

CCPA Career Counsellors Chapter President's Annual Report June 2016

Chapter Officers & Additional Portfolios

President: Jessica Isenor – Member 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 – 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)

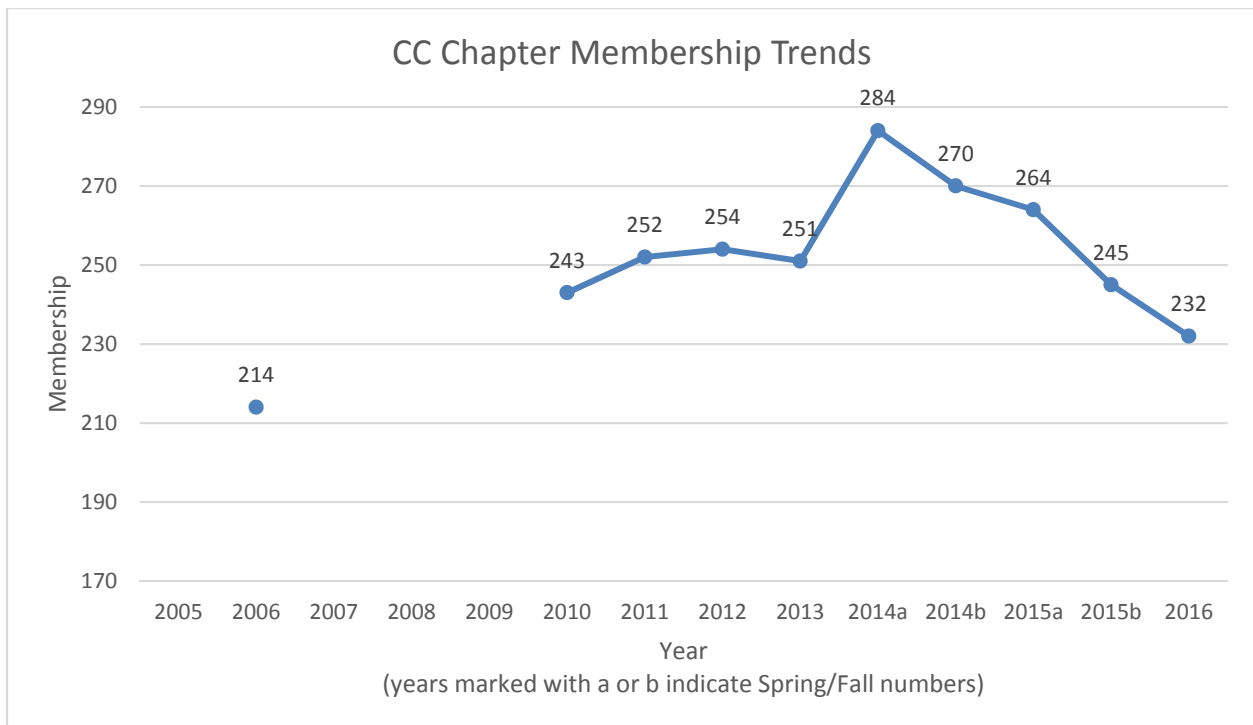
Past-President: Gerry Goodine – Communications portfolio

Financial Report

The CC Chapter bank balance stayed steady and within the expected budget, which allowed the Chapter to carry out projects and research on career development issues. Treasurer's report is attached (pp. 10-11).

Membership

Is in slow but consistent decline. We have 232 members as of April 2016, down from 258 members in April 2015 (see graph for membership trend).



Executive Meetings

The CC Chapter Executive met monthly via teleconference except for December 2015 (Chapter business conducted via email that month).

Priorities/Activities for 2015-2016

The Career Counsellors Chapter focused on the following priorities/activities for 2015-2016:

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

Student membership numbers remained consistent from June 2014 to May 2016:

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

April 2016: 22 student members (includes 6 student representatives) = 9.5% of Chapter membership

2. Membership engagement

Membership engagement was enacted through:

Social media touchpoints: website/blog site/Facebook page/LinkedIn group/Twitter feed. Five communiques sent to members. Two chapter member social dinners (see below).

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; 4) Presenting the Research Subcommittee's work at Cannexus 16 (see below); and 5) Presence of Chapter Executive at CCPA Chapter booth during ACA/CCPA conference.

4. Participation in Canada Career Week

A CCCD initiative, our Chapter Executive have participated the last three years by conducting a special Career Week series of blogs. We also launched our Research Grant program during Canada Career Week with an article in Cognica.

We intend to celebrate Career Month in a similar fashion this year (November 2016). We are looking for ideas and membership participation.

5. Chapter Social Dinners

Our chapter hosted two members dinners coinciding with national conferences (Cannexus 16 & ACA/CCPA 2016). Members were sent an email invitation to attend and were provided the option to bring a guest. The Chapter paid for the table wine and any non-alcoholic beverages, as well as the host's dinner. Ottawa's dinner had 20 attendees, Montreal's dinner had 16 attendees.

6. Continuing the Research Subcommittee (see appended report, p. 9)

a. Snapshot of Career Counselling Education in Canada project

The data from the project was presented in a full session at Cannexus 16. Overall, feedback was positive on our research efforts. The subcommittee is currently working on a manuscript for publication.

b. Practitioner Research Grant

The subcommittee launched a research grant program to support practitioner based research in career counselling. The deadline for applications was extended to April 30th, 2016 but no applications were received this year. Discussions with members suggest that people are not aware of this program despite announcements across several channels. Information on the grant can be found on the Chapter webpage.

7. Requests for Advocacy

Our executive have received three requests for assistance in advocating for career counselling education/practicums in university graduate counselling programs. These requests, all received since February 2016, are under review for action. Planned action is to write letters expressing our concern about career counselling educations' decline/removal in counselling programs.

8. Updating Chapter Website

Teresa Francis, Chapter President-Elect, took on the Chapter Archivist portfolio (see appended President-Elect Report, p. 5) and worked with National Office to centralize our Chapter's historical documents (this process is ongoing), and to update our webpage on the CCPA website during the platform transition. All web-links should now be functional. If you see any needed improvements please contact the Chapter.

Member Communication

1. Communiqués

Three 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. 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 (see appended Social Media reports, pp. 6-8).

3. Welcome Letters

In 2014-2015 the CC Chapter began an outreach initiative to new members with a welcome letter. We continued this program in 2015-2016. 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.

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 16 and are active members on two CCCD working groups.

2. National Career Development Association (NCDA)

President Cynthia Marco Scanlon was an invited guest to both chapter social dinners. A formal relationship between the two organizations is being explored to allow our members to access NCDA professional development content at a reduced rate.

3. Career Development Association of Alberta (CDA)

We have instituted a promotional partnership with this organization. Our members received a discount to the CDA conference registration in exchange for our chapter using our social media and newsletter to promote the conference.

4. Asia Pacific Career Development Association (APCDA)

We continue to have a cross-promotional partnership with this organization.

5. Ordre des conseillers et conseillères d'orientation du Québec (OCCOQ)

Laurent Matte, President of the OCCOQ, has requested a partnership between the CC Chapter and the OCCOQ. This is an informal partnership. It is hoped to better promote each other's organizations across memberships and work together towards shared goals. He was an invited guest to the chapter social dinner in Montreal.

6. Career Professionals of Canada (CPC)

Sharon Graham, Executive Director of the CPC, has requested a communication partnership with our Chapter. The intention is to facilitate cross-promotion of professional development activities. CPC has requested that the Chapter become a paying exhibitor for their annual virtual conference. This is under consideration for the 2016-2017 budget.

Dr. Vance Peavy Travel Bursary 2016

Lindsey Thomson, a graduate student from the University of Ottawa, was awarded this year's bursary. Lindsey was acknowledged as the winner at the Chapter's social dinner in Ottawa and formally presented as the award winner at the ACA/CCPA conference awards ceremony.

Professional Development

Due to low attendance to webinars in the past no webinars were coordinated by the Chapter this year.

Special Acknowledgements and Thanks

Thank you to Gerry Goodine for eight years of service to the CC Chapter executive.

Thank you to outgoing co-Members at Large, Danni Lei and Jon Woodend, for their invaluable work on our social media platforms.

Thank you to Kathy Offet-Gartner, our CCPA Board Liaison for her work and contributions to our chapter.

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

Report of the President-Elect, 2015-2016

As President-Elect, I saw my role as one of dual responsibilities: 1) To provide support to Jessica in her role as President and to the Executive in general; and 2) To become well-informed and fully prepared to take on the President's role.

To fulfil these responsibilities, in the past year I participated in the work of the Executive in the following ways:

- 1) Acted as Chapter Archivist, tracking down documentation and corresponding with CCPA head office to ensure Chapter files and our Web Page were up-to-date;
- 2) Participated as a member of the Research Subcommittee and AGM/Dr. Vance Peavy Award Selection Committee;
- 3) Represented, along with Jessica, the Career Counsellors Chapter at Cannexus, including the Chapter Dinner, and at the Canadian Council for Career Development meeting directly following Cannexus;
- 4) Oversaw the nominations process for the 2016-2017 Chapter Executive and prepared the nominations list for presentation at the AGM.

As do all members of the Executive, I also provided back-up support as necessary in terms of drafting correspondence and stepping in as minute-taker, and contributed blog posts for the Chapter's Canada Career Week series and the Chapter Executive series.

I look forward to stepping into the role of President and to working as a team to continue the work of the Career Counsellors Chapter.

Respectfully submitted,

Teresa Francis
President-Elect 2015-2016

**CCPA Career Counsellors Chapter
May 2016 Social Media (Twitter/Facebook/LinkedIn) Report**
Prepared by Jon Woodend and Danni Lei

Yearly Summary

	Tweets	Mentions	Retweets	Favourited /Liked	French	FB Likes	LinkedIn Members
2015 Report Totals	1247	195	666	386	220	127	39
May-June 2015	105	13	50	23	26	136	45
June-July 2015	163	27	91	46	40	137	46
July- August 2015	158	28	75	52	29	137	50
August- Sept 2015	193	13	86	48	34	141	52
Sept-Oct 2015	112	12	45	35	19	144	53
Oct-Nov 2015	140	23	67	65	21	151	53
Nov 2015- Jan 2016	115	15	59	40	12	157	53
Jan-Feb 2016	326	18	70	52	39	165	53
Feb- March 2016	157	8	44	41	25	163	53
March- April 2016	201	18	77	92	33	175	59
April-May 2016	73	3	20	23	22	180	59
Totals	1743	178	684	517	300	180	59

TWITTER FOLLOWERS AT PREVIOUS MEETING: **2736** (as of April 13, 2015)

TOTAL TWITTER CURRENT FOLLOWERS: **3217** (as of May 6, 2016)

Increasing Followers

To increase followers, we have consistently followed twitter accounts that are career, job, and occupational in nature. As well as following back on accounts that follow the CCPA Career Chapter twitter (e.g., general public accounts). Facebook largely features content that is automatically posted from the Twitter account. LinkedIn is still not fully developed as a platform. Future initiatives could look at how else to increase membership.

Twitter Recommendations Going Forward

It is important to continue to have a mixture of career research-related tweets, resource tweets from the already established lists, as well as continually searching for new articles. We are continuously in need of French content, please send to either the social media (Twitter) executive member if you have something to contribute.

Facebook Recommendations Going Forward

As Facebook allows for longer posts, this could potentially be used in the future for discussions. Specifically, longer posts could target more personal influences on career development to gain rich discussions.

LinkedIn Recommendations Going Forward

Twitter content is not automatically forwarded to LinkedIn. Future initiatives could develop unique content for LinkedIn, possibly targeted at professional development for career practitioners (e.g. links to free webinars, professional development workshop opportunities, and digital training resources).

Annual General Meeting report
Career Counsellors Chapter Blog
Covering May 2015 – May 2016

Blog History

The Blog has been in operation since June 2010. In that time, we have published **169** posts and had **91,373** page views. Our peak period for page views was November 2014 with the most views for a single post in March 2015. Our audience comes from: Canada, USA, France, Russia, Ukraine, Germany, UK, Brazil, India and Australia.

This year May 2015 – May 2016

We began the year with **68** followers. In January 2016 Blogger changed their format for followers which meant a loss. We currently have **48** followers. Our followers do not drive the most traffic to our site so while it is a loss we have continued to see gains in page views.

We published **25** posts this year. Our most popular posts were ones written by students and ones related to conferences.

Future plans

Plans for this coming year include refreshing the look of the blog, creating more content than this past year, linking appropriate articles to our LinkedIn group and posting questions for discussion there and creating a consistent 'voice' for the blog.

Respectfully submitted,

Dawn Schell, MA, CCC, CCDP

**CCPA Career Counsellors Chapter
May 2016 Research Subcommittee Report**
Prepared by Rebecca Hudson Breen

2015-2016 Initiatives

- 1) Career Practitioner Grant. As introduced at the 2015 AGM, a Grant was developed to run for two years on a pilot basis. Initial deadline was extended into the spring as there were no applications in December 2015. Chapter will continue to advertise this opportunity.
- 2) Snapshot Research – Jessica Isenor presented at Cannexus16. A journal article is in development.
- 3) Dr. Vance Peavy Award – Chapter Executive has been discussing ways to more effectively advertise and increase the profile of this award moving forward, as well as examining criteria for evaluating applications.

Recommendations Going Forward

At this time, no further research initiatives are proposed, although the Research Subcommittee remains open to ideas and recommendations with regards to research possibilities which will contribute to the development of the field of Career Counselling within Canada and benefit the members of our chapter in their work.

2015-2016 CCPA Annual Treasurer's Report's for the Career Chapter
Prepared May 4, 2016 for the Annual General Meeting in June, 2016.

Overview

Since the last Annual Treasurer's Report delivered to the National Conference in May 20, 2015, the Career Counsellor's Chapter has retained a conservative surplus of funds. This year, we are attempting to hold an electronic AGM of the Chapter two months later from the CCPA AGM Conference held in May, 2016 which accounts for slight shifts in the Treasurer's Report for the 2015-2016 year.

With the continued appointment of the President, Vice-president and Past President and Treasurer, minimal change were required for signing authority for 2015-2016. This meant there were minimal changes to cheque signatures. As is now the custom, two executive signatures on all cheques assure transparency, accountability and appropriate RBC monthly record-keeping and documentation.

A monthly statement was produced by RBC each month and this was summarized with a short written report given to the Secretary for monthly teleconference discussion and minutes. In 2015, I was able to send financial reports of past years (i.e. 2012, 2013, 2014) to the CCPA for archival storage. This enabled the Treasurer's files, including the RBC Statements for the month, to be stored in an organized and efficiently manner at the local level while maintaining a historical financial record through the archives of CCPA.

In 2015-2016 we were pleased that RBC continued to support the Chapter by providing us with blank cheques on a free basis. They provided the Chapter with a free community account, and work annually with the Treasurer to obtain any new executive signature changes each year. The Chapter would like to thank the RBC Northland Plaza Branch in Calgary, AB for their ongoing support.

2015-2016 Budget Notes

Income

Two cheques were received from the CCPA in 2015-2016: August 17, 2015 for \$204.80 and March 31, 2016 for \$1,593.67 producing a total of \$1,798.47 for 2015-2016. This represents a decrease in total balance from 2014-2015 as a result of payment a special one-time fee for our portion of costs related to the CCPA Chapter Support Fund project voted on by the Chapter Executive in 2015. The Treasurer indicated funds would be available when payment was required. As expected, monthly budget statements were between \$6,545.63 and \$7,556.68 across the 2015-2016 year.

A comment worth noting is membership tracking and CCPA Chapter fee allocations. While there has been a small decrease in memberships over the last year, this has not significantly reduced financial outcome for 2015-2016. The reason for this is because Chapter Fees from head office are distributed twice a year but are not coordinated with the time of year for membership renewals. Chapter fees in August, 2015, for example, showed membership numbers of 105 while the March 31, 2016 Chapter Fees indicated a membership of 217. This wide inconsistency provides an unreliable statistic and the Executive wisely relies on other head office metrics to determine Career Counsellor Chapter memberships.

Expenses

The Career Counsellor Practitioner Grant passed at the AGM in July, 2015 has not yet been awarded but the money remains available. This was predicted by the Treasurer at the last AGM and has proven to be the case. It is hoped this may be awarded as news of this grant becomes better known especially through our social media venues. This is the second of a three year pilot process. The Vance Peavy Award was awarded in 2016 (\$300) and paid for through a deduction of our account by CCPA National Office.

There were the usual expenses approved through executive votes including: the President-Elect's registration fees for the Cannexus 16 Conference (\$423.75); printing and translation charges (\$260.00); a portion of the costs of the President's 2016 AGM conference in Montreal (\$813.92); the Canadian Council for Career Development membership fee (\$500.00); the two Chapter dinners (\$269.35 & \$174.89); and the teleconference fees for the year (\$560.51).

Our fall, bi-annual payment from CCPA National Office had a one-time deduction of \$1500 for our portion of hiring Impact Public Affairs to promote the National Career Challenge under the CCPA Chapter Support Fund.

The cost of an RBC Statement rose to \$2.00 mid-year of which we have no control. This is a price for paper versus electronic statements in the bank world today. We cannot move to an electronic form because of our dual signing authority requirements.

Summary

In summary, the Chapter was stable for 2015-2016 and remains in a financially prudent state going into 2016-2017.

Respectfully,

Dr. Jo-Anne H. Willment. C.C.C.

Treasurer, Career Counsellor Chapter, CCPA

University of Calgary