

CCPA Career Counsellors Chapter President's Annual Report April 2018

Introduction:

The Career Counsellors Chapter is an active Chapter, with a full schedule of activities throughout the year. We are busy on the social media front, and, as well, communicate with our members via email and the Chapter newsletter, the *Communique*. We offer two awards – the *Dr. R. Vance Peavey Travel Bursary* and the still-in-pilot-stage *Career Counsellors Chapter Practitioner Grant for Practice-Based Research*. We are actively involved in Canada Career Month and with the Canadian Council for Career Development. We represent the Chapter at national conferences and in our relationship with CCPA. For the past several years, we have hosted a Chapter event at Cannexus.

Despite what we believe to be a strong presence, membership numbers are a concern, so we set out this year to find out more about what our members need and expect from the Career Counsellors Chapter. We surveyed our membership, and are pleased to be able to present initial survey results at the 2018 AGM.

Details of Chapter activities and projects are included in this annual report, which we invite you to review.

Chapter Officers (additional responsibilities in parentheses):

Teresa Francis, President (Archives; Membership, Research Sub-Committees)
Jessica Isenor, Past-President (Communique; Membership, Research Sub-Committees)
Rebecca Hudson Breen, President-Elect (Chair, Research Sub-Committee; Membership Committee)
Jo-Anne Willment, Treasurer
Dawn Schell, Member-at-Large (Social Media – Blog)
Jen Davies, Member-at-Large (Social Media – Twitter/Facebook/LinkedIn; Membership, Research Sub-Committees)
Judith MacKinnon, Member-at-Large (Secretary)

Membership:

Chapter membership stands at 221 as of April 2017. Membership has shown a steady decline over the past 12 twelve months, from 258 a year ago. A trend of increase-decrease-increase has been observed in recent years, but the overall trend is in a negative direction. While our membership numbers are still healthy, the decline is of concern.

We are not the only chapter to be experiencing a membership decline, and CCPA has generously offered to work with Chapters such as ours to analyze the membership data to help identify possible relevant factors. At the time of writing, we are working with CCPA to identify Chapter needs and goals for the analysis.

Meetings:

The Executive met monthly via teleconference, beginning in June 2017, holding a total of 11 meetings.

Chapter Finances

The finances of the Career Counsellors Chapter are stable, with expenditures in line with 2017-18 projections. The report of the Treasurer, Jo-Anne Willment, is appended to this report, starting on page 5.

Priorities 2017-18:

In addition to ongoing activities, the Executive established the following priorities for 2017-18:

- Participation and contribution to Canada Career Month
- Membership Survey – completion of survey, collection and analysis of data
- Issues Paper – Career Counselling and Mental Health – completion of paper

Communications and Member Outreach

The Chapter uses a variety of channels to reach our members. In 2017-18 we

- Continued with our strong presence on social media via Twitter, the Chapter Blog, LinkedIn and Facebook. Our Twitter is particularly popular, with the number of followers steadily growing. The Chapter blog continues to draw interest, with a February post by Chapter member Jeanette Hung garnering 637 page views.
- Produced and distributed to our membership three issues of our Chapter newsletter, the Communique.

Jen Davies' (social media) and Dawn Schell's (blog) reports are appended to this report (see pages 9-11).

Awards

The annual **Dr. R. Vance Peavy Travel Bursary** was not awarded this year as no applications were received.

The **Career Counsellors Chapter Practitioner Grant for Practice-Based Research** was awarded to Dr. Roberta Neault. Roberta's project is entitled "Exploring Career Engagement within a Post-Secondary Environment."

A report on the Practitioner Grant, including the work of last year's recipient, can be found in Rebecca Hudson Breen's report of the Research Sub-Committee, appended to this report (page 12). As the 3-year pilot period for the Practitioner Grant is coming to a close, we will be discussing its continuance at the AGM.

Canadian Council for Career Development

The Chapter is an engaged member of the 3CD. Our involvement this year included the following:

- Chapter President sits on the Board of the 3CD and is a member of 3CD's Certification Working Group.
- Two members of the Executive, Jen Davies and Judith MacKinnon, represent the Chapter on the 3CD Working Group regarding Outreach, Advocacy and Canada Career Month.
- Three members of the Executive attended the 3CD AGM following Cannexus.
- Wrote a letter of support for a proposal to review and revise the Canadian Standards and Guidelines for Career Development Practitioners, submitted by the Canadian Career Development Foundation and the Canadian Council for Career Development.

Canada Career Month

- Promoted Canada Career Month via our social media channels
- Continued to promote specific CCM activities and events throughout November
- Published our annual Career Month blog series, based on the theme of "What's Next"
- Assisted CCPA in identifying two Chapter members to participate in a television spot promoting CCM and the work of career counsellors
- Contributed individually to CCM events/activities in our own workplaces.

Conference Activities (Cannexus18) and CCPA 2018

- Hosted a social event, the Chapter Dinner, during Cannexus18. The Dinner has become a popular annual event, providing an opportunity for members and guests to socialize and network. Eighteen people attended this year's dinner at Milestones in Ottawa.
- Executive member Dawn Schell, collaborating with colleagues Kathy Offet-Gartner and Michael Huston, presented a concurrent Cannexus session entitled *Career & Mental Health: Closer Than You Think*. Although this was not a Chapter-sponsored session, the three participants were involved in the Chapter-led pre-conference session at the 2017 CCPA Conference in St. John's NL, *Career Counselling is a Mental Health Intervention*. The Cannexus session attracted over 100 attendees, underscoring the importance of this topic.
- Executive member Judith MacKinnon also co-presented at Cannexus; her session entitled *Resetting 'Old': Tapping into the 60+ Demographic* attracted great interest.
- The Chapter will host a Chapter table during CCPA 2018 in Winnipeg; as well, the AGM will take place at the conference.

Progress on 2017-18 Priorities

Canada Career Month participation: see above

Membership Survey

The goal of the membership survey was to gather information on member needs and wants for the purpose of future planning. Survey development was begun in 2016-17, and development

and testing continued through to the fall of 2017. CCPA National Office administered the survey for us via Survey Monkey, and it was launched in November 2017. The survey closed on February 1 2018 with 40 respondents. Emerging themes include career counsellor identity and advocacy; initial survey results will be presented at the AGM.

Issues Paper

The Issues Paper on career development and mental health is an item that has been on our priorities list for some time. This item was delayed due to other priorities, but the Executive agrees that this topic only continues to increase in relevance, and that the Issues Paper is perhaps more timely now than when the idea was conceived. The paper is now being drafted, and a review committee has been struck. Current timelines see the launch of the paper in time for Canada Career Month 2018. Thank you to Jessica Isenor for her continued work on this initiative.

Thank You's

This year we say good-bye to two members of the Executive, Jessica Isenor and Jo-Anne Willment. Each has served on the Executive for six years. Jessica has served as President-Elect, President and Past-President, while Jo-Anne has kept a close eye on the finances as Treasurer for the past four years. On behalf of the Executive and the Chapter, I would like to thank Jessica and Jo-Anne for their significant contributions.

More Thank You's

As I wrap up my term as President, I'd like to express my sincere thanks to the members of the Executive – Rebecca, Jessica, Jo-Anne, Dawn, Judy and Jen. Each member of the Executive plays a key role and the results are truly a team effort. I'd also like to thank CCPA National Office, and especially Andreea, Karina, Kim and Barbara for their continued support and collaboration.

Respectfully submitted,

Teresa Francis, M.Ed., CCC
President

Interim CC Treasurer's Report for 2017-2018

Prepared by

Dr. Jo-Anne H. Willment

Treasurer, Career Counselling Chapter

For the

Career Counselling Chapter

Canadian Counselling & Psychotherapy Association

April 1, 2018

Notes:

1. This Career Counselling Chapter Financial Report is based on the Career Counseling Chapter finances as of April 1, 2018. The final report for 2017-2018 will be available July, 15, 2018 when all expenses are in for the 2017-2018 year.
2. The official year-end for the CCPA is January 31, 2017 with all financial documents notated as pre or post January, 31, 2017. This means the Chapter's activities are different to the CCPA financial year. All financial documents received from CCPA are clearly dated and are critical to the success of this budget document.
3. This Treasurer uses the CC monthly statement, the RBC Statement and the CCPA financial documents to indicate actual payments and holdings. As such, charges such as the CCCD and the Practitioner's Grant are recorded when they clear the bank as this is the only way to ensure financial accountability and transparency.
4. CCPA deposits are wholly dependent on Chapter memberships. Gains/losses of members produces gains/losses of funding thereby resulting in gains/losses in Chapter programming.
5. This is an INTERIM report for 2017-2018 as it was completed April 1st for the CCPA -AGM in May, 2018. The year runs from July, 2017-June, 2018 so there are 3 months more that must be added to complete the CC Budget for full 2017-2018 year. From this a projected budget can be completed for 2018-2019.

CC-2017-2018 Treasurer's Report

	<u>Projected 2017-2018</u>	<u>Actual 2017-2018</u>
Carry-over Funds in CC Acct.		
Carry-over Funds 2017-2018	\$7,823.01 (July 5, 2017)	\$7,823.01 (July 5, 2017)
CCPA Deposits (Chapter fees – translation and other expenses)*		
Act.-CCPA Cheque#1 (Sept.2017)	\$1,500.00	\$1,548.36
Act. CCPA Cheque#2 (Feb28 2018)	\$1,500.00	\$1,304.96
Revenue (Ju,'17-Apr,'18)	\$10,823.01	10,676.33
Expenditures:		
CCCD Fees-2017	\$500.00 (2017)**	\$500.00 (2017)
CCCD Fees 2018	\$500.00 (2018)	\$500.00 (2018)
V. Peavey 2017	\$300.00	\$ 0.00
Practitioner Grant 2016-17	Yr. 2-\$750.00 (-1 st Install 2017)**	Yr. 2-\$750.00 (1 st Install July 31/2017)
Practitioner Grant 2016-2017	Yr.2-\$750.00 (2nd Install 2017)	Yr. 2-\$750.00 (2 nd install)
Practitioners Grant 2017-2018	Yr.3-\$750.00 (1 st Install 2018)	
Cannexus fee 2018	\$452.00	508.00
Cannexus Refreshments, 2018	\$300.00	\$278.68
CCPA-CC-AGM Conf. Refreshments, 2018	\$200.00	
CCPA-CC-AGM. AGM President's. Expenses (to 10%),2018	\$700.00	

Bank Fees,2017-2018	\$36.00	\$30.00
CC Membership Survey (2017-2018)	\$265.00	
Miscell. Expenses, 2017-2018	\$200.00	
Proj. Expenses, 2017-2018	\$5703.00	
Act. Expenses, 2017-2018 (to April 1)		\$3,316.68
<u>SUMMARY</u>	Projected 2017-18	Actual 2017-18
Total Assets (carry over + revenue)	\$10,823.01	\$10,676.33 (April 1, 2018)
Total Expenses	\$5703.00 (July 2018)	\$3,316.68 (April 1, 2018)
Balance	\$5120.01 (July 2018)	\$7,359.65 (April 1, 2018)

* CCPA deposits consist of income from Chapter fees minus expenses that CCPA pays on our behalf including Translation costs and conference calls. The table below shows expenditures to date.

CC Expenses Paid by CCPA July2017-June2018	\$520.00	
Act.CC Expenses Paid by CCPA July 2017-Feb2018 (conference calls)		\$106.77
CC-Translation Services (In Feb.'18 Statement)		\$106.40

** *Expenses accrued in fiscal year 2017 that cleared bank post year end:*

\$750.00 Practitioner Grant 2016-17, instalment 1

\$500.00 CCCD Fees,

\$1250.00

**CCPA Career Counsellors Chapter
March 2018 Social Media (Twitter/Facebook/LinkedIn) Report**

Prepared by Jen Davies

Yearly Summary

Twitter: https://twitter.com/ccpa_careerchpt

Facebook: <https://www.facebook.com/CCPACareerCounsellorsChapter/>

LinkedIn: <https://www.linkedin.com/groups/6775687>

	Tweets	Mentions	Tweet Views	Profile Visits	French	FB Likes	LinkedIn Members
2017 Report Totals	516	79	199.9K	2564	Min. 2 French tweets /week	210	81
Mar 2018	45	2	16.4K	142			
Feb 2018	31	1	21.7K	145			
Jan 2018	51	6	19.6K	225			
Dec 2017	35	3	19.2K	200			
Nov 2017	54	9	18.2K	201			
Oct 2017	39	5	14.1K	162			
Sept 2017	30	2	13.6K	141			
Aug 2017	43	4	17K	221			
July 2017	53	6	20.2K	226			
June 2017	31	1	14.6K	134			
May 2017	81	11	23.2K	353			
April 2017	43	6	16.2K	196			
2018 Report Totals	536	56	214K	2346		251	88

TWITTER FOLLOWERS AT PREVIOUS MEETING: **3450** (as of April 15, 2017)

TOTAL TWITTER CURRENT FOLLOWERS: **3622** (as of April 4, 2018)

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.” The last 2 years, 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.

LinkedIn ceased to be accessible through Hootsuite on June 30 and Jen has not yet figured out a solution to feed the posts there automatically. Working on it. A notice has been posted in the group about this issue.

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 2018 Social Media (BLOG) Summary

Submitted by Dawn Schell

Blog Posts from May 2017 – present: 10

Blog Posts total: 200

Highest # of views: February 2018 post by Jeanette Hung - 637 page views

Page views all time history: 152,765

Followers: 45

Audience comes from Canada, United States, France, Brazil (top 4 countries)

Traffic Sources: Google and Facebook are the highest

Research Sub-Committee Report

This year the Career Counsellors Chapter was pleased to award the second Career Practitioner Grant to Dr. Roberta Neault for her project entitled “Exploring Career Engagement within a Post-Secondary Environment.” Dr. Neault has already begun data collection for this project, and we look forward to hearing the results of this research! Mark Franklin’s project, “Narrative Career Counselling: One Session Outcome & Impact Study” has been ongoing and preliminary results will be shared with the chapter.

As this concludes the pilot period for the Practitioner Grant, the research sub-committee has discussed plans for moving forward with the Practitioner Grant. The sub-committee recommends that the Chapter continue to make a call for proposals for the Practitioner Grant on a bi-annual basis, as Chapter budget and executive capacity allows. It is also recommended that, as with the initial pilot period, the grant will be awarded on a competitive basis.

The research sub-committee has also been working with the results of the recent chapter membership survey, the results of which can be found in the body of the President’s report earlier in this document, and as presented at the Annual General Meeting.

It has been a pleasure working with the current executive in the role of President-Elect and learning from Teresa as I prepared to take on the President’s role. I look forward to continuing to be involved in the Chapter’s research initiatives as we continue to support practitioner-based research among our membership.

Respectfully submitted,

Rebecca Hudson Breen, PhD, CCC