



CERIC

Advancing
Career
Development
in Canada

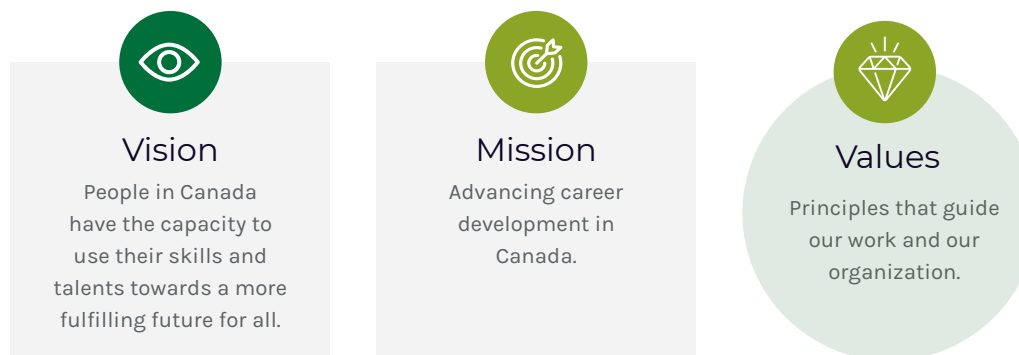
Promouvoir
le développement
de carrière
au Canada

Strategic Plan

OVERVIEW 2020 - 2025



Connecting Goals, Objectives and Actions to Vision, Mission and



Vision
 People in Canada have the capacity to use their skills and talents towards a more fulfilling future for all.

Mission
 Advancing career development in Canada.

Values
 Principles that guide our work and our organization.



Strategy A: Promoting career development as a priority for the public good

CERIC is committed to working with stakeholders across the career development ecosystem to advance efforts that show the social and economic value, and public benefit of career development. This involves collaborating with employers, government policymakers and educators to advocate for career literacy for Canadians.

Strategy B: Building career development knowledge, mindsets and competencies

CERIC's work is deeply rooted in career development research, learning and acting as a hub for community. Through ongoing professional development, we continue to focus on growing expertise and skills among career practitioners as well as K-12 educators. Deepening career mindsets and engaging with networks that can influence these are emergent areas for us.

Our Values

Inclusivity

A respectful, inclusive and equitable environment that invites all stakeholders, especially the historically disadvantaged, to contribute to meaningful discussions and decision-making.

Accessibility

Allowing for the fullest access to our research, learning and engagement opportunities in order to support the largest number of career professionals and have the broadest impact.

Collaboration

Non-partisan, pan-Canadian and multi-sectoral: within partnerships, projects, and advocacy, encourages participation from multiple actors for a greater benefit.

Diversity

Diverse people, skillsets, schools of thought and backgrounds that offer a spectrum of perspectives and know-how are intentionally sought and represented.

Integrity

Our processes and procedures are available and understood by our stakeholders; demonstrating transparency, openness, communication and accountability in all of our actions.

Aspiration

Committed to new and imaginative ways and means to enhance the value and body of knowledge within career development; curious and takes smart risks to inspire, challenge and achieve results.

Connecting Goals, Objectives and Actions to Vision, Mission and

Strategy A		
Promoting career development as a priority for the public good		
AUDIENCES	<p>WHO</p> <p>A. SMEs with 20 – 500 employees</p> <p>B. Government (as policy arm and as largest employer)</p> <p>C. Educators (Post-Secondary: University, College; High School Principals) for all learners</p>	<p>WHAT</p> <p>Goals</p> <ul style="list-style-type: none"> ■ Translate (articulate) the value of career literacy ■ Amplify/multiply the value of a career mindset to serve the public good ■ Mobilize sector leaders to support career development policy advocacy ■ Enable stakeholders in the broader career development ecosystem to contribute to prioritizing career development as a public good
	<p>Objectives</p> <ul style="list-style-type: none"> ■ Conduct research and activities that reinforces the value of career development as a public good ■ Translate/explain research that amplifies/multiplies the value of a career mindset to serve the public good ■ Communicate research and activities that reinforces the value of career development as a public good ■ Mobilizing coalitions of advocates to inform government policy directions ■ Identify/determine which sector leaders within the audiences are most relevant and impacted by a career and employment agenda to appreciate how we can engage with them most effectively 	

Strategy B	
Building career development knowledge, mindsets and competencies	
AUDIENCES	<p>WHO</p> <p>A. Career Educators / Career and Employment Practitioners</p> <p>B. Educators (K-12 Intermediate, Secondary, Primary)</p> <p>C. Network Managers and Influencers (HR, Workforce Development, Unions, Corporate Learning and Development, Career Development Organizations, Ministries, School Boards)</p>
	<p>WHAT</p> <p>Goals</p> <ul style="list-style-type: none"> ■ Expand the body of knowledge that supports the lifelong learning and professional development of career professionals ■ Deepen the value of a career mindset within clients and constituents ■ Elevate, expand and refine career mastery to build sector capabilities and leadership ■ Foster interdisciplinary skills, learning and competencies
	<p>Objectives</p> <ul style="list-style-type: none"> ■ Engage in academic and community-based research that can be applied to enhancing career development practice ■ Mobilize knowledge and develop training and resources that support the professional development of career professionals ■ Leverage networks, tools and resources to advance the pipeline of future sector leaders ■ Build a cross sectoral community of career development minded professionals that shares best practices

CERIC Programs, Projects and Publications

Current initiatives include:

CERIC provides funding and other support to individuals and organizations who apply to develop innovative career development resources. CERIC's four priority funding areas (revised 2021) are: career practitioning with social and economic impact; impact of career services on policy and programs; new emerging career development theories and career service models; and shifting career mindsets and the role of career development professionals in evolving times. CERIC also directs funds to internally generated projects, including RFPs, publications and surveys.

CERIC also produces other research-related resources (e.g. literature searches), offers learning and community-building events (webinars, roadshows) and leads advocacy and profile initiatives (media outreach, awards, conference participation).

CANNEXUS

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

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

Peer-reviewed publication of multi-sectoral, career-related academic research & best practices from Canada and around the world.

CAREERWISE | ORIENTATION

Helps those working in career development across Canada stay up to date on the top news and views. Popular weekly newsletters curate the best of the sites.



📍 Foundation House
2 St Clair Avenue East, Suite 300
Toronto, ON M4T 2T5

☎ T 416.929.2510

✉ admin@ceric.ca
🌐 ceric.ca

in ceric.ca/linkedin

🐦 ceric.ca/twitter

📺 ceric.ca/youtube

f ceric.ca/facebook

