for how to create a successful youth employment program. Developed by FoodShare Toronto, the manual presents insights into its Pathways to Youth Employment program and placement model along with a breakdown of its policies and procedures, including administrative and marketing templates.

FoodShare Toronto is a non-profit community organization whose other programs include direct fresh produce access, childhood nutrition and education, community cooking, community growing and urban agriculture. The funding allowed FoodShare Toronto to hire a co-ordinator to work with local food service businesses to ensure that the program's training makes youth job-ready. The learnings gathered in this process were used to develop a program manual to be shared with other organizations across the country looking to create youth employment opportunities through social entrepreneurship.

While at FoodShare Toronto, the youth – all of who faced barriers in life ranging from being immigrants to Canada to living in the shelter system – developed their employability skills in a team environment and built professional skills through on-the-job learning and mentoring, and through workshops and training.

Career Development Practice in Canada: Perspectives, Principles, and Professionalism

A first in Canada, during 2013 CERIC prepared to publish a comprehensive career development textbook, designed to be used as a learning tool for students, a resource for educators and a reference for career practitioners in the field. Called *Career Development Practice in Canada: Perspectives, Principles, and Professionalism*, the book is edited by Blythe C. Shepard of the University of Lethbridge and Priya S. Mani of the University of Manitoba, and is the result of an earlier CERIC partnership project.

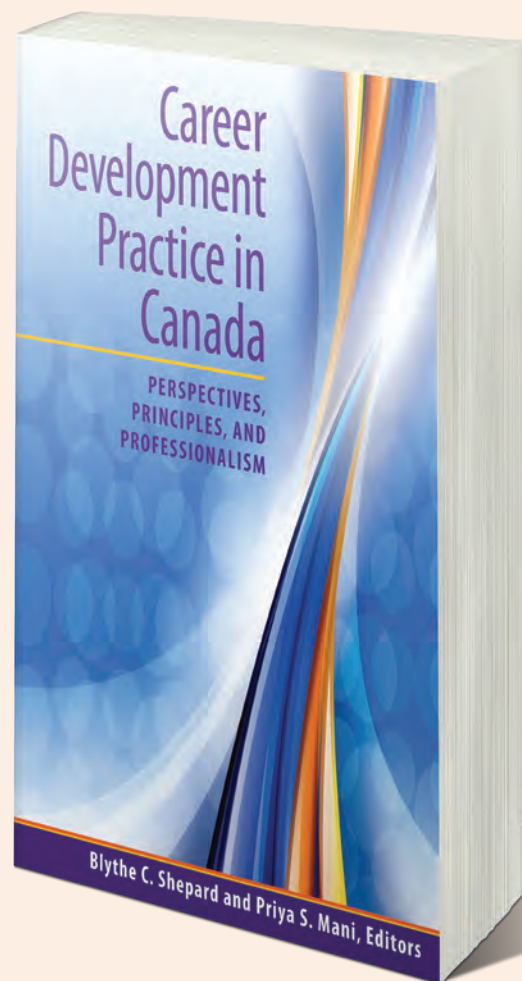
The accessibly-priced book was being slated to launch at the Cannexus14 National Career Development Conference and was expected to be available in both print and ebook formats from book wholesalers, the ContactPoint Marketplace as well as Amazon.ca and Chapters-Indigo.ca.

With a Foreward by Norman Amundson, contributors are internationally recognized experts and thought leaders in the career development field in Canada, including Phil Jarvis, Roberta A. Neault, Nancy Arthur, Bryan Hiebert and Kris Magnusson.

The book features 22 chapters in 7 sections:

- Section 1: Development of the Profession
- Section 2: Basic Conceptual Frameworks of Career Development Practice
- Section 3: The Nuts and Bolts of Career Development Practice
- Section 4: Working with Diversity
- Section 5: Navigating Developmental Tasks and Pathways
- Section 6: Specialties in the Profession
- Section 7: New Directions and Emerging Trends in Career Development Practice

Intended for use in curriculum and training, each chapter contains: Stop-and-Reflect moments to apply the material; a glossary of key terms; references with web links; discussion and activities for individuals and groups; and resources and supplementary readings.



“ Over the past decade, as a career counsellor educator, I have had to piece together diverse resources to meet the needs of the learners. No more! Now we have a comprehensive text focused on Canadian career development, one that eloquently articulates multiple perspectives, established principles, and standards of professional practice. This book is a must read. ”

–**ROB STRABY**, Professor, Career Development Practitioner Certificate Program, Conestoga College

Expand opportunities for knowledge and skills development among career professionals

CERIC developed and presented a range of learning opportunities over the past year, enhancing the competencies of career development professionals and better equipping them for the changing demands of supporting their clients in building rewarding careers. From Cannexus, Canada's National Career Development Conference, to a new Summer Skills Academy, as well as collaborating on Mini-Forums and webinars with other organizations, CERIC continued to advance knowledge and skills transfer in the field.

Cannexus13 National Career Development Conference

With a record number of delegates and rave reviews, the Cannexus13 National Career Development Conference was another outstanding professional development experience for Canada's career development community.

A total of 742 professionals from across the country gathered in Ottawa from January 28-30, 2013 to exchange information and explore innovative approaches in the areas of career counselling and career development.

Just a few of the many highlights of the seventh annual conference were:

- Three memorable keynote presentations, including an inspirational keynote from Dr Cindy Blackstock on how we can all make a difference in the education of Aboriginal children; a stirring address from Roxanne Sawatzky who shared personal stories of helping clients move through change to grasp "the second bar of the trapeze"; and an energizing closing keynote from Mark Tewksbury & Debbie Muir on how to develop the traits of great champions.
- More than 140 education sessions, covering all aspects of career development. Among the most popular topics were sessions on: positive psychology, graduate unemployment, hope-centred career development, online career counselling, labour market information, career assessments, social media and jobs, chaos theory in work/life, and post-secondary career education.



Cannexus.ca



- The many networking opportunities: A new addition to Cannexus, a packed First-Timer's Session brought together delegates to gain an overview of the conference and make connections. The popular Reception, sponsored by The Counselling Foundation of Canada, saw networks expanded and renewed as delegates enjoyed drinks and visited the exhibitor booths. And Cannexus Connections allowed attendees to engage in lively facilitated discussions on a topic of interest over lunch.

The past year also saw the introduction of an innovative Cannexus online community that allowed delegates, presenters, exhibitors and sponsors to connect before, during and after the conference. Participants in the community could find other attendees with shared interests, start discussions, set up meetings and create personalized conference schedules.

Feedback on the conference has been very positive with 86% of delegates stating they would apply what they learned right away to enhance their work and with 94% indicating that over time they plan to incorporate the knowledge gained. Here is what some attendees had to say about Cannexus13:

“ The conference was excellent! With so many speakers and topics to choose from, I was able to select sessions in every time slot that were relevant to my work with clients and to my growth as a career development professional. I met many interesting people, and I was able to make valuable connections that I intend to follow up on. Not only that, but I enjoyed myself thoroughly!”

- Juliana Wiens, Delegate, Operations Co-ordinator/
Employment Counsellor, Women's Employment Outreach,
Halifax, NS

“ Just wanted to let you know you did a fantastic job with Cannexus13! We had a lot of fun and many great conversations at the conference about career development. Your keynotes were very inspirational, and overall the entire conference was a huge success from our point of view. Congrats and awesome job!”

- Roshni Patel, Exhibitor, Marketing Co-ordinator, Career Cruising, Toronto, ON

During 2013, significant planning and promotion took place for Cannexus14 when the conference will move to the new Ottawa Convention Centre, to accommodate the growing size and scope of the event.

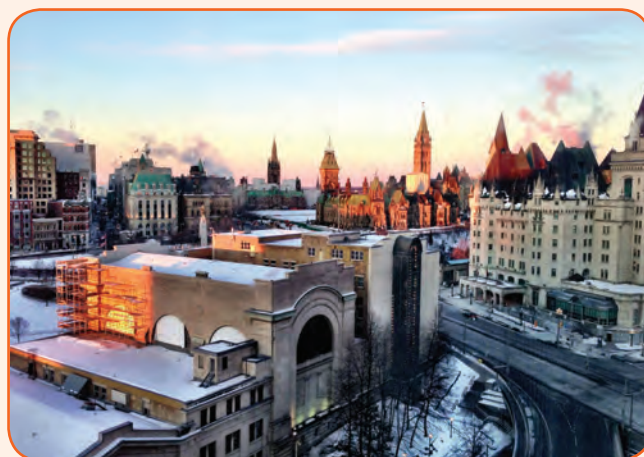
Cannexus is presented with the support of The Counselling Foundation of Canada and a broad network of supporting organizations.

Virtual Cannexus



Once again in 2013, CERIC recorded some of the top sessions at Cannexus and posted the videos online as “Virtual Cannexus,” offering convenient and affordable training. A total of 21 sessions were made available, including several in French for the first time.

Virtual Cannexus, which integrates presenter slides with the video for a full multimedia experience, enables learning from the conference to reach a broader audience, including individuals who could not attend or delegates who want to share sessions they attended with their colleagues.





Summer Skills Academy

In 2013, CERIC debuted its Summer Skills Academy, a program of two-day seminars to meet the needs of career practitioners, executive directors and other professionals for training that is face-to-face, in-depth, and, importantly, fits their budget.

Topics and presenters are carefully selected for Summer Skills Academy to address emerging techniques, current trends and management fundamentals. Seminar leaders are experts in their fields. The format is unique with attendees selecting one seminar each and spending a full two days doing intensive training with their seminar leader. At the same time, participants benefit from networking with participants in the other seminars during breaks and lunches.

The Summer Skills Academy was held August 20-21, 2013 in Toronto and attracted 96 delegates to the following seminars:

- **Denise Bissonnette:** The Art of Creating Opportunity: Top 12 Employment Tools + 15 Essentials for the Ultimate Employment Toolkit
- **Roy Hintsa:** Mindfulness Based Stress Reduction (MBSR) and Counsellor Self-Care
- **Graham Donald:** Managing Strategic Change & Innovation in a Career/Employment Centre
- **Donna Papacosta, Diana YK Chan, Chris Kulbaba:** Social Media for Career Development Bootcamp: Your Complete "How to" Guide

The inaugural Summer Skills Academy received rave reviews, including:

“ It was highly interactive and user-friendly. Hands-on tools and exercises were given that could be used as-is or accommodated based on needs. ”
- *Melissa Morrison, Employment Solutions Provider, YesYouCan Employment Consulting*



“ Thought it was great that breaks and lunches were shared with all participants so we could network with people in other sessions. I really enjoyed this, I thought it was not like any typical conference that I’ve been to in the past. ”
- *Angie Mallory, Employment Counsellor, Employment Hamilton*

CERIC plans on holding another Summer Skills Academy in 2014 featuring new topics and presenters.

Mini-Forums

Over the past two years, CERIC has been partnering with select associations and organizations across Canada to present a series of continuing education events. These "Mini-Forums" are intended to engage career development professionals in the communities where they work and provide valuable, cost-effective learning opportunities.

In 2013, CERIC partnered to offer three different Mini-Forums. Topics and formats varied based on local needs and issues of current interest. Mini-Forums were held with:

- Association of Career Professionals (ACP) International in Toronto, ON. The focus was "Talent Turbulence" and featured a "cracker barrel" format where participants circulate among facilitated discussion tables throughout the evening. Discussions explored economic and demographic factors reshaping Canada's landscape, including an aging population, rapid changes in technology, and the strong demand for skilled trades people in the labour force.
- British Columbia Career Development Association (BCCDA) in Kelowna, BC. This was a full-day event with a theme of "Inspire, Influence, Innovate."

“ With generous support from CERIC, BCCDA was able bring Norm Amundson, Roberta Neault and Tannis Goddard together for a Mini-Forum in Kelowna. They consistently draw overflow crowds to their presentations at our annual Career Development Conference. It was a thrill to be able to bring these speakers to a regional forum. We had practitioners drive 4-5 hours to attend. ”

- Donna Brendon, General Manager, British Columbia Career Development Association

- Career Trek in Winnipeg, MB. The goal of the Let's Get to Work Symposium is to provide a "solutions-focused" space where the intersections between career development, employment and education can be explored and a greater sense of shared responsibility can be found. The Symposium has attracted substantial government involvement with the Government of Manitoba coming on board as a sponsor in 2012 and Theresa Oswald, Manitoba's Minister of Jobs and the Economy, participating in 2013. It has now become a self-supporting annual event.



Working with regional bodies aligns with CERIC's collaborative approach and helps to strengthen the network of career development professionals throughout the country. The intent is to provide seed funding for the Mini-Forums for two years and then for the events to be sustainable.

Webinars

CERIC continued to partner with leaders in career development to present webinars, as part of a mandate to build knowledge and skills in the field. Webinars offer convenient, accessible and inexpensive professional development to practitioners across Canada and beyond. Some webinars are stand-alone while others comprise multi-week series. Some have a small fee and others are free.

In 2013, CERIC had several webinar-related "firsts," namely the first webinar partnership with an association, the New Brunswick Career Development Action Group, and the first French webinar.

Webinars offered were:

- Au-delà de la prise en compte des ressources de l'individu, évaluer son fonctionnement psychologique : comment le faire et pourquoi le faire? with Louis Cournoyer, UQAM and New Brunswick Career Development Action Group
- Effective Needs Assessment – A Starting Point for the Assessment Process with Roberta Neault, Life Strategies and New Brunswick Career Development Action Group
- The 5P Career Conversation with Dave Redekopp, Life-Role Development Group and New Brunswick Career Development Action Group
- Hope-Centred Career Development with Norman Amundson, University of British Columbia and Spencer Niles, PennState
- Look Before You Leap: Self-Employment Survival Strategies – An Introduction to Self-Employment Survival Strategies with Deirdre Pickerell and Miranda Vande Kuyt, Life Strategies
- Positive Psychology for Career Counsellors and Coaches with Louisa Jewell, Positive Matters and Shannon Polly, Accentuate Consulting
- Remote Employment 3.0: Legitimate Opportunities to Work from Home with Anne-Marie Rolfe, Employment and Education Centre



During the year, CERIC also took advantage of the webinar medium to present several "how to" sessions to guide users in making the most of its ContactPoint/OrientAction websites as well as the Cannexus online community.

Social Enterprise Webinars

CERIC partnered with The Counselling Foundation of Canada and Enterprising Non-Profits (enp) to promote a special series of free webinars on developing employment skills through social enterprise.

The emerging social enterprise model – which blends both commercial activities and social outcomes – is one of relevance to many non-profit and community-based organizations engaged in career development and seeking a revenue generation strategy that supports the employability of Canadians.

Social enterprises offer a variety of employment models: training, transitional and permanent employment. The models cover a broad range of purpose and targeted populations: people with disabilities, immigrants, Aboriginal Canadians, youth, people with multiple and complex barriers and others.

Increase awareness of opportunities for academics and students in the field to connect with CERIC's work and with each other

Those engaged in career development research – both academics and graduate students – are critical stakeholders to CERIC. Through their research they create and refine the theories, models and approaches that support successful career development. By surfacing new thinking, they point the way forward for the field, providing direction to the career professionals who help Canadians to navigate their way through the changing world of work.

Graduate Student Engagement Program

During the past year, CERIC has sustained its commitment to connecting with Canada's full-time graduate students whose academic focus is in career development and/or related fields through the Graduate Student Engagement Program (GSEP).

By reaching out to faculty members, graduate program co-ordinators and students, CERIC has worked to introduce the next generation of career development researchers to its programs.

Participants in GSEP are asked to write practitioner-oriented articles for the ContactPoint or OrientAction online communities and, submit academic research to *The Canadian Journal of Career Development*. As well, one graduate student per year is invited to join each of CERIC's three Advisory Committees.

Program participants are also eligible to compete for the GSEP Award, which sent four Master students to Cannexus13. Here is what one of them had to say:

“Being part of GSEP at CERIC has been valuable, not only in terms of winning a scholarship to Cannexus, but also in terms of access to resources and support when I'm trying to find the answers to academic and professional questions.”

- Jennifer Davies, MEd, CCC, EdD candidate in Counselling Psychology, University of Toronto's Ontario Institute for Studies in Education and Co-op Co-ordinator, Seneca College

Canadian Career Development Researcher Database



CERIC began over the course of 2013 to develop the Canadian Career Development Researcher Database to answer the question: “Who is doing what research in Canada”? Canada is home

to many leading researchers across the country, whether at universities or within community-based settings, doing important work across many areas of interest within the career development field. The database will bring this rich information together in one easy-to-use searchable online resource.

By documenting the research being done in Canada, CERIC can continue to advance knowledge in career development theory and practice, champion collaboration among diverse stakeholders and facilitate conversations between career practitioners and researchers.

Researchers can use the database to identify potential academic and non-academic partners for future research projects. They can also use it to determine research already being done in Canada and how to best move this knowledge forward. In particular, anyone applying for CERIC project funding will find the database of use to determine if their project is sufficiently unique, how to proceed in building on existing research, and whether there is potential for collaboration.

The database is expected to launch in early 2014.

Literature Searches

CERIC compiles and maintains literature searches in career development. They feature comprehensive listings of key research and articles in various areas of career development, highlighting critical points of current knowledge. These bibliographies are organized around various themes and can be used by researchers or anyone looking for the latest thinking in the field.

In 2013, several new literature searches were added while others were updated. The 22 literatures available are:

- Mentoring and Career Development
- Older Workers and Career Development
- Coaching and Career Development
- Diversity and Work
- Aboriginal Issues in Career Development/Counselling
- Ethical Issues in Career Development
- Entrepreneurialism and Work
- Career Development Challenges Facing Immigrants
- Canadian Career Development Research: 2000 - 2012
- Evaluation and Best Practices of Career Services
- Early Intervention Career Development for Children and Adolescents
- Career Development Theory and Career Management Models
- Career Practitioning with Social Impact
- Generational Conflict in the Workplace
- Impact of Career Development
- Impact of Social Media on Career Counselling
- Labour Market Trends
- Learning Disabilities in the Workplace
- Parental Involvement in Career Development
- Mental Health Issues in the Workplace



- Women in Non-Traditional Careers
- Job Satisfaction and Career Development

Like the Canadian Career Development Researcher Database, literature searches are of great value to those considering submission to CERIC for project partnership funding, giving an overview of major work already done in an area of interest.



Develop online platforms that leverage technology to deliver content and engage career professionals

Through its ContactPoint (English) and OrientAction (French) online communities, CERIC has used technology to bring career development professionals across Canada and around the world together to provide resources, learning and support. CERIC has also deployed technology to identify and share the best career development content from across the web via its newsletters and social media tools.

ContactPoint/OrientAction Online Communities

In January 2013, CERIC relaunched its new ContactPoint and OrientAction websites, virtual communities dedicated to the professional development needs of career practitioners. The redesigned sites harnessed the power of social media, offering an updated mobile-friendly design accessible on smartphones and tablets and adding fresh content on the most current topics.

Both sites are by and for Canada's career development professionals. Registered members of the site can post content, comment and make connections. Anyone can search the site for the information they need.

Popular sections of contactpoint.ca and orienaction.ca remain: the job board, events listings and publications. The sites are also home to the *CareerWise* and *En Bref* content curation newsletters and the new *Careering* magazine. Some of the exciting additions to the redesigned communities include:

- Create a profile, upload a picture and start or contribute to discussions with other community members via discussion forums and groups
- A new directory of Promising Practices that showcases and celebrates successful career development programs and initiatives across Canada and beyond
- A wiki section enables sharing of expertise in this people-powered encyclopedia of career development



- New listings on Literacy & Essential Skills, Self-Employment, Mental Health, Labour Market Information, Funding and more
- A dedicated home for Legacy Projects, creating knowledge centre for the field of career development

The relaunch of the ContactPoint website marked the 15th anniversary of the site. A web pioneer, ContactPoint was first launched in 1997 and has since become the interactive hub for Canada's multi-sectoral career development community. (OrientAction, its francophone sister site, first appeared in 2002). Combined the sites average more than 14,000 users each month.

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

Content Curation: CareerWise and OrientAction En Bref

Over the course of the past year, CERIC's regular content curation newsletters have become cemented as essential and much-anticipated resources by Canada's career development professionals.

The English-language *CareerWise* is published weekly and the French *En Bref* is sent bi-weekly. Available for free, each newsletter brings together the most interesting news and views on career counselling and career development. Additionally, they highlight the latest content on ContactPoint and OrientAction, as well as CERIC updates. They aim to keep readers current, enrich their work – and save them time.

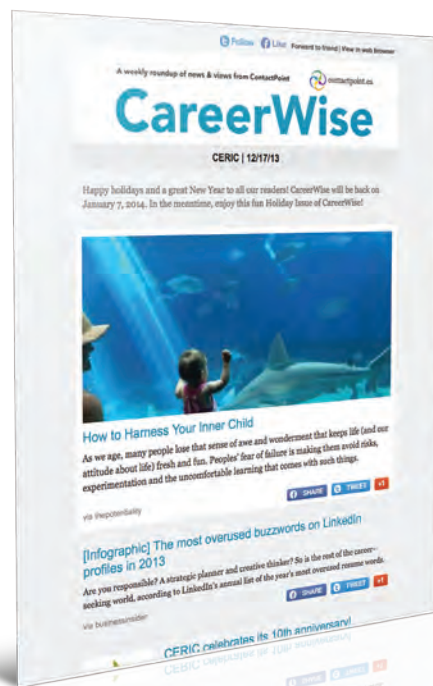
Readers frequently report that they share articles and that they use the content to enhance their practice.

“ Just a note to say how much I have enjoyed reviewing the articles, blogs and videos that you have so carefully vetted. This has not only added to my knowledge but has provided me with the side benefit of some new career conversations with colleagues and clients. Thank you for doing this! ”

- Jeanette Hung, M Ed, Career Counselling Services
Co-ordinator, Dalhousie University

“ A fantastic resource! I plan to keep an eye out for this weekly, and share the information with my colleagues. ”

- Laura Henshaw, Career Consultant, Ted Rogers School of Management, Ryerson University



Create publications that educate and inform and are inclusive of diverse perspectives from the field

Whether through a newsletter, magazine or journal, CERIC strives to not only advance the body of knowledge in the field of career development but to mobilize that knowledge by bringing it to those who can benefit from it and apply it in practice. To achieve this, during 2013, CERIC continued to publish *The Canadian Journal of Career Development* and launched *Careering*, a new magazine to address trends and issues in the field.

Careering Magazine

CERIC launched the first issue of *Careering*, a professionally designed magazine that reflects the growing maturity of the career development field, in January 2013. Produced in partnership with MarketZone Productions, *Careering* is distributed in both a glossy print and a modern digital format three times a year and includes select content in French.

The three issues published over the past year explored emerging themes in career development:

- “Careers without Borders” looked at back to work through self-employment, the plight of the trailing spouse and transitioning from military to civilian work.
- “Mental Health and Employment” included articles on bridging the gap between mental health clients and career counsellors, mental health and job search, and people with mental health disorders who choose a career in a helping profession.
- “Career Transitions” examined maternity leave career transitions, what comes next when an athletic career is over, and the transition to work for post-secondary students.

Issues of *Careering* also include book reviews, a theory corner and 10 questions with a leader in career development.

Careering represents a timely evolution and replaces the ContactPoint and OrientAction *Bulletin* newsletters from CERIC. The new magazine has been welcomed by career development professionals:



“ WOW! What a marvellous magazine! I have read it from cover to cover and I do believe you have produced the best offering yet for CERIC contacts. This magazine is full of useful information that people can take and use immediately. On top of that, the articles are easy to read, short and the layouts add to the ‘easy to read’ category. Congratulations!!!! It is never easy to give birth to a new offering and you have outdone yourselves with this. ”
- Sherry Knight, President & CEO, Dimension 11 Ltd., Regina, SK

“ THANK YOU and BRAVO for these beautiful articles, rich, nourishing and inspiring. ”
- Andrée Martineau, Évolupro, Gatineau, QC

The Canadian Journal of Career Development

From the views of Ontario Grade 10 students to the determinants of post-retirement employment, *The Canadian Journal of Career Development* (CJCD) continues to address a vast array of topics that are gaining increasing attention in the career development world.

Now producing two issues a year, one print and online, as well as one online only, CJCD published the longest issue in the Journal's history in 2013. The previous year it celebrated its 10th anniversary with publication of the seminal book, *A Multi-Sectoral Approach to Career Development: A Decade of Canadian Research*, which continues to be downloaded as a valuable resource.

CJCD is Canada's only peer-reviewed academic journal of career development. It has a mandate to present articles in areas of career research and practice that are of interest to career development practitioners. The Journal welcomes articles that deal with career development in its broadest sense.

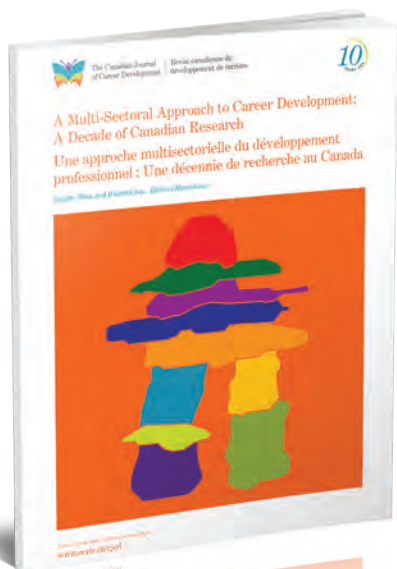
The Canadian Journal of Career Development is a partnership between CERIC and Memorial University of Newfoundland with the support of The Counselling Foundation of Canada.

The current as well as all past issues of CJCD can be accessed for free online.



The Canadian Journal of Career Development

Revue canadienne de développement de carrière



Establish relationships nationally across Canada and internationally beyond our borders to enrich research and practice

With such a multi-faceted field as career development, CERIC has sought to build connectors nationally across sectors, between researchers and practitioners, and among English and French communities in Canada. Of course, Canada has much to learn from the experiences of other countries. Likewise, Canada has much to share, especially with many of the world's leading career development theorists – names like Arthur, Amundson and Neault – calling this country home. CERIC made a concerted effort in 2013 to extend its reach.

National and International Connections

Across its programs and projects this past year, CERIC has reached across and beyond boundaries:

- Not only has the number of Cannexus supporting organizations expanded but so have the kinds of constituencies they represent. Examples include the Canadian Positive Psychology Association, the Ontario Council of Agencies Serving Immigrants and the Neil Squire Society.
- CERIC has developed relationships with new markets through our Road Shows and other outreach, including economic development agencies, municipal social services, employee assistance providers, human resources professionals associations and labour organizations – each with a uniquely different point of intersection with the field of career development.
- An article written by CERIC to give an overview of career development in Canada was published in the launch issue of *Career Matters*, the magazine of the new UK-based Career Development Institute. The piece highlights that career development in Canada is diverse, decentralized and dynamic.
- CERIC funded its first cross-border partnership project, providing support for the Hope-based Career

Development research of Dr Norman Amundson at the University of British Columbia and Dr Spencer Niles at Penn State University.

- To celebrate Canada Career Week (November 4-8, 2013), CERIC commissioned a series of guest blog posts for ContactPoint/OrientAction that assess the state of career development around the world. Prominent career development leaders contributed articles that explored career development in the U.S, Australia, Spain, Finland and New Zealand.



Create opportunities for CERIC to initiate discussions between all groups with an interest in career development

CERIC has sought out a leadership role in catalyzing conversations around topical issues that relate to career development, and which have serious implications for the economic and social well-being of Canadians, such as the skills gap. This role has included promoting networks across the country, sharing innovative ideas and fostering discussion of how career services are part of the solution.

Canada's Career Imperative

In 2013, CERIC hosted a series of "Road Show" events across Canada to discuss fixing our "talent disconnect," where individual skills and interests don't always line up with emerging career options or what regional job markets immediately offer.

Called "Canada's Career Imperative," the goal has been to have a national conversation about how to develop, connect and retain the best of our talent to meet the ever-changing needs of disruptive markets. This is a discussion in which business, education and government all have a stake. The events were sponsored by economic development consultancy Millier Dickinson Blais.

A total of 178 individuals participated in the roundtables in seven cities: Burlington, Toronto, Calgary, Regina, Montreal, Vancouver and Moncton. CERIC developed a national report that highlighted key findings, among them:

- Educators and employers need to come together to connect what students are learning to what is required for future roles
- Demystify entrepreneurship as part of the career education process
- Teach more effective work search skills in high school and post-secondary
- Employers need to be more broad-minded in their search criteria and focus on a person's capacity to learn/relate to others



- The culture of career counselling needs to be more "reality-based" and connected to skills in-demand and market opportunities

Participants in the roundtables also discussed what strong value proposition could be made for career development services. As well, the roundtables generated extensive listings of regional as well as national collaborative innovations.

Canada's Career Imperative was expected to culminate with a special plenary panel at the Cannexus14 National Career Development Conference that brings the talent disconnect conversation to the national stage and includes Ian Shugart, Deputy Minister, Employment and Social Development Canada; Dan Kelly, President & CEO, Canadian Federation of Independent Business; and Dr Roseann O'Reilly Runte, President & Vice-Chancellor, Carleton University.

Increase awareness of the importance of career development among Canadians and of the difference that career professionals make

The results of successive national surveys commissioned by CERIC about how Canadians approach their own career development show that career development, its professionals and their rich contribution to the nation are greatly undervalued. CERIC aims to address this acute disconnect between the quality of career development services available in Canada and their usage.

Career Development Matters



CERIC launched an awareness campaign early last year with green t-shirts that encouraged professionals to start conversations with colleagues, clients and neighbours about the impact of career development on the country and its citizens.

Reading "Career Development Matters" on the front and "Ask me why?" on the back, the shirts also included the ceric.ca/askmewhy url where people could continue the conversation online, sharing their thoughts on the value of career development and how career development professionals are making a difference to Canadians.

Just a few of the many postings read:

“ I believe Career Development Matters because in the 15 years I have been involved in this field, it has been evident time and time again that we need help making decisions about focusing our talents and choosing work. For most of us a career is not a lone sport but a community endeavour supported and sponsored by family, business, experience and education. ”

- Joanne Stuart, Owner, Life Changes Consulting, Tiny, ON

“ Most Canadians have not experienced career development services, and they don't know what it is or what it could be. Canada has a great opportunity to demonstrate the impact of career development by focusing on our young people, particularly among youth populations that have historically had limited success in the labour market. ”

- Alastair MacFadden, Acting Assistant Deputy Minister of Labour Market Development, Government of Saskatchewan

National Challenge to Promote Career Development

NATIONAL CHALLENGE



CERIC's National Challenge to Promote Career Development

During 2013, CERIC ran an online competition called the National Challenge to Promote Career Development with prizes of \$5,000 for each of the top three ideas that enhance and promote the image of career development and its professionals in Canada as voted on by the career development community.

In recognition of CERIC's 10th anniversary in 2014, The Counselling Foundation of Canada provided a grant to create the National Challenge. The competition aimed to "crowdsource" imaginative and resourceful strategies and foster a national dialogue that will help Canadians to recognize that career development matters to them and has a huge benefit to our country.

A total of 80 creative entries were submitted that ranged from a zombie-themed advertising campaign to a career development tour bus to an online career development quiz for Canadians. A panel of judges selected the Top 10 finalists based on the innovation, practicality and potential impact of the entries. Online voting was then opened for people to choose their favourite ideas among the finalists. A remarkable 4,500 votes were cast. Winners were to be announced on January 6, 2014.

Advance CERIC's position as the "go to" source for expertise in the field

Disseminating the results of its research and education is vital to CERIC's effectiveness, putting information into the hands of practitioners who can use it and influencers who can change career development systems. To achieve this, CERIC continues to cultivate its thought leader status by acting as a source of expertise for media and government as well as the field of practice.

Outreach & Recognition

During the course of 2013, CERIC promoted its resources through multiple channels:

- CERIC was involved in 28 different career development events hosted by organizations ranging from the Canadian Society for Training and Development to the Ontario Native Education Counsellors Association to the Toronto District School Board (Specialist High Skills Majors) Experiential Learning Team, either by presenting, exhibiting or sharing materials.
- In both English and French, CERIC participated or facilitated numerous media interviews with various news organizations, including CBC Radio, CTV News, Metro Ottawa, Professionally Speaking TV and Job Talk Radio as well as writing articles for various publications in the field.
- Over the past year, CERIC wrote to every provincial government ministry or federal department with responsibility for employment, training or education to inform them about CERIC's work and invite them to attend the Cannexus National Career Development Conference.
- CERIC was recognized for its leadership in the field of career development with an award by Toronto's George Brown College. The Crystal Award for Learning and Leadership Organization was presented at an event celebrating the 20th anniversary of George Brown's Career & Work Counsellor Program.



spotlights

Child and Youth Development

In the last year, much of CERIC's work has focused on advancing our understanding of children's early career decision-making and emerging models to support young career people in their career development. Through partnership projects such as Understanding Young Children's Career Development, Career Exploration with At-Risk Adolescents and Young Adults, and Hope-Centered Career Development with University/College Students, CERIC has funded research that helps us develop knowledge of career development over a continuum from kindergarten through post-secondary education.

Much content in *The Canadian Journal of Career Development* explored similar themes around young people. Examples include:

- Career Planning in-Ontario-Grade 10 Students: Counsellor Perspectives and Student Perspectives by Dr Peter Deitsche
- International Students' Views of Transition to Employment and Immigration by Nancy Arthur and Sarah Flynn
- Creating Hope, Opportunity, and Results for Disadvantaged Youth by Carolyn Acker and Norman Rowen
- Intersections of Career Development and Post-Secondary Education for Indigenous Students: Exploring the Integrity of Social and Cultural Issues by Suzanne L. Stewart & Allison Reeves
- Supporting Youth with Matching Their Skills to Current Labour Market Needs Using The Ontario Compulsory Career Studies Program: A Review of Curriculum Documents by Lorraine Godden

Mental Health and Career Development

How best to provide support to clients with mental health challenges has been a growing issue for Canada's career development professionals. CERIC has taken a lead in trying to bridge this gap through research projects and learning initiatives.

A new CERIC-funded project, *Setting the Compass*, will create a web-based training manual for career development professionals that will improve employment and educational outcomes for

people living with mental health issues. The project involves an impressive array of partners in the toolkit development process, including Nova Scotia Career Development Association, Canadian Mental Health Association, Great-West Life Centre for Mental Health in the Workplace and Mental Health Commission of Canada, among others.

Careering magazine dedicated an issue to the theme of Mental Health & Employment in 2013. Articles explored career development professionals' own biases and beliefs regarding clients with mental illness; strategies for helping clients navigate through the job search process and find the right job; and what employers can do to support staff with psychological and mental health conditions. Another article in the issue shared the personal story of Valerie Pringle and her daughter's experience of successfully living with panic and anxiety disorder.

Skills Gaps and the Talent Disconnect

Known by many different terms, skills gaps or mismatches, were front and centre in the public discourse this past year with governments, business and educators all weighing in.

CERIC developed a series of cross-country roundtables it termed Canada's Career Imperative that brought stakeholders together to explore how we fix the "Talent Disconnect" dilemma, where individual skills and interests don't always line up with emerging career options or what regional job markets immediately offer. Acting as a catalyst for conversation, CERIC's goal was to find some common ground around ideas for how we develop and retain our talent, including how the educational process could better prepare and connect young people with realistic choices offered by employers.

Building on this momentum, CERIC commissioned Environics Research to survey 500 Canadian executives in the fall of 2013 to gather their views on the extent of skills shortages, employee training and recruiting workers, as well as career management practices. The survey sought to determine how employers perceive their role in addressing skills gaps, the mix of hard vs. soft skills they are seeking, and their views on Canada's youth unemployment rate remaining at nearly twice the national average.

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.

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Chair
Change Rangers
Oakville, ON

Nancy Dube

Past Chair
Sudbury YMCA
Sudbury, ON

Jan Basso

Vice-Chair
Wilfrid Laurier University
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Barb Mason

Secretary/Treasurer
The Counselling
Foundation of Canada
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Lorraine Boland

YES-Your Employment
Services
Thunder Bay, ON

Jennifer Browne

Memorial University
St. John's, NL

Richard Buteau

Laval University
Quebec City, QC

Carole MacFarlane

Education Consultant
Vancouver, BC

Don McCaskill

Frontier School Division
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Michelle Pidgeon

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Newfoundland
St. John's, NL

Bruce Lawson

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Ex-officio
The Counselling
Foundation of Canada
Toronto, ON

Donald Lawson

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

CERIC 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.

Michelle Pidgeon

Chair
Simon Fraser University
Surrey, BC

Robert Baudouin

University of Moncton
Moncton, NB

Victoria Froats

City of Toronto
Toronto, ON

Lorraine Godden

Queen's University
Kingston, ON

Liette Goyer

Laval University
Quebec City, QC

Jeanette Hung

Dalhousie University
Halifax, NS

Cynthia Martiny

Université du Québec à
Montréal
Montreal, QC

Joan Schiebelbein

University of Alberta
Edmonton, AB

Dan Wise

YMCA of Greater Toronto
Toronto, ON

CERIC Advisory Committees

Content & Learning

Provides input on current content for the CERIC group of periodical publications, other CERIC assets and activates content into learning, suggesting how content can best be presented in order to be usable and engaging.

Jennifer Browne

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

Don McCaskill

Co-Chair
Frontier School Division
Winnipeg, MB

Lorraine Boland

YES-Youth Employment
Services
Thunder Bay, ON

Cathy Keates

Queen's University
Kingston, ON

Rosie Parnass

University of Toronto
Toronto, 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, and actively champions and promotes CERIC to colleagues and networks.

John Horn

Chair
Vancity Savings Credit
Union
Vancouver, BC

Tamara Anderson

Best Foot Forward
Consulting
Calgary, AB

Jane Aupaluktuq

Nunavut Tunngavik Inc.
Rankin Inlet, NU

Penny Freno

Simon Fraser University
Burnaby, BC

Chris Kulbaba

London Employment Help
Centre
London, ON

Carole MacFarlane

Education Consultant
Vancouver, BC

Anu Pala

A-Nu Vision Coaching &
Consulting
Burnaby, BC

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Private Practice
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André Raymond

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Quebec City, QC

Marc Verhoeve

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Kitchener, ON

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Vice-President & General
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Manager

Norman Valdez

Digital Media &
Communications Manager

Marilyn Van Norman

National Co-ordinator,
Outreach & Innovation

Jaz Bruhn

Conference & Event
Co-ordinator

A special thanks to Diana Castaño and Mario Gravelle of The Counselling Foundation of Canada for their contribution to the work of CERIC over the past year.

Financial Performance

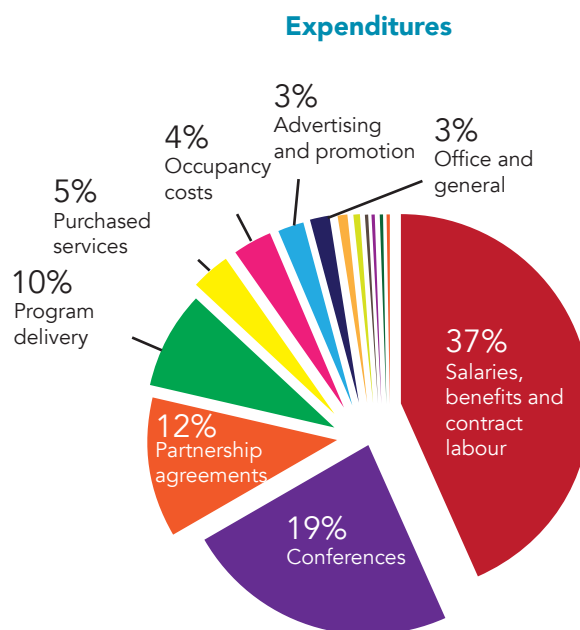
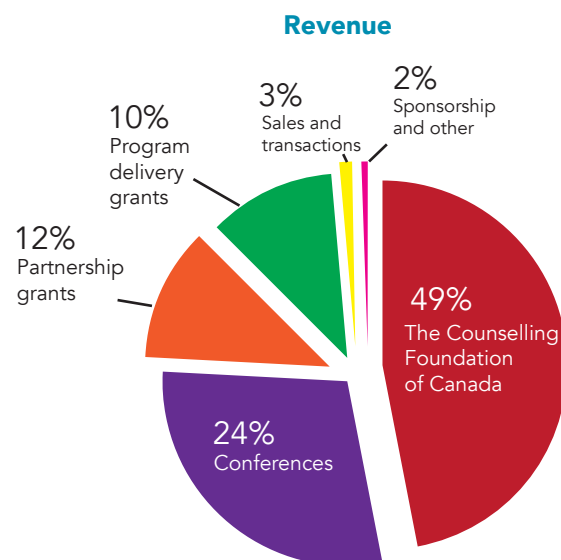
Canadian Education and Research Institute for Counselling

Unaudited Statement of Operations

Year ended December 31, 2013

| Revenue | 2013 | 2012 |
|--------------------------------------|------------------|------------------|
| The Counselling Foundation of Canada | 687,891 | 567,011 |
| Conferences | 334,383 | 348,103 |
| Partnership grants | 165,000 | 134,624 |
| Program delivery grants | 144,252 | 140,900 |
| Sales and transactions | 45,738 | 14,549 |
| Sponsorship and other | 29,711 | 2,200 |
| Total | 1,406,975 | 1,207,387 |

| Expenditures | 2013 | 2012 |
|--|------------------|------------------|
| Salaries, benefits and contract labour | 525,882 | 505,652 |
| Conferences | 270,151 | 271,471 |
| Partnership agreements | 170,912 | 96,321 |
| Program delivery | 144,252 | 140,900 |
| Purchased services | 76,703 | 18,814 |
| Occupancy costs | 51,956 | - |
| Advertising and promotion | 46,831 | 39,870 |
| Office and general | 39,517 | 39,683 |
| Professional fees | 30,713 | 6,263 |
| Other | 29,245 | - |
| Telecommunications | 16,235 | 10,671 |
| Travel | 6,762 | 27,900 |
| Insurance | 6,478 | 3,078 |
| Supplies | 5,268 | 3,377 |
| Interest and bank charges | 4,362 | 936 |
| Amortization | 2,934 | 2,775 |
| Meeting expenses | 661 | 3,574 |
| Goods and services and HST | (4,454) | (1,430) |
| Total | 1,424,408 | 1,169,855 |



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.



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