



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



2015 ANNUAL REPORT

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ABOUT CCCD

The CCCD 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 CCCD 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 CCCD is one of inclusion, collaboration, mutual support and professional pride.



HISTORY OF CCCD

In 2008, members of the Executives of several provincial career development professional associations and other interested partners began exploring the possibility of developing a Pan-Canadian body as a connecting bridge for the career development community. Those involved in the preliminary discussions were the Alberta Career Development Association, the BC Career Management Association, the Canadian Career Development Foundation, ENET, Life Strategies Ltd., ONESTEP and the Ontario Alliance of Career Development Practitioners.

As an initial step, representatives from provincial, territorial, and national career development professional associations and related organizations were invited to provide input and endorsement via online surveys, discussion forums and face-to-face at a national meeting in January 2009. With strong grassroots support, a Steering Committee was formed. A report, including survey results, a roll-up of the online discussions and detailed meeting notes, was circulated widely across the career development community. All recipients were invited to identify any missing stakeholder groups and expand the network.

In March 2009, a Discussion Paper was circulated to an ever-widening network of career practitioners and leaders. In it, a proposed structure was outlined. All were invited to comment, make suggestions and/or get involved. This resulted in the articulation of CCCD Terms of Reference in April 2009.

A second face-to-face meeting of career development practitioners and leaders was held in Ottawa in March 2010 to confirm engagement of the field and to set initial priorities for action. A special edition of *Career Developments* was published in April 2010, providing a detailed report on the March meeting and soliciting input from the broader career development community.

Key priorities established for 2010-2011 were to create an online presence for CCCD, revitalize the Canadian Standards and Guidelines for Career Development Practitioners (S & Gs) and promote communication and collaboration across the field.

Over the following years, the CCCD network has expanded significantly. It has established a series of active Working Groups to achieve priorities and has remained true to its original vision of being an inclusive, collaborative voice and engine for leadership and collective action in our field.

WORKING GROUP ACTIVITIES AND ACCOMPLISHMENTS

The heart of the CCCD 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 ([CDAA: Career Development Association of Alberta](#)); Tom Burnell, Sylvia Metz, Michael Yue & Steve Atkinson ([BCCDA: British Columbia Career Development Association](#)), Sareena Hopkins ([CCDF: Canadian Career Development Foundation](#) / [CCCD: Canadian Council for Career Development](#)), Kim Hollihan ([CCPA: Canadian Counselling and Psychotherapy Association](#)), Scott Fisher ([CDAA: Career Development Association of Alberta](#)), Gillian Johnston, Susan Petite & Gayle Takahashi ([CDPCBO: Career Development Practitioners Certification Board of Ontario](#)), Sharon Graham & Wayne Pagani ([CPC: Career Professionals of Canada](#)), Heather Bennett ([ICCI: Institute of Career Certification International](#)), Gail Langlais, Ahniko Handford & Troy Mercer ([MACDA: Manitoba Association for Career Development](#)), Maureen Burbank (Ontario Stewardship Group for Certification/Ontario Alliance of Career Development Practitioners), Marie Cardinal

([OPCCOQ: L'Ordre professionnelle des conseillers et conseillères d'orientation du Quebec](#)), Jon Fairweather & Steve Carle ([NBCDAG: New Brunswick Career Development Action Group](#)), Paula Romanow ([Nova Scotia Career Development Association](#)), Clarence De Schiffart ([NSCC: Nova Scotia Community College](#)), Lorraine Katanik ([ONESTEP: The Ontario Network of Employment Skills Training Projects](#)), Lisa Chaisson ([PEI Career Development Association](#)), Valérie Roy ([RQuODE: Le Regroupement québécois des organismes pour le développement de l'employabilité](#)), Jennifer Broughton & Charlene McLean (SKCDA: Saskatchewan Career Development Association)

The Certification Working Group has been very active since the inception of CCCD. The group promotes collaboration and mutual support amongst provincial career development associations and greater cohesion across provincial certification initiatives. All provinces with existing or emerging career practitioner associations and/or certification are active members. The group has been instrumental in supporting the formation of new provincial professional associations and certification initiatives. It is now grappling collectively with issues of reciprocity and national harmonization.

2015 In Review

In 2014 the Certification Working Group formally requested that “Career Development Practitioner” be added to the NOC and initiated efforts to trademark CCDP nationally – these initiatives continued to be a priority for the group during 2015 and remain works in progress. Through the development of a “Reciprocity at a Glance” document it was determined that in order to clearly establish reciprocity agreements and eventually move forward with certification harmonization / a national certification model that minimum national certification standards would need to be identified. A sub-committee of the working group has developed a draft document for review, discussion, and approval. The next step will be to identify minimum national re-certification standards. As a result of this work several provinces are reviewing their own certification models and making adjustments to reflect the current state of the profession. Another sub-committee will be reviewing previous research regarding the benefits of certification and perhaps conducting its own research in order to develop an economic and quality service case for certification. This group has been instrumental in strengthening professional identity and certification in Canada. Currently, five provinces (Alberta, British Columbia, New Brunswick, Nova Scotia, and Ontario) have certification in place. Manitoba and Saskatchewan are in the process of establishing associations and, along with Prince Edward Island, are exploring certification.

Looking Ahead

The Certification Working Group will continue to develop minimum criteria for certification / re-certification, engage and connect all provinces / territories with CCCD, support provinces to establish associations / certification, and remain involved in discussions regarding the formalization of CCCD. An approach for the creation of an agency certification will also be established.

Outreach & Advocacy Working Group

Chair: Mark Franklin ([CareerCycles](#)); Paul Smith ([CACEE: Canadian Association of Career Educators and Employers](#)), Donnalee Bell & Krista Benes ([CCDF: Canadian Career Development Foundation](#)), Kim

Hollihan & Jessica Isenor ([CCPA: Canadian Counselling and Psychotherapy Association](#)), Phil Jarvis & Dawn McAvoy ([Career Cruising](#)), Paula Wischoff Yerama ([CDAA: Career Development Association of Alberta](#)), Sharon Graham ([CPC: Career Professionals of Canada](#)), Dave Redekopp ([LRDG: Life-Role Development Group](#)), Clarence DeSchiffart ([NSCC: Nova Scotia Community College](#)), Denis Luchyshyn & Clinton Nellist ([Road to Employment](#)), Valérie Roy & Gabrielle St-Cyr ([RQuODE, Le Regroupement québécois des organismes pour le développement de l'employabilité](#))

The Outreach and Advocacy Working Group was formed in 2015 when two former groups (the Media and the National Career Development Challenge Work Groups) merged. Realizing that their mandates and activities were aligned, these two groups formed into the Outreach & Advocacy Working Group squarely focused on getting career development and our key issues more prominently profiled.

2015 In Review

In May 2015, a press release was issued profiling the results of the National Career Development Challenge. Recognizing the importance of media coverage, the Group compiled a directory of media contacts from within our field and adapted the CCCD website to include a Media Experts section. The Working Group was active in supporting and contributing to the VoteYouthJobs.ca campaign launched by CCDF with IMPACT Public Relations. This resulted in significant media coverage, including print, television and radio.

A key lesson learned this past year is that the Group needs to align with media interests and timing, not the other way around. For example: March/April is a good time to talk to the media about new grads and employment; when oil price changes dramatically, it's a good time to talk to the media about implications for workplaces. Current media interest includes: mental health, refugees and what if economic conditions decline even further (especially with Liberal's deficit plan).

Looking Ahead

Key questions include:

- What do you think are the top 3 items of interest to the media (relevant to us) in coming few months?
- What angle on the interest area could we take when approaching media?

Key Areas of Activity & Future Planning

- VoteYouthJobs / CCDF (Krista)
 - Value of public relations for advocacy / IMPACT PR experience
 - Move forward with more PR? With IMPACT?
 - Meet new MPs / voice our interests
- NOLOC-Dutch connection (Dave)
 - Go beyond Holland to other European countries
- Events: Montreal - RQuODE panel - (Valérie)
 - More great stuff in Quebec building on past successes and collaborations

- Orford Conference in Feb
- Media Mentions: Dave (Alberta CTV, Tedx Talk), Sareena & Donnalee (CTV Race to the Hill, CBC The Exchange, Op-Ed Kielburger, MacLeans), Road to Employment - Clinton & Denis (Community Radio), Clarence (Chronicle Herald), Mark (Canadian Press/Baird story, Career Buzz). Others?
 - Plans to get in media more; leveraging public relations input
- Pay your Interns (Mark)
 - Event in Toronto Saturday, March 12th
 - What about a youth employment “Summit”?

The Workforce Strategy Working Group

Chair: Trudy Parsons ([MDB Insight - Millier Dickinson Blais](#)); Angie Bjornson ([CareerCycles](#)), Lynne Bezanson ([CCDF: Canadian Career Development Foundation](#)), Valerie Ward ([ERS: Employment Readiness Scale](#)), Tom Zizys (Metcalf Foundation), Laurie Edwards ([NSCC: Nova Scotia Community College](#)), Laurent Matte Cardinal ([OPCCOQ: L'Ordre professionnelle des conseillers et conseillères d'orientation du Quebec](#))

This Working Group works to develop a strategic alignment between career development and workforce development. While several Canadian provinces have workforce strategies (or elements thereof), there is no national strategy that directs or guides priority setting, policy or resource investment. This is done in a disconnected manner. Despite this disconnect many individual groups or networks are doing some great work that, collectively, could be leveraged to achieve much greater impacts regionally, provincially and nationally.

2015 In Review

Several interesting developments point to the continued importance of this area of work:

- The Ontario Centre for Workforce Innovation has been awarded and is scheduled for launch in January (MTCU negotiations are ongoing at the moment); this certainly helps with provincial coordination and opens the door for dialogue outside of Ontario
- The Local Employment Planning Councils (8 in total) are being piloted in Ontario – these pilot areas align with the Workforce Planning Boards here in the province. They offer another tremendous opportunity for connection to career development.
- At Cannexus16, CERIC will be putting a spotlight on Workforce Planning and Development with a dedicated stream on this topic that will include a pre-conference workshop on Sunday, January 24, at least one workforce planning-related education session in each of the nine concurrent blocks, a Workforce Development Panel discussion on the morning of Wednesday, January 27 and an Exhibitor Showcase by a Workforce Development Zone.

Looking Ahead

It will be important for this Group to assess whether it wants to continue independently or merge with an existing CCCD Working Group and, if the former, what priorities it will undertake in 2016.

The Primer Working Group

Chair: Lynne Bezanson ([CCDF: Canadian Career Development Foundation](#)), Gray Poehnell ([Ergon Communications](#)); Laurie Edwards ([NSCC: Nova Scotia Community College](#))

2015 in Review

This was a small, but brave group tackling the challenge of unclear and inconsistent language in our field. In 2014, the Working Group drafted a Primer on Career Development to contribute toward clear terminology and common language for the field. The Primer is also geared to helping practitioners differentiate and explain concepts they know instinctively but have not had clearly defined for practical purposes, including communications with management, policy makers and the public. The draft Primer was circulated widely to the CCCD network for review and comment and was circulated by Phil Jarvis to career development colleagues in the USA.

Looking Ahead

Very limited feedback was received on the content or value of the PRIMER although several requests were made for same. The limited feedback that was received was positive. The Working Group has identified weaknesses in the PRIMER, specifically not enough attention paid to the role of career development in addressing the demand side of the labour market. No further writing has been done however. This Working Group would appreciate the views of the CCCD on what next with the PRIMER. If improving, updating and adding the demand side is considered to be valuable, the group is very willing to undertake this. A discussion is needed however on how it might be used to advance understanding of career development with our broader public.

An option to consider might be for the Primer to be considered as a tool for the Outreach and Advocacy Group. A further option could be to consider it as a useful publication to leave as a handout with people we are trying to influence including policy makers and politicians. The Working Group wants to assess what further, if anything should now be done with the Primer. It will want the views of the CCCD to decide if further work is potentially beneficial to the field. No other priorities have been set for 2016.

FINANCIAL REPORT

The following provides an accounting of revenues and expenditures for 2015:

REVENUES

- | | |
|---|------------|
| ▪ Balance – Beginning of Year | \$8,569.22 |
| ▪ 2015-2016 Membership (\$500 receivable) | \$7,900.00 |

TOTAL REVENUES	\$16,469.22
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EXPENSES

- | | |
|-----------------------------|----------|
| ▪ Face-to-face Meeting 2015 | \$650.00 |
|-----------------------------|----------|

TOTAL EXPENSES	\$650.00
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NET INCOME	<u>\$15,819.22</u>
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REFLECTIONS

The establishment of CCCD is a significant milestone in the evolution of our field. For the first time, we are reaching across provincial boundaries to actively collaborate on common issues and form a united national advocacy voice. We are doing so independent of any external funding support – CCCD is 100% self-initiated and self-funded...but is reliant on many hours of volunteer time and a substantial in-kind contribution by CCDF.

It is clear that career development associations and organizations share common challenges and issues and can greatly benefit from the kind of information-sharing, brokering of partnerships and mobilizing of efforts that CCCD can facilitate. Together, we are much stronger than we are alone! As we look ahead to 2016, it will be important to seriously consider the cost/benefit and possible structure of incorporation of CCCD and its financial sustainability, both for basic operations and to support undertaking more substantial projects, such as assuming the CCDP trademark and/or managing a concerted advocacy campaign.

