



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

3CD Annual General Meeting

Minutes

January 25, 2017
Room 102, Shaw Centre, Ottawa, ON
12:00 – 4:00pm

Attendees:

Name	Organization	Email
Jon Fairweather	NBCDA	jon.fairweather@3cd.ca
Sareena Hopkins	CCDF	s.hopkins@ccdf.ca
Celine Renald	CCDF (Associate)	renaldc@istar.ca
Paula Wischoff Yerama	CDAA	paula@careerdesignsforlife.com
Sharon Graham	CPC	sharon@careerprocanada.ca
Maureen McCann	CPC	maureen@mypromotion.ca
Lorraine Katanik	ONESTEP	lorraine@onestep.on.ca
Gayle Takahashi	CDPCBO	gayle.takahashi@gmail.com
Gillian Johnston	CDPCBO	gjohnston@cdpcbo.org
Jose Domene	UNB	jfdomene@unb.ca
Norm Amundson	UBC	norman.amundson@ubc.ca
Mark Franklin	One Life Tools	mark@careercycles.com
Roberta Neault	Life Strategies Ltd.	roberta@lifestrategies.ca
Paul Smith	Collegial Consulting	paul@collegialconsulting.ca
Donnalee Bell	CCDF	d.bell@ccdf.ca
Sherry Law	Steinbach Consulting & Associates	sherry.law87@gmail.com
Kim Hollihan	CCDF	KHollihan@ccpa-accp.ca
Alene Holmes	NBCDA	nbcdag-gadcnb@rogers.com
Jessica Isenor	CCPA CC Chapter	jessica.k.isenor@gmail.com
Bill Borgen	UBC	william.borgen@ubc.ca
Laurie Edwards	NSCC	laurie.edwards@nscc.ca
Tannis Goddard	Training Innovations	tannis.goddard@training-innovations.com
Paula Romanow	NSCDA	promanow@nscda.ca

Teresa Francis	Teresa Francis Consulting	teresafrancis@outlook.com
Dave Redekopp	Life-Role Development Group	liferole@telusplanet.net
Gabrielle St. Cyr	RQuODE	gstcyr@rquode.com
Naomi Corlett	Australian Centre for Career Education	members@ceav.vic.edu.au
Bernadette Gigliotti	Australian Centre for Career Education	ceo@ceav.vic.edu.au
Valerie Roy	RQuODE	vroy@rquode.com
Clarence DeSchiffart	NSCC	clarence.deschiffart@nsc.ca
JP Michel	SparkPath / CPC	jp@mysparkpath.com
Shellie Deloyer	Bright Futures / CPC	shellie@bfcareercoaching.ca
Phil Jarvis	Career Cruising	philj@careercruising.com
Sarah Delicate	BBMD	sarah.delicate@bbmd.ca
Clinton Nellist	Independent	hello@cnellist.ca
Valerie Ward	Valerie Ward Consulting Ltd. / Employment Readiness Scale	valerieward@gmail.com
Janet Morris-Reade	ASPECT BC	jmorris-reaade@aspect.bc.ca
Deirdre Pickerell	Life Strategies Ltd.	deirdre@lifestrategies.ca
Scott Fisher	CDA	sa_fisher@laurentian.ca
Michael Sorsdahl	Juvenation	admin@juvenation.ca

Total Attendance: 40

Regrets: Bryan Heibert, Jennifer Do, Denis Luchyshyn

12:00-12:45 – **Networking Lunch** (All)

12:45-1:00 – **Welcome and Introductions** (Jon Fairweather/Paula Wischoff Yerama)

- Meeting called to order by Jon Fairweather
- Attendees introduced themselves
- Laurie Edwards and Clarence DeSchiffart were congratulated on being awarded the Stu Conger Award for Leadership
- Agenda was approved with no additions/questions
- Those who sent their regrets were identified
- **MOTION:** Paula Wischoff Yerama/Deirdre Pickerell to accept the Meeting Notes from January 2016. MOTION CARRIED.

1:00-1:15 – **Chair/Executive Officer Report** (Jon Fairweather/Sareena Hopkins)

- Sareena Hopkins referenced the 2016 Annual Report and provided the following overview:
 - Collaboration

- 3CD is a collaborative community of practice
- It was the desire of professional associations to come together in a big way rather than many small ways
- Based on a philosophy of abundance
- Advocacy
 - Advocacy is built into all of the 3CD working groups
 - Advocacy is about pushing ourselves out of our comfort zones and getting out of our offices
 - 3CD is leading globally in identifying advocacy as a key priority for our field
- Leadership
 - 3CD is not a traditional model – a “minga” was called and our field came
 - Everyone in the room is a leader
 - 3CD is about shared ownership, investment, and collective action

1:15-1:30 – **Treasurer’s Report** (Lynne Bezanson)

- **MOTION:** Lynne Bezanson/Roberta Neault to approve the Financial Statements. MOTION CARRIED.
 - Discussion:
 - Is goal to stay an association/organization based membership? Yes, although individual members are welcome
 - The formation of a working group focused on revenue generation was discussed. Ideas regarding revenue generation are encouraged
 - It was suggested that perhaps a PowerPoint presentation be shared with provincial associations to demonstrate the value of belonging to 3CD and ask association members for additional funds toward 3CD membership
 - Several different membership models were explored, including tiered and different levels within current structure
 - Lynne Bezanson referenced the 2016 Annual Report and noted that the fiscal year end has been changed from March 31 to December 31 since incorporation.

1:30-1:40 – **Presentation of By-Laws** (Lynne Bezanson)

- **MOTION:** Lynne Bezanson/Roberta Neault to approve the by-laws. MOTION CARRIED.
 - Discussion:
 - There was some discussion amongst the Board of Directors regarding Sareena Hopkins’ title. Executive Officer was ultimately selected. It was decided that it was not necessary to reference this title in the By-Laws as staffing may change over time.

1:40-1:50 – **Presentation of 3CD Board of Directors** (Sareena Hopkins)

- Sareena Hopkins presented a slate of 12 Directors for approval including Jon Fairweather, Paula Wischoff Yerama, Lynne Bezanson, Sharon Graham, Clarence DeSchiffart, Jennifer Do, Scott Fisher, Teresa Francis, Mark Franklin, Phil Jarvis, Lorraine Katanik and Paula Romanow.

- **MOTION:** Jon Fairweather/Donnalee Bell to approve the slate of Directors. MOTION CARRIED.
- The new Board of Directors were welcomed and congratulated!

1:50-2:30 – **Working Group Reports** (Paula Wischoff Yerama, Lynne Bezanson, Mark Franklin)

- The 2016 Annual Report was referenced and each working group provided an overview and engaged in discussion regarding accomplishments and future goals:
 - **Certification Working Group**
 - Roberta Neault made an announcement regarding the establishment of a Masters of Education in Career Development (3 core education, 4 required career development, 3 electives – 2 specific to career development)
 - Paula Wischoff Yerama requested feedback regarding the Inventory of Career Development Education/Training Programs document
 - A meeting attendee asked if dual registration with other certifying bodies had been considered; associations and 3CD are aware of other certifying bodies and have had some preliminary discussions; keen to focus on provincial certifications as a first priority
 - Clarence noted that he and others are working on a project focused on the distinction between career counsellor and career development practitioner. He will share this document.
 - Is there a way to have a conversation regarding the Stu Conger Legacy Trust/state of career development profession at CANNEXUS in 2018?
 - Standardize a presentation to deliver across the country at various provincial conferences highlighting benefits of certification/what's in it for CDPs and their organizations/associations
 - **Evidence-Based Working Group**
 - Open data at provincial level is now available
 - Two new members have joined the committee – Heather Powell and Paula Romanow
 - Update from Australia:
 - OECD was commissioned by a federal Minister to generate “Bridging the Gap” report; Minister’s interest stemmed from twin sons preparing to transition and he was unsure of what services were available to them. Funding for association and development of standards stopped in 2010 when government changed and has been self-funded since then.
 - Schools were spending less than \$1/student on career support
 - CICA has 6000 members across 12 organizations
 - **Outreach & Advocacy Working Group**
 - Canada Career Week started in 1980s but, after a period of dormancy, expanded to Canada Career Month in 2016
 - One theme/week or one theme for entire month for 2018?

- Need an angle:
 - One pager that can be shared across country
 - “Career Talks” rolling out across Nova Scotia – Atlantic Career Week is the first week of Canada Career Month
 - How can we keep/build momentum throughout the year?
 - One simple and clear theme
 - Generic enough that partnerships will be possible
 - PSE open houses tend to happen in November – is there a way to collaborate?
 - Link to Canada’s 150th Anniversary
 - Group purchase of advertising space
- Impact is registered as 3CD’s lobbyist
- Transitions Coalition was proposed as a “unit” of 3CD by Phil Jarvis
 - A concept paper has been developed
 - 3CD would serve as the administrative body for the project
- What is the performance framework for what we do? How do we know we have been successful? What are our outcomes? Do we have a logic model for 3CD?

2:30-3:00 – **Celebration of Accomplishments!** (Plenary Discussion; Jon Fairweather/Sareena Hopkins/All)

- **Future of 3CD / Opportunities for 3CD** (from sticky notes generated by attendees throughout meeting)
 - Figure out how many practitioners 3CD represents and do another pan-Canadian study of field (Deirdre volunteered to help)
 - CDP education providers/CCDP courses – add to membership list on website (Sharon volunteered to help)
 - CICA.ORG
 - Canada Career Month – might be able to get government funds to support 3CD
 - National Webinars – perhaps organized with CERIC (Norm Amundson)
 - Canada 150 – what could work re: career development?
 - What’s “the ask” of CCM? What happens once they get to the website?
 - Canada Career Month sponsorship program – different levels for different opportunities (Paula Wischoff Yerama)
 - Sponsorship – partner with industry groups (food and beverage, oil and gas, etc) who contribute annually to 3CD in exchange for advice and guidance on how to fill the gaps in their sector and marketing and promotion of their efforts/projects to career development associations (JP Michel)
 - Canada 150 – 150 days leading to Canada Career Month
 - What’s the career story of your MP and how could a CDP help you arrive earlier (Maureen McCann)
 - What are the 3CD media lines? What’s “the ask”? (Maureen McCann)
 - Bid on research/innovation grants (JP Michel)

- Partner with NCDA to find out if 3CD can advance part of their mission in Canada (JP Michel)
- Find 4-5 sister organizations in other fields and study their fundraising and growth techniques (JP Michel)
- Fee-based education events for members – poll member organizations about their needs, objectives, pain points, etc.; offer in-person or virtual coaching/training from 3CD senior leaders; start by offering one high quality free event (JP Michel)
- Fee-based international seminars/conferences/events – connect with interested countries (China, India, etc.) and offer 1-3 day workshops on career development in Canada; would be useful for agencies that send students to North America for education (JP Michel)
- Seek federal funding for the rework/updating of the National Standards and Guidelines (Lorraine Katanik)
- Identify what relevant associations and organizations are not members but should be members and target them directly (Deirdre Pickerell)
- Canada Career Month theme: Life Long Learning – generic enough to bring all to table and good for Canada 150
- Business case for government - # of members, survey members, bring #s into report (Sharon Graham)
- Passive fundraising through crypto currency – it signals an interest in innovation, out-of-the-box thinking and marketing, since not many organizations ask for this option (Sherry Law)

3:00-3:45 – **Working Group Meetings – 2017 Plans of Action** (Working Groups)

- Deferred due to time constraints

3:45-4:00 – **Plenary Check In** – review of decisions and actions to be taken (Jon Fairweather/Sareena Hopkins)

- The meeting was adjourned at 4:05pm by Jon Fairweather
- Attendees were wished safe travels!