



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

3CD Annual General Meeting

Minutes

January 24, 2018

Room 102, Shaw Centre, Ottawa, ON

12:00 – 4:00pm

Attendees:

Name	Organization
Jon Fairweather	New Brunswick Career Development Association (NBCDA)
Sareena Hopkins	Canadian Career Development Foundation (CCDF)
Lynne Bezanson	CCDF
Paula Wischoff Yerama	Career Development Association of Alberta (CDA)
Sharon Graham	Career Professionals of Canada (CPC)
Maureen McCann	CPC
Lorraine Katanik	Ontario Network of Employment Skills Training Projects (ONESTEP)
Gayle Takahashi	Career Development Practitioners' Certification Board of Ontario (CDPCBO)
Gillian Johnston	CDPCBO
Jose Domene	University of New Brunswick (UNB)
Norm Amundson	University of British Columbia (UBC)
Mark Franklin	One Life Tools
Roberta Neault	Life Strategies Ltd.
Paul Smith	Collegial Consulting
Donnalee Bell	CCDF
Kim Hollihan	Canadian Counselling and Psychotherapy Association (CCPA)
Alene Holmes	NBCDA
Mandy Steinbach	
Bill Borgen	UBC
Tannis Goddard	Mixt Mode
Paula Romanow	Nova Scotia Centre for Employment Innovation
Teresa Francis	Teresa Francis Consulting
Dave Redekopp	Life-Role Development Group
Gabrielle St. Cyr	AXTRA
Clarence DeSchiffart	Self Employed
JP Michel	SparkPath / CPC
Shellie Deloyer	Bright Futures / CPC
Phil Jarvis	Transitions Canada Coalition (TCC)
Sarah Delicate	Bell Browne Molnar & Delicate Consulting Inc. (BBMD)

Valerie Ward	Valerie Ward Consulting Ltd. / Employment Readiness Scale
Janet Morris-Reade	Association of Service Providers for Employability & Career Training (ASPECT)
Deirdre Pickerell	Life Strategies Ltd. / Yorkville University
Deepak Mathew	UBC
Taylor Irving	Chatter High
Lee Taal	Chatter High
Nancy Arthur	University of Calgary
Kellie Fay	MacEwan University
Wayne Pagani	WPCA / CPC
Michael Huston	Mount Royal University
John Thompson	Life Span Employment
Kathy McDonald	PEI Department of ED, ELC
Rebecca McCarthy	
Laurent Matte	Government of Quebec
Meghan Lavalle	Career Trek
Darrell Cole	Career Trek
Phil Ward	NSCDA
Rob LeForte	Impact Public Affairs

Total Attendance: 47

12:00-1:00 – Networking Lunch and Working Group Meetings (All)

1:00-1:15 – Welcome and Introductions (Jon Fairweather)

- 2nd Annual General Meeting of the 3CD called to order by Jon Fairweather
- Attendees introduced themselves
- Laurent Matte was congratulated on being awarded the Stu Conger Award for Leadership
- Agenda was approved with a slight change – meeting will start *and* end with celebrations
- Canada Career Month sponsors were recognized and acknowledged by Sareena Hopkins (Silver Sponsors: RBC, Open Door Group, Insurance Institute of Canada – Career Connections; Platinum Sponsor: Lee Taal – Chatter High)
 - Lee Taal was commended by Sareena Hopkins for his sponsorship *and* leadership and was presented with a certificate of appreciation
 - Lee Taal shared that while education remains incredibly siloed he is excited for what is happening in the K-12 system and wanted to be “aligned with the resident body of experts and cream of the crop network”
 - Over 50 universities and colleges, 2 government departments, and numerous others are on board
 - The number of engaged schools continues to grow
 - Canada’s Most Informed School ran in conjunction with Canada Career Month

- Nearly 400 high schools from coast to coast participated
 - Through the daily quiz over 310,000 websites were visited
 - Most Informed Student and Most Informed School were awarded
- **MOTION:** Paula Wischoff Yerama/Clarence DeSchiffart to accept the Meeting Notes of January 25, 2017. MOTION CARRIED.

1:15-1:30 – Chair/Executive Officer Report (Jon Fairweather/Sareena Hopkins)

- Sareena Hopkins referenced the 2017 Annual Report and provided the following overview:
 - In 2018 the 3CD celebrates its 10th anniversary and first full year as an “official” incorporated organization
 - The 3CD has remained true to values and vision and has had many successes:
 - Lynne Bezanson shared that Sareena Hopkins has been called as expert witness for House of Commons Standing Committee on Human Resources, Skills and Social Development and the Status of Persons with Disabilities regarding Experiential Learning and Pathways to Employment for Canadian Youth
 - Team Canada shone at ICCDPP2017 in Seoul, Korea
 - Tim (lead presenter for the group that completed the mural at CANNEXUS), commented that he does similar projects regularly – usually with smaller and more intimate groups. Even though this particular project was massive in terms of number of participants and contributions, he noted that it was the most powerful group he had ever worked with, describing the career development professional community as “a powerful community of practice at the heart of the change that will and must happen.”

1:30 – 1:45 – Treasurer’s Report (Lynne Bezanson)

- **MOTION:** Lynne Bezanson/Paula Romanov to approve the Financial Statements & 2018 Budget. MOTION CARRIED.
 - Discussion:
 - Membership, Canada Career Month sponsorship, and project fees are current sources of revenue for the association; growth in each of these areas is desired
 - Working Groups did not submit specific budget requests, however some ideas requiring finances include activities presented by the Outreach and Advocacy Working Group/Impact Public Affairs
 - 3CD is the national voice for career development in Canada – recommended/requested annual membership fee is \$500.00/organization with “pay what you can” flexibility

1:45-2:00 – Working Group Updates and Discussion (Working Group Chairs)

- Kudos from Dave Redekopp to Mark Franklin and Paul Smith on their Chairperson skills (Outreach and Advocacy Working Group)

- Kudos from Phil Ward to Paula Wischoff Yerama for her leadership of the Certification Working Group
 - Recognition from Paula Wischoff Yerama of the exceptional work of the Certification Working Group members
- Suggestion from Clarence DeSchiffart for all members of 3CD to share the 3CD Annual Report with their respective members, staff and networks
- Question from Dave Redekopp regarding the Standards and Guidelines review: have other Standards and Guidelines documents been reviewed
 - Sharon Graham responded that the work to date has been focused on the current Standards and Guidelines – structure, gaps (technology and ethical considerations specifically) and areas of specialization
 - In response to a comment regarding the need for updating, Roberta Neault reflected that career development has evolved significantly since the Standards and Guidelines were developed and that this evolution has made the changes necessary; the S & Gs were state of the art when they were developed
 - Sharon Graham requested feedback and suggestions from everyone and indicated that consultation with practitioners and stakeholders would need to be a part of the update/revisions
 - Gillian Johnston suggested and offered in kind support from CDPCBO to obtain feedback
 - Sharon Graham reinforced that the updates will proceed in a transparent way (likely between now and 2020 assuming no funding is secured) – so the hope is that revisions will not come as a surprise for anyone
 - Lynne Bezanson and Sareena Hopkins commended Sharon for her leadership related to the Standards and Guidelines update
- **MOTION:** Clarence DeSchiffart/Dave Redekopp to approve the Working Group Reports as presented in the Annual Report. MOTION CARRIED.

2:00-2:15 – Update on ESDC Proposal and Next Steps (Lynne Bezanson)

- Kudos from Lynne Bezanson to provincial associations for their prompt response to her request for letters of support related to the ESDC proposal
- Lynne Bezanson shared promising news regarding the ESDC proposal submission for the Standards and Guidelines update – the proposal has been shortlisted! The contribution agreement would allow the Standards and Guidelines update to move ahead more quickly under the coordination of CCDF
- Jon Fairweather thanked Lynne Bezanson for her work on the proposal
- Paula Romanow shared an encouraging development regarding the Letter of Intent submitted to CERIC for the Capacity & Credentialing: The Evidence Base for Career Development Training and Certification research project – CERIC has met and an update is expected soon
 - The Province of Nova Scotia has been, and remains, incredibly supportive – they have shown great interest in providing funding for the three-year research project

2:15-2:30 – Update on Transitions Canada Coalition (TCC) (Phil Jarvis)

- The concept was approved last year by the 3CD Board
- TCC was established as a not for profit
- With K-12 being a captive audience of 5,000,000, the goal of TCC is to infuse career development in K-12 for every student in Canada
- A small secretariat would reach out to designates across the country (education and/or advanced education) to agree on joint initiatives
- Talks with provincial and federal cabinet ministers have been positive
- Have met with the PMO's Parliamentary Secretary for Youth – it was suggested that provinces "endorsing" TCC is best route to access federal funds
- 3CD will be invited to be a member of the Advisory Committee, along with Indigenous groups, PMO's Parliamentary Secretary for Youth, employers, etc
- One of the proposed projects is radically enhanced support for Canada Career Month
- The first national Advisory Committee meeting will likely be within the next 3-6 months – there will be several of these, funded by feds
- Awaiting word of official support from Council of Ministers of Education, Canada (CMEC)

2:30-3:00 – CCM 2017 (Mark Franklin/Paul Smith/Rob-IMPACT)

- IMPACT report – How to increase our public profile
 - A list of potential sponsors has already been generated as a starting point– it is anticipated that more sponsors will come forward based on results of CCM 2017
 - Better and earlier organization would be of benefit
 - An annual media plan with monthly/quarterly objectives is recommended (new year resolutions, graduation, back to school, CCM)
 - Providing content related to these themes is a more proactive approach than waiting for something to happen in the news that we can speak to
 - Provide high quality content on a monthly, or more regular basis, to national newspapers
 - Contribute content to 3CD LinkedIn page / careermonth.ca – use this content to pitch to Editors
 - 3CD could contribute some questions to a monthly omnibus poll – results could then be shared with reporters in advance of labour market statistics reports
 - \$500/poll – usually 2/month – \$12,000/year
 - Ontario and Quebec provincial elections this year and Ontario municipal elections as well
 - Provide a set of resources on the 3CD website and CCM websites
 - Create a blog
 - Vision for CCM:
 - WE Day started as a day – look at it now!
 - In 5 years CCM would still be a month but there would be events happening ALL year long, eg: Mental Illness Awareness Week / Mental Health Awareness Week / Bell Lets Talk Day – related but held throughout the year

- By 2028 3CD should have 4-5 full time staff, lots of sponsors, government support, an expanded network, etc
- Comments/questions:
 - Is there a theme for CCM 2018? (Response: Not yet)
 - IMPACT's involvement is critical – we need to budget for their services
 - Sponsorship is an investment in the work that we do best, 3CD, and the Outreach and Advocacy Group
 - Mural artists were so impressed that they talked about doing a similar thing at each of the provincial conferences – Valerie Ward needs to know if provincial associations that host conferences are interested so she can approach potential funder(s)
 - Could a mural also be a CCM event?
 - IMPACT, and Rob, were recognized by Mark Franklin and Paul Smith for their work and support throughout the year
- Outreach and Advocacy – CCM 2017: Lessons learned and plan for 2018
 - See Annual Report
 - A lot of work went into planning and hosting CCM 2017 – kudos to the team!
 - The Outreach and Advocacy Group is not just about CCM
 - Paul Smith will be assuming the chair of Outreach and Advocacy Working Group There is likely strong value in creating a splinter Working Group that focuses exclusively on CCM (identifying and securing sponsors, building the calendar of events). It is suggested that this be formed and a chair identified.
 - Lots of lessons learned from working with sponsors and trialing the trivia game app

3:00-3:30 – Evidence Based Practice (Lynne Bezanson)

- Facilitated discussion: Role/Potential benefits of the Working Group and how to advance/promote Evidence Based Practice
 - Draft Logic Model: CCCD Career Development Logic Model - STRAWDOG was presented by Sarah Delicate
 - Could the 3CD land a logic model that would fit for everyone in the field, and then collect data based on it? There was considerable endorsement and excitement about this idea
 - It could be shared with funders, resources could be connected to it, and of course, evidence could be gathered based on it
 - The logic model could influence the Standards and Guidelines
 - It was described as the “bone marrow” that will unite the field
 - It needs to include language that will be understood by all
 - This accountability framework and a solid set of Standards and Guidelines would be an excellent foundation for the field, shaping how our sector tells its story and defines our common outcomes
- Based on general consensus that a logic model is a good idea, Lynne Bezanson will take the draft logic model back to the Evidence Based Practice Working Group for further discussion

3:30-4:00 – Celebration (Jon Fairweather/Sareena Hopkins)

- Working Group Chairs were presented with “Doctorate of...” degrees in a special ceremony and the 10th Anniversary, first full year of incorporation, and Working Group accomplishments were celebrated with cake!



- The meeting was adjourned at 4:00pm by Jon Fairweather
- Attendees were wished safe travels!