



CERIC 2015 Survey of Career Service Professionals

Private Sector

(149 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.

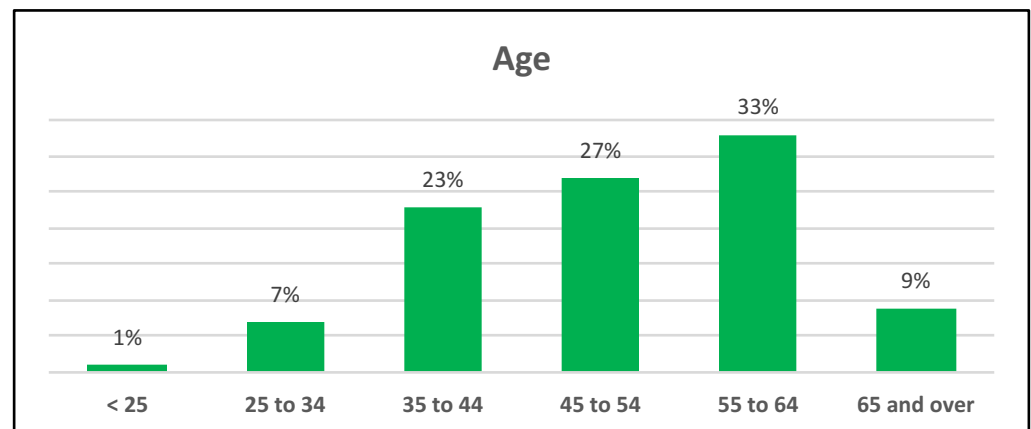
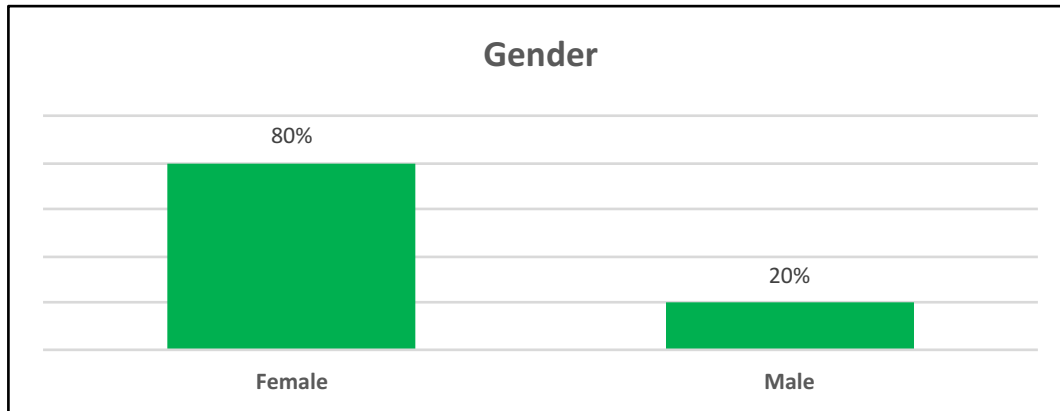
What we can say about the findings: The survey was completed by 1,004 career service professionals. CERIC examined the demographic information to assess the representativeness of the sample. It is our opinion that the breakdown fairly represents the composition of the field and its respective sectors. 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.

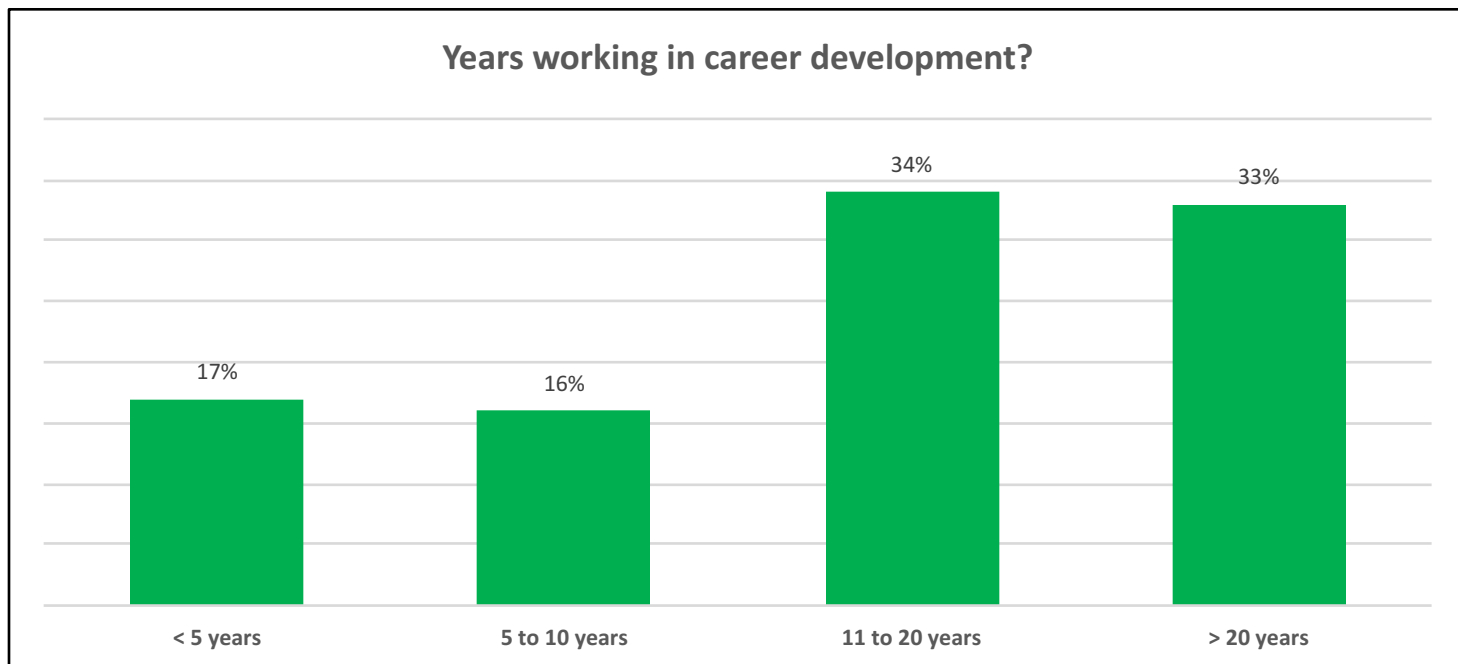
Information documents include:

- Infographic
- *Careering* Magazine articles (Spring and Fall editions)
- 2011 vs. 2015 comparison (slide deck)
- Regional comparison (five slide decks)
- Sector comparison (five slide decks)

Demographic Information: Gender/Age

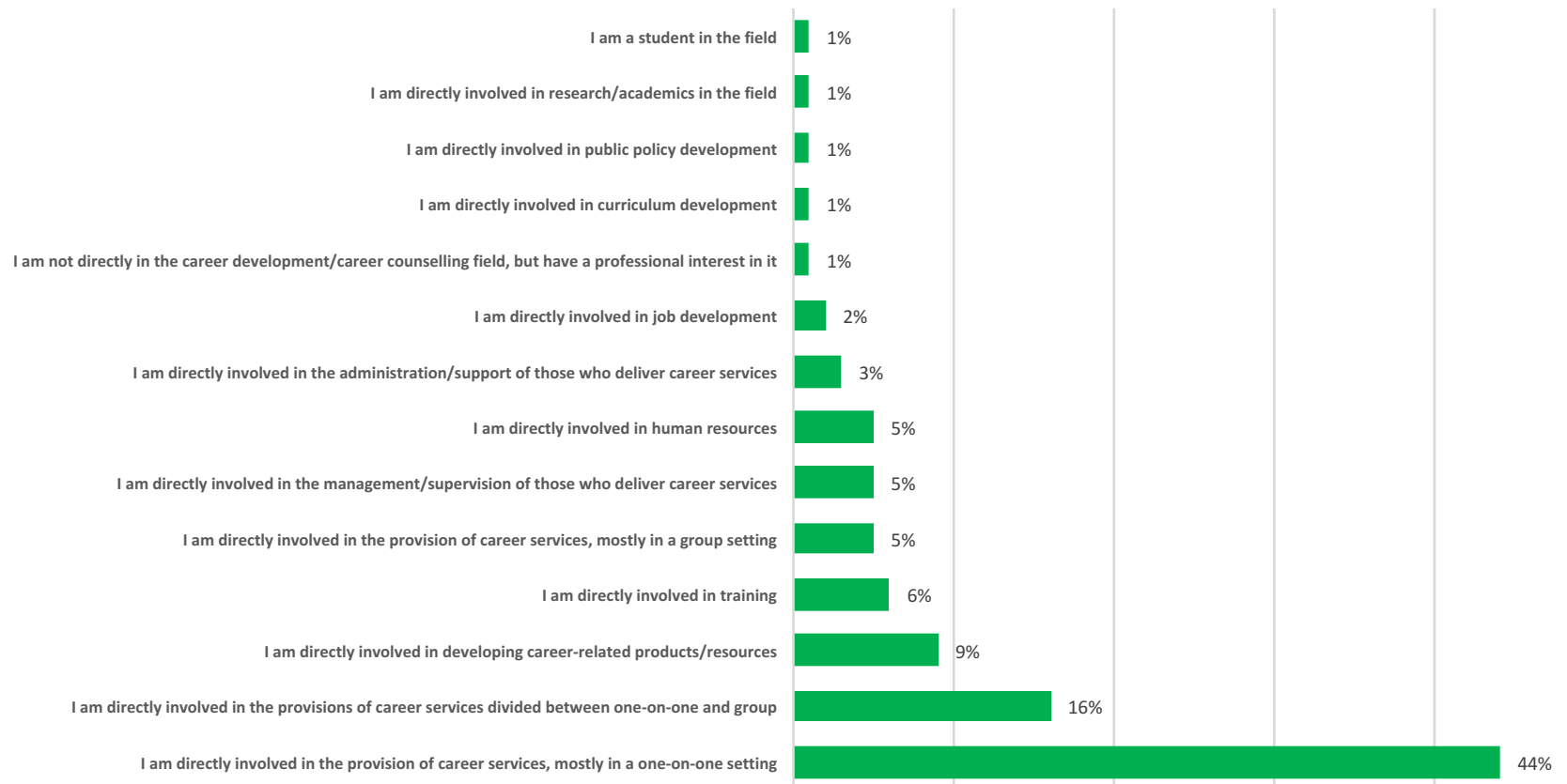


Demographic Information: Years in the Sector

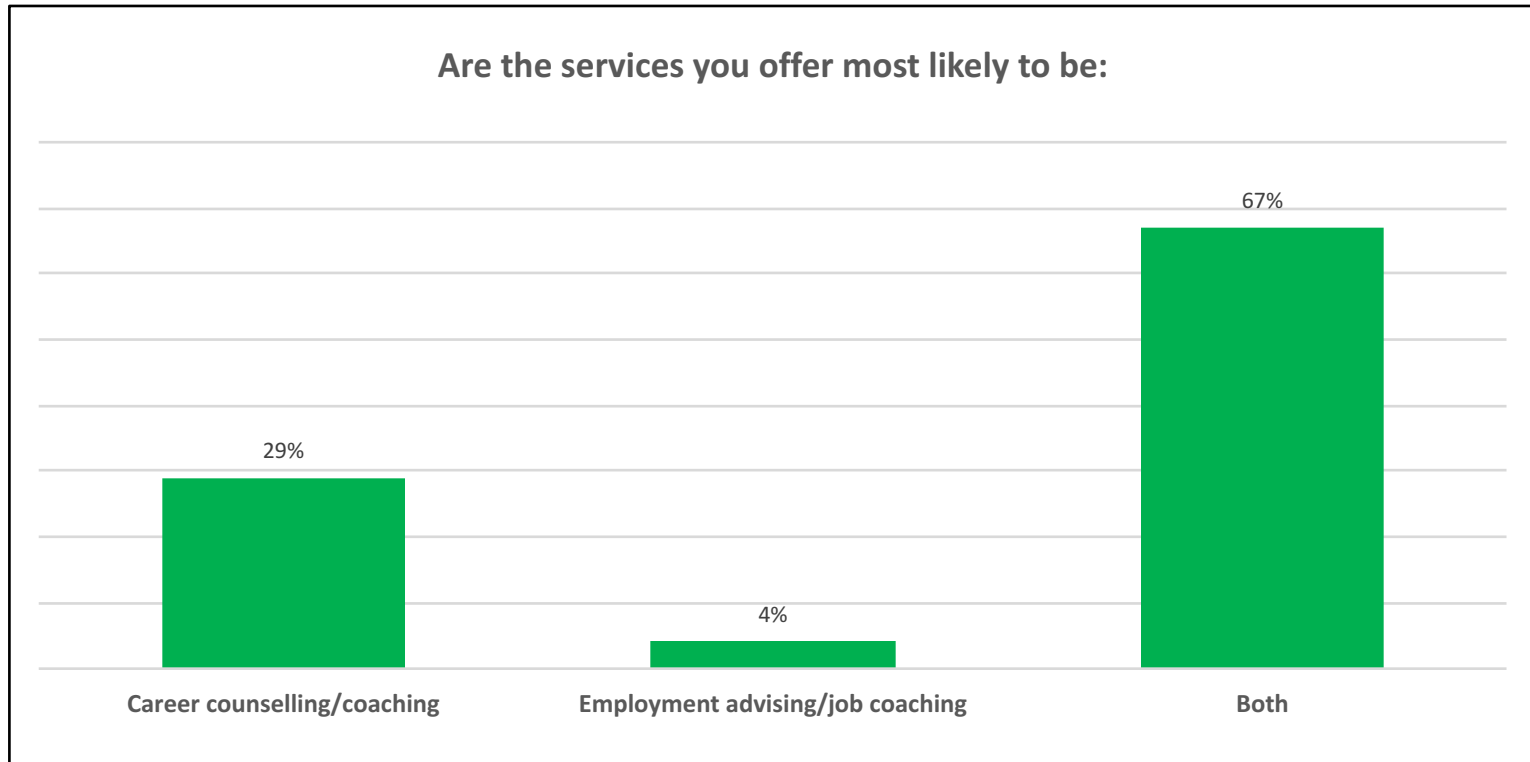


Demographic Information: Job Function

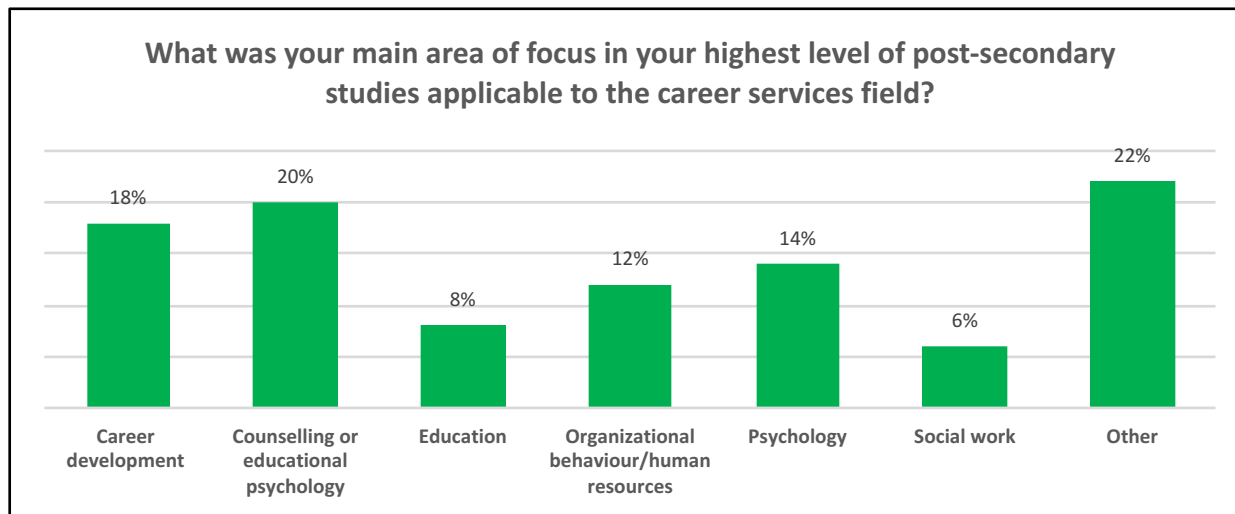
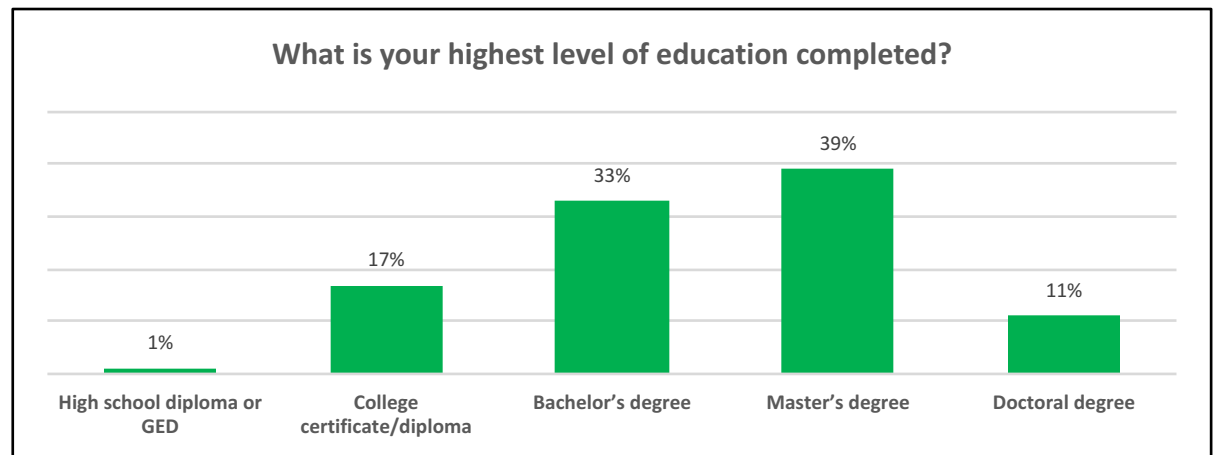
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? (choose 1 answer)



Demographic Information: Service Approach

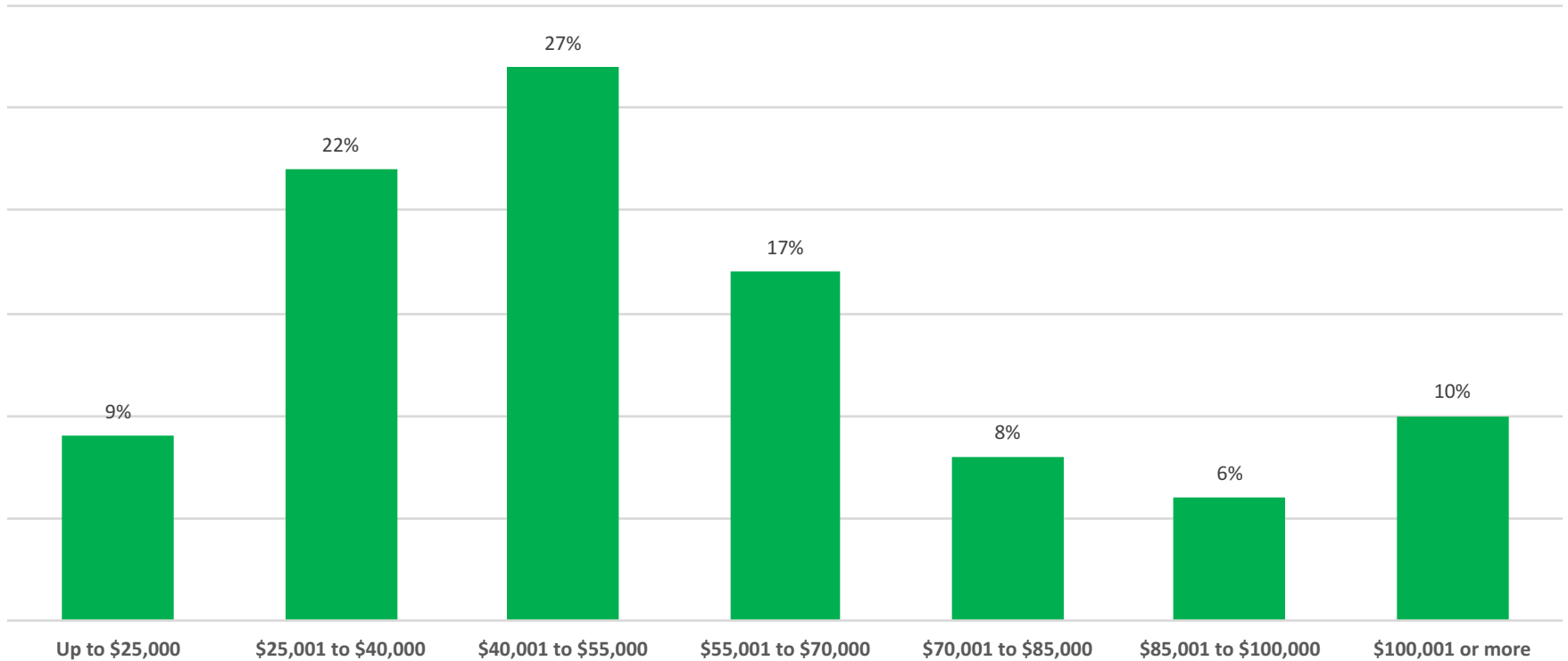


Demographic Information: Education

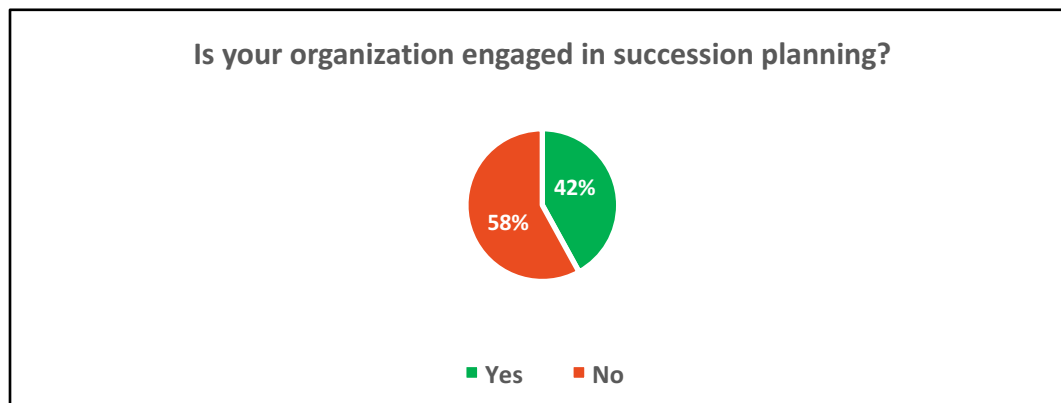
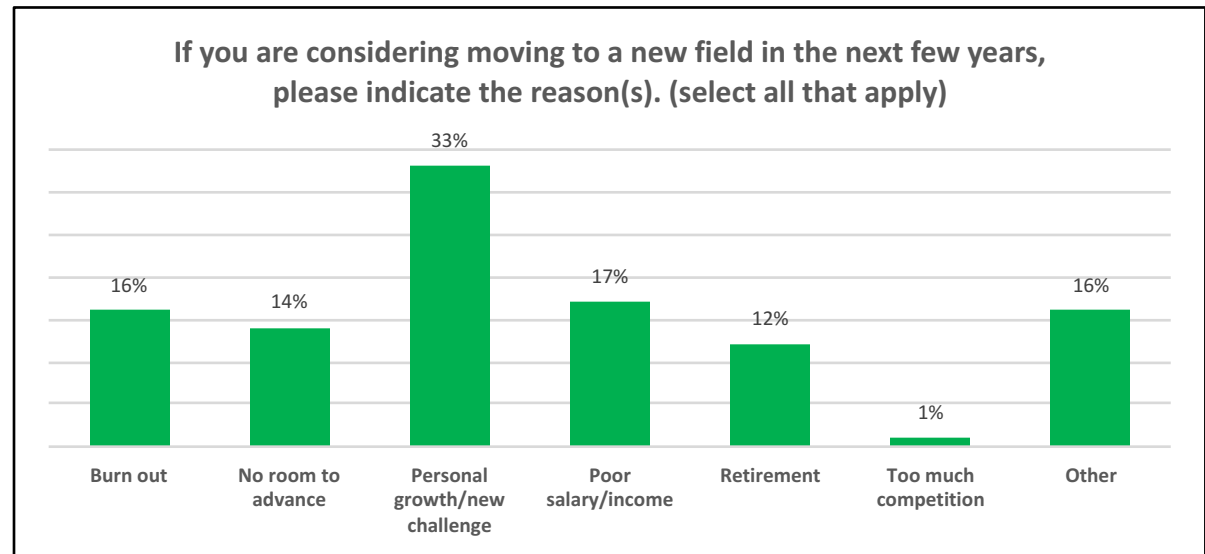


Demographic Information: Salary or Income

What is your gross (before deductions) annual salary or income?



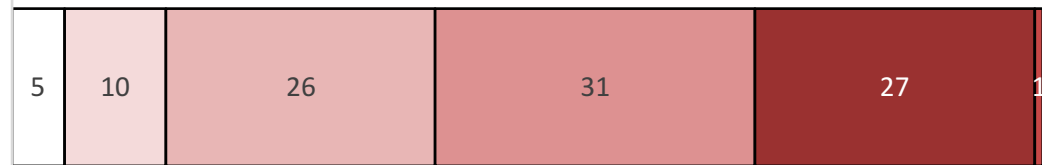
Demographic Information: Career Mobility and Succession



Professional Development and Competency Improvement: Career Data Competencies

How interested are you in enhancing your career data competencies over the next year? (percent)

Future Trends (e.g. macro global business issues)



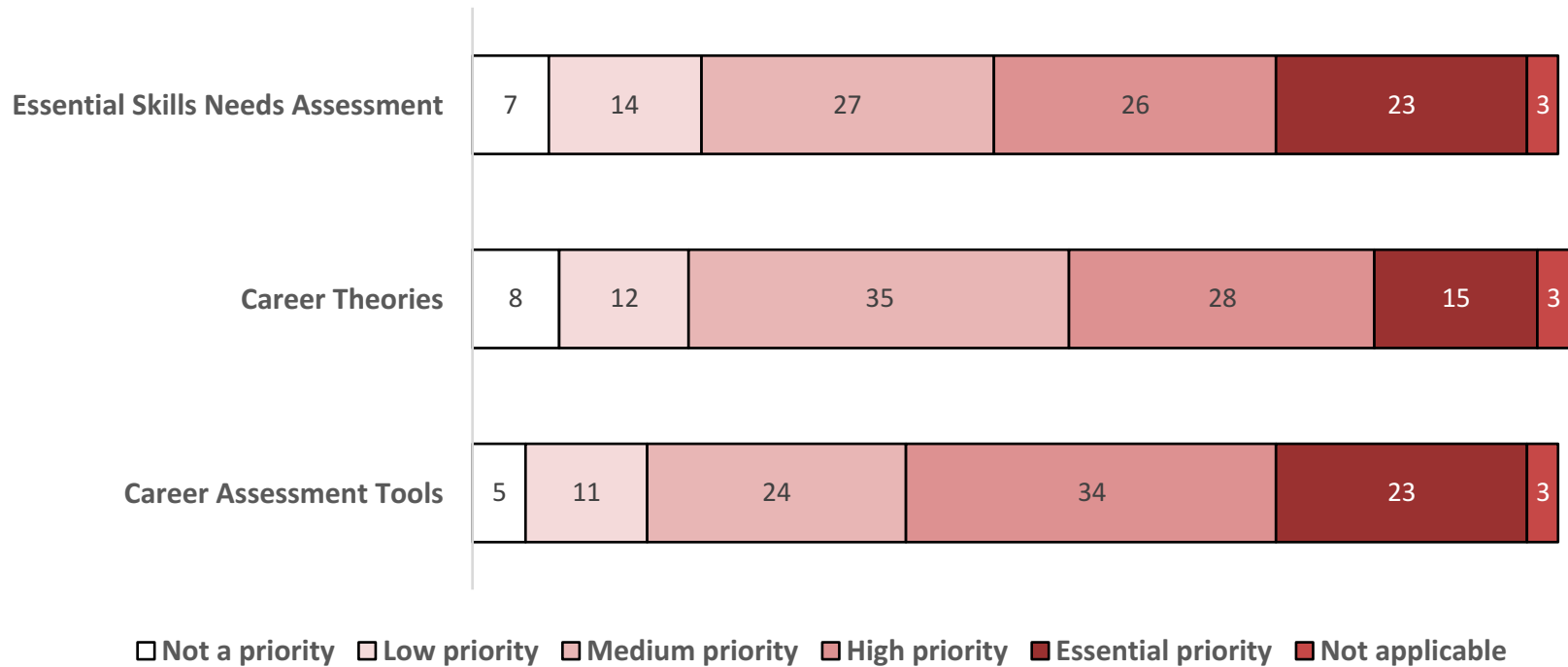
Career and Labour Market Information



□ Not a priority □ Low priority □ Medium priority □ High priority □ Essential priority □ Not applicable

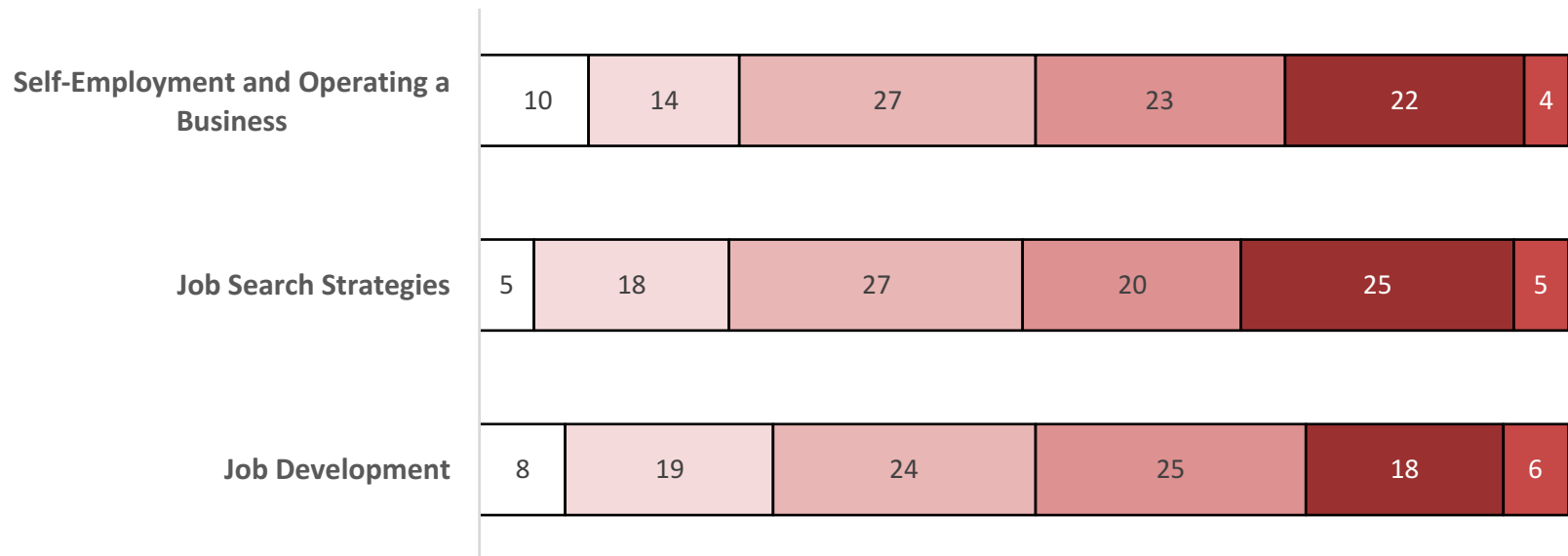
Professional Development and Competency Improvement: Client Practice Competencies Related to Client Assessment

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



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

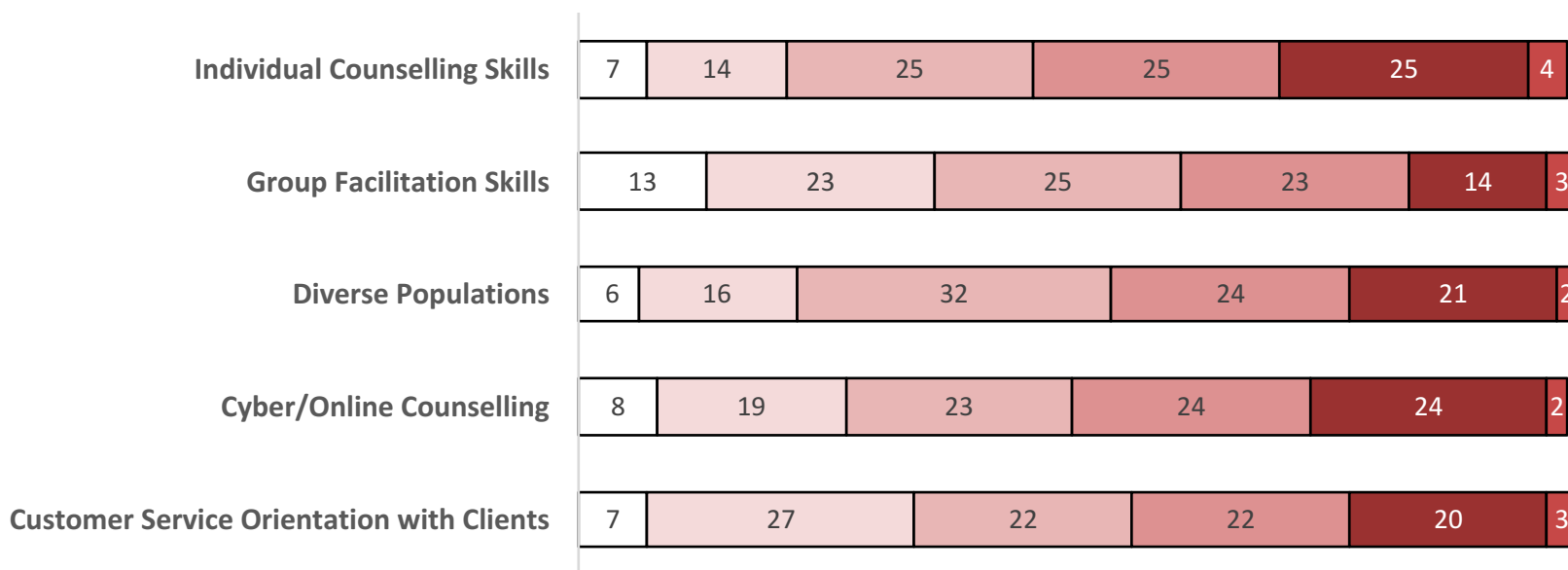
How interested are you in enhancing your client practice competencies related to client job search over the next year? (percent)



Not a priority
 Low priority
 Medium priority
 High priority
 Essential priority
 Not applicable

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

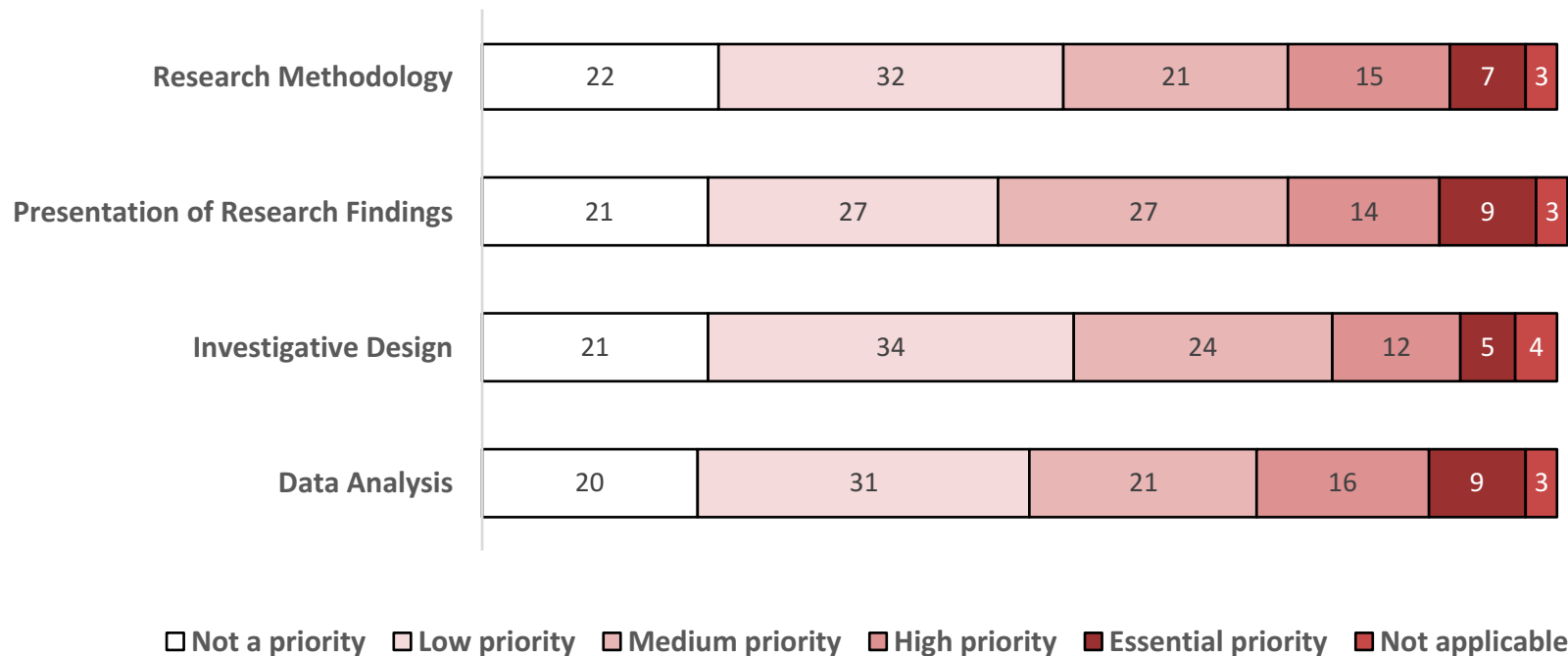
How interested are you in enhancing your client practice competencies related to client relationship management over the next year? (percent)



Not a priority
 Low priority
 Medium priority
 High priority
 Essential priority
 Not applicable

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: Supervisory/Management Practices

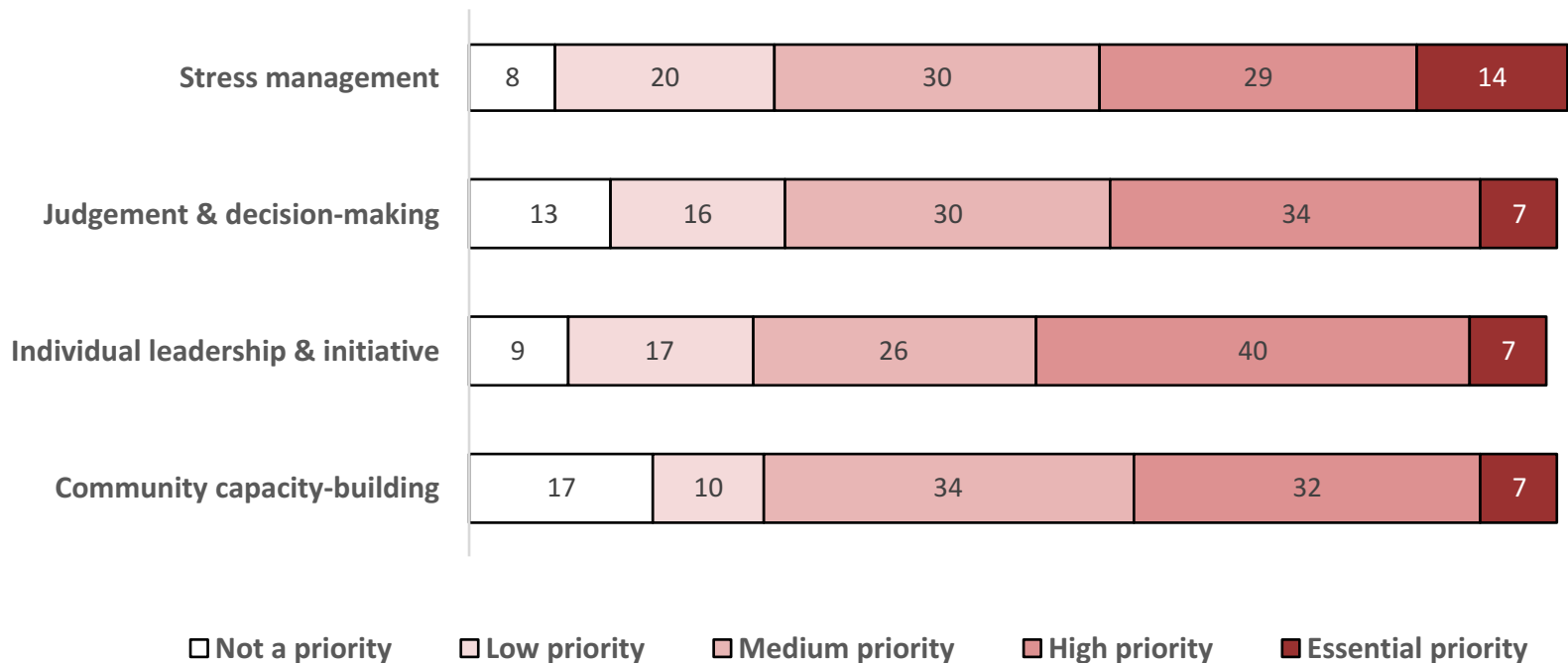
How interested are you in learning about supervisory/management practices over the next year? (percent)



Not a priority
 Low priority
 Medium priority
 High priority
 Essential priority
 Not applicable

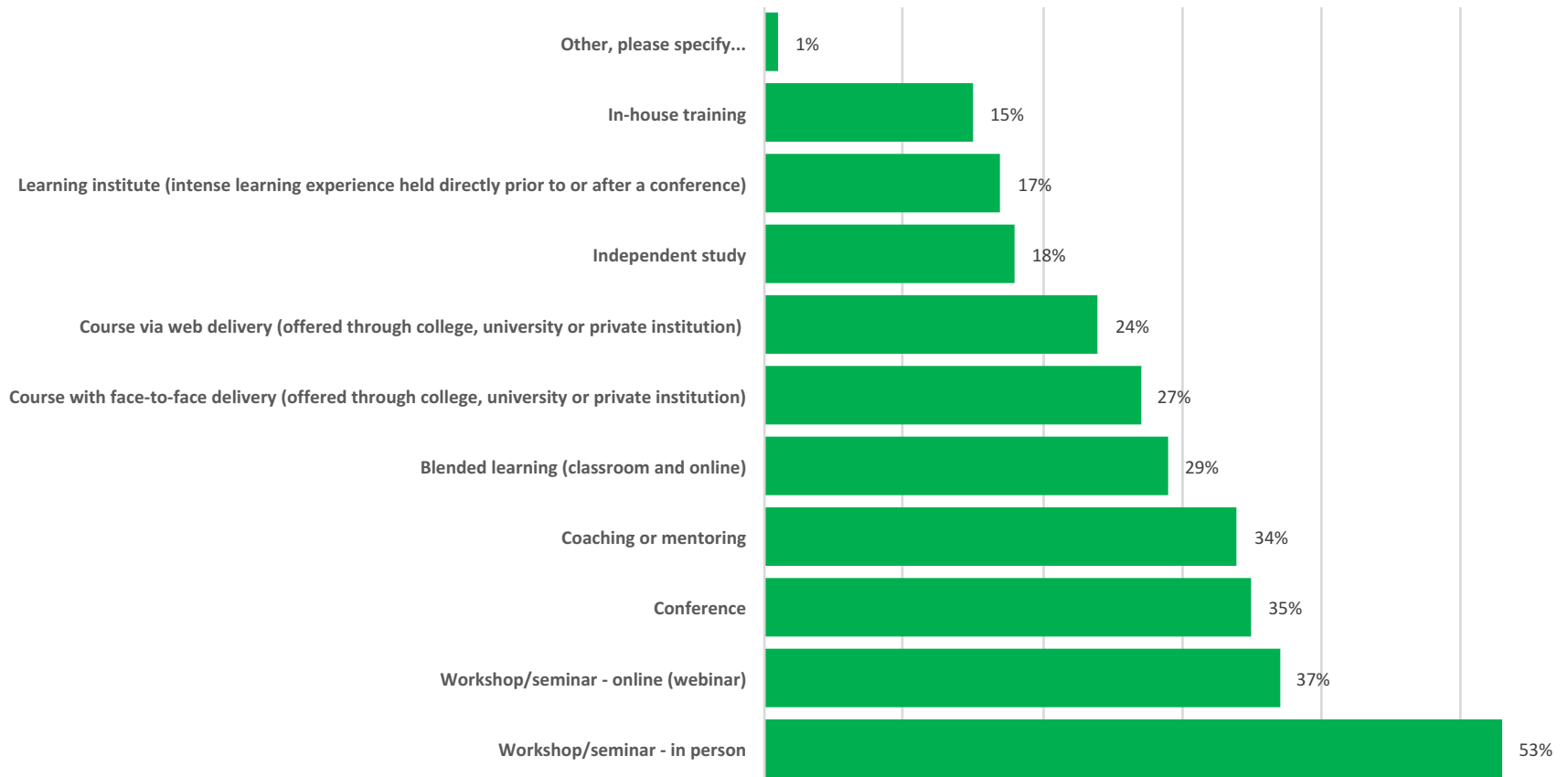
Professional Development and Competency Improvement: Personal/Network Development Practices

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



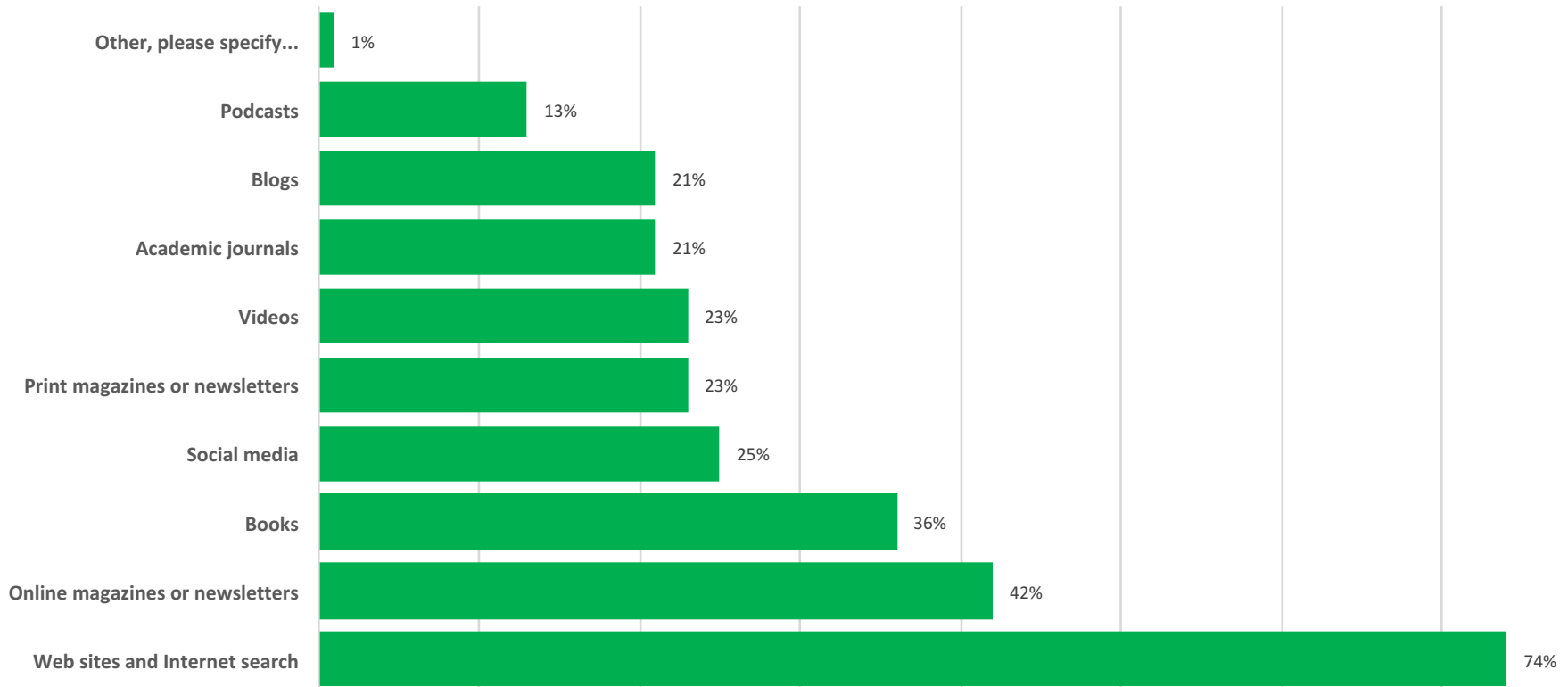
Professional Development and Competency Improvement: Formal Learning Approaches

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

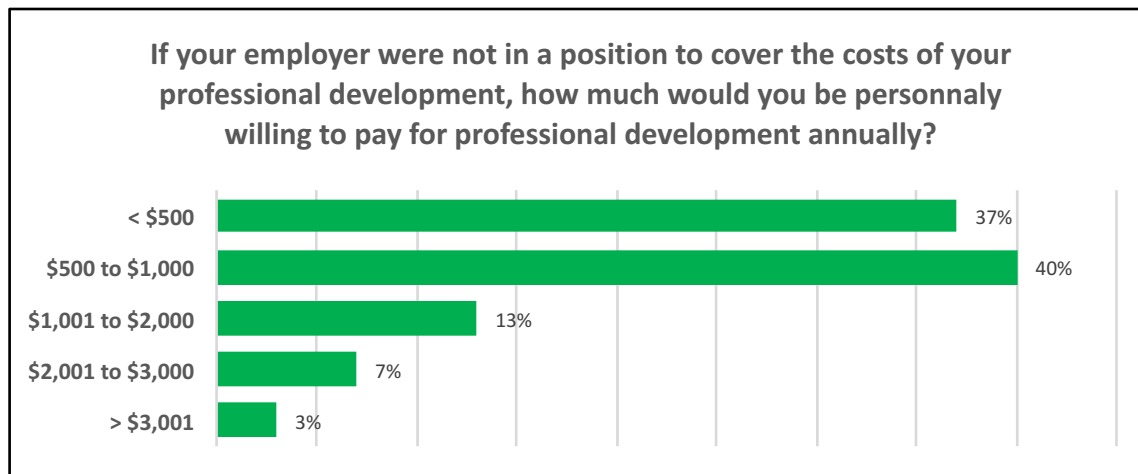
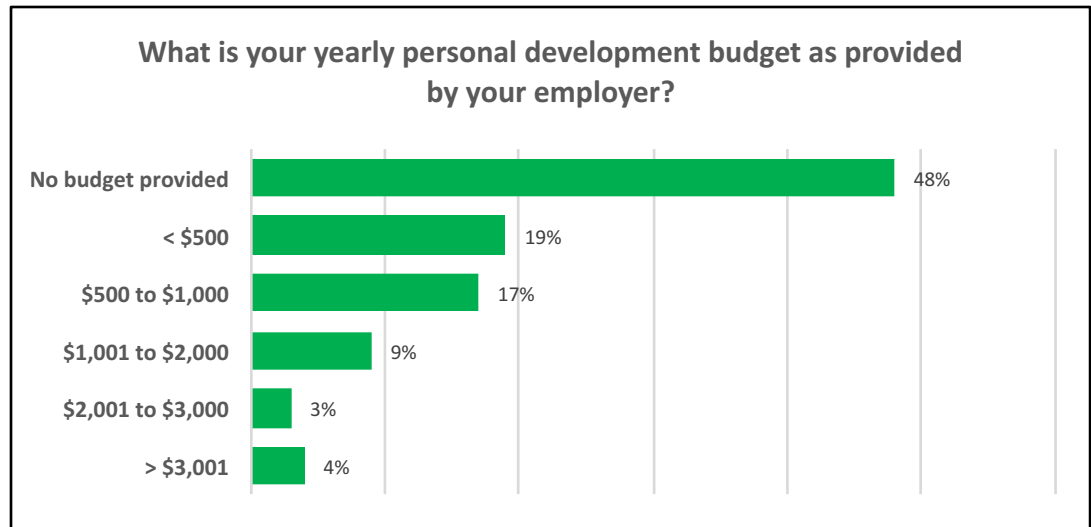


Professional Development and Competency Improvement: Informal Learning Approaches

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)

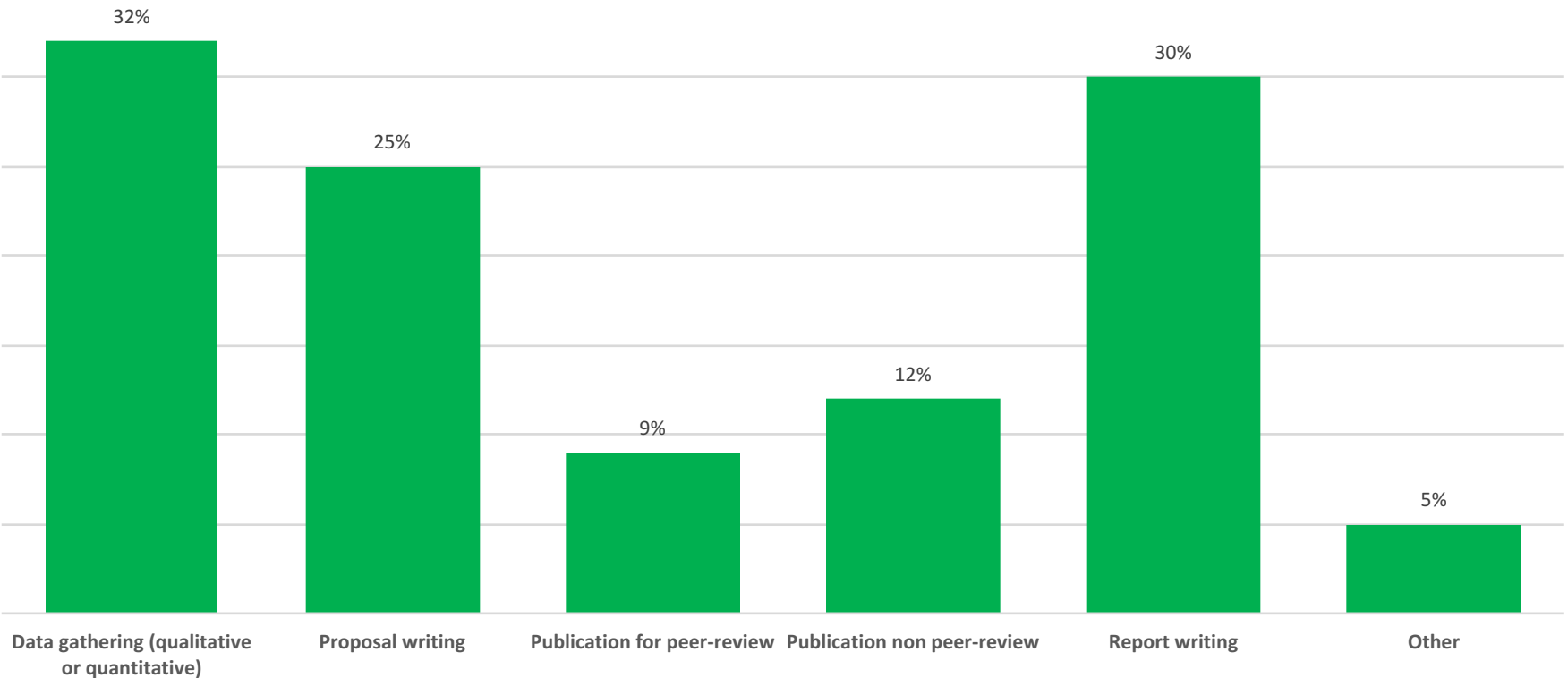


Professional Development and Competency Improvement: Available Budget



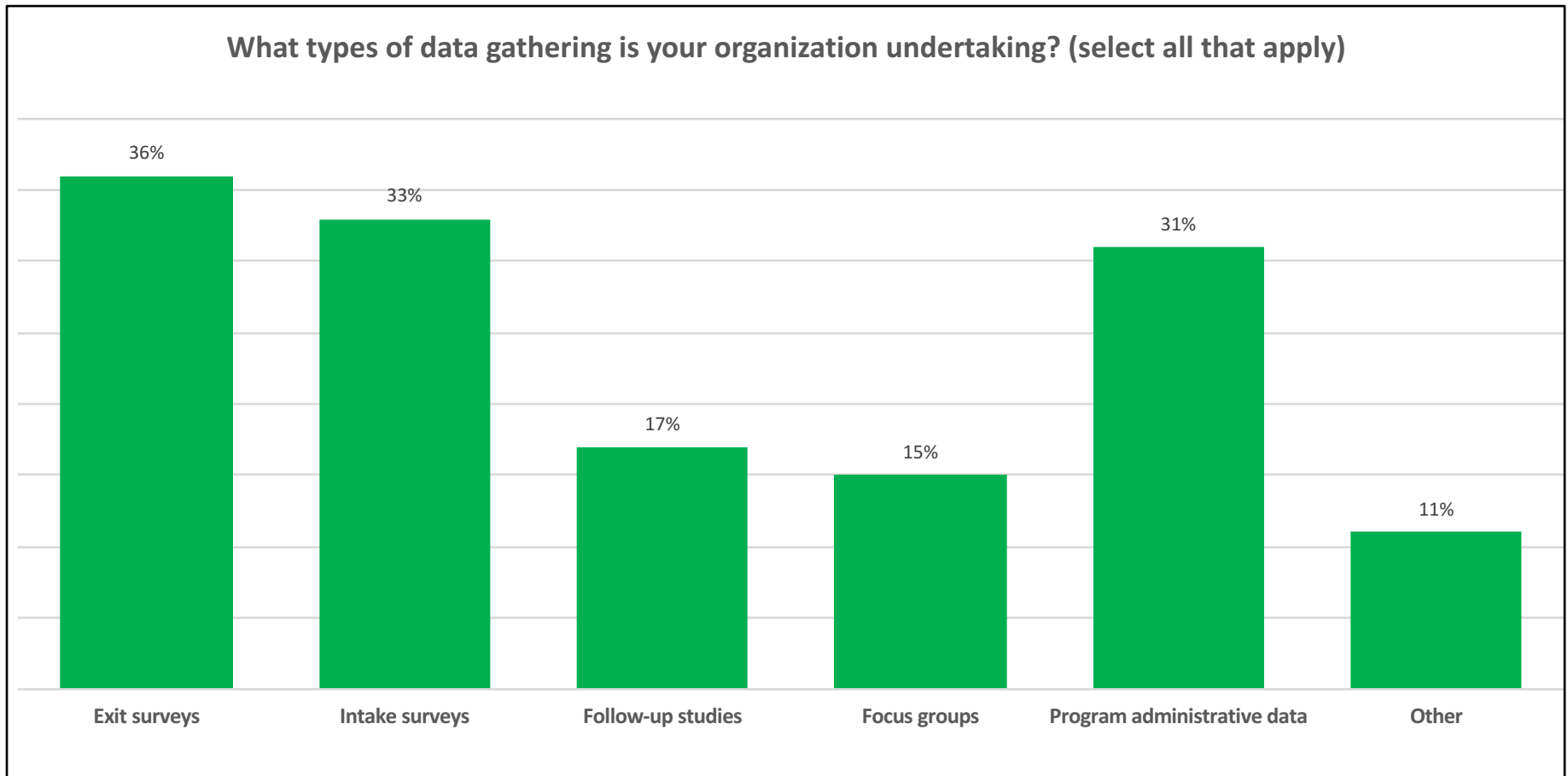
Research and Knowledge Dissemination: Research Activities

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



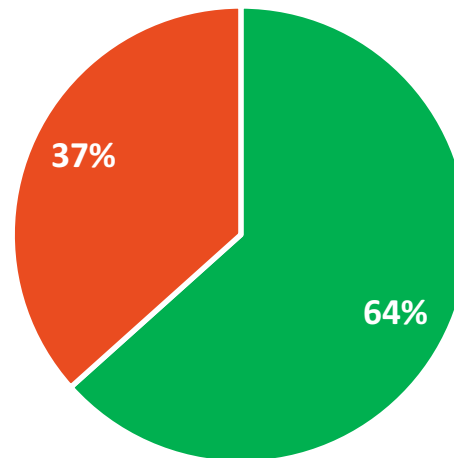
Research and Knowledge Dissemination: Data Gathering

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

Knowledge Dissemination Plan

Information is also available:

- Highlights Report
- Infographic
- Webinar
- *Careering* Magazine articles (Spring and Fall editions)
- Overall Comparison: 2011 vs. 2015 (Slide Deck)
- Regional comparison (Slide Deck)