

CCCD Annual Meeting, January 27, 2016
Room 102, Shaw Centre, Ottawa, ON
12:30-4:00 pm
Meeting Notes

Participants: See Appendix 1

1. Welcome (Sareena Hopkins)

Sareena welcomed the group, reviewed the agenda and highlighted the 2015 Annual Report (circulated in advance).

2. Big Picture Issues (Sareena Hopkins)

Finances: CCCD's Financial Statements (included in 2015 Annual Report) were reviewed. Approximately \$8,000 in membership revenue is received annually from about 25 organizations/associations. There is currently over \$15,000 in the bank. Approximately 130 additional organizations have asked to be a part of CCCD, but have not made financial contributions. Six years ago, CCDF agreed to act as an "incubator" for CCCD, spearheading, coordinating and supporting its activities. In addition to out-of-pocket expenses (teleconferences, January meeting, website, translation), in recent years this commitment has represented approximately a ½ day per week for Sareena (not including the active participation of CCDF staff on various Working Groups as volunteers). From the outset, it was understood that CCDF would be compensated reasonably for its coordination/leadership role. CCCD's financial sustainability will be an agenda item today.

Incorporation: Again, this is an issue that has been under discussion since the inception of CCCD. The Steering Committee recommends that we now move to own the identity that we have forged as CCCD. This too will be an agenda item today.

Working Groups: Updates from all Working Groups are included in the 2015 Annual Report. The Certification and Outreach & Advocacy Working Groups have both requested time on the agenda to present and solicit input regarding future directions.

This Meeting: The intended outcome of this meeting will be to gather feedback and build a plan of action re: the financial sustainability of CCCD and its incorporation and to constitute Working Groups based on priorities for 2016-2017.

3. Certification Working Group (Paula Wischoff-Yerama, Chair)

The Certification Working Group includes representation from all professional associations for career development practitioners nationally and has been working collaboratively since the

inception of CCCD to share resources, provide mutual support and collectively tackle common issues.

Recently, the Group has been working to articulate in a clear and transparent way what is common and what is distinct across their respective certification requirements. This is a critical precursor for reciprocity/practitioner mobility. The result is a draft **National Certification Standard** that articulates the common baseline requirements across ALL provinces and highlighting areas in which specific provinces build on that national baseline with additional/unique requirements. Although the Group is not at this stage yet, there is interest in exploring the viability of one national certification as opposed to distinct provincial options.

The Group has also been focused on articulating the economic and service quality **benefits of certification** and the positioning of these benefits with employers/funders, clients, the public and our profession. There is some interest within the Group to explore an “Agency Certification” category.

Over the last several years, the Group has been working on a range of issues related to the professionalization of our field. One such issue is the **trademarking of our designation** (CCDP – Canadian Career Development Practitioner/Professional). The NSCDA initiated an application to secure the trademark, with the intent that once incorporated, this could be held by CCCD on behalf of all provinces.

The Group also submitted a formal request to make Career Development Practitioner the **umbrella occupational title in the NOC** for related roles (currently, the main term is Employment Counsellor, which does not capture many roles in career education, community-based delivery or workplace career development). While ESDC is not making major revisions to the NOC this year, they have agreed to monitor this issue and reconsider in the future.

The Certification Working Group is advocating for all stakeholders to see **career development as a profession**. While we still have room to evolve and strengthen, we now have professional associations, standards and guidelines, specialized training and certification – these are key hallmarks of a profession!

Question: What’s the link between national certification and international certification? (Mark Franklin) Answer: We are well positioned to have those conversations because of our connections with the international community. Once we confirm our National Certification Model we will explore the possibility of reciprocity/advance standing toward international certification for Canadian applicants. (Paula)

Question: There could be real advantages for agencies to look at what training their staff has and how they communicate that to the public. How could we work at an agency level to start a bit of a movement? (Lynne Bezanson) Answer: The living wage employer model is an interesting framework to consider. (Paula)

Some concerns were raised re: the potential burden/exclusion of agencies under a model that would certify agencies. Others were raised regarding the burden/exclusion of practitioners and the indifference of employers/funders. The far-ranging and passionate discussion points to just how complicated the issues surrounding certification can be. Sareena emphasized the importance of diverse perspectives to inform the Certification Working Group and invited all to share their input/get involved.

4. Road to Employment (Denis Luchyshyn & Clinton Nellist)

Denis and Clinton requested the opportunity to update the group regarding their progress and to thank CCCD/CCDF for their ongoing support. R2E has released two segments of their documentary, is launching new podcasts and has spoken with many high school students via their partnership from Chatterhigh. R2E is keen to actively contribute to the Outreach & Advocacy Working Group, with a particular interest in engaging younger Canadians in our field. Denis and Clinton invited this group to give them feedback and share ideas anytime!

5. Outreach & Advocacy Working Group (Mark Franklin)

This year, the National Challenge and Media Working Groups merged into the Outreach & Advocacy Working Group.

- **National Challenge:** 4000 people took the career development quiz and there is **international interest in collaborating** in extending this beyond Canada. Dave Redekopp reported that he met with our Dutch colleague who attended last year's CCCD Annual Meeting. He and his associates with NOLOC (the Dutch national professional association) are keen to collaborate on extending our National Challenge, sharing data and costs. They are also very open to other collaborative projects, such as initiatives to assess/develop career competencies or support career transitions for refugees. Please contact Dave if you have ideas.
- Valérie Roy reported that **RQuODE** hosted a panel in Montreal during the federal election on four themes related to career development with the goal of putting career services on the map, increasing the visibility of our field and raising awareness of the issues facing our field.
- Mark drew attention to the 'Pay Your Interns' documentary, created by a Toronto filmmaker. A Summit will be held March 12-13th in Toronto – details to come.
- **VoteYouthJobs** campaign: Led by Impact Public Relations and CCDF, this initiative was a big success! Krista Benes reported that the campaign had as its goal to call on all political parties to address youth employment in their election platforms. The campaign resulted in advocacy letters to/meetings with candidates across the country, discussion of our issues on national television, radio and in print media and robust platform commitments related to youth employment by all parties. The expertise, networks, support and coaching of Impact Public Relations was integral in achieving these results.

6. Impact Public Relations (Huw Williams & Rob Leforte)

Impact Public Relations was invited to present how they might work with CCCD on a go-forward basis to raise the profile of the career development field and our issues with decision makers, media and the public.

Impact proposed a campaign style approach, with a strategic blend of media, grassroots and government advocacy strategies – combining both top down and bottom up momentum. They emphasized that our audiences (including the current federal government) are ready to hear what our field has to bring to the table. For the first time in decades, employment related issues have surpassed health as the number one preoccupation as voters.

Services Impact Could Provide:

- Developing key messages that speak to politicians and the public, based on the thorough research already done by CDPs across Canada
- Engaging national and local media to reach the widest possible audience
- Creating compelling materials (briefing notes, pamphlets, digital images for social media) to support grassroots advocacy and lobbying on Parliament Hill
- Identifying career development champions within federal caucuses
- Developing a social media strategy and messaging
- Organizing CCCD Hill Day Advocacy Event
- Organizing CCCD reception event on Parliament Hill
- Political and Media Monitoring to identify trends and opportunities for media appearances
- Drafting or supporting the drafting of Op Eds/letters to the editor and distribution of the same to targeted outlets
- Creating and reviewing press materials and distributing regular press releases to national list of business and education reporters with strategic and targeted outreach to important broadcasts and editors
- Ongoing government relations advice and counsel
- Securing appearances at key committee hearing for CCCD reps and providing ample support for prep before reps provide testimony
- Coordinating letter writing for CCCD supporters to engage specific Ministers and other Parliamentarians as necessary

For this range of services, Impact proposed a fee schedule of \$24,000 over the course of one year. Impact is prepared to be flexible given CCCD's needs and financial capacity.

7. Leadership & Sustainability of CCCD

Compensation of CCDF: From the outset (2009), it has been understood that CCDF will be paid for its coordination/ leadership of CCCD. As a registered charity, CRA regulations limit CCDF's capacity to volunteer resources/time to a non-charity (and whether incorporated or not, CCCD is not a charity). This has added pressure to articulate a fair arrangement in which CCDF's costs are recovered. A preliminary analysis would suggest a baseline amount of \$8,000 per annum. A more detailed delineation of costs and rationale will be developed and shared with the Steering

Committee. CCCD is in a position to decide whether it wants CCDF to continue in its coordination/leadership capacity with compensation or if it wants to pursue another arrangement/seek other partners.

MOTION (Roberta Neault/Paula Wischoff-Yerama) that CCDF is compensated at fair market value to a maximum amount of \$8,000 for this coming year (until January 2017). The motion was passed unanimously, with the exception of one abstention (Paula Romanow).

Incorporation of CCCD: Jon Fairweather outlined the process, projected costs and risks/benefits of incorporation. Liability, membership categories and fees, and the potential composition of the Board were discussed. The Steering Committee has been discussing/researching this possibility for some time now and recommends strongly that we proceed.

MOTION (Roberta Neault/Paula Wischoff-Yerama) that CCCD move forward with incorporation. The motion was supported unanimously.

Impact Public Relations: Mark Franklin expressed his sense of urgency around continuing our work with Impact and building on the VoteYouthJobs campaign. There was discussion re: the timeliness of doing so and possible sources of funding, including crowdsourcing.

MOTION (Mark Franklin/Deirdre Pickerell) that after incorporating and paying CCDF as delineated in the previous motion, CCCD engage Impact for up to \$2,000 per month, with the understanding that the agreement cannot commit CCCD to payments in excess of its accumulated revenues. The motion was supported unanimously.

New Members: were invited to talk about their work/role and interest in CCCD.

Working Group Structure: The group reviewed existing Working Groups to determine if all should/would continue. New potential Working Groups were also explored. Existing Exemplary Working Groups that will continue include:

- Certification (Chair, Paula Wischoff-Yerama)
- Outreach & Advocacy (Chair, Mark Franklin). The Common Language Working Group will be folded into Outreach & Advocacy.

The Workforce Development committee is disbanding.

New Working Groups formed include:

- Evidence Base (Co-chairs, Jon Fairweather and Lynne Bezanson; Members: Valerie Ward, Deirdre Pickerell, Tannis Goddard, Sarah Delicate) – to be linked to the Canadian Research Working Group on Evidence-Based Practice in Career Development (CRWG) and the International Evidence-Based Working Group of the International Centre for Career Development and Public Policy (ICCDPP)
- Fundraising (Chair, Denis Luchyshyn and Clinton Nellist; Members: Jessica Isenor, Donnalee Bell) – to be linked to the Outreach & Advocacy Working Group

The Steering Committee will manage incorporation and the development of a proposed membership fee structure.

All CCCD members are invited to join any Working Groups.

The meeting was adjourned at 4:10 pm and all were wished safe travels home!

Appendix 1: List of Participants

1. Nancy Arthur (University of Calgary)
2. Donnalee Bell (Canadian Career Development Foundation/Fondation canadienne pour le développement de carrière)
3. Krista Benes (Canadian Career Development Foundation/Fondation canadienne pour le développement de carrière)
4. Lynne Bezanson (Canadian Career Development Foundation/Fondation canadienne pour le développement de carrière)
5. Sarina Blombrund (Manitoba Association for Career Development)
6. Bill Borgen (University of British Columbia)
7. Nancy Britton (Ontario Ministry of Education)
8. Tom Burnell (British Columbia Career Development Association)
9. Sarah Delicate (BBMD, Ontario)
10. Clarence DeSchiffart (Nova Scotia Community College)
11. Jon Fairweather (New Brunswick Career Development Action Group/Groupe d'action en développement de carrière au N.-B.)
12. Teresa Francis (Canadian Counselling and Psychotherapy Association/ L'Association canadienne de counseling et de psychothérapie, Career Counsellors Chapter/ Section des conseillers/ères d'orientation)
13. Mark Franklin (Career Cycles)
14. Nicole Galarneau (Le Regroupement québécois des organismes pour le développement de l'employabilité, RQuODE)
15. Tannis Goddard (Training Innovations)

16. Lorraine Godden (Queens University)
17. Valérie Gosselin (UQAM)
18. Sharon Graham (Career Professionals of Canada/ Les Professionnels de la carrière du Canada)
19. Ahniko Handford (Manitoba Association for Career Development)
20. Kim Hollihan (Canadian Counselling and Psychotherapy Association/ L'Association canadienne de counseling et de psychothérapie)
21. Sareena Hopkins (Canadian Career Development Foundation/Fondation canadienne pour le développement de carrière)
22. Jessica Isenor (Canadian Counselling and Psychotherapy Association/ L'Association canadienne de counseling et de psychothérapie, Career Counsellors Chapter/ Section des conseillers/ères d'orientation)
23. Phil Jarvis (Career Cruising)
24. Gillian Johnston (Career Development Certification Board of Ontario)
25. Lorraine Katanik (ONESTEP)
26. Suzanne Klinga (Canadian Career Development Foundation/Fondation canadienne pour le développement de carrière)
27. Rob Leforte (Impact Public Affairs/Impact affaires publiques)
28. Phil Long (Nova Scotia Career Development Association)
29. Denis Luchyshyn (Road to Employment)
30. Kris Magnusson (Simon Fraser University)
31. Trina Maher (Bridging Concepts)
32. Kathy McDonald (PEI Department of Education & ECD/Éducation et développement de la petite enfance)
33. Ellen Mullally (Canadian Career Development Foundation/Fondation canadienne pour le développement de carrière)
34. Melissa Nantais (Ontario Ministry of Education/Ministère de l'Éducation d'Ontario)
35. Roberta Neault (Life Strategies, Yorkville University)
36. Clinton Nellist (Road to Employment)

37. Deirdre Pickerell (Life Strategies)
38. Eric Pye (Career Development Association of Alberta)
39. Dave Redekopp (Life-Role Development Group)
40. Céline Renald (Canadian Career Development Foundation/Fondation canadienne pour le développement de carrière)
41. Paula Romanow (Nova Scotia Career Development Association)
42. Valerie Roy (Le Regroupement québécois des organismes pour le développement de l'employabilité , RQuODE)
43. Anne Sasman (Career Cruising)
44. Gabrielle St-Cyr (Le Regroupement québécois des organismes pour le développement de l'employabilité, RQuODE)
45. Gayle Takahashi (Career Development Certification Board of Ontario)
46. Valerie Ward (Valerie G. Ward Consulting Ltd, Employment Readiness Scale)
47. Paula Wischoff-Yerama (Career Development Association of Alberta)
48. Michael Whitaker (Loyalist College Community Employment)
49. Huw Williams (Impact Public Relations)