



ceric

CANADIAN EDUCATION AND
RESEARCH INSTITUTE FOR COUNSELLING

INSTITUT CANADIEN D'ÉDUCATION
ET DE RECHERCHE EN ORIENTATION

Annual Report

—
2016

*Extending
Our Reach,
Expanding
Our Impact*

Contents

What We Do	3
Message from Board Chair & Executive Director	5
Strategic Priorities	8
Financial Report	39
Board of Directors	41
Committees	45
Staff	54



Supporting Organizations



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.



Jeanette Hung at the CERIC Networking Breakfast, Dalhousie University, Halifax

An inclusive organization, CERIC works across sectors with anyone who has a stake in career development, including practitioners, educators, employers, researchers and policymakers. The activities of CERIC are funded in large part by The Counselling Foundation of

Canada, a family foundation that has actively supported Canadians in living purposeful and productive lives through career development for almost 60 years.

We partner extensively and approach our work in a spirit of innovation and co-operation.

OVERVIEW

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 career counselling and career education.

STRATEGIC PROGRAMS



Cannexus.ca

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



contactpoint.ca
orientaction.ca

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

Revue canadienne de
développement de carrière

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.

Message from Board Chair & Executive Director



Jennifer Browne

Indeed, our 12th year of operation saw us build on the momentum and kinetic energy of the years before to extend our scope and multiply our effect. We looked to ground ourselves, all the while expanding our base, thinking and work.

We settled firmly into our new home at Foundation House.

Although we had moved into a new location in late 2015, it wasn't until 2016 that we settled firmly into our new home at Foundation House, a shared space that encourages collaboration between the philanthropic and non-profit sectors. We were thrilled to have a space to grow into and grow through. We shared our ideas,

As we embraced 2016, we did so with stretches in our reach and impact.

thoughts and work with our colleagues in the new space and expanded our thinking and doing through theirs. The nascent potential inherent within the space helped wrap our purpose with greater potential.

With so much of what we do year-round culminating at Cannexus, it was exciting to see Canada's National Career Development Conference surpass 900 delegates – a double digit percentage increase from the year before. Growth wasn't only in terms of our delegates: there were a record number of supporting organizations, new topic streams such as workforce development and the introduction of "Zones" which reinforced these new themes through table-top displays. New types of sponsorships afforded Zone participants access to a national stage, and in the case of the Social Enterprise Career Marketplace, a national audience of practitioners with whom to share innovative social enterprise programming as well as the resulting wares.

Mid-year, the Board of CERIC committed to signing the Philanthropic Community's Declaration of Action, a response to the recommendation of the Truth and Reconciliation Commission. For us it was an important step to join the voices calling for stronger, positive relationships between Indigenous and non-Indigenous peoples and ensuring that the commitment to positive

HIGHLIGHTS

Inclusion

Recognizing the diversity that is career development in Canada, CERIC set out to create a set of Guiding Principles of Career Development – common language and thinking that the breadth of the sector could embrace and rally around.



Proactive

CERIC initiated a number of internally driven initiatives inspired by gaps and needs identified in the field or through our own survey research, each advancing knowledge and profile all the while building bigger community partnerships.



Partnerships

We engaged in deliberate broad-based partnerships and collaborations through our projects, and through our knowledge dissemination to amplify cross-sectoral influence.




Riz Ibrahim

action on reconciliation will continue. As an initial step, we planned to host a full-day pre-conference workshop on Indigenous Cultural Competence at Cannexus17 as well as a Zone focusing on Reconciliation.

Recognizing that participating in learning through a conference such as Cannexus can be inaccessible for some, we increased our focus on webinars. Each CERIC-funded project resulted in a free webinar, highlighting a resource or distilling research. In 2016, we also saw a proliferation of partnerships with several provincial and national associations to deliver fee-based webinars to their members and the broader career development community. Using our tried and tested model for webinar partnerships we could magnify this learning. We also explored the idea of webinars on-demand.

The year commenced with the launch at Cannexus16 of a resource for career practitioners working with transitioning military veterans. We were able to use the learnings from the development of that project and resource to initiate two other internally driven projects: one to encourage career management practices among small- to medium-sized employers; and the other, to surface impressive post-secondary career service models.

We engaged in dedicated volunteer education and leadership development.

We also engaged in a dedicated volunteer education and leadership development agenda. From orientation and onboarding of our volunteers to media training and governance education, we felt these were great investments in the career practitioners who are the CERIC Board and Advisory Committees, great investments in the organizations they work in and great investments in the communities they serve.

While we found our grounding in our new home, only through the strong commitment of Board and Advisory Committee volunteers, support from our project sponsors and partners, and our tireless staff were we able to accomplish as much over the year. A special thanks to The Counselling Foundation of Canada for its ongoing support and commitment to CERIC as well as to the work of career professionals across Canada. Lastly, a special thanks to Bruce Lawson, President and CEO of The Counselling Foundation of Canada.

Jennifer Browne
Chair, Board of Directors

Riz Ibrahim
Executive Director

HIGHLIGHTS

Accessible

CERIC unlocked access to its knowledge base by making our project webinars, guides and reports free to download including all chapters of our textbook, *Career Development Practice in Canada: Perspectives, Principles, and Professionalism*.



Engagement

CERIC engaged broader audiences through new projects, whether they be involved in military transition services or employers wanting to embrace career management practices, and through roadshows showcasing surveys and guides.



Impact

We broadened and deepened our impact through research that resonated and learning that activated different ways of doing things. Our work has been increasingly focused on measurable results for the career development communities we serve.



2016 Impact at a Glance



Strategic Priority

RESEARCH & LEARNING



An ambitious research and learning agenda

A Strategic Priority for CERIC is to 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. We do this both by creating our own programs and projects as well as providing external project funding, all aimed at producing innovative research and learning resources in career counselling and career development.

In 2016, CERIC took an increasingly proactive approach that extended our reach with new audiences, publishing a guide on *Military to Civilian Employment*, and initiating projects around *Career Management for Small Business* and

the impact of *Post-Secondary Career Services*. At the same time, we supported partnership projects dealing with key issues facing Canadian society, including preparing *refugee youth* for career success and alternatives to retirement for an *aging workforce*.

During the past year, we also continued to offer knowledge and skills development for Canada's career professionals. The Cannexus National Career Development Conference had another record year while we dramatically expanded our webinar partnerships. With themes like the gig economy and student underemployment, these learning opportunities served to enhance the competencies of those counselling Canadians to navigate a changing landscape with adaptability and resilience.

Military to Civilian Employment: A Career Practitioner's Guide

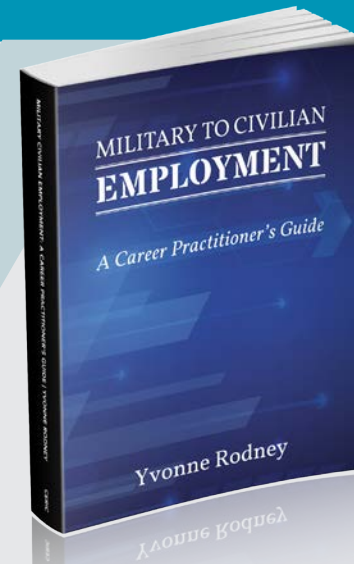
RESEARCH & LEARNING

"We are proud of our partnership with CERIC and more importantly the huge difference thousands of well-informed career professionals will make in supporting the challenges of the veteran transition experience."

- Angela Mondou, President, Canada Company

Each year in Canada, approximately 5,000 new highly skilled veterans enter the civilian job market but many have a difficult time transitioning, despite bringing valuable skills and experiences to potential employers. In 2016, CERIC partnered with Canada Company to launch *Military to Civilian Employment: A Career Practitioner's Guide* to help address this need. Authored by Yvonne Rodney, the bilingual guides educate career professionals as well as employers about military culture, the transferable skills that Canadian forces members can offer as well as the career needs of military spouses.

The Canadian Armed Forces, Veterans Affairs Canada, Military Family Services, military-friendly employers and front-line career professionals all contributed. Knowledge Champions also supported the development of the guides and helped make possible their publication. Like with all new CERIC publications, they are available in print, ebook and free pdf download, to ensure maximum accessibility.



HIGHLIGHT



The guides were released amid the fanfare of a military marching band at the January Cannexus16 National Career Development Conference in Ottawa. General (Retired) Walter Natynczyk, Deputy Minister Veterans Affairs Canada, and Lt-Gen Chris Whitecross, Chief of Military Personnel with the Canadian Armed Forces, took the stage at the launch, which received coverage from CTV and Radio Canada. Since the launch more than 2,200 copies of the guides have been distributed.

Hope-Centred Career Interventions

RESEARCH & LEARNING

“The results have been so encouraging for the clients. But one of the surprising findings was that it was also positive for the career practitioners in the centres. It has had a big impact.”

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

Recognizing that hope has an impact on outlook, resilience and actions, this project's goal was to better understand how to increase hope for unemployed adults accessing publicly-funded employment services. The project, which wrapped up late last year, was the first one supported by CERIC that featured Canada-US collaboration with a research team comprised of Dr Norman Amundson (University of British Columbia), Tannis Goddard (MixtMode/Training Innovations), Dr Spencer Niles (The College of William and Mary), and Dr Hyung Joon Yoon (The George Washington University).

This project set out to create tangible early interventions, targeted to increase hope for jobseeking adults. The study tested interventions delivered both face-to-face and in an online counselling platform. The research included career practitioners in the design and testing of the interventions with a view to equipping them with new and relevant tools, making the time they spend with clients more effective.



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC

WILLIAM
& MARY

HIGHLIGHT



The research showed that deploying hope-centred career interventions can positively influence unemployed adult jobseekers with low hope and high barriers. In the study, 70% of clients reported that after the interventions they were able to develop new perspectives on job search, craft better career plans, and be more confident in their decision-making. Project findings have broad applicability across Canada with all provinces providing services to support the job search needs of residents.

Reference Guide to Optimize Employability Interventions with Inuit Clients

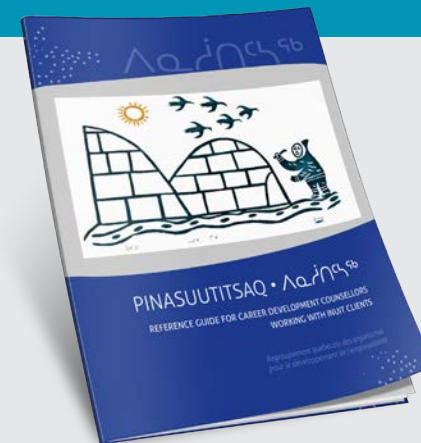
RESEARCH & LEARNING

“We undertook research last year to understand the cultural specificities of Inuit. Through that process we identified a need to develop a tool or guide that career practitioners can use to work with Inuit clientele.”

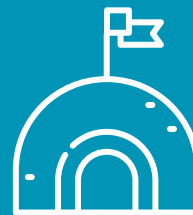
- Valérie Roy, Executive Director, RQuODE

A CERIC-funded project aimed at improving career development interventions with Inuit clients, in urban and northern settings has now concluded. The project was led by Regroupement québécois des organismes pour le développement de l'employabilité (RQuODE) with support from CERIC and the Kativik Regional Government. It recognized the need to integrate a young and growing Inuit population (whose median age is 23 years old, 18 years younger than the non-Aboriginal population) into the job market, particularly given current government investment in infrastructure, tourism and vocational training throughout the north.

The project seeks to equip counsellors (as well as social workers and teachers) working in Inuit communities or with Inuit clients to identify culturally specific features in their interventions, while improving their understanding of the major issues encountered by Inuit seeking employment. The overarching goal is to enhance the economic and social well-being of Inuit communities across Canada.



HIGHLIGHT



The project has resulted in the publication of a free reference guide, *Pinasuutitsaq*, available in both English and French that includes 50 different intervention strategies for Inuit clients. The culture-infused career counselling approach used in the guide is also relevant for counsellors who work with clients from other Indigenous populations or with immigrants. Many cultural references transcend groups, especially as they relate to community orientation and oral communication preferences.

Making It Work! Managing Successful Maternity Leave Career Transitions

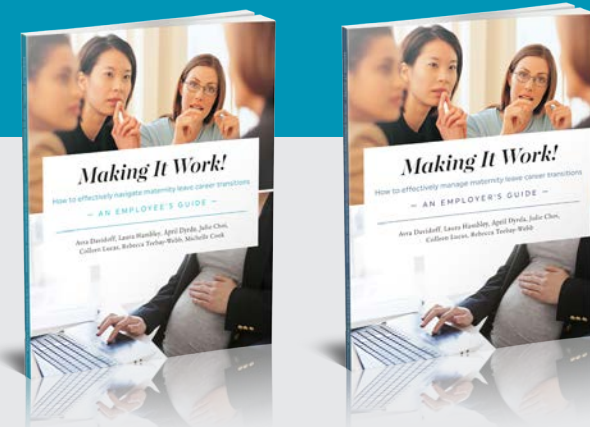
RESEARCH & LEARNING

“The impact of maternity leave on women’s careers is a much-neglected topic. And in many ways, it has been a taboo topic for organizations. We really want to address it and make it more widely discussed.”

- Dr Laura Hambley, President and Founder,
Canada Career Counselling

Women make up approximately 50% of Canada’s labour force. Of the working women who do become mothers, 90% will take a maternity leave. However, 36% of new mothers feel that taking maternity leave negatively impacts their opportunity for promotions, career development and career progression. This last finding comes from a CERIC-supported project undertaken by Canada Career Counselling that explores the obstacles that prevent organizations and working mothers from realizing their potential.

The project produced two guides over the course of the past year: *Making It Work! How to Effectively Navigate Maternity Leave Career Transitions: An Employee’s Guide* and *Making It Work! How to Effectively Manage Maternity Leave Career Transitions: An Employer’s Guide*. The employer resource provides steps that managers can take to support pregnant, adoptive and parenting women at work while the employee resource encourages women to be active agents in their own career development.



HIGHLIGHT



This project attracted significant media interest with interviews in *The Globe and Mail* and HR publications, coverage by “mom bloggers” and the authors appearing on radio and TV in Vancouver, Calgary and Winnipeg. During 2016, more than 1,100 copies of the guides were accessed. Roadshows with employers were conducted across Canada, and free employer and employee webinars were offered.

Retain and Gain: Career Management for Small Business Playbook

RESEARCH & LEARNING

“Often things like career management are considered part of large enterprises. But with 90.3% of the Canadian private sector workforce going to work every day in small- and medium-size businesses, owners can use career management for competitive advantage.”

- Lisa Taylor, President, Challenge Factory

In development during 2016, CERIC is creating a new bilingual resource for Canada’s small- and medium-sized enterprises seeking to keep and develop talent. Entitled *Retain and Gain: Career Management for Small Business*, the concise Playbook is intended for owners and managers of SMEs to use as a practical career management tool with their employees. Based on best practices research and interviews with SMEs across Canada, the Playbook will have an innovative “travel guide” format with easy-to-implement activities.

The need for the Playbook was identified in a CERIC-commissioned Environics survey showing that 71% of employers say they have responsibilities for career development, but only 29% are doing anything about it. People issues are especially costly to small business who cite finding, retaining and training employees as critical, creating opportunities to leverage good career management for business success.



THE CANADIAN
CHAMBER
OF COMMERCE

LA CHAMBRE
DE COMMERCE
DU CANADA

the **cfo** centre



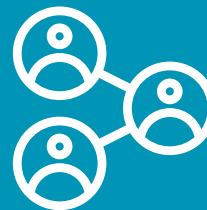
UNIVERSITÉ
LAVAL

Ryerson
University

The Chang School
of Continuing
Education



HIGHLIGHT



The Playbook is being written by career management expert and small business owner Lisa Taylor, President of Challenge Factory, and includes collaboration with the Canadian Chamber of Commerce. It is also being made possible with the contributions of Knowledge Champions: Université Laval, Ryerson University, TD Bank and The CFO Centre. The January 2017 launch is planned for the Cannexus17 National Career Development Conference in Ottawa.

Insight into Canadian Post-Secondary Career Service Models

RESEARCH & LEARNING

“My experience with Canadian post-secondary institutions is that they are comprised of passionate, enthusiastic and creative individuals who work every day to do the best for their students. Unfortunately, Canadians ‘do not brag’ so most of these efforts go unnoticed.”

- Dr Peter Dietsche, President, PSE Information Systems

A first for our organization, CERIC issued a Request for Proposal (RFP) for a proactive research project to establish the importance that publicly funded universities and colleges place on the provision of career development services to their students. The project also sought to highlight what characterizes particularly “impressive models” of career service provision across the country.

In recent years, an increasing amount of attention has been placed around the school-to-work transition journey of post-secondary students, youth unemployment and underemployment, skills disconnects and mismatches, and the career prospects of graduating students. However, what is rarely examined is the role of the institutional eco-system or its career service provision in relation to job or career outcomes. This national initiative will fill that gap by exploring post-secondary investment in career development and how students are accessing career services.

PSE INFORMATION
SYSTEMS

HIGHLIGHT



In response to the RFP issued in spring 2016, a significant number of high-quality proposals was received. The project was awarded to PSE Information Systems, led by Dr Peter Dietsche and Jim Lees. As part of the project, PSE planned to obtain comprehensive information on career services from among 93 Canadian universities and 122 colleges with research results expected in early 2017. A guide will also be produced, focusing on the impressive models of career services identified.

Redirection: Work and Later Life Career Development

RESEARCH & LEARNING

“The project helps us create a space so that older adults recognize they are not alone. Career professionals will also be able to take best practices from the experiences of those older individuals to help them with career coaching.”

- Dr Suzanne Cook, Adjunct Professor, Sociology, York University

A CERIC-funded study is examining the radical changes taking place with an expansion of our working lives and the reimagining of retirement, combined with a demographic shift to an aging society. Led by Dr Suzanne Cook, a social gerontologist at York University, this research project is investigating how Canadians in their 50s, 60s and 70s are taking on second and third careers during this new phase of “redirection.” Redirection occurs as older adults increasingly seek the rewards of work and staying engaged, or are compelled to work to generate an income.

The goal of the study is to provide better services, resources and tools for the unprecedented large number of older adults currently in or entering the second half of life. The project will provide best practices for professionals working with this population on employment and career development issues.



HIGHLIGHT



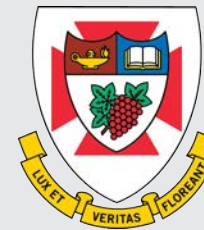
The project has produced a free 33-minute documentary film that debuted at the Canadian Association of Gerontology conference. The film shares the stories of five people who have changed occupation at age 50 or older and describes the issues faced during their transition to new work. In early 2017, the documentary will be accessible for free online along with a companion guide on how to incorporate the film into counselling or workshops with older clients.

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

RESEARCH & LEARNING

“These youth are trying to find their way but we have an important role to play in supporting them, and in understanding their unique needs to make their trajectory in Canada more positive.”

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



THE UNIVERSITY OF
WINNIPEG

Having lived through the trauma of war, family separation and loss, thousands of refugee children arrive in Canada each year and struggle to fit into classrooms. Led by the University of Winnipeg's Jan Stewart, an ongoing study (funded by CERIC and Mitacs) aims help these refugee youth navigate school and transition into the workforce.

The multi-year study involves researchers in Winnipeg, Calgary and St. John's. Researchers are conducting extensive interviews in the community with organizations that assist refugees, examining current career development and counselling programs. The study is evaluating what's working and why to develop best practices and share them with schools and teachers. Refugee youth have experienced disrupted schooling as well as emotional distress, requiring additional knowledge and training on the part of educators.

HIGHLIGHT



The Syrian refugee crisis and Canada's welcoming of more than 40,000 Syrian refugees since November 2015 – slightly fewer than half under the age of 18 – has brought increased attention to the needs of refugee youth. The University of Winnipeg will host a national consultation with policymakers in 2017 to share a summary of its study results and recommendations for more successful integration of newcomers.

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

RESEARCH & LEARNING

“A lot of studies in career development focus on adolescents and adults. Our study will add a huge piece to the pie in understanding how young children see the world of work, how they develop confidence and how they engage in learning.”

- Dr Mildred Cahill, Professor, Counselling Psychology, Memorial University

An ongoing CERIC-funded study by Memorial University researchers is examining the influence that parents/guardians and teachers have on the career development process of young children, aged 3-8. The main goal of this research is to empower and engage parents and teachers (in pre-school, elementary and daycare) to become more aware of children's career development and provide them with dynamic career education strategies to use in their day-to-day interactions with young people.

It is widely recognized that childhood is important to a young person's career development, including awareness of self, knowledge of the world of work, and engagement in choice-making for the future. Nonetheless, in practice, career development in early childhood is often downplayed. The research addresses this critical period of play, fun and fantasy, helping us to understand the inter-relationship of family, school and media on the formative years of children's career development.



HIGHLIGHT



This project has already surfaced rich evidence of young children's views on themselves, work, hopes and dreams through art, storytelling and play media. As children explored their career interests, present possible/future selves, and their notions of work/occupations, their readiness for career development was clear. In 2017, knowledge from this project will be disseminated through the publication of two guides – one for parents and one for career educators.

Creating a Lifelong Career Development Model

RESEARCH & LEARNING

“Our project is to research what attributes are most relevant to career development at what ages. So, at what age should we focusing on experiences that evolve around curiosity and at what age should we focusing on mentorship.”

- Darrell Cole, Founder and CEO, Career Trek

The University of Manitoba and University of Winnipeg are working with Career Trek on ongoing CERIC-funded research that will allow us to better understand how youth make career-related decisions and how to best support them. In this study, children’s career exploration is viewed as a developmental process that begins in elementary years and continues throughout senior years until they establish a path to post-secondary education. Previous research has focused on examining youth’s career exploration within a specific age range at a single point in time.

The project investigates youth’s own perspectives and assess changes at key stages by asking them about factors influencing career development (e.g. family, peers, school), their career exploration activities, and their post-school goals. This builds on earlier research showing that grade matters in career exploration with Grade 5/6 students scoring significantly higher on career planning, interest and curiosity.



HIGHLIGHT



As part of the project, researchers are examining the educational outcomes of youth who took part in the Career Trek program in the past 10 years. Career Trek is a non-profit organization that serves young people in educational settings across Manitoba as well as their families. Each year, Career Trek helps 800 children start their career journeys by guiding them to discover who they are and what occupation they might want to pursue.

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

RESEARCH & LEARNING

"Many students do not understand recent changes in computing sub-disciplines. Our goal is to specify the gaps in students' knowledge and make strides to adjust faculty understanding and career counselling interventions to support student success."
- Dr Janet Miller, Chair, Student Counselling Services, Mount Royal University

In partnership with Mount Royal University, CERIC is funding an ongoing project to improve career counselling for students interested in information and computer technology. Over the past 15 years, computing has undergone significant change, resulting in five sub-disciplines. These disciplines, defined by the Association of Computing Machinery, are: computer science (CS), information systems (IS), computer engineering (CE), software engineering (SE) and information technology (IT).

While there is considerable overlap between these computing sub-disciplines, universities tend to offer distinct computing degrees that typically do not blend curricula between the different disciplines. For students, this poses a strain, as majors need to be chosen early on in their post-secondary education process. The outcome of this project for students will be to support their career selection, so they can make choices that are more in line with their values and interests.



HIGHLIGHT



The project will produce both a practitioner's guide and student's guide in 2017. The practitioner's guide will provide secondary and post-secondary counsellors and academic advisors with accurate discipline information. They can use this to direct students prior to application for admission to post-secondary education or before students are required to choose their major.

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

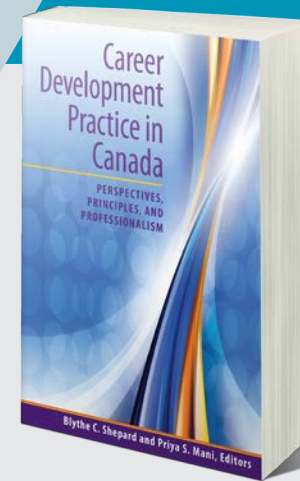
RESEARCH & LEARNING

“This is a unique Canadian textbook that brings together a mix of academic and practitioner voices to really capture what is going on in the field. It’s wonderful that instructors continue to find this to be a useful resource.”

- Blythe Shepard, Professor, Counselling Psychology, University of Lethbridge

During this past year, CERIC made its *Career Development Practice in Canada: Perspectives, Principles, and Professionalism* textbook available online for free. All 22 chapters can now be downloaded, opening up access to this valuable resource for students, educators and practitioners. Contributors are internationally recognized experts and thought leaders in the career development field in Canada, including: Phil Jarvis, Roberta A. Neault, Nancy Arthur, Bryan Hiebert and Kris Magnusson.

A first in Canada, the comprehensive textbook, edited by Blythe C. Shepard of the University of Lethbridge and Priya S. Mani of the University of Manitoba, was published in 2014. Since then it has been adopted as required reading in post-secondary career development courses and private training programs in Canada as well as abroad, integrated into provincial education curriculum, and used as a reference by career practitioners.



University of
Lethbridge



UNIVERSITY
OF MANITOBA

HIGHLIGHT



Close to 1,700 copies of the textbook have been distributed in print since its launch. Additionally, this year more than 1,300 chapters were downloaded. The highest number of downloads were from BC, Quebec and Ontario. Just over 12% of downloads were from outside of Canada, including Australia, Singapore and France. After the History chapter, the chapter on Diversity and Social Justice has been the most downloaded.

Career Services Guide: Supporting People Affected by Mental Health Issues – French Version

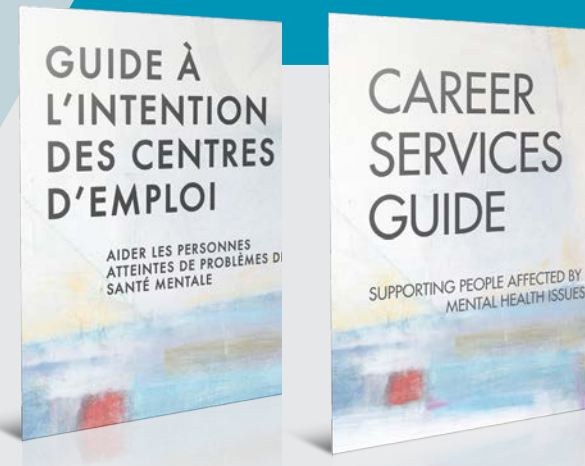
RESEARCH & LEARNING

“We have heard great feedback on how important the guide is and how valuable. Having the guide translated into French makes it truly a national document!”

- Neasa Martin, Mental Health Consultant, Neasa Martin & Associates

CERIC published a free French-language version of its popular *Career Services Guide: Supporting People Affected by Mental Health Issues* in 2016. The premise is that employment is a critical cornerstone of social inclusion, yet people living with mental illness face the highest unemployment rate of any disability group. It highlights that individuals with mental health issues often want and are able to work though many find this a difficult goal to achieve.

The guide provides career practitioners working in non-mental health settings with practical insights and tools for work-related coaching, understanding the impact of stigma and engaging employers. It was developed as a project partnership with the Nova Scotia Career Development Association along with Great-West Life Centre for Mental Health in the Workplace, Canadian Mental Health Association and Canadian Alliance for Mental Health and Mental Illness.



HIGHLIGHT



This guide is the most downloaded of CERIC's publications with it being accessed more than 4,950 times in both English and French since its launch in May 2015. This underscores the widespread interest in mental health and the importance of career professionals acquiring the skills needed to better serve the one in five Canadians who experience mental health issues.

CERIC Survey of Career Service Professionals

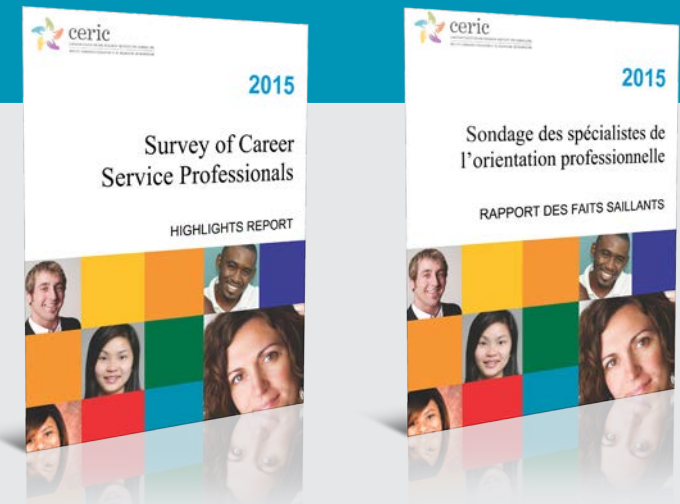
RESEARCH & LEARNING

“Given the enormous diversity of the field, the survey provides key insights as to who Canada’s career service professionals are and what makes them tick.”

- Riz Ibrahim, Executive Director, CERIC

The latest CERIC Survey of Career Service Professionals – completed by more than 1,000 respondents – was released at the Cannexus16 National Career Development Conference where a panel of thought leaders reflected on the findings. The survey provides a demographic snapshot of Canada’s career services community and examines professional development needs and research trends. Conducted every four years, the survey also serves to identify evolving sector realities.

This most recent survey paints a picture of a female-dominated field that is highly educated but modestly compensated. Career professionals report that the top issue “keeping them up at night” is the public’s lack of understanding of career service interventions although close to 60% state that the perceived value of career professionals has improved. Learning about labour market information, essential skills and diverse populations are priorities while nearly 40% of respondents report their organizations are not evaluating the impact of their career development programs.



HIGHLIGHT



Additional survey analysis was provided over the course of 2016 with regional and sectoral breakdowns, and a comparison to CERIC’s 2011 survey. More than 350 people signed up for webinars to learn more about the results and the survey formed the basis for seven roadshows that included stops in Edmonton, Saint John and Cobourg, ON to discuss “What’s Keeping You Up at Night” and how CERIC can help address local gaps in career development.

Cannexus National Career Development Conference

RESEARCH & LEARNING

“The sheer diversity of offerings ensured we were never bored, it never stayed the same; it challenged us, moved us, and most importantly, “connected” us; thank you, Cannexus!”

- Ahniko Handford, Employment Counsellor,
Winnipeg Transition Centre, MB

Marking the 10th anniversary of Canada’s National Career Development Conference, Cannexus16 brought together a record 900+ delegates in Ottawa from Jan. 26-28 to exchange information and explore innovative approaches in career counselling and career development. The 2016 conference was again supported by the founding sponsor, The Counselling Foundation of Canada, along with a broad network of 40 supporting organizations and sponsors.

Highlights included keynotes on timely issues: UBC Professor Norman Amundson examined Green Career Development; Ratna Omidvar of the Global Diversity Exchange discussed her own immigrant experience and the integration of Syrian refugees; and Justice Murray Sinclair and author Wab Kinew addressed reconciliation with Indigenous peoples. CERIC also launched its *Military to Civilian Employment: A Career Practitioner’s Guide* and Survey of Career Service Professionals. The conference featured the return of the popular Spark! TED-style talks in addition to more than 130 education sessions, a Symposium on the Aging Workforce (in collaboration with CEDEC), an Exhibitor Showcase and new “Zones” on Social Enterprise, Skilled Trades & Technology, Career Apps, Military Transition and Workforce Development.



HIGHLIGHT



A total of 96% of delegates rated the conference as good to excellent while 85.4% said they would use what they learned at work right away, 96.8% said they plan to incorporate it over time and 94.5% said they would be sharing their learning with colleagues.

Planning for the Cannexus17 conference took place over the course of 2016, including all-Canadian keynotes in recognition of the country’s 150th birthday, the release of the *Retain and Gain: Career Management for Small Business Playbook*, a special focus on Diversity Engagement, and the inclusion of a new Reconciliation Zone.

Summer Skills Academy

RESEARCH & LEARNING

“Every piece of information presented and discussed was absolutely relevant to my work as a career consultant and on a personal level! I will definitely implement this process immediately.”

- Lisa Cartaginese, Career Consultant, George Brown College, Barrie, ON

CERIC's Summer Skills Academy was developed to meet the need for career practitioner training that is face-to-face, in-depth and budget-friendly. The 2016 Summer Skills Academy featured a special intensive and interactive training opportunity: Constructing Careers in the Digital Age with Mark Savickas, held July 13 and 14 at CERIC's office in Toronto. Due to demand, the second day was added. Savickas is Adjunct Professor of Counselor Education at Kent State University, known for his work on career constructivism, life design and narrative approaches.

A total of 53 participants discussed and practiced techniques for using stories and articulating life themes to foster educational and career decision-making. They learned how to integrate these techniques into their ongoing practice and better understand why they became advisors and counsellors and how their occupations allow them to advance their own life stories.



HIGHLIGHT



Participants came from across Canada to spend time in hands-on learning with a “true master.” Feedback was overwhelmingly positive with 90.9% of attendees rating their session as “excellent.” They particularly valued the mix of theory and practice and taking part in a live demonstration of a counselling session.

Partnership Webinar Series

RESEARCH & LEARNING

“Thank you for facilitating and supporting this type of professional development. The feedback was quite gratifying. It was a pleasure to have been a part of it.”

- Kris Magnusson, PhD, Dean, Faculty of Education,
Simon Fraser University

CERIC significantly expanded its webinar partnerships in 2016, building on our collaboration with associations and organizations across Canada and beyond to present webinars that offer timely, convenient and affordable professional development. This past year, we offered the following fee-based live partner webinars or webinar series:

- Strengthening the Skills of Career Development Leaders (Roberta Neault, Deirdre Pickerell, Tannis Goddard and Tom Burnell) in partnership with the BC Career Development Association
- Prendre une décision de carrière (Louis Cournoyer) AND What I Know in My Bones: Practical Wisdom for Success in Employment and Training (Denise Bissonnette) with New Brunswick Career Development Action Group
- Make A Difference: Creativity, Courage and Community Impact (Dr Norman Amundson and Dr Kris Magnusson) with the Career Development Association of Alberta
- Strategies for Finding, Serving and Retaining Employers (multiple presenters) with the Nova Scotia Career Development Association
- Measuring and Managing Performance-Based Outcomes in Post-Secondary Career Centres (Sarah Delicate) with Canadian Association of Career Educators and Employers



HIGHLIGHT



Partner webinars had 498 people attend in 2016. In addition, CERIC also hosts free webinars to share findings from the research projects it funds. During the last year, we had an additional 473 individuals register for these webinars. Also for the first time, CERIC is piloting an on-demand webinar series with Denise Bissonnette around Resilience to test interest in this kind of offering.

Mini-Forums

RESEARCH & LEARNING

“There’s nothing more important that we need to think about than investing in people. Employees, employers and educators, and career development professionals all have a really important role to play.”

- Jan Forster, Assistant Deputy Minister, Workforce Development, Department of Education and Training, Government of Manitoba



Over the past five years, CERIC has been partnering with associations and organizations across Canada to present a series of local 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 2016, CERIC funded one Mini-Forum held in Vancouver on January 15 in partnership with the British Columbia Career Development Association (BCCDA). The event featured popular presenter Gray Poehnell on Resiliency through Hope-Filled Engagement and sold out with 130 participants. Another Mini-Forum seeded by CERIC in partnership with Career Trek, the Let’s Get to Work Symposium, continues to attract 100 participants annually and has gained the support of the Government of Manitoba. The most recent symposium was held November 4 in Winnipeg and focused on “Investing in People” and the development of talent in the province.

HIGHLIGHT



As well as BCCDA and Career Trek, past Mini-Forums have also been held with the Association of Career Professionals International Toronto, the Career Development Association of PEI and the Newfoundland and Labrador Association of Career Practitioners – enabling professional development Canada-wide. In 2017, CERIC is seeking a partner to host a Mini-Forum in northern Canada.

Strategic Priority

COMMUNITY HUB & COLLABORATION



Inclusive multi-sectoral communication and collaboration

CERIC has a Strategic Priority to champion and enable inclusive, multi-sectoral communication and collaboration with career development stakeholders. We accomplish this by developing online platforms to deliver content that engages career professionals. We also create publications that educate, inform and are inclusive of diverse perspectives from the field. And we establish relationships across Canada and internationally to enrich research and practice.

In 2016, CERIC continued to use technology to connect both anglophone and francophone career professionals through our ContactPoint and

OrientAction online communities. We curated content for our popular *CareerWise* and *En Bref* newsletters. Meanwhile, *Careering* magazine tackled current issues in the field, including Career Indecision, Youth Unemployment and Resilience, and *The Canadian Journal of Career Development* showcased important research ranging from a focus on Teenage Mothers to Middle Managers.

With career development cutting across so many areas – international students, mental health, and corrections to name just a few we have addressed this past year – CERIC has sought to broaden the discussion to ensure a multiplicity of voices. By encouraging contributions to our publications, participation in our web communities and involvement in our organization, we've built connections among a broad group of stakeholders bringing the worlds of research and practice together to advance career development.

Careering Magazine

COMMUNITY HUB & COLLABORATION

“A great read. Your points are highly relevant.”

- Susan Forseille, Career Educator, Thompson Rivers University

CERIC's *Careering* magazine, Canada's Magazine for Career Development Professionals, covers the latest career counselling and development theories, practices and resources. The magazine is published in partnership with Market Zone Productions and distributed free of charge in print and digital formats. Three issues were released:

- Fall 2016: *Conquering Indecision and Anxiety During Times of Uncertainty* explored strategies for better career decision-making with articles on experiential learning for high school students, supporting artists and the new retirement workscape
- Spring-Summer 2016: *Youth Unemployment and Underemployment* discussed the challenges that today's young adults face in transitioning into the labour market, including university grads and young people with barriers
- Winter 2016: *Resilience* delved into what resilience means for career development professionals as well as clients through a mindfulness retreat, a life-affirming trip to Rwanda and an employment training program for homeless youth

This past year, we also expanded our popular 10 Questions feature to interview Ontario Premier Kathleen Wynne.



HIGHLIGHT



Careering started 2016 with a refreshed design and ended the year with a robust and growing list of 7,653 subscribers. Looking ahead to 2017, CERIC will undertake a first – a collaborative issue of *Careering* in partnership with the US-based National Career Development Association (NCDA). This special CERIC-NCDA edition of the magazine will tackle “The Changing Nature of Careers” and examine the implications of automation and the gig economy in preparing citizens for the future.

The Canadian Journal of Career Development

“The Journal has come a long way. Our authors have published a vast degree of groundbreaking and original research, and have contributed to the continued growth of the career development field both in Canada and internationally.”

- Rob Shea, Founding Editor, CJCD and Associate Vice-President, Marine Institute, Memorial University

The Canadian Journal of Career Development (CJCD) is Canada's only peer-reviewed publication of multi-sectoral career-related academic research and best practices. It is a partnership between CERIC and Memorial University of Newfoundland. In 2016, CJCD published two editions (one in print and one online only). An open-access journal, all past issues dating back 15 years are available for free online.

Over the past year, the Journal continued to welcome contributions of authors from diverse academic and business backgrounds. Articles published in the journal included research on the Engagement of Career Practitioners; how Middle Managers Handle Change; Effectiveness of Life Story Writing; the Career Selection Process Among University Students; and the Career Barriers of Teenage Mothers. It also featured a new addition – interviews with past winners of the Etta St John Wileman Award for Lifetime Achievement in Career Development.

COMMUNITY HUB & COLLABORATION



HIGHLIGHT



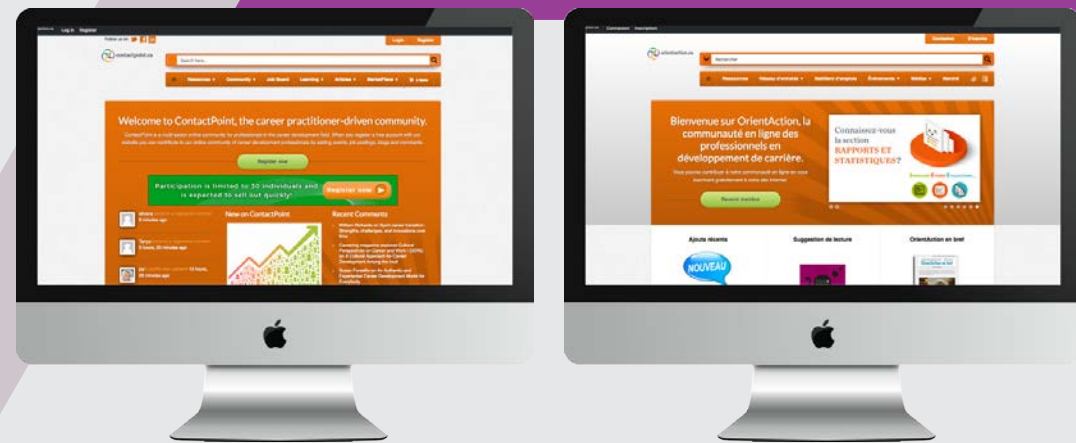
CJCD now has 7,519 subscribers. It has expanded its reach by establishing its own social media presence to engage new researchers and readers, and bring to the forefront previously published articles. A first for *The Canadian Journal of Career Development* in 2017 will be the publication of a special issue on Graduate Student Research. It will allow current students as well as recent graduates to publish research-in-brief and share their work more broadly.

ContactPoint / OrientAction

COMMUNITY HUB & COLLABORATION

“Volunteering with ContactPoint was relevant and insightful. I was able to apply my digital communication skills to develop a social media wiki on job search and personal branding.”

- Diana Kudla, Post-Graduate Career Practitioner Program, Conestoga College



HIGHLIGHT



Together, these sites had more than 256,000 visits in the past year. In 2017, ContactPoint will celebrate its 20th anniversary, marking two decades as a web pioneer. We will recognize this milestone by showcasing contributor reflections on the most enduring articles and features on the site. We also plan to examine what the next decade holds as we evolve to reflect the changing characteristics of a modern online learning hub and web community.

CERIC’s long-standing online communities for career development professionals continued to provide resources, learning and networking to those throughout the field. ContactPoint is CERIC’s English language site and OrientAction is our French site, a partnership with la Société GRICS that presents distinct content geared to francophone career professionals. Anyone can participate in these communities by creating a free account and contributing jobs, events or news.

In 2016, we piloted on-demand training in the form of recorded webinars on ContactPoint to test growing interest in just-in-time learning. The most recent section created on ContactPoint is a listing of certifications and designations in career development offered provincially, nationally and internationally. A new social media “wiki” was also added that covers popular platforms such as LinkedIn and newer apps like Periscope. On OrientAction, a new listing of French career counselling education programs was added to the site as were several new bloggers.

CareerWise / En Bref

COMMUNITY HUB & COLLABORATION

“I really enjoy the CareerWise newsletter. You do a great job of curating relevant, interesting perspectives from a wide variety of sources.”

- Barbara Wilson, Career Development & Learning Professional, B. Wilson Consulting

One of CERIC’s most popular offerings remains our regular scan of noteworthy articles and blog posts on career development from around the web. During the past year, we sent out a total of 76 issues of *CareerWise* (weekly in English) and *En Bref* (bi-weekly in French).

These newsletters are intended to save career professionals time, keep them current and enrich their work. They help to infuse their practice with knowledge of the latest workforce trends, labour market information and policy developments. Some of the most clicked articles of 2016 related to retirement, job search, future of work, youth underemployment and positive psychology.

A weekly roundup of news & views from ContactPoint



CareerWise

Le meilleur du Web en développement de carrière



OrientAction en bref

HIGHLIGHT



Subscriptions grew to a total of 8,486 readers in 2016 and engagement continues to be above average. Readers told us that the content in *CareerWise* and *En Bref* often sparks thoughtful conversations with colleagues and clients in addition to supporting their professional development. Many associations and organizations also share the newsletters within their networks, extending the reach.

Graduate Student Engagement Program

COMMUNITY HUB & COLLABORATION

“This has been a wonderful initiative and several of my own students have benefited from the support.”

- Dr Nancy Arthur, Professor, Educational Studies in Counselling Psychology, University of Calgary

CERIC's Graduate Student Engagement Program (GSEP) encourages the participation of Canada's full-time graduate students whose academic focus is in career development and/or a related field. This initiative seeks to connect with the next generation of researchers and involves working with faculty members to identify appropriate Master's and PhD students.

During 2016, GSEP students had the opportunity to: contribute articles to ContactPoint/OrientAction online communities; participate in CERIC committees; link with other graduate students through dedicated networking forums; and compete to win the Graduate Student Engagement Program Award, which provides free registration and \$1,000 each to attend and present at the Cannexus National Career Development Conference. This year they were also asked to apply to publish in *The Canadian Journal of Career Development's* forthcoming special Graduate Student Research issue.



HIGHLIGHT



Four GSEP Award winners were announced in 2016 and selected to attend the Cannexus17 conference in Ottawa: Maxine Clarke, MSc candidate, Organizational Development, Pepperdine University; Christopher Cook, MA candidate, Counselling Psychology, University of British Columbia; Caitie Napodi, MEd candidate, Counselling Psychology, University of New Brunswick and Jelena Radan, MSc candidate, Counselling Psychology, University of Calgary.

Strategic Priority

ADVOCACY & PROFILE

Raise the profile and value of the career development field

CERIC's has made it a Strategic Priority to facilitate conversations between career practitioners and their constituents and communities to raise the profile and value of the career development field. We have worked to promote awareness of the work of career development professionals in changing the lives of Canadians by leading profile-raising initiatives for the field that include dialogue, outreach and awards.

In 2016, we hosted a series of roadshows that not only brought career professionals together but extended our reach to employers to involve them in a conversation around women's career development with the launch of our *Maternity Leave Career Transition*

guides. We also increased our visibility through intensified media relations to highlight our new publications, becoming increasingly recognized as a "go to" source for expertise in the field. And we continued to have a CERIC presence at diverse events, introducing ourselves to new audiences, including school principals.

A major undertaking this past year was CERIC's Guiding Principles of Career Development – a collaborative idea that engaged multiple stakeholders in articulating what career development is and encouraged informed career development conversations. These Principles also outline the many benefits of career development and the impact it has on graduation rates, economic productivity and social mobility.



Guiding Principles of Career Development

ADVOCACY & PROFILE

“Thank you so very much for the Guiding Principles. The language on them is brilliant – ‘Who do I want to be, what kind of lifestyle am I seeking, how can I make an impact.’”

- Marla Bengert, Employment Facilitator, Regina Work Preparation Centre

With a goal of bringing greater clarity and consistency to our national conversations about career development, CERIC has developed a set of Guiding Principles of Career Development. These Guiding Principles, released during the inaugural Canada Career Month in 2016, reflect multiple voices at CERIC and are intended as a starting point to animate discussions with clients, employers, funders, policymakers and families.

There are 8 Guiding Principles of Career Development which incorporate the key concepts of career development: consisting of a lifelong process; requiring purposeful navigation; being self-directed but supported; encompassing different definitions of success; and involving multiple transitions. Presented as an engaging infographic, the Guiding Principles include an exploration of the word “career,” using the metaphor of a canoe as well as why career development matters more than ever against the backdrop of a rapidly shifting world of work.



HIGHLIGHT



Career professionals have been encouraged to use and share this document widely – and have responded. The Guiding Principles of Career Development have been put up in classrooms and offices, integrated into a career planning curriculum at a university and incorporated into a book for employers. Based on the strong response, CERIC is forming a Task Force in 2017 to further probe how we can embed the Principles into our work.

Roadshows

ADVOCACY & PROFILE

“We are looking forward to examining the best practices CERIC shared to understand where we can deliver even more value in the area of career counselling.”

- Helga Tilk, Manager of Employment Services,
Northumberland County

CERIC hit the road again this past year, travelling to various locations across Canada for a series of networking breakfast meetings, where participants were introduced to CERIC’s programs. Roadshows are designed to encourage dialogue and to build a local network of individuals and organizations that are engaged in different facets of career development. They are often generously hosted by local partners and supported by provincial career development associations.

In 2016, CERIC’s spring roadshows focused on the results of its Survey of Career Service Professionals and involved attendees in a discussion around “What’s Keeping You Up at Night?” In the fall, we shifted our roadshow attention to our new Maternity Leave Guide and featured author Dr Laura Hambley discussing with an audience of HR professionals and career coaches how best to take a proactive, positive approach to managing maternity leave career transitions.



HIGHLIGHT



A total of 279 stakeholders participated across our 10 roadshows in 2016. Cities visited include Toronto, Edmonton, Windsor, Halifax, Saint John, Sudbury, Vancouver and Cobourg, ON. In 2017, roadshows are expected to showcase our *Retain and Gain: Career Management for Small Business Playbook* and *Redirection: Movers, Shakers and Shifters* documentary.

Etta St John Wileman Award

ADVOCACY & PROFILE

“Work is a social obligation which has to be provided in order that both individual and society may reap the benefit of constant productivity.”

- Etta St John Wileman

Over the past year, CERIC has formalized a Selection Committee for its Etta St John Wileman Award as well as creating an online nomination form and timelines to support the process. This award for lifetime achievement in career development is designed to recognize and celebrate individuals who have devoted their lives to enhancing the field of career development. Nominees are trailblazers who combine being a mentor, educator, advisor, advocate and role model.

The award is named in honour of Etta St John Wileman who was a champion of and crusader for career, work and workplace development in Canada in the early 20th century. She believed that work was about the individual and in the importance of work to the human soul. 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 development guidance of children.



HIGHLIGHT



The award is presented on a less than annual basis as determined by the Selection Committee. Past winners of the Wileman Award are Marilyn Van Norman, Denis Pelletier, Norman Amundson, Mildred Cahill, Bryan Hiebert and Donald Lawson. It is presented at the Cannexus National Career Development Conference in Ottawa with a new recipient selected to receive the award at Cannexus17.

Media & Events

ADVOCACY & PROFILE

“To help with translating military training into corporate experience, the Canadian Education and Research Institute for Counselling, along with Canada Company, a military employment support group, launched a guide in late January.”

- The Globe and Mail, February 19, 2016

CERIC reaches out to engage a wide diversity of career development professionals to inform them about our work. With the investments we make, we want to ensure our research and resources are disseminated to the people who can use of them. We also connect with leaders in education, business and government, as well as the larger public, to make the case for the primacy of career development in all areas of economic and social activity in Canada.

Over the past year, much of CERIC’s focus was on promoting our new publications and building relationships with employers. Through conferences, we also connected with new audiences, such as university academic advisors and K-12 school principals, who are less familiar with career development but have a critical role to play. Our media presence also increased considerably with proactive outreach while we continued to grow our social media footprint.



HIGHLIGHT



During 2016, CERIC had a presence at 34 events across Canada from presenting at provincial career conferences in Alberta and New Brunswick, to exhibiting at the National Career Development Association conference in the US. We obtained significant media coverage, including *The Globe and Mail*, CTV Ottawa, Breakfast Television Calgary, CBC Radio Vancouver, Global Winnipeg as well as HR publications and blogs with 47 total media appearances.

Financial Report



For CERIC, 2016 was another active and productive year, seeing our operating budget increase with revenue outstripping expenditures slightly.

The “doing” of our work required outsourced purchased services, and the “being” at our work required an increase in occupancy costs and investment in our technology infrastructure. This was balanced well in 2016 with an increase in transactional services ranging from book sales to webinars and conference registrations.

HIGHLIGHTS

CANNEXUS

\$481,131

Cannexus saw robust growth in 2016 which translated into increased registration and exhibitor revenue.



LEARNING

\$53,706

Learning initiatives took hold in 2016 with increases in webinar participation and a successful Summer Skills Academy.



KNOWLEDGE CHAMPIONS

\$44,940

Knowledge Champions for two CERIC publications ensured that this novel approach to sponsorship was here to stay.



Revenue	2016 Year ended December 31, 2016 CAD \$	2015 Year ended December 31, 2015 CAD \$
The Counselling Foundation of Canada	830,234	781,558
Conference	481,131	400,292
Partnership agreement grants	186,646	198,544
Program delivery grants	138,850	138,850
Sales and other	53,706	50,645
Sponsorship	44,940	35,400
Total	1,735,507	1,605,289
Expenditures		
Salaries, benefits and contract labour	585,075	601,060
Conference	372,869	331,326
Partnership agreement grants	186,646	194,914
Program delivery grants	138,850	138,850
Purchased services	111,324	87,785
Occupancy costs	103,707	55,119
Office and general	52,543	40,924
Advertising and promotion	40,252	44,239
Professional fees	33,747	33,133
Other	21,671	22,090
Travel	11,327	11,073
Telecommunication	8,707	8,894
Interest and back charges	7,913	6,551
Supplies	5,310	3,238
Insurance	4,869	6,729
Amortization	3,578	3,765
Meeting expenses	1,964	2,740
Total	1,690,352	1,592,430
Excess of revenue over expenditures		
Total	45,155	12,859

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

Jennifer Browne

Jennifer Browne is the Associate Director of Student Life at Memorial University and Chair of the CERIC Board of Directors.



John Horn

John Horn is the Manager, Learning & Leadership at Vancity Credit Union, Co-Chair of the CERIC Marketing, Communications & Web Services Committee, and Vice-Chair of the CERIC Board of Directors.



Board of Directors



Barb Mason

Barb Mason has worked in administration for 25 years and is founding Director of CERIC and Treasurer & Secretary of The Counselling Foundation of Canada as well as the Treasurer/Secretary on the CERIC Board of Directors.



Jan Basso

Jan Basso is Assistant Vice-President, Experiential Learning & Career Development at Wilfrid Laurier University and Past Chair of the 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.

Carole MacFarlane

Carole MacFarlane is recently retired as Career Programs Co-ordinator for the Vancouver School Board of Education in BC and currently works with the BC Career Education Society.



Cathy Keates

Cathy Keates is the Director of Career Services at Queen's University, Co-Chair of the CERIC Content & Learning Committee, and co-ordinated the CERIC-funded project Career Centre Evaluation: A Practitioner Guide.



Board of Directors



André Raymond

André Raymond is the Director of the Service de placement of Laval University, where he currently manages a team of 45 employees. He brings HR expertise in recruiting, selection and career management.



Joan Schiebelbein

Joan Schiebelbein is the Director of the University of Alberta's Career Centre and Co-Chair of the CERIC Practical & Academic Research Committee.



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

Robert Shea

Robert Shea is Associate Vice-President (Academic & Student Affairs) at the Fisheries & Marine Institute of Memorial University and Assistant Professor in the Faculty of Education.



Iris Unger

Iris Unger is the Executive Director of YES Montreal and has over 25 years of experience in the non-for-profit sector.



Board of Directors



Mark Venning

Mark Venning founded Change Rangers in 1996, was International President for the Association of Career Professionals International and has expertise in career and talent development.



Donald Lawson (Honourary Director, Ex-officio)

Donald Lawson is Director and Chair Emeritus of the Board of The Counselling Foundation of Canada and Honourary Director of CERIC.



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

Board of Directors

Bruce Lawson (Ex-officio)

Bruce Lawson is the President and CEO of The Counselling Foundation of Canada and an Executive Officer of CERIC.



This committee plays a central role in the development of CERIC's internal and external research agenda to determine what research needs to be done in Canada.

Joan Schiebelbein

Joan Schiebelbein is the Director of the University of Alberta's Career Centre, Co-Chair of the CERIC Practical & Academic Research Committee, and sits on the CERIC Board of Directors.



Michelle Pidgeon

Michelle Pidgeon is an Associate Professor in the Faculty of Education at Simon Fraser University and Co-Chair of the CERIC Practical & Academic Research Committee.



Practical & Academic Research Committee



Robert Baudouin

Robert Baudouin is a newly retired professor from the University of Moncton and has taught and conducted research in career counselling programs for over 32 years.



Lorraine Godden

Lorraine Godden is an Assistant Professor (Adjunct) in the Faculty of Education at Queen's University whose research is rooted in educational policy.



This committee plays a central role in the development of CERIC's internal and external research agenda to determine what research needs to be done in Canada.

Darlene Holowachuk

Darlene Holowachuk is the Senior Vice-President Operations – Employment and Community Programs at the YMCA of Greater Toronto.



Jeanette Hung

Jeanette Hung is the Career Counselling Services Co-ordinator at Dalhousie University and counsels, lectures, writes and conducts research on career development issues and strategies.



Practical & Academic Research Committee



Rhonda Joy

Rhonda Joy is Associate Dean of Graduate Programs and Research as well as an Associate Professor in the Faculty of Education at Memorial University and was involved in the research project, Career Integrated Learning.



Jacquie Latham

Jacquie Latham is currently the Association Consultant for the Ontario School Counsellors' Association and has been involved in guidance and career education for over 30 years.



This committee plays a central role in the development of CERIC's internal and external research agenda to determine what research needs to be done in Canada.

Cynthia Martiny

Cynthia Martiny is a Professor at the University of Québec à Montréal where she teaches career counselling courses at the graduate and undergraduate levels.



Patricia Polischuk

Patricia Polischuk is the Vice-President, Client Solutions at Optimum Talent and an ICF Certified Coach with expertise in executive coaching, career transition and employment.



Practical & Academic Research Committee



This committee provides input on current content for the CERIC group of periodical publications, other CERIC assets and activates content into learning that is usable and engaging.

Cathy Keates

Cathy Keates is the Director of Career Services at Queen's University, Co-Chair of the CERIC Content & Learning Committee and sits on the CERIC Board of Directors.

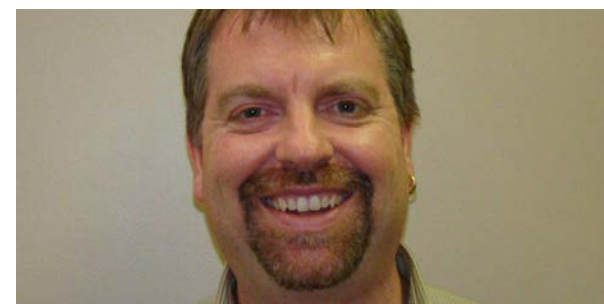


Don McCaskill

Don McCaskill is Area Superintendent overseeing 10 schools in Manitoba's Northern region and is Co-Chair of the CERIC Content & Learning Committee.

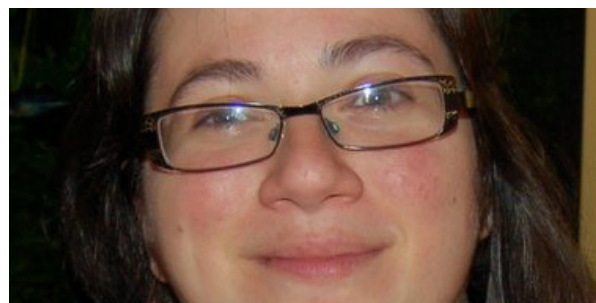


Content & Learning Committee



Madelaine Currelly

Madelaine Currelly is the CEO of the Community Training and Development Centre, a not-for-profit, affiliated with the Kawartha Pine Ridge District School Board.



Ilia Essopos

Ilia Essopos is a guidance counsellor in private practice and a lecturer at Université du Québec à Montréal teaching in the career development, vocational and technical training program.



This committee provides input on current content for the CERIC group of periodical publications, other CERIC assets and activates content into learning that is usable and engaging.

Keturah Harris-Leonforde

Keturah Harris-Leonforde is founder and Managing Principal for Katalist Consulting Group and has worked with Right Management and Wilfrid Laurier University.



Candy Ho

Candy Ho currently teaches in the Co-operative Education department and in Faculty of Arts' Educational Studies department at Kwantlen Polytechnic University, and is a doctoral candidate at Simon Fraser University.



Blessie Mathew

Blessie Mathew is Manager, Career Education at the University of Alberta Career Centre where she oversees the development, delivery and evaluation of career education and experiential learning programs and services.



Content & Learning Committee



Rosie Parnass

Rosie Parnass is the recently retired Director of the Organizational Development & Learning Centre at the University of Toronto.



This committee provides input on current content for the CERIC group of periodical publications, other CERIC assets and activates content into learning that is usable and engaging.

Rob Straby

Rob Straby is a Professor in the Career Development Practitioner Program at Conestoga College and passionate about state-of-the-art coaching, facilitation and training systems.



Barbara Wilson

Barbara Wilson is the former Director of Career Development for CIBC with over 17 years of progressive experience working to build human and social capital.



Content & Learning Committee



This committee helps to identify strategies to enhance the exposure and awareness of all CERIC programs and projects, and actively champions and promotes CERIC to its networks.

John Horn

John Horn is the Manager, Learning & Leadership at Vancity Credit Union, Co-Chair of the CERIC Marketing, Communications & Web Services Committee, and is Vice-Chair of the CERIC Board of Directors.



Lisa Taylor

Lisa Taylor is the President of Challenge Factory, a North American think tank and “do” tank focused on the Future of Work, and Co-Chair of the CERIC Marketing, Communications & Web Services Committee.



Marketing, Communications & Web Services



Tamara Anderson

Tamara Anderson has over 25 years of HR experience, specializing in recruitment and retention training. She has worked with the Deaf, First Nations and Middle Eastern communities.



Carrie Badame

Carrie Badame currently operates Niche Career Solutions, and provides career transition and career development solutions to individuals and organizations.



This committee helps to identify strategies to enhance the exposure and awareness of all CERIC programs and projects, and actively champions and promotes CERIC to its networks.

Ann Bowen

Ann Bowen specializes in career development in Canada's North, working with the Yukon Government of Education and Yukon College.



Laura Dokis

Laura Dokis has over 25 years of experience as a senior education administrator, working with Canadore College, Anishinabek Educational Institute, Sudbury and Peel Boards of Education.



Marketing, Communications & Web Services



Frances Humphreys

Frances Humphreys is the Manager of Career Development at Wilfrid Laurier University, managing the Lazaridis School of Business & Economics Graduate Programs.



Chris Kulbaba

Chris Kulbaba is a Career Counsellor with the London Employment Help Centre in London, ON. An avid social media user, he has created a MOOC for Fanshawe College.



This committee helps to identify strategies to enhance the exposure and awareness of all CERIC programs and projects, and actively champions and promotes CERIC to its networks.

Carole MacFarlane

Carole MacFarlane is recently retired as Career Programs Co-ordinator for the Vancouver School Board of Education in British Columbia, currently works with the BC Career Education Society, and sits on the CERIC Board of Directors.



Valérie Roy

Valérie Roy is the Executive Director of the Regroupement québécois des organismes pour le développement de l'employabilité (RQuODE).



Marketing,
Communications
& Web Services



Headquartered in Toronto, CERIC is managed by a dedicated professional staff.

Riz Ibrahim

Riz Ibrahim is the Executive Director and he works with CERIC's Board and Advisory Committees to enhance the body of knowledge for Canada's career professional communities.



Marilyn Van Norman

Marilyn Van Norman is National Co-ordinator Outreach & Innovation and with over 30 years of expertise, and is the author of numerous publications on career development.



Staff



Sharon Ferriss

Sharon Ferriss is the Director, Marketing, Web & New Media and she provides leadership in the development of all communications strategies for CERIC's projects and programs.



Norman Valdez

Norman Valdez is the Senior Manager, Digital Media & Communications and he oversees the websites, social media strategy and IT infrastructure for CERIC.



Headquartered in Toronto, CERIC is managed by a dedicated professional staff.

Danielle Levitt

Danielle Levitt is the Conference & Event Manager and she manages all aspects of the Cannexus National Career Development Conference and Summer Skills Academy.



Lincy John

Lincy John is the Events, Sponsorship & Marketing Specialist and she organizes webinars, roadshows, supports marketing activities and is involved with sponsorship and advertising sales.



Staff



Lucie Morillon

Lucie Morillon is the Bilingual Content & Communications Co-ordinator and she curates the content for the ContactPoint website, the *CareerWise* newsletter and *Careering* magazine.



Ye Liu

Ye Liu is the Marketing & Web Assistant and she researches organizations, publications and events for outreach, assists in updating contact databases, and maintains currency of websites.



Headquartered in Toronto, CERIC is managed by a dedicated professional staff.

Staff

Diana Castano

Diana Castano is the Executive Assistant & Office Administrator and she oversees all day-to-day administrative and financial processes and supports the Executive Director of CERIC.



CERIC is also supported by and wishes to thank Mario R. Gravelle and Rebecca Darwent of The Counselling Foundation of Canada.




ceric

CANADIAN EDUCATION AND
RESEARCH INSTITUTE FOR COUNSELLING

INSTITUT CANADIEN D'ÉDUCATION
ET DE RECHERCHE EN ORIENTATION

CERIC (Canadian Education and Research Institute for Counselling)

 Foundation House
2 St Clair Avenue East, Suite 300
Toronto, ON M4T 2T5

 T 416.929.2510
F 416.923.2536

 admin@ceric.ca

 ceric.ca

 [ceric.ca/twitter](https://twitter.com/ceric.ca/twitter)

 ceric.ca/youtube

 ceric.ca/facebook

 ceric.ca/linkedin