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

**Comparing Survey Findings:
CERIC 2011 Survey of Career Service Professionals
&
CERIC 2015 Survey of Career Service Professionals**

Background to CERIC's Survey Research Process

CERIC's past survey research activities:

- *Survey of Career Service Professionals*
(2003, 2004, 2005, and 2006)
- *General population survey about career development and workplace perceptions*
(Conducted in late 2006 and early 2007)

CERIC's national survey cycle (launched in 2010):

- *2010 Survey on public perceptions about career development and the workplace*
(Conducted in the Fall of 2010. Findings released at Cannexus11 and information documents appeared throughout 2011)
- *2011 Survey of Career Service Professionals*
(Conducted in the Fall of 2011. Findings released at Cannexus12 and information documents appeared throughout 2012)
- *2013 Career Development in the Canadian Workplace: National Business Survey*
(Conducted in the Fall of 2013. Findings released at Cannexus14 and information documents appeared throughout 2014)
- *2015 Survey of Career Service Professionals*
(Conducted in the Fall of 2015. Findings released at Cannexus16 and information documents to appear throughout 2016)

Comparing 2011 & 2015: Questionnaires, Survey Participation, and Findings

Links and differences between the 2011 & 2015 surveys:

- The most relevant questions from the 2011 Survey of Career Service Professionals were retained in building the 2015 Survey of Career Service Professionals survey instrument. While some questions were permanently deleted, others might reappear in the next iteration (2019).
- New questions were introduced in the 2015 Survey of Career Service Professionals to reflect contemporary conditions (i.e. economic conditions; changes in the field and the respective sectors; and new technology) and current CERIC program realities.

2011	2015
Demographic (19 Questions)	Demographic (15 Questions)
CERIC and its Programs (9 Questions)	CERIC and the Profession (11 Questions)
Professional Development and Learning (14 Questions)	Professional Development and Competency Improvement (15 Questions)
Research (9 Questions)	Research and Learning Dissemination (4 Questions)
Career Competency & Mobility (8 Questions)	
Technology Access and Awareness (9 Questions)	

Respondents:

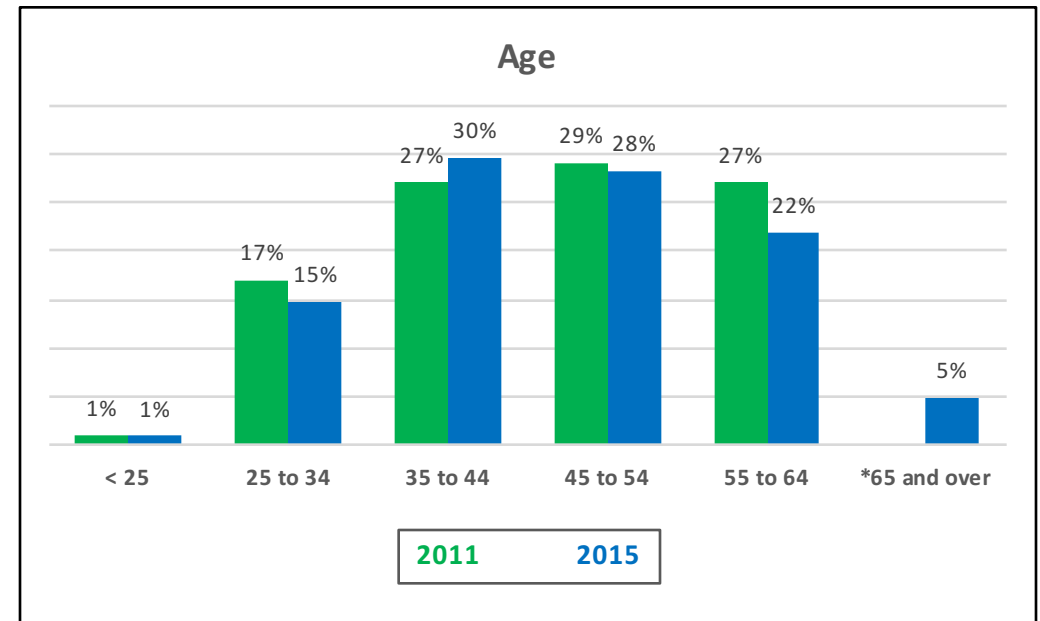
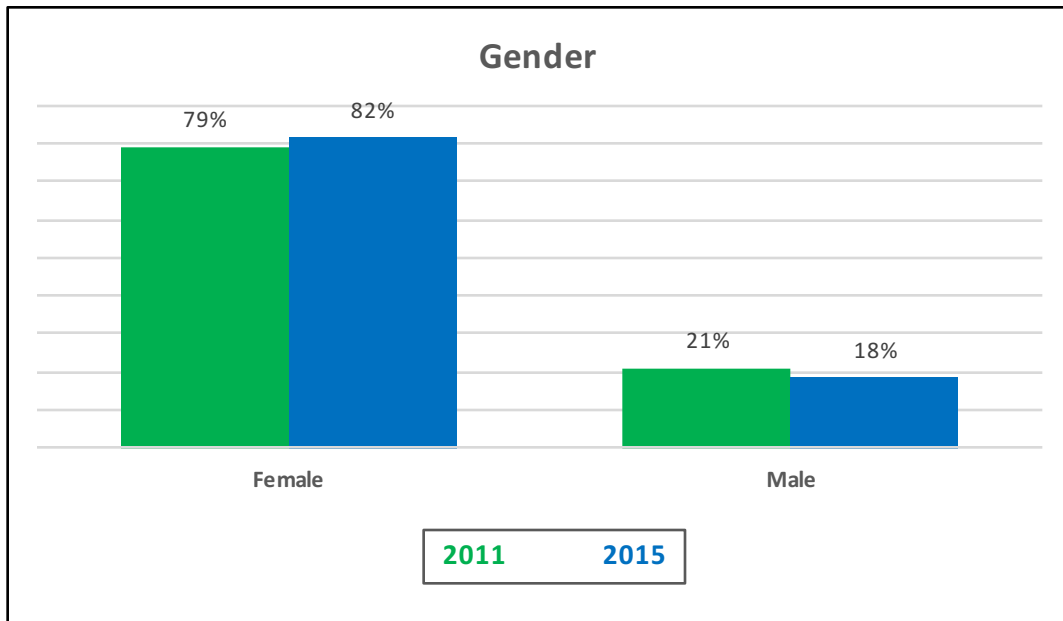
- 2011 Survey of Career Service Professionals: Completed by 1,013 career service professionals
- 2015 Survey of Career Service Professionals: Completed by 1,004 career service professionals

Comparing Findings: The findings provide robust point-in-time snapshots of the field. Comparing the data offers insight into how it is remaining the same/changing.

Demographic Information: Provinces and Territories

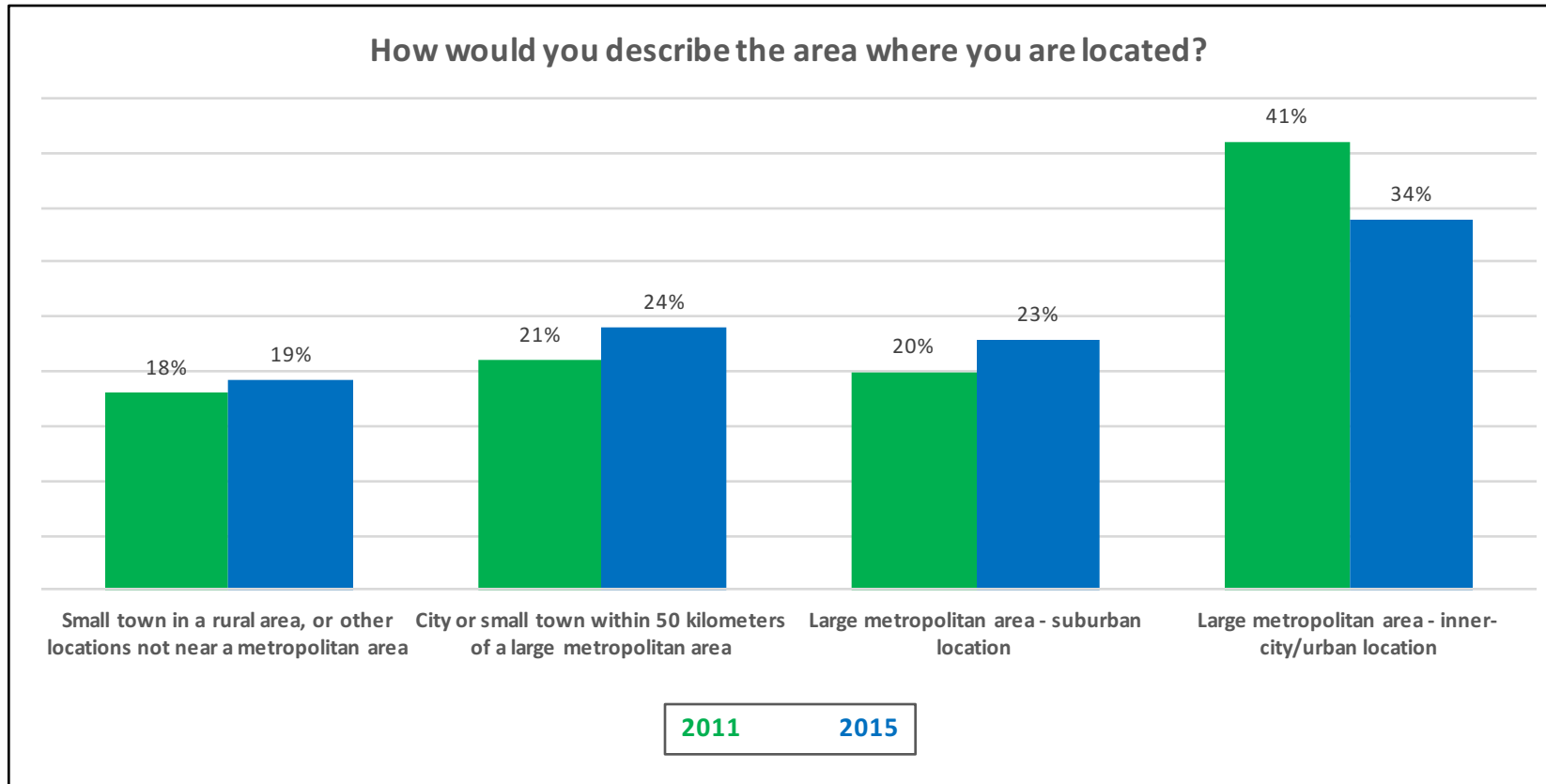
	2011 Percentage (count)	2015 Percentage (count)
British Columbia	12% (119)	14% (135)
Alberta	8% (80)	10% (94)
Saskatchewan	2% (21)	3% (25)
Manitoba	5% (50)	3% (33)
Ontario	35% (348)	38% (372)
Quebec	25% (255)	19% (187)
New Brunswick	2% (17)	2% (16)
Nova Scotia	3% (33)	7% (69)
Prince Edward Island	1% (8)	2% (15)
Yukon	0% (2)	1% (6)
Northwest Territories	1% (6)	0% (4)
Nunavut	0% (2)	0% (3)
Newfoundland and Labrador	2% (25)	3% (27)

Demographic Information: Gender/Age



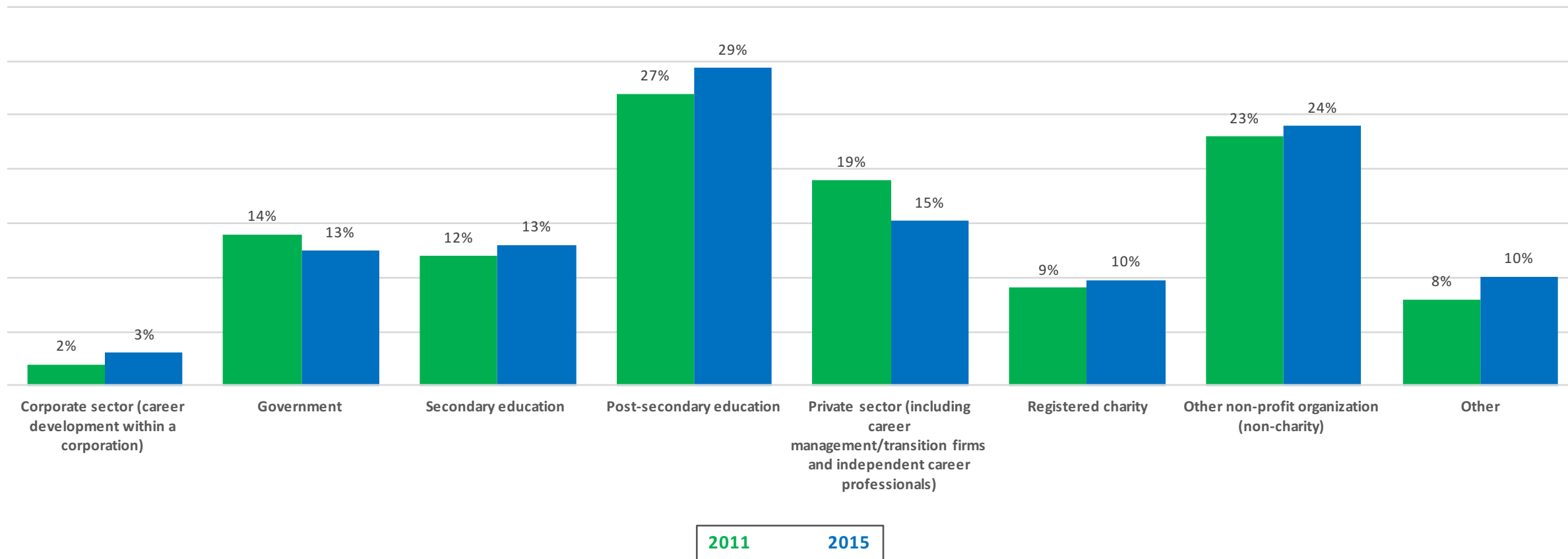
*While the 2011 Survey had the answer category “55 and over”, the 2015 Survey included “55 to 64” and “65 and over”.

Demographic Information: Location

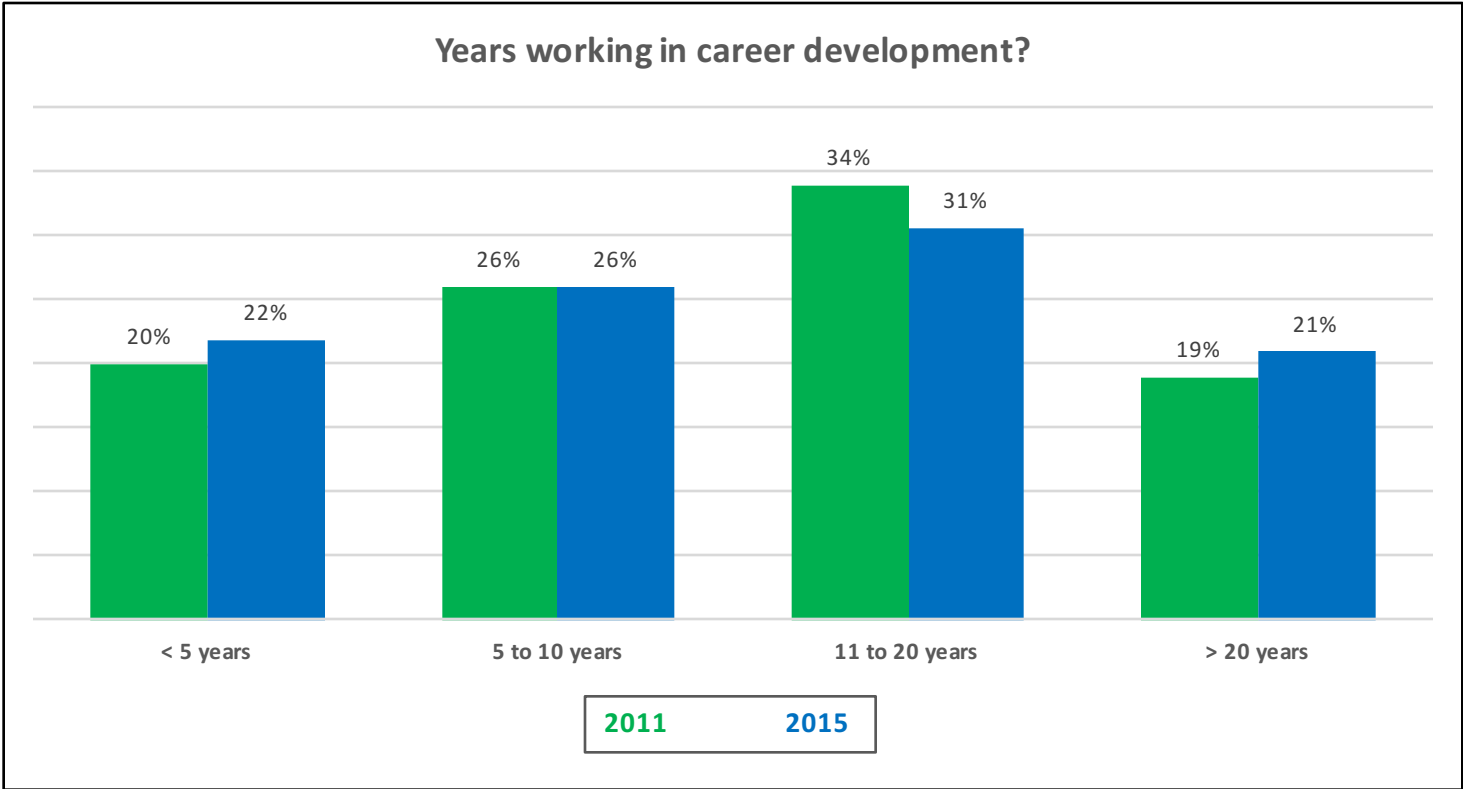


Demographic Information: Sector

What sector do you work in? (select all that apply)

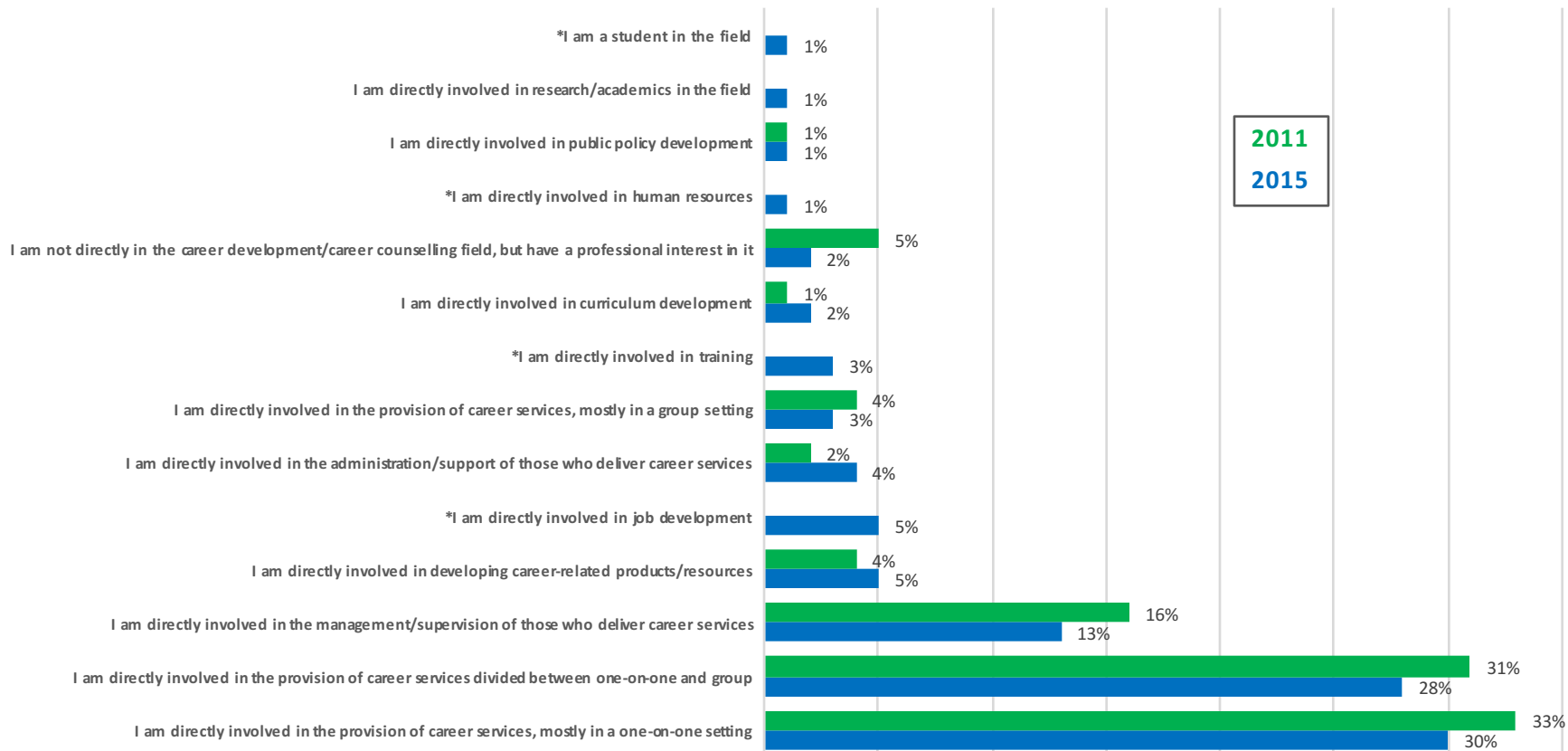


Demographic Information: Years in the Sector



Demographic Information: Job Function

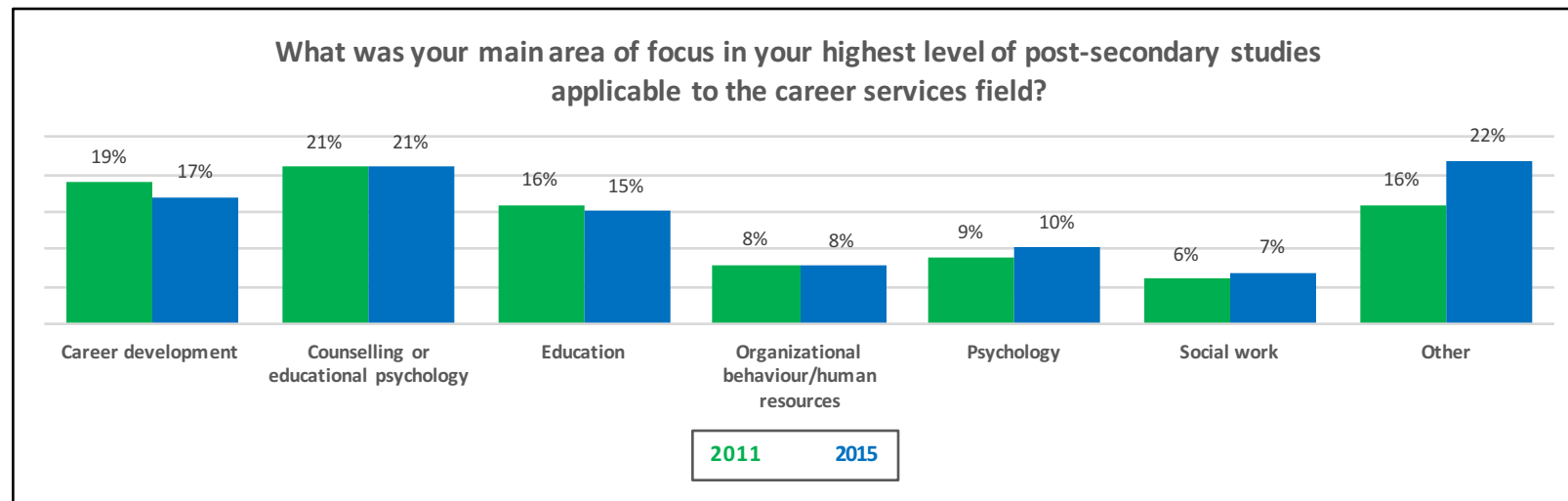
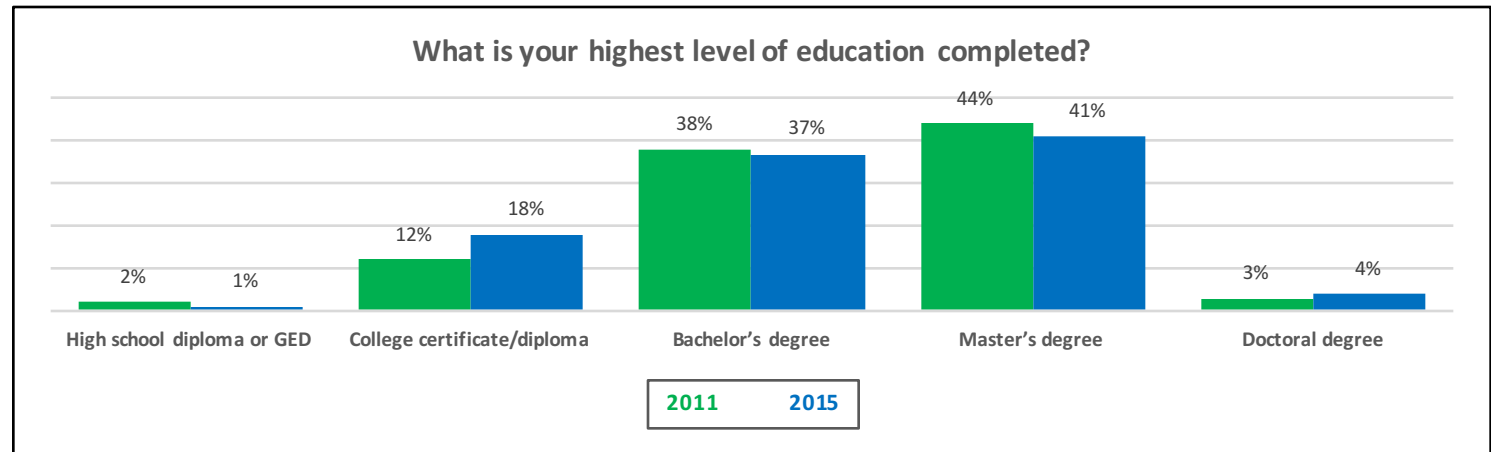
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? (choose 1 answer)



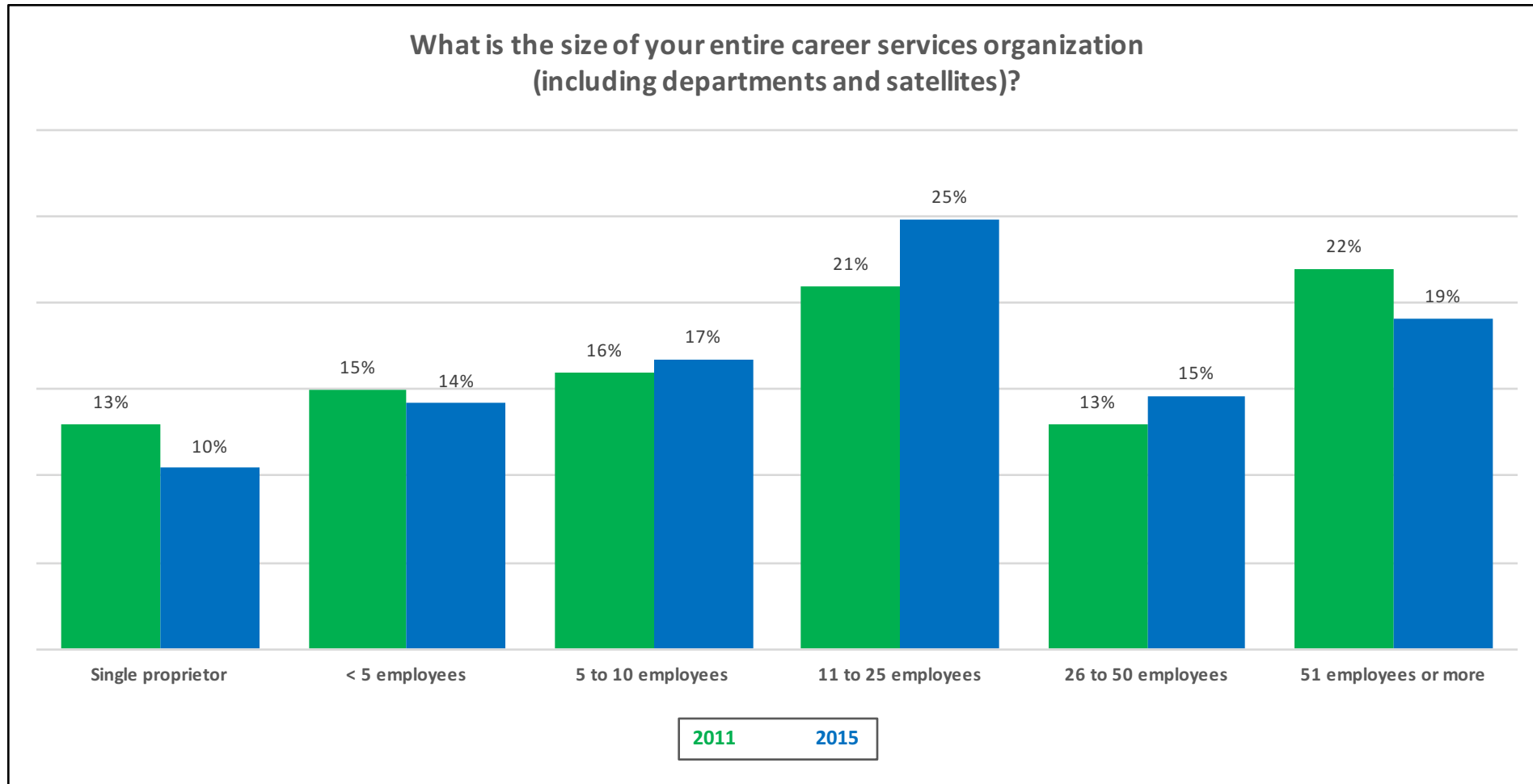
*The following answer categories were added to the 2015 Survey:

- I am a student in the field
- I am directly involved in human resources
- I am directly involved in training
- I am directly involved in job development

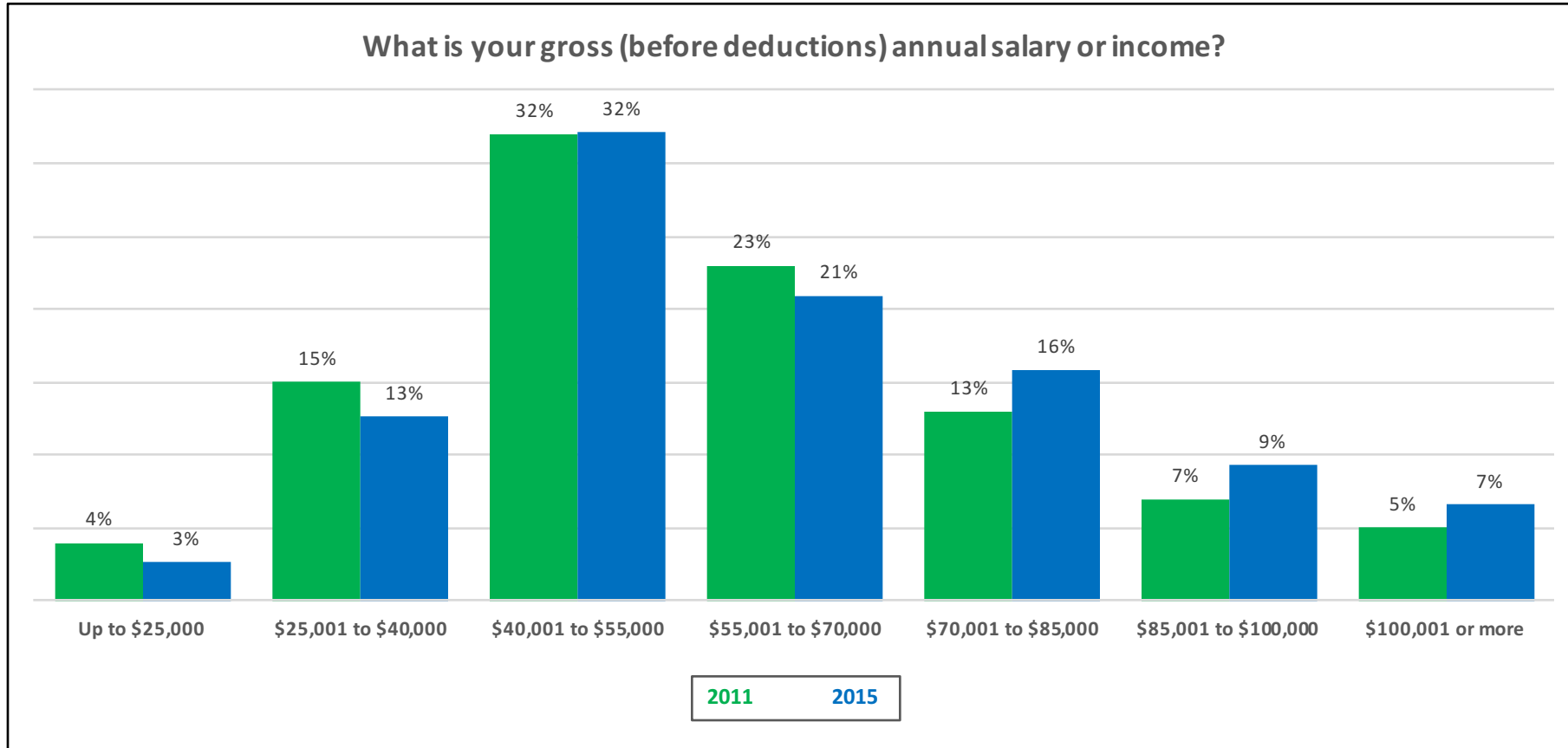
Demographic Information: Education



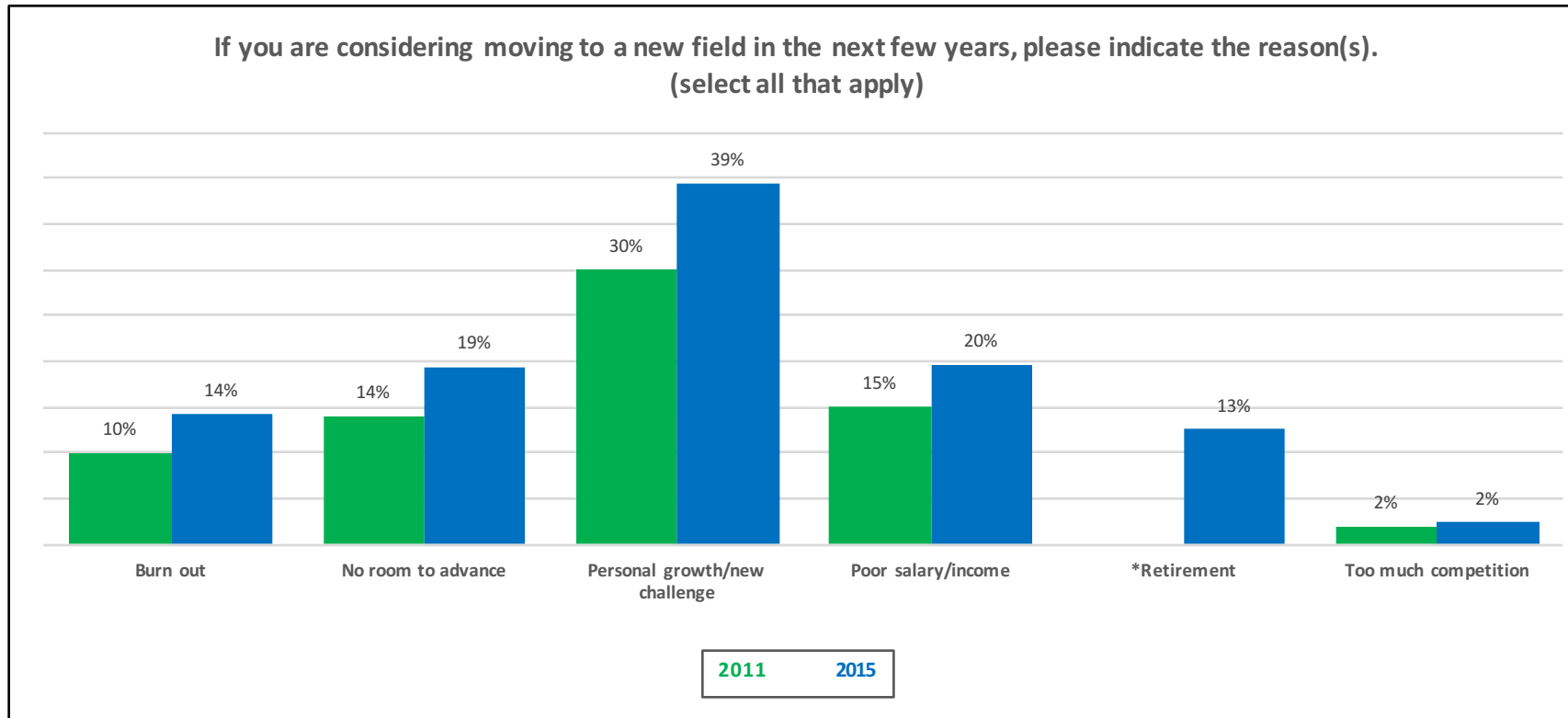
Demographic Information: Size of Organization



Demographic Information: Salary or Income



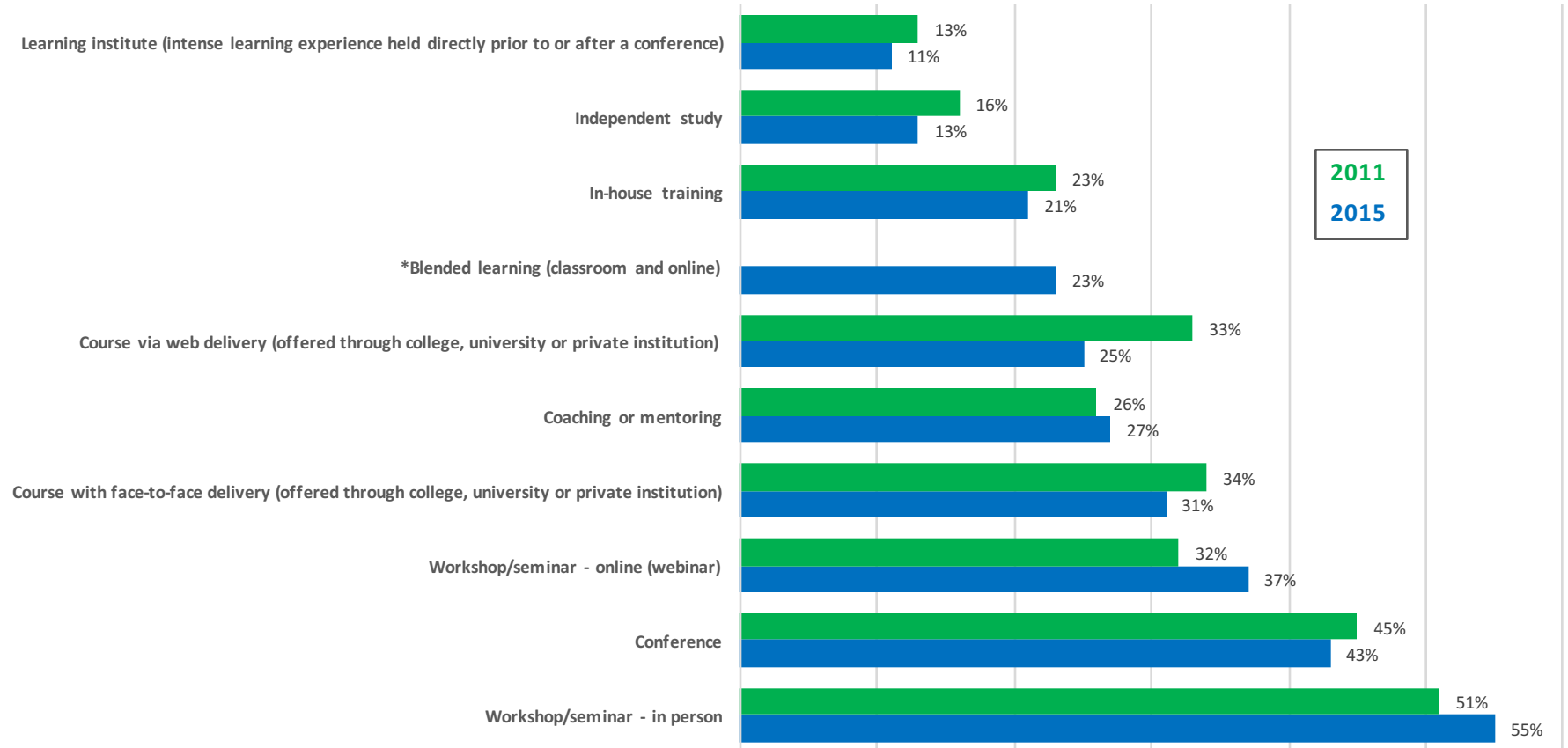
Demographic Information: Career Mobility



*The 2015 Survey included "Retirement" as an answer category as many had noted it as an answer choice in "Other" in the 2011 Survey.

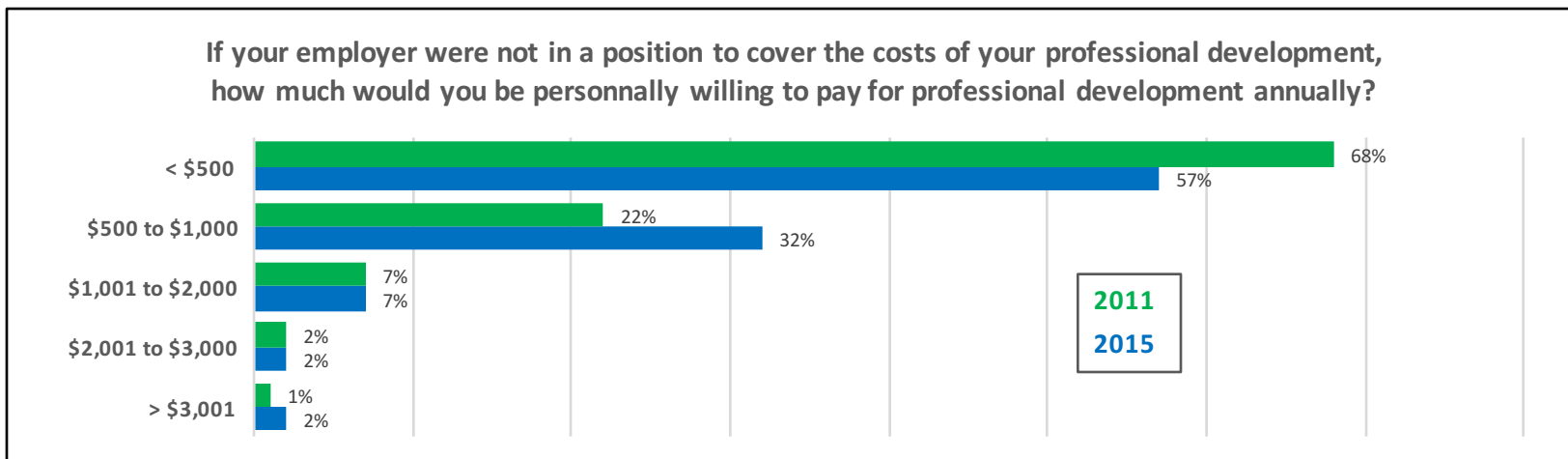
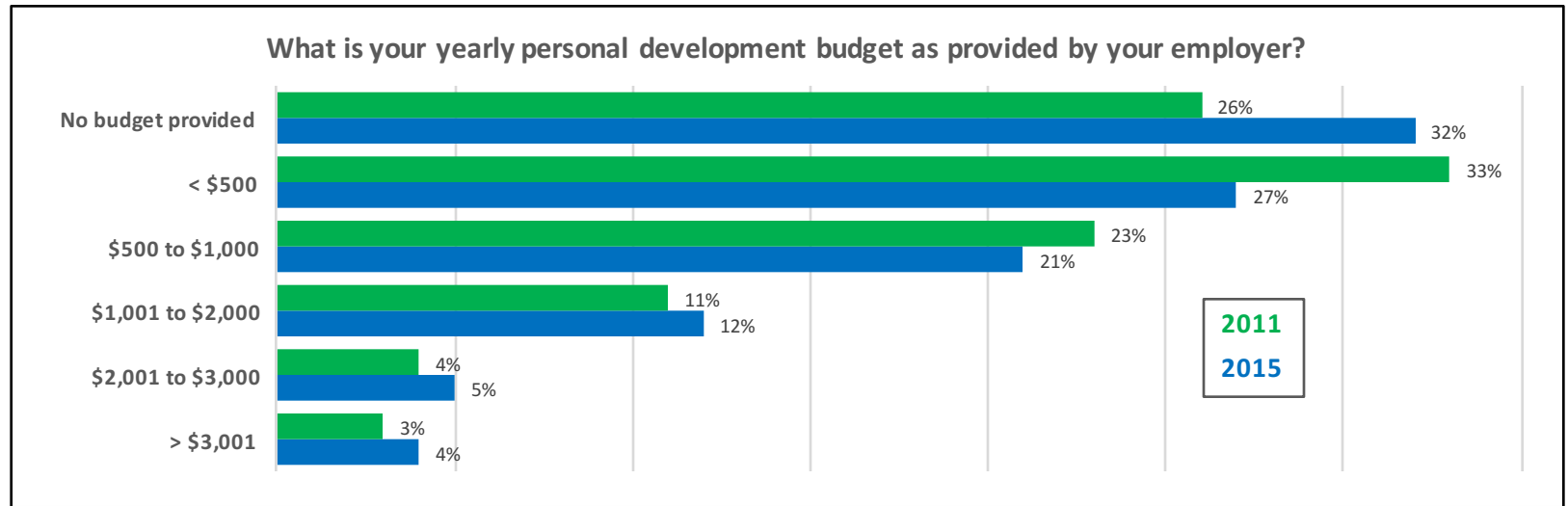
Professional Development and Competency Improvement: Formal Learning Approaches

Which formal learning approaches to training do you prefer? (select the top 3 that apply)

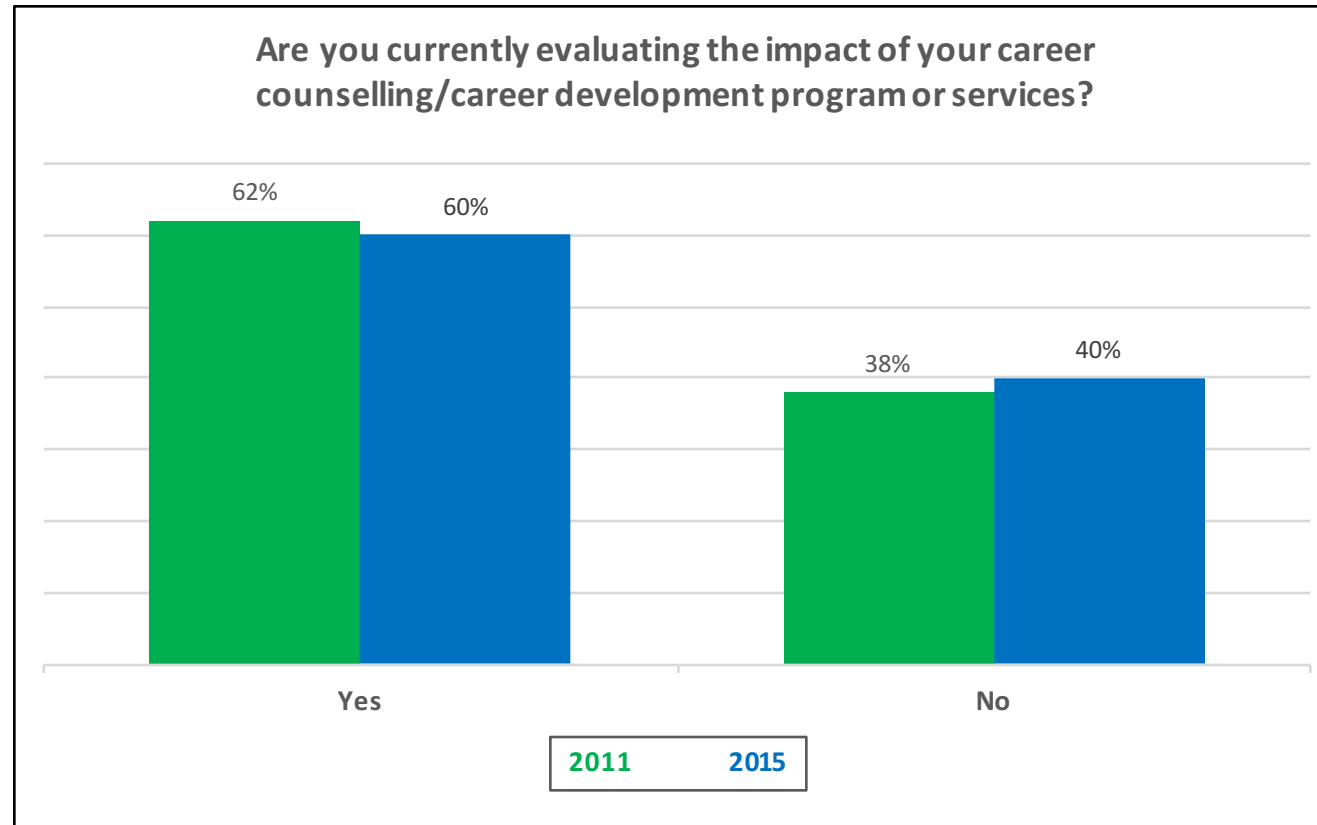


*"Blended learning" was added as an answer category in the 2015 Survey.

Professional Development and Competency Improvement: Available Budget



Research and Learning Dissemination: Impact Evaluation



Research and Learning Dissemination: Topics of Interest

Rank	2011: What three topics would you most like to see career-development research focus upon?
1	Labour market information including data about employment or career trends
2	Social Media, Web 2.0, and Cybercounselling
3	People with a Mental Illness or Mental Health Problem
4	People in Post-Secondary Education
5	Immigrants
6	Aboriginal Issues
7	Older Workers
8	People with Disabilities

Rank	2015: What three topics would you most like to see career-development research focus upon?
1	Practices, approaches, techniques or tools used in career counselling/career development
2	Assessing the impact/value of career-related practices, approaches, techniques or tools
3	Labour market information including data about employment or career trends
4	People in Post-Secondary Education
5	Youth
6	Immigrants
7	People with a Mental Illness or Mental Health Problem
8	Skills (technical and/or soft skills)