



ceric

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

2015 Annual Report



A look back at the first year of our second decade...

**Realizing our potential by expanding partnerships to
impact career development for Canadians**

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.

Table of Contents

What We Do	3
Message from the Board Chair & Executive Director	4
2015 Impact at a Glance	6
Year in Review	7
CERIC Board of Directors and Advisory Committees	18
Financial Performance	23



What We Do

CERIC is a charitable organization that advances education and research in career counselling and career development in order to increase the economic and social well-being of Canadians. We fund projects and run programs that develop and share innovative resources to build the knowledge and skills of diverse career professionals.

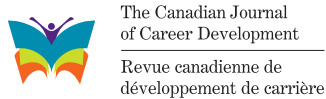
STRATEGIC PROGRAMS



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



ContactPoint is a Canadian online community program providing career resources, learning and networking for practitioners. OrientAction is ContactPoint's French sister site.



The Canadian Journal of Career Development is a peer-reviewed publication of career-related academic research and best practices from Canada and around the world.

SUPPORTING ORGANIZATIONS



Message from the Board Chair & Executive Director

2015 marked our first year of the second decade of operation for CERIC.

Our defining decade was marked with many firsts, myriad initiatives and opportunities. As we launched into our second decade, we hoped to build on the momentum and successes of those first 10 years.

We continued with our commitment to our three strategic priority areas: 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; Champion and enable inclusive, multi-sectoral communication and collaboration with career development stakeholders; and, Facilitate conversations between career practitioners and their constituents and communities to raise the profile and value of the career development field. In fact, many of our activities over the course of the year cross cut all of these important priority areas.

CANNEXUS

Cannexus15 garnered 773 attendees, an increase from previous years. With keynoters Nancy Arthur, Jaime Watt and The Right Honourable Adrienne Clarkson anchoring the event, we introduced Spark!, our take on TEDTalks, meant to ignite different ways of thinking and doing. We also introduced Mega Sessions which focused delegate training and education around four key topic areas. Both of these enhancements were extremely well received and have become a staple at Cannexus. The spirit of collaboration and community building has been rich in the Cannexus tradition and 2015 was no exception. We had 36 supporting organizations lend their voice and support to the

conference (as compared to 29 the year before). We brought our delegates closer to a hands-on trades oriented experience by launching a Skilled Trades and Technology Activity Zone courtesy of Skills Canada with kiosks on virtual welding and more.

Indeed, 2015 marked many areas of collaboration for CERIC as a whole. We infused our planning for Cannexus16 with collaborative elements: creating “Zones” which required collaboration with various stakeholders to fund and populate tabletop displays around a range of relevant themes; nurturing the idea of workforce planning and development into our programming through collaboration with MDB Insight; and, embedding an Aging Workforce Symposium into the conference through collaboration with CEDEC, a Quebec based economic development consultancy. We collaborated with the National Career Development Association (NCDA) on a PDI (Professional Development Institute) organized in Vancouver in October. We continued to collaborate with the New Brunswick Career Development Action Group (NBCDAG) to co-present webinars. We also continued to collaborate with provincial career development associations in PEI and BC to offer Mini-Forums.

PROJECT PARTNERSHIPS

Our Project Partnerships are also based on a collaborative model and are often cross-sectoral. As such, we initiated new projects around *Investigating our Understanding of Computing Sub-Disciplines*, *Creation of an Employability Guide for Inuit Clients*,

and Redirection: Work and Later Life Career Development with Mount Royal University, Regroupement québécois des organismes pour le développement de l'employabilité (RQuODE) and York University, respectively. Through our work with the University of Winnipeg, CERIC was also deemed a MITACS-eligible organization, adding an extra dimension to our funding collaboration for projects. These collaborations opened up broader engagement with different stakeholders, initiatives and partners. They also opened up an opportunity for us to create a new class of engagement in our projects for “Knowledge Champions” who provide financial support to help us develop and disseminate project outputs.

CAREERWISE

We also set out to syndicate our popular *CareerWise* content curation service. While we were excited by the reactions from various stakeholders in multiple jurisdictions about this idea, it was one that was not able to be realized over the course of the year. We learned that some collaborations take more time to nurture and actualize. We were hopeful that content syndication would still be possible in the year ahead.

MILITARY TO CIVILIAN EMPLOYMENT GUIDE

In 2015, CERIC also took a very proactive approach to project development. With a focus on collaboration, CERIC engaged with Canada Company to develop *Military to Civilian Employment: A Career Practitioner's Guide*. This project, supported by Veterans Affairs Canada, Canadian Armed Forces and Military Family Services, produced

an English and French guide that filled a gap identified by CERIC and verified by career professionals. Eight Knowledge Champions provided the necessary financial support to realize this project and the guides were readied to be launched at Cannexus16. This proactive, collaborative partnership model is one we hope to deploy for future projects, an intent of CERIC's creation a decade earlier. To this end, in 2015 CERIC commenced proactively exploring a research project within the post-secondary sphere.

IMPACT

We also spent some time and energy exploring the impact CERIC is having through our work. We increased our emphasis on evaluation within our funded projects and within our internally-driven initiatives. We noted the significant increase in downloads of resources through our online assets, whether it be *Career Services Guide: Supporting People Affected by Mental Health Issues* or *Career Crafting the Decade After High School*. Through our 2015 Survey of Career Service Professionals, we also asked career professionals about the impact of CERIC on their work.

INVESTMENTS

Our investments in 2015 were not solely directed at career professional

communities. Internally, we focused on planning and education of our Board and committee volunteers: through concepts of Generative Thinking, new out-of-the-box approaches were evoked; we updated our volunteer orientation materials and developed a first decade orientation video that highlights the original vision and intent behind our organization; and, we connected with more students in our volunteer structure through the Graduate Student Engagement Program (GSEP). We also enhanced our staffing capabilities and added to our complement two paid interns through Career Edge.

11 YEARS

As we ended our 11th year of operation, we felt confident in the implementation of another successful national conference, launching another much-needed publication, releasing another issue of a widely-read industry magazine, and most of all, having another opportunity to be inspired by the hard work of Canadian career professionals.

WE MOVED!

We also ended the year with great excitement as we moved into a new office space – a space to help realize the potential of our second decade. Co-located with The Counselling Foundation of Canada as well as a number of

other philanthropic and non-profit organizations, our move to Foundation House in December signalled an opportunity to explore peer learning, knowledge sharing and collaboration.

The work that CERIC undertakes year after year is grounded by the strong commitment of its Board and Advisory Committee volunteers, the myriad supporting organizations that promote Cannexus and our surveys and projects alike, our event and project sponsors and partners, and a crew of tireless and truly talented staff. To each and everyone of them – thank you!

Our efforts in 2015, and indeed over the previous decade, could not have been imagined nor be possible were it not for the visionary support of The Counselling Foundation of Canada and its Chair Emeritus, Donald G. Lawson, the recipient of the Etta St John Wileman Award in 2015 for his lifetime commitment to advancing career development in Canada. Lastly, a special thanks to Bruce Lawson, President and CEO of The Counselling Foundation of Canada and the Foundation Board for their continued commitment to CERIC and to the work of career professionals across Canada.



Jan Basso
Board Chair



Riz Ibrahim
Executive Director

Sincerely,

Jan Basso
Board Chair

Riz Ibrahim
Executive Director

2015 Impact at a Glance

PUBLICATIONS ACCESSED

Career Crafting
free downloads **1,974**

Mental Health
free downloads **3,626**

Textbook copies
distributed
(incl. 2014) **1,274**

RESEARCH

8 Letters of Intent Received

4 New Projects Funded

7 Literature Searches Added

CANNEXUS15 CONFERENCE

773 Registrations

36 Supporting organizations

32 Exhibitors

EVENT PARTICIPATION

48 Summer Skills

580 Webinars

240 Mini-Forums

ONLINE COMMUNITIES

119,387 ContactPoint visits

154,165 OrientAction visits

THE CANADIAN JOURNAL OF CAREER DEVELOPMENT

2 Issues

24 Contributors

6,481 Subscribers

OUTREACH

33 Conferences with a CERIC presence

43 Articles published

351 Roadshow attendees

SOCIAL MEDIA

1,864 CERIC LinkedIn group members

703 Facebook likes

2,446 Twitter followers

Year in Review

▶ Strategic Priority: 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.

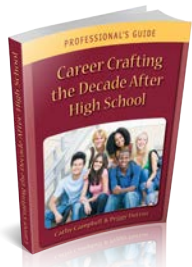
Project Partnerships

CERIC engages in a range of project partnerships, providing funding to partners to enable the creation of innovative research and learning resources in career counselling and career development.

Completed Projects

These projects wrapped up during 2015, including the launch of several new publications.

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



Based on popular demand, CERIC worked with researcher Cathy Campbell, PhD, to publish an enhanced and updated edition of the Decade After High School guide. The new edition begins 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

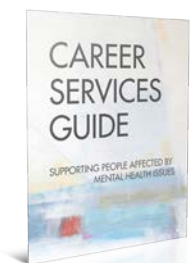
training, and then on to permanent, full-time jobs. It then introduces eight “Career Crafting” techniques that integrate chaos-friendly approaches to career counselling and emphasize the fluidity of young people’s career journeys.

A total of 1,974 copies of the free pdf of this guide were downloaded.

“I absolutely love this book! It combines up-to-date scholarship with practical examples and a great layout. While the focus of this book is on youth, the information and practical strategies have application to career counsellors working with clients of all ages. This book deserves to be read and reread.”

– Dr Norman Amundson, Professor, Counselling Psychology, University of British Columbia

Career Services Guide: Supporting People Affected by Mental Health Issues



This CERIC project brought together an impressive group of partners to produce a guide that seeks to improve the employment outcomes for the one in five Canadians who experience a mental health issue. Led by the Nova Scotia Career Development Association, and including organizations such as Great-West Life Centre for Mental Health in the Workplace and the Canadian Mental

Health Association, the guide provides practitioners with best practices in supporting clients with mental illness who want and are able to work, and promotes employment as a critical cornerstone of social inclusion.

A total of 3,626 copies of the free pdf of this guide were downloaded. A French translation of the guide was also undertaken.

“Thank you for developing *Career Services Guide: Supporting People Affected By Mental Health Issues*. More folks with mental health issues need the opportunity to work. This topic is extremely important to ME. I have, by and large, stayed well for ages by being employed. Work has truly been HEALING. Thanks for making your focus something THIS important.”

– Cheryl Yarek, Case Manager/Peer Support Worker, Trillium Health Centre

Completed Projects continued...

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



A research project that involved 500 students in grades 3-12 from four school districts in Manitoba was concluded, examining how children's career interests change through adolescence and the factors that affect their interests, such as parents. Undertaken by Career Trek, in partnership with the University of Winnipeg and the University of Manitoba, the CERIC-funded research found that

Grade 5/6 students demonstrated a significantly greater capacity to engage in career exploration compared to more senior students, pointing to the most effective interventions at different grade levels.

The study was covered in an article in *The Globe and Mail* and is informing work in schools and community-based organizations serving youth.

"It's never too young to get children thinking about their career opportunities in subtle, age-appropriate ways. The sweet spot to capturing a child's imagination with respect to work seems to occur around Grades 5 and 6, according to research by Career Trek in partnership with the University of Winnipeg and the University of Manitoba."

– Leah Eichler, *The Globe and Mail*

Legitimate Opportunities to Work from Home



Created by the Employment and Education Centre (EEC) in Brockville, ON, in partnership with CERIC, this project educates career professionals on advising clients who are seeking work-from-home opportunities and want to avoid scams. With this knowledge, new employment options are opened up for traditionally underserved client groups including people with disabilities, rural communities, Aboriginal communities, newcomers,

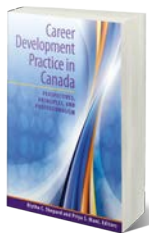
caregivers and older workers. Materials from this project were made available for free online. They include a workbook for practitioners to build their work-from-home knowledge and a client handout with 70 validated opportunities, from telephone-based work to e-learning to translation.

A total of 64 career professionals across Canada were trained in Legitimate Opportunities to Work from Home through a train-the-trainer webinar series.

"One of the biggest comments I hear in talking to people about work-from-home opportunities is how afraid they are of the scams. That's tragic! There are so many legitimate work-from-home opportunities out there just waiting for qualified, self-directed people that fear should not be a barrier to success."

– Anne-Marie Rolfe, *Work from Home Champion*

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



While launched in 2014, Canada's first comprehensive career development textbook, continued to be used as a learning tool for students, a resource for educators and a reference for career practitioners in the field. The CERIC publication was edited by Blythe C. Shepard of the University of Lethbridge and Priya S. Mani of the University of

Manitoba and includes contributions from 45 internationally recognized experts and thought leaders in the career development field in Canada.

Available for sale, 1,274 copies of the textbook have been distributed. The book has also been used by at least one provincial Ministry of Education in its curriculum development.

"As a career counsellor educator, I have had to piece together diverse resources to meet the needs of the learners. No more! Now we have a comprehensive text focused on Canadian career development, one that eloquently articulates multiple perspectives, established principles, and standards of professional practice."

– Rob Straby, Professor, Career Development Certificate Program, Conestoga College

Year in Review

Ongoing Projects

These projects were in development during the course of 2015, with outputs expected in 2016 and beyond.

Military to Civilian Employment: A Career Practitioner's Guide



This project involved a new and promising model of project development for CERIC. Having identified a need among career professionals for a resource to assist veterans in successfully transitioning to civilian employment, CERIC brought together the project partners and funding to make it possible. Working with Canada Company, a charitable organization founded by the Canadian business community to serve the military, and in collaboration with the Canadian Armed Forces, Veterans Affairs Canada and

Military Family Services, CERIC developed a bilingual guide set to launch in January 2016. A group of eight Knowledge Champions provided financial support.

The guide is intended to deliver insights into military life and how to translate military experience and training into civilian terms, in order to help the on average 5,000 highly skilled Canadians who exit the military each year find good jobs.

Making It Work! Managing Successful Maternity Leave Career Transitions



With this project, Canada Career Counselling is seeking to understand the gap in women's career development and develop resources for maternity leave career transition. Currently, existing resources relate largely to legal requirements, post-partum depression, or work/life balance. This CERIC project will enable a proactive, positive approach by developing socially inclusive, Canadian-

specific career management guides for two audiences: 1) Women transitioning to maternity leave and reintegrating to work after maternity leave and 2) Employers who want to focus on talent retention and employee development for female employees navigating maternity leave.

The guides, which will be available as free pdfs, are expected to be ready in Spring 2016.

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



When should career education begin? That's the premise of a multi-year Memorial University research project that is underway. The CERIC-funded study looks at young children's career development from their own perspective as well as that of parents/guardians and teachers. As told by young children (three to nine

years) using a variety of play media, the study explores concepts like present/future, role models and what is "work." Research findings are expected to support parents and teachers in using dynamic and interactional career development strategies.

A handbook for career practitioners will also be produced.

Hope-Centred Career Interventions



We know that without hope, most career development interventions with clients will be ineffective. What this research project seeks is to evaluate the impact of various hope-based intervention methods (both face-to-face and online) with unemployed adults.

The methods include a range of questions, metaphors, storytelling and behavioural practice. **CERIC's first international project, it includes researchers from MixtMode, University of British Columbia, College of William and Mary in the US and Al Akhawayn University in Morocco.**

Year in Review

Ongoing Projects continued...

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



Led by the University of Winnipeg, researchers in Canada have partnered to learn about the shared and disparate approaches to career development for refugee and newcomer children. There are approximately 240,000 newcomers who settle in Canada each year and about 6,000 of these people are refugees under the age of 18. This CERIC-supported research will produce recommendations for how schools and communities can

foster informed career decision-making and successful school-to-work transition through culturally appropriate career counselling and career development programs.

The research will also inform the preparation of counsellors and teachers who provide career development services through four Faculties of Education and the Ministries of Education (Alberta, Manitoba, PEI and Newfoundland).

New Projects

These are new projects that were announced in 2015 and getting underway.

Reference Guide to Optimize Employability Interventions with Inuit Clients



In the absence of specific tools to foster the integration and employment of Inuit people, CERIC is working with the Regroupement Québécois des organismes pour le développement de l'employabilité (RQuODE) to meet this need. A bilingual reference guide (English and French) is in development that will assist those working with Inuit clientele in Montreal and Nunavik (Northern Quebec).

Integrating Inuit clients into the job market is anticipated to have a multiplier effect on the social and economic development of families and northern communities by, among other things, encouraging school retention among youth and enabling better integration of this workforce into growth sectors such as natural resources.

Redirection: Work and Later Life Career Development



A new study funded by CERIC will examine how Canadians in their 50s, 60s and 70s are seeking out second and third careers as "retirement" is redefined. Led by York University, the project will also look at how career professionals can best assist older adults in their career development. Research indicates a trend towards delayed retirement as well as an increase in the employment rate of older Canadians.

The project will investigate this new phase of later life career that York's Dr Suzanne Cook has coined "redirection." Redirection moves beyond traditional notions of retirement to view this stage as one of renewal, reinvention, learning and growth.

OTHER HIGHLIGHTS SUPPORTING RESEARCH & LEARNING

- CERIC's Graduate Student Engagement Program (GSEP) continued its outreach to Canada's full-time graduate students whose academic research is in career development or related areas. Through providing opportunities to write for publication, present at Cannexus and connect to other graduate students, CERIC is supporting the next generation of researchers in the field.
- By the end of 2015, CERIC had created a total of 33 literatures searches to support anyone doing research in career development. Seven new literature searches were added during the year on: Persons with Disabilities and Career Development, Vocational Education and Training, Prior Learning Assessment Recognition, Workforce Planning and Development, Career Counselling Competencies, Transitions from Athletic Careers, and Economic Benefits of Career Guidance.
- The *From My Perspective* guides for University/College Career Centre and Career/Employment Centre Management were updated by author Marilyn Van Norman. These guides (available as free pdfs) touch upon fundamental organizational capacity issues such as staffing, financing, programming, profile establishment and maintenance, as well as essential ingredients for success such as strategic planning and evaluation.
- Launched the previous year, CERIC maintained its Canadian Career Development Researcher Database. The searchable online database answers the question: Who Is Doing What Research in Canada? whether in universities or community-based settings. It is intended to be used by the field to identify potential research partners and future research directions. There are 160 researchers included across 40 areas of interest.
- In 2015, CERIC realized a long-standing goal of moving its entire project funding application process online. The result will be more streamlined project submissions for new applicants, easier project administration for CERIC and simplified project reporting for existing partners.

Year in Review

New Projects continued...

Investigating Students' Knowledge of the Computing Sub-Disciplines: Recommendations for Career Counsellors and Curriculum Developers



Over the past 15 years, computing has undergone significant change, resulting in five sub-disciplines (or career areas) which are distinct from one another. With the support of CERIC, Mount Royal University is undertaking a project to improve career counselling for students interested in information and computer technology.

The project will produce a guide for secondary and post-secondary counsellors as well as academic advisors to support students with accurate discipline information. Another guide for students will allow them to make computing career choices more in line with their values and interests.

Creating a Lifelong Career Development Model



A follow up to an earlier CERIC-funded study, the University of Manitoba and University of Winnipeg are working with Career Trek to extend our knowledge of

children's career development theory, and better understand how youth make career-related decisions and how to best support them in this process.

Surveys

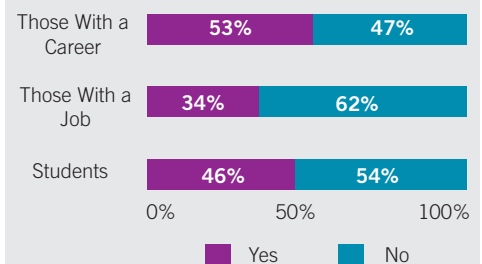
CERIC conducts regular surveys of Canadians, employers and career service professionals in order to track trends in attitudes, behaviours and needs related to career development.

National Survey: Accessing Career and Employment Counselling Services

In order to gain a fresh perspective on how Canadians use and access career and employment counselling services, CERIC along with The Counselling Foundation of Canada commissioned Navigator Ltd to conduct a nationwide survey of 1,500 adult Canadians. Survey findings, released at Cannexus15, reveal who is

most likely to access career services: those who define themselves as having a "career," those who say they have a "job" or students. Findings also explore which types of career professionals Canadians are most likely to meet with, perceived effectiveness, and barriers to accessing career services.

CANADIANS ARE ACCESSING CAREER COUNSELLING SERVICES



CERIC 2015 Survey of Career Service Professionals

Conducted every four years, the 2015 edition of the CERIC Survey of Career Service Professionals went to field in the fall. With the assistance of many supporting organizations who shared the survey with their networks, the online survey was completed by a remarkable 1,004 career service professionals across Canada from

October 19-November 20, 2015. The survey provides a demographic snapshot of Canada's career services community and examines professional development needs and research trends as well as delves into current challenges facing the sector. It serves to identify sector realities that inform CERIC's programs.

Results of the survey are planned for release at the Cannexus16 conference, along with a series of articles, infographics, webinars and presentations to share the findings throughout 2016.

Learning

From Canada's National Career Development conference to webinars, enhancing the knowledge and skills of Canada's career development professionals is core to CERIC.

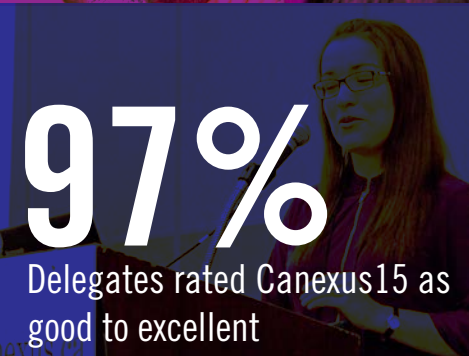
Cannexus National Career Development Conference



Attendees



Educational sessions



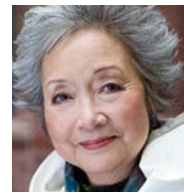
Delegates rated Canexus15 as good to excellent

“It was beneficial to see how Career Development Practitioners face the same challenges across the board, though I am from a small part of Canada. Another great experience was the keynote speakers. I will never ever forget their speeches and how they made such an impact on me.”

– Margaret Nakashuk, Acting Manager, Career Development, Government of Nunavut



Cannexus15



With a record 773 attendees, Cannexus15 brought together career development professionals from across Canada and beyond to exchange information and explore innovative approaches in the field. Career counsellors, employment advisors and coaches representing K-12, post-secondary, community agencies, government and private sectors gathered Jan. 26-28, 2015 in Ottawa. Delegates included international participants from the United States, Netherlands, Brazil and Japan.

The 2015 Cannexus conference marked the end of CERIC's 10th anniversary year with many special program highlights:

- Thought-provoking keynotes by Jaime Watt on influencing public opinion, Professor Nancy Arthur on advocating for social justice, and The Right Honourable Adrienne Clarkson on her journey from refugee to Governor General
- Launch of *Career Crafting the Decade After High School: Professional's Guide*, which offers a powerful and insightful portrait of the early career journeys that young adults undertake, told in their own words
- Introduction of TED-style talks called Spark! with insights from speakers such as Colette Murphy (Atkinson Foundation) on creating decent work for all, Mark Wafer (Tim Hortons) on hiring people with disabilities and Alyse Schacter (University of Ottawa) on living with mental illness
- More than 150 different education sessions. Sessions on military to civilian career transition resulted in media

coverage from the *Ottawa Citizen* and CBC radio's *Ottawa Morning*. Mega Sessions with high-profile presenters were a new addition in 2015

- In partnership with Skills Canada, an interactive Skilled Trades & Technology Activity Zone became part of the Exhibitor Showcase to give career practitioners a chance to “try a trade” and learn more about skilled trades as career options

A total of 97% of delegates rated Cannexus as good to excellent in their post-conference survey. As well, 85% of delegates reported they would use what they learned right away at work. Cannexus15 was made possible with the contributions of founding sponsor The Counselling Foundation of Canada, 36 supporting organizations and many valued sponsors and exhibitors.

Extensive planning for Cannexus16 took place over the course of 2015. Cannexus16 was set to mark the 10th anniversary of Canada's National Career Development Conference. A new partnership was struck with Quebec-based CEDEC to add a Symposium on the Aging Workforce to the Cannexus program. Other new additions to the conference were to include dedicated programming around workforce planning, an expanded set of exhibition “Zones” focused on particular themes such as social enterprise, the launch of *Military to Civilian Employment: A Career Practitioner's Guide* as well as the return of the popular Spark! and Mega Sessions.

Year in Review

Learning continued...

Summer Skills Academy



CERIC Summer Skills Academy returned in 2015 with a new format and new location but same goal to provide in-depth, face-to-face, budget-friendly training for career professionals and managers. The event took place July 7, 8 & 9 at CERIC's office in Toronto and shifted to a one-day seminar format, with a different seminar each day. A total of 48 individuals attended. Seminars held were:

- Mark Franklin, Career Cycles, and Rich Feller, Colorado State University - *Help Clients Gain Clarity From Their Stories: The Narrative Approach*
- Lisa Taylor, President, Challenge Factory - *Trailblazer Toolkit: How New Labour Market Trends Drive Your Career Services Success*
- Dan Walmsely, Facilitator, Performer & Coach (KEYS Job Centre) - *Job Search Zombies: Motivating the Unmotivated Jobseeker*

"Useful information, resources and tools I will be able to incorporate into my practice as well as in my personal life. Interactive presentation of content was very helpful."

- Ginette Comeau-Roy, Program Manager, Sudbury Vocational Resource Centre

Mini-Forums



Over the past several 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.

In 2015, CERIC partnered for the first time with the Career Development Association of PEI (CDA PEI) to support its "Career Matters 2015" conference, which took place on October 8 and brought together 115 local stakeholders to take steps towards a long-term PEI model of career development services for individuals entering or in the workforce.

Manitoba-based Career Trek hosted another annual offering of its Let's Get to Work Symposium, a Mini-Forum first seeded by CERIC that has since become a self-sufficient event. The 2015 edition held on November 6, brought together 125 professionals to explore where the intersections between career development, employment and education can be found and to develop a greater sense of shared responsibility.

A Mini-Forum was also planned with the British Columbia Career Development Association (BCCDA) for January 2016.



"Attendance was up, the number of exhibitors was up, and the energy level was up. I can honestly say this was our most successful event to date."

- Darrell Cole, Let's Get to Work Steering Committee member and CEO, Career Trek

Webinars

“We have seen excellent results collaborating with CERIC. This is a team effort and we are so happy to work with you on this professional development opportunity for our members and career professionals across Canada. I think this is a fabulous partnership!”

– Jon Fairweather, Co-Chair, New Brunswick Career Development Action Group (NBCDAG)

CERIC saw significant growth in its webinar participation in 2015 as more career professionals took advantage of convenient and accessible learning. Webinars came in a variety of flavours: free and paid as well as single webinars and series. Partnerships continued to form the foundation of CERIC’s webinar approach with the renewal of a webinar partnership with the New Brunswick Career Development Association (NBCDAG) as well as discussions underway with other provincial career associations to offer joint webinars.

A spring NBCDAG partner webinar series featuring Denise Bissonnette on Resilience



drew 74 registrations and another webinar series in the fall with Roxanne Sawatzky on Motivational Interviewing had 141 participants. A free webinar with Cathy Campbell, author of *Career Crafting the Decade After High School* registered 335 participants.



Strategic Priority: Community Hub and Collaboration

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

CERIC brings Canada’s career development professionals together to collaborate through its publications and web communities with an emphasis on sharing experiences and innovative practices.

ContactPoint/OrientAction



contactpoint.ca
orientaction.ca



CERIC continued to operate its free online communities with their long-standing role of providing career resources, learning and networking for practitioners. ContactPoint is the English-language site and OrientAction is the French version, which is maintained in partnership with Quebec-based GRICS. With job and events listings as staples of the sites, membership continued to grow as did resources that include career exploration tools, facilitation exercises and promising practices. New content in the

form of reports, blog posts and wikis are added regularly to the sites, which had more than 273,000 combined visits in the past year. In 2015, the sites put a focus on multimedia content with ContactPoint (which first launched as a web pioneer back in 1997!) emerging as an online training hub bringing together free Virtual Cannexus videos, Texttalks podcast interviews and project partner webinar recordings.

DID YOU KNOW?



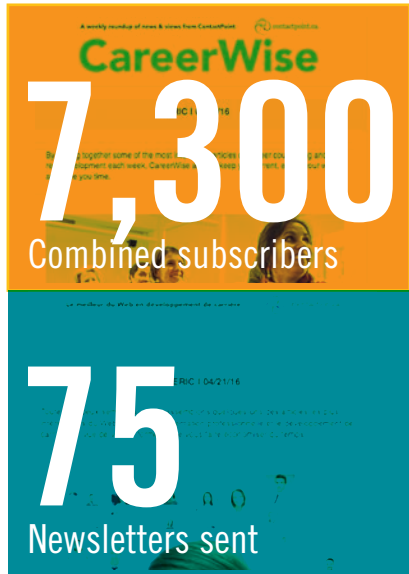
CANADIAN COUNCIL FOR CAREER DEVELOPMENT
CONSEIL CANADIEN POUR LE DÉVELOPPEMENT DE CARRIÈRE

ContactPoint includes the Glossary of Career Development, developed in collaboration with the Canadian Council for Career Development (CCCD). From Abilities to Workplace Training, the glossary defines 200 key terms in the career development field. This glossary serves as a resource to those working or studying in career development. Given the richness and diversity of the field, it is also hoped that the glossary can move us towards a common vocabulary. To that end, the glossary is presented as a living document in the form of a “wiki” with an open invitation to add new terms and to modify existing ones.

Year in Review

CareerWise and En Bref

One of the most popular of CERIC's initiatives remains our content curation newsletters. *CareerWise* is the weekly roundup of news & views from ContactPoint while *En Bref* is delivered bi-weekly by OrientAction. Content extends from the latest labour market news to thought-provoking articles on the future of work to the best career development blogs. Over the course of 2015, 50 issues of *CareerWise* were sent and 25 issues of *En Bref*. Subscriptions were up with more than 7,300 subscribers at the end of year.



CareerWise OrientAction en bref

"The CareerWise newsletter is a great resource. The articles are always engaging. They help you in your work with clients and your own professional development."

– Kim Murphy, Career Development Services, PEI

CareerWise and En Bref


Careering

Canada's Magazine for Career Development Professionals

Careering, Canada's Magazine for Career Development Professionals and the official publication of CERIC, moved into its third year of operation. Published in partnership with MarketZone Productions, *Careering* is bilingual and available in both print and digital formats. Three issues were produced in 2015:

- Winter 2015: *Global Careers* tackled how young professionals can find jobs overseas, demystifying the recruitment process for NGO volunteers, and supporting "international careerists"
- Spring-Summer 2015: *Career Development in Organizations* examined corporate career development at Vancity and General Motors, and provided insights for career professionals who want to work in corporate career development
- Fall 2015: *Soft Skills and Intergenerational Issues* looked at how newcomers to Canada can gain soft skills, the three generations at work, and essential skills mismatches






Reading my #Careering magazine via @ceric_ca & LOVING every page of it! Great material, articles, guides & resources. #ThankYou

– @EdwynaCES, Sheridan College Student Affairs

The Canadian Journal of Career Development

Canada's only peer-reviewed academic journal in career development released two issues during 2015. The journal is produced by Memorial University in partnership with CERIC and The Counselling Foundation of Canada. It publishes multi-sectoral career-related academic research and best practices from Canada and around the world with one print issue and one digital only each year. The past year's journal editions included 24 different contributors and included research on such topics as Integrating Career Education in Junior High School, Non-Practising Female Lawyers, and Multicultural and Social Justice Competencies of Career Development Practitioners. Anyone can subscribe to the journal for free and its 13 years of back issues can all be accessed online.

 The Canadian Journal of Career Development
Revue canadienne de développement de carrière



▶ Strategic Priority: Advocacy and Profile

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

CERIC is committed to enhancing awareness of the valuable work of career development professionals in changing the lives of Canadians by leading dialogue, outreach and promotion.

Road Shows



Cathy Campbell
Delivering a CERIC road show in Charlottetown, PEI



351
Participants

Road shows have emerged as an important and ongoing way for CERIC to engage with career professionals on the ground and share our work. Our 2015 road shows featured Cathy Campbell, author of CERIC's *Career Crafting the Decade After High School: Professional's Guide*. These inclusive events were designed to allow conversations between all who have a stake in the career development of youth,

including educators, employers, community agencies, government and career practitioners. Response to the road shows was very strong with 351 participants at eight roadshows across five provinces. Increasingly, road shows have also provided the opportunity to partner with local organizations to host them, strengthening local networks.

“Thank you as well for inviting me to such a useful (both professionally and personally) session.”

– Peter Bertelsen, Consultant:
Student Success and Well-Being,
Limestone District School Board

CERIC Website



Featuring a fresh, modern design, CERIC launched a new ceric.ca website to showcase its projects, programs and events. The fully bilingual site now highlights CERIC's three strategic priorities and the work CERIC does in each of these domains as it advances career development in Canada. Some special features on the revamped site include:

- A history page detailing CERIC milestones since the organization's creation
- A real-time social media feed with the latest CERIC information

- Staff biographies and guidance on who to contact about what

The new site makes finding the latest information easier with the addition of a search function. The website is also now optimized for mobile devices, allowing visitors anywhere, anytime access on smart phones or tablets.

Year in Review

Wileman Award



DID YOU KNOW?

The award's namesake Etta St John Wileman was champion and crusader of career, work and workplace development in Canada in the early 20th century. Wileman was a strong advocate for a national system of employment offices. She also lobbied for the role of parents and schools in the career guidance of children. Wileman believed in the importance of work to the human soul.

The Etta St John Wileman Award for Lifetime Achievement recognizes and celebrates individuals who have devoted their lives to furthering the profession of career development and the sector as a whole. An accomplished businessman and community leader, Donald Lawson was the recipient in 2015. His record of community service began more than 60 years ago through involvement with the YMCA of Greater Toronto, among this country's

largest providers of career and employment counselling. In 1984, Lawson took over as Chair of The Counselling Foundation of Canada, where his efforts focused on helping those on the margins of society to achieve their potential. He also played the key role of Founding Board Chair of CERIC, and was named an Honourary Director upon stepping down from the Board.

Career Development Matters



CERIC brought back its popular Career Development Matters t-shirts, now in orange. The shirts are intended to raise awareness of career development and start conversations about its value in schools, workplaces and neighbourhoods. They read "Career Development Matters," on the front and "Ask me Why" on the back. Close to

350 shirts have been used in orientation weeks, outreach events and team-building activities. The t-shirts are also intended to drive discussion online about how career development professionals are making a difference to Canadians. Career Development Matters toques are also available.

Media & Events

Outreach to inform stakeholders about our range of CERIC programs and resources continued to be a significant area of activity. Over the course of 2015, CERIC had a presence at 33 events from the Vocational Rehabilitation Association (VRA) Canada conference to the Career Education Society (CES) of BC annual event. We sought to tell our story through the media with diverse coverage in *The Globe and Mail*, CBC

Radio and *Academica Top Ten*. CERIC also published articles in 43 publications that included the U.S.-based National Career Development Association emagazine. The power of social media was also used to communicate with a 24% annual increase in followers on CERIC's three main social platforms of LinkedIn, Twitter and Facebook.



CERIC Title Sponsor



CERIC developed a new opportunity for organizations to support our work advancing career development in Canada: Titles sponsorships. During 2015 ChatterHigh, a web application that actively engages teens with career and post-secondary information, came on board as our first Title Sponsor, at the exclusive Career Community Leader level.

Magnet/Ryerson University also joined us as a Mentor. Title sponsorships were introduced in CERIC's new Media Kit launched this past year, which outlines how organizations can collaborate with CERIC to profile themselves while helping to fund initiatives that provide Canadians with improved access to career education and counselling.

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.

1. **Jan Basso**, Wilfrid Laurier University
Waterloo, ON (Chair)
2. **Jennifer Browne**, Memorial
University of Newfoundland, St.
John's, NL (Vice-Chair)
3. **Mark Venning**, Change Rangers,
Oakville, ON (Past Chair)
4. **Barb Mason**, The Counselling
Foundation of Canada, Bracebridge,
ON (Secretary/Treasurer)
5. **Nancy Dube**, YMCA of Sudbury,
Sudbury, ON
6. **John Horn**, Vancity Savings Credit
Union, Vancouver, BC
7. **Carole MacFarlane**, Education
Consultant, Vancouver, BC
8. **Michelle Pidgeon**, Simon Fraser
University, Surrey, BC
9. **André Raymond**, Laval University,
Quebec City, QC
10. **Robert Shea**, Memorial University of
Newfoundland, St. John's, NL
11. **Iris Unger**, YES Montreal, Montreal,
QC
12. **Donald Lawson**, The Counselling
Foundation of Canada, Toronto, ON
(Honourary Director – Ex-officio)
13. **Bruce Lawson**, The Counselling
Foundation of Canada, Toronto, ON
(Executive Officer – Ex-officio)

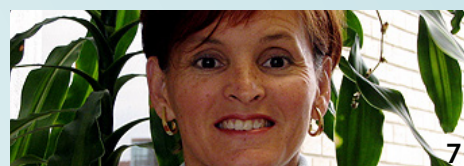
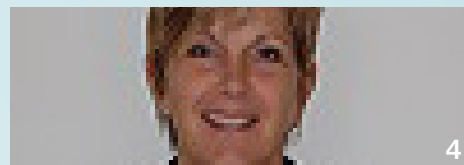
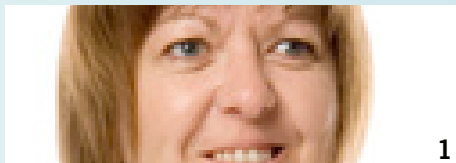


CERIC ADVISORY COMMITTEES

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.

1. **Joan Schiebelbein**, University of Alberta, Edmonton, AB (Chair)
2. **Robert Baudouin**, University of Moncton, Moncton, NB
3. **Lorraine Godden**, Queen's University, Kingston, ON
4. **Darlene Holowachuk**, YMCA of Greater Toronto, Toronto, ON
5. **Jeanette Hung**, Dalhousie University, Halifax, NS
6. **Rhonda Joy**, Memorial University, St. John's, NL
7. **Jacquie Latham**, Ontario School Counsellors' Association, Wasaga Beach, ON
8. **Cynthia Martiny**, Université du Québec à Montréal, Montreal, QC
9. **Deepak Mathew**, University of British Columbia, Vancouver, BC
10. **Patricia Polischuk**, Knightsbridge, Waterloo, ON

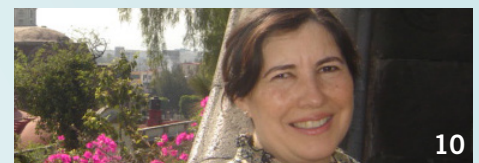


CERIC ADVISORY COMMITTEES CONTINUED...

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.

1. **Cathy Keates**, Queen's University, Kingston, ON (Co-Chair)
2. **Don McCaskill**, Frontier School Division, Winnipeg, MB (Co-Chair)
3. **Madelaine Currelly**, Community Training & Development Centre, Cobourg, ON
4. **Ilia Essopos**, Université du Québec à Montréal, Montreal, QC
5. **Candy Ho**, Kwantlen Polytechnic University, Surrey, BC
6. **Blessie Mathew**, University of Alberta, Edmonton, AB
7. **Rosie Parnass**, University of Toronto, Toronto, ON
8. **Rob Straby**, Conestoga College, Kitchener, ON
9. **Barbara Wilson**, CIBC, Toronto, ON
10. **Roxana Zuleta**, Jane/Finch Community and Family Centre, Toronto, ON



CERIC ADVISORY COMMITTEES CONTINUED...

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.

1. **John Horn**, Vancity Savings Credit Union, Vancouver, BC (Chair)
2. **Tamara Anderson**, Best Foot Forward Consulting, Calgary, AB
3. **Ann Bowen**, Government of the Yukon, Whitehorse, YT
4. **Penny Freno**, Simon Fraser University, Burnaby, BC
5. **Chris Kulbaba**, London Employment Help Centre, London, ON
6. **Carole MacFarlane**, Education Consultant, Vancouver, BC
7. **André Raymond**, Laval University, Quebec City, QC
8. **Lisa Taylor**, Challenge Factory, Toronto, ON



CERIC STAFF

1. **Riz Ibrahim**, Executive Director
2. **Sharon Ferriss**, Director, Marketing, Web & New Media
3. **Marilyn Van Norman**, National Co-ordinator, Outreach & Innovation
4. **Norman Valdez**, Digital Media & Communications Manager
5. **Susan G. Phillips**, Conference & Event Manager
6. **Carla Nolan**, Sponsorship & Advertising Manager
7. **Karolina Grzeszczuk**, Content & Communications Co-ordinator
8. **Ye Liu**, Marketing & Web Assistant



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

Financial Performance

Statement of Operations

Revenue	2015 Year ended December 31, 2015 CAD \$	2014 Year ended December 31, 2014 CAD \$
The Counselling Foundation of Canada	781,558	799,530
Conference	400,292	381,963
Partnership agreement grants	198,544	203,805
Program delivery grants	138,850	144,250
Sales and other	50,645	46,873
Sponsorship	35,400	–
Total	1,605,289	1,576,421
Expenditures		
Salaries, benefits and contract labour	601,060	549,327
Conference	331,326	348,415
Partnership agreement grants	194,914	203,805
Program delivery grants	138,850	144,250
Purchased services	87,785	47,898
Occupancy costs	55,119	53,359
Advertising and promotion	44,239	43,779
Office and general	40,924	48,458
Professional fees	33,133	31,260
Other	22,090	42,755
Travel	11,073	3,854
Telecommunication	8,894	9,592
Insurance	6,729	6,570
Interest and back charges	6,551	3,716
Amortization	3,765	2,934
Supplies	3,238	4,282
Meeting expenses	2,740	1,062
Total	1,592,430	1,545,316
Excess of revenue over expenditures		
Total	12,859	31,105

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

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CERIC is supported by The Counselling Foundation of Canada.
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