

**CCPA Career Counsellors Chapter
President's Annual Report
April 2017**

The Career Counsellors Chapter is wrapping up a productive year. 2016-17 saw the continuation of our strong social media presence, active involvement in Career Month and with the Canadian Council for Career Development, and the awarding of both the Dr. R. Vance Peavy Travel Bursary and the inaugural Career Counsellors Chapter Practitioner Grant for Practice-Based Research. Our conference contributions included the delivery of a concurrent session at Cannexus as well as the hosting of a Chapter event, and preparation for the delivery of a pre-conference session at the May 2017 CCPA conference in St. John's NL. On the financial front, we established an annual budgeting process, allowing us to better plan for expenditures.

With membership currently hovering around the 260 mark and prudent financial management, the Chapter is in a strong position as we conclude this year and look toward 2017-18.

Chapter Officers: Teresa Francis, President
Jessica Isenor, Past-President
Rebecca Hudson Breen, President-Elect
Jo-Anne Willment, Treasurer
Dawn Schell, Member-at-Large
Jen Davies, Member-at-Large
Judith MacKinnon, Member-at-Large
Kathy Offet-Gartner, CCPA Board Liaison

Membership:

Chapter membership stands at 258 as of April 2017. Membership has increased steadily over the past 12 twelve months, from 232 a year ago.

Priorities 2016-2017:

Having been appointed at the June 2016 AGM, the Executive first met in July to begin planning activities for the year. We quickly agreed to move forward on several initiatives emerging from the work of the previous Executive:

- 1) To submit a proposal to present a concurrent session at Cannexus17 on practitioner-based research, in part to promote the Chapter's new Practitioner Grant.
- 2) To submit a proposal to present a pre-conference session at the 2017 CCPA conference in St. John's NL addressing Career Development and Mental Health.
- 3) To prepare an Issues Paper, in collaboration with CCPA, on the topic of Career Development and Mental Health.

In addition to these initiatives and the ongoing work of the Chapter, two new priorities were established:

- 4) To conduct an analysis of the Chapter's finances and develop an annual budget, in order to provide a clear picture of Chapter finances and facilitate effective financial decision-making.
- 5) To explore membership needs and wants. This priority emerged from concerns about the gradual decline in membership the Chapter had experienced.

An additional goal was to increase the number of applications to our two awards.

Chapter Finances

- The finances of the Career Counsellors Chapter are healthy, with a bank balance of \$8,761.86 as of March 16, 2017 (most recent statement available as our treasurer is away for the month of April).
- Treasurer Jo-Anne Willment conducted a financial analysis of revenues and expenses over the past five years and, from the data generated, developed an annual budget. The annual budget is a first for the chapter and allows the Executive to plan for expenditures and prioritize activities accordingly. In its first year, the budgeting process proved to be effective, with projected expenditures and actuals in close alignment to date.

Communications and Member Outreach

The Chapter uses a variety of channels to reach our members. In 2016-17 we

- Continued with our strong presence on social media via Twitter, the Chapter Blog, LinkedIn and Facebook. Our Twitter and Blog are particularly popular, with the number of Twitter followers steadily growing.
- Produced and distributed to our membership three issues of our Chapter newsletter, the Communique. A fourth is expected in Spring 2017.
- Became a supporting organization, at no financial cost to the Chapter, of CareerPro2016, a virtual career development conference, developing content for an Exhibitor page and promoting the event via social media.

Awards

The Chapter awarded the **Dr. R. Vance Peavy Travel Bursary** to Lauren McCoy, a second year doctoral student at the University of Calgary. Lauren's research focuses on the post-sport adjustment experiences of former CHL players and how these players make sense of their athletic career experiences several years after athletic retirement.

The first **Career Counsellors Chapter Practitioner Grant for Practice-Based Research** was awarded to Mark Franklin. Mark's project is entitled *Narrative Career Counselling: One Session Outcome & Impact Study*.

We are pleased to report that multiple applications were received for each award this year!

Canada Career Month and Canadian Council for Career Development

The Chapter is actively engaged with the 3CD, of which we are a member. Our involvement this year included the following:

- Published our annual Chapter Executive Blog series, with members of the Executive writing blog posts based on the weekly themes of Career Month.
- Two executive members participated in the 3CD Hill Day on November 3, 2017.
- Our President and Past-President attended the 3CD AGM following Cannexus.
- The Chapter is represented on the 3CD Working Group regarding Outreach, Advocacy and Canada Career Month, and on the 3CD Board of Directors.

Conference Activities (Cannexus17 and CCPA)

- Presented a concurrent session on Practitioner-Based Research at Cannexus17. The session attracted 25 participants and great interest in the topic.
- Hosted a social event during Cannexus17. The Chapter Dinner provides an opportunity for members and guests to socialize and network. Twenty people attended and the event was deemed a success.
- In collaboration with colleagues Kathy Offet-Gartner and Michael Huston, the Chapter submitted a proposal to present a pre-conference session at the 2017 CCPA Conference in St. John's NL on the topic *Career Counselling is a Mental Health Intervention!* The workshop is in development at the time of writing and will take place on Tuesday, May 16th.

Progress on 2016-17 Priorities

The Chapter successfully completed initiatives 1), 2) and 4) from our priorities list, and achieved the goal of increasing the number of applications to both of the Chapter awards. In addition, we began the background work for Priority 5). An ad-hoc Membership Committee was struck to explore the issue of membership needs and wants. A decision has been made to conduct a membership survey, and survey questions are in the initial stages of development. This initiative will be carried out in the 2017-18 year. The development of the Issues Paper (Priority 3) will take place in 2017-18. The Chapter will draw upon the learning from the St. John's conference, at which the topic of Career Development and Mental Health is front and centre, in the development of the paper.

Additional Executive Responsibilities

- Jen Davies and Judy MacKinnon represent the Chapter on the 3CD Working Group regarding Outreach, Advocacy and Canada Career Month.
- Teresa Francis represents both the Chapter and CCPA on the Board of the 3CD and is a member of 3CD's Certification Committee.
- Executive members take on specific responsibilities (portfolios) for the year. Portfolios are currently held as follows:

- Jessica Isenor, Communique
- Rebecca Hudson Breen, Chair, Research Sub-Committee
- Judith MacKinnon, Secretary
- Dawn Schell, Social Media (Blog)
- Jen Davies, Social Media (Twitter/Facebook/LinkedIn)
- Teresa Francis, Archives/Web Page updates

Each member of the Executive plays a key role and the results are truly a team effort. Many thanks to Dawn, Jen, Rebecca, Judy, Jessica and Jo-Anne as well as to Kathy, our CCPA Board Liaison. I am glad we will remain together as the Executive for 2017-18.

Respectfully submitted,

Teresa Francis, M.Ed., CCC, RCT
President

Career Chapter Annual Treasurer's Report

March 15, 2017

RBC Statements

Over the 2016-2017 several significant changes were completed. Our RBC Community Account is now handled by Ms. Emily Xiaoqing Wand, RBC Banking Advisor, Northland Plaza Branch, 4820 Northland Drive, N.W. Calgary, AB T2L 2L3. She can be reached at 1-800-769-2511 and email is: xiaoqing.wang@rbc.com. The Chapter wishes to than Lillian Yuen-Ho, RBC Senior Manager for her excellent service given to the Chapter Treasurer over the years.

The 2016-2017 Budget Assessment Process

In 2016 at the request of the incoming President, the Treasurer initiated a budget assessment of the last 5 years of the Career Chapter and from this derived a detailed analysis of past budgets which then enabled the creation of a 2016-2017 projected budget which was approved by the Executive in October, 2016. The intention was to permit; (a) tracking of the 2016-2017 budget based on these projections; (b) compare projected vs actual budget costs for the 2016-2017 year; and, (c) to create a 2017-2018 projected budget based on the one-year cycle 2016-2017.

The results of the projected vs actual budgets proved to be extremely accurate and helpful. The actual budget indicated; (1) the carry-over and the two CCPA cheques were for amounts that exceeded the projected budget amounts for 2016-2017, (2) calendar budget differs from monthly budget reports as CCPA cheques lag behind actual monthly costs; (3) the dual cheque signage process the Chapter uses for accuracy delays expenditures but all do eventually appear on RBC Statements; (4) of the two budget models done for 2016-2017, the reasonable projected budget was selected for 2017-2018 budget projections due to greater accuracy; (5) 2017 RBC Statements for April, May and June are not yet available because of the early date of the preparation of the Treasurer's Report as a result of her international travel schedule; and (6) all income/expenditures reported in the RBC Statements agree with the CC Monthly Treasurer Reports. This budget process has taken greater time to establish but can now be monitored and tracked annually and monthly if so desired. This had not been available to the Chapter until the 2016-2017 year.

Actual Budget Income/Expenditures for 2016-2017

As in past years, in 2016-2017 the CCPA deducted from its memberships to the Career Chapter; (a) translation costs of \$61.30; (b) Vance Peavey Award granted of \$300.00; (c) conference call costs from July, 2016-January, 2017 in the amount of \$190.08; and (d) Feb.2017-June, 2017 unaccounted for as of the date of this Report.

Projected Budget Income/Expenditures for 2017-2018

Memberships will be tracked for 2017-2018 as the CCPA funding received twice a year is dependent on the membership numbers for the chapter. As well, the pilot C.C. Practitioner's Grant was awarded for the first time in March, 2017 in the amount of \$1,500 split into two periods- the first in Spring/Summer, 2017 and the second at the completion of the grant in Spring/Summer, 2018. The intention of the motion passed by Chapter was this Grant will be available for 2015-2016, 2016-2017 and 2017-2018 after which the CC Executive will evaluate the continuation of the Grant on the basis of frequency, implications and beneficial outcomes to the Chapter.

A summary of the projected 2016-2017 budget, the actual 2017-2018 budget and the projected 2017-2018 budget based on annual revenues and expenditures (rather than monthly reports), appears with this Report. The 2017-2018 projected budget presented in this report is in draft form and will be examined and approved by the CC Executive in August, 2017.

Balance

March 16, 2017-Account Balance \$ 8,761.86

Respectfully,
Dr. Jo-Anne H. Willment, C.C.C.
C.C. Treasurer, CCPA

Expenses: C.C. Monthly & Annual Expenditures for 2016-2017***

Monthly	Bank Charges	\$ 36.00 (12x3.00=\$36.00)
June	CCCD Membership fee for 2017	\$ 500.00
Sept	2017 Cannexus Conference (P-E registration)	\$ 452.00
Dec.	Vance Peavey Award	\$ 300.00
Jan.	CC Practitioner Grant Awarded (Pt.1)	\$ 1,500.00/2=\$750.00
Mar.	2017 Cannexus Conference Social	\$ 219.56
Mar	CCPA Translation	\$ 260.00
May	CCPA Conference (President's Est. Expenses to 10%)	\$ 700.00

Total **\$ 3,217.56**

***Chapter Expenses are routinely decided upon each year and do vary from each year. May budget items are estimates based on previous year expenses. All amounts can be tracked based on record-keeping documents including CCPA Statements, RBC Monthly Bank Statements and Treasurer Reports prepared for the Executive teleconference meetings held each month.

Actual vs Projected CC Summary Budget Comparisons

2016-2017 & 2017-2018

Item	<u>Projected</u> 2016-17	<u>Actual</u> 2016-2017	<u>Projected</u> (DRAFT) 2017-2018
Revenue:			
Carry-over Funds	\$ 7,136.99 (July 3, 2016)	\$ 7,136.99 (July 3, 2016)	\$ 6,420.89 (July 3, 2017)
CCPA cheque 1 2016	\$ 1,500.00	\$1,593.67 (Conference call charges deducted)	\$1,500.00
CCPA Cheque 2 2016	\$ 1,500.00	\$ 1,637.03	\$1,500.00
Sub-total 2016	\$10,136.99	\$10,367.69	\$9,420.89
Expenditures:			
CCPA Translation Costs	\$260.00	\$ 61.30	\$260.00
CCCD Fees	\$500.00	\$500.00	\$500.00
V. Peavey Award	\$300.00	\$300.00	\$300.00
Practitioners Grant (2016-2017)	\$1,500.00	\$1,500.00	\$1,500.00
Cannexus Fee	\$450.00	\$452.00	\$452.00
Cannexus Refreshments	\$300.00	\$219.56	\$300.00
AGM Conf. Refreshments	\$200.00	\$174.89	\$200.00
AGM Pre-Conference Workshop	\$300.00	Nil	\$300.00
AGM-Pres. Expenses (to 10%) (2016)	\$698.00	\$813.92	\$700.00
Bank Fees	\$48.00	\$36.00	\$36.00
Miscell. Expenses	\$300.00	Nil	\$300.00
Sub-total	\$4,856.00	\$4,057.67	\$4,848.00
TOTAL	\$5,280.99	\$6,310.02 (Mar. 2017)	\$4,572.89

Research Sub-Committee Report

Members of the chapter executive and research sub-committee presented at Cannexus17 on the topic of 'Practitioner-based research: Getting it done'. This was an opportunity to raise awareness about the Chapter and the Career Practitioner Grant, as well as an opportunity to bring together and share the resources available to support practitioner-based research. The session was well attended with a lively discussion about the challenges and benefits of conducting practitioner-based research.

This year the Career Counsellors Chapter ran the first successful competition for the Career Practitioner grant. This grant fund was approved at our AGM in 2015 with the aim of promoting the value, importance, and results of applied research performed by career counsellors in the community and/or workplace. The first recipient of the grant is Mark Franklin of Career Cycles and OneLife Tools to fund a research project entitled "Narrative Career Counselling: One Session Outcome & Impact Study." The research sub-committee would like to express gratitude for the two external reviewers who assisted in the evaluation of the applications for this award. We look forward to hearing about the results of this study, which reviewers noted will have strong implications for career counselling practice.

Respectfully submitted,
Rebecca E. Hudson Breen, PhD, CCC, Registered Provisional Psychologist
Chair, Research Sub-Committee

**CCPA Career Counsellors Chapter
April 2017 Social Media (Twitter/Facebook/LinkedIn) Report**
Prepared by Jen Davies

Yearly Summary

	Tweets	Mentions	Tweet Views	Profile Visits	French	FB Likes	LinkedIn Members
2016 Report Totals	1743	178			300	180	59
April 2017					At least 2, usually 4-6 French tweets per week since July 2017		
March 2017	53	5	17.3K	270			
February 2017	41	8	15.9K	164			
January 2017	48	12	18.5K	331			
December 2017	65	10	18.9K	261			
November 2017	46	8	18.6K	262			
October 2017	50	8	15.7K	252			
September 2017	41	4	16K	171			
August 2017	23	4	10.9K	135			
July 2017	68	9	18.5K	186			
June 2017	8	1	9.1K	174			
May 2017	30	4	24.4K	162			
Totals (11mos)	473	73	183.8K	2368	210	81	

TWITTER FOLLOWERS AT PREVIOUS MEETING: **3217** (as of May 6, 2016)

TOTAL TWITTER CURRENT FOLLOWERS: **3450** (as of April 15, 2017)

Increasing Followers

The previous social media team did extensive work to develop our audience by following relevant Twitter accounts, which increased our followership because the norm on Twitter is to “follow back.” This year, the social media coordinator focused on sharing high quality resources, research, and also videos (especially TED Talks) on a thematic basis, and at roughly the same time of day consistently throughout the month, to encourage followers to check in.

Facebook largely features content that is automatically posted from the Twitter account.

The LinkedIn Group followership has been increased by feeding posts from Twitter into the group so that there is content to attract interested users. There are no discussions happening there, so more work is needed to develop this into a space that is valuable for members.

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, and we have mostly been recycling last year's material, please send to the social media executive member if you have something to contribute.

Facebook and LinkedIn Recommendations Going Forward

As Facebook and LinkedIn allow 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.

Future initiatives could develop unique content for Facebook and/or LinkedIn, possibly targeted at professional development for career practitioners (e.g. links to free webinars, professional development workshop opportunities, and digital training resources).

The risk associated with either or both of these initiatives is that they must be monitored. We do not currently 'police' our membership on Facebook and LinkedIn, and without a close watch, these tools could be hijacked by "trolls" if they develop an audience and therefore a more visible presence online.

April 2017 Social Media (BLOG) Summary Submitted by Dawn Schell

Blog Posts from May 2016 – present:	21
Blog Posts total:	190

Highest # of views: January 2017 post by Jeanette Hung - 482 pageviews

Pageviews all time history:	137,076
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Followers:	47
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Audience comes from United States, Canada, Russia, South Korea (top 4 countries)