



Content & Learning Survey Results July 2022

METHODOLOGY

Sample: 644 respondents completed the survey (approx. 20% francophone)

Timing: The survey was open from May 11-May 25, 2022



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PROFESSIONAL DEVELOPMENT



Q - How much time per month (on average) do you typically spend on professional development (both formally and informally)?





Q - What is your yearly personal professional development budget (provided by your employer and/or your personal spending on professional development)?



Q - Considering your budget, time and workload, how often do you use the following types of learning for your professional development:

Online articles/blogs	20.549	%		45.18%		26.22% 6.9		5% 1.10 <mark>%</mark>
Online newsletters	10.91%		39.49%		30	.98% 14.61%		4. <mark>01%</mark>
learning (e.g., mentoring, networking, communities of practice)	12.98%	27.	40%		30.77%		24.68%	4 <mark>.17%</mark>
Tube, TED Talks, social media videos)	6.66%	26.31%			32.81%	2	28.68%	
Webinars	43% 15.87%			47.30%			33.33%	2.06 <mark>%</mark>
Podcasts	3.59 <mark>% 13.56</mark>	<mark>%</mark> 13.40%)		40.03%		29.41%	
Books	3.63 <mark>% 13.20</mark> 9	%	25.41%		49.17%			8.58%
Academic journals	2.8 <mark>7% 11.49%</mark>	17.40%			46.96%			
Workshops (virtual or in-person)	· 1.12% 9.76% 34.88%					49.12%		<mark>5.12%</mark>
Online courses	2.74% 9.66% 21.10%				8.37%			
Conferences (virtual or in-person)	1.29%6.6 <mark>4</mark> %	9% <mark>6.6</mark> 4% 19.32%			66.99%			
Print magazines	2.33% 13.319	%		52.25%			30.74%	
Advancing Career Development in Canada	5	Daily We	ekly 🔳 Mon	thly	Less than once per me	onth 📃 Not A	pplicable	

Peer-to-peer learning

Videos (e.g., YouTube, TEL

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Q - We understand that restrictions related to COVID-19 may have affected how you access learning and/or your learning preferences. If there were no health restrictions in place, please rate how you would expect your participation in the following types of learning to change over the next two years.





Decrease participation

Q - We understand that restrictions related to COVID-19 may have affected how you access learning and/or your learning preferences. If there were no health restrictions in place, please rate how you would expect your participation in the following types of learning to change over the next two years.





Maintain participation

Q - We understand that restrictions related to COVID-19 may have affected how you access learning and/or your learning preferences. If there were no health restrictions in place, please rate how you would expect your participation in the following types of learning to change over the next two years.





Increase participation

Q - Please rank which of the following types of online courses you would be more likely to use for your professional development: (1: most likely; 3: least likely)

- Paid, formal courses. These would typically last a semester or similar.
- Massive Open Online Courses (MOOCs): short, free online courses available for anyone in the world to enrol.
- Micro-credentials*

•	1 •	2 •	3 🔻	N/A 🔻	TOTAL 🔻	SCORE 🕶
	12,76 % 75	19,39 % 114	61,39 % 361	6,46 % 38	588	1,48
	51,48 % 296	30,43 % 175	16,35 % 94	1,74 % 10	575	2,36
	36,82 % 229	44,05 % 274	13,34 % 83	5,79 % 36	622	2,25



Q - Please rank the following sources of learning in terms of how often you use them for your professional development. (1: most often; 6: least often)

•	1 •	2 •	3 🔻	4 •	5 •	6 🔻	N/A 🔻	TOTAL 🔻	SCORE 🔻
 Your employer 	29,28	17,47	15,47	11,65	8,82	5,66	11,65	601	4,34
	% 176	% 105	% 93	% 70	% 53	% 34	% 70		
 Online learning platforms (e.g. 	21,92	19,90	17,37	14,33	12,65	5,06	8,77	593	4,10
LinkedIn Learning, Udemy, Coursera, etc.)	% 130	% 118	% 103	% 85	% 75	% 30	% 52		
 National associations (e.g. 	17,57	15,82	11,95	11,25	11,07	11,95	20,39	569	3,77
CACEE, CPC, VRA CANADA,	%	%	%	%	%	%	%	000	0,,,,
etc.)	100	90	68	64	63	68	116		
 Post-secondary institutions 	12,37 %	14,26 %	14,43 %	16,84 %	14,26 %	15,29 %	12,54 %	582	3,40
	72	83	84	98	83	89	73		
 Provincial/territorial 	11,78	17,05	16,34	13,36	13,88	7,03	20,56	569	3,73
associations (e.g. BCCDA, NSCDA, ONECA, etc.)	% 67	% 97	% 93	% 76	% 79	% 40	% 117		
 Third party trainers (e.g. ETHOS 	7,94	14,42	18,48	15,07	12,80	18,31	12,97	617	3,25
Career Management Group,	%	%	%	%	%	%	%	017	0,20
Career/Life Skills, Purpose Co.)	49	89	114	93	79	113	80		

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Q - How likely would you be to use digital badges to demonstrate your skills?





Q - Aside from the learning format and topic, what affects your decisions on what professional development you engage in? (Select top 3)







1. LMI	6. Immigrants		
2. Counselling/Coaching practice	7. Job search		
3. Mental Health	8. Career Theories		
4. Equity, Diversity, Inclusion	9. Employer engagement		
5. Disabilities (EDI)	10. Assessments		



DEMOGRAPHICS



\boldsymbol{Q} - What sector do you primarily work in?

Non-profit sector (non-charity)				<mark>33</mark> .22%
Post-secondary university education			15.58%	
Government		9.42%		
Post-secondary college education		8.90%		
Secondary education (Grades 7-11 or 9-12)		8.90%		
Other (please specify)		8.56%		
Private sector (e.g. private practices, career management/transition		8.22%		
Corporate sector (career development within a corporation)	3.08%			
Charitable sector	2.91%			
I am currently a student	0.68%			
Elementary education (K-6 or 8)	0.34%			
Not applicable	0.17%			



Q - What is your position within your organization, department or company?



Q - How many years have you worked in career development?





Q - Where are you located?





${\sf Q}$ - In terms of Canada's two official languages, what would best describe you:



