



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



## 2016 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.

## HISTORY OF 3CD

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 Career Development Association of Alberta (CDAA), the BC Career Management Association, the Canadian Career Development Foundation (CCDF), 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 3CD 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 3CD, 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 3CD network has expanded significantly. Each year, priorities for action are articulated and Working Groups roll up their sleeves to make progress on them. Since its inception, CCDF has played a coordinating/leadership role for 3CD, working closely with the Steering Committee/Board and Working Groups. All along the way, 3CD has remained true to its original vision of being an inclusive, collaborative voice and engine for leadership and collective action in our field.

## EXECUTIVE REPORT

2016 was a BIG year for 3CD: The 3CD Steering Committee and CCDF worked in close collaboration to successfully apply for incorporation, articulate 3CD by-laws and support the amazing work of 3CD Working Groups. In January 2017, our first Board of Directors will be confirmed! 3CD and its Working Groups achieved great things in 2016:

- The articulation of a National Certification Standard
- The first ever Canada Career Month and 3CD Hill Day
- The publication of press releases in response to relevant federal policy decisions
- The dissemination of research, publications/resources and policy documents to feed and inspire the field
- The promotion of training and professional development opportunities for CDPs
- Linkages to key international bodies, such as the International Centre for Career Development and Public Policy (ICCDPP), United Nations Development Program, European Lifelong Guidance Policy Network (ELGPN), International Association for Educational and Vocational Guidance (IAEVG), the World Economic Forum and OECD
- The formation of a Team Canada for the 2017 International Symposium on Career Development and Public Policy (Seoul, Korea)

## FINANCIAL REPORT

The following provides an accounting of revenues and expenditures for January-December 2016:

	ACTUALS Dec 31, 2016	PROJECTIONS Dec 31, 2017
<b>REVENUE</b>		
Membership Fees	\$ 8,350.00	\$ 7,800.00
NB - Research Project	\$ 1,165.00	\$ 7,086.00
<b>TOTAL REVENUE</b>	<b>\$ 9,515.00</b>	<b>\$ 14,886.00</b>
<b>EXPENSES</b>		
CCDF - Management fees	\$ 8,000.00	\$ 8,000.00
Legal fees	\$ 477.55	
Marketing	\$ 12,000.00	
Office Supplies	\$ 303.98	\$ 200.00
Hospitality / AGM	\$ 2,000.31	\$ 2,000.00
Website	\$ 49.95	
Insurance	\$ 615.60	\$ 630.00
Bank Charges	\$ 56.35	\$ 70.00
<b>TOTAL EXPENSES</b>	<b>\$ 23,503.74</b>	<b>\$ 10,900.00</b>
Carry-over		(\$13,988.74 )
<b>NET INCOME</b>	<b>(\$13,988.74 )</b>	<b>(\$10,002.74 )</b>

## 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 ([CDAA: Career Development Association of Alberta](#)); Steve Atkinson, Sylvia Metz and Jennifer Do ([BCCDA: British Columbia Career Development Association](#)), Sareena Hopkins ([CCDF: Canadian Career Development Foundation](#) / [CCCD: Canadian Council for Career Development](#)), Teresa Francis ([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](#)), Gillian Johnston, Gayle Takahashi, Susan Petite and Maureen Burbank ([CDP Certification Board of Ontario](#)), Marie Cardinal ([OPCCOQ: L'Ordre professionnelle des conseillers et conseillères d'orientation du Quebec](#)), Jon Fairweather & Steve Carle ([NBCDA: New Brunswick Career Development Association](#)), 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](#)), Kerri Zanatta-Buehler ([CACEE: Canadian Association of Career Educators and Employers](#))

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. The current focus of the working group is formalizing the use of the CCDP trademark, advocating for an update to the National Occupational Classification (NOC) to



include Career Development Practitioner, identifying minimum national recertification standards, and exploring the feasibility of a national association/certification.

**Update:** In 2016 the Certification Working Group approved the “National Certification Standard” which outlines the minimum requirements for certification across Canada. This document is the foundation for the creation of new certification programs, reciprocity agreements, and possibly a national certification in the future. The committee has now turned its efforts to the development of a “National Recertification Standard”. The NSCDA’s trademark application was approved and CCDP is now trademarked in Canada. Applications for the French equivalent and a certification mark have also been submitted. The 3CD and NSCDA continue to work together to formalize an agreement regarding the pan-Canadian use of the trademark.

This Working 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 have established associations, Nunavut is in the process of establishing an association, and Manitoba, Saskatchewan, and Prince Edward Island are exploring certification.

**Action Plan:** The Certification Working Group will be finalizing the minimum criteria for recertification, updating the career development education / training database, and further identifying the benefits of certification. The development of an agency certification will also be further explored this coming year. Through continued support to provinces and territories with respect to association development and certification the Certification Working Group will remain collaborative and proactive in furthering the work of 3CD.

### Outreach & Advocacy Working Group

Chair: Mark Franklin ([CareerCycles](#)); Paul Smith (Consultant), Donnalee Bell & Kim Hollihan ([CCDF: Canadian Career Development Foundation](#)), 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](#)), Trina Maher ([Bridging Concepts](#)), Jen Davies ([University of Toronto Scarborough](#)), Mike Whitaker ([Loyalist College](#)), Ali Breen (Private Practitioner), Lorraine Godden (PhD Candidate, Queens University), Stacy Dunn ([The Employment Journey on PEI](#))

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.

**Update:**

- The first ever Canada Career Month (CCM) was held November 2016!
  - CCM included 4 weekly themes: You & Your Community, Educators, Employers, Government & Agencies
  - Thanks to RQuODE, we launched the CCM website (<http://www.careermonth.ca/>)
  - 65 events were held across Canada (profiled on Calendar of Events on the website). There were over 1,000 page visits and the CCM logo was used widely to profile events
  - @careermonth Twitter account: 241 Followers, 623 Tweets (as at Jan 17).
  - Facebook Career Month page has 286 followers and 298 likes
  - Extensive use of #CanadaCareerMonth across social media
  - The Council of Atlantic Ministers of Education and Training (CAMET) designated the first week of Canada Career Month as Atlantic Canada Career Week (<http://www.atlanticcanadacareerweek.ca/>)
  - Media exposure: good coverage, including a Global TV Calgary interview featuring Paula Wischoff Yerama



- Hill Day (Nov. 3, 2016), to kick off CCM
  - Twelve 3CD representatives had 25 meetings with MPs and Government officials.
  - Thanks to Expert support from Rob Leforte and the team at Impact Public Affairs for their coordination and expert support. A concise 2-pager was shared with MPs, focusing on the following 4 'asks':
    1. Support the development of a national workforce development framework that includes programming to promote and empower community-oriented career development

2. Support enhanced use of comprehensive labour market information that will inform better career decisions by Canadians in all regions, from all walks of life, at each stage in their employment journey
  3. Develop federal programming to support individuals in underrepresented groups, including those with disabilities, youth, indigenous communities in accessing greater information and accommodation in career planning and accessing employment
  4. Support for work-integrated learning opportunities at the postsecondary level
    - 3CD teams received warm, welcoming and affirmative responses to our career development messages from MPs/Government officials
    - Follow up letters were sent and, in about 10 cases, agreements from MPs to forward a letter to Minister of Employment, Workforce Development and Labour, MaryAnn Mihychuk were secured
    - After Hill Day, both Valerie Roy in Quebec City on behalf of RQuODE and Lynne Bezanson in Ottawa on behalf of 3CD were asked to present in front of HUMA Committee <http://www.parl.gc.ca/Committees/en/HUMA>. Lynne made linkages between poverty reduction and career development and was asked to submit a brief to HUMA in follow up.
- Media Coverage
    - Clarence DeSchiffart was featured in The Coast on NSCC Career in Gear
    - Donnalee Bell was quoted in McLeans “There’s no such thing as a straight career path anymore”
    - Trina Maher was quoted in article in SAY magazine
    - Clinton Nellist & Denis Luchyshyn launched new versions of Road to Employment video series and were quoted on CBC radio and CTV morning show
    - Mark Franklin was quoted in articles in Readers Digest and Metro newspaper
    - Mark Franklin produced 50 more episodes of Career Buzz radio, with select episodes now available as podcasts on Soundcloud and iTunes
  - Impact Public Affairs
    - Again this year we were supported by Rob Leforte and the team at Impact. Our agreement with Impact represented a significant investment, but resulted in significant progress.
  - RQuODE continues to do effective and engaging work in Quebec, leading a successful employment panel in Montreal.

## 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](#)), Val Ward (Valerie G. Ward Consulting Ltd/[Employment Readiness Scale](#)), Deirdre Pickerell ([Life Strategies Ltd](#)), Tannis Goddard (Consultant)

The Evidence Based Career Development working group was formed at the 3CD annual meeting in 2016. Although still in its infancy, the Working Group has developed a rationale and a mandate and has delineated inputs and outputs for the group.

### **Rationale:**

Given that multiple, sometimes divergent changes over an individual's work life have become the norm, the value of services that support such transitions might seem self-evident. Yet proof of their value is increasingly required. It is vitally important that practitioners, service providers and policy-makers – and others who advocate on their behalf – are able to make the case for investments in these programs and services by demonstrating their impact and value.

Building the capacity of our field to gather and present evidence of its impact offers the added benefit of reinforcing meaningful measurement and reflective practice, enabling us to make ongoing enhancements in the work we do, and to identify and share promising practices. As the evidence base grows, there may well be an opportunity over time to influence the accountability measures used to assess funded programs and services.

This Working Group seeks to promote a stronger alignment between what gets measured and the full range of changes that result from effective service delivery in order to reinforce efficiencies in achieving desired results and support a culture of continuing improvement.

### **Mandate:**

The 3CD Working Group on Evidence-Based Career Development is made up of volunteers with a keen interest in expanding the evidence base for career development programs and services. More specifically, our aim is to strengthen our collective ability to demonstrate the value of programs and services in supporting the work-life transitions of individuals over their life span. The group will:

- Articulate the principles and values that we believe should underlie the measurement and data collection efforts undertaken in our sector;
- Collect, discuss, and disseminate existing models and tools for building the evidence base for career development programs and services;
- Share innovative models, approaches and tools to improve the evidence base;

- Share evidence-based research designs, protocols, and results;
- Keep current on national and international developments that advance the evidence base for career development practice.

**Input:**

- Quarterly teleconferences
- Knowledge exchange among members
- Knowledge exchange between the 3CD Working Group and the ICCDPP Evidence-Based Working Group and other international experts

**Outputs:**

- Written record of teleconferences
- Improved understanding of key performance indicators and evaluation criteria currently utilized in career and employment program and service evaluation in Canada
- Sharing of these with stakeholders within the sector
- Communications strategy to inform 3CD and the international community regarding innovative developments and promising evidence-based practices (including possible CANNEXUS sessions)
- Input to International Symposium 2017, Seoul, South Korea.

**Next Steps:**

- What are you/your group currently doing re evidence based practice?
- Of these, what promising practices, if any, could advance the field?
- How do you see what you are doing now contributing to the Evidence Based Working Group?
- What do you want this group to actually achieve?
- Explore possibility of adapting a series of tools developed by the ELGPN for Canadian application?



