

Membership Survey Results: CCPA Career Counsellors Chapter

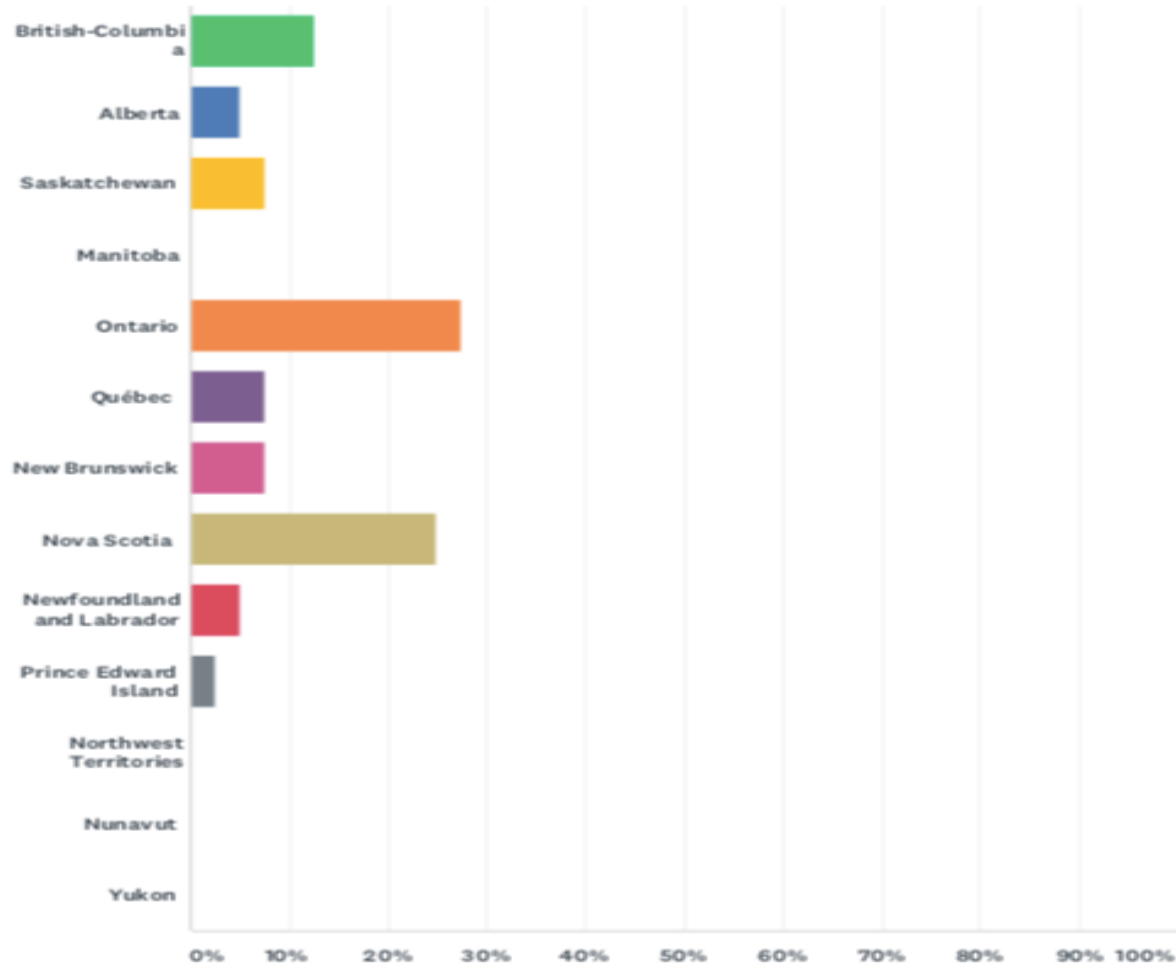
CCPA Annual Conference

Winnipeg, May 2018

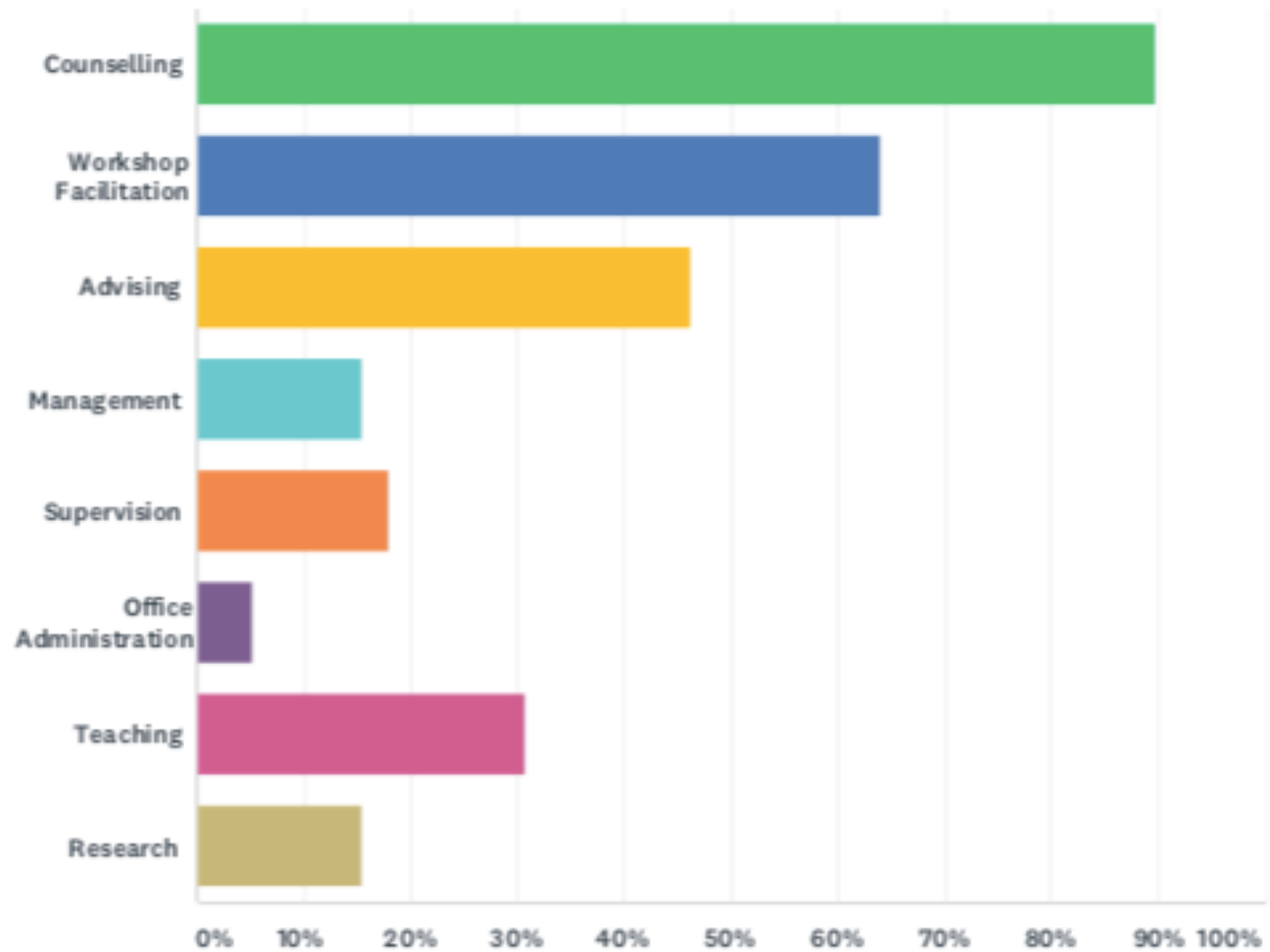
Background

- Goal of survey was to learn more about membership needs, to inform Chapter activities/plan/decision-making moving forward
- Survey open to all members of the Career Counsellors Chapter (approximately 225)
- Survey was open from mid-November 2017- February 1 2018
- 40 respondents (18%)
- Responses received from 9 provinces; no territories

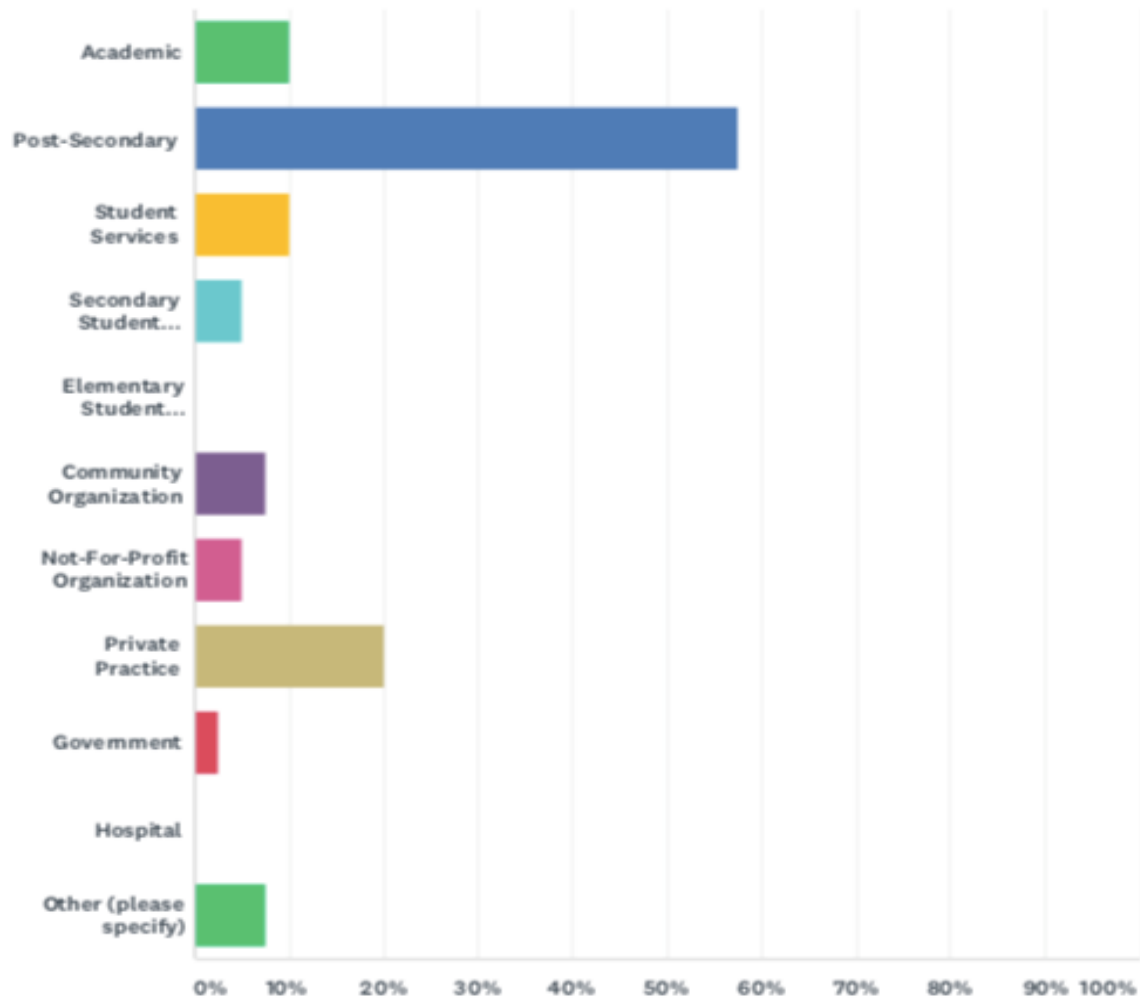
Province/territory



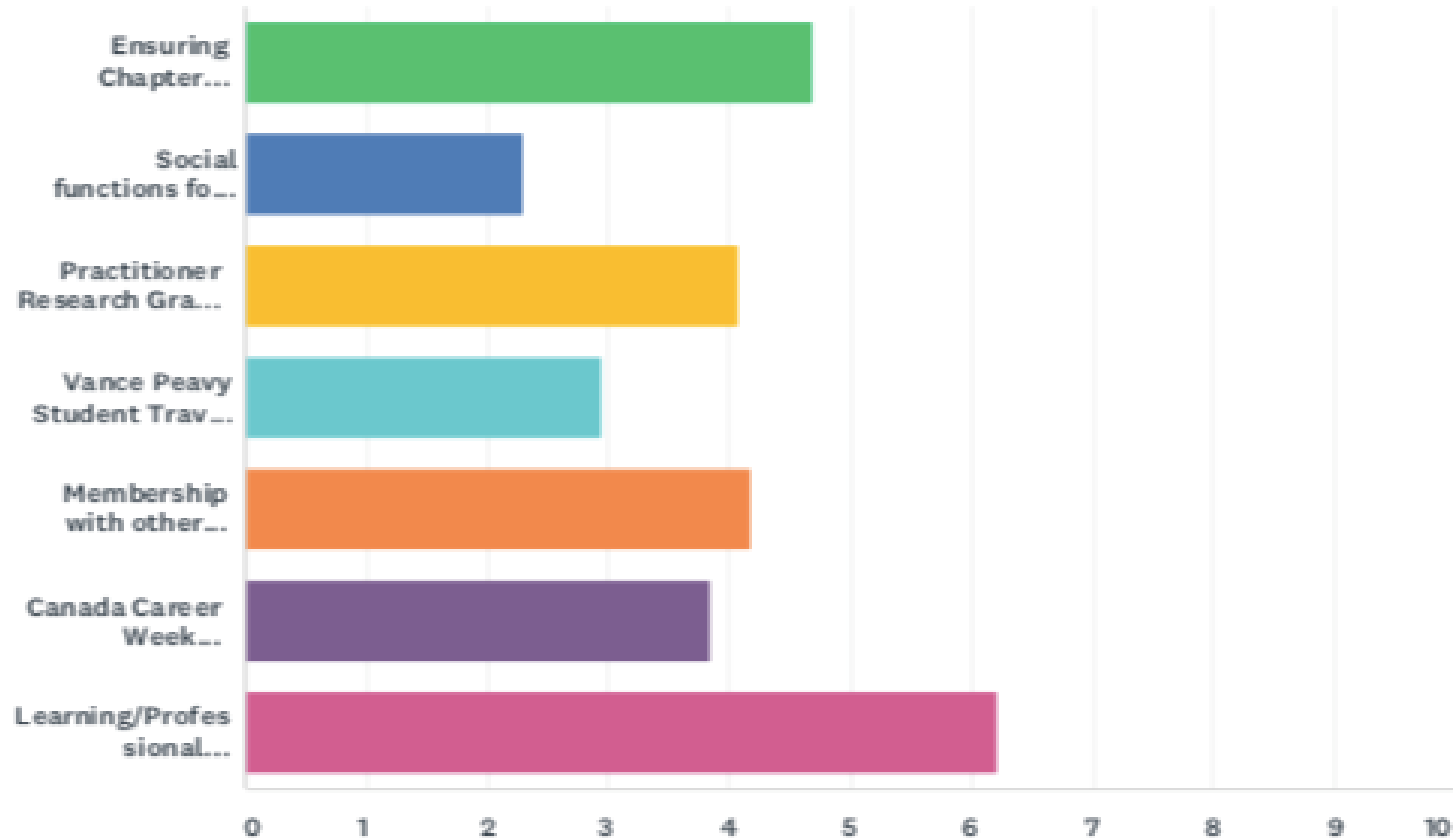
Primary Work Tasks



Sector of Work



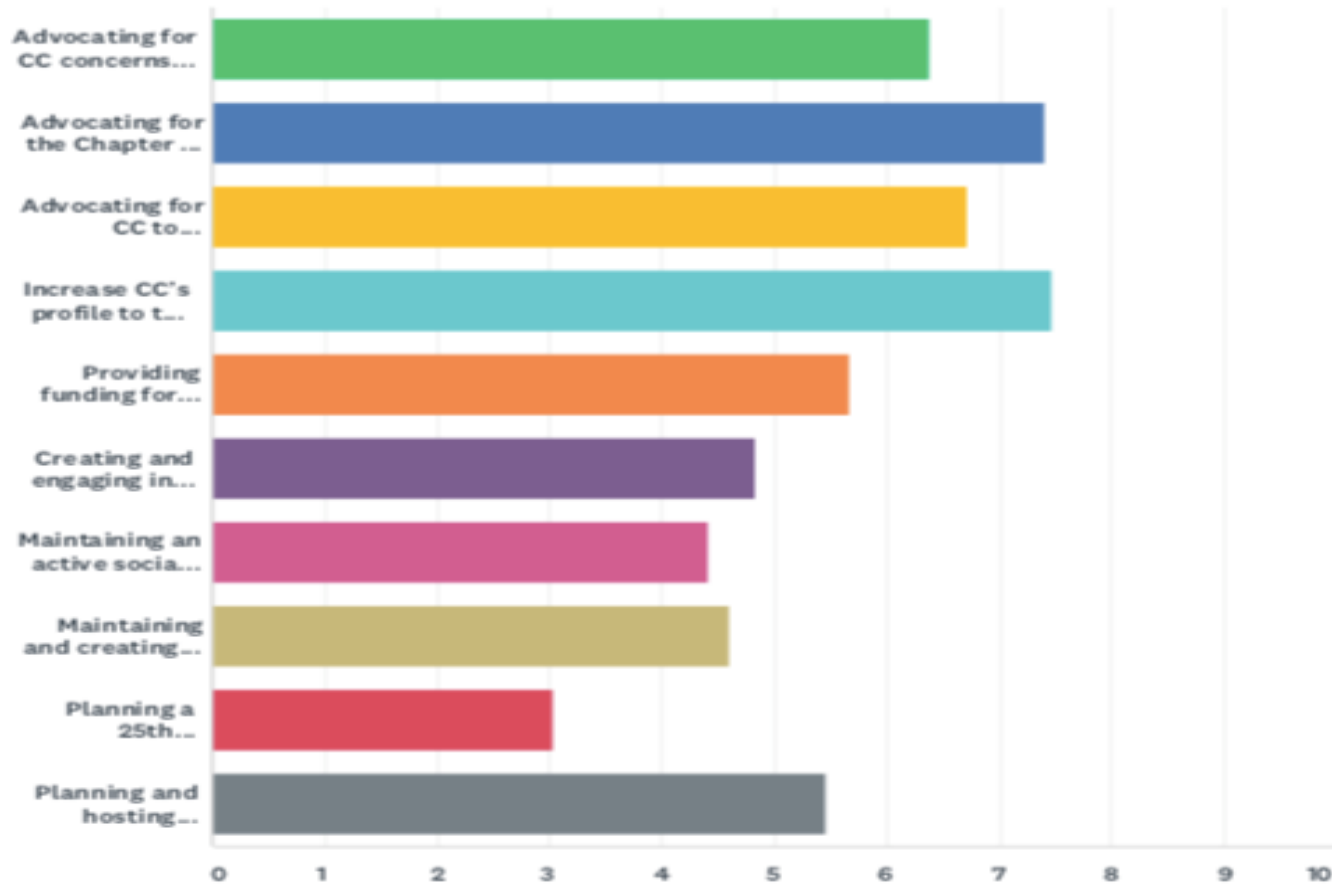
Chapter priorities – Finances



Top Priorities – Stewardship of financial resources:

- 1) Learning/Professional Development opportunities for members (e.g. webinars)
- 2) Ensuring Chapter representation at Cannexus
- 3) Membership with other organizations (3CD, NCDA)
- 4) Practitioner Research Grant
- 5) Canada Career Week

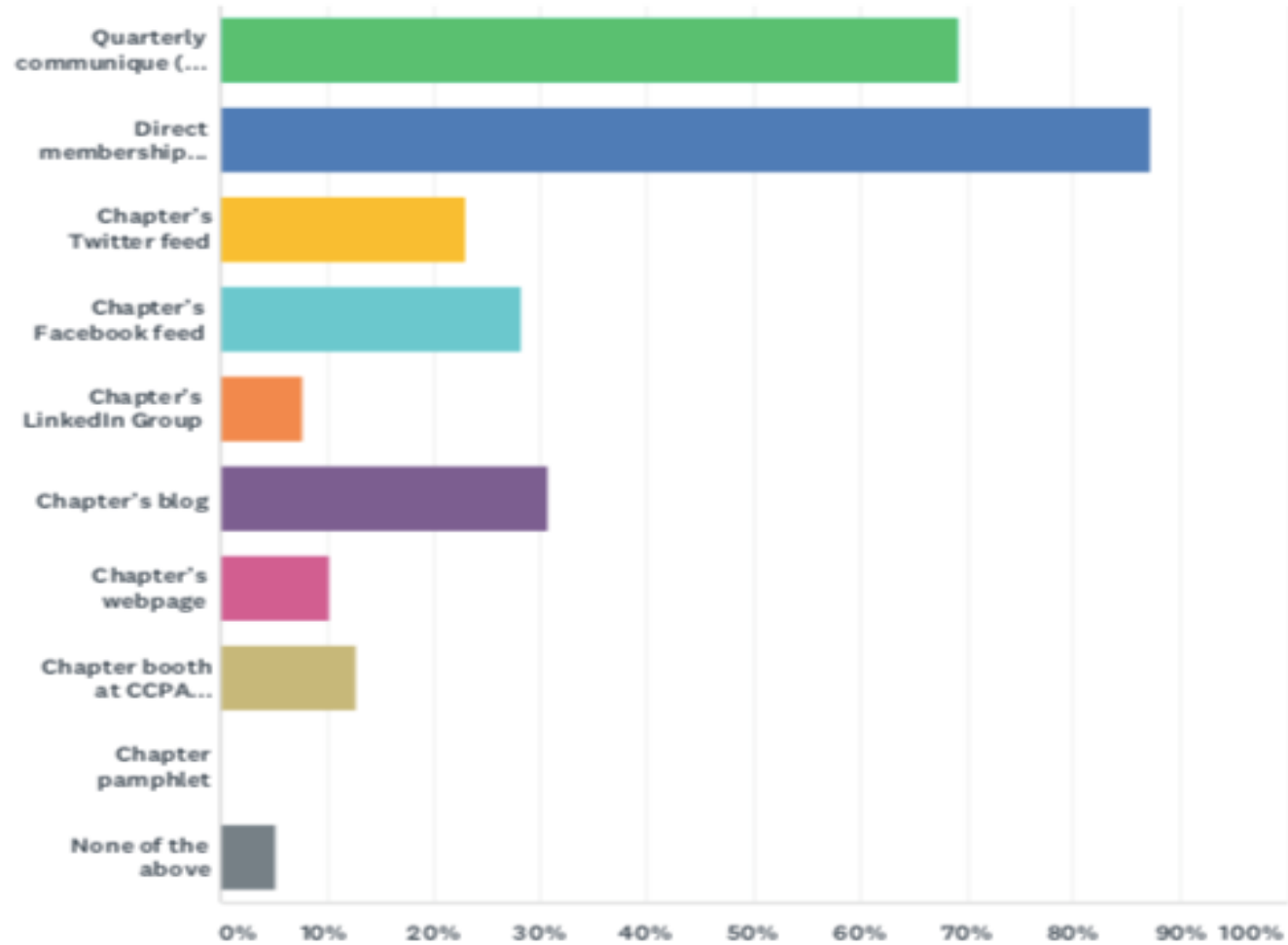
Chapter priorities - Activities



Top Priorities: Chapter Activities

- 1) Increase Career Counselling's profile to the general public
- 2) Advocating for Chapter/Career Counselling within the CCPA
- 3) Advocating for Career Counselling to government
- 4) Advocating for Career Counselling concerns within 3CD (Canadian Council for Career Development)
- 5) Providing funding for students and members to attend conferences and conduct research

Communication preferences



Positives Noted in the Field

Greater Recognition by Government and Public (9)	Career Counselling is Counselling (7)	The Importance of Credentials (6)	New Tools for a New Age (10)	Experiential Education & CDM (2)
<p><i>“Recognition that career “counselling”/planning/exploration needs to begin at a young age - elementary school ideally.”</i></p> <p><i>“Increased interest in the general public and increased research in the field.”</i></p>	<p><i>“Growing recognition of the value and extensive impact of career counselling on contributing to the development of each unique individual, as well as the broader community and society.”</i></p>	<p><i>“Work on increasing awareness of the importance of counsellor training for CCs.”</i></p> <p><i>“Attention paid to updating the specialization within the S&Gs”</i></p>	<p><i>“Discussion around impact of AI on future employment”</i></p> <p><i>“More tools and resources coming out to reflect the changes in the workforce and careers in general.”</i></p>	<p><i>“I think there's more emphasis being placed on the importance of experiential learning, whether that's through co-op or other means. I think that's great as more people are building experience and recognize how important that is for their career success.”</i></p>

Challenges Noted in the Field: Feeling Unvalued, Unrecognized, or Marginalized

As an Employed Career Counsellor (4)	Within Counselling Profession (8)	By the Public (4)
<p><i>“Universities lack of recognition and accessibility for career counselling services for all students”</i></p> <p><i>“Some organizations devaluing the importance of career counselling”</i></p> <p><i>“Less funding for Career counseling and budget cuts mean less time. I was 100% counselor at one point and now my role is only 20% counsellor”</i></p> <p><i>“Academia has less Career Counsellors, more Career advisers therefore, less counselling”</i></p>	<p><i>“The decline of university training/courses in career development”</i></p> <p><i>“Still not given the same importance as other types of counselling”</i></p> <p><i>“Worry that numbers of career counsellors are decreasing”</i></p> <p><i>“Marginalization within the broader profession of counselling”</i></p> <p><i>“The profile and importance of career counselling is not highlighted to the extent that it could/should be.”</i></p>	<p><i>“[Career counsellor’s] work still not being highly valued”</i></p> <p><i>“Public misunderstanding about career development, decision making and relationship to the changing world of work”</i></p> <p><i>“The profile and importance of career counselling is not highlighted to the extent that it could/should be.”</i></p> <p><i>“[...] I think a lot of people may not be aware of what career counselling is, or perhaps they seek the support of others (such as life coaches, advisors, and so on) [...]”</i></p>

Challenges Noted in the Field: Practitioner Skill Level

Professional Development Concerns (4)	Unskilled Practitioners (4)
<p><i>“Professionals including CC’s/counselors do not place enough emphasis on continuous learning or putting evidence into practice AND practice into evidence.”</i></p> <p><i>“Non-research-based initiatives.”</i></p> <p><i>“Training is far too expensive”</i></p> <p><i>“The decline of university training/courses in career development”</i></p>	<p><i>“Practitioners with no designation, license or professional associations”</i></p> <p><i>“That a lot of people are trying to be coaches and counsellors when they do not have the necessary theoretical and practical training, background, and supervision that is required to ethically be in the role.”</i></p> <p><i>“People doing work without rigorous training”</i></p> <p><i>“Still a misguided belief that no specialized training is required to do career counselling”</i></p>

Challenges Noted in the Field: Stakeholders do not understand profession

CDM is not Job Placement (5)	CC is underutilized (4)
<p><i>“In the media, too much focus on jobs, not enough on career development”</i></p> <p><i>“Public misunderstanding about career development, decision making and relationship to the changing world of work”</i></p> <p><i>“Government talks about it and puts some money behind it, but always in the context of "jobs" not career development”</i></p> <p><i>“The blurring of employment advising and career development; some people think it is the same issue.”</i></p>	<p><i>“Slow process in integrating more career counsellors across different fields/industries”</i></p> <p><i>“Disconnect between educational programs and careers that are facing extinction”</i></p> <p><i>“Lack of understanding what matters and is valued in the Career world.”</i></p> <p><i>“Too many people have yet to engage in strengthening their career development skills, services and resources, which then leads to missed opportunities. Various institutions, businesses, educational institutions and governments could better promote and invest in career development for the benefit of all.”</i></p>

Next Steps...

- Plan to mobilize survey results to address membership priorities
 - Advocacy for the profession at various levels (Public, Profession, Government, other organizations)
 - Continue current memberships/connections with other organizations (3CD, NCDA)
 - Chapter involvement at Cannexus (e.g. Cannexus Connections session)
 - Continuation of the Practitioner Research Grant & Vance Peavy Student Travel Bursary
 - Explore opportunities for sponsoring and creating professional development opportunities