



CANADIAN COUNCIL FOR CAREER DEVELOPMENT
CONSEIL CANADIEN POUR LE DÉVELOPPEMENT DE CARRIÈRE



2017 ANNUAL REPORT

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ABOUT 3CD

The 3CD is a self-initiated and self-funded network of career development groups from across Canada. It provides a national advocacy voice for the career development field and promotes provincial/territorial collaboration on common issues such as certification, training, practitioner mobility, quality service and building the career development evidence base. The 3CD serves as a mechanism to bring together career development associations, post-secondary institutions, training providers, provincial/territorial government departments, resource developers and private service providers from across Canada to work collaboratively for progress in our field. The spirit of 3CD is one of inclusion, collaboration, mutual support and professional pride.

EXECUTIVE REPORT

In 2018, 3CD will celebrate its 10th anniversary and 1st full year of incorporation. This “little engine that could” continues to extend its reach and impact, all the while staying true to its vision and values. This year, 3CD achieved great things. Many of the details are delineated in the Working Group reports herein, but here are some standout highlights:

- We saw extraordinary collaboration and cooperation across all provinces in approving a National Re-certification Standard, finalizing the CCDP Trademark and Certification Mark and updating the Inventory of Career Development Education/Training Programs and Courses
- Canada Career Month 2017, a celebration of meaningful work and labour market connections, was supported by ChatterHigh (our platinum sponsor) as well as Career Connections, RBC and Open Door Group. CCM 2017 featured events across the country, with Canada’s Most-Informed School Competition as its premiere national event.
- Amazing progress was made with respect to revising the S & Gs...on 100% volunteer steam!
- 3CD’s pre-budget submission garnered strong responses. A full analysis of the 2017 federal budget was disseminated across the 3CD network, along with a media release.
- 3CD submitted a formal response and social media responses to “13 Ways to Modernize Youth Employment in Canada” published by Trudeau’s Expert Panel on Youth Employment.
- Timely and relevant research, publications/resources, policy documents and links to upcoming events/training were disseminated across the 3CD network to feed and inspire the field.
- Linkages were maintained with key international bodies, such as the International Centre for Career Development and Public Policy (ICDPP), United Nations Development Program, European Lifelong Guidance Policy Network (ELGPN), International Association for Educational and Vocational Guidance (IAEVG), the World Economic Forum and OECD.
- Team Canada shone at the 2017 International Symposium on Career Development and Public Policy (Seoul, Korea) and continued to work throughout the year to advance Canada’s action plan.



We look forward to working collaboratively to make more magic in 2018!!

FINANCIAL REPORT: INCOME STATEMENT JANUARY 1-DECEMBER 31, 2017

	Y-T-D	Y-T-D	Actuals to	Annual	Annual
	Actuals	Budget	Budget	Budget	Budget
				2017	2018
REVENUE					
NB - Research Project	55,675	51,930	3,745	51,930	7,973
Sponsorship - Canada Career Month	27,500	27,500	0	27,500	15,000
Membership Fees	11,700	11,450	250	11,450	11,700
Project - Others	2,000	-	2,000	-	2,000
TOTAL REVENUE	96,875	90,880	5,995	90,880	36,673
EXPENSES					
<i>NB - Research Project</i>					
Professional Fees	35,800	35,800	-	35,800	5,950
Travel	3,915	3,936	-21	3,936	850
Office Rental	2,965	2,898	67	2,898	242
Miscellaneous Expenses	2,200	-	2,200	0	2,315
Internet / Phone	2,018	2,324	-306	2,324	375
Insurance/Office	500	500	-	500	0
Office Equipment/Supplies	57	120	-63	120	0
Total	47,455	45,578	1,877	45,578	9,732
<i>Administration</i>					
CCDF - Management fees	8,000	8,000	0	8,000	8,000
Marketing	12,197	16,950	-4,753	16,950	7,500
Hospitality / promotion	1,663	1,663	-0	1,663	2,500
GST/HST Expense	1,595	-	1,595	0	1,500
Insurance/Directors	616	616	-0	616	700
Translation	471	-	471	0	500
Bank Charges	88	150	-62	150	100
Total	24,630	27,379	-2,749	27,379	20,800
TOTAL EXPENSES	72,085	72,957	-872	72,957	30,532
NET INCOME	24,790	17,923	6,867	17,923	6,141

FINANCIAL REPORT: BALANCE SHEET - DECEMBER 31, 2017

ASSETS

Bank Account	19,945
Accounts Receivable	10,000
Prepaid Expense	350

TOTAL ASSETS **30,295**

LIABILITY

TOTAL LIABILITY

EQUITY

Retained Earnings - Previous Year	5,504
Current Earnings	24,790

TOTAL EQUITY **30,295**

LIABILITIES & EQUITY **30,295**

WORKING GROUP ACTIVITIES AND ACCOMPLISHMENTS

The heart of the 3CD is its Working Groups. Each year, the membership identifies key priorities for action and, based on these, targeted Working Groups set their work plans.

The Certification Working Group

Chair: Paula Wischoff-Yerama & Lise Stransky ([CDAA: Career Development Association of Alberta](#)); Steve Atkinson, Sylvia Metz, Michael Yue & Jennifer Do ([BCCDA: British Columbia Career Development Association](#)), Kerri Zanatta-Buehler ([CACEE: Canadian Association of Career Educators and Employers](#)), Sareena Hopkins ([CCDF: Canadian Career Development Foundation / CCD: Canadian Council for Career Development](#)), Teresa Francis ([CCPA: Canadian Counselling and Psychotherapy Association](#)), Maureen Burbank, Gillian Johnston, Susan Petite & Gayle Takahashi ([CDPCBO: Career Development Practitioners Certification Board of Ontario](#)), Sharon Graham & Jayne Barron ([CPC: Career Professionals of Canada](#)), Gail Langlais, Ahniko Handford & Troy Mercer ([MACDA: Manitoba Association for Career Development](#)), Marie Cardinal ([OPCCOQ: L'Ordre professionnelle des conseillers et conseillères d'orientation du Quebec](#)), Jon Fairweather & Steve Carle ([NBCDA: New Brunswick Career Development Association](#)), Elayne Greeley ([Newfoundland Community Employment Collaboration](#)), Phil Ward ([Nova Scotia Career Development Association](#)), Paula Romanow ([Nova Scotia](#)



[Centre for Employment Innovation](#)), Clarence De Schiffart ([Acadia University](#)), Lorraine Katanik ([ONESTEP: The Ontario Network of Employment Skills Training Projects](#)), Lisa Chaisson ([PEI Career Development Association](#)), Valérie Roy ([AXTRA : Alliance des centres-conseils en emploi](#)), Jennifer Broughton & Charlene McLean ([SKCDA: Saskatchewan Career Development Association](#))

Overview

- Representation from all five certifying provincial associations in addition to other certifying associations/ organizations, newly formed and revitalized associations, a Centre for Employment Innovation and training providers
- The current focus of the working group is formalizing the use of the CCDP trademark agreement between 3CD and NSCDA, advocating for an update to the National Occupational Classification (NOC) to replace Employment Counsellor with Career Development Practitioner, formalizing minimum National Re-certification Standards and exploring the feasibility of a national association/certification.

2017 Accomplishments

- Development of the National Re-certification Standard; approved by 3CD
- Finalization of the CCDP Trademark and Certification Mark; French Trademark pending
- Update and promotion of the Inventory of Career Development Education/Training Programs and Courses
- 3CD endorsement of CCDP designation: *“This designation is based on the Canadian Standards and Guidelines for Career Development Practitioners and is recognized by the Canadian Council for Career Development”*.
- Successfully advocated for the addition of "Career Development Practitioner" to the lead statement and main duties sections of the 2016 NOC revision
- Collaboration on a research project: Capacity & Credentialing: The Evidence Base for Career Development Training and Certification

2018 Action Plan

- Begin discussions and research regarding designation specializations, employer certification, and career path planning for new practitioners

Outreach & Advocacy Working Group

Co-chairs: Mark Franklin ([CareerCycles](#)) and Paul Smith (Consultant), Donnalee Bell ([CCDF: Canadian Career Development Foundation](#)), Phil Jarvis (Transitions Canada Coalition), Paula Wischoff Yerama ([CDAA: Career Development Association of Alberta](#)), Dave Redekopp ([LRDG: Life-Role Development Group](#)), Clarence DeSchiffart ([Acadia University](#)), Denis Luchyshyn & Clinton Nellist ([Road to Employment](#)), Gabrielle St-Cyr ([AXTRA : Alliance des centres-conseils en emploi](#)), Jen Davies ([University of Toronto Scarborough](#)), Ali Breen (Private Practitioner), Lorraine Godden (PhD Candidate, Queens University), Stacy Dunn ([The Employment Journey on PEI](#)), Lee Taal ([ChatterHigh](#)), Maureen McCann, Shellie Deloyer (bfcoaching.ca), Judith E.MacKinnon (Sheridan College), Jennifer Fraser (c2careers.ca)

Impact Public Affairs

Again this year we were supported by Rob LeForte and his team at Impact Public Affairs. Much work emerged from Impact over the year (for example: the CCM website, outreach to media, the creation of a press release template, CCM partner kits, sponsorship package, census info backgrounder and more).

Canada Career Month 2017

This was the 2nd year of this initiative. Building on our strong start in 2016, this year's theme was "What's Next?"

• Sponsors

We are grateful to our 4 generous sponsors, representing \$27,500 in revenue.

- ChatterHigh (Platinum Sponsor)
- OpenDoor BC
- RBC
- Insurance Institute of Canada - Career Connections...who told us, "Engagement with Canada Career Month yielded some great results for us. Increased website traffic by 96.4% over last year!"

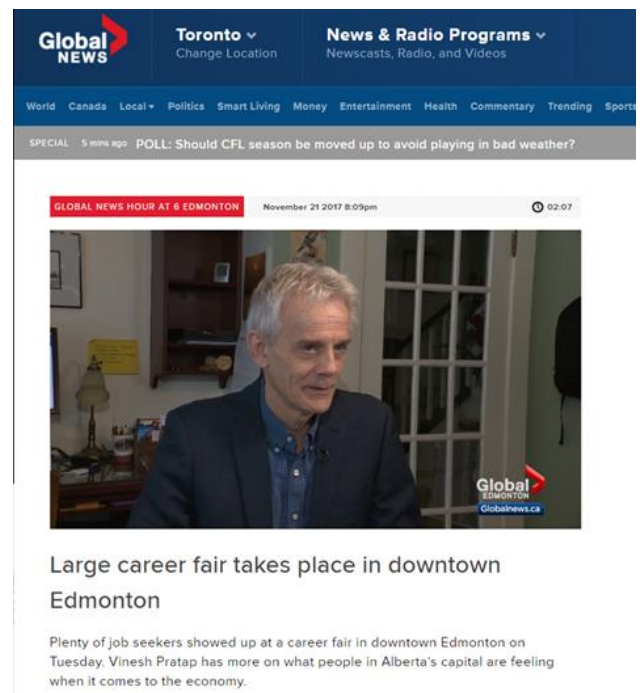
• Digital Media

- New and improved website: <http://www.careermonth.ca/>
- 100s of events across Canada were listed on the site's Calendar of Events. The Career Month logo was used widely to profile events during the month
- Canada Career Month Facebook page:
 - delivered 330,022 impressions
 - reached more than 67,350 users across the country
- @careermonth Twitter account:
 - 511 Followers - more than double year before
 - 1828 updates - more than TRIPLE year before
 - 210 Tweets - which led to approximately 36,000 impressions (1,200 impressions delivered per day)
- #CareerMonth: good engagement and action on this hashtag
- Career Month game app developed and launched for iOS and Android.
 - 83 users downloaded
 - 2,046 questions answered

• Media mentions

Many members were quoted as experts in the media. Some mentions include:

- Dave Redekopp was featured in the Edmonton Journal, Metro News and Global news during CCM
- Lee Taal had many media mentions for Canada's Most Informed School and as CCM Platinum Sponsor (e.g. radio interview Winnipeg 680 CJOB). Lee also did a TED Talk.
- Ali Breen was quoted in articles in the Dartmouth Tribune/Chronicle Herald
- Phil Jarvis appeared on radio Moncton 740am and Career Craving internet radio
- RQuODE (now [AXTRA](#)), who have been leaders in career development in Quebec for 30 years, launched a book during CCM. AXTRA continues to do effective and engaging



work in Quebec. Valerie had a CBC Radio interview in PEI during CCM

- Live interview on Rogers Daytime Television
- Mark interviewed for CBC Radio piece and was quoted in articles in Workopolis, HR Gazette and CRG podcast
- 50 more episodes of Career Buzz radio were produced, with select episodes as podcasts (accessible via iTunes or any podcast catcher)

Recommendations

Summary* of recommendations from this year's CCM:

1. Use the Facebook and Twitter accounts as an information and service provider. This presence should be emphasized throughout the year to continue building an audience leading up to November 2018.
2. Continue to provide followers with fun and innovative content. Links to the Trivia app having the highest engagement rates prove that people are interested in learning about career development in non-traditional ways. This doesn't need to be something as high-tech as an app, but we would recommend exploring avenues for followers to consume content outside of articles or calendar posts.
3. Continue to make posts that are easy to engage with. In November alone, more than 5,000 Facebook users were delivered Canada Career Month content because someone in their network engaged with a post.
4. Get started sooner, e.g. April-June, on outreach, sponsorship opportunities and event requests.
5. Balance multiple interests of vendors and sponsors in support of CCM initiatives.

*See Impact's Canada Career Month Report for more information.

Working Group on Evidence-Based Career Development

Co-Chairs: Lynne Bezanson ([CCDF: Canadian Career Development Foundation](#) / [CCCD: Canadian Council for Career Development](#)) and Jon Fairweather ([NBCDA: New Brunswick Career Development Association](#)), Sarah Delicate ([BBMD Consulting](#)), Paula Romanow ([Nova Scotia Centre for Employment Innovation](#)), Tannis Goddard (Consultant), Jean-Philippe (JP) Michel ([SparkPath](#)), Val Ward (Valerie G. Ward Consulting Ltd/[Employment Readiness Scale](#)), Deirdre Pickerell ([Yorkville University](#) & [Life Strategies Ltd](#))

The Evidence Based Working Group has been stalled over the past few months as research projects that seemed certain and would have advanced the evidence base for practice did not materialize. Some doors, however, seem to be opening recently and we need to be strategic about how we move forward from here.

At CANNEXUS 2018, Sarah Delicate will again deliver a session on a logic model and this is something we could champion. Influencing policy with the evidence we currently have is an important direction to pursue and there has been excellent work done by the European Lifelong Guidance and Policy Network (ELGPN) that is highly relevant. Mental health is a high political priority and making the connection between career development and its contribution to work satisfaction, employment and mental health has not been sufficiently tapped. This could be a priority for the group.

We will be deciding on what research focus would be most useful and likely to be funded and we will move forward proposals to try to secure this work. We would welcome the input of members of 3CD in defining this research agenda.



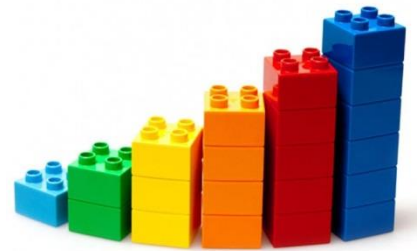
Lynne is on the International ICCDPP Evidence Based Working Group and when there are exciting developments, these are brought forward to the 3CD. We also have a private sector perspective on the committee. We are seeing some openings for real contribution and of course funding challenges. At our AGM, we are asking participants to come with ideas on suggested priorities for the Evidence-based Working Group that would serve and advance the field as a whole.

Canadian Standards & Guidelines for Career Development Practitioners Working Group

Chair: Sharon Graham ([CPC: Career Professionals of Canada](#)), Sareena Hopkins and Lynne Bezanson ([CCDF: Canadian Career Development Foundation](#)), Cathy Milton and Wayne Pagani ([CPC: Career Professionals of Canada](#)), Paula Wischoff-Yerama ([CDA: Career Development Association of Alberta](#))

A small group of 3CD members are working on updating the Canadian Standards and Guidelines for Career Development Practitioners (S&Gs), which are now quite dated. The last revision was completed in 2012. In 2017, the S&Gs Working Group met six times. We have completed significant work towards identifying gaps and areas in need of updating within the current S&Gs. We have:

- Presented an overview of this initiative to the Certification Working Group and other provincial associations.
- Discussed this initiative with various subject matter experts.
- Documented all recommendations and requests from various stakeholder sources.
- Mapped evolving and emergent core and specialization competencies against current S&Gs.
- Modeled a possible design format / structure of competency details.
- Looked at alternatives and options for funding of a wide consultation process, which will include in-person/on-line focus groups.



Here is what the working group is attempting to do:

- **MAKE CURRENT:** Aim #1 is to make the S&Gs current. Diversity, technology, theory, and practice have moved forward significantly since the last revision in 2012.
- **EXPAND:** Specific areas such as “Career Education,” “Career Management,” “Case Management,” “Career Coaching,” “Organizational Development,” and “Academic Advising” were not included in original versions of the S&Gs, which prevented these career practitioners from seeing themselves in the document. These omissions excluded many career development professionals in areas such as K-12 and post-secondary education settings, CDPs in for-profit career services such as outplacement, independent practitioners, and organizational development professionals.
- **PROVIDE CLARITY:** While employment service competencies were implicit and scattered throughout the S&Gs, they were not accorded a specialization. Similarly, career development process competencies were scattered throughout and not accorded a specific home. Given that most CDPs practice in these two areas, they will be better organized in the updated S&Gs.
- **SIMPLIFY:** Many CDPs found the multiple levels 1.0; 1.1; 1.1.1, etc. too cumbersome. The group is working to try to streamline the format. The new S&Gs will be easier to read, follow, and remember.
- **CREATE DISTINCTION:** The distinctions between specializations such as Career Development Process, Employment Services, and Career Counselling are not clear and there are many overlapping competencies. This results in ambiguity and confusion. These areas will be clarified.

The plan is to develop a new Draft S&G document, bring it forward to the 3CD for consideration and consultation, and seek funding to support wider pan-Canadian dialogue across the entire career development field. This is a big

task and is being done completely on a volunteer basis. We are hoping that our ESDC funding proposal has a positive outcome and that we are able to dedicate more time and effort towards this important initiative. The proposal, if approved, would greatly accelerate the process.

We're sensitive to the fact that associations, training providers, and other stakeholders have existing programs that are based on the current S&Gs. So, we want to keep everyone informed on the progress of our initiative. We also want to give stakeholders an opportunity to provide input and prepare for any upcoming changes. The work will be done very gradually and carefully. Updates will be available regularly via the 3CD and S&Gs website, and drafts will be posted for review when available.

The S&Gs belong to all of us and we all must shape them into a 2020 version!

Thank you to all 3CD members who devote their energy, time and talents to strengthening our field and our impact!

