



CERIC

Advancing
Career
Development
in Canada

Promouvoir
le développement
de carrière
au Canada

ANNUAL REPORT

GROUNDWORK FOR GROWTH

2018

CANNEXUS

**CAREERWISE
ORIENTATION**

CAREERING

SUMMERSKILLS

CANADIAN
JOURNAL OF
**CAREER
DEVELOPMENT**

REVUE
CANADIENNE DE
**DÉVELOPPEMENT
DE CARRIÈRE**

GRADUATE
STUDENT
**ENGAGEMENT
PROGRAM**

**PROGRAMME DE
MOBILISATION
DES ÉTUDIANTS AUX
CYCLES SUPÉRIEURS**

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Building local connections among the career development community at CERIC's Roadshow, November 1, 2018 in Oshawa, ON.

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WHAT WE DO

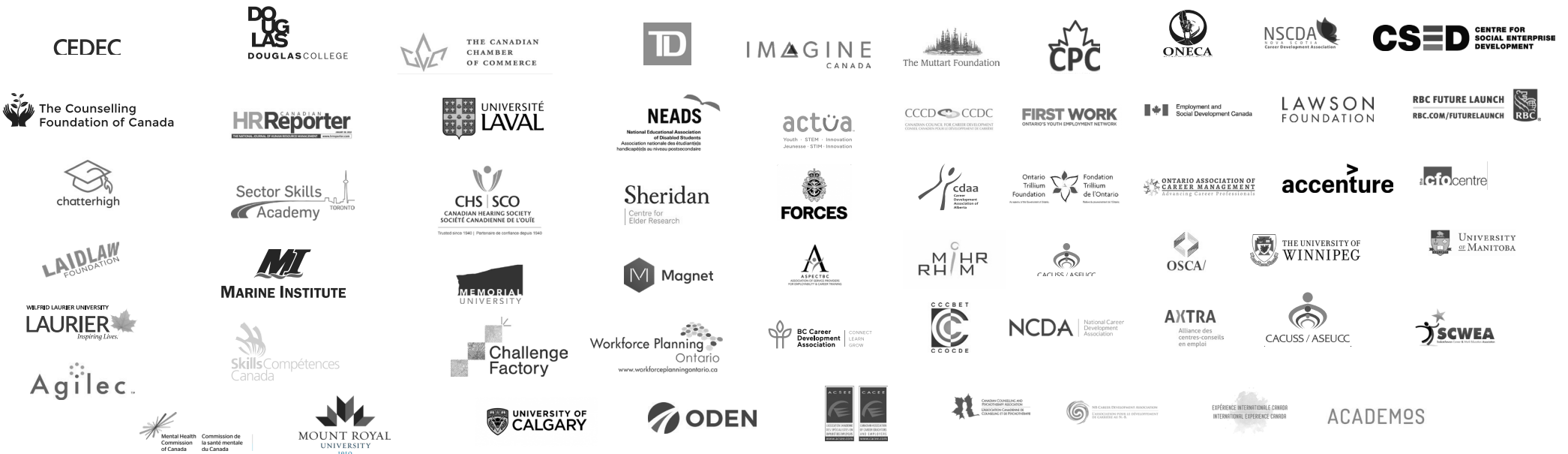
CERIC is a charitable organization that advances education and research in career counselling and career development in order to increase the economic and social well-being of Canadians.

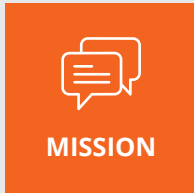
We fund projects, run programs and craft partnerships that develop and share innovative resources to build the knowledge and skills of diverse career professionals.

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

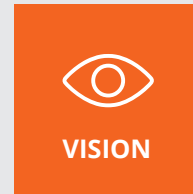
The activities of CERIC are funded in large part by The Counselling Foundation of Canada, a family foundation that has actively supported Canadians in living purposeful and productive lives through career development for 60 years.

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 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.



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

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

CAREERWISE ORIENTATION

The CareerWise website helps those working in career development across Canada stay up to date on the top news and views. A popular weekly newsletter curates the best of the site

CAREERING

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

SUMMERSKILLS

Summer Skills Academy provides face-to-face, in-depth and affordable training with the experts on emerging techniques and current trends in career services.

CANADIAN JOURNAL OF CAREER DEVELOPMENT | REVUE CANADIENNE DE DÉVELOPPEMENT DE CARRIÈRE

CJCD is a peer-reviewed publication of multi-sectoral, 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

GSEP 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

Persistent, incremental steps can lead to big jumps. Having spent much of the past 13 years striving to reach further with every step, we spent our 14th year laying the groundwork to allow us to take bigger jumps in the future. 2018 was a year of reimagining, recalibration and reinforcement.

Since inception, CERIC has steadily been building our brand and knowledge. We've done this through our own means as well as through collaborations and partnerships. In many ways, 2018 was no different: we promoted the Guiding Principles of Career Development, which offered a common understanding of our practice for stakeholders; we convened our first research circle around K-12; we partnered with many organizations to hold roadshows; and we reached a significant milestone at Cannexus18, surpassing 1,000 delegates (with further

increases in line for Cannexus19).

After over 20 years of servicing the career development community through the ContactPoint and OrientAction websites, we took some time to reimagine how we might continue to digitally engage with career professionals going forward. We took inspiration from our popular content curation newsletter, *CareerWise*. 2018 was a year where we recalibrated our learning offerings by producing more webinars and foregoing our Summer Skills Academy for



JOHN HORN

broader and wider reach. Finally, we reinforced our knowledge dissemination through our publication offerings. We added editorial capacity to support *Careering*, enhanced our journal offerings and published more books. We delivered more, as more was expected of our brand.

We hope that, as you read this Annual Report, you will not only learn about the work of CERIC today but also imagine the possibilities of where this work, with each jump, will take us in the future.

This is a past, present and future we build actively with our highly engaged volunteer Advisory Committees and Board of Directors. They

support each stride, encourage every jump – they are our heart. CERIC's work happens because a small, talented and dedicated staff make it happen – they are our backbone. And, finally, the support, encouragement and commitment from The Counselling Foundation of Canada, and especially Bruce Lawson, President and CEO, is vital to our work.

JOHN HORN

CHAIR, BOARD OF DIRECTORS

RIZ IBRAHIM

EXECUTIVE DIRECTOR



2018 IMPACT AT A GLANCE



9,739

resource downloads & views



1,030

Cannexus18 registrations



2,973

webinar participants



340

roadshow attendees



32

supporting organizations



33

GSEP grad students



8,968

Careering subscribers



75

Issues of *CareerWise Weekly/*
OrientAction en bref



337,286

visits to CERIC websites



8

Knowledge Champions



18,252

social media followers



52

media articles & appearances

RESEARCH & LEARNING

Priority: 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.

Laying the groundwork for growth was evident throughout 2018 as CERIC worked with new partners to develop original resources and training to meet emerging needs. The goal continued to be to ensure that the key players in the career development eco-system, from practitioners to policymakers, have the latest evidence-based information and tools to support Canadians in their career development.

Recognizing that the roots of effective and lifelong career development are present early, CERIC has been funding several projects that focus on the K-12 sector. In the past year, three new guides were released: *The Early Years: Career Development for Young Children* (with versions for educators and parents); *Bridging Two Worlds: Supporting Newcomer and Refugee Youth*; and *Computing Disciplines: A Quick Guide for Prospective Students and Career Advisors*. An inaugural K-12 Research Circle held at Cannexus helped us to identify what future research is most needed in this space.

We also supported projects that helped us to better understand career development for military veterans, senior entrepreneurs, non-profit employees, post-secondary students with disabilities and settlement service workers.

Knowledge was shared and activated during 2018 at our flagship Cannexus National Career Development Conference, which reached a milestone 1,000 delegates. We broadened the conversation in an intentional way to examine the future of work and reconciliation between Indigenous and non-Indigenous peoples. CERIC also enhanced its webinar offerings, including partnering with new groups such as the US-based National Career Development Association. We covered subjects essential to individual career success, such as applying digital marketing techniques to build a personal brand, as well as those critical to the economic and social well-being of the country, such as psychological health.

CERIC'S RESEARCH & LEARNING 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



DID YOU KNOW?

From 2014-2018, a total of 31,522 copies of CERIC resources have been downloaded or distributed.



THE EARLY YEARS: CAREER DEVELOPMENT FOR YOUNG CHILDREN



Clear evidence emerged from a CERIC-funded Memorial University study that the seeds of career development are planted at an early age, and that educators and parents play a significant role. CERIC published this research in fall 2017 in the form of two guides and dedicated considerable time to disseminating them in 2018. Authored by Dr Mildred Cahill and Dr Edith Furey, *The Early Years: Career Development for Young Children – A Guide for Educators* and *A Guide for Parents/Guardians* explain the career development of children aged 3 to 8 and how it can best be cultivated.

While we know family and teachers are important influences, little research about this process had existed before now. In focus groups with 436 children, the research showed how children use art and storytelling to envision themselves in possible roles for their future.

More than 1,300 parents and educators were also surveyed, with 96.3% of educators agreeing that children learn skills very early in life that will help them manage their lifelong learning, careers and work and 77.7% of parents indicating that children should learn about the world of work at pre-school and primary school.

The guides empower adults to become more aware of children's career development during this period of play, fun and fantasy. These practical resources give teachers and daycare providers strategies to help children develop a healthy sense of self in their formative years and enable them to reach their potential. Parents gain concrete advice to help young children develop positive beliefs about themselves and to imagine and achieve their aspirations.

IMPACT 2018

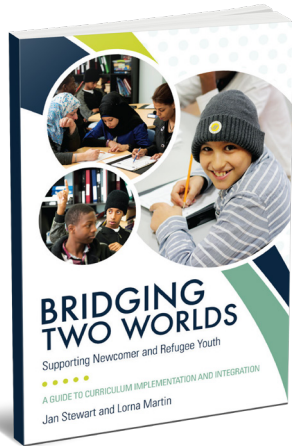
- 1,924 free downloads
- Complimentary copies distributed to 1,000 delegates at Cannexus18 conference
- Sent copies to Education and Children's Services Ministries across Canada
- Cited in the *UK's Career-Related Learning in Primary* report



ROOTS OF #CAREERDEVELOPMENT AGES 3-8: CHILDREN EXPLORE ENVIRONMENT, LEARN TO PROBLEM SOLVE, MAKE DECISIONS & ADJUST TO CHANGE THROUGH #PLAY, FUN, FANTASY. CHECK OUT @MEMORIALU GUIDE-EMPOWERS EDUCATORS TO SUPPORT YOUNG CHILDREN AS THEY DEVELOP HEALTHY SENSE OF SELF



Kathy McDonald
@LOVETOLEARNCA



BRIDGING TWO WORLDS: SUPPORTING NEWCOMER AND REFUGEE YOUTH



THE UNIVERSITY OF
WINNIPEG

Canadian schools now have a new resource to enable them to deliver more culturally responsive career guidance and better integrate the growing number of newcomer and refugee students who have experienced the trauma of war, interrupted learning and language barriers. *Bridging Two Worlds: Supporting Newcomer and Refugee Youth* is authored by Dr Jan Stewart, Professor in the Faculty of Education at the University of Winnipeg, and Dr Lorna Martin, President Emerita of the Canadian Counselling and Psychotherapy Association (CCPA).

This CERIC-published book meets an emerging need as Canada's immigration rate increases to the highest level in recent history. In 2018, the Government of Canada planned to admit a further 310,000 immigrants, of which 46,500 were to be refugees. This follows Canada's

record resettlement of Syrian refugees over the previous two years, with just under half aged 17 and younger. Statistics Canada predicts that children with an immigrant background could represent between 39% and 49% of the total population of children by 2036.

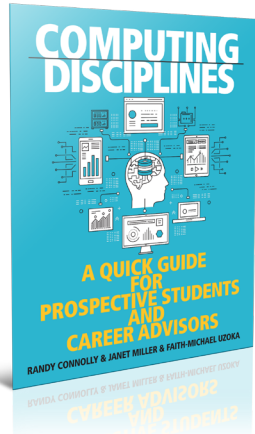
The book grew out of a three-year research program – funded by CERIC, the Social Sciences and Humanities Research Council of Canada (SSHRC) and Mitacs – that investigated schools, settlement agencies and communities in Calgary, Winnipeg and St. John's. It provides teachers, school administrators and counsellors with a curriculum guide to help students from Kindergarten to Grade 12 connect school to careers and their future. Findings are also being shared with policymakers across Canada.

IMPACT 2018

- 1,638 free downloads
- Launched at Cannexus18 with complimentary copies made available to 1,000 delegates
- Copies received by Education Ministries and Immigration, Refugees and Citizenship Canada
- Extensive media coverage, including a CBC article, *'They want more for their life:' Winnipeg professor develops guide to support refugee students*
- Disseminated to attendees at the International Centre for Innovation in Education (ICIE) conference in Paris 2018

“BRIDGING TWO WORLDS BRINGS TO BEAR THE POWER OF ORIGINAL RESEARCH AND THE INSIGHT OF ITS EXPERIENCED AUTHORS ON THE CRUCIAL ISSUE OF EDUCATING NEWCOMERS. WITH THE WORLD WITNESSING AN EVER-GROWING NUMBER OF REFUGEES – MANY COMING TO OUR SHORES WITH EXPECTATIONS OF A BETTER LIFE – EDUCATION IS THE KEY. EQUALLY, THE NEW ARRIVALS MUST LEARN ABOUT THEIR NEW LAND AND HOW THEY CAN MAKE CANADA A BETTER PLACE. FORTUNATELY, THIS GUIDE CREATES UNDERSTANDING AND PROVIDES THE TOOLS THAT WILL ENABLE THE BUILDING OF BRIDGES TO TAKE PLACE.”

– Hon Lloyd Axworthy, Chair, World Council on Refugees and former Canadian Minister of Foreign Affairs



COMPUTING DISCIPLINES: A QUICK GUIDE FOR PROSPECTIVE STUDENTS AND CAREER ADVISORS



In 2018, CERIC released *Disciplines informatiques : guide rapide à l'intention des étudiants et des conseillers en orientation*, a French version of our popular free guide that explains the fast-changing field of computing and informs decision-making around related education and career paths. *Computing Disciplines: A Quick Guide for Prospective Students and Career Advisors* was originally developed in English by an international research team led by Calgary's Mount Royal University with project funding support from CERIC and released in late 2017.

The project identified a need, surveying thousands of computing students (and prospective students) from Canada, the US and Africa, and demonstrating that students do not always understand the difference between computing disciplines. Research also found that existing career resources often treat

computing as a single discipline and do not list all the computing disciplines recognized by the Association for Computing Machinery (ACM) including computer engineering, computer science, information systems, information technology and software engineering.

The colourful, graphic-oriented resource is designed to support prospective students, as well as career practitioners and academic advisors who guide students in determining which computing discipline best suits their interests, talents, skills and abilities. Guide authors Randy Connolly, Janet Miller and Faith-Michael Uzoka provide an overview of each of the five computing disciplines, and related careers, core courses, key tasks and sample jobs. By emphasizing the diversity and opportunity in the computing field, the message is that computing is much more than just programming.

IMPACT 2018

- 1,144 free downloads
- Complimentary copies distributed to 1,000 delegates at Cannexus18 conference
- Sent copies to Education and Post-Secondary Ministries across Canada
- 532 webinar registrations



IS YOUR STUDENT CONSIDERING A #CAREER IN COMPUTERS BUT YOU'RE NOT SURE HOW TO CHOOSE A DISCIPLINE IN UNIVERSITY? THIS FREE RESOURCE FROM @CERIC_CA CAN HELP



mycampusGPS
@MYCAMPUSGPS

"THANK YOU FOR THE WONDERFUL RESOURCE YOU FUNDED ON COMPUTING DISCIPLINES. IT IS CLEARLY PRESENTED AND WILL BE VERY HELPFUL FOR ADVISORS AND STUDENTS. I WILL PASS IT ALONG TO MANY WHO MAY FIND IT USEFUL."

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

1. JOB EXPLORATION 2. TRANSITION OR SEARCH 3. ON BOARDING OR RETENTION

1. JOB EXPLORATION

Employers expect that Veterans will communicate and work in significantly different ways compared with their existing employee base. The bias to believe that Veterans will be more direct and competitive in their approach (characteristics of dominant or commanding styles) may lead employers to make assumptions about candidates that are more withdrawn, collaborative or passive in networking or interview environments. Our study found that Veterans have some unique communication patterns. Veterans may assume that there is a formal, comprehensive process that will move them through the hiring process and, once hired, through the rest of their career.



A QUESTION OF STYLE – DOES WORKING STYLE IMPACT HIRING SUCCESS AMONG VETERANS IN CANADA?



Findings of a CERIC-funded research project on veteran working style point the way for how career professionals can best support veterans in making the transition from military to civilian careers. The research – undertaken by Lisa Taylor of Challenge Factory, sponsored by the Canadian Armed Forces and supported by Veterans Affairs Canada – found that employers expect veterans will communicate and work in significantly different ways compared with their existing employee base. The bias is to believe veterans will be more direct and competitive and may lead employers to make assumptions about candidates who are more withdrawn, collaborative or passive in networking or interviews.

The research has far-reaching implications for veteran job exploration, search and retention. There are more than 430,000 Canadian veterans who are currently employed or seeking

employment, according to the 2016 Life After Service Survey from Veterans Affairs Canada. Members of the Canadian Armed Forces retire from service any time between their early 30s and their late 50s.

The results offer key learnings for career professionals, recruiters and hiring managers, such as the importance of providing veterans with more data and procedure to help with self-direction, role awareness and sense of purpose during change. It is also recommended that veterans could benefit from networking techniques as they may overlook the value of building relationships with potential employer. Project learnings are captured in two new tools: an infographic and a self-assessment for career practitioners and employers to evaluate their understanding of veterans as a hidden talent pool.

IMPACT 2018

- Findings presented to Veterans Affairs Canada, Canadian Armed Forces and participating employers
- Media coverage, including “Veterans face bias when making career transitions,” featured in the *Toronto Sun*
- 304 webinar registrations, including these comments:

“I WORK WITH VETERANS AND CANADIAN FORCES MEMBERS TO HELP DEVELOP JOB TOOLS AND STRATEGIES. THIS INFORMATION IS USEFUL TO SHARE WITH MY CLIENTS SO THEY BETTER UNDERSTAND EMPLOYERS’ PRE-CONCEIVED BELIEFS ABOUT HIRING VETERANS.”

“AS A CAREER PRACTITIONER, SOME OF MY CLIENTS ARE VETERANS WHO ARE TRANSITIONING INTO CIVILIAN LIFE AND LOOKING FOR EMPLOYMENT. THIS INFORMATION PRESENTED HELPS ME ENHANCE MY UNDERSTANDING OF THE CULTURE CHANGE AND IDENTIFY SOME OF MY OWN BIAS THAT I NEED TO BE MORE AWARE OF WHEN DEALING WITH THE CLIENTS.”



THE STATUS OF SENIOR ENTREPRENEURSHIP IN CANADA: A Snapshot

Sheridan
Centre for
Elder Research

The Sheridan Centre for Elder Research undertook an eight-month study to investigate the experiences, needs and interests of senior entrepreneurs related to career guidance and support. The CERIC-funded study found that nearly four in 10 senior entrepreneurs face gaps in the support they need to launch or develop their businesses. Recommendations included providing funding and supports not restricted by age, designing models for intergenerational mentorship and providing career transition services for older workers leaving traditional jobs and considering entrepreneurship as an alternative.

This study comes at a time when, according to Statistics Canada, one in five Canadians over the age of 65 reported working in 2015 – nearly double since 1995. The number of Canadians 50+ represents 37.8% of the total Canadian

population as of 2017 and continues to rise, and “seniorpreneurs” make up the fastest-growing demographic for start-up founders in Canada, accounting for approximately 30% of the total. The top three reasons entrepreneurs surveyed as a part of this research started a business after 50 were: interest in continuing to use their skills; needing or wanting to generate a new source of income; and wanting greater ownership and control of their work and lifestyle.

The research provides career development professionals, financial advisors, life coaches, business leaders and others with greater insight to more effectively guide senior entrepreneurs. CERIC also anticipates the research will be used to improve current services and motivate the creation of new tools that empower older entrepreneurs to achieve success for themselves and contribute to the broader Canadian economy.

IMPACT 2018

- Findings presented to Ontario Minister of Seniors Affairs
- Cited in *CPA Canada* national article about seniors turning to entrepreneurship for their “second careers”
- 323 webinar registrations, including these comments:

“IT WAS EXCELLENT AND IT REALLY BROADENED MY UNDERSTANDING AND CHALLENGED SOME PRECONCEPTIONS. IT WAS VERY INSIGHTFUL.”

“I WILL USE THIS RESEARCH TO TALK TO CLIENTS ABOUT SELF-EMPLOYMENT GOALS AND NEEDS, ALONG WITH OFFERING SOME REFERENCE STATS TO SUPPORT OLDER INDIVIDUALS LOOKING FOR AN ALTERNATIVE CAREER PATH.”



NEARLY 4 OUT OF 10 OLDER #ENTREPRENEURS FACE #CHALLENGES IN ACCESSING FINANCIAL OR GOVERNMENT SUPPORT AND MENTORS ACCORDING TO A NEW @CERIC_CA-FUNDED STUDY FROM @SHERIDANELDER HTTP://BIT.LY/2UKDMKJ #GAPS



TWIG

@TOWORKFORCE



RETAIN AND GAIN: CAREER MANAGEMENT FOR NON-PROFITS AND CHARITIES PLAYBOOK



In fall 2018, CERIC published a new edition of its popular Retain and Gain Playbook that addresses the challenges faced by charities and non-profits in attracting, retaining and engaging staff. Written by workforce expert Lisa Taylor, President of Challenge Factory, the *Retain and Gain: Career Management for Non-Profits and Charities Playbook* is intended for executive directors and people managers to use as a practical career management tool with their employees. Research for the book found that 88% of non-profit leaders feel unprepared or unable to provide career development opportunities for employees.

The bilingual publication enhances capacity building across the non-profit sector, which employs close to two million Canadians. The first edition focused on small business and was released in early 2017. There was immediate interest from the non-profit sector to have a Playbook of its own that addressed the unique

environment in which non-profits operate. At the same time, many non-profits and charities meet the criteria of being a small business with the same limited time, resources and opportunities for “traditional” career advancement.

The new Playbook features strategies to engage staff in ways that advance, develop and support thriving careers within the non-profit sector.

This concise publication includes 40+ practical, low-cost tips, activities and actions that can be implemented in as little as 10 minutes a day. Several special sections explore human resource issues of interest to non-profits, including precarious employment and gender-based career patterns. The project has the support of multiple Knowledge Champions, including The Counselling Foundation of Canada, The Lawson Foundation, The Muttart Foundation, Imagine Canada and the Ontario Nonprofit Network.

IMPACT 2018

- 736 free downloads
- Partnership learning event hosted with Imagine Canada
- Complimentary copies made available to 450 delegates of Ontario Nonprofit Network conference
- Covered in multiple non-profit publications with an excerpt featured on Charity Village

“THIS PLAYBOOK IS FILLED WITH PRACTICAL, HIGH-VALUE IDEAS AND RESOURCES THAT ENABLE MISSION-DRIVEN ORGANIZATIONS TO DELIVER MEANINGFUL CAREER DEVELOPMENT EXPERIENCES FOR THEIR PEOPLE AND HELP THEM TO GROW, AND NOT GO.”

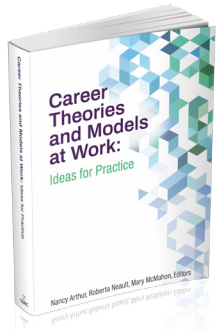
– John Nicholson, Vice-President, Talent and Culture, Plan International Canada



YES, A FREE HIGHLY STRUCTURED RESOURCE FOR CHARITIES AND NONPROFITS ON RECRUITING, RETENTION AND EMPLOYEE CAREER DEVELOPMENT! [HTTP://BIT.LY/CHARITYTALENTMANAGEMENT](http://bit.ly/charitytalentmanagement) VIA @CERIC_CA BACKED BY SUPER-SECTOR-PLAYERS @IMAGINECANADA @O_N_N @LAWSON_FDN @COUNSELLINGFDN



Paul Nazareth
@UINVITEDU



CAREER THEORIES AND MODELS AT WORK



Over the past year, CERIC has worked toward publishing an international collection of contemporary and emerging career development theories and models from 60 leading career researchers and practitioners. The book, *Career Theories and Models at Work: Ideas for Practice*, is edited by Dr Nancy Arthur (University of Calgary), Dr Roberta Neault (Life Strategies) and Dr Mary McMahon (The University of Queensland, Australia) and features contributors from four continents and nine countries, including Australia, Canada, England, Finland, India, the Netherlands, New Zealand, South Africa and the United States.

To effectively serve clients and the public, career practitioners need to be equipped with the latest theories and models in the field. Ethical career practice requires practitioners to be up to date with their knowledge about theory and how theory

informs practice. This publication will provide practitioners around the globe with a tangible resource they can use to develop theory-informed interventions. In addition to serving new and seasoned practitioners, the book is anticipated to be used as a text for undergraduate and graduate courses in career counselling.

Career Theories and Models at Work will launch at the Cannexus19 National Career Development Conference in January 2019 in Ottawa, where the 1,200+ attendees will each be able to receive a complimentary copy thanks in part to the support of Knowledge Champions CLSR, Wilfrid Laurier University and Douglas College.

ACCESSIBILITY AND UNIVERSAL DESIGN IN CAREER TRANSITIONS PROGRAMMING AND SERVICES



Research continued in 2018 on a project aimed at positively influencing the practice of career educators to better assist post-secondary students with disabilities. Led by the National Educational Association of Disabled Students (NEADS), the CERIC-funded project seeks to determine the unique barriers and career transition issues for students with disabilities. It will also identify existing innovative career education practices and what professional development resources would allow career educators to maximize the impact of their interventions with this underserved population.

The project allows NEADS to expand on post-secondary accessibility research already under way to include career education and explore this important aspect of student experience and graduate success. The research will map

the current landscape of accessibility, accommodation and the application of universal design principles in career education.

Recommendations from this study will help colleges and universities shape new programs and practices in support of the successful transition of students with disabilities from education to the workforce or into new careers. New service-delivery resources and models will begin to be developed throughout the national collaborative network NEADS maintains, including the Council of Ontario Universities, the Canadian Association of Graduate Studies, the Canadian Association of Career Educators and Employers, and the Canadian National Institute for the Blind. This research is also expected to inform the Government of Canada's consultation on a new federal disability act.

SETTLEMENT SERVICES WORKERS PROFILE



Calience Research and Consulting

This research project will map the career pathways of settlement services workers and identify competencies they need to support newcomers in pursuing meaningful careers. Led by eCaliber Group and Calience Research and Consulting, the project aims to better understand what front-line workers do, what steps they have taken to enter the settlement field, and what educational and work experiences have shaped their career paths.

Employment for newcomers is a significant challenge. The unemployment rate for newcomers to Canada hovers around 12%, nearly twice the national average, and this does not consider the rate of underemployment. Often, front-line workers in the settlement sector are the first point of contact for immigrants and refugees and play a critical role. The settlement sector is under pressure to

effectively assist newcomers to actively participate in Canadian society and this pressure is expected to increase as Canada works to achieve “the most ambitious immigration levels in recent Canadian history.”

Findings from this research will help raise the profile of settlement services workers and generate insights into their career trajectories. Career counsellors can use these insights to help those who aspire to enter the settlement field make better-informed career decisions. In addition, managers in settlement agencies can draw on the findings to better identify potential candidates, provide more effective training and define clearer career pathways.

Due to the increase in the number of new immigrants, and their diverse backgrounds, the settlement sector will be under pressure to effectively assist newcomers in pursuing meaningful lives and careers. Some front-line workers are focused on employment, some on general settlement and others on the health of newcomers, but they all need to address a range of issues facing newcomers.



LITERATURE SEARCHES

CERIC marked a milestone with its literature searches, producing its 50th by the end of the year. Literature searches feature comprehensive listings of key research and articles in career development, highlighting critical points of current knowledge for researchers, practitioners and students.

The themes of the eight new literature searches released in 2018 paint a picture of emergent issues in the field of career development:

Future of Work

Compiles the latest research on the growth of automation and artificial intelligence in the workplace and the implications for today's talent and tomorrow's labour market.

Gig Economy and Career Development

Dives into how to thrive in the transformation that is under way in a gig economy with an increase in short-term positions and self-employment.

Digital Economy and Career Development

Addresses how digital technologies are transforming the way we live and work and what it means for the Canadian workforce and opportunities for employment and entrepreneurship.

Lifelong Learning and Career Development

Examines how adaptability, self-motivation and other lifelong learning practices enable successful career transitions in a knowledge economy.

Youth and Career Development

Covers how early career preparation and work-integrated learning experiences are essential in readying youth to navigate school-to-work transitions.

Service Learning

Explores how higher education is increasingly incorporating community service into curriculum as a means of increasing students' knowledge, skills and sense of social responsibility.

Refugees' Career Development Issues

Focuses on the importance of career development for newcomers and refugees in integrating into a new society and achieving economic well-being.

Assessment Tools for Career Development

Reviews the latest research on how assessment helps individuals as part of career planning and supports organizations in selection, development and management of employees.



Literature searches are helpful for researching the latest thinking or proven best practices and are of particular value to those applying for CERIC project partnership funding in order to gain an overview of major work already done in an area of interest.

CANNEXUS NATIONAL CAREER DEVELOPMENT CONFERENCE

CERIC’s Cannexus National Career Development Conference brought more than 1,000 participants to Ottawa from Jan. 22-24, 2018 to learn about the career development skills and strategies required for success in the workforce. Cannexus18 was supported by The Counselling Foundation of Canada and a broad network of supporting organizations and sponsors.

Conference highlights included:

✓ Three thought-provoking keynote speakers

Chantal Hébert provided advice on engaging youth in politics; Dr Spencer Niles told us how we can nourish our souls at work; and Muslim comedy writer Zarqa Nawaz shared her career journey

✓ CERIC launched three new publications that each included a K-12 focus

Bridging Two Worlds: Supporting Newcomer and Refugee Youth, Computing Disciplines: A Quick Guide for Prospective Students and Career Advisors and The Early Years: Career Development for Young Children

✓ Several special program features

The Workforce Development Spotlight, the Community Engagement mural on the “future of work” – and the immersive KAIROS Blanket Exercise, exploring the relationship between Indigenous and non-Indigenous peoples

IMPACT 2018

- 1,030 delegates, 43 exhibitors and 32 supporting organizations
- In a post-conference survey, a total of 96.9% of respondents rated Cannexus as good to excellent
- 92.9% of delegates plan to share what they learned with their colleagues to impact change broadly



EDUCATION IS THE KEY TO SUCCESS. NYAWEH/MIIGWECH @CANNEXUS FOR AN UNFORGETTABLE WEEK. OUR STAFF ARE LEAVING OTTAWA FEELING INSPIRED. SEE YOU NEXT YEAR! #CANNEXUS18



NPAAMB
@NPAAMB_ON

The conference featured the popular Spark! TED-style talks and more than 150 education sessions that examined topics ranging from understanding the gig economy to gamification of career development for millennials to the rise of “seniorpreneurs.” The latest programs, products and services were also showcased by exhibitors in addition to special zones focusing on Social Enterprise, Mental Health and Reconciliation.

During 2018, CERIC was heavily engaged in planning the Cannexus19 conference. Some special elements will include a keynote with former Governor General the Right Hon David Johnston, honouring a career development

pioneer with the Etta St John Wileman Award and a special RBC-sponsored panel of leaders discussing Preparing Youth to Thrive in the Age of Disruption. A Workforce Development Spotlight will return, this time examining big labour market data, the trend toward micro-learning, and how communities can collaborate for economic inclusion. CERIC will be seeking to engage young leaders within its programming at Cannexus19 and will see the inclusion of a special youth run panel discussion. Finally, CERIC will be launching its new publication, *Career Theories and Models at Work: Ideas for Practice*, with all delegates receiving a complimentary copy.



DID YOU KNOW?

Since the first Cannexus in 2007, the conference has had a total of 9,371 registrations.

“THE CONFERENCE IS FULL OF IDEAS, STRATEGIES AND POSSIBILITIES TO FUEL PLANNING AND IMPLEMENTATION OF CAREER DEVELOPMENT PROGRAMS AND PRACTICES ANYWHERE.”

– Adriano Magnifico, Career and Entrepreneurship Consultant, Louis Riel School Division (Manitoba)

“TOP-NOTCH LEARNING AND NETWORKING EXPERIENCE... UNPARALLELED. BY FAR THE BEST USE OF OUR STAFF DEVELOPMENT DOLLARS! ALLOWS ORGANIZATIONS AND THEIR STAFF TEAM TO SEE HOW THEIR WORK FITS IN A NATIONAL AND INTERNATIONAL CONTEXT...WHICH IS CRUCIAL!”

– Randy Lindsay, Executive Director, Futureworx Society (Nova Scotia)

“CANNEXUS ALLOWED ME TO ENHANCE THE RESOURCES IN MY OWN PERSONAL ‘TOOLKIT’ TO IMPROVE OUR COMMUNITY FOOTPRINT AND IMPACT THE LIVES OF OUR PROGRAM PARTICIPANTS.”

–Ian Nyman, General Manager, YMCA of Greater Toronto

WEBINARS

New partners, new topics and new presenters defined CERIC's webinar offerings in 2018 as we continued to grow the number of affordable and convenient online learning opportunities. First-time partners included the US-based National Career Development Association and the Ontario Association for Career Management

(OACM). New topics included non-traditional career paths, soul-based career counselling and digital brand-building. And new webinar presenters included the popular mental health thought leader Dr Joti Samra and top recruiter Sheila Musgrove.

Paid series offered:

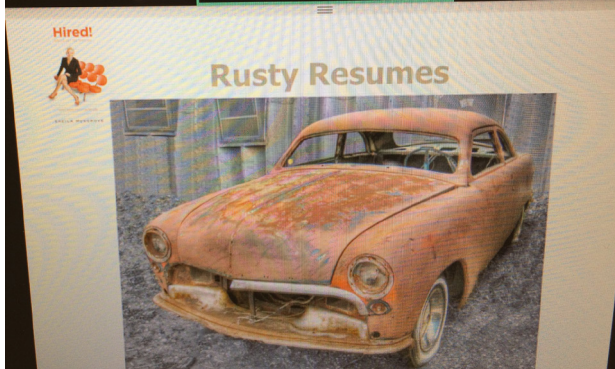
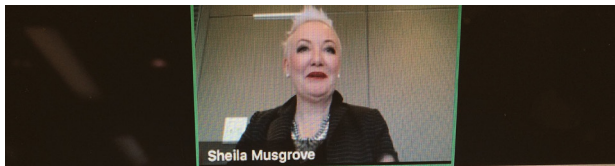
- Preparing Your Clients to Successfully Embrace a Non-Traditional, Entrepreneurial Career Path, presented by Ron Elsdon, with the National Career Development Association (NCDA)
- Effectively Managing Psychological Health Issues as a Career Coach, presented by Dr Joti Samra, with Ontario Association for Career Management (OACM)
- Building Resilience in Career Transitions, presented by Louisa Jewell
- Insider Secrets from a Top Recruiter: Results-Driven Resumes That Work Every Time and Tips to Coach Candidates for an Off-the-Charts Interview, presented by Sheila Musgrove, with the Career Development Association of Alberta (CDAA)
- Reclaim Your Soul from Work: Making Choices that Honour Your Authentic Self, presented by Dr Spencer Niles, with the National Career Development Association (NCDA)
- Building a Digital Brand: How to Apply Digital Marketing Techniques to Your Personal Brand and Boost Credibility in Your Career, presented by Ryan Rhoten, with the National Career Development Association (NCDA)
- Looking Beyond Job Titles: How to Prepare People for the Future of Work, presented by JP Michel, with the New Brunswick Career Development Association (NBCDA) (presented in both English and French)
- 30 Ways to Shine: A Skillset for Successful Job Retention, presented by Denise Bissonnette and the New Brunswick Career Development Association (NBCDA)

IMPACT 2018

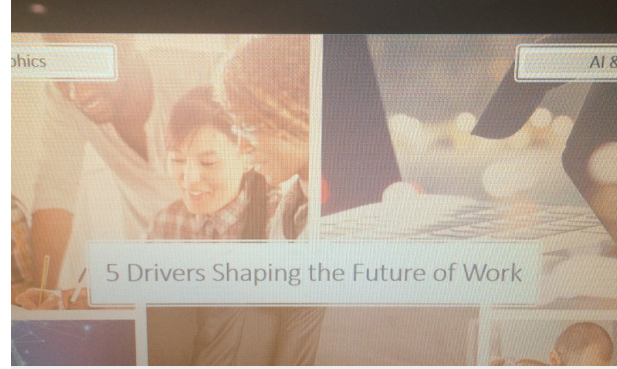
- 2,973 webinar attendees
- 31 days of webinars held
- \$21,000 in webinar revenue provided to partner associations to support their work



CERIC has also partnered in the past with the BC Career Development Association, Canadian Association of Career Educators and Employers and Nova Scotia Career Development Association on paid webinar series. Additionally, CERIC collaborated with its project partners during 2018 to disseminate research and learning via free webinars.



Sheila Musgrove presenting the Insider Secrets from a Top Recruiter webinar series, June 7, 2018



Lisa Taylor presenting the No Time? No Budget? No Problem! Retain and Gain webinar, November 12, 2018.



DID YOU KNOW?

Over the past eight years, people have registered for a CERIC webinar 9,677 times.



WE ARE DELIGHTED TO BE PARTNERING WITH @CERIC_CA TO OFFER THIS EXCITING WEBINAR SERIES! #CAREERDEVELOPMENT #CDAAMEMBERSSAVE



CDA
@CAREERDEVAB

COMMUNITY & COLLABORATION

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

At CERIC, we often talk about taking a “big tent” approach to strengthening and empowering the many professionals, influencers and decision-makers who help to shape career development for Canadians. In 2018, we innovated with our online platforms to allow all career development stakeholders to better communicate around trends, challenges and opportunities they see, and to connect with each other.

After significant study, this past year saw CERIC replace our ContactPoint website – which first launched in 1997 as a web pioneer, a full decade before the first iPhone existed – with the new and modern CareerWise website. CareerWise and its French-language counterpart, OrientAction, curate the best content from the web and showcase a range of fresh perspectives from the field on timely issues, such as the legalization of cannabis and the Oshawa General Motors plant shutdown. CERIC also continued to engage career development communities with its practitioner-

oriented *Careering* magazine and academic peer-reviewed *Canadian Journal of Career Development*.

A trend observed over 2018 was the accelerating number of retirements of career development academics in universities from Newfoundland and Labrador to British Columbia. To ensure a pipeline of future educators and researchers, CERIC reinvested in its Graduate Student Engagement Program (GSEP). GSEP had a record year with more Master’s and PhD students than ever participating and laying the groundwork for the next generation of scholars to advance the field of career development.



David Tal shared his thoughts on the changing nature of full-time jobs, rise of the flexible economy, the future labour market and more in the Winter 2018 issue of *Careering*.

CAREERWISE/ORIENTATION



CERIC took a big leap into the next generation of providing content and learning in 2018. During November’s Canada Career Month, we launched our new CareerWise website, *Your source for career development news and views*, in order to meet the learning needs of Canada’s career development professionals in an innovative and modern way. Our French-language content site, OrientAction, run by our Quebec-based partner, GRICS, was also reimagined and relaunched at the same time.

The new sites (careerwise.ceric.ca and orientation.ceric.ca) bring together a curated selection of relevant and thought-provoking articles on education, skills, counselling, employment and the workforce from a variety of publications. Plus, you’ll find original perspectives and timely analysis from

recognized experts and community voices in the new Podium section, as well as round-ups of resources and events called In the Know.

The CareerWise digital platform builds on the popularity of our weekly *CareerWise* content curation newsletter, which now has a refreshed look and is named *CareerWise Weekly*. The new CareerWise website replaces CERIC’s ContactPoint site, a pioneer on the web that served Canada’s career development professionals for more than 20 years.

The revamp is based on extensive analysis of online user behaviour, best practices from the web’s most-read content sites, and focus group feedback and ongoing consultation with career professionals across the country over the past year. The changes reflect the evolving ways that people find and interact with information online

IMPACT 2018

- 8,286 visitors to CareerWise and OrientAction in first month
- 450 articles available on CareerWise and OrientAction at launch
- 9,885 subscribers to *CareerWise Weekly* and *OrientAction En bref* newsletters
- Sent 75 issues of the newsletters

“ FÉLICITATIONS POUR LE RÉAMÉNAGEMENT DU SITE ET L’INFORMATION QUE VOUS Y PRÉSENTEZ. TRÈS INSTRUCTIF, UTILE ET VISUELLEMENT ATTRAYANT. BRAVO ”

– Jacques Lapointe, Psychologue industriel, Concepteur et gestionnaire de Web Carrière, Quebec



CONGRATULATIONS TO THE TEAM AT @CERIC_CA FOR THE LAUNCH OF THE NEW @CAREERWISE_CA SITE! IT IS #BEAUTIFUL AND FULL OF GREAT #CAREEVELOPMENT NEWS AND INFORMATION! CHECK IT OUT FOR YOURSELF



Meghan Lavallee
@MEGLAUBE

while continuing CERIC's commitment to offer web content for Canada's career professional communities in a current and engaging manner.

The CareerWise and OrientAction sites provide:

- ✓ **The one-stop shop for professionals working in career development to stay up to date with continuous learning from trusted content that advances knowledge and skills**
- ✓ **Quick and easy access to the most important career development information, resources and conversations, and actionable insights to apply at work**
- ✓ **A career development content hub where you can: scan the latest news; search areas of interest; see what's trending; connect to thought leaders; and contribute your knowledge**

The sites are also web destinations that reflect the professionalism of the field with their polished design. They aim to broaden discussions with employers, educators, policymakers and others who have a stake in career development.

Top 10 Most-Read CareerWise Weekly articles in 2018

10. **Canada's Top 100 Employers for 2019** (Daily Hive)
9. **Want to love your job? Read this article** (Quartz)
8. **Cannabis IQ: Here's what you should know about pot in the workplace** (Global News)
7. **Stanford researchers: 'Follow your passion' advice could make you less successful** (CNBC)
6. **What if we killed the job interview?** (Fast Company)
5. **ATS Resumes: Fact or Fiction?!** (LinkedIn)
4. **Five things I always cut from the resumes I review** (Career Beacon)
3. **What You Need to Know About Interviewing in 2018** (LinkedIn)
2. **The resume of the future will tell employers who you are, and not just what you've done** (Quartz)
1. **These Are The Most In-Demand Jobs In Canada In 2018, According to Randstad** (Huffington Post)

CANADIAN JOURNAL OF CAREER DEVELOPMENT



Two issues of the *Canadian Journal of Career Development* (CJCD), Canada's only peer-reviewed academic journal in the field, were published in 2018. With an exciting new cover design, this marks CJCD's 17th year of disseminating academic research and best practices from Canada and around the world.

Articles in the winter issue included an examination of post-secondary students with learning disabilities, an analysis of the work-life pathways in a rural community and a study of the career aspirations of Indigenous adults. The fall issue featured articles on mentorship as a career intervention with university students,

hope-centred interventions with unemployed clients, career identity development with immigrant women and the use of technology in the practice of Quebec guidance counsellors.

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 publishes twice a year, in both print and digital formats in the winter and in digital format only in the fall. It is free to subscribe to the digital editions and all issues of the journal dating back to 2002 are available to access online.

IMPACT 2018

- 8,796 subscribers
- 12,921 downloads of CJCD articles published in 2018
- Annual web traffic up 18%



CHECK OUT THE LATEST EDITION OF THE @CJCDJOURNAL. THANKFUL TO BE PUBLISHED IN THE LEADING CAREER DEVELOPMENT ACADEMIC JOURNAL IN CANADA! #CAREERDEVELOPMENT #INDIGENOUS



Michael Hennessey
@_AGAPECS

CAREERING



Careering magazine, the official publication of CERIC, tackled some major themes this past year, starting with “2025: Future of Work.” This edition explored just how close the future is – 2025 is the year autonomous vehicles are expected to be the norm – and how this will affect the skills we’ll need and the way we’re predicted to work, with humans taking on more complex tasks and robots handling the repetitive ones.

The Spring-Summer edition examined the theme of Diversity and Pluralism in light of the fact that with more than 20% of Canada’s 35 million people born outside this country, we are one of the world’s most socially diverse

societies, according to the Global Centre for Pluralism. This issue included thought-provoking articles on universal design in post-secondary career education, LGBTQ jobseekers and diversity in the Canadian Forces.

With one-third of Canadians experiencing a mental illness in their lifetime (Public Health Agency of Canada) and 3.6 million Canadians projected to be living with a physical disability by 2030 (Conference Board of Canada), the fall issue took a deep dive into Navigating Mental Health & Disability. Articles discussed assisting adults with autism transition into the workforce and self-care for career professionals to combat burnout.

IMPACT 2018

- 8,968 subscribers
- 44 articles published
- Top 3 read articles of the year: “The death of the full-time job?,” “Case Study: Mastering the stay-at-home parent resume” and “Roll out the employer welcome mat to LGBTQ jobseekers”



THANKS FOR ANOTHER GREAT AND TIMELY RESOURCE @CERIC_CA #INCLUSIVECOMMUNITIES



DirectionS Council of Vocational Services
@DIRECTIONSNS

In response to our first reader survey undertaken in 2017, we implemented some different types of content in the magazine over the course of 2018. Among the new elements introduced were a Case Study, where a career professional breaks down how they tackle a common challenge; a Client Side column that showcases the voice of a client on career

development; and a Principles in Action department with reflections on how CERIC's Guiding Principles of Career Development are being used in practice. A regular infographic has also been added to each issue as a more visual form of communication.

***Careering* magazine is Canada's Magazine for Career Development Professionals. It is published three times a year both in print and as an e-magazine, including select content in French. Subscription is free and past issues can be accessed online.**



#EXCITED MY ARTICLE «ROLL OUT THE EMPLOYER WELCOME MAT TO #LGBTQ JOBSEEKERS: DIVERSITY MATTERS, INCLUSION IS US» IS #OUT IN TIME FOR #PRIDE2018! @CERIC_CA @PRIDEATWORKCAN



BKC (He/Him/His)
@BRIENKCONVERY



LOVE THE CAREERING MAGAZINE! THE INFORMATION IS INVALUABLE!



Pauline Paybe
@PAULEENPAYNE

GRADUATE STUDENT ENGAGEMENT PROGRAM

CERIC encourages the engagement of Canada's full-time graduate students whose academic focus is in career development through the Graduate Student Engagement Program (GSEP). Faculty members are asked to play a role in identifying appropriate graduate students. In 2018, CERIC reached out more broadly and extensively than before to engage students in fields related to career development, such as business and social work. The result was a record number of GSEP applications.

Through the GSEP, graduate students are introduced to CERIC and its programs and invited to complete for the Graduate Student Award, which provides free registration and up to \$1,000 to attend and present a poster at the Cannexus National Career Development Conference.

The Graduate Student Award winners in 2018 were:

- Duygu Gulseren, PhD Candidate, Industrial and Organizational Psychology, Saint Mary's University
- Mirit Grabarski, PhD Candidate, Organizational Behaviour, Ivey Business School, Western University
- Simon Trudeau, PhD Candidate, Industrial and Organizational Psychology, University of Montreal
- Angela Contreras, PhD Candidate, Educational Studies, University of British Columbia

As part of the program, GSEP students are also invited to join one of CERIC's committees, write for the CareerWise and OrientAction websites and submit to the *Canadian Journal of Career Development*.

IMPACT 2018

- 33 applications received
- 4 students funded to attend Cannexus
- 3 students joined CERIC committees

"JOINING GSEP HAS PROVIDED ME A WONDERFUL OPPORTUNITY TO SHARE MY RESEARCH AT CANNEXUS AND CONNECT WITH VALUABLE PEOPLE AND RESOURCES IN THE CAREER DEVELOPMENT COMMUNITY. THERE WAS SUCH A SYNERGY AT CERIC BETWEEN PASSIONATE PEOPLE COMING TOGETHER FROM VARIOUS REGIONS OF CANADA WITH A SHARED GOAL OF ADVANCING KNOWLEDGE AND PRACTICES IN THE CAREER FIELD, AND IT HELPED ME GROW IN MY ONGOING CAREER DEVELOPMENT JOURNEY AS WELL."

– Heejin Kim, BA, MA Student, Educational Psychology and Leadership Studies, University of Victoria



Zarina A. Giannone, a 2017 Graduate Student Award winner, presenting her poster at the Cannexus18 conference.

ADVOCACY & PROFILE

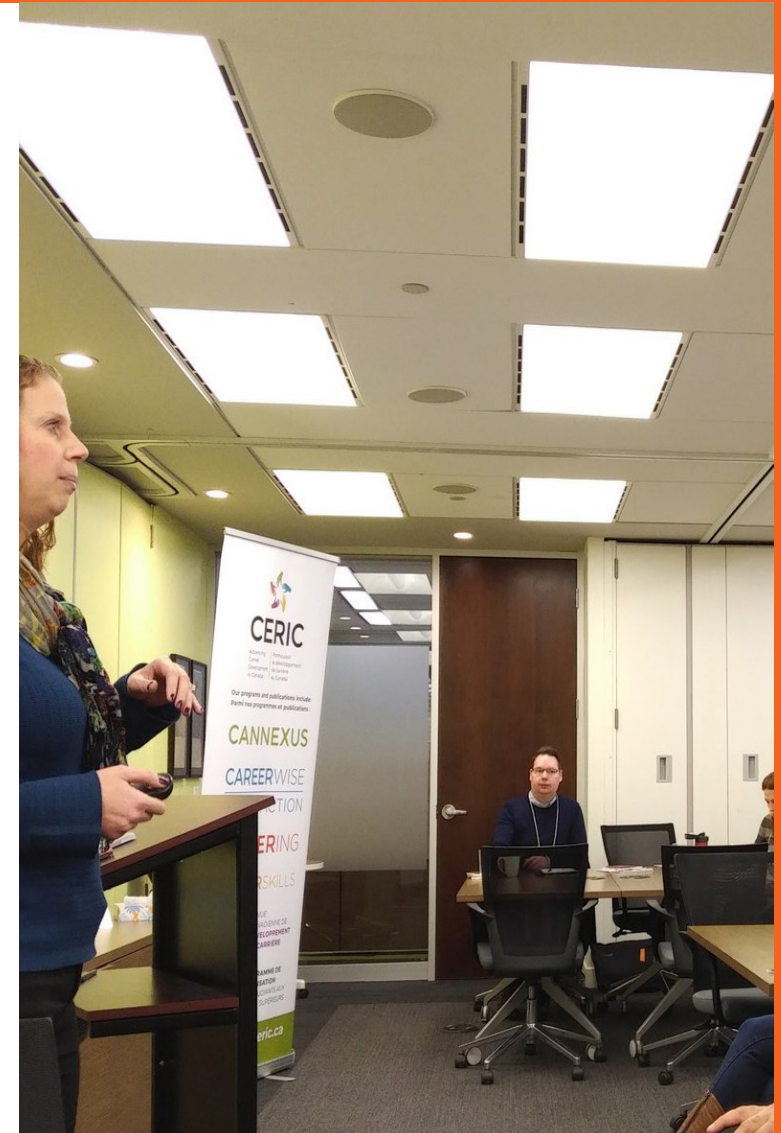
Priority: Facilitate conversations between career practitioners and their constituents and communities to raise the profile and value of the career development field.

Those who work in career development understand well its vital importance in helping students succeed in school by connecting their studies to their future, in increasing the level of retention and productivity among employees, and in guiding individuals to realize greater well-being and satisfaction. In 2018, CERIC continued to amplify this message to business, government and beyond, often in collaboration with like-minded groups and networks.

Roadshows remain a powerful tool for CERIC to convene local stakeholders and the past year was no exception, with us crisscrossing the country to promote dialogue around career development, including a number of partnerships with workforce planning boards. We also actively participated in dozens of conferences across Canada, taking the opportunity to showcase our K-12 resources as we advocated for infusing career development into our classrooms.

Our Guiding Principles of Career Development

have maintained their popularity as a national conversation starter around what exactly career development is. In 2018, we built on this foundation with the creation of new Guiding Principles resources that will allow us to deepen and extend their use. This past year also saw us deepen and extend our media outreach, publicizing not only CERIC research and resources but also leveraging seasonal interest in career development stories, such as around the back-to-school season.



Lisa Taylor, author of *Retain and Gain*, discussing Strategies for Non-Profit Career Growth with Imagine Canada member, November 2018, Toronto, ON.

ROADSHOWS

Each year, CERIC hits the road to showcase its programs and services and to build networks across Canada. In 2018, we travelled to different cities for a series of free networking breakfast meetings where attendees were introduced to CERIC's research, education and resources, and were able to connect with professional peers. Roadshows are inclusive events, designed to allow conversations between all who have a stake in career development, including career practitioners, educators, employers, community agencies and government.

Many of our roadshow events were co-hosted by generous partners that allow us to bring in new perspectives of local individuals and organizations that are engaged in different facets of career development. Roadshows were held in:

- Toronto with Foundation House
- Winnipeg with Career Trek and the Canadian Counselling and Psychotherapy Association (CCPA)
- Mississauga with Peel Halton Workforce Development Group
- Peterborough with the Peterborough Local Employment Planning Council
- Kingston with Queen's University
- Windsor with University of Windsor Career Development & Experiential Learning and Workforce WindsorEssex
- St John's with Memorial University
- Oshawa with Durham Workforce Authority
- Vancouver with Vancity Credit Union
- Toronto with Imagine Canada
- London with Elgin, Middlesex, Oxford Workforce Planning and Development Board

Two-way dialogue around what some of the needs/gaps are in terms of career development and how CERIC can help surfaced multiple areas of both challenge and opportunity.

IMPACT 2018

- 11 roadshows
- 13 partners
- 340 attendees



Discussion underway at CERIC's roadshow on June 6, 2018, in Kingston, ON.



DID YOU KNOW?

CERIC has hosted 81 roadshows since 2010 with 2,186 participants.

Some themes that emerged included the need to support students, parents and teachers around early career development, a desire for closer collaboration between community-based career service providers and employers in driving local workforce development, and the benefit of mapping the current career development ecosystem to better understand the various players.



CERIC roadshows attendees network in Vancouver, BC on November 7, 2018.

“THANK YOU ONCE AGAIN FOR SUCH A GREAT AND INFORMATIVE PRESENTATION! I REALLY APPRECIATED THE OPPORTUNITY TO LEARN MORE ABOUT CERIC AND THE CHANCE TO HEAR FROM OTHER PROFESSIONALS IN THE DURHAM REGION DURING THAT LIVELY DISCUSSION.”

– Carly Hurash, Senior Program Consultant, Strategic Employment Programs Unit, Office of the Public Service Commission, Treasury Board Secretariat, Ontario



WE'RE WELCOMING @CERIC_CA TO #PTBO ON MAY 29 - LEARN ABOUT THE ORGANIZATION, ITS PROGRAMS AND SERVICES, AND WHAT IT CAN DO FOR YOU; SHARE YOUR INSIGHTS AND KNOWLEDGE OF GAPS IN TERMS OF CAREER DEVELOPMENT; AND CONNECT WITH LIKE-MINDED PROFESSIONALS



WDB_LEPC

@WORKFORCEDB

CERIC BRAND

In late 2017, CERIC unveiled a refreshed brand to better reflect who we are and what we do. During the past year, our new visual identity was applied across our range of programs and websites. This included a new Cannexus programme design, a new cover for the *Canadian Journal of Career Development* and a revamped CERIC website that also provided and improved user experience with a focus on accessibility, site speed and mobile-friendly design in addition to updated branding.

The brand evolution involved replacing the name Canadian Education and Research

Institute for Counselling with CERIC in recognition of the fact that career development encompasses more than just counselling. As well, the descriptor “Advancing Career Development in Canada” was incorporated into our logo to communicate our purpose and impact. While a new modern typography was used, the logo 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.

CERIC’s sub-brands continued to be streamlined over 2018 with the replacement of ContactPoint. The new brand architecture visually connects CERIC more clearly to its sub-brands, which now include: the Cannexus National Career Development Conference, *Canadian Journal of Career Development*, CareerWise / OrientAction content sites, Graduate Student Engagement Program, *Careering* magazine and Summer Skills Academy.



CANNEXUS **CAREERWISE**
ORIENTACTION **CAREERING** **SUMMERSKILLS**

CANADIAN
JOURNAL OF
CAREER
DEVELOPMENT

REVUE
CANADIENNE DE
DÉVELOPPEMENT
DE CARRIÈRE

GRADUATE
STUDENT
ENGAGEMENT
PROGRAM

PROGRAMME DE
MOBILISATION
DES ÉTUDIANTS AUX
CYCLES SUPÉRIEURS

Guiding Principles of Career Development

WHAT IS A CAREER?

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 DECISIONS 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, SOCIAL 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 3-DAYS SHORTING NATURE OF WORK, CAREER DEVELOPMENT MATTERS MORE THAN EVER.

8 GUIDING PRINCIPLES

CAREER DEVELOPMENT... IS A LIFELONG PROCESS OF BLENDING AND MANAGING PAST AND CURRENT ACTIVITIES, LEARNING EDUCATION, WORK EXPERIENCE, ENTREPRENEURSHIP, VOLUNTEERISM AND LEISURE TIME

INDIVIDUALS DETERMINE THEIR INTERESTS, BELIEFS, VALUES, SKILLS AND COMPETENCIES – AND CONNECTING THESE WITH MARKET NEEDS

INDIVIDUALS SHOULD BE SELF-DIRECTED, RESPONSIBLE FOR HIS OR HER OWN CAREER, BUT IS NOT ALONE – HE IS INFLUENCED AND ARE INFLUENCED BY OUR ENVIRONMENT

INDIVIDUALS SHOULD HAVE UNDERSTANDING OPTIONS, NAVIGATING WITH PURPOSE AND MAKING INFORMED CHOICES

INDIVIDUALS ARE OFTEN SUPPORTED AND SHARED BY EDUCATORS, FAMILY, PEERS, MANAGERS AND THE RELATED COMMUNITY

INDIVIDUALS MEAN MAKING THE MOST OF TALENT AND POTENTIAL, HOWEVER TO DEFINE GROWTH AND SUCCESS – NOT NECESSARILY LINEAR ADVANCEMENT

INDIVIDUALS CAN BE COMPLEX AND COMPLICATED. SOLUTIONS KEY – THERE MAY BE BOTH INTERNAL CONSTRAINTS (FINANCIAL, CULTURAL, HEALTH) OR EXTERNAL CONSTRAINTS (LABOUR MARKET, TECHNOLOGY)

INDIVIDUALS ARE DYNAMIC, EVOLVING AND REQUIRES CONTINUOUS ADAPTATION AND RESILIENCE THROUGH MULTIPLE TRANSITIONS

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

GUIDING PRINCIPLES OF CAREER DEVELOPMENT

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 describe the purpose and benefit of career development and list the 8 key elements that comprise career development based on the input of multiple stakeholders across CERIC. Presented as a colourful infographic, the Guiding Principles are intended as a starting point to inform discussions with clients, employers, funders, policymakers and families.

Since its release in late 2016, thousands of copies have been distributed. Feedback has been very positive. Career professionals are putting the Guiding Principles up in their classrooms and offices, adding it to their websites, disseminating it at staff meetings and events, and

incorporating it into career planning curriculum for students. To further embed and expand the use of the Principles, a CERIC Task Force was struck in 2017 and produced a series of recommendations.

Those recommendations began to be rolled out during the course of 2018, starting with a Guiding Principles booth, roundtable discussion and contest at the Cannexus conference as well as new column in *Careering* magazine where a practitioner describes how they apply one of the Principles in their daily work. Next up will be two further Principles-related resources: the first is a document that presents the evidence base behind the Guiding Principles and the second is a series of Action Plans that expand on the Guiding Principles for career practitioners to use when counselling different client groups (e.g. high school students, unemployed adults or newcomers).

IMPACT 2018

- More than 10,000 copies distributed since launch
- 2 new Guiding Principles resources under development
- 37 comments received at Cannexus18 on how career professionals use them in their work, including:

“I AM A CAREER COUNSELLOR FOR GRADE 12-9 STUDENTS IN FOUR RURAL SCHOOLS. THE PRINCIPLES GUIDE ME AS I INTERVIEW AND GUIDE SECONDARY STUDENTS IN MY SCHOOLS.”

“AS A RESEARCHER, THE GUIDING PRINCIPLES ARE USEFUL IN CONTEXTUALIZING MY FINDINGS REGARDING CAREER DECISION-MAKING PROCESS OF INDIGENOUS WOMEN.”

“YOUR INFOGRAPHIC IS MANDATORY READING FOR ALL OF MY CLIENTS AT THE BEGINNING OF THEIR COACHING PROGRAMS. THANK YOU FOR CREATING IT!”

STAKEHOLDER ENGAGEMENT

Over the course of 2018, CERIC intensified its involvement with various networks where our advocacy could be magnified through partnerships and alliances. Many of these relationships were built in areas that we see are intersecting more frequently with our work, including post-secondary access, experiential learning and workforce development.

Among our many collaborations, we engaged extensively with a new Post-Secondary Access and Success Network initiative administered by the Rideau Hall Foundation with its focus on supporting under-represented groups. CERIC's Executive Director has become co-chair of the group, which is being launched under the name Catapult 2030. Also, on the theme of

post-secondary education, CERIC has been participating in aspects of the national network called Community-Campus Engage Canada (CCEC), based at Carleton University. As universities recognize the value of community engagement in enhancing student competence and confidence, the opportunity emerges to connect this powerful form of experiential learning to the work of campus career centres. On the community front, CERIC continued its involvement with the Toronto Sector Skills Academy. This first-of-its-kind initiative in Canada addresses the growing interest in and need for sector-focused workforce development, modeled on the highly regarded Aspen Institute.



Fondation
Rideau Hall
Foundation

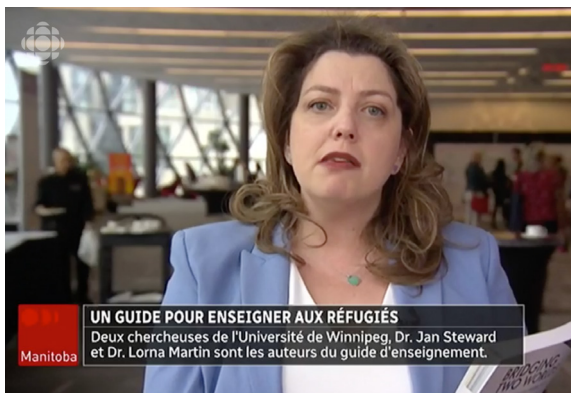


Carleton
UNIVERSITY



In the past year, CERIC has also sought to build its capacity for engagement with government policymakers. We were able to access pro-bono public affairs expertise via the Canadian Advocacy Network, a connector that matches charitable and not-for-profit organizations with government relations professionals who want to volunteer their time. This relationship has allowed us to begin to map out an advocacy plan to continue to strengthen CERIC's role as a trusted stakeholder in the development of government policy on career education, skills and employment.

MEDIA AND EVENTS



Interview by Radio Canada's le Téléjournal Manitoba about the launch of *Bridging Two Worlds* at the Cannexus conference (January 22, 2018).

Anchoring CERIC's advocacy and profile efforts is raising awareness of our work through outreach to media – from mainstream news outlets to more niche-oriented bloggers. As well, we have been very active in participating in a range of national conferences and regional events across Canada. With three of the resources CERIC published in 2018 having a K-12 orientation, our primary focus has been on engaging educators at both elementary and high school levels. We have also continued to reach out to non-profit and workforce development audiences that connect to our current projects and programming.

The 2018 launch of *Bridging Two Worlds*:

Career Centres crucial for future planning

Toronto Sun 17 Jan 2018 +2 more LINDA WHITE Special to Postmedia Network

“One of the key concerns people have is how the world is changing, how jobs come and go, and how students can handle that.”
—Felicity Morgan, University of Toronto Mississauga



Career centres can be found on post-secondary campuses across

Career Centres crucial for future planning featured in *Toronto Sun* (January 17, 2018)

Supporting Newcomer and Refugee Youth Guide was covered heavily in the media, including CBC News, *Winnipeg Free Press*, CTV News and Radio Canada. CERIC's *Retain and Gain: Career Management for Non-Profits* was also featured extensively, including a popular excerpt that ran on Charity Village. Other highlights were an article in Australia's *Sydney Morning Herald* on earlier projects we funded on Hope-Centred Career Interventions and a *Toronto Sun* feature on our Impressive Practices in Post-Secondary Career Services research. *The Globe and Mail* also interviewed CERIC chair John Horn for a September story on back-to-school and lifelong career development.

IMPACT 2018

- 52 appearances in media, blogs, contributed articles
- 45 conferences where CERIC had a presence



CERIC's Ye Liu explaining the *Computing Disciplines* guide to attendees at the Ontario School Counsellors' Association Conference, November 6, 2018, Toronto, ON.



MERCI #CERIC / THANK YOU TO @CERIC_CA FOR YOUR PARTNERSHIP WITH @OCEA_AECO #STUDENTSUCCESS #CANNEXUS19 #LIFELONGLEARNERS #OCEA42 #APPRENTISSAGEPOURLAVIE



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CERIC continued to have a presence at many mainstay events in the sector, including presenting at ONESTEP’s Perspectives and exhibiting at First Work’s Futures, the Ontario Co-operative Education Association, ASPECT BC and People for Education conferences. During the same period, we attended several events for the first time, such as those organized by the Chartered Professional Accountants of Ontario, Newfoundland Counsellors and Psychologists Association, Nova Scotia School Counsellors Association and Ontario Nonprofit Network.



CERIC’s Sharon Ferriss talking about the new *Retain and Gain: Career Management for Non-Profits and Charities Playbook* at the ONN’s Nonprofit Driven conference, October 10, 2018, Toronto, ON.



“HOWEVER, NOW MORE THAN EVER, CAREER STABILITY CANNOT BE TAKEN FOR GRANTED. ‘WHETHER A NEW GRAD, MID-CAREER PROFESSIONAL OR MATURE WORKER, CANADIANS CAN EXPECT MULTIPLE CAREER TRANSITIONS. THEY WILL NEED TO REINVENT THEIR TALENTS AND REDEFINE CAREER SUCCESS,” CERIC SAID IN A RECENT BULLETIN”
 – *The Globe and Mail*, September 9, 2018



Manitoba

‘They want more for their life:’ Winnipeg professor develops guide to support refugee students



‘They want more for their life:’ Winnipeg professor develops guide to support refugee students featured on CBC News (January 22, 2018)

When managers are not comfortable or capable of having career conversations: Seven pitfalls to avoid

About this article



This article is an excerpt from *Retain and Gain: Career Management for Non-Profits and Charities*, a free publication from CERIC. [Click here to download your copy.](#)

Sixty-three percent of Executive Directors and managers told us that they believe managers find career conversations difficult – for good reason.

In more than 75% of the organizations we spoke with, there are no career-related resources or tools

“When managers are not comfortable or capable of having career conversations: Seven pitfalls to avoid” by Lisa Taylor featured on CharityVillage on October 31, 2018.

FINANCIAL REPORT

REVENUE	2018 Statement of Operations: Year ended December 31, 2018 (CAD \$)	2017 Statement of Operations: Year ended December 31, 2017 (CAD \$)
The Counselling Foundation of Canada grants	843,311	851,228
Conference	583,851	544,820
Partnership grants	143,450	134,203
Program delivery grants	132,500	132,500
Sales and others	99,723	90,020
Sponsorship	50,000	6,000
TOTAL	1,852,835	1,758,771
EXPENDITURES		
Salaries, benefits, and contract labour	647,081	641,471
Conference	470,146	423,113
Purchased services	165,101	126,642
Partnership grants	143,450	134,203
Program delivery grants	132,500	132,500
Occupancy costs	73,973	108,538
Office and general	55,117	58,092
Professional fees	40,438	39,728
Advertising and promotion	31,957	35,475
Travel	19,919	16,223
Other	13,777	17,907
Telecommunication	10,415	7,845
Interest and back charges	7,572	6,146
Insurance	4,918	4,913
Amortization	4,539	3,442
Meeting costs	3,358	3,518
Supplies	2,390	3,781
TOTAL	1,826,651	1,763,537
EXCESS OF REVENUE OVER EXPENDITURES		
TOTAL	26,184	(4,766)

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**During 2018, CERIC was also supported
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**CERIC ALSO WISHES TO THANK EVENA BRUTUS, MARYAM HAGHJOO
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ANNUAL REPORT



GROUNDWORK FOR GROWTH

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