

Annual Report 2014



Celebrating 10 years of advancing the body of knowledge in career development in Canada



2004

CERIC is launched. It is envisioned as an organization that will “facilitate a common cause in the career counselling sectors.”



2007

CERIC holds the first Cannexus National Career Development Conference in Toronto.



2014

CERIC publishes Canada’s first ever career development textbook, *Career Development Practice in Canada*.

CERIC founded

CERIC is launched in 2004. It is envisioned as an organization that will “facilitate a common cause in the career counselling sectors: to further the skills of career professionals and the services they offered in order to help people live more productive lives.”

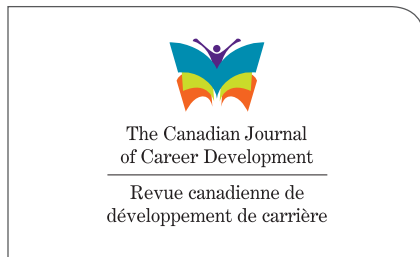


CERIC launches *Chance, Change, Challenge: Reconstructing Value in Career Services*, a two-day forum in Montreal. A similar Forum is held in Vancouver in November.

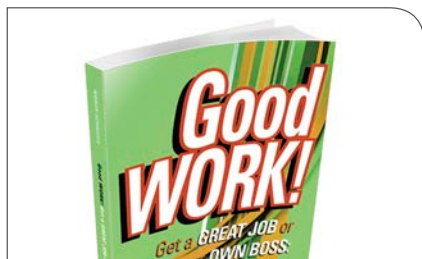
OCT
2006

AUG
2005

SEPT
2005



A Memorandum of Understanding is signed between Memorial University and CERIC to co-publish *The Canadian Journal of Career Development*. The peer-reviewed journal continues to be free to access by all.



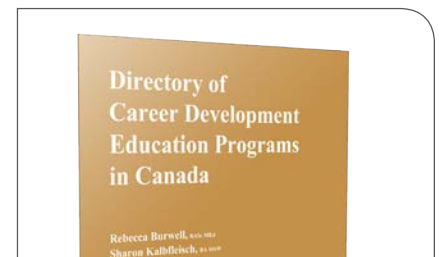
Through a partnership with Youth Employment Service (YES), Toronto, CERIC publishes its first book *Good WORK! Get a GREAT JOB or your OWN BOSS.*

JAN
2006



Ipsos Reid conducts a survey of 1,000 Canadians on behalf of CERIC to provide insights into Canadians' views of how career counselling fits into their lives.

FEB
2006



CERIC funds its first research project, *The Advancement of Career Counsellor Education in Canada*. The project convenes a “think Tank” in Montreal in October bringing together all of the career development related education providers from across Canada - a first for the field.

Celebrating 10 years of advancing the body of knowledge in career development in Canada

CERIC holds the first Cannexus National Career Development Conference in Toronto.



CERIC hosts its first webinars co-presented with Positive Matters and Accentuate Consulting. The topic is Positive Psychology, the scientific study of the strengths and virtues that enable individuals and communities to thrive.



The first CareerWise is distributed. CareerWise, a content curation initiative, brings together the most interesting career development information on the web each week. A French-language version, *En Bref*, launches in December.

APR
2007

OCT
2011

SEPT
2012

JUL
2010

JAN
2012

JAN
2013



ContactPoint, Canada's online community for career practitioners merges with CERIC. The site, which first launched in 1997, is dedicated to providing career resources, learning and networking for the field.



The Canadian Journal of Career Development celebrates its 10th anniversary with the launch of a book entitled *A Multi-Sectoral Approach to Career Development: A Decade of Canadian Research*.



The new *Careering* magazine is published for the first time. This is a publication by and for career development professionals in Canada, and replaces *The Bulletin*.



CERIC begins a series of cross-Canada roundtable discussions entitled "Canada's Career Imperative (CCI): How do we fix the "talent disconnect" dilemma?" Discussions take place in a total of seven different cities.

APR
2013



Cannexus moves to the newer, larger Shaw Centre to keep pace with the growth of the conference. Close to 750 career professionals attend.

JAN
2014

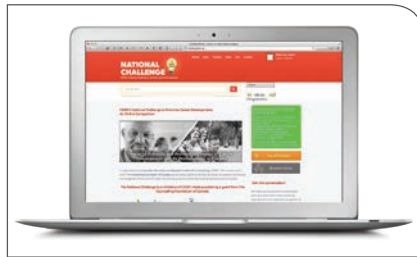


To coincide with Canada Career Week, CERIC and the Canadian Council for Career Development (CCCD) collaborate to launch the Glossary of Career Development.

NOV
2014

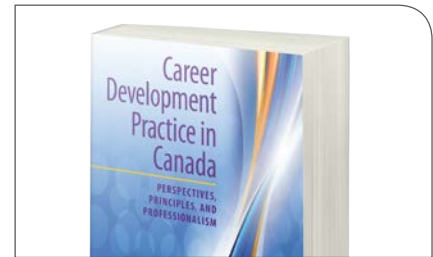
AUG
2013

SEPT
2013



CERIC launches the National Challenge to Promote Career Development, an online competition to increase the recognition of the value of career counselling as well as career development professionals in Canada.

JAN
2014



CERIC publishes Canada's first ever career development textbook. The book is designed to be a learning tool for students, a resource for educators and a reference for career practitioners.



The first CERIC Summer Skills Academy is held, consisting of two days of intensive skill-building seminars in career development and leadership.

Table of contents

Message from the Board Chair and Executive Director	6-7
Message from the Founding President	8-9
10 Years of CERIC	10-12
Project Partners	13-22
2014 Year in Review	23-34
CERIC Board, Advisory Committees, Staff	35-36
Volunteer Recognition	37
Financial Performance	38
About CERIC	39

Message from the Board Chair and Executive Director

It's hard to believe that as we embarked into 2014, we also reached a major milestone for the organization.



Jan Basso
Board Chair

It was 10 years ago, in 2004, that we formally announced the creation of a new organization in the Canadian career development landscape...the Canadian Education and Research Institute for Counselling. CERIC aspired to advance the body of knowledge in career counselling and career development for the betterment of all Canadians. We tapped into and touched the work of the thousands of career service professionals from coast to coast to coast. In doing so, we launched projects, a national conference and myriad other initiatives that supported the important contributions of Canada's career development sectors.

To commemorate this organizational milestone, CERIC



Riz Ibrahim
Executive Director

spearheaded a year-long calendar of activities which showcased not only our own projects and initiatives but also celebrated the vital work that career professionals do with their clients and within their communities.

Textbook launch

At the January 2014 Cannexus National Career Development Conference in Ottawa, we launched *Career Development Practice in Canada*, our country's first comprehensive textbook on the subject. This partnership project between ourselves and two post-secondary institutions (University of Lethbridge and University of Manitoba), and co-editors Drs Blythe Shepard and Priya Mani was reinforced with timely content from over 40

authors who spanned the country and reflected the broad diversity present in the career development world. The launch of this publication was a fitting start to our 10th Anniversary year, offering an affordable and accessible resource for broad consumption. The book was designed to be a learning tool for students, a resource for educators and a reference for career practitioners in the field.

We tapped into and touched the work of the thousands of career service professionals from coast to coast to coast.

Research surveys

Since inception, one of CERIC's hallmarks had been to survey Canadians about their ideas on career awareness, career information and the role of parents in career decision-making. In 2013, CERIC had engaged in a series of cross-country roadshows called Canada's Career Imperative which explored issues of skills mismatches and talent disconnects. It was a natural progression for CERIC to then turn its attention to the thoughts of employers on employee training and skills, career mobility and diversity within the workplace. With TD Bank as a sponsor, we commissioned Environics Research Group to survey 500 Canadian employers of various sizes. The survey findings were released at the Cannexus conference in January 2014, and marked another milestone in our organization's quest to better understand and share widely both the supply and demand side of the skills/experience discourse permeating the media and the national mindset.

Profile building

Over the past decade, CERIC's work had touched many communities but we have learned that career development and the professionals working within the field do not enjoy a high level of visibility. Thanks to a grant from The Counselling Foundation of Canada, we were able to facilitate an online competition to increase recognition of the value of career counselling as well as career development professionals in Canada. Indeed, there is in this country a serious disconnect between the quality of career development services available and their usage. Moreover, Canadians do not appear to fully realize the benefits that career development affords them as individuals or to our economy and our society as a whole. This online competition served to surface innovative ideas about how to solve this "perception gap" in Canada. CERIC's *National Challenge to Promote Career Development* received a remarkable 80 submissions. A panel of judges shortlisted the entries for online voting by the career development community. More than 4,500 votes were cast for the Top 10 Finalists! The three entries that received the most votes during the online voting period were presented a cash award and celebrated at Cannexus14.

Project partnerships

With many years of supporting project partnerships across the country, we saw 2014 as a year to build on our growing roster of webinars, including our first French language one, and showcase a number of our past projects as well: Hope-Centred Career Interventions with Dr Norman Amundson, University of British

Columbia; Guiding Young People in the Decade After High School with author Cathy Campbell; and, Emerging Green Jobs in Canada with Matt Wood, First Work. Each of these free webinars attracted large audiences and reinforced our belief that there was an ongoing need for distilling learnings from such innovative and timely projects.

To commemorate this organizational milestone, CERIC spearheaded a year-long calendar of activities which showcased not only our own projects and initiatives but also celebrated the vital work that career professionals do with their clients and within their communities.

Glossary

We also understood that, with the great richness and diversity within the field, there was a need to move towards a common vocabulary and shared understanding of career development. As such, coinciding with Canada Career Week, in November 2014 we collaborated with the Canadian Council for Career Development to create a *Glossary of Career Development*. From Abilities to Workplace Training, the glossary, housed in a wiki, was intended to serve as a resource to those working or studying in the field of career development but could also be of value to Canadians more broadly who were looking for definitions of terms in relation to their own careers.

New at Cannexus

As we ended the year, we saw our commemorative activities cascading into the next year; our year-long celebration of CERIC and of career development in Canada would end at Cannexus 2015. We set forth over 2014 to refine

our well-received conference and added new elements such as a Skills Trades Zone and *Cannexus Spark!* – our take on Ted Talks.

People often define themselves in decades; for CERIC, our first decade was indeed a deeply formative one. It was borne out of a desire for an organization that welcomed people in the creation of a national career development community. Our organizational growth and efforts this past year, and indeed these past 10 years, would not have been possible without the support of CERIC's Board of Directors, our Advisory Committee members, our Cannexus supporting organizations, our event and project partners and sponsors, a truly talented and deeply committed staff, and the continued resilience and inspiration of the career professionals we have the privilege to engage with across Canada.

Were it not for the visionary support of Donald Lawson and The Counselling Foundation of Canada a decade ago, our work and our collective impact would not have been possible. It is therefore a special heartfelt thanks to Bruce Lawson and the Board of The Counselling Foundation of Canada for their long-lasting and continued commitment to Canada's career development communities through the work of CERIC.

Sincerely,

Jan Basso
Board Chair

Riz Ibrahim
Executive Director

Message from the Founding President



Dr Robert Shea
Founding President, CERIC Board

On January 15, 2004, Donald Lawson, Chair of The Counselling Foundation of Canada, penned an open letter to Canada's career development community.

He announced that “a new and exciting organization unlike any other existing organization stewarding the interests and development of an increasingly changing profession entered the Canadian career counselling landscape. The efforts of CERIC – the Canadian Education and Research Institute for Counselling – are directed at increasing the economic and social wealth and productivity of Canadians through improved quality, effectiveness and accessibility of counselling programs, especially in the areas of career counselling and career education. Specifically, CERIC will encourage and provide education and research programs related to the development, analysis and assessment of the current counselling and career development theories and practices. CERIC will leverage private sector funding to facilitate

and support the implementation of corporate partnerships which provide a non-government, non-partisan umbrella under which all segments of the career counselling field can flourish in Canada.”

CERIC founding

The story behind the story surfaces a more intentional, collaborative and long-standing need for such an “Institute.” In fact, the idea of an Institute had been germinating at the Foundation since the late 1980s. It wasn't until December 2001, under the leadership of Donald Lawson and the stewardship of the Foundation's Executive Director at the time, Jean Faulds, that CERIC was incorporated. It was in April 2005 that CERIC became a registered Canadian charity. Financial support to ensure the completion of the legal incorporation process and early developmental phases was

provided by The Counselling Foundation of Canada – a private family charitable foundation. Their support of this new creation, from inception through to its first decade and beyond was visionary to say the least.

A cross-sectoral approach

It takes a village to raise a child. It took communities of career professionals to build CERIC. In November of 2003, a group of committed career professionals from across Canada met in Toronto. This pan-Canadian, cross-sectoral assembly immediately took ownership of a process to nominate members for three Advisory sub-committees: Governance (which would oversee staffing and the formation of a full Board of Directors); Academic and Practical Research (to set priorities and guidelines for research efforts); and, Professional Development and Ongoing Learning (to set priorities and guidelines for learning opportunities). CERIC immediately entered into long-term partnership agreements with *The Canadian Journal of Career Development* and ContactPoint – two well-known and widely respected organizations serving the career counselling profession in Canada.

Early years

The early years were developmental years, foundational years. Some basic operating tenets were established, some of which would change over time. CERIC was not a funding organization. It did not simply grant funds to others; it existed to promote and support proactive research and learning and professional development projects for the counselling profession in Canada. It would have to identify needs for research and learning, develop plans to address and

implement these and then solicit funds to make them happen. It was envisioned to be program focused (rather than grant focused) and could contract out to third parties (charitable or otherwise) to deliver the project or part therein. CERIC's approach was partnership oriented, collaboration building, cross sectoral, differential and diffused knowledge mobilization. Each project partnership was unique, with different stakeholders, and with CERIC playing a differential role in the design, development, financial support, and marketing and dissemination of findings and outputs. Research would be undertaken to advance the body of knowledge in career counselling and career development for the benefit of all Canadians. CERIC's message was that it was an "enabler" of worthy research and learning and professional development projects.

We need to see where we are today to chart a path forward for tomorrow.

The community

Show me your friends and I will show you your future. It was decided early on that CERIC would take a "big tent," inclusive approach to its organization building. It would reach out to the broadest range of career professionals, regardless of geography or sector, and invite them to participate and interact with it. There would be no members to this organization; rather, communities of career professionals who saw themselves in different aspects of what CERIC had to offer, could partner, participate, collaborate and build. It was to be open and accessible.

Cannexus is born

One of the early challenges for CERIC was to develop and implement a national conference...

without a membership base. To do so, CERIC first held two Regional Forums called "Chance, Change, Challenge: Reconstructing Value in Career Services," one in Montreal and one in Vancouver, before holding its first Cannexus conference in Toronto. YES Montreal and the Employment Services Roundtable network were critical partners to make the Montreal event a success. The learnings from these forums provided a solid foundation for the birth and implementation of a National Career Development Conference, Cannexus. CERIC also relied on a growing group of supporting organizations from OSCA to CACEE who helped promote the conference to their memberships, participated in the national discourse created at this annual event, and shaped some of its programming elements. We also launched our Graduate Student Engagement Program to link with the next generation of research leaders and career practitioners in the country.

Reflecting Canada

At a Strategic Planning Day in 2005, CERIC Board and Committee members participated in media training. A part of this exercise involved describing to Canadians notions about career and career development. It became evident that US statistics were being quoted to give context. No widely polled Canadian data was available. Later that year, CERIC commissioned Ipsos-Reid, a national polling firm, to conduct its first National Survey of Canadians on Career Development Issues. Survey research became a pillar program for CERIC, which now alternates between surveying Canadians and career service professionals, and findings have been disseminated widely. We need to see where we are today to chart a path forward for tomorrow.

Going beyond

Over these past 10 years: we have extended our reach into many avenues of learning, whether it be publishing manuals and books, conducting webinars, seeding local PD events that quench the thirst for networking and hands-on learning at the ground level, and of course growing our Cannexus conference to be an exemplar; we have expanded our research to tap into business mindsets around skills and training, parental roles in career development, mental health and maternity leave; we have challenged career professionals to advocate for the value of their services, and to share innovative ideas of connecting their work to their communities, and elevating the conversation about why career development matters.

"The excitement and dreams were palpable at CERIC meetings," Donald Lawson noted in his welcome address to the audience at the 2007 Cannexus conference.

I want to thank of course The Counselling Foundation of Canada, and Donald Lawson specifically, for the unwavering support provided over the past decade to Canadian career development through CERIC. I have had the privilege of being one of the founders, of presiding as the founding President, and of actively witnessing growth of an idea into something bigger than we thought. I want to thank you, my career development colleagues, for being a part of this first developmental decade, and challenge you to realize shared dreams in the decade ahead.

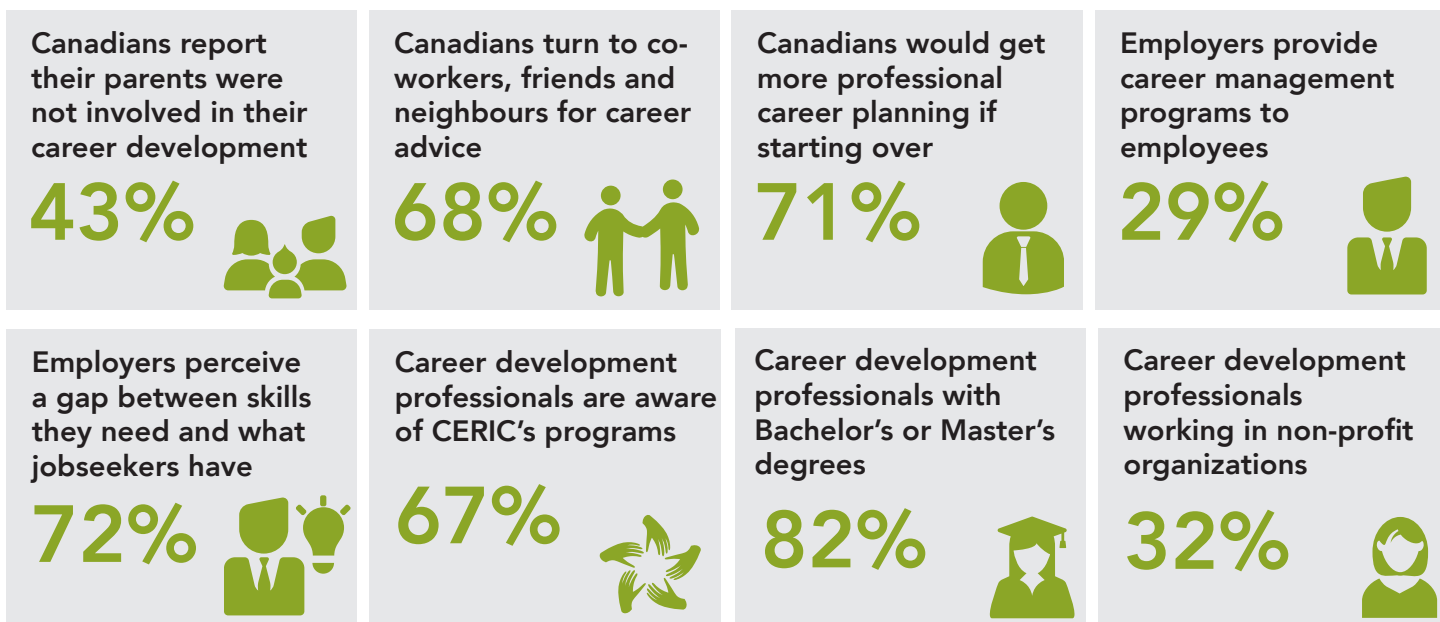
Dr Robert Shea
Founding President, CERIC Board

10 years of CERIC

Our Community



Career Development in Canada



Programs & Projects



To mark our 10th anniversary, we asked career development professionals to share how CERIC has made a difference to them.

Happy Anniversary, CERIC! Thank you for hosting the outstanding Cannexus conference, providing an abundance of resources for practitioners, and for engaging students. You have a lot to be proud of in celebrating 10 years of growth and leadership!"

Nancy Arthur
Professor
University of Calgary
Calgary, AB

Congratulations and thank you to all those involved in the work and growth of CERIC over the last 10 years! The resources and information developed by CERIC and its partners, and the opportunity to share our knowledge and skills with career development professionals has enriched the profession, and enhanced my ability to help students and young professionals prepare for and transition to the workforce."

Darlene Hnatchuk
Director, Career Planning Service (CaPS)
McGill University
Montreal, QC

Your leadership role has had an enormous impact on the career development field. I have gained so much from the information and broad range of career resources that allows me to be more effective in helping jobseekers attain their goals. I have attended and look forward to attending Cannexus so that I continue learn, grow and connect. Great work!"

Ann Clarke
Caseworker – Employment Specialist
Toronto Employment and Social Services
Toronto, ON

You've definitely made a difference in the lives of career development practitioners and researchers. CERIC has been an indispensable part of the work I do in the career development field. Not only has it provided me with valuable resources for my research efforts but it has also linked me to professionals who are currently working in the field. As a result, I have access to a long list experts that are open and willing to help. It's important to recognize CERIC's contribution to bringing career development practitioners and researchers together. May we all experience the benefit of CERIC for a long time to come!"

Joanne Stuart
Owner
Life Changes Consulting
Tiny, ON

Relationships are key to the success of any organization. I have found that CERIC has provided the means for me to develop trusted relationships with people that I may never have crossed paths with. Those relationships remain strong even to this day. Happy 10th Anniversary and many more CERIC."

Doug Lawrence
President
TalentC – People Services Inc.
Regina, SK

Congratulations CERIC! You are an invaluable all-encompassing career resource and professional development avenue for consultants, teachers, administrators and counsellors. It's been a privilege to take part in your inspiring, innovative and comprehensive ventures/projects/conferences. They provide limitless opportunities to network with practitioners across the world and to learn from experts."

Jacky Lothian
Career Development Consultant
Prairie South Schools
Avonlea, SK

I am delighted to congratulate CERIC on 10 years of enriching the career development field and connecting professionals from across the country! You have provided me with great information, valuable new contacts and resources, and most importantly, a renewed passion for my work."

Juliana Wiens
Operations Manager/Employment Counsellor
Women's Employment Outreach
Halifax, NS

Having access to career development leaders, current Canadian career development research and literature as well as links to training and education in the profession has been a plus not only to the recognition of the profession but my own career. Greatly appreciated!"

Elizabeth Solecki
Career & Employment Consultant
Government of Alberta
Calgary, AB

CERIC has become the voice for the career development field in Canada. The projects they have supported have made a huge impact on the field, as has ContactPoint. I congratulate CERIC for their great work and dedication.

Rebecca Burwell
Staff Career Advisor
Centre for Career Action
University of Waterloo
Waterloo, ON

Project Partners

In celebration of CERIC's 10th Anniversary of advancing education and research in career development in Canada, we are showcasing 10 partnership projects from the past decade. You will read in the words of CERIC's project partners, how these diverse projects answer an unmet need, about the impact they are expected to have, and what makes this work so relevant to Canadians.

The Advancement of Career Counsellor Education in Canada (2006)

A Model for the Education of Career Practitioners in Canada (2008)

What skills and knowledge does a person need to practice in the field of career development? What type and extent of education or training best prepares someone to work in the field? In most of Canada, there has been no clear educational pathway to enter or advance within the field. It is for this reason that we partnered with CERIC to conduct two research projects around the education of career practitioners in Canada. In the first of these projects, we developed the *Directory of Career Counselling/Career Development Education Programs in Canada*, profiling 37 career practitioner programs. We also conducted a national survey of career development practitioners, one of the first mass-scale surveys of career practitioners in Canada. Another major outcome of this project was the Montreal Think

Tank, the first time all career counsellor educators came together from across the country.

The second research project involved a Canada-wide consultative process to develop an educational model with benchmarks for various scopes of career development practice. Five core functions were identified and defined: career advising, educating, counselling, coaching and consulting. In addition, several leadership functions integral to the field's performance and advancement were identified: innovation, education, supervision of practice, systemic change and management.

Though the impact of this research is hard to measure quantitatively,



Rebecca Burwell & Sharon Kalbfleisch
Independent Researchers

it can be said that the model has influenced hiring within the field. It has also guided the curriculum of some educational programs. For example, in terms of systemic change concepts, Nancy Arthur, Professor and Canada Research Chair at the University of Calgary, states that "social justice has been receiving increased attention in the career development literature and is evident in career education programs across Canada." As the field continues to mature, it is our firm belief that the model will continue to shape further positive developments.

CERIC's view: Why this project matters

Canadians turn to career professionals for guidance on some of the most important decisions they will make in life, decisions with implications for personal fulfillment, financial security, and often the well-being of families and the success of organizations. The education and training of the people giving this advice matters. This first project articulated educational paths for career counsellors while the second developed a model with the potential to shape career development in significant ways by increasing the field's professional identity, enriching curriculum in education/training programs, and enhancing career services across the country to serve the public more consistently.

Stories of Transition: Exploring the Antecedents of Career and Educational Choices Among Young Adults (2007)

Career Crafting the Decade After High School: Professional's Guide (2014)

The *Stories of Transition* research project was undertaken to gain a deeper understanding of the educational and occupational pathways taken by 100 high school graduates. The research was undertaken because of the need to better understand the transition from high school to post-secondary education and employment. This project was done in partnership with Dr Michael Ungar and the Resilience Research Centre, hosted at Dalhousie University.

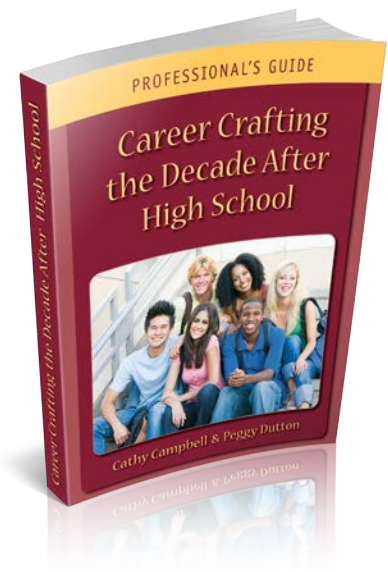
The research highlighted the reality that it is common for young people to spend many years after high school experimenting with post-secondary education programs and jobs, trying to figure out what constitutes satisfying work. It also identified five strategies (navigating, exploring, drifting, settling and committing) that young people use in their search for a satisfying career and a host of internal and external influences that either constrain or facilitate their journeys. Two

popular publications were developed from the findings that emerged from the research: *The Decade After High School: A Professional's Guide* and *The Decade After High School: A Parent's Guide*.

The second phase of the project involved a substantive revision to the professional's guide to ensure that the material continued to be relevant for career service providers working with teenagers and young adults. In particular, it strove to get more insight into how career professionals can help young people work with the uncertainty that is increasingly part and parcel of their career journeys. Eight Career Crafting Techniques are introduced in a new publication, *Career Crafting the Decade After High School*. These techniques integrate chaos-friendly approaches to career counselling, which emphasize the fluidity of young people's career journeys, with more traditional ones.



Resilience
Research
Centre



Cathy Campbell, PhD
Consultant, Collective Wisdom

CERIC's view : Why this project matters

Parents, teachers, guidance counsellors and other career professionals need to understand more fully young people's experiences of career transition following high school in a fast-moving world. These projects accomplish this by dispelling the "Career Myth" that those in their late teens and 20s should follow a linear, predictable route from high school to post-secondary training, and then on to permanent, full-time jobs. With straightforward advice and practical tools, parents and professionals can help reduce young adults' anxiety and assist them to take action in the face of uncertainty.

Project Partners

Continued

Development and Publication of a Canadian Career Counselling Text (2009)

In developing this textbook, we aimed to provide students and educators at colleges and universities with a Canadian-focused resource that would offer best practices in teaching career development principles. There was a need in Canada to develop a comprehensive book as a learning tool for students, a resource for educators and a reference for career practitioners. We also aimed to promote professional identity of career practitioners by threading themes of professionalism, ethical practice, cultural infusion and social justice throughout. By engaging with the materials, the next generation of practitioners would gain the tools to enhance opportunities for all Canadians, and to promote social justice and systemic change for traditionally underserved populations.

Published in 2014 as *Career Development Practice in Canada: Perspectives, Principles and Professionalism*, the textbook brought together many of Canada's foremost career practitioners, educators and researchers to provide information, write a chapter or contribute to the sidebars. By connecting

historical events that culminated in a national body, policy and worldwide recognition, the book acknowledges Canada's contribution to the field. The book's glossary has been incorporated into a *Glossary of Career Development* for the field, as another step towards a common vocabulary and shared understanding of career development.

The textbook is highly relevant with the inclusion of new theories/models (e.g., CareerCycles) and by addressing the expanding roles of career practitioners, emerging work search strategies, integrated employment services, and the need for practitioners to work with all facets of Canadian society, in particular with Indigenous peoples. The book is also unique in presenting multi-sector perspectives in career development from K-12 to the workplace. Built on the guiding principles outlined in the *Canadian Standards and Guidelines*, attention is paid to accountability of career practitioners in evaluating the efficacy of career services.

CERIC's view : Why this project matters

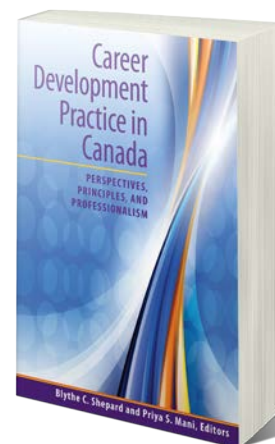
In the past, post-secondary students and instructors in career development within Canada had to rely on American textbooks or readings pulled together from various sources. No longer. This project created the first made-in-Canada resource to address the multiple facets of career development practice in our country. It is a resource that emphasizes Canadian statistics, identifies successful Canadian programs, and explores social concerns for special populations, regional issues and diversity within a Canadian context. As such, the book fosters a professional identity across the field and serves to strengthen communication with the public.



University of
Lethbridge



UNIVERSITY
OF MANITOBA



Blythe C. Shepard, PhD, CCC
Professor, Faculty of Education
University of Lethbridge



Priya S. Mani, PhD
Associate Professor, Faculty
of Education, University of
Manitoba

Project Partners
Continued

Career Centre Evaluation: A Practitioner Guide (2010)

Career centres are being asked by their stakeholders to provide accountability measures for the work they do. NACE, the National Association of Colleges and Employers representing career centres at post-secondary institutions in the US and Canada, has suggested that “if one were to point to just one critical issue for career services, accountability would likely be it” (*NACE Journal*, 2005). According to a survey of their members, two of the top three issues of the future for career services professionals are “measuring the effectiveness of your office’s programs and services and demonstrating and validating the value of the career services function at your institution.”

Although there is widespread agreement that evaluation is vital, there are two challenges to widespread implementation of informed and systematic evaluation practices. First, the expertise and skillset required for creating and implementing evaluations is not typically part of the training for most staff and leaders in the career counselling field. Second, there are not many targeted tools

and methods for evaluating career services, tools that are easy to understand and easy to implement.

Career Centre Evaluation: A Practitioner Guide is a customized online resource to help university career centres think about and design effective evaluation strategies. This resource provides a look at how five different Canadian career centres have tried to understand the components of evaluation and how they developed tools to use in their settings.

Better evaluation methods are allowing career centres to make informed decisions about how to improve our services to students, and providing more and better data for reporting our progress. This tool has helped facilitate discussions and collaborations across the country, as we all strive to have the greatest possible impact on student career development.

CERIC’s view : Why this project matters

Canada is in the midst of unprecedented growth in post-secondary education. More students are enrolling in college and university than ever before. At the same time, entire categories of jobs are disappearing while new ones emerge in a digital economy. To prepare students for their futures, university career centres are evolving based on an ongoing evaluation of their services. This project provides a unique toolkit to evaluate career services, as centre leaders continue to innovate, examining best practices and new approaches to ensure graduates are well-equipped to join the workforce or further their education.



Karen Benzinger
Acting Executive Director,
Student Affairs, University of Windsor



Kerry Mahoney
Director, Career Action &
International Employment,
University of Waterloo



Kristi Kerford
Associate Vice President, Student
Services, Fleming College



Yvonne Rodney
President, Inner Change Consulting



Cathy Keates
Director, Career Services,
Queen’s University

Leslie Lumsden
Director, Student Success Centre,
Western University

Assessment Guide for Career and Guidance Counselling (2010)

The professional practice of career counsellors must increasingly adapt to new contexts and conditions of practice as well as to clients facing ever more complex problems. At the same time, the protection of the public is threatened by the proliferation of individuals without specific skills who offer various counselling and psychotherapy services without the required formal qualifications.

To address this need, the Ordre des conseillers et conseillères d'orientation du Québec (OCCOQ) (Quebec Order of Career and Guidance Counsellors) developed an *Assessment Guide for Career and Guidance Counselling*. The guide aims to present a frame of reference to help counsellors better define the assessment process within their career counselling practice, while respecting their professional choices. It also serves to develop and maintain the skills of counsellors with regard to scope of

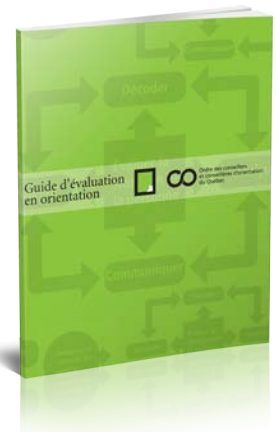
practice and the legal foundation of the practice of counsellors.

The Assessment Guide allows us to ensure a common reference point for assessment that constitutes an essential element of professional practice. In this context, assessment is seen as a professional judgement in the face of the client's need, as well as a continuous activity that influences the entire intervention process.

The *Assessment Guide for Career and Guidance Counselling* is a valuable contribution to enriching the career and guidance counselling practice in Quebec and Canada. The guide provides a critical approach and an enrichment of assessment by the professionals who practice it, as well as a common basis for dialogue between them, students in the field and society's various players and decision-makers who are engaged in the broad area of career and guidance counselling.

Ordre des

du Québec



The Assessment Guide for Career and Guidance Counselling



Laurent Matte, c.o.
President, Ordre des conseillers et conseillères d'orientation du Québec (OCCOQ) (Quebec Order of Career and Guidance Counsellors)

CERIC's view : Why this project matters

Given today's labour market, Canadians – of all ages and stages in life – are faced with the identification and exploration of increasingly diverse and rapidly shifting career options. Practiced by professionals, assessment can play a key role in helping people to develop insights about themselves and the world of work. This project defines assessment as an essential feature of professional career and guidance counsellor practice, requiring specialized knowledge and skills as well as ethical responsibilities.

Charting the Course: Mapping the Career Practitioner Role in Supporting People with Mental Health Challenges (2011)

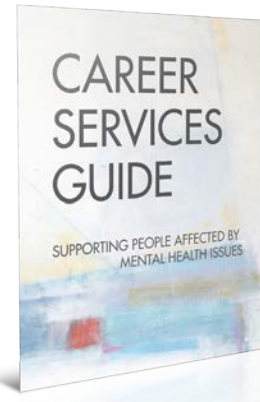
Career Services Guide: Supporting People Affected by Mental Health Issues (2013)

An increasing awareness of mental health issues in the workplace as a factor in the career planning journey is making an impact on the delivery of employment counselling services across the country. Career service workers report increasing numbers of people with mental health issues who are seeking their support. Employment is a critical cornerstone of social inclusion and people living with mental health problems face the highest unemployment rate of any disability group. Career service workers play a critical role in people's lives by applying their expertise and skills to improve employment outcomes.

Through the CERIC-funded *Charting the Course* research project, career service workers identified a gap between their knowledge of mental health issues and their ability to deliver quality service. The development of the *Career Services Guide: Supporting People Affected by Mental Health Issues* and supporting videos

will help them consider beliefs that may limit opportunity, build awareness of recovery-oriented practices that support economic inclusion, link counsellors to best practice resources and help them to acquire the knowledge needed to better serve the one in five Canadians who experience mental health issues.

The way we frame mental health matters. The goal of the project is to improve the employment outcomes for people living with mental health issues and to be a part of a broader, societal effort to create a shift in thinking. Mental health in all of its forms is part of the human experience. What mental health looks like for individuals is the result of complex, individual interactions between internal and external factors. This project's legacy will be to inspire the belief that everyone is capable of claiming or recovering a satisfying, hopeful and contributing life, even when mental health problems and illnesses may cause limitations.



The Career Services Guide: Supporting People Affected by Mental Health Issues



Neasa Martin
Mental Health Consultant, Neasa Martin & Associates

Kathy McKee
Chair, Nova Scotia Career Development Association

CERIC's view : Why this project matters

Mental health issues affect all Canadians at some point through a family member, friend or colleague. At present, 20% of Canadians will personally experience a mental health problem in their lifetime with an estimated cost to the economy of more than \$50 billion annually. Productive work has been identified as a leading component in promoting positive mental health and in opening up the way for a satisfying life. These projects provide the knowledge and tools that career professionals need to support Canadians with mental health challenges in accessing meaningful employment.

Hope-Centred Career Development for University/College Students (2012)

Hope-Centred Career Interventions (2014)

Based on our research and professional experiences in Canada and the United States, we (Dr Niles, Dr Yoon and Dr Amundson) realized that career development is about more than just developing skills and acquiring information. For many people, there is a motivation issue characterized by a lack of hope. Without hope, most other career development work seemed ineffective. To address this need we developed a career development model that has hope as a centerpiece. In visualizing this approach we used the image of a pinwheel, with hope at the centre and the surrounding components being self reflection, self clarity, visioning, goal setting and planning, and implementing/adapting. The pinwheel can be entered at any point and the environment serves as a key driver in creating motion.

In working with this model, we created an assessment tool, the Hope Centered Career Inventory (HCCI), and an intervention toolkit. We received initial funding from CERIC to assist us in establishing validity and reliability with a

large international sample of college and university students. Our research results pointed to positive connections between hope, student engagement, vocational identity and academic achievement. Qualitative interviewing was also used to help us identify how some students were able to stay hopeful even when facing large barriers. As a second phase of the project we have been developing an intervention package that can be used in face-to-face delivery as well as with an online platform. Our focus for this study is on unemployed clients. To accommodate this research initiative we have expanded the original research team to include Tannis Goddard.

This project is significant in that it introduces a more holistic career development approach that includes the motivational power of hope. Some of the preliminary results have already been used in other projects with impressive results.

CERIC's view : Why this project matters

Hope is central to one's career as well as life. It is the perceived capability to reach desired goals and the motivation to do so, resulting in a greater sense of optimism. Research has indicated that hopeful individuals achieve higher performance in school and career. Hope also allows us to respond confidently to the range of challenges that we encounter on a daily basis. These projects focus on better understanding the factors that influence hope and how hope-centred counselling interventions can be used by career practitioners when working with clients to envision brighter prospects.



Norman Amundson
Professor, Counselling
Psychology, University of British
Columbia



Tannis Goddard
President, MixtMode



Spencer Niles
Dean, School of Education, The
College of William & Mary



Hyung Joon Yoon
Assistant Professor & HRD
Program Co-ordinator, Al
Akhawayn University

Project Partners

Continued

Understanding Young Children's Career Development as a Developmental/Relational Process: Engaging Parents, Schools and Community (2013)

The purpose of this project was to examine the developmental and interactional nature and processes of young children's (pre-school to grade 3) career development, and to ascertain the complex interplay of contextual influences (family, school and community, including the media).

This project is significant for a number of reasons. We know that career development is a process that begins in childhood but few studies exist on young children's insights. Typically, career research and programs have focused on youth and adults. In this project, we set out to examine career development concepts (e. g., knowledge of self and work) of young children, ages three through nine years. Through art, storytelling and play media, young children shared their ideas about themselves, their dreams and hopes for their future. As well, they shared their perceptions about the world of significant adults in their lives. Undoubtedly, the rudimentary beginnings of career development was evidenced in our findings.

Phase II of the project involved research on parents' and teachers' perceptions of young children's early career development. Research has indicated that parents play a significant role in the decisions of youth. Yet, parents are fearful that they will influence their children's choices – they feel youth must make the best decisions for themselves. Also, teachers interact with children on the front lines daily and witness numerous opportunities to positively impact young children's love of learning, self-confidence, and attitudes towards change, success and failure.

This research validates the need for parents and educators to become attuned to how they can influence their young children's career development. Based on findings from the data, researchers are developing programs directed at parents and educators of young children. A handbook for practitioners will also be produced.



Dr Mildred Cahill
Professor, Department of
Education, Memorial University
of Newfoundland



Dr Edith Furey
Assistant Professor, Department
of Education, Memorial
University of Newfoundland

CERIC's view : Why this project matters

Educators (in high schools, colleges and universities) and employers (business, industry, public and private sector) struggle to prepare students and employees for productive work in today's society. This project shows us we must begin this mission earlier, as day-to-day opportunities present to parents, pre-school and primary teachers of young children. Children are naturally curious as they explore their environment and develop openness to learning about themselves and the world of work. By empowering and engaging parents and teachers, they will become more effective facilitators of this natural career development process.

Making It Work! Managing Successful Maternity Leave Career Transitions (2013)

In Canada, there is no singular career development resource that targets either employees experiencing maternity leave, or those employing them. Neither is there a resource that speaks to the diversity of women's experiences around maternity leave. The mechanics of these transitions are largely informed by law as opposed to best practices in career development or employee engagement.

Women account for approximately half of the labour force and of the working women who become mothers, roughly 90% will take a maternity leave. Women are also pursuing post-secondary education at increasingly high rates, yet remain vastly underrepresented across a variety of industries and leadership positions. As Canada's workplace and workforce continues to evolve, organizations and employees who equip themselves to effectively manage these transitions can work together to create respectful and inclusive environments that support each party in reaching its full potential. Two guides will be developed from this project. The first will inform and effectively equip

women with knowledge, skills and resources to better manage their maternity leave career transitions and to have more purposeful conversations regarding their career development with managers and HR personnel. The second will, likewise, inform and equip managers and HR personnel with knowledge, skills and resources to better assist employees through maternity leave transitions, and to have purposeful conversations regarding the employee's career development.

We hope that more outcomes can be realized, including improving engagement, organizational retention, developing best practices regarding maternity leave transitions, highlighting the inherent complexity of women's career development, and broadening the scope of career development by highlighting the expanding role of career practitioners. Through this partnership with CERIC, the Vanier Institute of the Family and Canada Career Counselling want to make a positive difference for women experiencing maternity leaves and for the organization's employing them.

CERIC's view : Why this project matters

A maternity leave career transition is a common experience for many women; it is a pivotal turning point for individuals and families. From an organizational standpoint, the issue of maternity leave transition is also critical when the cost of turnover and the demand for talent are so high. This project will help both a range of Canadian women as well as employers with transitioning to maternity leave and reintegrating back to work as part of the career planning process.



Laura Hambley
Registered Psychologist and Founder, Canada Career Counselling



Avra Davidoff
Registered Psychologist, Canada Career Counselling

Bridging Two Worlds: Culturally Responsive Career Development to Meet the Needs of Newcomer and Refugee Children in Canada (2014)

Approximately 240,000 newcomers settle in Canada each year and about 6,000 of these people are refugees under the age of 18 (Statistics Canada, 2012). By 2031, Statistics Canada projects that roughly 30% of the population will be a visible minority and 36% of these people will be under 15 years of age. Children and adolescents who have come from refugee backgrounds and are now attending schools in Canada represent a particularly vulnerable group of students – many have suffered from severe personal trauma, violence and loss.

Federal policies related to immigration have the greatest impact at the local level, in families, schools, communities, agencies and the workplace; however, little consideration has been made to plan programs and services to support newcomers in adjusting to life in Canada

and even less attention has been focused on helping refugees with school-to-work transition and career decision-making.

Investigating schools and communities in Calgary, Winnipeg, Charlottetown and St. John's, the research team is examining the strengths and weaknesses of these varying sizes of communities and their approaches to career development. This knowledge will contribute to identification of strategies for career exploration for refugee and newcomer youth; the development of new programs and services to meet the career development needs of refugee children; and, the preparation of counsellors and teachers who provide career development programs and services through the four Faculties of Education and the Departments of Education.

Through community forums



THE UNIVERSITY OF
WINNIPEG



Jan Stewart
Associate Professor, Faculty
of Education, University of
Winnipeg

and consultative workshops, participants in this research will develop recommendations for policy and practice – locally, provincially and nationally. Together, this interdisciplinary exchange of knowledge will contribute to enhanced understanding of the complex career development issues affecting newcomer/refugee students and it will develop a framework for best practices and principles to improve the capacity of career practitioners and career counsellors.

CERIC's view : Why this project matters

Canada is built on successive waves of immigrants. Our country's future is tied to our ability to effectively integrate newcomers who join us from all over the world. Newcomer and refugee youth in particular face unique obstacles in adapting to Canada, from social isolation to mismatches between home and school cultural values to poverty. Educators and career professionals who work with these students need to understand the barriers and how they impact career development. This project will allow practitioners to offer more effective supports, and enable newcomers to fully capitalize on the promise of Canada.

Strategic Priority #1: Research and 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.

Project Partnerships

In its efforts to improve the economic and social well-being of Canadians through improved career counselling and education programs, CERIC engages in a range of project partnerships. We work towards our mission through our own means as well as through external projects, collaborating with one or more partners in the spirit of innovation and co-operation. Project funding enables the creation of innovative research and learning resources in career counselling and career development.

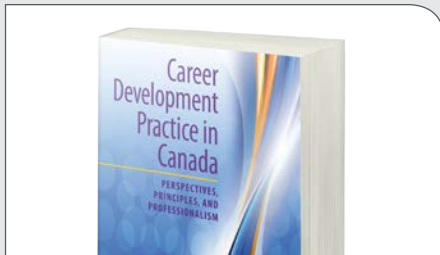
New, ongoing and completed projects in 2014:

- A new CERIC-funded partnership project with Canada Career Counselling and the Vanier Institute of the Family will develop user-friendly career development resources for women on maternity leave and their employers. Called *Making It Work! Managing Successful Maternity Leave Career Transitions*, the project uses the term “maternity leave” inclusively to describe maternity, parental and adoption leave.
- CERIC announced funding for *Career Services Guide: Supporting People Affected by Mental Health Issues*, a web-based training manual for career professionals that will improve employment and educational outcomes for people living with mental health issues. Our project partner, the Nova Scotia Career Development Association, is working on the toolkit with the Canadian Mental Health Association, Great-West Life Centre for Mental Health in the Workplace, Canadian Alliance on Mental Illness and Mental Health and more.
- CERIC is supporting the *Hope-Centred Career Interventions* project, led by Tannis Goddard, Dr Norman Amundson, Dr Spencer Niles and Dr Hyung Joon Yoon. The goal for the new project is to develop a range of counselling intervention methods and tools that can be used by career practitioners to bolster hope when engaging unemployed jobseekers in either face-to-face delivery or through online delivery.
- Thousands of refugee children arrive in Canada each year and struggle to fit into classrooms. Spearheaded by the University of Winnipeg’s Jan Stewart, a new CERIC-funded study, *Bridging Two Worlds: Culturally Responsive Career Development Programs and Services to Meet the Needs of Newcomer and Refugee Children in Canada*, aims to help these refugee youth navigate school and find meaningful careers.
- An ongoing CERIC-funded study by Memorial University researchers is examining the influence that parents and teachers have on the career development of young children. *Understanding Young Children’s Career Development as a Developmental/Relational Process: Engaging Parents, Schools and Community* focuses on the roles that parents and teachers play with children, pre-school to grade 3. A main goal of this study is to teach educators and parents to use dynamic and interactional career development strategies.
- A research project supported by CERIC is determining the factors that affect the development of career interests among adolescents and young adults, especially those deemed to be “at-risk.” This ongoing project, *Career Exploration: An Application of Social Cognitive Career Theory with At-Risk Adolescents and Young Adults*, is being undertaken in partnership with the University of Manitoba, University of Winnipeg and Career Trek Inc., a career development exploration program.
- CERIC completed its project with the Employment and Education Centre (EEC) to develop train-the-trainer webinars on *Legitimate Opportunities to Work from Home*. By educating career professionals on this growing trend and giving them ready-made tools, they are empowered to work confidently

Strategic Priority #1: Research and Learning

with their clients, opening up new options for employment for traditionally underserved groups, including people with disabilities, rural communities, caregivers and older workers.

Career Development Practice in Canada



In 2014, CERIC published the country's first comprehensive textbook designed to be used within curriculum and training for career practitioners. 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.

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

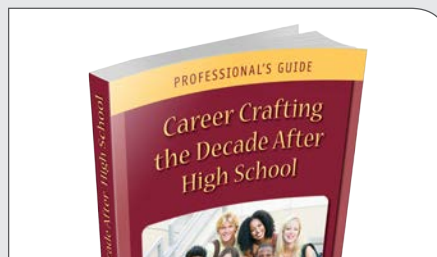
Pathways

- Section 6: Specialties in the Profession
- Section 7: New Directions and Emerging Trends in Career Development Practice

Contributors to the book are internationally recognized experts in the career development field in Canada including: Phil Jarvis, Roberta A. Neault, Nancy Arthur, Mark Franklin, Sandra Boyd, Kim Spurgeon, Bryan Hiebert and Kris Magnusson. Each of these thought leaders also participated in a series of free podcasts called *Texttalks* where they provided insights on their chapter in the text and discussed the state of career development in Canada.

Just under 1,000 textbooks were sold in the first year of publication, including to many universities and colleges that adopted it as their course text within career counselling and development programs. Government departments, associations and individual career professionals also purchased the text.

Career Crafting the Decade After High School: Professional's Guide



This past year, CERIC announced an update of its popular *The Decade After High School* guide for professionals. Led by researcher

Cathy Campbell, the project undertakes a substantive revision of our guidebook for career development professionals and educators who work with young people.

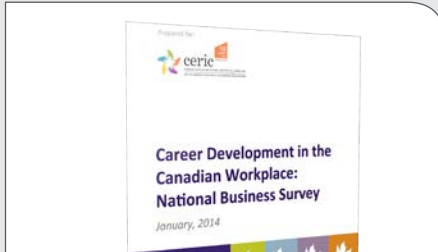
The revised book, called *Career Crafting the Decade After High School*, outlines in more detail the context in which young people's career journeys are unfolding and the strategies they use to find a career-related place. In doing so, it dispels the "Career Myth" that young people should follow a linear, predictable route from secondary school to post-secondary training, and then on to a permanent, full-time job.

The new guide introduces eight "Career Crafting" Techniques that career professionals can use to help young people be proactive in the face of uncertainty. The book seeks to reduce young people's anxiety and normalize unpredictability by acknowledging the existence of a range of factors that can change a young person's educational and occupational pathways.

Set for release at Cannexus in January 2015, the guide is to be available in print and ebook or the pdf can be downloaded for free.

Strategic Priority #1: Research and Learning

Environics National Business Survey: Career Development in the Canadian Workplace



CERIC commissioned Environics Research to conduct a survey of 500 Canadian business leaders about skills shortages and skills gaps, employee training and recruiting workers, as well as career management practices. Survey results were released in January 2014 and received widespread coverage including by *The Globe and Mail* and *Toronto Star*.

Co-sponsored by TD Bank Group, the survey found that a majority of executives (72%) perceive a gap between the skills they are looking for, and what most jobseekers have. There is an even split between those who feel the best way to close the gap is for employers to provide more training (43%), and those who say it is prospective employees who should better prepare themselves for the labour market (43%).

Nearly two-thirds of employers say they would hire an employee with the right soft skills and provide training on the more technical aspects of the job. Yet two out of three businesses (66%) have difficulty finding candidates with the soft skills they're looking for – a positive attitude, good communication ability and a strong work ethic.

Seven in 10 executives (71%) agree that employers have a responsibility to provide career management programs for their staff. However, only three in 10 (29%) say such programs are currently being offered by their organization.

Throughout the year, additional survey analysis was undertaken, including regional breakdowns and breakdowns by location (rural, outside major cities and major cities) with a breakdown by employer size forthcoming.

Canadian Career Development Researcher Database



CERIC launched the Canadian Career Development Researcher Database this past year to answer the question: "Who is doing what research in Canada"? This country is home to many leading researchers, whether at universities or within community-based settings, doing important work within the career development field. The database brings this rich information together in one easy-to-use searchable online resource.

Consistent with CERIC's strategic objectives, it is our intent that by documenting the research being done in Canada, we 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. The database is also of value to those seeking to learn about the latest research in any area of career development. Nearly 140 researchers have now been added to the database across 35 areas of interest related to career development.

Literature Searches

CERIC's literature searches compile comprehensive listings of key research and articles in career development. During 2014, new literature searches were added on:

- Military Transition to Civilian Careers
- Trends in E-counselling
- Meta-Analysis of Career Interventions
- Qualitative Assessment Techniques for Career Counsellors

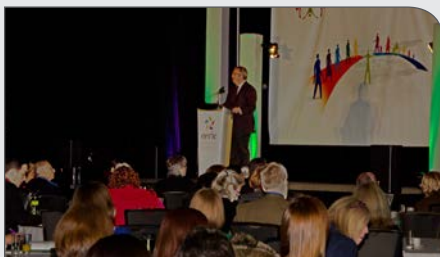
There are a total of 26 literature searches available, including Impact of Social Media on Career Counselling, Career Development Challenges Facing Immigrants, and Ethical Issues in Career Development.

Literature searches are of great value for anyone considering a submission to CERIC for project partnership funding in order to gain an overview of major work already done in an area.

Strategic Priority #1: Research and Learning

Providing opportunities for Canada's career development professionals to update their knowledge and skills is central to CERIC's work. Professionals who can translate the latest evidence-based research into their practice will be better suited to guide Canadians in their career development. From hosting Canada's largest bilingual career development conference to offering online training via webinar, CERIC continuously activated content into learning over the past year.

Cannexus National Career Development Conference



CERIC's 10th anniversary year started off on a high note with a successful Cannexus14 National Career Development Conference. Nearly 750 career development professionals from across Canada met at our new larger venue, the Ottawa Convention Centre, from January 20-22 for three days of professional development and a number of special events. Conference highlights included:

- Four inspiring keynotes: a motivating kick-off from Rich Feller about staying positive for clients; a personal address from Valerie Pringle about change; an energetic keynote from Jacques Demers on overcoming obstacles; and a passionate speech from Stephen Lewis about the impact that the global environment has on career development.
- The launch of Canada's first textbook in the field, *Career Development Practice in Canada*, which sold out on-site. And the release of the CERIC/Environics *National Business Survey* that received coverage in *The Globe and Mail* and *Toronto Star*.
- More than 130 education sessions. Some of the most popular sessions dealt with positive psychology, mental health, essential skills, mid-career change, social media and assessment strategies.
- A plenary panel of six Canadian leaders from business, education and government discussing the country's talent disconnect and what can be done about skills gaps. This represented the culmination of CERIC's year-long Canada's Career Imperative roundtables.



Feedback on the conference has been very positive. A total of

96% of attendees rated the conference as good to excellent with 84% of respondents indicating they plan to use what they learned at the conference right away to enhance their work.

"The most beneficial aspect of Cannexus was the variety of communities/provinces represented. I am from Montreal, and we often have opportunities to meet and exchange, but we never have the chance to speak with co-workers from other provinces, and that I find rich and pertinent."

– Julie Doré, Head, Employment Services, Montreal Downtown YMCA, QC



Cannexus14 was supported by The Counselling Foundation of Canada and a growing number of 29 supporting organizations as well as sponsors and exhibitors.

Strategic Priority #1: Research and Learning



A new Cannexus website was launched during 2014 featuring a fresh, clean design and optimized for mobile devices. The result: finding the latest conference information and registering is easier than ever.

Planning for Cannexus15 was underway throughout 2014. As the culmination of CERIC's 10th anniversary year, Cannexus15 was set to include a Skilled Trades Zone as well as *Spark!*, our take on TED Talks.

Graduate Student Engagement Program



Representing an opportunity for full-time graduate students whose focus is career development to learn more about the field, CERIC continued to offer the Graduate Student Engagement Program (GSEP).

Through this program, graduate students are introduced to CERIC and invited to compete for the Graduate Student Program Award, which provides funding to attend and present at the Cannexus National Career Development Conference.

GSEP members also write articles for CERIC's ContactPoint / OrientAction online communities, may submit to the peer-reviewed *The Canadian Journal of Career Development*, and connect with other graduate students through dedicated social media groups.

"GSEP offered me an opportunity to attend and present at Cannexus, but more importantly to get connected with those working in a field I felt so passionate about. Career is a lifelong process, as is the learning we will undergo, and GSEP is the perfect way to engage in the dialogue of the journey,"

– Angela Katsamakias, Master of Counselling Psychology Student, University of British Columbia

Summer Skills Academy



After a successful introduction the previous year, CERIC's Summer Skills Academy was back in 2014 to meet a need for training that is face-to-face, in-depth, and budget-conscious.

The 2014 Summer Skills Academy was held August 19-20 in Toronto. Designed for career practitioners, executive directors and other professionals with an interest in career development, this series of seminars covered a range of carefully selected topics delivered by leading experts.

- Working Effectively with Ambivalent Clients: Stages of Change and Motivational Interviewing – Roxanne Sawatzky
- Mental Health: Strategies to Manage Stress in Life and at Work – Beverly Beuermann-King
- Emotionally Intelligent (EI) Leadership: Discovering and Leveraging Your EI Strengths – Daniel Cushing

"The information was immediately useful. I was able to use the info my first day back at work and achieved success in a matter that was an issue for years."

– Charmaine Rodrick, Career Resource Advisor, Trent University Career Centre

Strategic Priority #1: Research and Learning

Webinars



Webinars deliver any time, any place learning that is both convenient and affordable. Through a variety of webinar offerings, CERIC has aimed to bring best practices, trends and how-to guidance to the desktops of career professionals.

Helping career clients negotiate salary, compensation and raises is an important part of the job for career development professionals, yet very few career professionals ever get any step-by-step training in how to do it. To fill this gap, CERIC presented a webinar series last fall: Coaching Career Clients Through Salary Negotiations with Karen James Chopra, author of a book on the subject and a former US trade negotiator.

During the past year, CERIC also continued its webinar partnership with the New Brunswick Career Development Action Group (NBCDAG) and hosted its first French-language webinar with Louis Cournoyer from the Université du Québec à Montréal.

As a part of the celebrations of CERIC's 10th anniversary in 2014, a series of very successful free anniversary webinars was offered with select project partners providing updates and

insights in their areas of career development research. Anniversary webinars were given by Dr Norman Amundson on Hope-Centred Career Interventions, author Cathy Campbell on Guiding Young People in the Decade After High School and First Work's Matt Wood on Emerging Green Jobs in Canada. More than 500 people participated in the free webinars.

Mini-Forums



In recent years, CERIC has been partnering with 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.

"It was an excellent event with extraordinary speakers. I want to thank you for supporting the association in bringing professional development activities to northern BC."

*– Azu Rudland, CCDP,
Accessibility Services Advisor,
Counselling and Advising,
College of New Caledonia,
Prince George, BC*

In 2014, CERIC partnered with the British Columbia Career Development Association on a Mini-Forum in Prince George, BC, bringing learning to a more remote area of the province where career professionals don't have easy access to local training opportunities. With a theme of "Inspiring Hope, Rekindling Passion," the full-day event in October featured Gray Poehnell and Peter Bailey, two leading experts in career development research and practice.

CERIC's support is intended to act as seed funding, helping to establish events that can then continue to recur and grow annually. This is the case with the Let's Get to Work Symposium, hosted by Career Trek in Winnipeg, MB. The event became self-sufficient in 2014, attracting over 110 delegates to discuss career development in Manitoba.

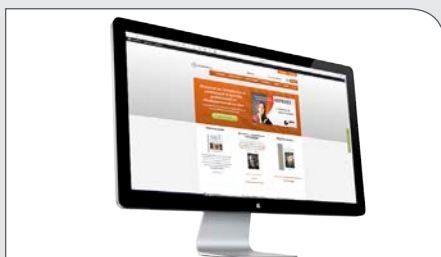
Past Mini-Forums have also been held in partnership with the Association of Career Professionals International (ACPI) Toronto and the Newfoundland and Labrador Association of Career Practitioners (NLACP).

Strategic Priority #2: Community Hub and Collaboration

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

Creating spaces for Canada's wide-ranging career development communities to come together to learn and to share remains a strategic priority for CERIC. Through our publications, websites and collaborative initiatives, we are committed to growing the capacity of the field to meet the evolving needs of Canadians, from students to mid-career changers to retirees, in an increasingly complex and ambiguous world.

ContactPoint / OrientAction Online Communities



Since ContactPoint's relaunch in 2013, the website has continued to evolve to meet the needs of Canada's career development professionals. ContactPoint is CERIC's free online community, which provides career resources, learning and networking for practitioners. OrientAction is the French sister site to ContactPoint,

run in partnership with la Société GRICS.

Some highlights of new content that has been added to ContactPoint:

- An Apps listing with apps that cover career coaching to labour market data
- A Call for Presenters section under Events as well as Training on Demand
- Guest blogging on Blogger Central to provide a larger diversity of voices and views
- An improved version of our popular career development wiki
- A News of the Sector section for posting updates and happenings
- A directory of 50 Campus Career Centres to facilitate information sharing

OrientAction was enhanced with a new Reports & Trends section that compiles the latest research and statistics related to career development and employment.

Led by the popularity of a job board for career professionals, ContactPoint and OrientAction continue to grow in usage with in excess of 143,000 unique visitors combined last year.

Glossary of Career Development



To coincide with Canada Career Week 2014, CERIC and the Canadian Council for Career Development (CCCD) collaborated

to launch the Glossary of Career Development. The glossary draws from CERIC's new *Career Development Practice in Canada* textbook as well as other formative sources.

Intended to serve as a resource for those working or studying in the field of career development, the glossary will also be of value to Canadians who are looking for definitions of terms in relation to their own careers.

Given the richness and diversity of the field, it is also hoped that this glossary can move us towards a common vocabulary and shared understanding of career development. With that in mind, the glossary is presented as a living document in the form of a "wiki" with everyone in career development invited to participate.

"What an invaluable reference document! As a career educator (check the glossary for what that means), the resource will contribute to my ongoing learning about our exciting field and support me in my work.... Thank you for creating a "Made in Canada" resource for the standard terms in our field."

*– Penny Freno, MA, HNCP,
Career Education Manager,
Simon Fraser University*

Strategic Priority #2: Community Hub and Collaboration

Careering Magazine

Over the course of 2014, CERIC published three issues of its flagship *Careering* magazine, in its second full year of operation. *Careering* is a bilingual resource by and for career development professionals in Canada that is distributed in both a print and digital format.



- The Winter edition of *Careering* marked CERIC's 10th anniversary with a theme "Looking Back, Reaching Forward" and included a series of "Top 10" articles: 10 ways to engage in children's career development; 10 ways that social media is changing the job search; and 10 past and future trends in career development in Canada.



- The Spring-Summer edition of *Careering* magazine had "Barriers to Employment" as its focus and brought career professionals practical tips on how to help clients surmount obstacles to finding meaningful work. Content explored understanding clients with

ASD; overcoming barriers for criminalized clients; and busting the myths about people with disabilities.



- "Disruptive Ideas" was the theme of the Fall edition of *Careering*. The goal of this issue was to make readers think. Provocative stories looked at how robots are taking over lower-skill occupations, an innovative approach to get university students thinking about what to do with their degrees, and a visit to the magical Korea Job World.

"This is a great magazine and recommended reading to all our staff!"

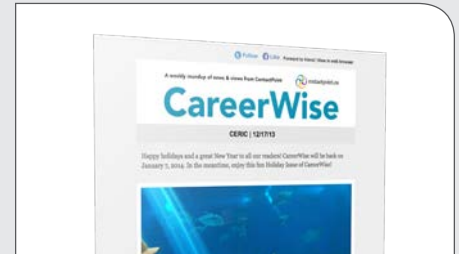
– Wendy Lau, CEO, Leads Employment Services

"Thank you! There are some really great articles that will help all career service workers understand the challenges of their clients with a fresh perspective."

– Neasa Martin, Neasa Martin & Associates

Careering magazine is free to access online, as are the back issues of its predecessor publication, *The Bulletin*, which published for 15 years.

Content Curation: Careerwise / En Bref



Each week, CERIC combs the web for the most noteworthy articles on career counselling and career development and packages them in its popular *CareerWise* newsletter. The French version, *En Bref*, come out every two weeks.

"I really appreciate the pertinent, clear, and concise articles that are offered – free of charge. It provides up to date information that I can share with students, friends, colleagues or family. Thank you. Keep up the good work!"

– Sandra Costanzo, Academic and Vocational Information Counsellor, English Montreal School Board

Strategic Priority #2: Community Hub and Collaboration

With time as such a precious resource, our content curation initiative keeps career development professionals current, delivering essential updates and thought-provoking reads from mainstream media to niche blogs.

During 2014, 51 issues of *CareerWise* were deployed and 25 issues of *En Bref*. Open rates are on average consistently close to 40%, double that for most non-profit newsletters.

The Canadian Journal of Career Development



The Canadian Journal
of Career Development

Revue canadienne de
développement de carrière

The Canadian Journal of Career Development, Canada's only peer-reviewed academic journal in the field, released two editions during the past year.

Featuring articles by leading Canadian and international contributors, new research in the journal has examined:

- Metaphors of Career Success: The Case of Middle Managers
- Development of the Multicultural and Social Justice Competencies (MCSJC) Scale for Career Development

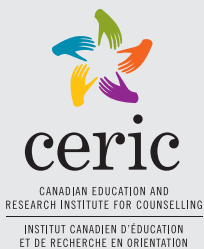
Practitioners

- Restoring Hope: Responding to Career Concerns of Immigrant Clients
- Constructing the Future in the Liminal Spaces Between Adolescence and Adulthood: Responsibilities, Careers and Social Contexts
- A Theoretical Model of the Antecedents of Educational Goal Commitment
- Assessing Sustainability-Enhancing Career Options
- Young Women Who Are Doing Well With Changes Affecting Their Work: Helping and Hindering Factors
- What Helps and Hinders the Hopefulness of Post-Secondary Students Who Have Experienced Significant Barriers
- Training Pre-Service Teachers in Career Education: Developing Foundational Perceptions, Knowledge and Skills
- Career Counselling With Community College Students: Applicability of a Narrative Approach
- Creating Hope, Opportunity and Results for Disadvantaged Youth: Part III

In 2014, the journal initiated a social media presence on LinkedIn and Facebook to help build the community of career development researchers and to provide a forum to discuss articles in the journal.



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. Current as well as all past issues of the journal can be accessed for free online.



The Counselling
Foundation of Canada



Strategic Priority #3: Advocacy and Profile

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

We know that career development and the professionals who practice it contribute not only to individuals finding satisfying work but to the economic and social wealth of our country. The challenge is that not all Canadians are aware of the profound impact that career development can have on their lives. CERIC engages in a number of profile-raising endeavours for the field that include events, competitions, awards, media outreach and stakeholder consultations.

National Challenge to Promote Career Development



CERIC launched the National Challenge to increase the recognition of the value of career counselling as well as career development professionals in Canada. The online competition was funded with a grant from The Counselling Foundation of Canada, in celebration of CERIC's 10th Anniversary.

A total of 80 creative ideas were received. A panel of judges

selected a short list of submissions and more than 4,500 votes were cast for the Top 10 Finalists, which included representation from education and community organizations across the country. The three winners were:

- Nathacha Courchesne, Université de Sherbrooke, "I'm investing in my development!" Her idea involves recruiting well-known individuals to star in video clips in which they talk about significant experiences where using a career development service made the difference for them.
- Juliana Wiens, Women's Employment Outreach in Halifax, "Career Development: It's not too late!" Her idea is for a marketing campaign that uses various forms of media to dispel the myth that career development is only for young people, and spreads the message that all Canadians of working age can benefit from career development services.
- John Horn, ThePotentiality.com in Vancouver, "Career Swap." This idea blends career development, experiential learning and reality television to engage youth aged 10-15 in meaningful career conversations and share their stories with the world.



Each winner received \$5,000 and a free registration to the Cannexus14

National Career Development Conference in Ottawa.

Etta St John Wileman Award



The Etta St John Wileman Award recognizes lifetime achievement in career development. Professor Bryan Hiebert accepted the award in 2014. The award is designed to celebrate individuals who have devoted their lives to furthering the profession of career development and have established themselves as leaders in the field.

An educator, researcher and author, Hiebert has helped to advance career development in Canada and around the world. He holds positions at the University of Calgary, University of Victoria and the University of Lethbridge.

The award, which is presented on a less than an annual basis, is given in the name of Etta St John Wileman. In the early 20th century, Wileman was a champion and crusader of career, work and workplace development in Canada. She was also a strong advocate for a national system of employment offices.

Strategic Priority #3: Advocacy and Profile

Canada's Career Imperative



CERIC hosted a series of roundtable events across Canada in 2013 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.

A total of 178 individuals participated in the roundtables in seven cities: Burlington, Toronto, Calgary, Regina, Montreal, Vancouver and Moncton with regional reports as well as a national report produced. The events were sponsored by economic development consulting firm Millier Dickinson Blais.



Canada's Career Imperative culminated with a special plenary panel at the Cannexus14 National Career Development Conference. The panelists, Ian Shugart, Deputy Minister, Employment and Social Development Canada; Steve West, CEO, Nordion (Canada) Inc.; Lauren Friese, Founder, Talent Egg; Brock Dickinson, Principal, Millier Dickinson Blais; Dan Kelly, President & CEO, Canadian Federation of Independent Business; and Dr Roseann O'Reilly Runte, President & Vice-Chancellor, Carleton University, brought the talent disconnect conversation to the national stage with their diverse perspectives.

Career Development Matters



Following the successful launch of its Career Development Matters

t-shirts, CERIC added toques to its offerings this past year to help continue to promote the value of career development.

The toques are the next step in our campaign to encourage career development professionals to have conversations in their communities about the difference their work makes. Conversations about why Career Development Matters are also taking place online at ceric.ca/askmewhy.

T-shirts remained strong sellers, with many career development professionals buying them for orientation weeks, outreach events and team-building activities in schools, on campus and within communities.

Career Development Matters gear was also made available in French (Le développement de carrière, ça compte!).

"The t-shirts worked out great! Our group of 32 Peer Helpers wore the shirts to outreach events around campus and during their office hours to promote the message."

– Melissa Turner, Co-operative Education & Career Services, University of Guelph

Advocacy and Profile

Road shows



CERIC once again hit the road, travelling to various locations throughout Canada over the course of 2014 for a series of networking meetings, where attendees were introduced to CERIC's programs and learned about the findings from CERIC's recent Environics National Business Survey.

Road shows are inclusive events, designed to allow conversations between all who have a stake in career development matters, including employment, community building and social issues. Many events are generously hosted by our partners in universities and non-profit agencies.

From April to November, CERIC held 14 road show meetings from Calgary to St. John's and a total of 335 stakeholders participated. With an increasing emphasis on francophone outreach, we were pleased to host our first French-language road shows in Ottawa, Montreal and Quebec City.

"I attended your wonderfully facilitated presentation this past week. There was a great deal of very insightful data that you shared. Thank you!"

– Lindsay Walton, Program Director, Open Door Development, Ottawa, ON

Events & Media



From the Economic Developers Conference of Ontario to the Alberta Career Development Association Conference, CERIC had a presence at 33 different conferences and events, making career professionals and other stakeholders aware of our organization and our resources that can help them in their work.

CERIC has also outreached to the media to share our research findings and our expertise. Much of our outreach during the past year focused on our new *Career Development Practice* book and our Environics National Business Survey.

There was coverage of CERIC and career development through a wide variety of channels, including *The Globe and Mail*, *Toronto Star*, Career Buzz Radio, *HR Professional* magazine and the Career Development Association of New Zealand magazine.



"Career counsellors are motivated by the satisfaction of helping their clients find meaningful, often life-changing career opportunities. They recognize that many Canadians struggle to find what it is they love to do, so career professionals see that they have a role in helping in that capacity as well."

– Riz Ibrahim, Executive Director, CERIC, quoted in The Globe and Mail, December 3, 2014

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.

Jan Basso

Chair
Wilfrid Laurier University
Waterloo, ON

Jennifer Browne

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

Mark Venning

Past Chair
Change Rangers
Oakville, ON

Barb Mason

Secretary/Treasurer
The Counselling
Foundation of Canada
Bracebridge, ON

Lorraine Boland

YES-Your Employment
Services
Thunder Bay, ON

Richard Buteau

Laval University
Quebec City, QC

Nancy Dube

YMCA of Sudbury
Sudbury, ON

John Horn (incoming)

Vancity Savings Credit
Union
Vancouver, BC

Don McCaskill (outgoing)

Frontier School Division
Winnipeg, MB

Carole MacFarlane

Education Consultant
Vancouver, BC

Michelle Pidgeon

Simon Fraser University
Surrey, BC

Robert Shea

Memorial University of
Newfoundland
St. John's, NL

Donald Lawson

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

Bruce Lawson

Executive Officer -
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 (outgoing)

City of Toronto
Toronto, ON

Liette Goyer (outgoing)

Laval University
Quebec City, QC

Lorraine Godden

Queen's University
Kingston, ON

Candy Ho (incoming)

Simon Fraser University
Burnaby, BC

Jeanette Hung

Dalhousie University
Halifax, NS

Jacque Latham (incoming)

Ontario School
Counsellors' Association
Wasaga Beach, ON

Cynthia Martiny

Université du Québec à
Montréal
Montreal, QC

Patricia Polischuk (incoming)

Knightsbridge
Waterloo, ON

Joan Schiebelbein

University of Alberta
Edmonton, AB

Dan Wise

YMCA of Greater Toronto
Toronto, ON

CERIC Advisory Committees

Continued

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 (outgoing)

YES-Youth Employment
Services
Thunder Bay, ON

Madelaine Currelly (incoming)

Community Training &
Development Centre
Cobourg, ON

Ilia Essopos (incoming)

Université du Québec à
Montréal
Montreal, QC

Barb Gustafson (incoming)

Saskatchewan Polytechnic-
Woodland Campus
Prince Albert, SK

Cathy Keates

Queen's University
Kingston, ON

Blessie Mathew (incoming)

University of Alberta
Edmonton, AB

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 (outgoing)

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

Krista Payne

Private Practice
St. John's, NL

André Raymond

Laval University
Quebec City, QC

Matt Wood (incoming)

First Work
Toronto, ON

Marc Verhoeve (outgoing)

Private Practice
Kitchener, ON

Anu Pala (outgoing)

A-Nu Vision Coaching and
Consulting
Vancouver, BC

CERIC Staff

Riz Ibrahim

Executive Director

Sharon Ferriss

Director, Marketing, Web
& New Media

Marilyn Van Norman

National Co-ordinator,
Outreach & Innovation

Norman Valdez

Digital Media &
Communications Manager

Catherine Ducharme

Content &
Communications
Co-ordinator

Carla Nolan

Sponsorship & Advertising
Manager

Susan G. Phillips

Conference & Event
Manager

Ashley Beaupre

Marketing & Events
Assistant

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.



CERIC would like to gratefully acknowledge the many volunteers across the country as well as staff whose leadership and commitment over the last 10 years has helped to shape CERIC into the organization that is today.

Past Board and Committee Volunteers: 2004 - 2014

Gary Agnew	Joanne Goodpipe	Donald G. Lawson	Kendra Reddy
Linda Alexander	Andre Gosselin	Douglas Lawson	Yvonne Rodney
Louise Armerding	Diana Hall	Yvonne Lawson	Nancy Schaefer
Gregg Blachford	Paul Hartung	Micheline Locas	Barbara Smith
Serge Blais	Daniel Hirschhorn	Priya Mani	Julie Stitt
Rebecca Burwell	Kim Hollihan	Laurent Matte	Anne Tower
Mildred Cahill	Elizabeth Hugessen	Rob McLennan	Marilyn Van Norman
Cathy Campbell	Lynn Hunter	Michelle Murray	Jennifer York
Pierre Deslauriers	Sharon Kalbfleisch	Nathalie Perreault	Karen Youden Walsh
Rita Douglas	Edward Kidd	Paula Pothier	
Jean Faulds	Sherry Knight	Marie-Josée Pouliotte	

Past Staff

Jaz Bruhn
Jennifer Forde
Dora Freedman
Zohair Harianawala
Peter Ono
Gilles Paquette
Marni Schecter-Taylor
Reinhold Schieber
Amber Taverner



2004-2014

Financial Performance

Revenue

	2014 Year ended December 31, 2014	2013 Year ended December 31, 2013
The Counselling Foundation of Canada	799,530	687,891
Conference	381,963	351,364
Partnership agreement grants	203,805	170,912
Program delivery grants	144,250	144,252
Sales and other	46,873	68,864
Sponsorship	-	10,000

Expenditures

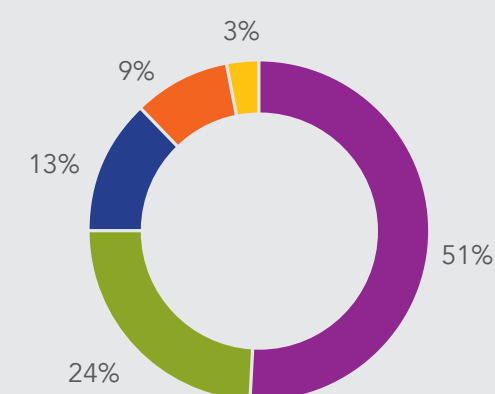
Salaries, benefits and contract labour	549,327	525,882
Conference	348,415	279,639
Partnership agreement grants	203,805	170,912
Program delivery grants	144,250	144,252
Occupancy costs	53,359	51,956
Office and general	48,458	39,517
Purchased services	47,898	76,703
Advertising and promotion	43,779	46,831
Other	42,755	35,699
Professional fees	31,260	30,713
Telecommunication	9,592	16,235
Insurance	6,570	6,478
Supplies	4,282	5,268
Travel	3,854	6,762
Interest and bank charges	3,716	4,362
Amortization	2,934	2,934
Meeting expenses	1,062	661
Total	1,545,316	1,444,804

Excess of revenue over expenditures (expenditures over revenue)

Total	31,105	(11,521)
--------------	---------------	-----------------

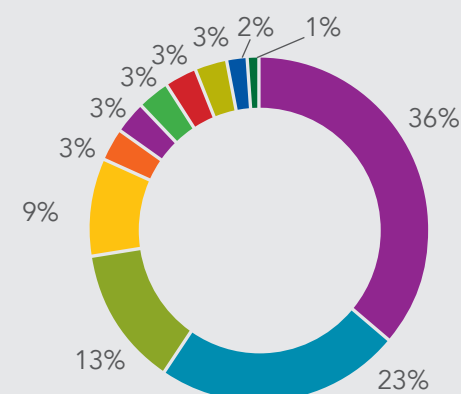
Revenue

- The Counselling Foundation of Canada
- Conference
- Partnership agreement grants
- Program delivery grants
- Sales and other



Expenditures

- Salaries, benefits and contract labour
- Conference
- Partnership agreement grants
- Program delivery grants
- Occupancy costs
- Office and general
- Purchased services
- Advertising and promotion
- Other
- Professional fees
- Telecommunication



About CERIC



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.



**CERIC (Canadian Education and
Research Institute for Counselling)**

18 Spadina Road, Suite 200
Toronto, ON M5R 2S7
T 416.929.2510 F 416.923.2536
E admin@ceric.ca

Connect with us:

 ceric.ca/linkedin

 ceric.ca/twitter

 ceric.ca/facebook

 ceric.ca/youtube



CERIC is supported by The Counselling Foundation of Canada.
Charitable registration # 86093 7911 RR0001

