



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



2019 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 collaboration on common issues such as certification and quality standards. 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.



EXECUTIVE REPORT

- We saw extraordinary collaboration and cooperation across all provinces in working on complex issues of standards and certification
- Canada Career Month 2019 was a big success! Returning and new sponsors made it possible to create strong visibility, both on social media and through community-based events.
- 3CD partnered with the Canadian Career Development Foundation on their “Supporting Canadians to Navigate Learning and Work” initiative, leading to a reimagined CDP Competency Framework and progress toward a National Certification Program.
- Timely and relevant research, publications/resources, policy documents and links to upcoming events/training were disseminated across the 3CD network to feed and inspire the field.
- Linkages were maintained with 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.
- Team Canada for the 8th International Symposium on Career Development and Public Policy (Norway, June 2019) was formed by 3CD and shone on the international stage!

FINANCIAL REPORT: INCOME STATEMENT JAN. 1-DEC.31, 2019

	Y-T-D Actuals	Y-T-D Budget	Actuals to Budget	Annual Budget 2019	Annual Budget 2020
REVENUE					
Membership Fees	12,350	11,000	1,350	11,000	12,950
Sponsorship - Canada Career Month	13,000	25,000	(12,000)	25,000	0
Project – Others	0	2,000	(2,000)	2,000	0
Miscellaneous Revenue	810	0	810	0	800
TOTAL REVENUE	26,160	38,000	(11,800)	38,000	13,750
EXPENSES					
<i>Canada Career Month</i>					
Books	289	0	289	0	0
Postage	413	0	413	0	0
Marketing	5,931	5,500	431	5,500	0
Total CCM	6,633	5,500	1,133	5,500	0
<i>Administration</i>					
CCDF - Management fees	8,000	8,000	0	8,000	8,000
Hospitality / promotion	4,073	3,000	1,073	3,000	4,000
Insurance/Directors	616	700	(84)	700	700
Software	0	400	(400)	400	0
Membership/Registration	0	0	0	0	0
Office Supplies	25	0	25	0	0
Translation	0	500	(500)	500	0
Travel	0	0	0	0	0
GST/HST Expense	0	1,200	(1,200)	1,200	0
Website	421	0	421	0	900
Bank Charges	118	100	18	100	150
Total Administration	13,253	13,900	(647)	13,900	13,750
TOTAL EXPENSES	19,886	19,400	486	19,400	13,750
NET INCOME	6,274	18,600	(12,326)	18,600	0

FINANCIAL REPORT: BALANCE SHEET - DECEMBER 31, 2019

ASSETS	
Bank Account	34,764
Accounts Receivable	7,500
Prepaid Expense	<u>0</u>
TOTAL ASSETS	42,264
LIABILITY	
Current liability	7,931
TOTAL LIABILITY	7,931
EQUITY	
Retained Earnings - Previous Year	28,059
Current Earnings	<u>6,274</u>
TOTAL EQUITY	34,333
LIABILITIES & EQUITY	<u>42,267</u>



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.

Certification Working Group



Chair: Paula Wischoff Yerama, CCDP ([CDA: Career Development Association of Alberta](#)), Jayne Barron & Sharon Graham ([CPC: Career Professionals of Canada](#)), Charlene McLean ([SKCDA: Saskatchewan Career Development Association](#)), Maureen Burbank, Gillian Johnston, & Gayle Takahashi ([CDPCBO: Career Development Practitioners Certification Board of Ontario](#)), Lorraine Katanik (Ontario), Marie Cardinal ([OPCCOQ: L'Ordre professionnelle des conseillers et conseillères d'orientation du Québec](#)), Lisa Chaisson ([CDAPEI: Career Development Association of PEI](#)), Clarence De Schiffart ([Acadia University](#)), Jon Fairweather ([NBCDA: New Brunswick Career Development Association](#)), Teresa Francis & Phil Ward ([NSCDA: Nova Scotia Career Development Association](#)), Dawn Schell ([CCPA: Canadian Counselling and Psychotherapy Association](#)), Elayne Greeley ([Newfoundland Community Employment Collaboration](#)), Ahniko Handford, Gail Langlais & Troy Mercer ([MACD: Manitoba Association for Career Development](#)), Sareena Hopkins ([CCDF: Canadian Career Development Foundation](#), [3CD: Canadian Council for Career Development](#)), Kathy McDonald ([Canadian Career Development Foundation](#)), Sweety Rajpal, Lori Cameron & Mike Jones ([BCCDA: British Columbia Career Development Association](#)), Seanna Quressette ([Douglas College](#)), Paula Romanow ([NSCEI: Nova Scotia Centre for Employment Innovation](#)), Valerie Roy ([AXTRA: Alliance des centre-conseils en emploi](#)), Kerri Zanatta-Buehler ([CACEE: Canadian Association of Career Educators and Employers](#))

Overview

- 28 individuals representing 19 organizations including all five provincial associations with certification programs in place, other certifying associations / organizations, newly formed and revitalized associations, other representative provincial and territorial organizations, a Centre for Employment Innovation, and training providers comprise the Certification Working Group
- The Certification Working Group's primary activities relate to advocacy for and promotion of the profession; support of professional associations and other representative provincial and territorial organizations; collaboration on issues related to career development certification; and maintenance of the National Certification Standard, National Re-certification Standard, and Inventory of Career Development Education / Training Programs and Courses

Accomplishments

- The Certification Working Group met on February 27, May 22, and September 20, 2019.
- At the May 22, 2019 meeting a statement regarding the use of “CCDP” was developed for approval by the 3CD Board of Directors. The recommended statement below was approved by the 3CD Board of Directors on May 30, 2019 for use by the five provincial associations with certification programs in place to provide education/awareness to practitioners, employers, and the public regarding the title:
 - *CCDP is a registered trademark. As such, CCDP may only be used by those individuals who have successfully completed the certification process and been granted the designation by their respective career development association / certifying body, and who continue to meet the maintenance / re-certification requirements of the designation. Unauthorized use of CCDP is strictly prohibited.*
- Over the course of the three meetings the role of the working group in the development and administration of a national certification program as an outcome of the CCDF / 3CD sectoral initiatives project, *Supporting Canadians to Navigate Learning and Work*, was a primary topic of discussion. These preliminary discussions culminated in a January 15, 2020 meeting of representatives from the 13 provinces and territories as well as one additional certifying organization to discuss their role in supporting the development and piloting of a national career development certification program. Options and considerations regarding assessment/evaluation, marketing and communication, governance, administration, transitioning/grandfathering, and revenue/costs were discussed.

2020 Action Plan

- As 3CD will be the “home” of the national career development certification program the Certification Working Group’s participation in the *Supporting Canadians to Navigate Learning and Work* project as it relates to the development and piloting of a national career development certification program will be further defined with the project team in the coming months. It is likely that representatives from the 13 provinces and territories as well as one additional certifying organization will form a certification governance board that reports to the 3CD Board of Directors and will be integrally involved in the development of the pilot.



Outreach & Advocacy Committee (OAC)

Chair: Paul D. Smith ([Loyalist College](#)), Interim Chair: Donnalee Bell ([CCDF: Canadian Career Development Foundation](#)), Ali Breen ([Ali Breen Career Coaching & Digital Consulting](#), [OneLife Tools](#)), Gabrielle St. Cyr ([AXTRA: Alliance des centres-conseils en emploi](#)), Jennifer Fraser ([NeuroParadigm](#)), Judith MacKinnon ([Sheridan College](#)), Mark Franklin ([CareerCycles](#), [OneLife Tools](#)), Mary Frances Fitzgerald ([ATA Council of School Counsellors](#)), Paula Wischoff Yerama ([CDAA: Career Development Association of Alberta](#)), Rob LeForte ([Impact Public Affairs](#)), Maureen McCann ([ProMotion Career Solutions](#))

Media Attention

The OAC once again garnered media attention throughout the year. The work of the 3CD and the importance of career development was featured in several media outlets including:

- Career Buzz
- ELLE Canada
- Media Planet

Canada Career Month

The OAC made significant progress on several fronts this year. What follows is a summary of the activities and outcomes for CCM 2019.

Search for a Funding Partner

Without a significant funder, the OAC felt that continued growth of CCM would be difficult to maintain. Early in 2019, the OAC attempted to secure such a funding partner and approached ESDC. Despite a positive response from ESDC to become a funding partner for CCM, the department could not find a funding mechanism for an “event” like CCM. No agreement was reached.

Evergreening CCM

The OAC decided to try and streamline many aspects of CCM’s implementation. Rather than having a new theme each year, the committee decided to shift to a tagline that would be used year-to-year. Select members of the committee worked together to brainstorm ideas and came back to the full group with Explore the possibilities/Explorer les Possibilities. This tagline was used for 2019.

We also evergreened the CCM web site. It now has tools and resources that can be used to promote career development year-round. All references to a particular year were edited from the site.



Sponsors

For 2019, we introduced a new participant level of sponsorship (\$500.00) in hopes of attracting new sponsors to CCM. While we accrued fewer sponsorship dollars than the year before, we had many first-time sponsors including our first government sponsor, The Government of Saskatchewan. We received excellent feedback from all participating sponsors and hope that this will bring many returning sponsors in 2020 at higher engagement rates. Our sponsors for 2019 included:

- RBC (returning)
- The Government of Saskatchewan (new)
- Career Connections (returning)
- Manitoba Institute of Trades and Technology (new)
- New Brunswick Career Development Association (new)
- Let's Talk Science (new)
- Saskatoon Industry Education Council (new)

The total funding amount acquired through sponsors was: **\$ 13,000.00**. The expenditure for the month was **\$6,633.00**.

Activities

To compensate for the lower sponsor revenue, we spent significantly less on traditional media and events. We relied on the **heroic** volunteer efforts of the committee and staff at the Canadian Career Development Foundation (CCDF).

We focused on the following activities:

1. Before the month started, we ran a social media campaign inviting career development professionals to post pictures of themselves as superheroes. We wanted to “break the internet:” with a celebration of the career development profession and all that we do to support Canadians in realizing their preferred futures.
2. To help Canadians understand what CDPs do, we created an infographic explaining simply what we do, what someone can talk to us about, and where to find us. We and those who are in our social media networks blasted this infographic across several social media channels.



3. We focused on three main activities that CDPs could undertake in their communities to celebrate CCM. How-to guides and videos for each activity were made available on the CCM web site. The three activities were:
 - a. Human Career Libraries
 - b. Book displays
 - c. Explore the Possibilities Event (i.e., an open house)
4. We developed a Career Development Experts campaign that profiled published North American career leaders. These authors donated their books for giveaways during the month and they also agreed to be interviewed. We profiled the interviews across the CCM social media channels and gave away 25 English and 9 French resources.

Results

Despite the pullback on expenditures, CCM saw increases in:

- Publicly accessible organizations hosting an “event” for Canada Career Month: public libraries, employment centres, schools, post-secondary institutions, including:
 - Saint Mary’s University
 - Nova Scotia Public Libraries
 - City of Mississauga Library System
 - City of Brampton Library System
 - Sheridan College
 - Victoria Public Library
 - Edmonton Public Library and Action for Healthy Communities
 - Simon Fraser University
 - University of Victoria
 - University of British Columbia
- Organic social media exposure
- New followers across all social media channels
- Social media engagement:
 - More traction for posts
 - More support for sponsors
 - More response to actionable items
 - More click-throughs
- We recorded 43 interviews with North American career leaders, including: Sarah Vermunt, Gregg Levoy, Lisa Taylor, Dorothy Strachan, Gabriela Casineau, Helen Lemarre, Zero2Hired, Kristin Neff, Don Asher, Marc Miller, Nell Smith, Maureen McCann, Patricia St-Pierre, Louis Cournoyer, Patricia Dionne, Jacques Limoges, Joy Cohen, Mathieu Guénette, David Blustein, Roberta Neault, Daisy Wright, Colleen Reichrath-Smith, Christine Fader, Helen Lamarre, Gray Poehnell
- CDP community used the logo more than any other CCM in their social media

NOVEMBER 2019

Social Media Statistics



TWEETS	130	POSTS	79
IMPRESSIONS	263K	POST REACH	6.9K
PROFILE VISITS	921	PAGE VIEWS	234
MENTIONS	233	ENGAGEMENT	665
NEW FOLLOWERS	66	NEW FOLLOWERS	35
LINK CLICKS	3.9K	LINK CLICKS	276
PAID TWEETS	11	PAID POSTS	2

- The infographic of “What CDPs Do” reached 19,000 people, with 1,000 engagements and a click-through rate of 5.79% - the highest social media response ever!

Chair Change

In August 2019, OAC Chair, Paul Smith needed to step away as Chair on an interim basis. Committee member, Donnalee Bell, stepped in as Interim Chair.

Thank you to all 3CD members who devote their energy, time and talents to strengthening our field and our impact!



We look forward to working collaboratively to make more magic in 2020 and beyond!!