

CCPA Career Counsellors Chapter President's Annual Report May 2015

Chapter Officers & Additional Portfolios

President: Jessica Isenor - Chair of the Research Subcommittee

President-Elect: Teresa Francis - Chapter Archivist portfolio; member of the Research Subcommittee

Treasurer: Jo-Anne Willment - member of the Research Subcommittee

Member at Large: Rebecca Hudson-Breen – Member and incoming Chair of the Research Subcommittee

Member at Large: Dawn Schell - Chapter Blog portfolio

Co-Members at Large: Danni Lei & Jon Woodend – Social Media Portfolio (Twitter, LinkedIn, Facebook)

Past-President: Gerry Goodine – Communications portfolio (meeting minutes and communiqués)

Financial Report

The finances of the CC Chapter continue to be at a good level which allows the Chapter to carry out projects and research on career development issues. Treasurer's report is attached.

Membership

Is in slow but consistent decline. We have 258 members as of April 2015, down from 277 in June 2014.

Executive Meetings

The CC Chapter Executive met monthly via teleconference

Priorities/Activities for 2014/2015

The Career Counsellors Chapter focused on the following priorities/activities for 2014-2015:

1. Student Membership Incentive Program – Year one of three year pilot

Student membership numbers remained consistent from June 2014 to April 2015.

June 2014: 24 student members (includes 2 student representatives) = 8.7% of Chapter membership

April 2015: 23 student members (includes 5 student representatives) = 8.9% of Chapter membership

Current challenges to the program are: 1) administrative process to waive student membership fees is not straightforward; and 2) difficult to reach students who are not already members.

To address these challenges Jessica wrote an article for the Winter 2015 edition of the CCPA student newsletter. Information on this program was forwarded to the CEC Chapter and the Student Representatives.

2. Membership engagement

Membership engagement was enacted through:

The addition of Chapter Facebook and LinkedIn groups to our social media presence. The increase in communiques from 4/year to 6/year. The co-hosting of a Chapter networking reception at Cannexus 15 with CCPA President Blythe Shepard.

3. Promotion of the Chapter

Promotion of the CC Chapter was enacted through several channels. 1) An active social media presence and regular blog postings; 2) Establishing partnerships with other career development/career counselling organizations (see below); 3) Having an active voice in Canada Career Week and being a key contributor to the National Career Challenge; and 4) Presenting the Research Subcommittee's work at two national and three international conferences (see below).

4. Participation in Canada Career Week

A CCCD initiative to revitalize Canada's National Career Week (first full week of November) is now in its third year. Our Chapter Executive have participated the last two years by conducting a special Career Week series of blogs. We intend to celebrate Career Week in a similar fashion this year (November 2015).

5. National Career Challenge via CCPA Chapter Support Fund

A working group of the CCCD have spent the last two years developing a survey for Canadian's to access and assess their career development skill and will. The tool launched this past year during Canada Career Week. Results were recently published via a press release and can be found on the CCPA and the CCCD's websites as well as the websites of other partner groups. As part of promoting the Career Challenge tool and Career Week, Jessica was invited to participate in two radio interviews for local Ontario stations.

Financial note: Last year the Chapter applied to the CCPA Chapter Development Fund to contribute funds towards this project (\$1500 from Chapter + \$4150 from the Chapter Support Fund for a total of \$5650) to cover marketing costs through the CCPA's existing contract with Impact Marketing. The application was successful and our portion will be deducted from future Chapter payouts from head office, this repayment has yet to occur.

6. Continuing the Research Subcommittee

a. Snapshot of Career Counselling Education in Canada project

The data from the project was analysed by the CCDF and presented at several conferences this past year (IAC; CCPA; APCDA; IAEVG; Cannexus 15). Overall, feedback was positive on our research efforts. The subcommittee is currently working on a manuscript for publication.

b. Practitioner Research Grant

The subcommittee has researched and prepared a proposal to be presented at this year's Chapter AGM on instituting a research grant program to support practitioner based research in career counselling. See attached proposal.

Member Communication

1. Communiqués

Six communiqués were sent to members over the past year. These communiqués included Executive activity updates, information about our field such as international, national, and provincial developments, key resources, events and professional development/training opportunities. Due to feedback we received, we have tried to shorten the amount of information contained in each communiqué and instead send out emails more often. Gerry's efforts in crafting our communiqués has been greatly appreciated.

2. Social Media

Our Chapter's social media presence continues to grow. Our blog posts are regularly picked up by CERIC's Career Wise publication, a weekly digest of "some of the most interesting articles on career counselling and career development each week." Our Twitter followers continue to grow in numbers. This year, we launched a Facebook group and LinkedIn Discussion Group.

3. Welcome Letters

The CC Chapter initiated an initiative to reach out to new members with a welcome letter. New members are identified on the monthly membership list sent from head office and a French or English letter is sent via email to the address provided on their membership file.

4. Requests to access our listserv

The CC Chapter received two requests this year from outside organizations asking to forward information through our listserv to our members. One was for a request to advertise a call for work proposals through MERX and the other a request to survey our members from McLean's Magazine for their Universities Review issue. The Executive decided not to forward the MERX request due to members having to pay for a membership prior to being able to access the posting. The McLean's request was approved.

Partnerships with other organizations

1. Canadian Council for Career Development (CCCD)

The CC Chapter is a member (cost: \$500/year) of the CCCD. Jessica and Teresa attended the annual meeting of the CCCD post-Cannexus 15 and are active members on two CCCD working groups.

2. Asia Pacific Career Development Association (APCDA)

Jessica attended the APCDA conference last year representing our Chapter and presenting on the research from the Research Subcommittee. She was nominated and elected to hold the Country Chair position for Canada on the APCDA board, forging a partnership between the two organizations.

3. Ordre des consiellers et conseillères d'orientation du Quebec (OCCOQ)

Laurent Matte, President of the OCCOQ, has requested a partnership between the CC Chapter and the OCCOQ. The details of this partnership are still being discussed. It is hoped to better promote each other's organizations across memberships and work together towards shared goals.

4. Career Professionals of Canada (CPC)

Sharon Graham, Executive Director of the CPC, has requested a communication partnership with our Chapter. Details are still being worked out, but is intended to facilitate cross promotion of professional development activities.

Cannexus 15

In addition to co-hosting a wine and cheese networking reception with CCPA President Blythe Shepard, the CC Chapter was well represented at this national conference. Blythe Shepard approached CCPA's Kim Hollihan and the CC Chapter President-Elect, Teresa, to co-present with her on career development concerns of aboriginal women. Jessica presented the research subcommittee's work on the Snapshot project and participated in a networking discussion on how to foster new leadership in the field of career development.

CCPA Conference 2015

Members were alerted via communiqué, blog, Facebook and Twitter about the number of career development sessions offered at this year's conference. In addition, the Chapter arranged for a booth time to provide information on the Chapter as well as participated in the trading card event.

Dr. Vance Peavy Travel Bursary 2015

No applications were received by the December deadline. Nominations were sought via emails to counsellor educators we had connections with resulting in two possible nominees, neither of which fulfilled the criteria for the award. No award was given this year.

Professional Development

Due to low attendance to webinars last year no webinars were coordinated this year.

Elections

Due to past elections we are off cycle, meaning that there are no open positions on the executive this year but next year we will need to hold elections for the Treasurer, President-Elect, and 3 Member at Large positions. Finding people to agree to be nominated for this many positions may be challenging, particularly since next year's AGM is sooner than usual (March 2016). All communiqués from now until March 2016 will have a call for nominations.

Special Acknowledgements and thanks

Thank you to Kim Landine, our CCPA Board Liaison for her work and contributions to the CC Chapter.

Thank you to Roberta Neault, Sareena Hopkins, and Jen Davies for participating in the Research Subcommittee.

Thank you to all our members for your ongoing support and continued commitment to career counselling.

Respectfully submitted by,

Jessica Isenor, CC Chapter President, on the behalf of the executive