**CCPA Career Counsellors Chapter**

**Annual General Meeting**

**May 11, 2020 4:00 p.m. to 5:15 p.m.**

**Online Via Zoom**

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

Connie Covey to take Minutes for the meeting.

2. **Motion to accept the agenda:** Rebecca Hudson Breen reviewed the agenda.

Motion to approve agenda.

Moved: Jessica Isenor

Seconded: Breanna Lawrence

Motion to accept the agenda carried.

3. **Introductions:** List of those in attendance:

Breanna Lawrence, Connie Covey, David Glickman, Dawn Schell, Homa Ansari, Janice Graham-Migel, Jen Davies, Jessica Isenor, Judith MacKinnon, Juliana Wiens, Karen Barclay-Matheson, Kim Landine, Lauren Wallis, Muneerah Ramji, Nicola Sherwin-Roller, Rebecca Hudson Breen, Teresa Francis

4. **Motion to approve 2019 AGM Minutes:** Minutes from the 2019 CCPA Career Counsellors Chapter were circulated and time was allowed for these to be reviewed. Editorial comment noted.

Motion for approval of minutes.

Motion: Jeanette Hung

Seconded: Judith MacKinnon

Motion to approve 2019 AGM Minutes carried.

5. **President’s Report/ Chapter Report 2020:**

· Stable membership, April 2020 membership is 215 (April 2019 membership was 219)

· Issues Paper on the topic of Career Counselling and Mental Health has been completed

o NOTE: Advocacy for the profession, of great importance at this time as we recover from the pandemic including advocacy work for immigrants, women and young adult workers

· Participation and contribution to Canada Career Month

· Hosted chapter dinner at Cannexus20

· Practitioner Grant awarded Michel Turcotte for a study related to online career counselling

· Vance Peavy Scholarship, not awarded this year

· Rebecca will continue on 3CD board until Jan 2021

· Judith represents chapter on 3CD working group regarding outreach, advocacy and Canada Career Month

· Three members of the Executive attended the 3CD AGM following Cannexus

· Communication & Member outreach

o Strong social media presence via Twitter, LinkedIn and Facebook. Twitter has over 3700 followers with just under 300 Tweets and 86,814 impressions over the past 11 months

o Maintained chapter blog which continues to draw international readership. The May 2019 post by Lauren Wallis entitled "Intentional Conference Attending" garnered 278 page views

· Over the past year, produced and distributed three editions our membership chapter newsletter--The communiqué

· Thank you to Teresa Francis for her commitment to the Career Counsellor's Chapter Executive over the past eight years

Motion to approve president’s report:

Motion: Dawn Schell

Seconded: Janice Graham-Migel

Motion to approve president's report carried.

**6. Treasurer's Report**

**Actual Income in 2019-2020**

$2850 in membership fees. No other income.

**Actual Expenditures for 2019-2020 Budget Year\***

CCCD Membership Fee: $500.00

Practitioner Grant: $750.00

President expenses, 2019 Conference: $721.00

Cannexus President Elect Registration Sponsorship: $480.25

2019 AGM Refreshments: $ 196.74

Cannexus20 Social: $155.27

Bank Fees: $55.00

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

Motion to approve treasurer’s report:

Motion: Karen Barclay-Matheson

Seconded: Jenn Davies

Motion to approve treasurer's report carried.

**7. Confirmation of Executive for 2019 -2020**

Dawn Schell, President

President-elect (vacant)

Rebecca Hudson Breen, Past-President

Breanna Lawrence, Treasurer

Judith MacKinnon, Member-at-Large

Connie Covey, Member-at-Large

Lauren Wallis, Member-at-Large

**Discussion / Questions**

Conducted 24 CBC radio interviews, Canada-wide May 11, 2020 (A link to the interview will be shared)

Special thank you Rebecca Hudson Breen for her work in the role of president for the Career Counsellor's Chapter.

Motion to Adjourn: Teresa Francis

Meeting adjourned

**CCPA Career Counsellors Chapter**

**President’s Annual Report**

**April 2020**

**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-Committee)

Breanna Lawrence, 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)

**Membership:**

Membership numbers have remained fairly steady over the past year, although slightly below last year. Membership as of April 2020 is 215, compared to 219 members in April of 2019.Membership has continued to be fairly steady for the past two years, although membership is still below the April 2017 membership numbers of 258. 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 over the past year, holding a total of 10 meetings.

**Chapter Finances**

The finances of the Career Counsellors Chapter are stable, with expenditures in line with 2019-2020 projections. Balance as of April 2020 was $7982.30. The report of the Treasurer, Breanna Lawrence, is appended to this report, on page 5, along with the Chapter budget document.

**Priorities 2019-2020:**

In addition to ongoing activities, the Executive established the following priorities for 2019-2020:

* Issues Paper – Career Counselling and Mental Health – completion of paper
* Participation and contribution to Canada Career Month
* Practitioner Grant and Vance Peavy Scholarship award competitions

**Communications and Member Outreach**

The Chapter uses a variety of channels to reach our members. In 2019-2020 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 May 2019 post by Lauren Wallis - “Intentional Conference Attending” garnered 278 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 5-6).

**Awards**

The annual **Dr. R. Vance Peavy Travel Bursary** was not awarded this year. 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, and additional promotional materials will be developed in time for the 2020 award deadline.

The **Career Counsellors Chapter Practitioner Grant for Practice-Based Research** was awarded to Michel Turcotte for his project “Une analyse du transfert et de la production de savoirs professionnels dans les pratiques d'accompagnement à distance en orientation/ An analysis of the transfer and production of professional knowledge in remote guidance guidance practices”

**Canadian Council for Career Development**

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

* Rebecca Hudson Breen continues to hold a seat on the Board of the 3CD Chapter until January 2021, when Dawn Schell will be nominated as current president.
* Judith MacKinnon has continued to 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.

**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
* Contributed individually to CCM events/activities in our own workplaces.

**Conference Activities--Cannexus20**

* Hosted a social event, the Chapter Dinner, during Cannexus20. The Dinner has become a popular annual event, providing an opportunity for members and guests to socialize and network. Fifteen people attended this year’s dinner at Milestones in Ottawa.
* A virtual AGM is being held due to the cancellation of the 2020 CCPA Annual Conference.

**Progress on 2019-20 Priorities**

**Issue Paper**

The Issue Paper on career development and mental health was published at the end of Canada Career Month and has been shared with our members and the broader public. A blog post detailing the collaborative process of completing the Issue paper was published on the Chapter blog. This collaborative project was part of our aims to advocate for the profession and highlight the links between work, career-life and mental health.

**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. Our Chapter Task Force continues to work with CCPA leadership regarding how we can most effectively collaborate with CCDF and CCCD around the ongoing project to update career development practitioner competencies, and how counsellors support career development across the lifespan.

**Canada Career Month participation:** see above

**Thank You!!**

This year we say good-bye to Teresa Francis, who, after **8 years** of service on the Career Counsellor’s Chapter Executive, is completing her term as Past President. Teresa contributed in many ways throughout her years on the executive, including through the development and administration of the Member Survey, which has informed our priorities over the past several years. Teresa will be greatly missed on the executive and we thank you Teresa for your remarkable contribution to our Chapter and the profession!

Respectfully submitted,

Rebecca Hudson Breen, PhD, CCC, RPsych

President, Career Counsellors Chapter

**Career Counsellors Chapter Treasurer’s Report**

Please see the attached proposed budget for 2020-2021.

**Actual Income in 2019-2020**

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**Actual Expenditures for 2019-2020 Budget Year\***

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

We have forwarded a request to RBC for online banking, to eliminate our statement fees. Our chapter executive currently has access to videoconferencing, which reduces our meeting costs.

Respectfully submitted on this date,

Breanna Lawrence, PhD, CCC

CCPA Career Chapter Treasurer

**CCPA Career Counsellors Chapter**

**CCPA Career Counsellors Chapter**

**April 10, 2020 Social Media (Twitter/Facebook/LinkedIn) Brief Report**

Prepared by Judith MacKinnon

**Twitter Updates**

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

**Total Followers: 3,720**

**Followers since previous report**(3683, 05/2019)**+37**

**Comments:**Tweets are usually set up 3-5 days in advance, spontaneous additions also sent out based on interesting news/publications as they come out.

Tweets are automatically forwarded to Facebook via Twitter (and Twitter is ‘fed’ via Hootsuite). However, Hootsuite s not linking properly to Facebook, despite our best efforts to resolve this, since June 2018).

Postings include professional updates regarding research, training, conferences, all regarding career development and social justice. (e.g.; Indigenous ways of knowing, diversity and disability issues, and so forth). I also attempt to post in French, when the information is readily available, although this area could be improved upon.

**Monthly Data:**

|  |  |  |
| --- | --- | --- |
| **Month** | **Number of Tweets** | **Number of Impressions** |
| March, 2020 | 23 | 6,755 |
| February, 2020 | 18 | 5, 713 |
| January, 2020 | 21 | 6,029 |
| December, 2019 | 6 | 4,822 |
| November, 2019 | 31 | 10.4 K |
| October, 2019 | 23 | 5,823 |
| September, 2019 | 27 | 6,174 |
| August, 2019 | 19 | 4,929 |
| July, 2019 | 32 | 9,269 |
| June, 2019 | 33 | 10.7 K |
| May, 2019 | 45 | 16.2 K |
| **11 Month Total:** | **278** | **86,814** |

**Facebook Page Update**

[**https://www.facebook.com/CCPACareerCounsellorsChapter/**](https://www.facebook.com/CCPACareerCounsellorsChapter/)

**Total Followers: 325 (297 in 05/2018) Follower Increase: + 28**

**Total Likes: 308 (282 in 05/2018) Likes Increase: +26**

 Facebook ceased to be accessible June ,2018.

**LinkedIn Group Update**

[**https://www.linkedin.com/groups/6775687**](https://www.linkedin.com/groups/6775687)

**Total Members: 100 (91 in 05/ 2019)**

**New Members Increase: 9**

LinkedIn ceased to be accessible through Hootsuite on June 2018.

**April 2020 Blog Summary Submitted by Lauren Wallis \**

**Blog posts from May 2019 - Present:** 10

**Blog posts total:** 225

**Highest # of views:** May 2019 post by Lauren Wallis - “Intentional Conference Attending” **278**

**Page views all time history:** 170 457

**Followers:** 45

**Audience comes from (top 4):** United States, Canada, Russia, France

**Traffic sources:** Google search and Career counselling blog