



CERIC

Advancing
Career
Development
in Canada

Promouvoir
le développement
de carrière
au Canada

ANNUAL REPORT

2017

A Journey of Collaboration

CANNEXUS

CAREERWISE
ORIENTATION EN BREF

CAREERING

SUMMERSKILLS

CONTACTPOINT
ORIENTATION

CANADIAN
JOURNAL OF
CAREER
DEVELOPMENT

REVUE
CANADIENNE DE
DÉVELOPPEMENT
DE CARRIÈRE

GRADUATE
STUDENT
ENGAGEMENT
PROGRAM

PROGRAMME DE
MOBILISATION
DES ÉTUDIANTS AUX
CYCLES SUPÉRIEURS



Nearly 1,000 delegates coming together at Cannexus17.



Screening of *Redirection: Movers, Shakers and Shifters* film in Hamilton, ON.

TABLE OF CONTENTS

01 WHAT WE DO	4
02 MESSAGE FROM BOARD CHAIR & EXECUTIVE DIRECTOR	6
03 STRATEGIC PRIORITY: RESEARCH & LEARNING	9
04 STRATEGIC PRIORITY: COMMUNITY & COLLABORATION	26
05 STRATEGIC PRIORITY: ADVOCACY & PROFILE	32
06 FINANCIAL REPORT	39
07 BOARD OF DIRECTORS	40
08 ADVISORY COMMITTEES	41
09 STAFF	44

OVERVIEW

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, run programs and craft partnerships that develop and share innovative resources to build the knowledge and skills of diverse career professionals.

An inclusive organization, CERIC works across sectors with anyone who has a stake in career development, including practitioners, educators, employers, researchers and policymakers.

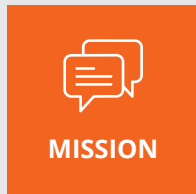
The activities of CERIC are funded in large part by The Counselling Foundation of Canada, a family foundation that has actively supported Canadians in living purposeful and productive lives through career development for almost 60 years.



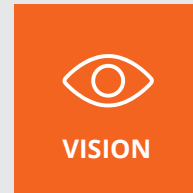
Roberta L. Jamieson delivering her keynote at Cannexus17.

CERIC collaborates each year with an extensive group of public, private and non-profit organizations that support our goal of advancing career development in Canada.





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.



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.

STRATEGIC PROGRAMS

CANNEXUS

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

CAREERWISE ORIENTATION EN BREF

CareerWise delivers to your in-box some of the most interesting articles on career counselling and career development from across the web each week.

CAREERING

Careering magazine is a resource by and for career development professionals in Canada, with analysis and reflection of the latest theories, practices and resources.

SUMMERSKILLS

Summer Skills Academy meets your need for training that is face-to-face, in-depth, and, importantly, fits your budget.

CONTACTPOINT ORIENTATION

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

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.

GRADUATE STUDENT ENGAGEMENT PROGRAM | PROGRAMME DE MOBILISATION DES ÉTUDIANTS AUX CYCLES SUPÉRIEURS

The Graduate Student Engagement Program encourages the engagement of Canada's full-time graduate students whose academic focus is in career development and/or related fields.

BOARD CHAIR & EXECUTIVE DIRECTOR

MESSAGE

We hope you view the pages of our Annual Report from this lens: a lens of collaboration and community building.

It sometimes takes a journey to surface purpose. For CERIC, it was a 13-year journey that led us not to our purpose, but a clearer articulation of that purpose. 2017 was the year where we paused, looked at all that had been built over the previous dozen years, including our myriad programs and services, to arrive at a juncture to explore our name, how we described ourselves and our work (our purpose), and how we showed that visually.

Launched as the Canadian Education and Research Institute for Counselling, we have come to be known simply as CERIC. This was the name synonymous with the organization that put together Cannexus, published the *Canadian Journal of Career Development* and *Careering* magazine, maintained ContactPoint and OrientAction, funded research that filled gaps and produced reliable resources and learning that career professionals could access with ease. We therefore formalized our name change to: CERIC. Our journey also revealed that what we were about was, put simply: “Advancing Career Development in Canada.” A fresh, modern, unifying look was embedded into our visual identity.

CERIC has come to be known as an enabling organization, a convening body, a research hub and a knowledge mobilizer. Indeed, if there has been one constant element in our journey these many years, it has been a spirit of collaboration. Collaboration comes in many forms: a formal partnership in the development of a project that meets a need; co-development of learning opportunities such as webinars; community building through supporting organizations for Cannexus; infusing our conference with specialized and emergent themes such as social enterprise and workforce development; and Knowledge Champions who support the development and dissemination of resources. Collaboration requires willing actors to stretch and reach for a common set of goals. The communities of career professionals and those in related fields have indeed been wonderful



JENNIFER BROWNE

MESSAGE

and meaningful collaborators. It is humbling to witness the overwhelming response to our work in supporting the advancement of career development in all corners of our country. This is just the start of our journey, and also the start of many nascent collaborations.

We hope you view the pages of our Annual Report from this lens: a lens of collaboration and community building. We hope you will see within these pages something that will support your own purpose, advance your own cause, better your own community and client service. We hope you will be inspired to reach out and collaborate, with us, with others.

There is an immense amount of gratitude to give to our exceptionally committed Board of Directors and Advisory Committee volunteers. Without them, our journey could not have been as vital or as resonant. Our collaborators – whether they be our project sponsors and partners, or on-the-ground supporters of one of our roadshows – and the communities of career professionals, they are our backbone. Thank you! We would be remiss not to acknowledge our truly talented and dedicated staff. They are humble and hard-working and understand the purpose-built nature of the work. Thank you! Our deepest appreciation 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. And, a final special thanks to Bruce Lawson, President and CEO of The Counselling Foundation of Canada.

JENNIFER BROWNE
CHAIR, BOARD OF DIRECTORS

RIZ IBRAHIM
EXECUTIVE DIRECTOR

*This is just the start of our
journey, and also the start of
many nascent collaborations.*



RIZ IBRAHIM

2017 IMPACT AT A GLANCE



17,364

resource downloads & views



967

Cannexus17 registrations



3,622

webinar participants



261

roadshow attendees



35

supporting organizations



10

grad students published
in CJCD special issue



8,595

Careering subscribers



227,661

ContactPoint/OrientAction
visits



10,000

Guiding Principles posters
distributed



8

Knowledge Champions



4

partnership projects
approved



7,178

social media followers

STRATEGIC PRIORITY

RESEARCH & LEARNING

CERIC invests 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 resources in career counselling and career development.

In 2017, CERIC continued to take a proactive and responsive approach that fostered relationships, in particular with educator and employer partners, publishing *Retain and Gain: Career Management for Small Business* and *Insight into Canadian Post-Secondary Career Service Models*. At the same time, we supported projects exploring issues across all ages and stages, from planting the seeds of career development with pre-school children to investigating the career needs of senior entrepreneurs. To be as accessible as possible, all of our resources are available as free pdf downloads. Free downloads saw dramatic growth.

During the past year, we also expanded and deepened our knowledge and skills development activities with Canada's career professionals. The Cannexus National Career Development Conference set a new attendance record while we multiplied our webinar offerings with new presenters and topics. From implementing experiential learning in classrooms to helping millennials avoid the underemployment trap to understanding the labour market implications of AI, training opportunities served to keep those who counsel and coach Canadians on their careers informed and up to date.



Collaboration at Cannexus17.

CERIC'S RESEARCH & LEARNING FUNDING PRIORITIES

- ✓ Career practitioner with social and economic impact
- ✓ Early intervention to assist children's career decision-making
- ✓ Impact of career services on policy and programs
- ✓ New emerging career development theories and career management models
- ✓ Entrepreneurial education and career development

IT'S NOT TOO EARLY TO THINK ABOUT CAREER DEVELOPMENT FOR YOUNG CHILDREN



Every child dreams about what they will be when they grow up, but career development in childhood is often downplayed. Released this past year, a set of CERIC-funded resources seeks to address this. *The Early Years: Career Development for Young Children – A Guide for Educators and A Guide for Parents/Guardians* – come out of Memorial University research on the impact that teachers and parents have on the career development process of children aged 3 to 8.

THE NEED

Researchers Dr Mildred Cahill and Dr Edith Furey sought to find evidence of whether the seeds of career development are present at an early age for children, and how young children are influenced by family, school and media.

THE RESULT

The research, which included focus groups with 436 children from pre-school to grade 3, examined how through art and storytelling young children explore their environment, learn to problem solve, make decisions and adjust to change. Findings show that from a young age, children envision themselves in possible roles for the future; they try on their hopes and dreams.

THE SIGNIFICANCE

The guides empower educators and parents to become more aware of children's career development during this critical period of play, fun and fantasy. Educators and parents gain practical strategies to help children develop positive beliefs about themselves and enable them to achieve their aspirations.



DID YOU KNOW?

As part of the research, a survey found that 96.3% of educators agreed that young children learn skills very early in life that will help them manage their lifelong learning, careers and work.

“THE EARLY YEARS CHILDREN’S GUIDES ARE SITUATED IN IMPORTANT RESEARCH ON THE CAREER DEVELOPMENT NEEDS OF CHILDREN. NUMBER 1, PARENTS ARE THE MOST INFLUENTIAL SOURCES OF CAREER INFORMATION FOR KIDS. EMPOWERING PARENTS WITH THE KNOWLEDGE OF HOW TO POSITIVELY INFLUENCE THEIR CHILDREN’S CAREER DEVELOPMENT IS CRITICAL. MEANWHILE, THE EARLIER WE START TO GUIDE CHILDREN INTO KNOWING WHO THEY ARE, WHAT IS IMPORTANT TO THEM, AND TO LEARNING ABOUT DIFFERENT CAREERS, THE MORE WE CAN CREATE THE CAREER READINESS FOR THEM TO MAKE THE BEST CAREER CHOICES. THIS IS A DEVELOPMENTAL LEARNING SKILL THAT NEEDS TO BE TAUGHT FROM KINDERGARDEN THROUGHOUT ALL GRADES TO BECOME EFFECTIVE. THESE RESOURCES PROVIDE GREAT IDEAS FOR DOING THIS.”

**– DR KERRY BERNES, PROFESSOR AND ASSISTANT DEAN,
FACULTY OF EDUCATION, UNIVERSITY OF LETHBRIDGE**

SPOTLIGHT: NEWCOMER AND REFUGEE YOUTH



THE UNIVERSITY OF
WINNIPEG

Considering Canada's record resettlement of Syrian refugees – with just under half aged 17 and younger – there is increasing focus on the need for schools to better integrate the growing number of newcomer and refugee students who have lived through the trauma of war, family separation and loss.

A three-year CERIC-funded research program led by the University of Winnipeg's Dr Jan Stewart investigated schools, settlement agencies and communities in Calgary, Winnipeg and St John's. Additional funders included Mitacs and the Social Sciences and Humanities Research Council of Canada.

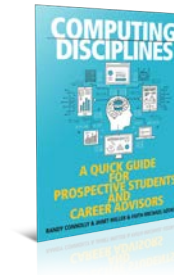
The research found that refugee and newcomer youth need more assistance with career development and understanding the impact of course choices on their future career trajectories. With complications arising because of psychosocial issues (e.g., forced migration), interrupted learning or language barriers, students faced additional obstacles. Teachers and counsellors also reported they did not feel fully equipped to deal with these distinct needs, and, that when children's needs are not met, they leave the school system.

In early 2018, CERIC will publish a new curriculum guide, *Bridging Two Worlds: Supporting Newcomer and Refugee Youth*, based on the research. It will help educators from K-12 deliver culturally responsive career guidance that makes school more meaningful for students of diverse backgrounds.

COMPUTING CAREERS ARE MORE THAN JUST PROGRAMMING



In 2017, a CERIC-funded research project produced a free guide to explain the complex and fast-changing field of computing, and to inform decision-making around education and career paths. *Computing Disciplines: A Quick Guide for Prospective Students and Career Advisors* was developed by an international research team led by Calgary's Mount Royal University.



DID YOU KNOW?

Not every computing program in a college or university will have one of the five ACM discipline titles. For example, there are now undergraduate degrees in Game Design, Cyber Security and Computer Apps. Many universities also offer mixed majors, such as with Health Sciences.

THE NEED

Researchers Randy Connolly, Dr Janet Miller and Dr Faith-Michael Uzoka surveyed thousands of prospective and current computing students from Canada, the US and Africa, demonstrating that students do not always understand the difference between computing disciplines.



THE RESULT

The graphic-oriented guide shows that there is no single computing discipline but at least five that have been identified by the Association for Computing Machinery (ACM): Computer Engineering, Computer Science, Information Systems, Information Technology and Software Engineering. Each discipline is explained in the guide along with related careers, core courses, key tasks and sample jobs.



THE SIGNIFICANCE

Prospective students, as well as career practitioners and academic advisors who guide them, now have a resource to determine which computing discipline best suits a student's interests, talents, skills and abilities. The guide is expected to be available in French in 2018.

"THANK YOU FOR CREATING AND PROVIDING THE CAREER WORLD WITH THE *COMPUTING DISCIPLINES - A QUICK GUIDE FOR PROSPECTIVE STUDENTS & CAREER ADVISORS*. THIS WAS A MUCH-NEEDED RESOURCE AND IS ABSOLUTELY A PLEASURE TO READ, EASY TO WORK WITH AND EFFECTIVE FOR SUPPORTING EXPLORATION."

- MICHELLE FRANCIS-DOYLE, RSW, EMPLOYMENT COUNSELLOR, POST-SECONDARY EDUCATION TRAINING & LABOUR, NEW BRUNSWICK

SPOTLIGHT: MILLENNIALS



The Counselling
Foundation of Canada

Environics
Institute



McConnell



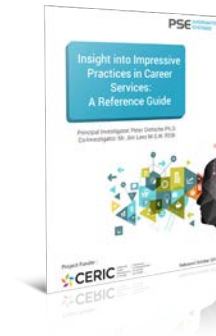
A new national survey released by the Environics Institute for Survey Research reveals a bold portrait of Canada's millennials (those born between 1980 and 1995) that for the first time presents the social values of this generation, and the distinct segments that help make sense of the different and often contradictory stereotypes that so frequently are applied to today's young adults.

The study was conducted in partnership with CERIC's funder, The Counselling Foundation of Canada, along with RBC, the McConnell Family Foundation and Apathy is Boring. Keith Neuman, the Executive Director of the Environics Institute, provided an advanced look at the survey findings during the Cannexus17 National Career Development Conference.

Survey results show that millennials cannot be lumped into a single group defined by their age. They are made up of six social values "tribes," each reflecting a distinct worldview. While millennials may share some common experiences and aspirations as befits their stage in life, there are notable differences in outlook and life path across these tribes, be they "Engaged Idealists," "Bros and Brittneys," or "Lone Wolves."

The survey is based on interviews conducted online with a representative sample of 2,072 Canadians aged 21 to 36 across the country.

WHAT MAKES FOR AN “IMPRESSIVE” POST-SECONDARY CAREER SERVICE MODEL



A national CERIC study, published in 2017, identified seven publicly funded Canadian universities and colleges with the most “impressive” models of career services. The study, undertaken by Dr Peter Dietsche and Jim Lees of PSE Information Systems, also examines the level of institutional commitment across the country to providing career services for post-secondary students.

THE NEED

This was the first proactive research project initiated by CERIC, identifying a need and tendering a Request for Proposal. It sought to establish the importance that publicly funded universities and colleges place on career development services and to highlight impressive models of career services across the country.

THE RESULT

Comprehensive information on career service was obtained from 67 Canadian colleges and universities. *The Insight into Canadian Post-Secondary Career Service Models* report characterizes institutions that have an impressive model of career service delivery as those that: evaluate services regularly, measure outcomes, are proactive in delivery, and collaborate extensively with campus stakeholders.

THE SIGNIFICANCE

While it is not recommended that post-secondary institutions attempt to “transplant” a model from another career service, the key themes and best practices provide a roadmap for deploying an impressive model of career services. The findings will help institutions in supporting students to achieve their academic, personal and professional goals.



DID YOU KNOW?

The universities and colleges found to exemplify an impressive model are: Wilfrid Laurier University, Queen’s University, Simon Fraser University, University of Toronto Mississauga, Mount Royal University, Fanshawe College and Nova Scotia Community College. A follow up report, *Insights into Impressive Practices in Career Services*, provides case studies of institutions scoring highly on the impressive model scale. A total of 47 best practices are captured.



IRENE WALLACE

IT IS GREAT TO HAVE ACCESS TO THE FINDINGS FROM THIS CERIC FUNDED SURVEY. I ADD MY THANK YOU TO PETER AND JIM FOR THEIR WORK. IT IS TRULY HELPFUL TO KNOW WHICH INSTITUTIONS THAT WE CAN LOOK TO AS BEST MODELS TO LEARN FROM.



BY THE NUMBERS

The project is having an impact, with 2,263 downloads of both reports combined, *Academica Top Ten* listing the research as a top story of 2017 and 475 registrations for a webinar series showcasing the findings with Dr Dietsche and 11 career services leaders across Canada.

SPOTLIGHT: STUDENTS WITH DISABILITIES


NEADS

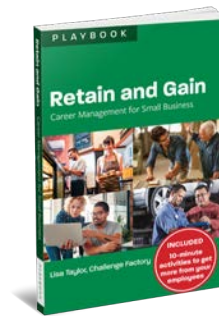
National Educational Association
of Disabled Students
Association nationale des étudiant(e)s
handicapé(e)s au niveau postsecondaire

The opportunity to learn about career transitions and take on work-integrated placements is increasingly recognized as a crucial component of the post-secondary student education experience. However, for students with disabilities – an underserved population – the potential for unique and significant barriers exists.

In 2017, CERIC approved funding for a new project, “Accessibility and Universal Design in Career Transitions Programming and Services” that aims to positively influence the practice of career educators working with students with disabilities. It is led by Dr Mahadeo Sukhai of the National Educational Association of Disabled Students (NEADS) and the Canadian National Institute for the Blind (CNIB).

Recommendations from this study are expected by fall 2018 and will help colleges and universities to shape new programs and practices in support of disabled students successfully transitioning from education to the workforce and into new careers.

SMALL BUSINESS CAN USE CAREER MANAGEMENT TO RETAIN AND DEVELOP EMPLOYEES



This past year CERIC launched a new publication to help the more than 4 in 5 small- and medium-sized enterprises who worry about engaging and developing the talent to grow their businesses. Entitled *Retain and Gain: Career Management for Small Business*, this action-oriented Playbook enables small business owners and entrepreneurs to use career management as a strategic lever for stronger company performance.



DID YOU KNOW?

The Playbook was introduced during the Cannexus17 National Career Development Conference. Highlights included a panel of award-winning small business owners and a briefing with the Ottawa Chamber of Commerce and HRP A Ottawa. Additional events were held during the year with the Toronto Board of Trade and as part of Canada's largest Small Business Week in Calgary. There was significant media attention for the launch, including CBC Radio with subsequent coverage in *The Globe and Mail* and *Toronto Sun*.

THE NEED

The need for this Playbook was identified in a CERIC-commissioned Environics National Survey on the state of Career Development in the Canadian Workplace. In the survey, 71% of employers said they have responsibilities for employee career management, however, only 29% felt they were doing anything about it. This resource helps to bridge that gap for SMEs, which employ 90% of Canada's private sector workforce.



THE RESULT

Workforce expert and small business owner Lisa Taylor, President of Challenge Factory, authored the Playbook, which is written in an innovative "travel guide" format and provides 40+ tips, activities and actions that SME owners and managers can take immediately.



THE SIGNIFICANCE

This project brought together the support of Knowledge Champions, including the Canadian Chamber of Commerce; TD Bank; The G. Raymond Chang School of Continuing Education, Ryerson University; Laval University; and The CFO Centre. It was also endorsed by Futurpreneur, Startup Canada and the Family Enterprise Xchange.

"INVESTING IN EMPLOYEES' CAREER DEVELOPMENT IS KEY TO PROMOTING AN INNOVATIVE AND PRODUCTIVE WORKPLACE CULTURE. SOME BUSINESSES RECOGNIZE THIS BUT LACK EITHER THE RESOURCES OR A FULL UNDERSTANDING OF HOW TO EFFECTIVELY PROVIDE THIS, AND THAT'S WHY THIS TYPE OF SUPPORT PROVIDED BY CERIC IS SO ESSENTIAL."

- HONOURABLE BRAD DUGUID, MINISTER OF ECONOMIC DEVELOPMENT AND GROWTH, PROVINCE OF ONTARIO



BY THE NUMBERS

A total of 2,753 copies of the Playbook were disseminated in 2017. The Canadian Chamber of Commerce also shared it with its 450 chambers across the country. Webinars held in partnerships with the Canadian Federation of Independent Business (CFIB) drew 428 registrants.

SPOTLIGHT: MILITARY VETERANS



It is widely acknowledged that unconscious bias can result in good job candidates being overlooked in recruitment processes. A new CERIC-funded project – one of the first quantitative studies of veteran career transition – will help us understand how communication style may be affecting how military candidates are hired for civilian positions.

The project, “A Question of Style – Does Working Style Impact Hiring Success Among Veterans in Canada?” is being led by Lisa Taylor of Challenge Factory and includes the support of the Canadian Armed Forces and Veterans Affairs Canada. It is using a formal assessment instrument to identify a trend in how military candidates engage in networking and interview situations – and how they are perceived by hiring managers who are not familiar with military personnel and culture.

Initial findings received attention in the wake of the 2017 Invictus Games, hosted in Toronto this past fall. The full research findings, which are expected in early 2018, will aim to enhance overall interviewing capability, including for other “misunderstood” candidate groups.

This latest research follows another CERIC project that supported veteran career transition, culminating in *Military to Civilian Employment: A Career Practitioner’s Guide*, released in 2016.

REDIRECTION VS RETIREMENT: EXAMINING LATER LIFE CAREER SHIFTS



A CERIC-funded documentary and companion guide released in early 2017 examines career shift, transition and occupational change in later life. Called *Redirection: Movers, Shakers and Shifters*, the film shares the stories of five people who have moved into second or third careers at age 50 or older. It is part of a national Redirection research project on Work and Later Life Career Development led by Dr Suzanne Cook of York University.



THE NEED

Redirection is expected to increase in our society as more people transition into new occupations in later life. The term redirection refers to a new stage of career that is emerging. Redirection is an alternative to retirement as working life is extended due to social, demographic, economic and policy changes in Canada.

THE RESULT

In the 33-minute documentary, participants describe the challenges faced during their transition into new work. The rationale for career shift varies among the individuals in the film. Some people can be forced into job change; some want to work for personal fulfillment, whereas others need to generate an income. Both film and guide can be used by career professionals in one-on-one counselling or group workshops.

THE SIGNIFICANCE

The film draws attention to the emerging trend of later life career change in Canada, as more older adults embark on new directions. The stories help the viewer to understand that later life career shifts are common and provides hope and inspiration to others regarding the transition.



DID YOU KNOW?

Canadians spend, on average, 21.9 years in retirement. A fairly lengthy time compared to retirement when life expectancy was only 68 years in the 1950s.



KALPANA BILIMORIA

THANK YOU FOR THE LOVELY DOCUMENTARY, IT IS INSPIRING AND THOUGHT PROVOKING. IT IS NEVER TOO EARLY TO START PLANNING AS THE WORLD OF WORK IS CHANGING SO RAPIDLY AND LIFE IS BECOMING INCREASINGLY UNPREDICTABLE.



BY THE NUMBERS

During 2017, the film was viewed 3,823 times on YouTube with 1,158 downloads of the guide. A webinar with Dr Cook attracted 662 registrations. There was extensive media coverage of the project, including interviews with CBC's *The Current*, *University Affairs* and *Zoomer* magazine.

SPOTLIGHT: SENIORPRENEURS

Sheridan

With the country's demographic shift to an aging workforce well underway, increasing numbers of older Canadians are turning to entrepreneurship. Individuals 50+ make up the fastest growing age group for start-ups in Canada, accounting for approximately 30% of the total number of start-ups in the country. However, very little is known about them and what kind of career guidance and support they require.

A new CERIC-funded research study will address the gap in knowledge about the state of senior entrepreneurship in Canada. Led by Pat Spadafora and Lia Tsotsos of the Sheridan Centre for Elder Research, "A Study on the Status of Senior Entrepreneurship in Canada: Training Implications for Career Counsellors" will investigate the experiences, needs and interests of individuals who have either launched or would like to start their own business after age 50. Results are expected in 2018.

HOT TOPICS IN CAREER DEVELOPMENT

A look at literature searches undertaken by CERIC during 2017 reveals a list of trending and emerging topics in career development:

- ✓ *Changing Workplace* examines automation and the future of work from demographics to diversity to digital skills.
- ✓ *Social Enterprise and Career Development* explores the contemporary meaning of social enterprise and the creation of training and employment opportunities for marginalized populations.
- ✓ *Infusing Career Development into K-12 Curriculum* investigates efforts to help students gain self-knowledge, explore their future options and build career competencies at an early stage.
- ✓ *Volunteerism and Career Development* addresses the benefits of volunteerism in advancing career development by helping to develop practical and social skills, and by expanding networks that can eventually lead to full-time employment.
- ✓ *Intersection of Diversity and Inclusion in the Workplace* identifies the benefits, barriers and best practices in building both diverse and inclusive organizations – and where these concepts overlap and differ.
- ✓ *Corporate Social Responsibility* reviews the growing focus of business to go beyond profits to incorporate CSR principles and the implications for careers today.

Each literature search features comprehensive listings of key research in career development. Literature searches are helpful if you are researching the latest thinking or proven best practices in an area of interest. They are also valuable if you are considering a submission to CERIC for project partnership funding in order to gain an overview of major work already done.



DID YOU KNOW?

The three most accessed literature searches are:
1) Coaching and Career Development, 2) Career Development Theory and Career Management Models, and 3) Early Intervention Career Development for Children and Adolescents



BY THE NUMBERS

There are 42 literature searches now available. Literature searches were downloaded 3,128 times in 2017.

SPOTLIGHT: CAREER PRACTITIONERS



UNIVERSITY OF
CALGARY

Career practice in current times requires practitioners to be equipped with the latest developments in the field. This includes knowledge about current theories and models and strategies for applying that knowledge with clients who seek career support. Furthermore, ethical career practice requires practitioners to be up-to-date with their knowledge of theory and how theory informs practice.

CERIC announced in 2017 that it will fund the development of a new international collection, *Career Theory and Models at Work: Ideas for Practice*, to be edited by Dr Nancy Arthur (University of Calgary), Dr Roberta Neault (Life Strategies) and Dr Mary McMahon (The University of Queensland, Australia). The goal of the project is to provide career practitioners with training in a range of contemporary and emerging theories and models developed from different countries around the world.

The book is expected to be launched at the Cannexus National Career Development Conference in 2019.

A RECORD-BREAKING CANNEXUS17 NATIONAL CAREER DEVELOPMENT CONFERENCE



The Cannexus National Career Development Conference brought together close to 1,000 participants – the largest yet – in Ottawa from Jan. 23-25, 2017 to exchange information and explore innovative approaches in career counselling and career development. Presented by CERIC, Cannexus is supported by The Counselling Foundation of Canada and a broad network of 35 supporting organizations as well as committed sponsors.

Conference highlights included:

- ✓ All-Canadian keynotes for the country's 150th anniversary: Roberta Jamieson of Indspire advocated for Indigenous peoples in shaping Canada's future; UQAM Professor Louis Cournoyer shared his research on good career decisions; and Marc Kielburger had everyone on their feet with his story of how the We Movement is empowering youth.
- ✓ Cannexus delegates received a special preview of a new national Environics Institute study that for the first time presents the social values of the millennial generation, and challenges the stereotypes often applied to today's young adults.
- ✓ The launch of CERIC-funded resources: *Retain and Gain: Career Management for Small Business* Playbook authored by Lisa Taylor of Challenge Factory, the *Redirection: Movers, Shakers and Shifters* documentary film by York University's Dr Suzanne Cook and *Hope-Centred Career Interventions* with UBC's Dr Norm Amundson and partners.
- ✓ Several key themes were in the spotlight at Cannexus in 2017. A full-day pre-conference workshop on Indigenous Cultural Competence provided space to reflect on reconciliation in the career sector. And a stream on Diversity Engagement examined inclusion for people with disabilities, women in STEM and immigrant professionals.

The conference featured popular Spark! TED-style talks and more than 130 education sessions. The latest programs, products and services were also showcased by 33 exhibitors in addition to special zones focusing on Social Enterprise, Workforce Development, Diversity Engagement and Reconciliation.



DID YOU KNOW?

During 2017, extensive planning took place for Cannexus18. Planned programming includes a Workforce Development Spotlight, a Community Engagement Mural on the "future of work" and the immersive KAIROS Blanket Exercise exploring the relationship between Indigenous and non-Indigenous peoples. Three new K-12 publications were also being prepared for release at the conference.

"LIKED THE WIDE RANGE OF TOPICS AND THE FORMAT. EXCELLENT RANGE OF THEORY-BASED AND PRACTICAL WORKSHOPS."

- BERNADETTE GIGLIOTTI, CEO, AUSTRALIAN CENTRE FOR CAREER EDUCATION



BY THE NUMBERS

In a post-conference survey, a total of 98.4% of respondents rated Cannexus as good to excellent. The majority of delegates indicated that they plan to either use what they learned at work right away or incorporate it over time with 72.5% stating they plan to share what they learned with their colleagues to impact change broadly.

ONLINE LEARNING OFFERS TIMELY AND AFFORDABLE PROFESSIONAL DEVELOPMENT

CERIC continued to grow its webinar offerings in 2017. We partnered with associations and thought leaders across Canada on various webinar series to explore perennial as well as newer issues. And we collaborated with project partners on free webinars to share their research findings.

Fee-based series offered were:

- ✓ Career Launch Reboot: New Approaches & Tech-Savvy Tools to Help Millennials Avoid the Underemployment Trap, presented by Jennifer Fraser, with the BC Career Development Association (BCCDA)
- ✓ How to Leverage Hot Jobs to Your Client's Advantage, presented by Kristen Cumming with the Career Development Association of Alberta (CDAA)
- ✓ From Classroom to Community: Implementing Experiential Learning for Career Development, presented by Dr Rhonda Joy, Dr Robert Shea, Kristine Vanderplas and Fabienne Pierre-Jacques, with the Canadian Association of Career Educators and Employers (CACEE)
- ✓ Why Aren't You More Like Me?™ Discover How Personal Style Impacts All Our Career Choices, Relationships and Life Decisions presented by Dr Ken Keis, with the New Brunswick Career Development Association (NBCDA)
- ✓ Resumes 2017: What You Need to Know About Current Trends, Employer Expectations and Crafting Outstanding Resumes for Client Career Success, presented by Kristin Vandegriend and Lisa Stephen, with the BC Career Development Association (BCCDA)

CERIC also offered free webinars based on funded projects, including Pinasuutitsaq – An Intervention Guide for Career Development Practitioners Working with Inuit Clients; Hope-Centred Career Interventions; Small Businesses: Who They Hire and How to Engage Them; and Redirection Project: Career Development and Job Shifts. We also hosted a free webinar series on the Canadian Millennials Social Values Study with Keith Neuman and Michael Adams of the Environics Institute and panellists from First Work, SAP, The Rideau Hall Foundation and BuzzFeed.



DID YOU KNOW?

As part of Canada Career Month 2017, CERIC offered a free webinar series, "Impressive" Post-Secondary Career Service Models: What Have We Learned? The week of November 13-17 kicked off with Dr Peter Dietsche providing an overview of his research findings, then on the following days a different panel of career centre leaders explored themes from the research around "Collaboration," "Intervention," "Innovation" and "Evaluation," highlighting their own organization's impressive practices.



CNAW PROGRAM STAFF TOOK IN @CERIC_CA WEBINAR ON #RESUMEWITING TIPS! GREAT INFO ON EMPLOYER PET PEEVES & ELEMENTS THAT MAKE RESUMES STANDOUT.



@QUINTSASKATOON



BY THE NUMBERS

Delivering accessible and no or low-cost professional development, webinar participation flourished with 3,362 registrants. Webinars were running 28 days of the year.

SUMMER SKILLS EXPLORES AGING, LONGEVITY AND WORKFORCE TRENDS

SUMMERSKILLS



The 2017 CERIC Summer Skills Academy featured a special one-day intensive and interactive training opportunity on Life Reimagined: Career Development for Living the “Good Life” on Purpose with Rich Feller on July 20 in Toronto.

This hands-on seminar brought together 19 career development professionals to consider how jobs and success are being re-imagined as “ageless aging” confronts the future of work. They learned how these changes demand a re-evaluation of career development practices, tools and techniques, ensuring a connection to internal motivation, personal definitions of the “good life” and clarity about one’s purpose.

Dr Feller is Professor Emeritus of Counseling and Career Development and one of 12 University Distinguished Teaching Scholars at Colorado State University. He has served as NCDa President, consultant to NASA, UN, NFL, AARP, and international and small organizations. Lead trainer for the JCTC/JCDC Coach Certificate held by 8,000 coaches, he is co-author of three books, six film series and the Who You Are Matters! Game.

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.



RICH FELLER



DID YOU KNOW?

The biggest demographic wave in history – the baby boomers – is moving towards retirement. Boomers, who currently range in age from 50 to 69, now make up a growing percentage of the population with unprecedented numbers staying in the workforce longer than ever before.

“RICH FELLER’S EXPERIENCE, KNOWLEDGE AND GENEROSITY MADE THIS THE MOST INTERESTING AND USEFUL WORKSHOP I’VE BEEN TO IN A LONG TIME. THE VARIETY OF INFORMATION AND LEARNING METHODS MADE THE DAY EXTREMELY BENEFICIAL.”

**– AMANDA HANCOX, EXECUTIVE DIRECTOR, DANCER
TRANSITION RESOURCE CENTRE**

SUPPORTING REGIONAL PROFESSIONAL DEVELOPMENT WITH MINI-FORUMS



Mini-Forums advance local professional development for career practitioners through partnering with associations and organizations. After six years, CERIC is winding down its Mini-Forum initiative having successfully seeded several regional events.

During 2017, two Mini-Forums were held, coinciding with Canada Career Month. The first, our longest-running Mini-Forum, the “Let’s Get to Work” conference developed in partnership with Career Trek, was held in Winnipeg on November 10. The event attracted 100 attendees and earned the support of the Manitoba government. Career Trek has begun to transition responsibility for the event to the now established Manitoba Association for Career Development.

The second Mini-Forum, “Connect, Celebrate & Learn,” was organized by the PEI Career Development Association on November 24 in Victoria-by-the-Sea. It had the support of the PEI government’s Workforce and Advanced Learning department and brought together 80 career development professionals in the province.

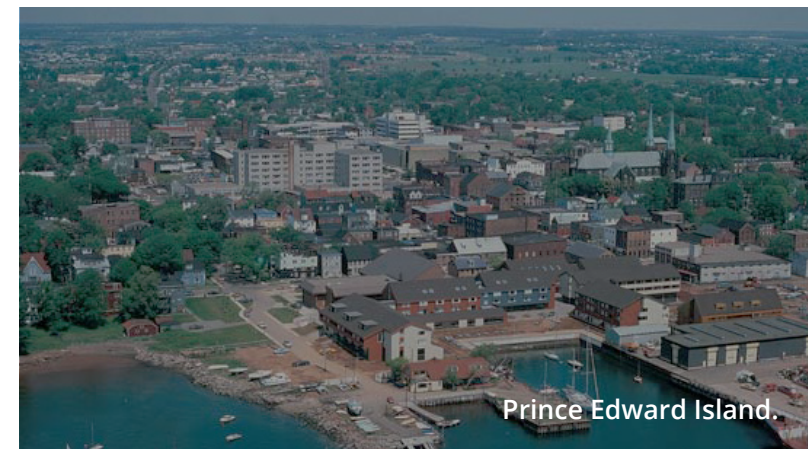


DID YOU KNOW?

The PEI Mini-Forum keynote was Kathy McDonald of the PEI Department of Education, Early Learning and Culture talking about her experience visiting Korea’s Job World where each day up to 2,200 young people can explore careers.

“WE THANK YOU SO MUCH FOR ALL OF YOUR SUPPORT WITH OUR EFFORTS TO ALLOW CAREER DEVELOPMENT PROFESSIONALS FROM ACROSS PEI TO COME TOGETHER FOR A DAY OF NETWORKING AND PROFESSIONAL DEVELOPMENT WITH THEIR PEERS.”

– KIM MURPHY, CO-CHAIR, PEI CAREER DEVELOPMENT ASSOCIATION



Prince Edward Island.

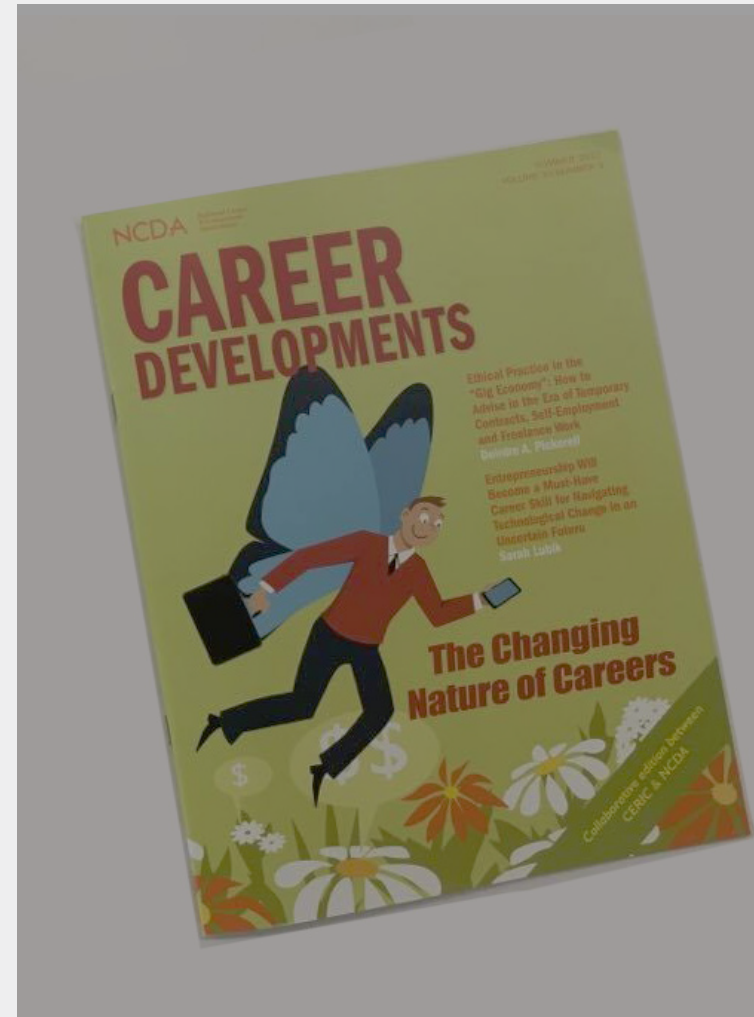
STRATEGIC PRIORITY

COMMUNITY & COLLABORATION

CERIC champions and enables 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 2017, CERIC began to reimagine its ContactPoint and OrientAction online communities for professionals under the broad career development umbrella. With these pioneering sites marking their 20th anniversary, the time was ripe to consider how we might create a next generation community to meet the knowledge and networking needs within the field. A key driver of what comes next for our online hub will be the success of our regular *CareerWise* and *En bref* content curation newsletter, which continued to grow in popularity as readers were eager to digest content on resume strategy, labour market trends and career assessments.

This past year, CERIC was able to take collaboration to a new level by partnering with the National Career Development Association (NCDA) to produce a first joint issue between *Careering* magazine in Canada and *Career Developments* magazine in the US. The collaborative issue explored “The Changing Nature of Careers” today on both sides of the border. At the same time, our *Canadian Journal of Career Development* (CJCD) sought to engage with Master’s and PhD students in Canada and abroad to publish its first special issue of graduate research, building our community of future researchers and practitioners.



CREATING A MODERN CONTENT HUB FOR CANADA'S CAREER PROFESSIONALS

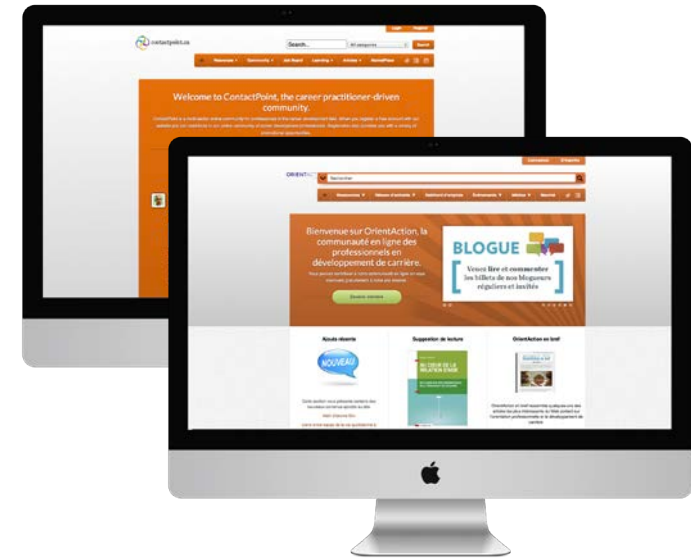
In 2017, ContactPoint, CERIC's online community for career development professionals marked its 20th anniversary. Over the course of the year, we took a look at the most popular sections of the website as well as the most-read articles through a series of blog posts that reflected on how the field has evolved over the past two decades.

Some of the highlights included:

- ✔ Career Development Theories Revisited
- ✔ Now & Then Stories of Career Buzz – Reflections from Mark Franklin of CareerCycles, our longest-serving regular blogger
- ✔ Revisiting the Role of Career Assessment Inventories in Career Counselling
- ✔ Transference Transferred – Reflections on the most accessed article on ContactPoint, *Counselling Transference / Countertransference Issues*
- ✔ E-Career Services: Ethical Considerations Revisited

The anniversary year provided us with a timely opportunity to consider the ways in which career development professionals find and interact with resources on the web today are changing. Seeking feedback from career professionals in a series of in-person and online focus groups, CERIC began to examine alternatives to evolve its digital platforms. This includes not only ContactPoint but its French language counterpart, OrientAction. OrientAction is run in partnership with the Quebec-based Société GRICS.

An exciting new site is under construction for launch in late 2018 as CERIC adapts to meet the field's learning and information needs in the most modern and engaging way.



"I HAVE USED CONTACTPOINT FOR YEARS. I LOVE IT. IT IS A SUPER GO-TO RESOURCE FOR ME. CONTACTPOINT SHOWCASES THE HISTORY OF HOW THE FIELD'S DEVELOPING, SO IT'S GREAT TO HAVE REALLY CONTEMPORARY, NEW INFORMATION, BUT I THINK THERE IS A VALUE IN BEING ABLE TO SEE WHAT HAS BEEN WRITTEN IN THE PAST."

- TANNIS GODDARD, CEO, MIXTMODE



BY THE NUMBERS

Our ContactPoint and OrientAction websites continue to see strong traffic with 227,661 visits during the course of 2017 to access job postings, events listings, articles, reports and other resources.

CERIC AND NCDA MAGAZINES PUT OUT FIRST COLLABORATIVE ISSUE



For CERIC's *Careering* magazine, a highlight of 2017 was a first collaborative edition with *Career Developments*, the magazine of the National Career Development Association (NCDA). This Spring-Summer 2017 issue of *Careering* magazine focused on the theme: "The Changing Nature of Careers." Topics covered include ethical practice in the gig economy, entrepreneurship as a must-have career skill, and welcoming career changers into career services. A feature interview with Colorado State University Professor Emeritus Rich Feller on career thought leaders for the new world of work was also part of this special issue.

The Fall 2017 issue focused on the theme "Generation Next – Pitfalls, Promise and Potential," exploring underemployment among young Canadians, the benefits of professional networking, and young people's expectations of the future job market. The theme of the Winter issue of *Careering* magazine was "Cultural Perspectives on Career and Work" with articles discussing opportunities and challenges that international students and newcomers face in transitioning into Canadian workplaces.

Careering magazine is Canada's Magazine for Career Development Professionals and is the official publication of CERIC. It is free to subscribe and is published three times a year both in print and as an emagazine, including select content in French.



DID YOU KNOW?

Each issue of *Careering* includes "10 Questions" with career development leaders and well-known Canadians, such as former Prime Minister Paul Martin.



EXCITED TO HAVE RECEIVED THE FALL 2017 EDITION OF CAREERING MAGAZINE IN THE MAIL TODAY, FEATURING AN ARTICLE I WROTE! @CERIC_CA #CAREERDEVELOPMENT



@CAREERS_MONICA



BY THE NUMBERS

Careering magazine sent out its first-ever readership survey. Highlights include:

- 64% read the print edition
- 57% share with co-workers
- 91% say it's a source of continuous learning
- 76% have discussed/forwarded an article
- 96% say overall value good to excellent

Based on reader feedback, *Careering* magazine will look to make continuous improvements, including the addition of a regular Case Study feature that will examine how a career professional addresses a common challenge.

SPECIAL ISSUE OF CJCD FEATURES GRADUATE STUDENT RESEARCH



This past year the *Canadian Journal of Career Development* (CJCD) published its first special issue, featuring 10 briefs that focus on the thought-provoking research of current and past graduate students in Canada and internationally. Topics in this fall issue range from the future of work to athletic identity to immigrant job satisfaction. Due to the interest shown, CJCD plans to make graduate research briefs a new section within regular issues.

CJCD is published twice a year, once in digital format in the fall and then in both print and digital formats in the winter. The 2017 winter issue provided new research on the benefits of a gap year before starting university, an analysis of the impact of labour market information on achieving individual career goals, and an examination of career choices of youth in the Gulf Arab world. It is free to subscribe to the digital editions.

The *Canadian Journal of Career Development* is a partnership project between CERIC and Memorial University of Newfoundland with the support of The Counselling Foundation of Canada. It is Canada's only peer-reviewed publication of multi-sectoral career-related academic research and best practices from this country and around the world.



DID YOU KNOW?

The top 3 downloaded journal articles of 2017:

- The Gap Year Dilemma
- Impact of Labour Market Information
- Future of Work

"WE THOUGHT IT WAS TIMELY TO LAUNCH A SPECIAL ISSUE OF ARTICLES, RESEARCH BRIEFS AND THE ON-GOING RESEARCH OF GRADUATE STUDENTS FROM ACROSS THE CANADA. THESE ARE THE RESEARCHERS AND PRACTITIONERS OF TODAY AND OF THE FUTURE. OUR CALL FOR CONTRIBUTORS WAS OVERWHELMING. THIS ISSUE AND THE OVERWHELMING POSITIVE RESPONSE FROM BOTH GRADUATE STUDENTS, THEIR PROFESSORS AND THE CAREER COMMUNITY IN CANADA INDICATES A NEED TO CONTINUE THIS CONCEPT."

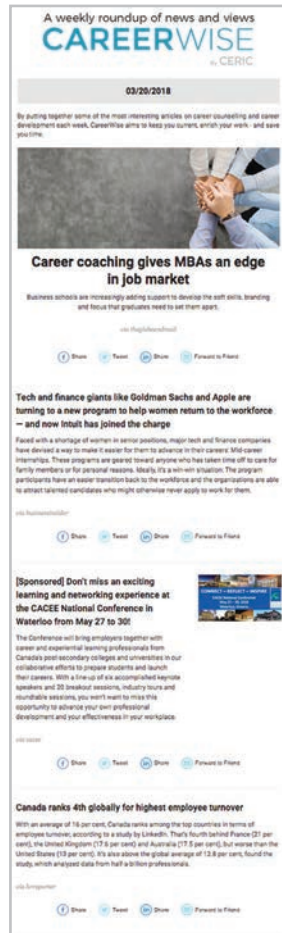
- DR ROBERT SHEA, FOUNDING EDITOR, CANADIAN JOURNAL OF CAREER DEVELOPMENT



BY THE NUMBERS

The journal currently has 8,488 subscribers. CJCD has been publishing for 15 years and all issues of the journal dating back to 2002 are available to access online at no cost.

A POPULAR WEEKLY ROUNDUP OF NEWS & VIEWS



CERIC's weekly scan of the most important career development news and views continued to grow its reader base and its popularity. Each Tuesday, *CareerWise* is sent out to subscribers (its French counterpart *En bref* is bi-weekly) highlighting key articles, blogs, jobs, events and resources.

Starting in the fall of 2017, we began to include the top 5 articles of the MBAs from the previous month in *CareerWise*, as a recap for anyone who might have missed them. This also provides valuable insights on what other career professionals across Canada and beyond are finding most compelling. Overall, articles on resume strategy, labour market trends, diversity and inclusion, career testing, work-integrated learning, and addressing anxiety and burnout were most clicked.

Readers report that not only does this curation initiative help keep them stay up-to-date as busy professionals, but that the content also helps to spark interesting conversations with clients, colleagues – and even families. Various associations regularly pass on issues of *CareerWise* to their members and items continue to be shared throughout each week on social media.



DID YOU KNOW?

Most read articles, September – December 2017:

1. What Hiring Managers Want in a Resume: Survey Results
2. The Problem of Youth Unemployment: Predicting the Changing Future of Work
3. 7 Old-Fashioned Jobs Making a Comeback in Canada
4. Revisiting the Role of Career Assessment Inventories in Career Counselling
5. The Secret Mindset for a Meaningful Career and Life



THANK YOU @CERIC_CA @CAREERSDEV AGAIN FOR ANOTHER GREAT WEEKLY CAREERWISE COMPILATION OF #CAREER ARTICLES!



@CCPA_CAREERCHPT



BY THE NUMBERS

We sent out 50 issues of *CareerWise* and 25 of *En bref* during 2017. They have a combined readership of 9,515 individuals with an above-average open rate.

BUILDING CANADA'S NETWORK OF GRADUATE STUDENTS IN CAREER DEVELOPMENT

GRADUATE STUDENT ENGAGEMENT PROGRAM

PROGRAMME DE MOBILISATION DES ÉTUDIANTS AUX CYCLES SUPÉRIEURS

The Graduate Student Engagement Program (GSEP) seeks to identify Canada's full-time graduate students whose academic focus is in career development or a related field and encourage their participation with CERIC and their connections to each other. They gain the opportunity to publish on ContactPoint / OrientAction online communities, submit their research to the *Canadian Journal of Career Development*, engage with peers in dedicated groups on LinkedIn and Facebook, join a CERIC committee and compete to attend the Cannexus National Career Development Conference.

In 2017, the four recipients of the GSEP Award – who received \$1,000 each plus a free registration to Cannexus and the opportunity to present a poster at the conference – were:

- ✔ Mary Elizabeth Cobb, MEd candidate, Counselling, Acadia University
- ✔ Zarina Giannone, PhD student, Counselling Psychology, University of British Columbia
- ✔ Ashlee Kitchenham, MEd candidate, Counselling Psychology, University of New Brunswick
- ✔ Jessica Londei-Shortall, PhD candidate, Organizational Psychology, Université de Montréal

This past year, GSEP members were encouraged to submit to the CJCD Special Issue featuring research briefs of their completed or ongoing research.



Jessica Londei-Shortall during poster presentations at Cannexus17.



DID YOU KNOW?

GSEP students have gone on to roles as professors and researchers in academia, leaders in career centres or practitioners and coaches in private practice.



BY THE NUMBERS

Since its inception in 2011, GSEP has engaged 46 students across the country who are doing research related to career development in a Master's or PhD program.

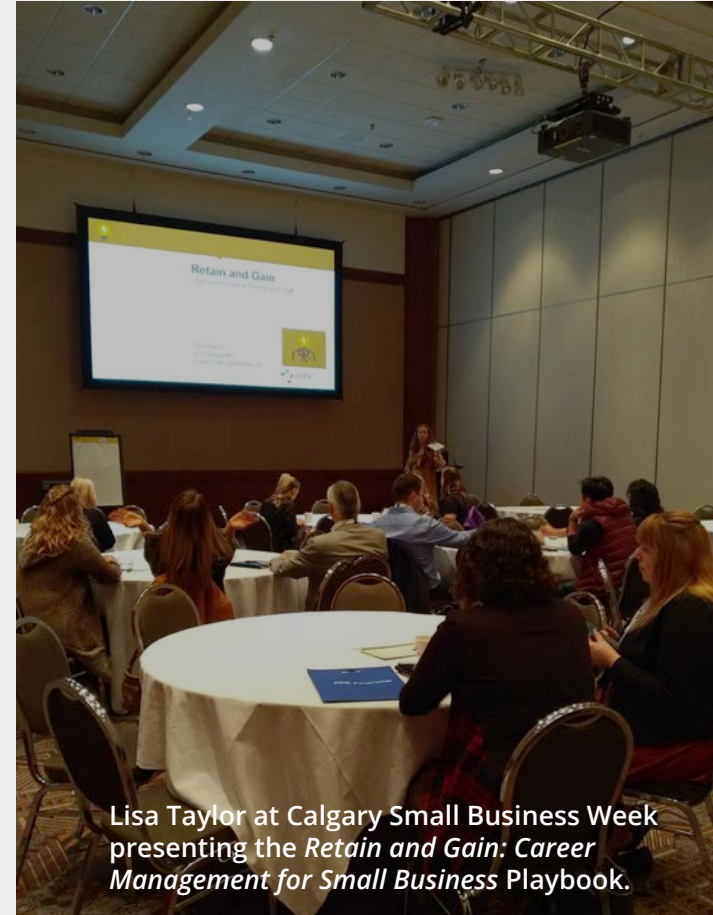
STRATEGIC PRIORITY

— ADVOCACY & PROFILE

CERIC facilitates 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 that include dialogue, outreach and awards.

During 2017, CERIC refreshed its own profile with an updated identity that better reflects who we are and what we do. We replaced the lengthy Canadian Education and Research Institute for Counselling with simply CERIC and added the descriptor “Advancing Career Development in Canada.” To live up to the ideal of advancing career development for the benefit of all in Canada, CERIC also became a signatory to the Philanthropic Community’s Declaration of Action, committing to do our part towards reconciliation between Indigenous and non-Indigenous peoples.

CERIC continued to organize convenings throughout the year, working in collaboration with our project partners on a series of roadshows around later life careers and another around employee career management. We also brought our career development resources to new audiences through media outreach and attendance at conferences made up HR directors and K-12 educators to name a few. At the same time, our Guiding Principles of Career Development initiative demonstrated great momentum in bolstering the national conversation around the purpose and benefit of career development for our economy and society.



Lisa Taylor at Calgary Small Business Week presenting the *Retain and Gain: Career Management for Small Business Playbook*.

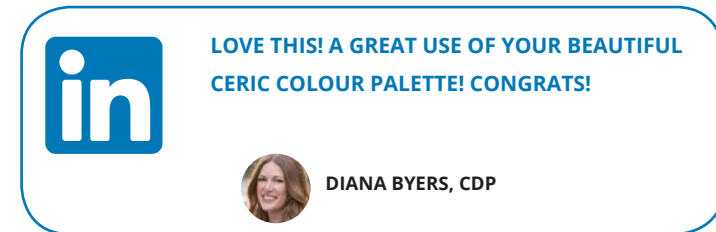
CERIC UPDATES ITS BRAND IDENTITY



CERIC welcomed a refreshed brand identity in 2017 to better reflect who we are and what we do. Recognizing that the scope of career development encompasses counselling and more, CERIC opted to use the name CERIC (to replace Canadian Education and Research Institute for Counselling) and add the descriptor “Advancing Career Development in Canada” to communicate its purpose and impact.

The evolution can be seen in our updated CERIC logo, which features a new, modern typography but also retains our familiar “hands/star” symbol, representing the strength and diversity of career development professionals, as well as CERIC’s commitment to providing the highest standard of education and research to advance the field.

As CERIC has grown over the past 13 years, so has the number of programs that it offers. The rebranding also involves streamlining the visual identity of its many sub-brands to more clearly connect them to CERIC and its partners. The programs and publications included in CERIC’s new brand architecture are its Cannexus National Career Development Conference, *Canadian Journal of Career Development*, ContactPoint / OrientAction online communities, *Careering* magazine, Summer Skills Academy and *CareerWise / En bref* content curation.



PHILANTHROPIC COMMUNITY'S DECLARATION OF ACTION TOWARDS RECONCILIATION



Riz Ibrahim, pictured with Bruce Lawson of The Counselling Foundation of Canada, signs the Declaration of Action on behalf of CERIC.

Adding its voice to the call for stronger, positive relationships between Indigenous and non-Indigenous peoples, CERIC joined a group of Canada's leading philanthropic organizations last year in signing a Declaration of Action that commits to ensuring that positive action on reconciliation will continue.

The Declaration was first issued in June of 2015 and coincided with the closing events of the Truth and Reconciliation Commission of Canada (TRC). The TRC, headed by Justice Murray Sinclair, spent six years hearing the truth about Canada's Indian Residential Schools and establishing a reconciliation process that will lead to better relations between Indigenous and non-Indigenous peoples of Canada.

The Counselling Foundation of Canada, which established and continues to fund CERIC, was among the first Declaration signatories. CERIC plans to use its platforms and networks to support the fulfillment of the vision of Indigenous peoples to building a fairer and more just country. As an initial step, CERIC added a full-day pre-conference workshop on Indigenous Cultural Competence to the Cannexus17 National Career Development Conference.



DID YOU KNOW?

A total of 76 organizations from across the country have signed the Declaration, including foundations and philanthropic organizations working in inclusion, culture and language, health, housing, education, employment and environment.

"WE ARE LOOKING FORWARD TO ENGAGING CANADA'S CAREER DEVELOPMENT COMMUNITY IN THIS JOURNEY OF RECONCILIATION THROUGH OUR EDUCATION AND RESEARCH WORK AND OUR COLLABORATIONS. CAREER DEVELOPMENT PROFESSIONALS HAVE AN IMPORTANT ROLE TO PLAY IN THEIR CONNECTIONS WITH STUDENTS AND WITH DIVERSE COMMUNITIES IN BUILDING A MORE INCLUSIVE FUTURE FOR ALL."

- RIZ IBRAHIM, CERIC EXECUTIVE DIRECTOR

CERIC ROADSHOWS SHARE RESEARCH, RESOURCES AND BUILD LOCAL NETWORKS



Each year, CERIC heads out into communities to inform local career professionals about our programs and services, often working with our project partners to showcase a recent resource they developed. These networking meetings also serve as an opportunity for individuals working in different sectors of the field to build connections.

In 2017, we worked with York University's Dr Suzanne Cook to set up a series of screenings of the *Redirection: Movers, Shakers and Shifters* documentary. Discussions around later life career development were held in Toronto, Halifax, Hamilton and Kitchener. Local employment agencies, career centres and provincial associations generously hosted us.

Last year also saw us collaborate with Lisa Taylor of Challenge Factory to present on the *Retain and Gain: Career Management for Small Business* Playbook in Ottawa, Toronto and Calgary, with the participation of local chambers of commerce, HR associations and universities. A French-language roadshow was also hosted by Laval University in Quebec City based on the French version of *Retain and Gain*.

York University's Dr Suzanne Cook presents at a CERIC roadshow.

"THE REDIRECTION EVENT WENT SO WELL YESTERDAY. A STRONG TURNOUT AND EVERYONE WAS ACTIVELY ENGAGED AND ASKING GREAT QUESTIONS. VERY POSITIVE RESPONSE FROM ALL. THANK YOU."

- CONNIE CORSE, TRAINING MANAGER, NOVA SCOTIA CAREER DEVELOPMENT ASSOCIATION (NSCDA)



BY THE NUMBERS

There were 261 participants in CERIC roadshows during 2017.

MICHEL TURCOTTE HONOURED WITH ETTA ST JOHN WILEMAN AWARD



In recognition of his leadership and contributions to career development in Quebec, Canada and around the world for over 30 years, Michel Turcotte received the Etta St John Wileman Award at the Cannexus17 National Career Development Conference. The award celebrates individuals who have devoted their lives to furthering the field of career development.

As a manager, researcher, consultant and trainer, Turcotte held key positions in Human Resources and Skills Development over a span of 29 years. He has been involved on boards across all levels of the field (OCCOQ, CCPA and IAEVG). Additionally, he has played leadership roles in pan-Canadian and global career development and public policy symposia, in the Canadian Standards and Guidelines for Career Development Practitioners and in the Canadian Research Working Group for Evidence-Based Practice in Career Development. Turcotte has distinguished himself in developing models and tools for educational and career counselling as well as training and certification programs for counsellors.

The award, which is presented on a less than annual basis, is given in the name of Etta St John Wileman. In the early 20th century, Wileman was a champion and crusader of career, work and workplace development in Canada.



DID YOU KNOW?

Past recipients of the Wileman Award have included Marilyn Van Norman, Denis Pelletier, Norman Amundson, Mildred Cahill, Bryan Hiebert and Donald Lawson.

“IT’S FAIR TO SAY THAT MANY CANADIANS, WITHOUT BEING AWARE OF IT, ARE BENEFITING FROM THE KNOWLEDGE, VISION AND PERSEVERANCE OF EFFORTS THAT SPAN HIS (MICHEL’S) VARIED CAREER.”

– JENNIFER BROWNE, CHAIR, CERIC BOARD OF DIRECTORS

10,000 GUIDING PRINCIPLES OF CAREER DEVELOPMENT POSTERS DISTRIBUTED

Guiding Principles of Career Development

THE WORD "CAREER" COMES FROM THE LATIN FOR CART OR CHARIOT (CARRUS), A MEANS TO CARRY YOU FROM ONE POINT TO ANOTHER. A CAREER IS ABOUT THE LIFE YOU WANT TO LEAD – NOT JUST A JOB, OCCUPATION OR PROFESSION. IT INVOLVES DECIDING AMONG POSSIBLE AND PREFERRED FUTURES. IT ANSWERS: "WHO DO I WANT TO BE IN THE WORLD?," "WHAT KIND OF LIFESTYLE AM I SEEKING?," AND "HOW CAN I MAKE AN IMPACT?"

AS CANADIANS, WE LIKE THE METAPHOR OF A CANOE TO REPRESENT OUR CAREERS – WE USE IT ON OUR JOURNEY, WE STOCK IT WITH THE TOOLS WE NEED, AND WE PROACTIVELY STEER IT TO OUR DESTINATION, SOMETIMES WE FACE RAPIDS, AND AS CONDITIONS CHANGE SO MIGHT OUR COURSE.

PURPOSE
THIS DOCUMENT IS INTENDED TO BRING GREATER CLARITY AND CONSISTENCY TO OUR NATIONAL CONVERSATIONS ABOUT CAREER DEVELOPMENT. THE GUIDING PRINCIPLES UNDERPIN CERIC'S VISION TO INCREASE THE ECONOMIC AND SOCIAL WEALTH OF CANADIANS THROUGH CAREER COUNSELLING AND CAREER EDUCATION. THEY ARE A STARTING POINT TO INFORM DISCUSSIONS WITH CLIENTS, EMPLOYERS, FUNDERS, POLICY-MAKERS, FAMILIES AND OTHER STAKEHOLDERS, AND A BASIS FOR COLLABORATION.

BENEFITS
RESEARCH SHOWS CAREER DEVELOPMENT IS ASSOCIATED WITH MANY EDUCATIONAL, SOCIETAL AND FINANCIAL BENEFITS. INDIVIDUALS REALIZE GREATER WELL-BEING AND SATISFACTION IN LIFE. SCHOOLS LEFT STUDENT SUCCESS AND GRADUATION RATES. ORGANIZATIONS FILL SKILLS GAPS AND IMPROVE EMPLOYEE ENGAGEMENT AND PRODUCTIVITY. GOVERNMENTS REDUCE UNEMPLOYMENT, BOOST SOCIAL MOBILITY AND STRENGTHEN ECONOMIC GROWTH. AGAINST THE BACKDROP OF AN INCREASINGLY FREELANCE ECONOMY AND THE RAPIDLY SHIFTING NATURE OF WORK, CAREER DEVELOPMENT MATTERS MORE THAN EVER.

8 GUIDING PRINCIPLES
CAREER DEVELOPMENT...

- IS A LIFELONG PROCESS OF BLENDING AND MANAGING PAID AND UNPAID ACTIVITIES, LEARNING, EDUCATION, WORK, EMPLOYMENT, ENTREPRENEURSHIP, VOLUNTEERISM AND LEISURE TIME.
- IS AN INDIVIDUAL'S DETERMINING INTERESTS, BELIEFS, VALUES, SKILLS AND COMPETENCIES – AND CONNECTING THOSE WITH MARKET NEEDS.
- SHOULD BE SELF-DIRECTED, AN INDIVIDUAL IS RESPONSIBLE FOR HIS OR HER OWN CAREER, BUT IS NOT ALONE – WE ALL INFLUENCE AND ARE INFLUENCED BY OUR ENVIRONMENT.
- INVOLVES UNDERSTANDING OPTIONS, NAVIGATING WITH PURPOSE AND MAKING INFORMED CHOICES.
- MEANS MAKING THE MOST OF TALENT AND POTENTIAL HOWEVER YOU DEFINE GROWTH AND SUCCESS – NOT NECESSARILY LINEAR ADVANCEMENT.
- IS OFTEN SUPPORTED AND SHAPED BY EDUCATORS, FAMILY, PEERS, MANAGERS AND THE GREATER COMMUNITY.
- CAN BE COMPLEX AND COMPLICATED, SO CONTEXT IS KEY – THERE MAY BE BOTH INTERNAL CONSTRAINTS (FINANCIAL, CULTURAL, HEALTH) OR EXTERNAL CONSTRAINTS (LABOUR MARKET, TECHNOLOGY).
- IS DYNAMIC, EVOLVING AND REQUIRES CONTINUOUS ADAPTATION AND RESILIENCE THROUGH MULTIPLE TRANSITIONS.

THESE GUIDING PRINCIPLES OF CAREER DEVELOPMENT REFLECT MULTIPLE VOICES FROM CERIC.

With a goal of bringing greater clarity and consistency to national conversations about career development, CERIC has developed a set of "Guiding Principles of Career Development" that was released in late 2016. These Guiding Principles describe what career development is and are intended as a starting point to inform discussions with clients, employers, funders, policymakers and families.

Over the past year, career professionals have been encouraged to use and share this bilingual document widely. Feedback from the career development community has been tremendous, in particular from K-12 educators, post-secondary career centres and community employment agencies. Career professionals are putting the Guiding Principles up in their offices and classrooms, adding them to their websites and incorporating them into their career planning course curricula.

In 2017, CERIC struck a task force to explore how we can further expand the use of the Guiding Principles within CERIC and beyond. Opportunities identified include embedding them in our funding processes, using them as themes in our publications and events, and supporting career development professionals through case studies of how to apply the Principles in practice.

"WE WILL BE USING THEM WITH CLASSROOM TEACHERS AS WE PROVIDE CAREER EDUCATION IN-SERVICE. WE WOULD LIKE TO SEE THEM IN ALL OF OUR CAREER EDUCATION CLASSES, TO INCREASE UNDERSTANDING OF THE CAREER DEVELOPMENT PROCESS."

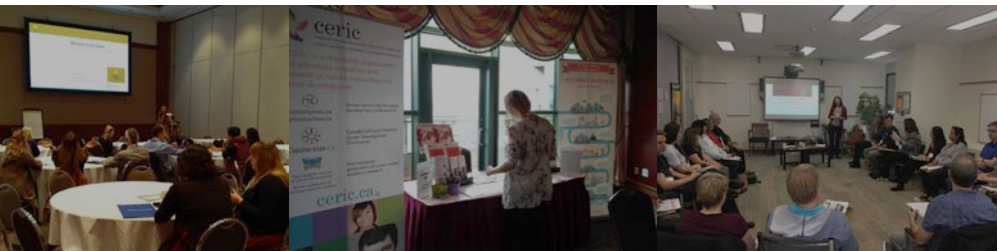
- TERRI LOCKHART, DISTRICT CO-ORDINATOR - CAREER PROGRAMS, SCHOOL DISTRICT NO. 38 (RICHMOND, BC)



BY THE NUMBERS

CERIC disseminated 10,000 Guiding Principles posters to career development professionals across Canada.

CERIC REACHES OUT THROUGH MEDIA AND EVENTS



Outreach and interaction with CERIC’s core audiences is an ongoing activity to ensure the research and education we support is as widely disseminated as possible. In addition to our primary audience of Canada’s career development professionals, during 2017 we engaged with HR directors, small business owners, Indigenous program managers, K-12 educators, workforce developers and post-secondary administrators. This reflected our current project and programming focus.

There was high media interest in our *Retain and Gain: Career Management for Small Business Playbook*, which was covered by CBC Ottawa Morning, *The Globe and Mail* and the *Toronto Sun*. Our research on “Impressive” Post-Secondary Career Services was a top story of 2017 in *Academica Top 10*, while our *Redirection: Movers, Shakers and Shifters* documentary was featured on CBC’s *The Current* and in *University Affairs* and *Zoomer* magazine, and the Supporting Refugees and Newcomer Youth project was profiled in *The Conversation*. The Environics Millennial study also generated considerable attention.

Likewise, 2017 was another busy year for our participation at conference and events. While maintaining a presence at core events for the sector, CERIC also attended several conferences for the first time to introduce ourselves to new stakeholders. These events included conferences hosted by People for Education, Canadian Community Economic Development Network, Human Resources Professionals Association, Ontario Labour Market Conference, CACEE Atlantic Talent Summit, Calgary Small Business Week and the Canadian Aboriginal HR Management Association.

BY THE NUMBERS

Over the course of the past year, CERIC or its work had 51 media appearances from mainstream press to academic publications to blogs and newsletters. We also either presented, exhibited, attended or otherwise had a presence at 42 different events in 2017.

REVENUE	2017 Year ended December 31, 2017 (CAD \$)	2016 Year ended December 31, 2016 (CAD \$)
The Counselling Foundation of Canada	851,228	830,234
Conference	544,820	481,131
Partnership agreement grants	134,203	186,646
Program delivery grants	132,500	138,850
Sales and others	49,749	53,706
Sponsorship	6,000	44,940
TOTAL	1,718,500	1,735,507
EXPENDITURES		
Salaries, benefits, and contract labour	641,471	585,075
Conference	423,113	372,869
Partnership agreement grants	134,203	186,646
Program delivery grants	132,500	138,850
Purchased services	108,538	103,707
Occupancy costs	86,370	111,324
Office and general	58,093	52,543
Advertising and promotion	39,728	33,747
Professional fees	35,475	40,252
Other	17,907	21,671
Travel	16,223	11,327
Telecommunication	7,845	8,707
Interest and back charges	6,146	7,913
Supplies	4,913	4,869
Insurance	3,781	5,310
Amortization	3,442	3,578
Meeting expenses	3,518	1,964
TOTAL	1,723,266	1,690,352
EXCESS OF REVENUE OVER EXPENDITURES		
TOTAL	(4,766)	45,155

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YE LIU
MARKETING & WEB SPECIALIST

CERIC WAS ALSO SUPPORTED BY AND WISHES TO THANK
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MARYAM HAGHJOO AND BEN LIADSKY OF THE COUNSELLING
FOUNDATION OF CANADA.

ANNUAL REPORT

2017

A Journey of Collaboration



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