

**CCPA Career Counsellors Chapter  
Annual General Meeting  
May 14, 2019, 16:30  
Moncton, NB**

**1. Welcome and Call to Order:** Rebecca Hudson Breen

Lauren Wallis to take Minutes for the meeting.

**2. Introductions.** List of those in attendance: Rebecca Hudson Breen, Lauren Wallis, Breanna Lawrence, Teresa Francis, Dawn Schell, Roberta Neault, Jeanette Hung, Michael Sorsdahl, Kathleen Johnson, Janice Graham-Migel, Nicola Sherwin Roller, Mark Franklin, Cyrielle Filias, Patricia Murray-Zelmer

**3. Motion to accept the agenda.** Rebecca Hudson Breen reviewed the agenda.

Moved: Breanna Lawrence

Seconded: Roberta Neault

Motion to accept the agenda passed.

**4. Approval of 2018 Minutes.** Minutes from the 2018 CCPA Career Counsellors Chapter were circulated and time was allowed for these to be reviewed. No errors or omissions noted.

Motion for approval of minutes.

Motion: Rebecca Hudson Breen

Seconded: Teresa Francis

Motion carried.

**5. President's Report 2019.**

Copies of the report were provided to members (see appended). Rebecca Hudson Breen reviewed highlights of her president's report with sub-committee reports included.

**Notable highlights:**

- Membership has been stable over the last year
- Chapter Task Force has been struck to act on ways we can connect with stakeholders to communicate to the public the value and scope of practice and services offered by career counsellors; this also responds to outcomes of membership survey, which showed that members don't feel that the public has enough knowledge of what we do
- Participated in the Chapters for Reconciliation initiative
- Participation in Canada Career month--social media, blog series, advocacy by individual executive members in workplace. Going forward Canada Career month will adopt a more consistent theme. The Chapter Issues paper, is planned for launch for Career Month in November 2019
- The Chapter executive was invited to comment on the new definition of Career Development Practitioner for the NOC; we prepared a memo to Economic and Skills Development Canada, highlighting qualifications and competencies as a unique skillset and advocating for understanding of Career Development and Career Counselling.
- No awards were given this year, no applicants for Vance Peavy award unfortunately; not a competition year for Practitioner-based Research Award. Promotion of those awards for the coming year to begin soon.

- Executive continues to work closely with CCCD—Board member role traditionally held by chapter president, Rebecca has taken on Teresa Francis’s place on the board
- Conference presentation at Cannexus19 was well attended

Motion to approve president’s report: Jeannette Hung  
Seconded: Mark Franklin  
All in favour—Motion carried.

### **Proposed Bylaw amendment**

Proposed By-law Amendment, for clarity:

6.9 The elected Executive shall serve without remuneration. However, an Executive member may be paid or reimbursed for reasonable expenses incurred in the performance of the duties of the position, as approved by the Executive. The Executive may approve up to a maximum of 10% of the Chapter asset and to a maximum of \$ 1000 to reimburse expenses for the President or delegate to attend the Annual CCPA conference and the Chapter AGM.

*Proposed addition: This amount will be calculated based on the balance of the Chapter account as of the first day of the month in which the Annual CCPA conference occurs.*

Motion to accept proposed amendment: Mark Franklin  
Seconded: Kathleen Johnson  
All in favour—Motion Carried

### **Confirming Executive**

Rebecca thanked Jen Davies for her work as Treasurer  
As the role of Treasurer needs to be filled mid-way through a term, the by-laws allow for the president to appoint a new Treasurer. Breanna Lawrence has agreed to step in to the role. All other members will remain in their roles for the final year of this term.

### **Presentation: Teresa Francis**

CCDF and CCCD have received funding for a revision of the Canadian Standards and Guidelines for Career Development Practitioners. This involves a review of the competencies involved in career development practitioners work. Roberta Neault is part of small, main team. Larger national steering (stakeholder) committee that Teresa is part of, on behalf of the CCPA. Roberta is also on the working group. In Communique, survey link was circulated to members to seek involvement in the process. Draft definition of Career Development Professional is posted for feedback. A list was circulated for those who would like further information

Roberta Neault: Note change of title from Practitioner to Professional--Practitioner continues to be misunderstood despite work over past ten years.

Mark Franklin noted warm reception to shift from Practitioner to Professional.

Roberta Neault: Also noted that the project has been funded not only to engage in revising the competencies but also moving toward national alignment on certification. Despite significant differences across the province. 1. Part of the funding is for consultations in every province and territory (mostly to professional associations). 2. Another portion of funding to focus on consultation with Indigenous communities

**Presentation: Roberta Neault**

Roberta presented the results of her study funded by the Chapter Practitioner-based Research Grant, looking at the application of the Career Engagement Model with post-secondary students. Thank you Roberta for the engaging and informative presentation!

Other discussion:

Mark Franklin announced upcoming Narrative Career Assessment Text to watch for, will include a Canadian Chapter!

Motion to Adjourn: Mark Franklin

Meeting adjourned~

**CCPA Career Counsellors Chapter  
President's Annual Report  
April 2019**

**Introduction:**

The Career Counsellors Chapter is engaged throughout the year in a range of activities. We engage through social media as well as communicating with our members via email and the Chapter newsletter, the Communique. We are actively involved in Canada Career Month and with the Canadian Council for Career Development, including the current project to update competency standards in career development. In the coming year we will offer both Chapter awards – the *Dr. R. Vance Peavey Travel Bursary* and the bi-annual *Career Counsellors Chapter Practitioner Grant for Practice-Based Research*. We also represent the Chapter at national conferences and in our relationship with CCPA. This past year we launched a Chapter Task Force to advocate for greater awareness of the profession of career counselling as a unique specialization and set of competencies, with important contributions to make in the ever-evolving world of work.

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

**Chapter Officers (additional responsibilities in parentheses):**

Rebecca Hudson Breen, President (Chair, Research Sub-Committee)

Dawn Schell, President-Elect

Teresa Francis, Past-President (Communique; Research Sub-Committees)

Jen Davies, Treasurer\*

Judith MacKinnon, Member-at-Large (Social Media – Twitter/Facebook/LinkedIn)

Connie Covey, Member-at-Large (Secretary)

Lauren Wallis, Member-at-Large (Social Media – Blog)

\*Jen Davies is stepping down from the Treasurer position to take on the Presidency of another Chapter. As per Bylaw 6.4 an interim Treasurer may be appointed. Breanna Lawrence has agreed to take on the role of Treasurer for 2019-2020.

**Membership:**

Membership numbers have remained fairly steady over the past year. Membership as of April 2019 is 219, compared to 221 as of April 2017. This is encouraging, as membership had shown a steady decline over the previous 12 twelve months (April 2017 membership was 258). We were not the only chapter to have experienced a membership decline, and we continue to reflect on ways to communicate the value of membership to our members. We are happy to see that membership numbers seem to be stabilizing, and remain committed to advocating for the profession of Career Counselling and in making membership in our Chapter meaningful and worthwhile.

**Meetings:**

The Executive met monthly via videoconference, beginning in June 2017, holding a total of 10 meetings, with an asynchronous summer update from the president and communication among executives on key items during July/August 2018.

### **Chapter Finances**

The finances of the Career Counsellors Chapter are stable, with expenditures in line with 2018-2019 projections. The report of the Treasurer, Jen Davies, is appended to this report, on page 5, with an appended budget document.

### **Priorities 2018-2019:**

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

- Mobilization of Membership Survey Results
- Participation in the Chapters for Reconciliation process, initiated by the Indigenous Circle Chapter
- Issues Paper – Career Counselling and Mental Health – completion of paper
- Participation and contribution to Canada Career Month

### **Communications and Member Outreach**

The Chapter uses a variety of channels to reach our members. In 2018-2019 we:

- Continued with our strong presence on social media via Twitter, LinkedIn and Facebook. The Chapter Twitter has a strong following, which continues to steadily increase.
- Maintained the Chapter blog, which continues to draw international readership. A March 2019 post by Chapter Executive member Dawn Schell garnering 103 page views.
- Produced and distributed to our membership three issues of our Chapter newsletter, the Communique.

Judith MacKinnon's (social media) and Lauren Wallis' (blog) reports are appended to this report (see pages 6-8).

### **Awards**

The annual **Dr. R. Vance Peavy Travel Bursary** was not awarded this year as no applications were received. Executive members contacted faculty in Counselling programs across the country to advertise the competition. We will continue to make efforts to encourage student work in Career Counselling through promotion of this award.

The **Career Counsellors Chapter Practitioner Grant for Practice-Based Research** was awarded to Dr. Roberta Neault for 2017-2018. Dr. Neault will be presenting the results of her project, entitled "Exploring Career Engagement within a Post-Secondary Environment," at this year's AGM.

### **Canadian Council for Career Development**

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

- Rebecca Hudson Breen took on Teresa Francis' seat on the Board of the 3CD Chapter as current President

- Teresa Francis has continued as a member of 3CD's Certification Working Group.
- Judith MacKinnon has continued to represent the Chapter on the 3CD Working Group regarding Outreach, Advocacy and Canada Career Month.
- Four members of the Executive attended the 3CD AGM following Cannexus.

### **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 "I know I can because"
- Contributed individually to CCM events/activities in our own workplaces.

### **Conference Activities--Cannexus19 and CCPA 2019**

- Chapter Executive members Rebecca Hudson Breen and Teresa Francis as well as President Emeritus Jessica Isenor presented on "Practitioner-based Research: How to get it done" at Cannexus19
- Teresa Francis and Rebecca Hudson Breen hosted a "Cannexus Connections" lunch event for new entrants to the profession.
- Hosted a social event, the Chapter Dinner, during Cannexus19. 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.
- Rebecca Hudson Breen and Breanna Lawrence will present a session at CCPA entitled Career Matters: Exploring Social Justice Practices in Career-Life Counselling Across the Lifespan
- The Chapter will host a Chapter table during CCPA 2019 in Moncton, where the Chapter AGM will also be held.

### **Progress on 2017-18 Priorities**

#### **Advocacy for the Profession**

Results of our Chapter membership survey clearly indicated ongoing concerns regarding the status of the profession, and the importance of advocacy. In November 2018, Chapter Member Jeanette Hung put forward a call to action in an article written for the Chapter blog. Subsequently, the Chapter has struck a Task Force to advocate for the role of Career Counselling within the professions of Counselling and Counselling Psychology and as a specialization within Career Development. Jeanette Hung has joined executive members Rebecca Hudson Breen and Teresa Francis on this special committee, formed in November, 2018.

The chapter was also invited to consult on a new occupational definition for the National Occupational Classification (NOC), "Career Development Practitioner." The executive worked closely together to draft a Memo regarding the specialization of Career Counselling, issues of qualification and

certification, and the distinct and overlapping aspects of Career Development practice and Career Counselling.

### **Chapters for Reconciliation**

Executive members engaged in the Chapters for Reconciliation Initiative through discussion among the executive, development of a statement on the importance of Reconciliation (see below), research, and goal setting. Rebecca Hudson Breen participated in two sharing circles led by the Indigenous Circle Chapter, on behalf of the Chapter Executive. The work of Reconciliation remains an important priority for the Chapter moving forward.

**“Reconciliation matters to our Chapter because...** Career Counsellors can play an important role in supporting equitable access to education, training and employment opportunities for Indigenous people, and to collaborate in efforts to integrate traditional Indigenous knowledge into career development programming for individuals across the lifespan. We recognize the importance of career counsellor education regarding the history of colonization and Residential Schooling in Canada. We also recognize the role of the Chapter in highlighting Indigenous research in career development, and Indigenous career-life success.”

### **Issues Paper**

The Issues Paper on career development and mental health is an item that has been on our priorities list for some time, and which remains a priority. While progress on the Issues Paper has been delayed due to other initiatives, we are working on a draft of the paper, which is a collaborative effort of the Executive committee and several Chapter members. The paper will be shared with the membership in both French and English, later this year.

**Canada Career Month participation:** see above

### **Thank You**

This year we say good-bye to Jen Davies, who is stepping down from her role as Treasurer after several years with the Executive, including previously acting as Member-at-Large in charge of Social Media, as well as involvement in the 3CD Canada Career Month committee. Thank you Jen for your passion and dedication to Career Counselling and our Chapter!

Respectfully submitted,

Rebecca Hudson Breen, PhD, CCC, RPsych  
President, Career Counsellors Chapter

**Career Counsellors Chapter Treasurer's Report  
April 8, 2019**

Please see the attached proposed budget for 2019-2020.

As of 2018, we have moved to accrual accounting from a cash accounting strategy, therefore you will notice a different kind of financial reporting strategy. Please speak with me, or another member of the executive, if you would like more information about anything, as all our decisions are approved in meeting minutes and we seek complete transparency.

**Actual Income in 2018-2019**

Approximately \$2,920 in membership fees. No other income.

**Actual Expenditures for 2018-2019 Budget Year\***

CCCD Membership Fee: \$500.00

Vance Peavey Award: \$300.00 (projected)

Cannexus Social: \$185.39

Cannexus Exec Sponsorship: unclaimed (execs had sponsorship elsewhere)

AGM Refreshments: \$225.00 (projected)

Bank Fees: \$55.00 (projected)

\*As known so far. We receive statements from head office twice/year.

We have been fortunate this year that members of the executive have access to conference calling and skill in French, so anticipated costs for translation will be minimal.

Respectfully submitted on this date,  
Jen Davies, MA, CCC  
CCPA Career Chapter Treasurer

**CCPA Career Counsellors Chapter  
 April 2019 Social Media (Twitter/Facebook/LinkedIn) Report  
 Submitted by Judith MacKinnon with a thank you to Jenn Davies for use of previous notes.**

**Yearly Summary**

**Twitter:** [https://twitter.com/ccpa\\_careerchpt](https://twitter.com/ccpa_careerchpt)

**Facebook:** <https://www.facebook.com/CCPACareerCounsellorsChapter/> (N/A)

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

	Tweets	Mentions	Tweet Views	Profile Visits	French	FB Likes	LinkedIn Members
Jan-April, 2019 (cumulative)	86	n/a			3 French tweets /month	282	91
Aug-Dec. 2018 (cumulative)	90	n/a			3 French tweets / month		
Mar 2018	45	2	16.4K	142			
Feb 2018	31	1	21.7K	145			
Jan 2018	51	6	19.6K	225			
<b>2018 Report Totals</b>	536	56	214K	2346		251	88
<b>2019 Report Totals</b>	<b>176</b>					<b>282</b>	<b>91</b>

**Total Twitter Followers, previous year's AGM: 3622 (as of April 4, 2018)**

**Total Current Twitter Followers: 3683 (as of April 7, 2019)**

## **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.

**This year, 2018-2019**, included links to free professional webinars, professional development opportunities (including conferences) and resources that might be of interest. In addition to career development topics, resources that focused on social justice, diversity and inclusion, and so forth, have been included. On average, 5 posts are sent weekly.

In the past, **Facebook** largely features content that is automatically posted from the Twitter account. However, Facebook changes that occurred in August, 2018 have not allowed automatic streaming. Issues have occurred with adding a new administrator despite major efforts on our part, so we are attempting to resolve this with a creative work-around.

The LinkedIn Group followership has been increased by feeding posts from Twitter into the group. However, LinkedIn ceased to be accessible through Hootsuite on June 30 , 2018 and posts must be fed manually. 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 information is posted that is already translated. Please send to the social media executive member if you have something to contribute. Additionally, resources that address Reconciliation with Indigenous communities would be appreciated.

## **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. However, **Facebook** has been inaccessible. A suggestion is to create a new Facebook page, if the issue cannot be resolved.

**May 2019 Blog Summary  
Submitted by Lauren Wallis**

**Blog Posts from May 2018 - present: 13**

**Blog Posts total: 215**

**Highest # of views: March 2019 post by Dawn Schell - 103**

**Page views all time history: 161, 301**

**Followers: 45**

**Audience comes from (top 4): United States, Canada, India, Zambia**

**Traffic Sources: Google and Personal Blogs are highest sources**