CCPA Career Counsellors Chapter

Annual General Meeting June 23, 2022 @ 10:00 AM Pacific

Via zoom

<https://us02web.zoom.us/j/87032686894?pwd=TmpKWDMxUmd6YU1naGx5R0VBTHZiQT09>

Present: Dawn Schell, Judith MacKinnon, Rebecca Hudson-Breen, Priscilla Jabouin, Tanya Bilsbury, Michel Turcotte, Jen Davies, Christine Frigault

**AGENDA**

**Welcome and Land Acknowledgement -** Dawn Schell

**Introductions**

**Motion to accept the Agenda**

*Motion to accept agenda:*

*Motion: Dawn Schell*

*Seconded: Jen Davies*

*Motion to approve agenda carried*

**Motion to approve the minutes from the 2021 Annual General Meeting** - <https://docs.google.com/document/d/1878Z5XNkBaZoEhDqfnNYEEBMVx3Jt2armMWF63TvbXM/edit?usp=sharing>

*Motion to approve 2021 minutes :*

*Motion: Priscilla Jabouin*

*Seconded: Jen Davies*

*Motion to approve 2021 minutes carried*

**Special guest - Michel Turcotte**

*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”*

**President’s Report/ Chapter Report 2021 - 2022 -** attached to this agenda

Dawn expressed thanks to Priscilla for the Fireside Chat coordination and to Judith MacKinnon for her work on social media.

Dawn highlighted the Chapter Support Fund Grant. We have hired the researcher/writer team and the project will be lead by Dawn and Rebecca.

*Motion to approve president’s report:*

*Motion: Dawn Schell*

*Seconded: Jen Davies*

*Motion to approve president's report carried*

**Treasurer's Report -** attached to this agenda

Dawn presented the report as Connie Covey, Treasurer had completed her term in April 2022.

*Motion to approve treasurer’s report:*

*Motion: Dawn Schell*

*Seconded: Priscilla Jabouin*

*Motion to approve treasurer’s report carried*

**Social Media Report -** attached to this agenda

Judith presented highlights from her social media report. The number of followers has stayed strong and profile visits are up 500%. Most popular posts were Canada Career Month, Cannexus, CCPA conference and Fireside Chats.

NOTE: Canada Career Month theme for this year is “Amplify”

*Motion to approve social media report:*

*Motion: Judith MacKinnon*

*Seconded: Priscilla Jabouin*

*Motion to approve social media report carried*

**Confirmation of the Executive for 2022 - 2023**

President - Priscilla Jabouin

President-elect - Tanya Bilsbury

Past President - Dawn Schell

Treasurer - Jen Davies

Members at Large

Judith MacKinnon

Christine Frigault

One position vacant

*Motion to confirm Executive for 2022 - 2023:*

*Motion: Priscilla Jabouin*

*Seconded: Rebecca Hudson-Breen*

*Motion to confirm the executive carried*

**Gratitudes:**

*Our deep gratitude to Rebecca Hudson-Breen for her years of service on this executive and to Connie Covey for her years of service as a member-at-large and as Treasurer this past year and to Tammy Donovan for her service as a member-at-large, blog post writer and minute taker. We wish all of you the very best.*

**Discussion / Questions**

**Next meeting of the Executive will be Monday, August 8th @ 11:00 AM**

CCPA Career Counsellors Chapter

President’s Annual Report

May 2022

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 host “fireside chats” on topics of interest to members which also come with Continuing Education Credits as appropriate.

· We are actively involved in Canada Career Month and with the Canadian Council for Career Development.

· In the coming year we will offer 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.

Current roster of Chapter Executive (additional responsibilities in parentheses):

Dawn Schell, President

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

Priscilla Jabouin, President-Elect (Fireside Chat Coordination)

Connie Covey, Treasurer

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

Tammy Donovan, Member-at-Large

Tanya Bilsbury, Member-at-Large

Membership:

Membership numbers have been fairly consistent over this past year. As of May 2022, we have 241 members.

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.

Balance as of April 2022 was $12,101.66

Connie Covey will be stepping down as Treasurer and we will be changing signatories as necessary.

Priorities 2021 - 2022:

In addition to ongoing activities, the Executive established the following priorities for 2021 - 2022

· Submitted a successful application for a Chapter Support Fund Grant for the purposes of *the development of guidelines which will provide practical recommendations on how to integrate career and work into general counselling practice* similar to guidelines developed for the APA. Work on this project will begin this month and will be completed by January 2023

· Continued communication and outreach to members

· ‘Fireside chats’ to engage members and potentially attract new members

· Participation and contribution to the Canadian Council for Career Development Board visioning process and ongoing board involvement

· Participation and contribution to Canada Career Month

· Advocacy for the profession

· Promote the Vance Peavey Travel Grant and Practitioner Research Grant

Communications and Member Outreach

The Chapter uses a variety of channels to reach our members. In 2021-2022 we:

· Continued with our strong presence on social media via Twitter and LinkedIn. The Chapter Twitter has a strong following.

· Produced and distributed to our membership two issues of our Chapter newsletter, the Communique.

Judith MacKinnon’s (social media) report is attached to the agenda.

Fireside Chats

· We have hosted fireside chats this year for career counsellors from coast to coast

o September 2021 – General Resource Sharing and networking

o November 2021 - Dr. Ada Sinacore – Analyzing and Understanding Social Justice and Diversity in the Workplace

o February 2022 - Laurie Stickel – Assessments & Career Counselling

o March 2022 - Jessica Campain – The Art of Stuck: Reframing the Stuck Story

o April 2022 - Mona Abow – Personal Branding

o May 2022 0 Dr. Hoda Kilani – Supporting Young Adults to Engage in their careers

· We have generated a number of topics for future fireside chats, are planning to host them on a semi-monthly or quarterly basis and will be applying for CEU credits for each session.

Canadian Council for Career Development

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

· Dawn Schell has actively participated in the 3CD meetings as a member of the Board.

· Judith MacKinnon has continued to represent the Chapter on the Canada Career Month initiatives.

Canada Career Month

· Promoted Canada Career Month via our social media channels

· Continued to promote specific CCM activities and events throughout November

· Hosted a fireside chat

· Contributed individually to CCM events/activities in our own workplaces

Advocacy for the Profession

Our Chapter 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.

Awards

The annual Dr. R. Vance Peavy Travel Bursary was not awarded this year.

*We will continue to make efforts to encourage student work in Career Counselling through promotion of this award.*

Additional activities of the Chapter 2021 – 2022

· Co-presentation with CDDF on Competencies at NBCDA Annual Conference in November 2021

· Co-presentation with CCPA - networking session at Cannexus with CCPA President Kathy Offet-Gartner in January 2022

· Created a private group on LinkedIn for interested career counsellors re: supervision, good practices and resource sharing

We wish to express deep appreciation to the following outgoing executive members:

Rebecca Hudson-Breen

Connie Covey

Respectfully submitted,

Dawn Schell, MA, CCC, CCDP

President, Career Counsellors Chapter

**Career Counsellor Chapter April 2022 Annual General Meeting Treasurer’s Report**

Bank Account

Opening Balance – May 5, 2021 (reported to 2021 AGM) $9,843.55

Closing Balance – April 3, 2022 $12,101.66

Comments

All monthly statements are issued around the 5th of each month. The chapter uses a paper-based chequing system in which two executive members out of three are required to sign each cheque creating a lag time between the time a cheque is written, cashed and recorded on the monthly bank statement. This continues to be necessary as it produces a record of accountability that is transparent to all.

Income

Twice a year, the Chapter receives direct deposits from head office. These are from Career Counsellor Chapter membership payments, charge-back for monthly teleconference calls, awards, webinar royalties and translation fund.

October 2021 Deposit $ 1,830

 March 2022 Deposit $ 1,432

 Total Chapter income $ 3,262

Expenses (to April 2022)

 Ada Sinacore, Fireside Chat Speaker $250

 Canadian Council for Career Development $500

 Dawn Schell Postage $23.84

 Laurie Stickels, Fireside Chat Speaker $250

 Jessica Campain , Fireside Chat Speaker $250

Total Chapter Expenses $ 1,273.84

Respectfully submitted,

Connie Covey Treasurer, Career Counsellors Chapter

**CCPA Career Counsellors Chapter**

**May 18, 2022 Social Media (Twitter/Facebook/LinkedIn) Brief Report**

Prepared by Judith E. MacKinnon

**Twitter Updates**

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

Analytics from: https://analytics.twitter.com/user/CCPA\_CareerChpt/home

**Total Followers: 2022: 3,685**

**Total Followers 2021: 3175 (-30)**

**Comments:** Tweets are usually organized 3-5 days in advance, spontaneous additions also sent out based on interesting news/publications as they occur. The average number of posts is 3 per week.

· **Top 2021-2022 Tweet: November’s Canada Career Month, 2021** with 1488 impressions.

“Happy Canada Career Month to everyone in the career field! It's "our time to shine!" http://www.careermonth.ca.

**Observations:**

· Twitter impressions have decreased from 2021 by -11, 417.

· The number of followers has remained consistent over 4 year period but has decreased by -30 from 2021.

· Profile visits have increased substantially-an increase of +2165, or approximately

 5 x 2021 visits. Top topics which coincided with profile visits included Canada Career Month, Cannexus, CCPA Career Chapter Fireside chats and national celebrations such as the Paralympics Winter games.

· Additional tweets that have proven popular involved professional development webinars and resources, and the upcoming CCPA conference and AGM meeting. Followers have also appreciated motivational quotes.

· **Comparison 2021-2022**

| **Total** | · **2021** | · **2022** |  **Change** |
| --- | --- | --- | --- |
| Tweets | · 153 | · 140 |  -15 |
| Profile Visits | · 521 | · 2,686 |  +2165 (5 x) |
| Impressions | · 29,118 | · 17,701 |  -11,417 |
| Followers | · 3,715 | · 3,685 |  -30 |

**Followers Comparison 2019-2022**

| **Followers** | **2022** | **2021** | **2020** | **2019** |
| --- | --- | --- | --- | --- |
|   | 3,685 | 3,175 | 3,720 | 3,683 |

**Twitter Analytics: 2021-2022 Monthly Data as of May 18, 2022.**

| **Month** | **Number of Tweets** | **Profile Visits** | **Number of Impressions** |
| --- | --- | --- | --- |
| May, 2022 | 5 | 6 | 393 |
| April , 2022 | 8 | 294 | 902 |
| March, 2022 | 17 | 629 | 1,963 |
| February, 2022 | 14 | 483 | 1,213 |
| January, 2022 | 12 | 213 | 903 |
| December, 2021 | 12 | 202 | 1,281 |
| November, 2021 | 20 | 210 | 3,659 |
| October, 2021 | 9 | 106 | 1,184 |
| September, 2021 | 16 | 232 | 1,682 |
| August, 2021 | 5 | 10 | 1,068 |
| July, 2021 | 9 | 242 | 1,295 |
| June, 2021 | 13 | 59 | 2,158 |
| **12 month total:**  | **140** | **2,686** | **17,701** |
|  |  |  |  |

**Facebook Page Update**

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

**Total Followers:445 followers (May 2021: 420). Follower Increase: +25**

**Total Likes: 423, increase +23**

| **Totals :2022** | **2021** | **2020** | **Increase since 2021** |
| --- | --- | --- | --- |
| Followers 445 | 420 | 325 | **+25** |
| Likes: 423 | 400 |  | **+23** |

Update: Facebook posting have not been occuring due to connectivity and administrator challenges. However, clearly the increase of followers indicates an interest in using Facebook for professional involvement.

**LinkedIn Group Update**

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

**Total Connections: 262 (May 2021: 109)**

**New Members Increase: 151**

Update: Normally postings from Twitter will automatically connect to LinkedIn via Hootsuite. However, since April 2022, we have experienced connectivity challenges which hopefully can soon be resolved.

**Closing Observations:**

· It appears that members appreciate the professional development topics which relate to career development such as the CCPA Fireside chat series.

· The CCPA Career Chapter Facebook page is still popular with an increase of 25 followers. Previous issues with Facebook have been partially resolved if posts are submitted directly through the CCPA Career Chapter Facebook page.

· Re: LinkedIn: Until the connectivity issue is resolved, the CCPA Career Chapter LinkedIn posts should be submitted directly through the CCPA Career Chapter LinkedIn page.

· Future developments include linking our Hootsuite site to Instagram, if possible.

· The creation of a **social media team** would help connect with a broader audience.

**Respectfully submitted:**

Judith E. MacKinnon, C.C.C. Ed. D (in progress)

May 18th, 2022