



**ceric**

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

# **CERIC 2015 Survey of Career Service Professionals Atlantic Canada (127 Respondents)**

# 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)

# Developing the investigative instrument

## Three Step Process:

- Examined the 2011 Survey of Careers Service Professionals to identify the most relevant questions. Some questions were deleted permanently while others might reappear in the next iteration.
- Updated the content to reflect contemporary conditions (i.e. economic conditions; changes in the field and the respective sectors; and new technology) and current CERIC program realities.
- Draft questionnaire circulated to CERIC Board and Committee Members for feedback.

## Final Questionnaire: 45 questions across four sections

- Demographic Information (15 Questions)
- CERIC and the Profession (11 Questions)
- Professional Development and Competency Improvement (15 Questions)
- Research and Learning Dissemination (4 Questions)

# Survey Execution, Data Interpretation and Knowledge Dissemination Plan

**Survey roll-out and management:** The on-line platform was deployed on October 19 across CERIC lists. The survey was also disseminated by our supporting organizations. Aggregate responses were monitored throughout the process to detect any statistical anomalies that might contradict distribution expectations (i.e. by gender, location, field and/or sectors). Several “survey pushes” were initiated to ensure a representative cohort. The survey closed on November 20.

**What we can say about the findings:** The survey was completed by 1,004 career service professionals. CERIC examined the demographic information to assess the representativeness of the sample. It is our opinion that the breakdown fairly represents the composition of the field and its respective sectors. As a consequence, we are confident that the findings provide a reliable snapshot of the career service professional community in Canada.

**Knowledge dissemination plan:** Highlights of the findings were revealed in January, 2016 at Cannexus16. A Highlights Report was made available at that time.

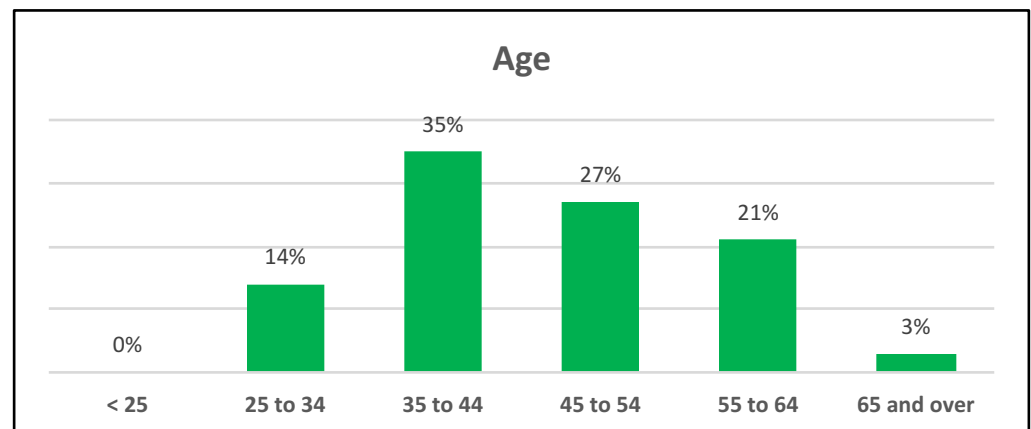
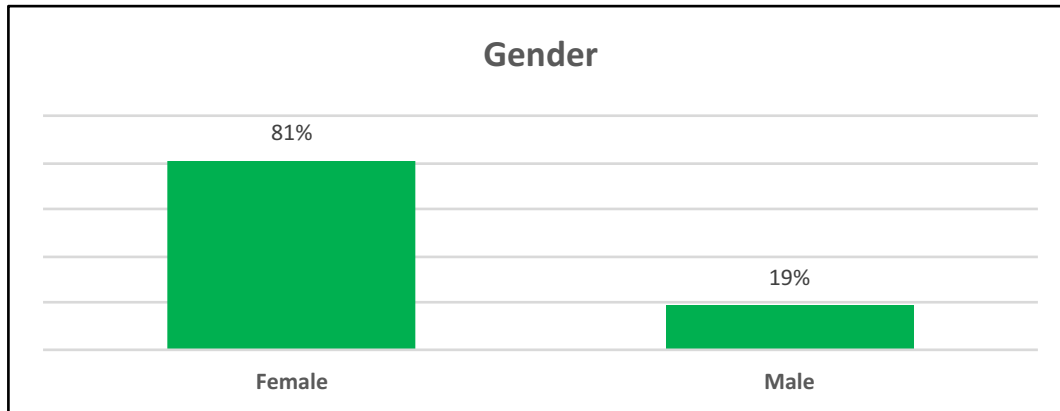
## Information documents will include:

- Infographic
- *Careering* Magazine articles
- Regional comparison (five slide decks)
- Location comparison (four slide decks)
- Sector comparison (six slide decks)

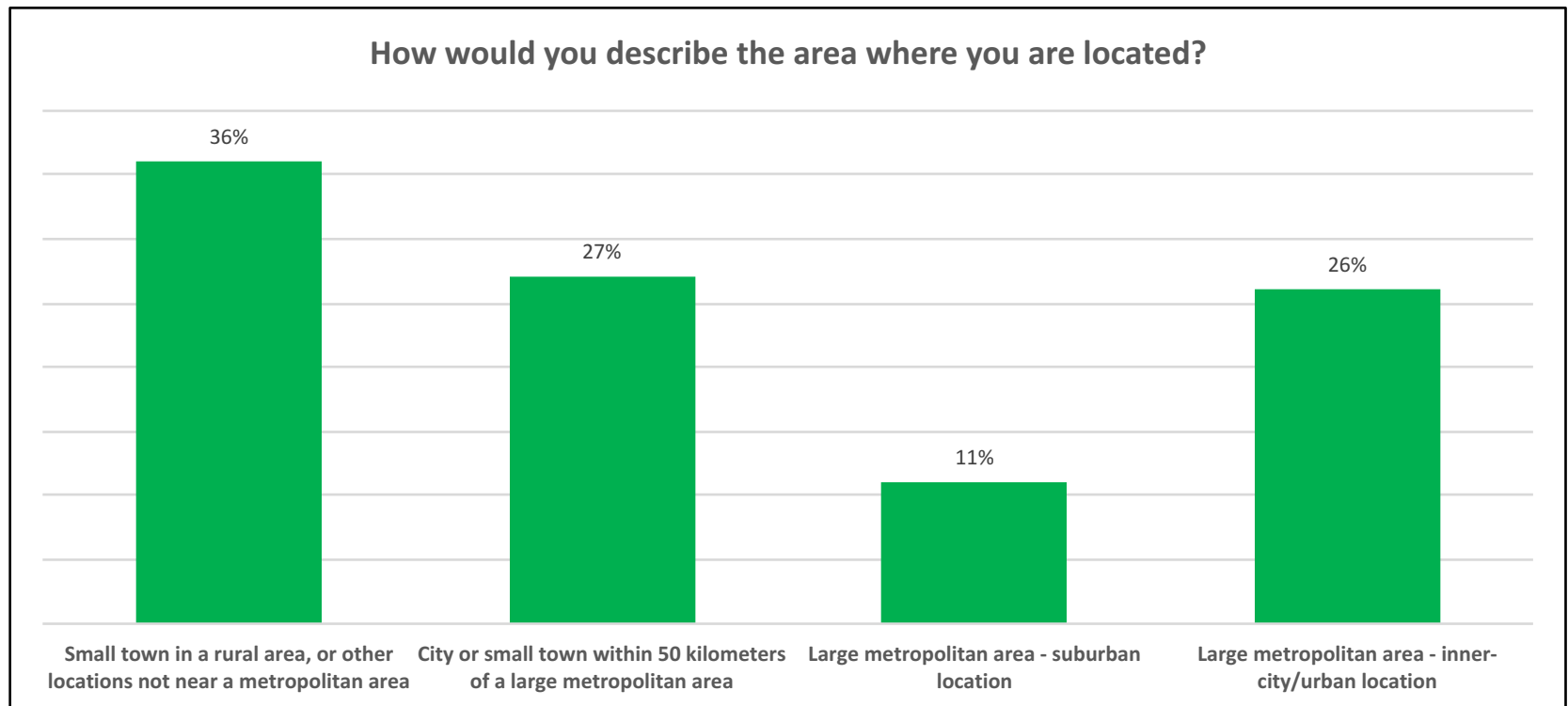
# Demographic Information: Province/Territory

	Percentage	Count
British Columbia	14%	135
Alberta	10%	94
Saskatchewan	3%	25
Manitoba	3%	33
Ontario	38%	372
Quebec	19%	187
<b>New Brunswick</b>	<b>2%</b>	<b>16</b>
<b>Nova Scotia</b>	<b>7%</b>	<b>69</b>
<b>Prince Edward Island</b>	<b>2%</b>	<b>15</b>
Yukon	1%	6
Northwest Territories	0%	4
Nunavut	0%	3
<b>Newfoundland and Labrador</b>	<b>3%</b>	<b>27</b>

# Demographic Information: Gender/Age

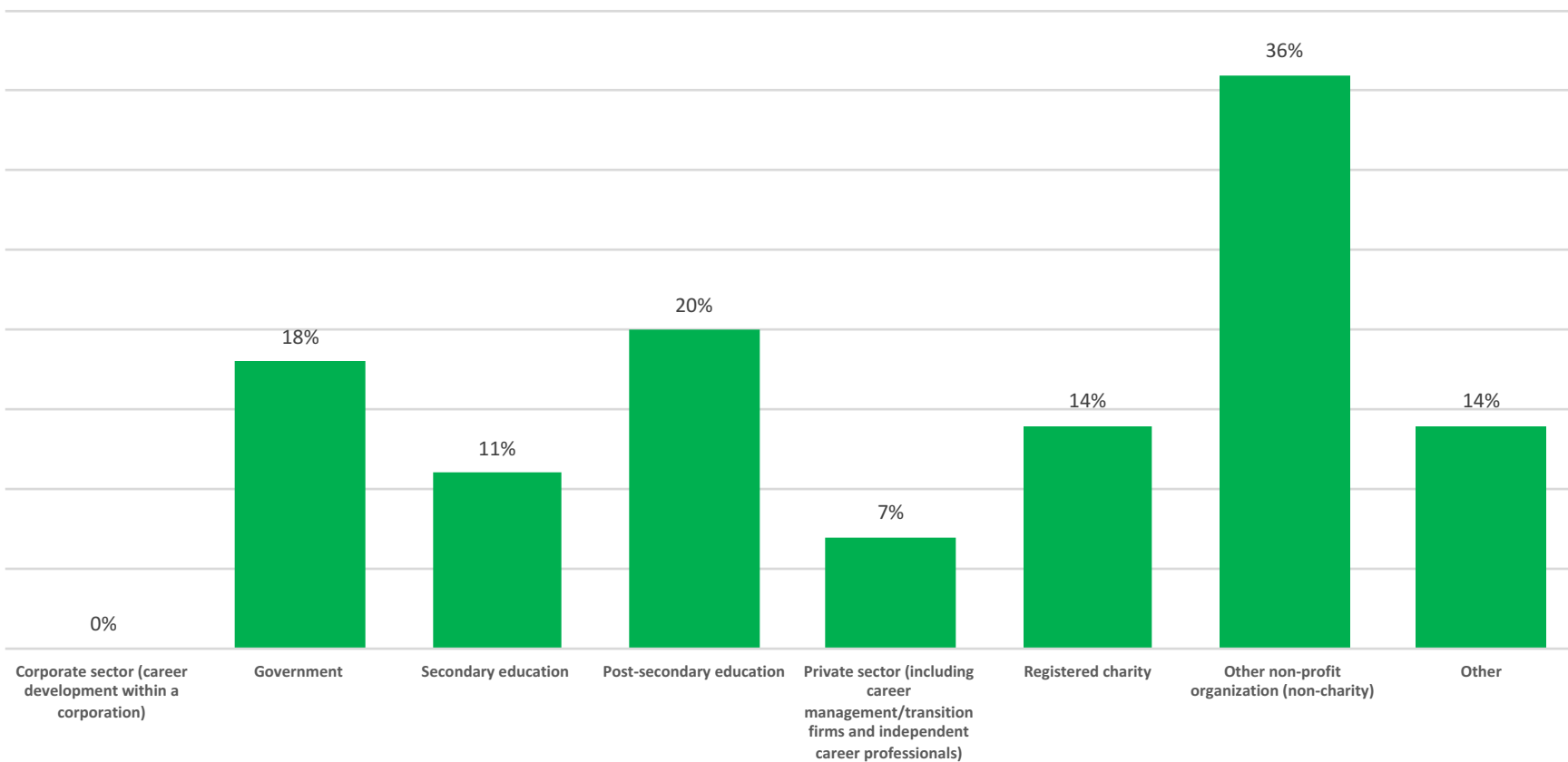


# Demographic Information: Location



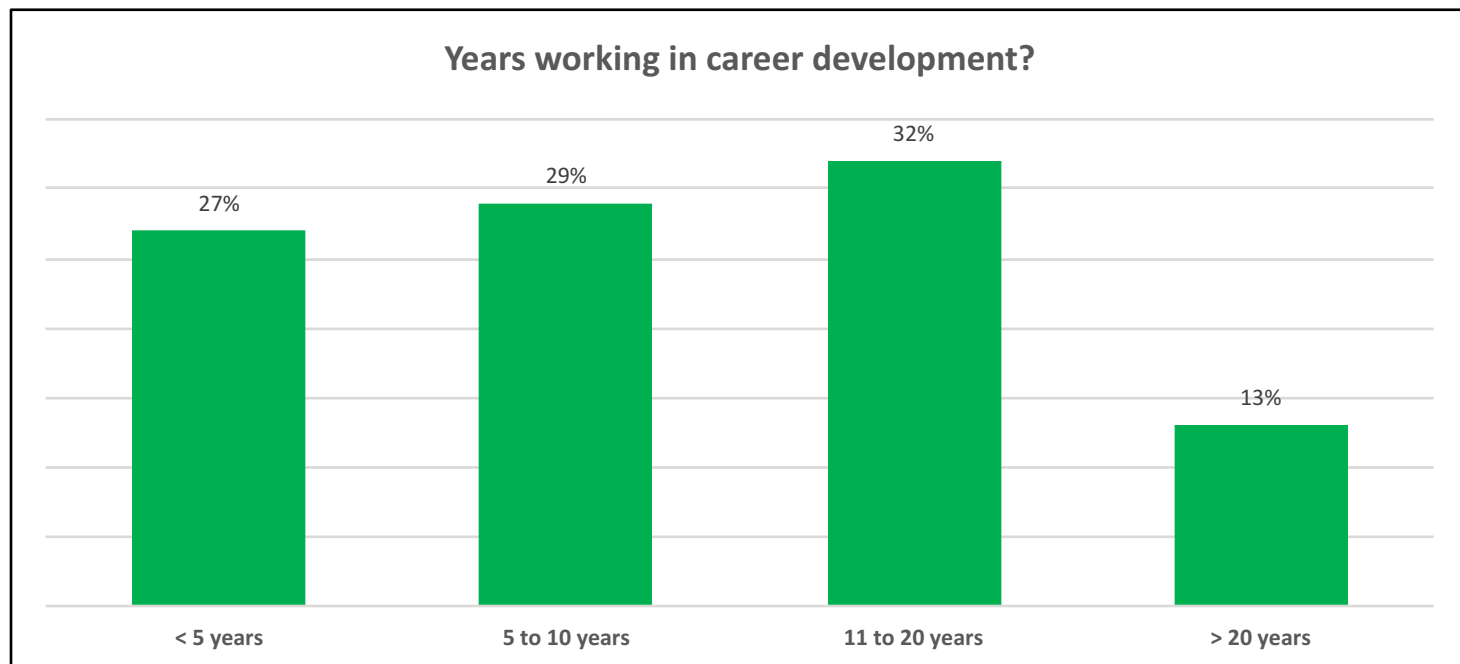
# Demographic Information: Sector

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



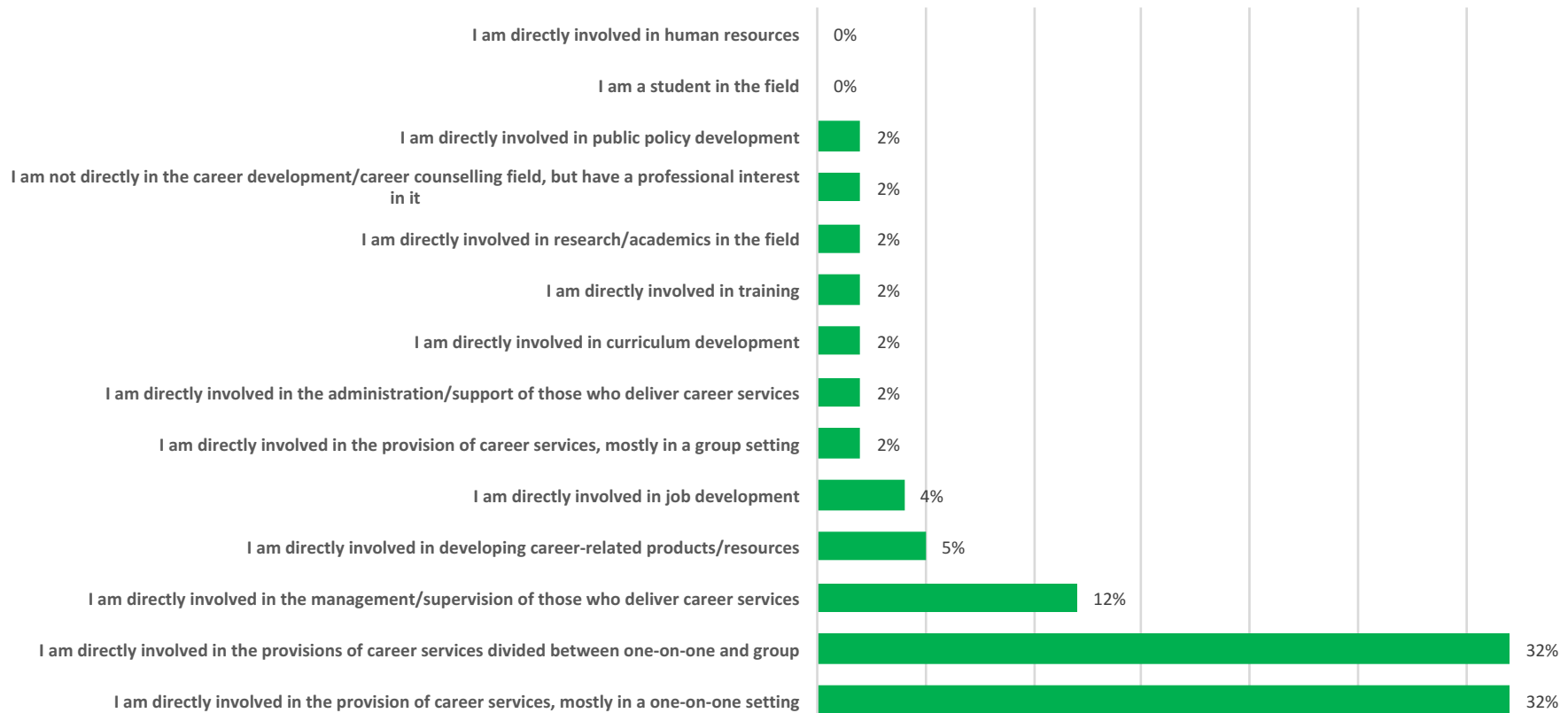


# Demographic Information: Years in the Sector

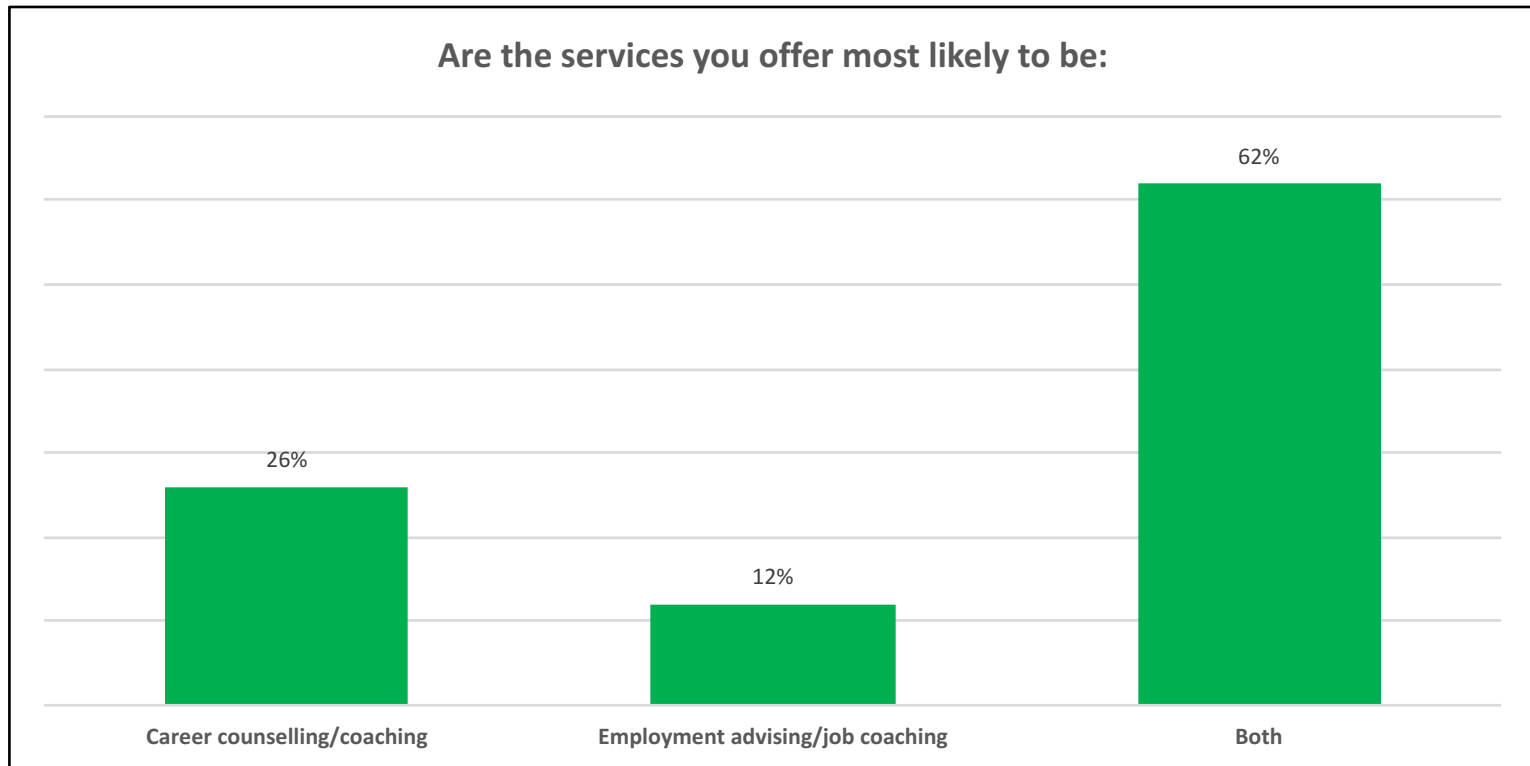


# Demographic Information: Job Function

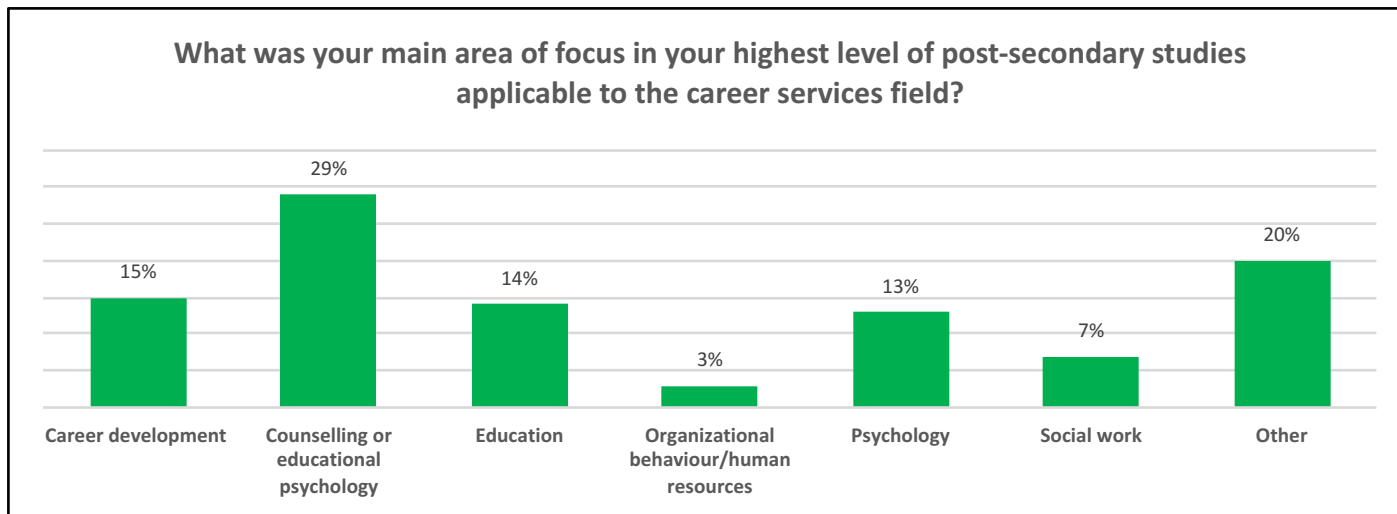
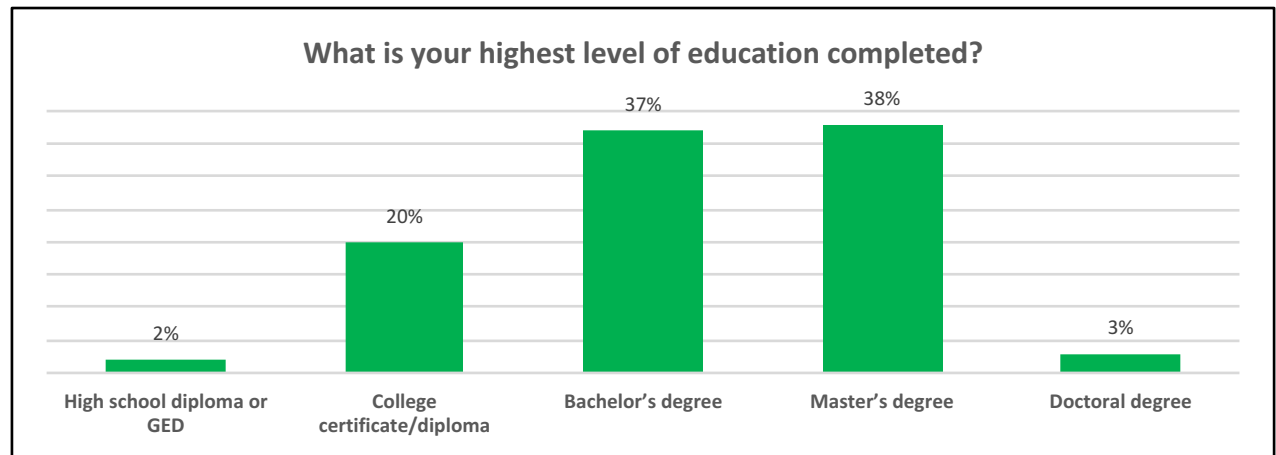
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? (choose 1 answer)



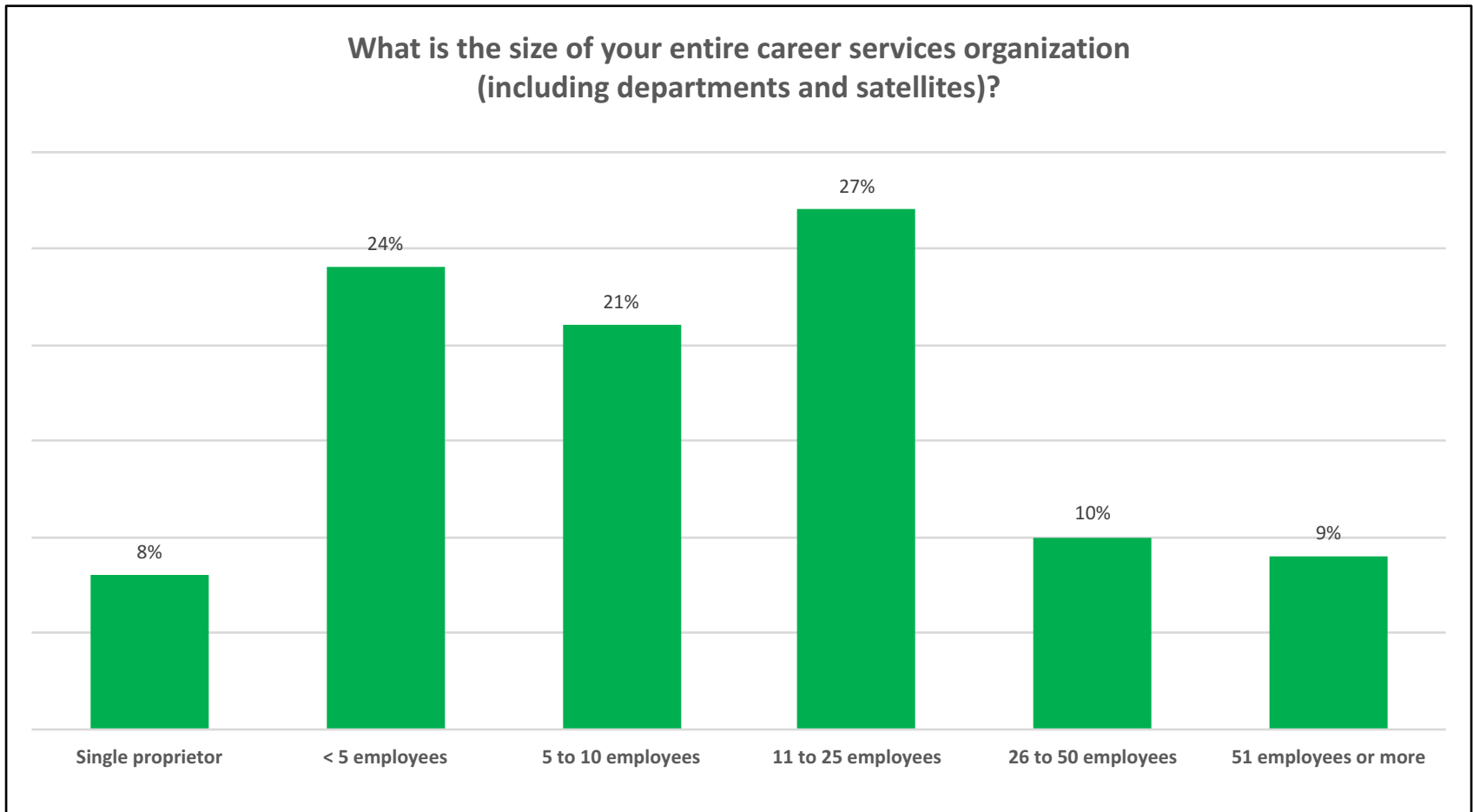
# Demographic Information: Service Approach



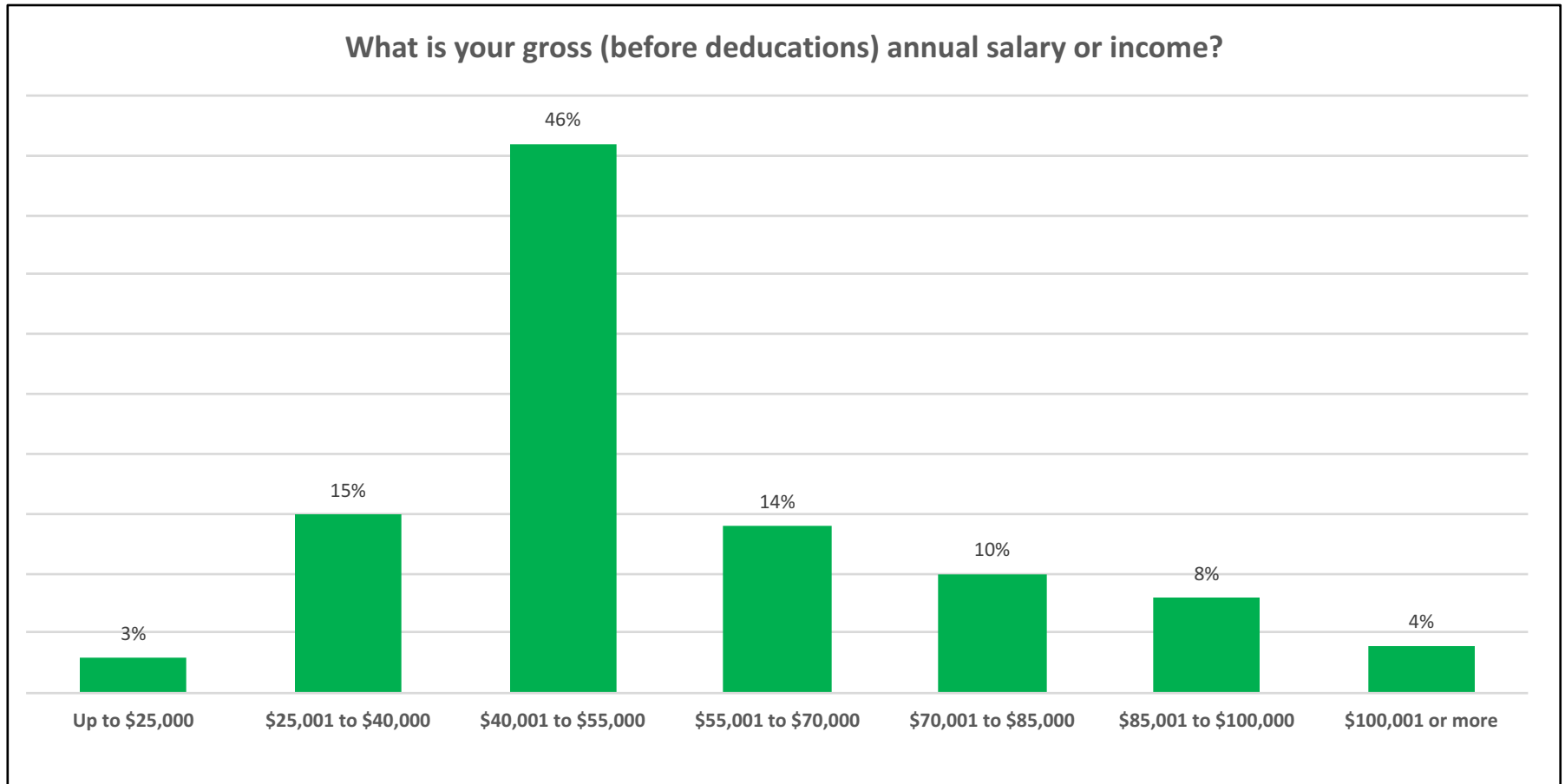
# Demographic Information: Education



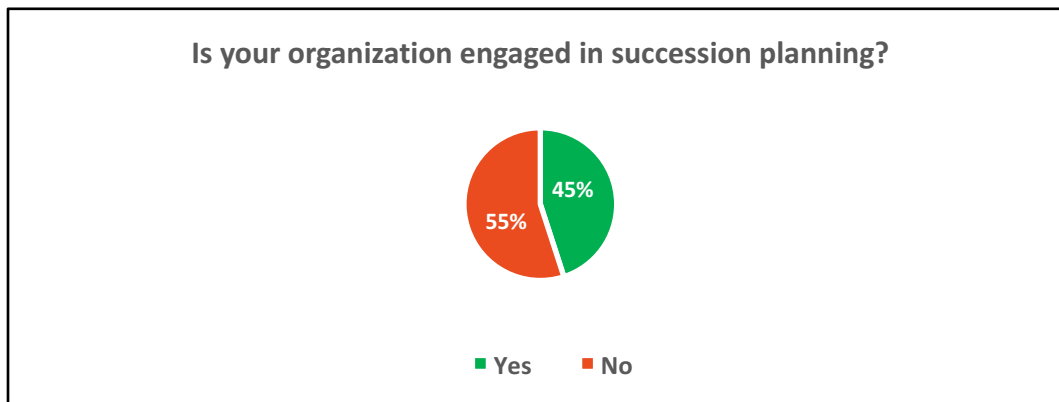
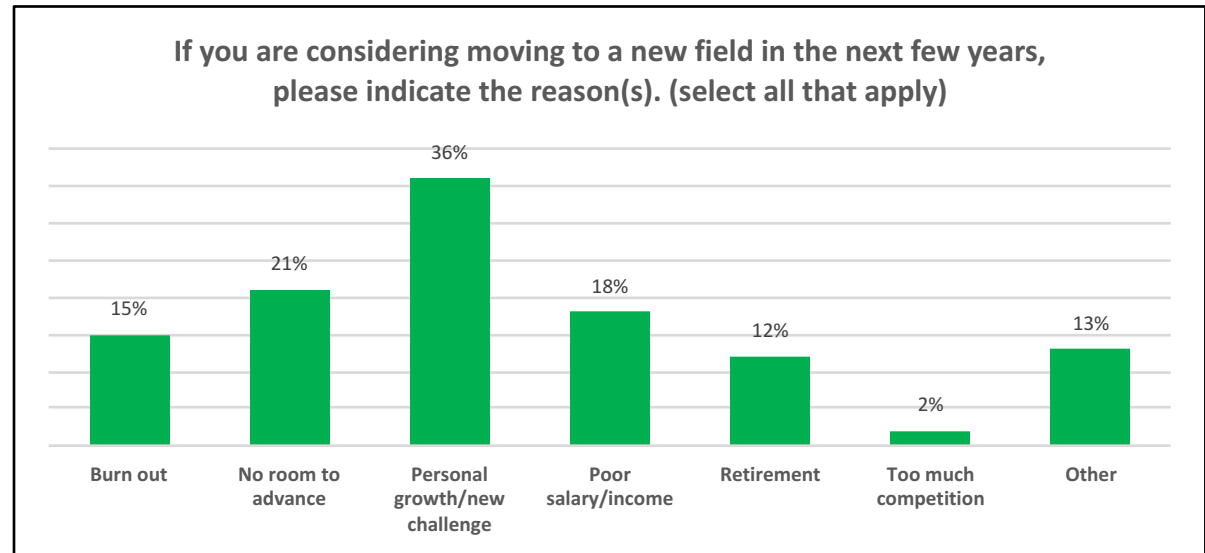
# Demographic Information: Size of Organization



# Demographic Information: Salary or Income

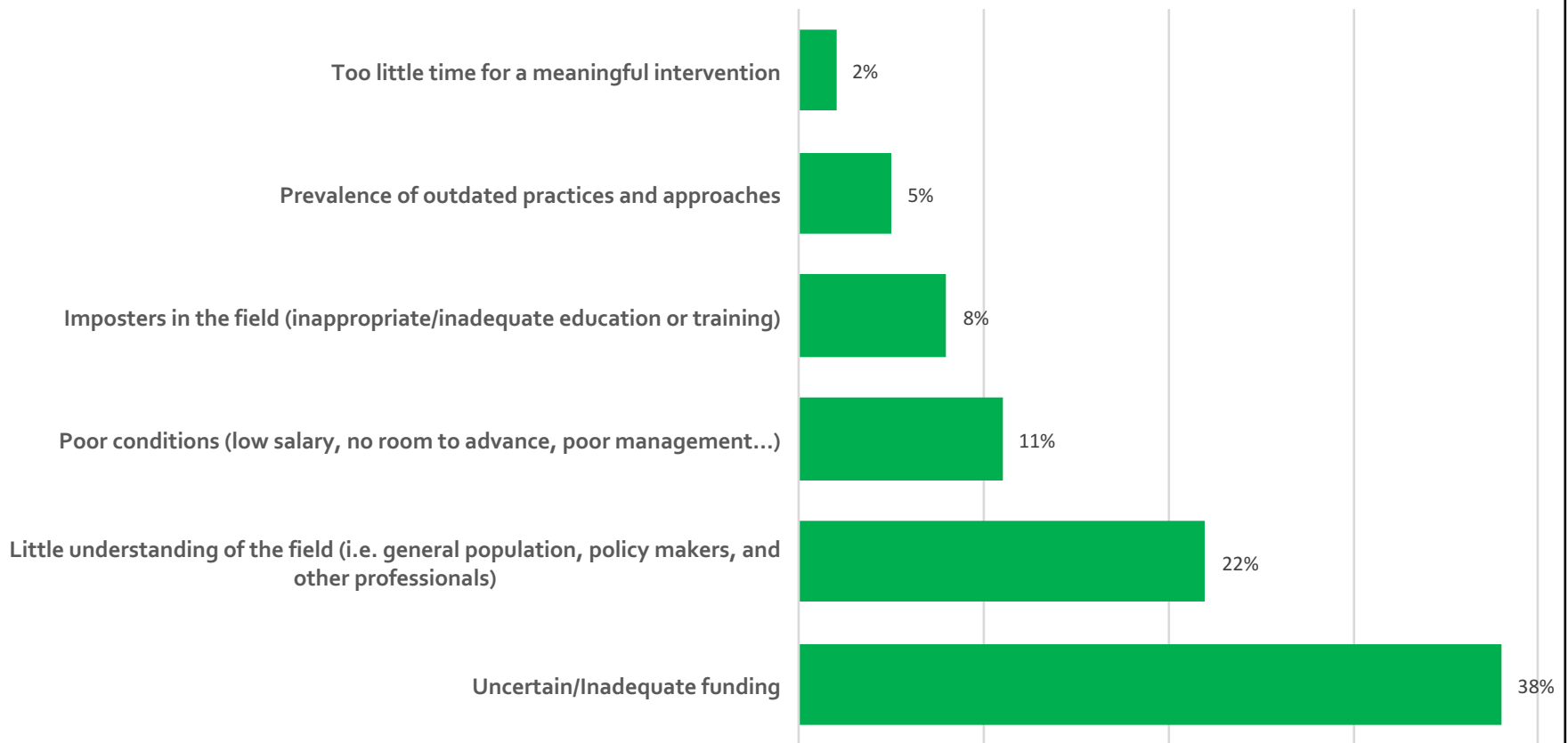


# Demographic Information: Career Mobility and Succession



# CERIC and the Profession: Concerns about the Field

## What keeps you up at night about the field?





# CERIC and the Profession: Career Development?

Asking “What does ‘career development’ mean to you?” elicited 873 responses!! A few of the most telling included (NATIONAL):

- A continuous process of self-discovery where one's personality, abilities, and preferences are discovered and applied to the evolving job market trends to achieve a fulfilling work experience across the lifespan.
- Leading and companioning individuals and groups to find, forge and navigate meaningful and sustainable work through their lives.
- Career development does not ask what do you want to be; it asks how do you want to live your life.
- Lifelong learning and management of personal development and skills to remain relevant and current in the changing world.

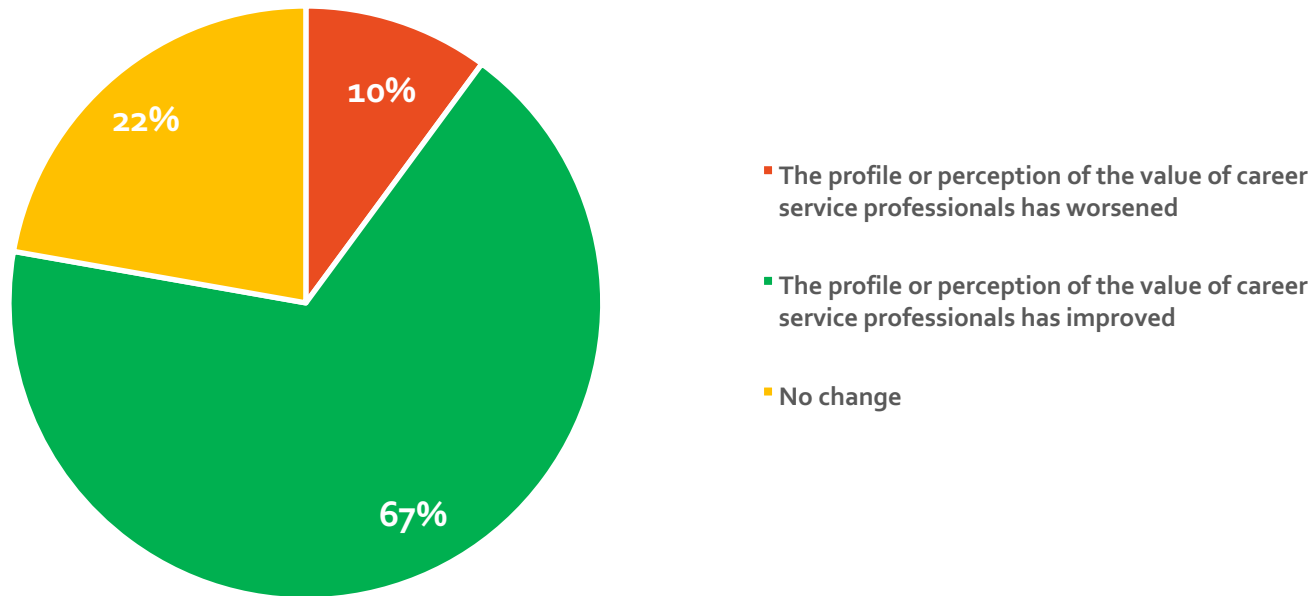
# CERIC and the Profession: Finding Pride in the Field

Asking “What are you proud of in the field?” elicited 861 responses!! A few of the most telling included (NATIONAL):

- Motivating and inspiring others.
- Being part of the process for individuals in achieving their goals and realizing their potential.
- The progress of certification in Canada.
- The number and quality of Canadian career development thought leaders.

# CERIC and the Profession: Changing Public Perception

How do you feel the public perceives the value of career service professionals?



# CERIC and the Profession: Factors Changing Public Perception

161 respondents stated that the profile or perception of the value of career service professionals has improved in the past few years. Here are a few notable factors that are believed to have encouraged this change: (NATIONAL)

- I. More people are having to change their career plans and need information as well as guidance as the world becomes more complex.
- II. The economy has made employment/lack of employment a front-page story, as has the incessant discussion about the disconnect between employers and the perceived lack of skills. This has fueled more interest in the media to talk about solutions, and career service professionals are one part of the solution.
- III. I think every satisfied customer contributes to changing the perception of the value of our work.
- IV. I see universities and colleges ramping up career development services for students and graduates. Even junior and senior high schools are now getting into these services.

# CERIC and the Profession: Factors Changing Public Perception

31 respondents stated that the profile or perception of the value of career service professionals has worsened in the past few years. Here are a few notable factors that are believed to have encouraged this change: (NATIONAL)

- I. It think that the value has diminished due to shrinking federal and provincial labour market budgets. I think that career development professionals have not been able to properly articulate their value to individuals and governments. Career management is respected by business but career practitioners have not been linked to the practice.
- II. Mostly because many in the field are not equipped to offer professional advice because they are not fully knowledgeable. The career services field has been diluted by those who don't have an academic background in the sector.
- III. I think with technology and Google the public believes it can teach itself. A large share of the population don't understand that we provide services that go beyond what they can get (from technology).

# Professional Development and Competency Improvement: Certification in the Field

If you are currently certified or pursuing certification, please tell us by which body or bodies: (NATIONAL)

## Top Four Answers Provincial:

1. Ordre des conseillers et conseillères d'orientation du Québec
2. British Columbia Career Development Association
3. Career Development Association of Alberta
4. Nova Scotia Career Development Association

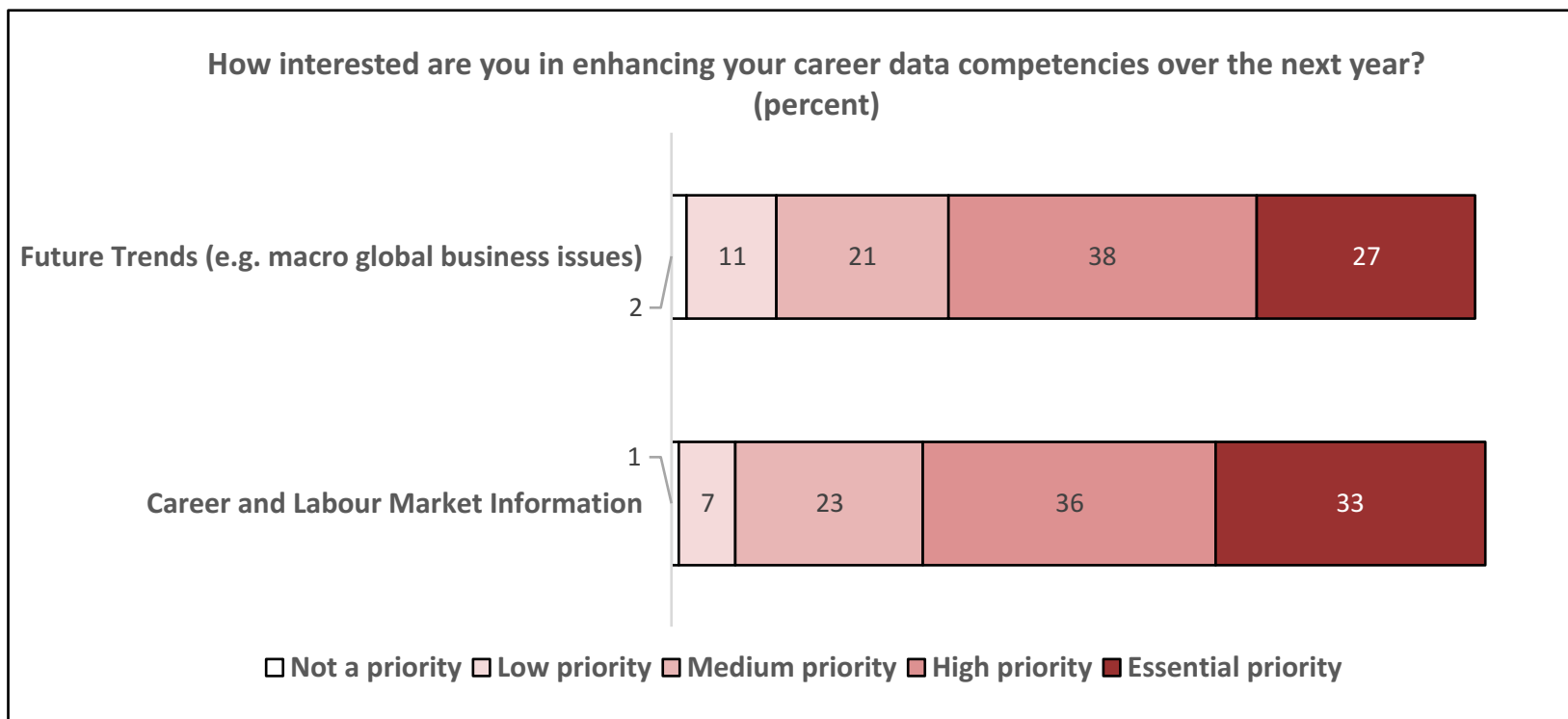
## Top Three Answers National:

1. Canadian Counselling and Psychotherapy Association
2. Vocational Rehabilitation Association of Canada
3. Career Professionals of Canada

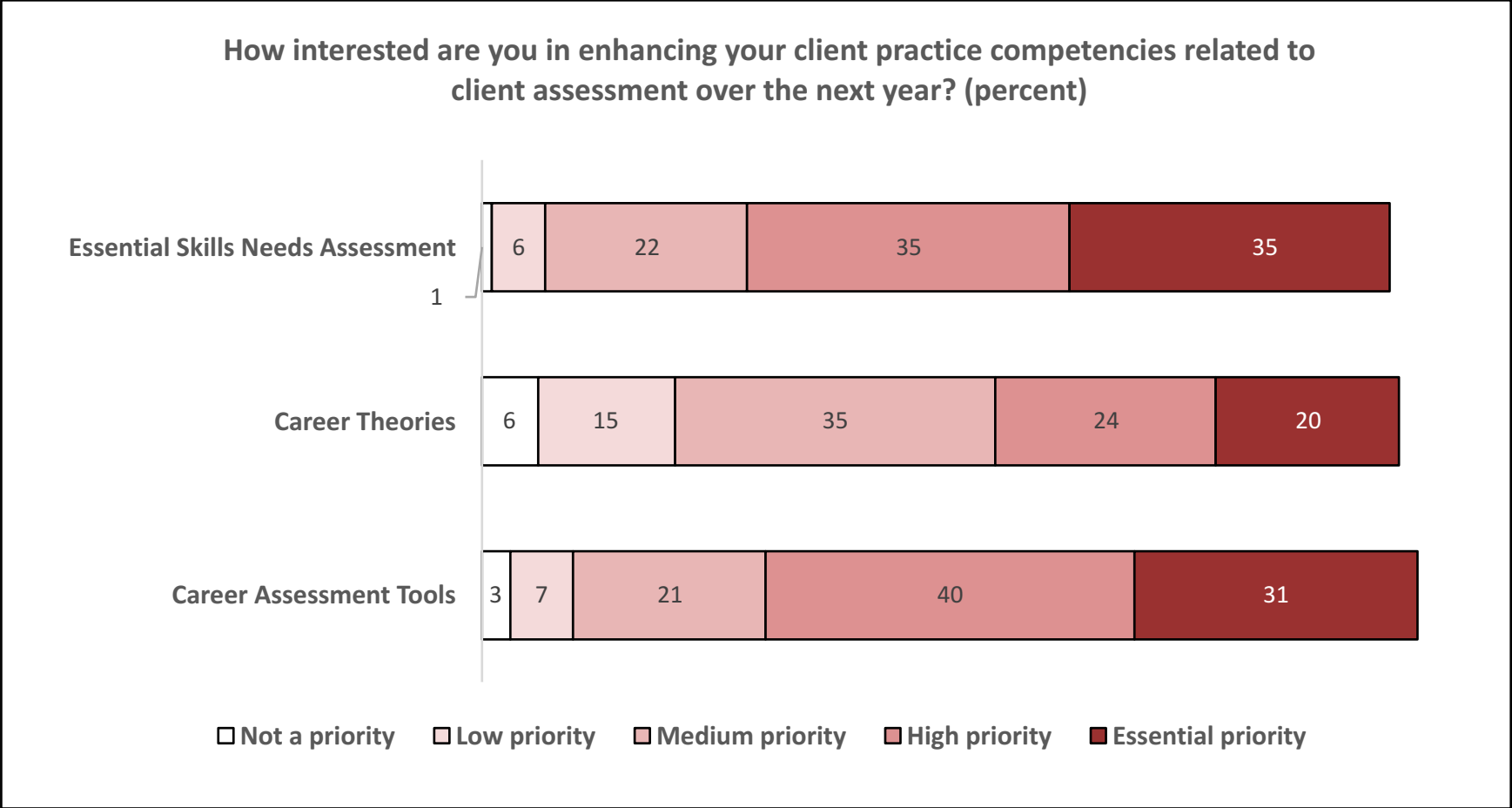
## Top Three Answers Non-National:

1. Institute of Career Certification International
2. International Coach Federation
3. International Association for Educational and Career Guidance

# Professional Development and Competency Improvement: Career Data Competencies



# Professional Development and Competency Improvement: Client Practice Competencies Related to Client Assessment





# Professional Development and Competency Improvement: Client Practice Competencies Related to Client Job Search

How interested are you in enhancing your client practice competencies related to client job search over the next year? (percent)



# Professional Development and Competency Improvement: Client Practice Competencies Related to Client Relationship Management

How interested are you in enhancing your client practice competencies related to client relationship management over the next year? (percent)



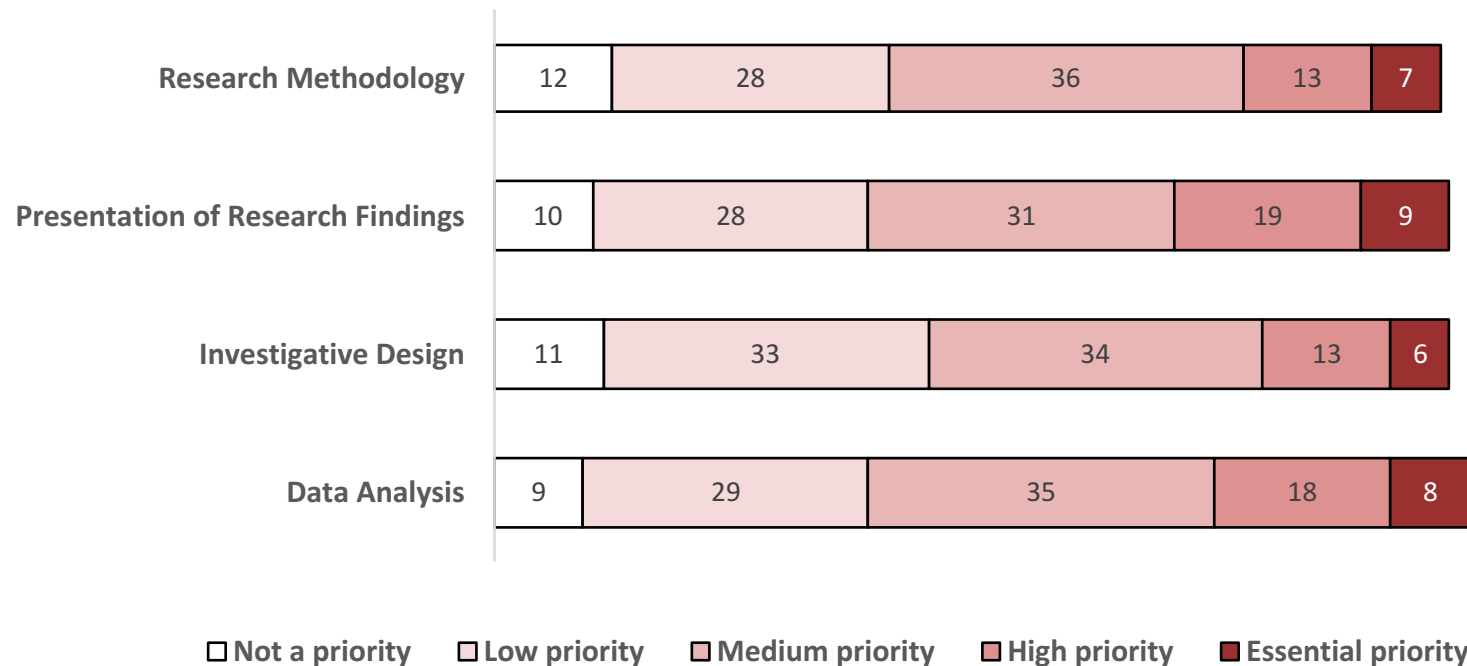
# Professional Development and Competency Improvement: Proposal Writing and Project Reporting Practices

How interested are you in learning about research-related practices over the next year?  
(percent)



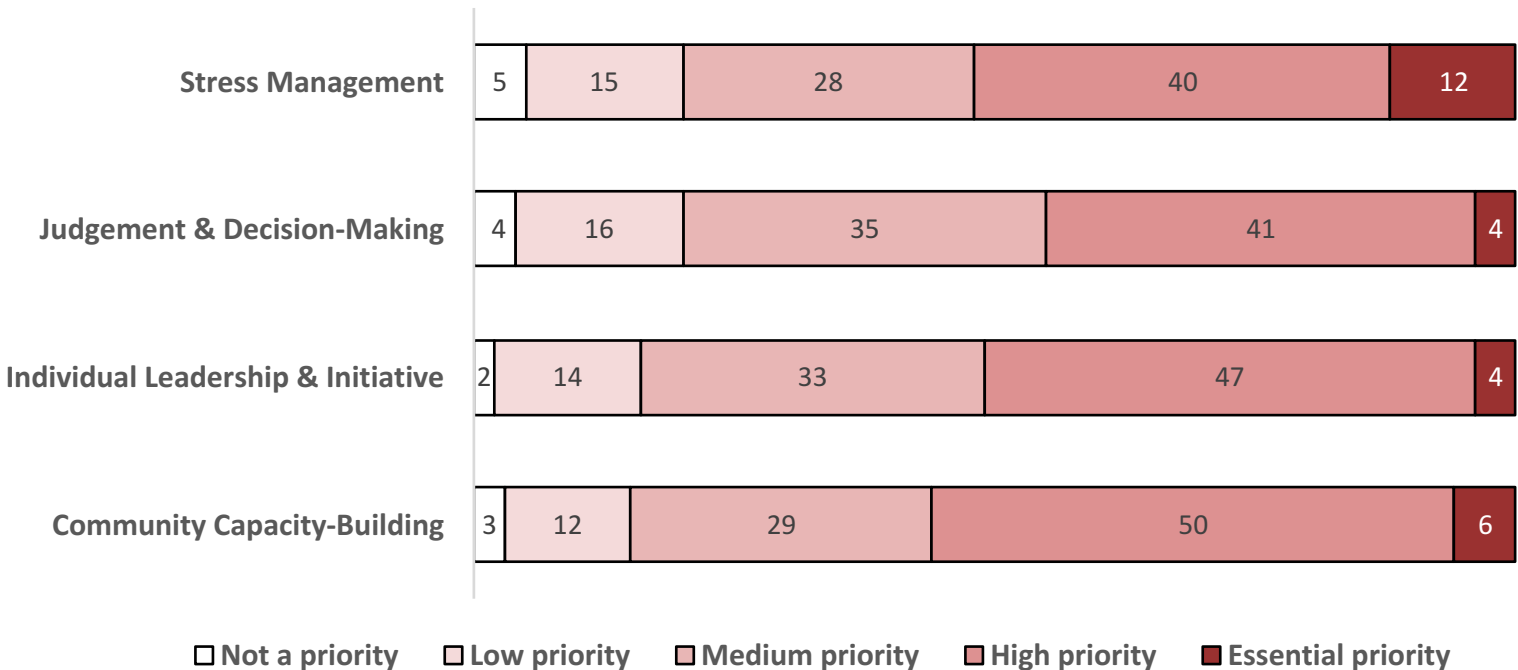
# Professional Development and Competency Improvement: Research-Related Practices

How interested are you in learning about research-related practices over the next year?  
(percent)



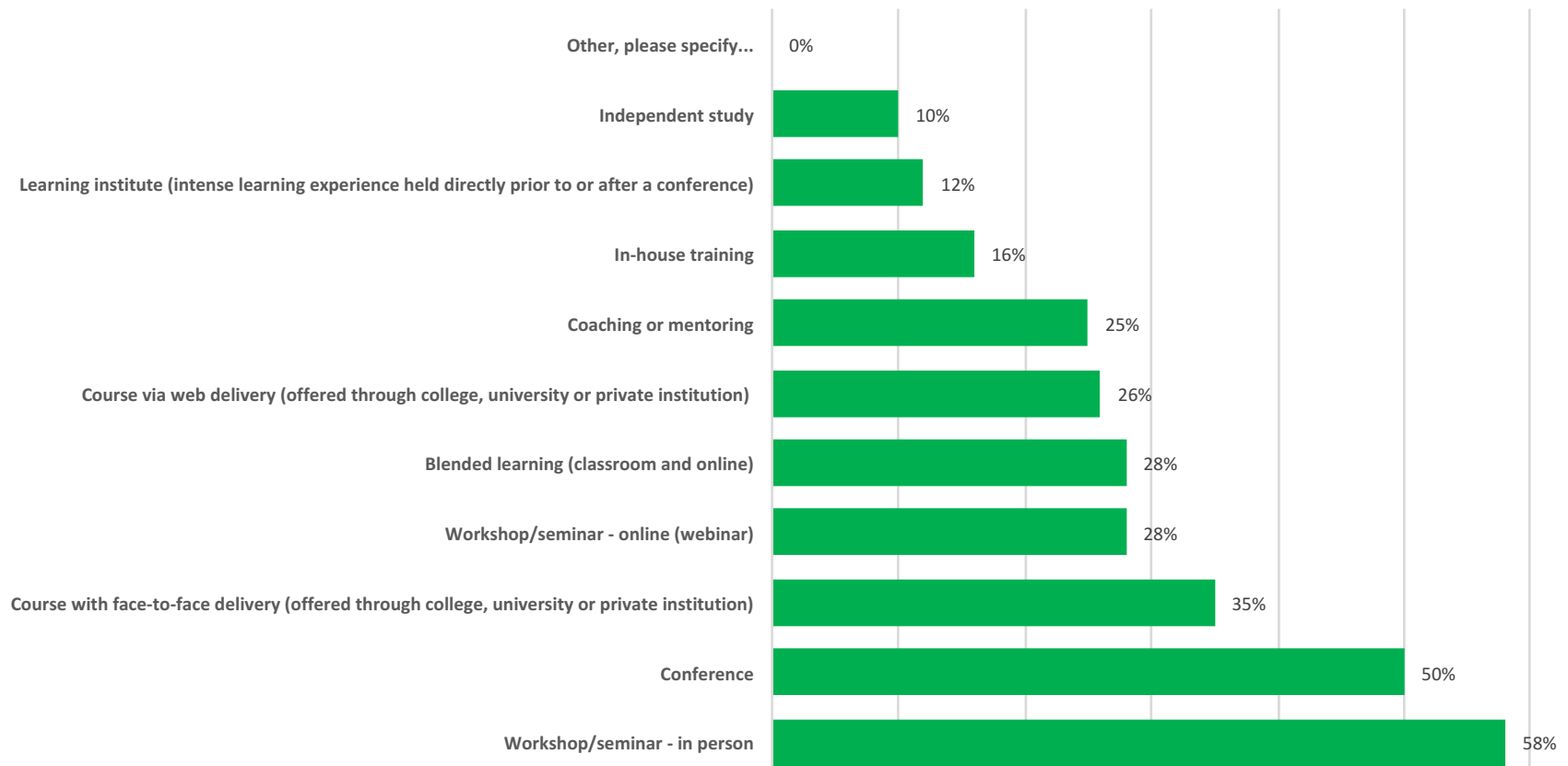
# Professional Development and Competency Improvement: Personal/Network Development Practices

How interested are you in learning about the following personal/network development practices over the next year? (percent)



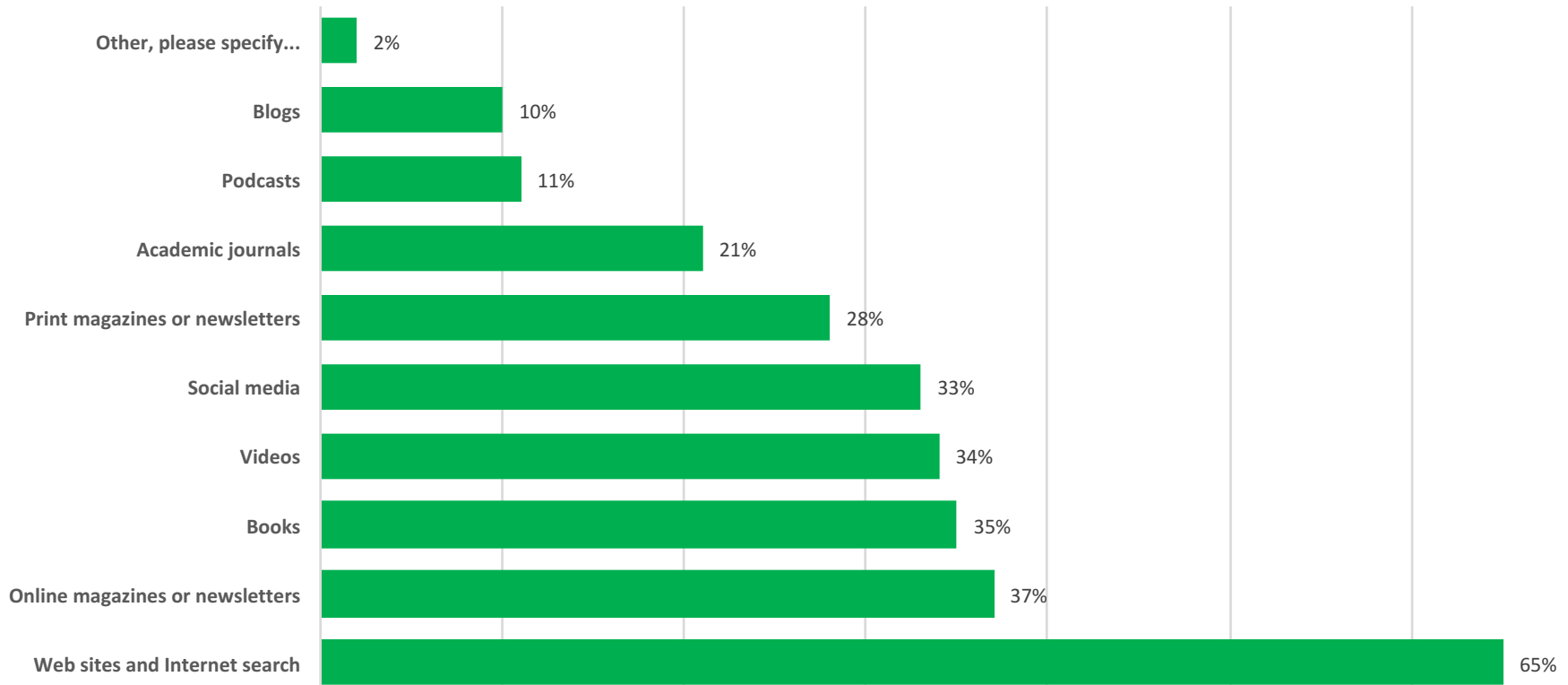
# Professional Development and Competency Improvement: Formal Learning Approaches

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

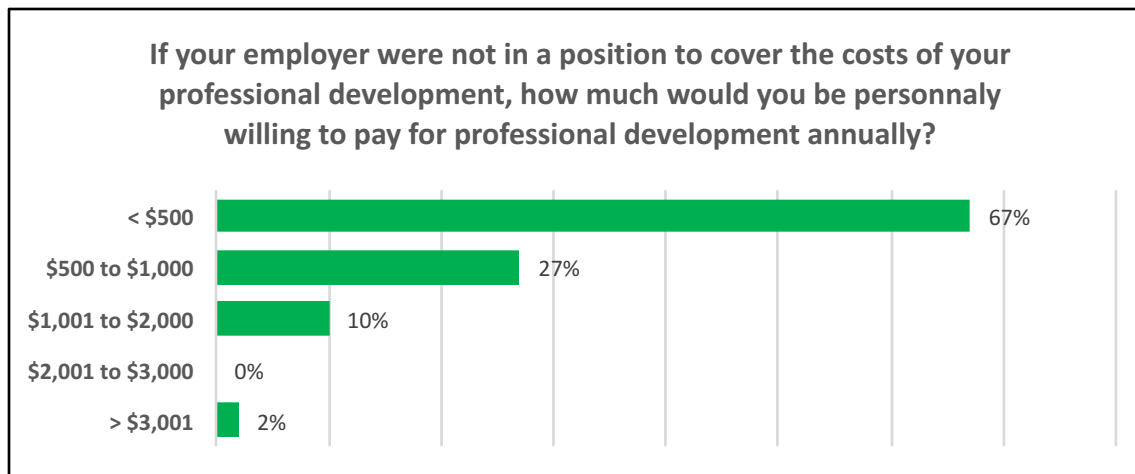
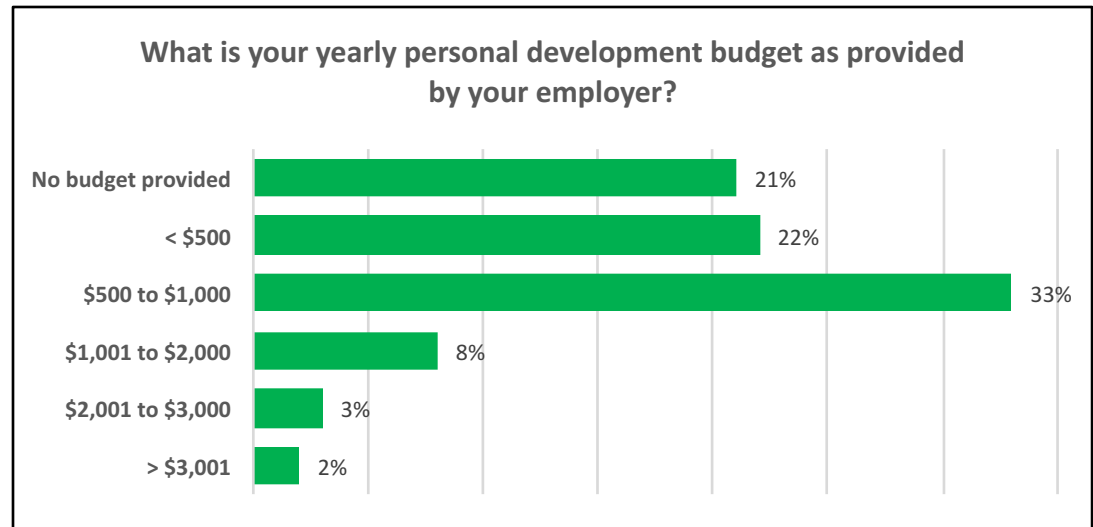


# Professional Development and Competency Improvement: Informal Learning Approaches

Which informal learning approaches do you prefer to access research and information on tips, trends and techniques in the career development field? (select the top 3 that apply)



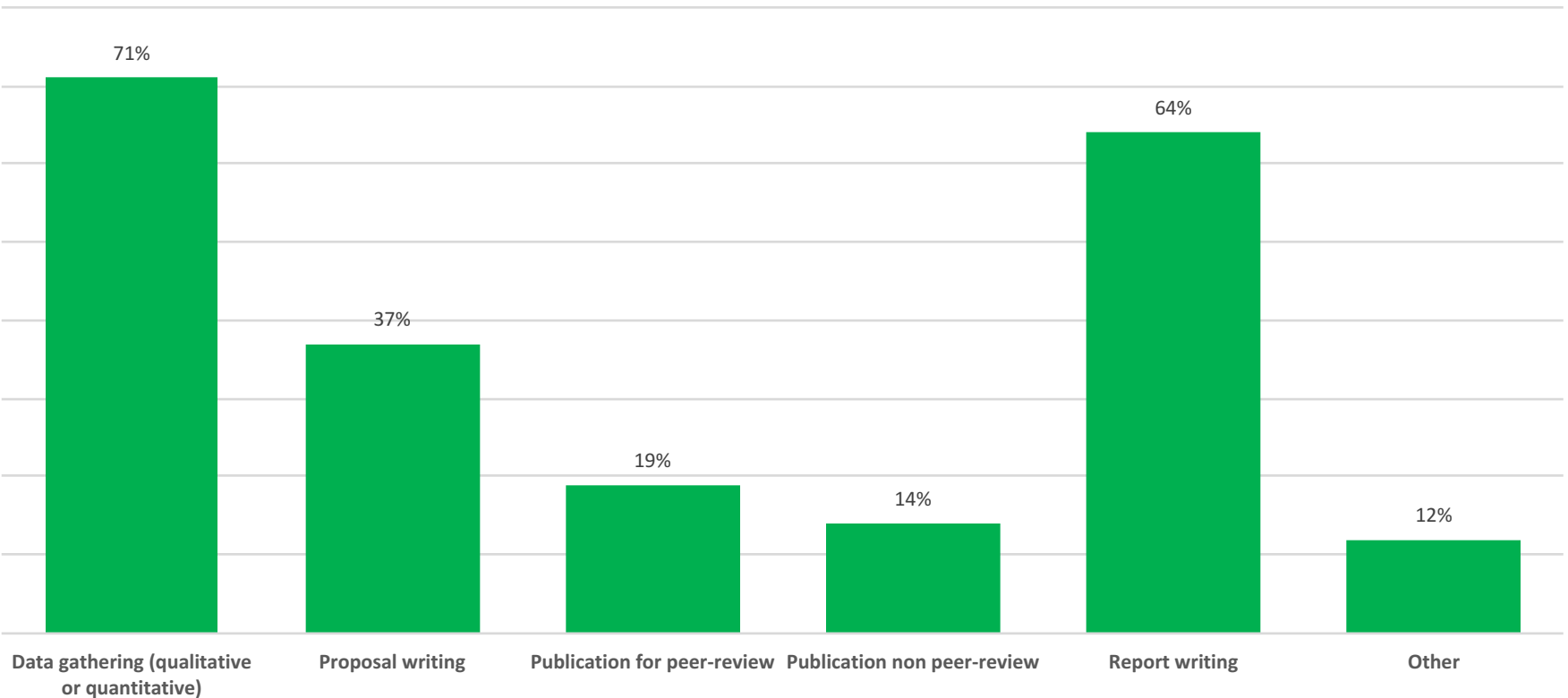
# Professional Development and Competency Improvement: Available Budget





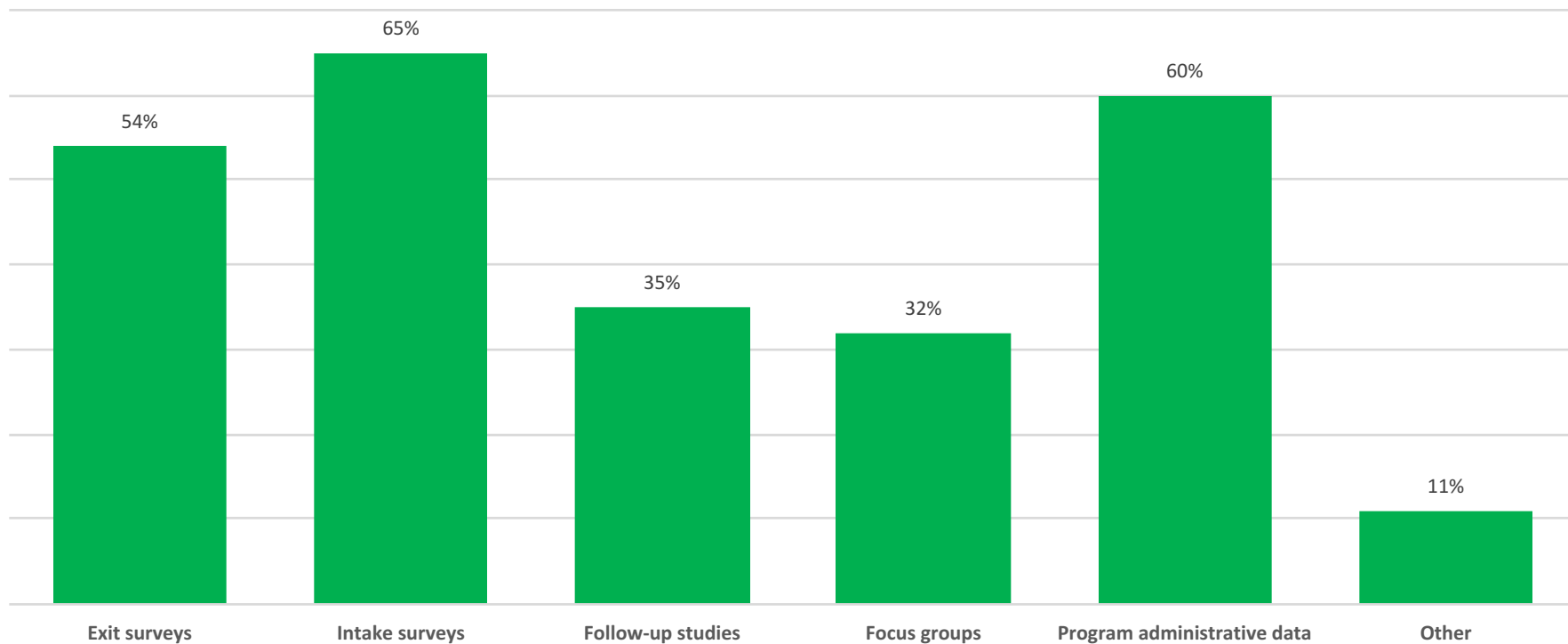
# Research and Knowledge Dissemination: Research Activities

Are you involved in the following career development research activities? (select all that apply)



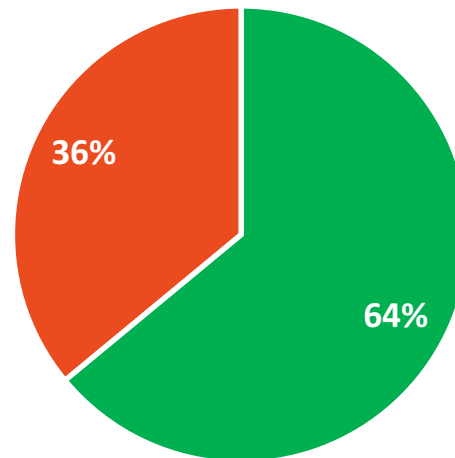
# Research and Knowledge Dissemination: Data Gathering

What types of data gathering is your organization undertaking? (select all that apply)



# Research and Knowledge Dissemination: Impact Evaluation

Are you currently evaluating the impact of your career counselling/career development program or services?



■ Yes      ■ No

# Research and Knowledge Dissemination: Research Opportunities

What three topics would you most like to see career-development research focus upon? ( Top Five Thematic Answers: NATIONAL)	Count
Practices, approaches, techniques or tools used in career counselling/career development	163
Assessing the impact/value of career-related practices, approaches, techniques or tools	116
Labour market information including data about employment or career trends	113
Skills (technical and/or soft skills)	41
Supporting people in career transitions	38

What three topics would you most like to see career-development research focus upon? (Top Five Group Answers: NATIONAL)	Count
People in Post-Secondary Education	57
Youth	51
Immigrants	45
People with a Mental Illness or Mental Health Problem	42
People with Disabilities	40