



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

CCCD Meeting Agenda
January 22 from 1:00 to 5:00 pm
Ottawa Convention Centre
Room 210

Participants: Norm Amundson (University of British Columbia, UBC), Nancy Arthur (University of Calgary), Donnalee Bell (Canadian Career Development Foundation, CCDF), Krista Benes (Canadian Career Development Foundation, CCDF), Lynne Bezanson (Canadian Career Development Foundation, CCDF), Bill Borgen (University of British Columbia, UBC), Clarence De Schiffart (Nova Scotia Community College, NSCC), Sarah Delicate (BBMD Consulting Inc.), Laurie Edwards (Nova Scotia Community College, NSCC), Jon Fairweather (New Brunswick Career Development Action Group, NBCDAG), Mark Franklin (Career Cycles), Tannis Goddard (Training Innovations, Tii), Sharon Graham (Career Professionals of Canada, CPC), Kim Hollihan (Canadian Counselling and Psychotherapy Association, CCPA), Sareena Hopkins (Canadian Career Development Foundation, CCDF), Margo Hudson (Nova Scotia Career Development Association, NSCDA), Riz Ibrahim (Canadian Education and Research Institute for Counselling, CERIC), Jessica Isenor (Canadian Counselling and Psychotherapy Association, CCPA - Career Counselling Chapter), Phil Jarvis (Career Cruising), Lorraine Katanik (Ontario Network of Employment Skills Training Projects, ONESTEP), Suzanne Klinga (Canadian Career Development Foundation, CCDF), Bruce Lawson (The Counselling Foundation of Canada), Alastair MacFadden (Government of Saskatchewan), Laurent Matte (L'Ordre professionnelle des conseillers et conseillères en orientation du Québec, OPCCOQ), Charlene McLean (Government of Saskatchewan), Sylvia Metz (British Columbia Career Development Association, BCCDA/EPBC), Philip Mondor (Canadian Tourism Human Resource Council, CTHRC), Roberta Neault (Life Strategies Ltd.), Trudy Parsons (Millier Dickinson Blais), Deirdre Pickerell (Life Strategies Ltd.), Gray Poehnell (Ergon Communications), Dave Redekopp (Life-Role Development Group, LRDG), Céline Renald (Canadian Career Development Foundation, CCDF), Valérie Roy (Regroupement québécois des organismes pour le développement de l'employabilité, RQuODE), Blythe Shepard (University of Lethbridge and Canadian Counselling and Psychotherapy Association, CCPA), Paul D. Smith (Canadian Association of Career Educators and Employers, CACEE), Dolores Soucy (Réseau canadien des entreprises d'entraînement, RCEE), Peggy Terry (Government of Saskatchewan), Ellen Weaver Paquette (National Career Development Association, NCDA - US), Paula Wischoff Yerama (Career Development Association of Alberta, CDAA), Matt Wood (First Work)

1:00 – 1:10 pm	Welcome
1:10 – 1:40 pm	CCCD Working Groups – Where to from here? Working group updates were distributed electronically prior to the meeting. Each working group chair spoke to their priorities for 2014. The Counselling Foundation of

	<p>Canada and CERIC were also asked to share their priorities in the interests of identifying common ground and possibilities for collaboration:</p> <ul style="list-style-type: none"> • The Counselling Foundation of Canada & CERIC (Bruce Lawson & Riz Ibrahim) • Certification Working Group (Paula Wischoff-Yerama) • National Workforce Development Strategy (Trudy Parsons) • Media Strategy (Deirdre Pickerell) • Primer (Lynne Bezanson) • National Challenge (Dave Redekopp)
1:40 – 2:00 pm	<p>Several key issues were identified that cut across all working groups. Many of the themes link to our professional identity – an elusive construct that is in many ways is “negotiated” in the sense that it is both about how we see ourselves and about how others see us. As such, CCCD straddles two broad themes:</p> <ul style="list-style-type: none"> • Internal Issues: our own professional identity, occupational standards, education/training, certification, reciprocity – cohesion within our field • External Issues: how we interface with the world around us (our funders, our clients, governments, industry/employers and the public) – issues such as awareness/valuing of our field and our advocacy role. <p>These two broad themes are inextricably linked. In a theoretical world, there is kind of a logical developmental order: we’d focus on getting our “house in order” first and then face the outside world from a position of smug perfection. In the real world, of course, we need to be working on both these issues simultaneously, constantly pushing ourselves to evolve and strengthen as a field internally while, at the same time, doing business, building strategic relationships and ensuring our influence and impact is recognized out there.</p>
2:00 – 2:15 pm	Break
2:15 – 3:15 pm	<p>Small Group Discussions Small groups explored what priorities (internal and external) need to shape this coming year’s 3CD action plan.</p>
3:15 – 4:00 pm	<p>Plenary Debrief: Group reports and action planning</p> <p>Media Working Group: There were strong recommendations for a continued and expanded focus on “getting the word out”. Specific recommendations included:</p> <ul style="list-style-type: none"> • Establish a marketing plan (use social media, KISS principle, access marketing expertise) • Engage a high profile champion/spokesperson for our field • Get ahead of the media (parent issues, conversations with children) • Access Troy Media (pay monthly fee to have articles published) • Showcase our work and success (best represented through the stories and lives of clients) • Identify different markets and develop tailored messages for each • Generate a sharing repository of evidence-based research <p>Workforce Development Strategy Working Group: There was also strong support for the continuation of this working group. Specific recommendations included:</p> <ul style="list-style-type: none"> • Gather information about how provinces/territories with workforce strategies developed them – What steps were undertaken? What were the

	<p>common elements? How did they fund it?</p> <p>National Challenge Working Group: Again, strong support was expressed for continuing this work. It was recommended that this group may want to collaborate more directly with the Media Working Group.</p> <p>Certification Working Group: This group is vibrant and very active. Its role in providing a conduit for provincial/territorial exchange and collaboration is greatly valued. This group will be examining reciprocity and working to promote national cohesion in the coming year.</p> <p>Other priorities that cut across groups included:</p> <ul style="list-style-type: none"> • Continue to promote collaboration with the Counselling Foundation of Canada/CERIC (Steering Committee and Working Group Chairs) • Seek funding support for projects (all) • Ensure our field's advocacy voice (3CD Steering Committee will continue to seek out and respond to opportunities)
4:00 – 5:00 pm	<p>Working Group Meetings</p> <p>Working Groups met to tackle significant issues that benefit from face-to-face exchange and to develop their 2014 work plans.</p>