



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

3CD Annual General Meeting

Minutes

January 30, 2019

Room 102, Shaw Centre, Ottawa, ON

12:00 – 4:00pm

Attendees:

Paula Wischoff Yerama - CDAA / 3CD - paula@careerdesignsforlife.com
Brad Whitehorn - CLSR Inc. - bwhitehorn@gmail.com
Phil Ward - NSCDA - pward@nscda.ca
Valerie Ward - Valerie G. Ward Consulting - valeriegward@gmail.com
Gayle Takahashi - CDPCBO Adv. - gayle.takahashi@gmail.com
Lee Taal - Chatter High - lee@chatterhigh.com
Gabrielle St-Cyr - AXTRA - gstcyr@axtra.ca
Paul D. Smith - Loyalist College - pdsmith@loyalistcollege.ca
Lisa Semchuk - CCDF - l.semchuk@ccdf.ca
Paula Romanow - Centre for Employment Innovation, StFX - promanow@stfx.ca
Dave Redekopp - LRDG - liferole@telusplanet.net
Seanna Quressette - Douglas College - quressettes@douglascollege.ca
Clinton Nellist - Self-employed - clinton.w.nellist@gmail.com
Roberta Neault - Life Strategies Ltd. - roberta@lifestrategies.ca
Janet Morris-Reade - ASPECT - jmorris-reafe@aspect.bc.ca
JP Michel - SparkPath - jp@mysparkpath.com
Trish McNamara - KEYS Job Centre - trishm@keys.ca
Sharon McLennon - NL Workforce Innovation Centre - sharon.mclennon@nlwic.ca
Kathy McDonald - CCDF - k.mcdonald@ccdf.ca
Rebecca McCarthy - CCDF - r.mccarthy@ccdf.ca
Maureen McCann - CPC - maureen@mypromotion.ca
Jerri McCallum - NBCDA/priority - jerri@findingtherightfit.ca
Mylène Mattei - AXTRA - mmattei@axtra.ca
Judith E. MacKinnon - Sheridan College - judith.mackinnon@sheridancollege.ca
Suzanne Klinga - CCDF - s.klinga@ccdf.ca
Joanne Kendrick - NL Workforce Innovation Centre - joanne.kendrick@nlwic.ca
Lorraine Katanik - CDPCBO Adv. - l.katanik116@gmail.com
Gillian Johnston - CBPCBO - gjohnston@cdpcbo.org
Phil Jarvis - Transitions Canada - psjarvis@transitionscanada.org

Jessica Isenor - NSCC - jessica.isenor@nsc.ca
Taylor Irving - ChatterHigh - taylor@chatterhigh.com
Michael Huston - Mount Royal University / LRDG - mhuston@mtroyal.ca
Rebecca Hudson Breen - CCPA Career Counsellors Chapter - hudsonbr@ualberta.ca
Sareena Hopkins - CCDF / 3CD - s.hopkins@ccdf.ca
Sharon Graham - CPC - sharon@careerprocanada.ca
Tannis Goddard - Mixtmode - tannis@mixtmode.com
Mark Franklin - OneLife Tools/CareerCycles - mark@careercycles.com
Teresa Francis - CCPA Career Counsellors Chapter - teresajfrancis@outlook.com
Scott Fisher - CDAA - sa_fisher@laurentian.ca
Jon Fairweather - NBCDA - jon.fairweather@3cd.ca
Laurie Edwards - NSCC - laurie.edwards@nsc.ca
Clarence DeSchiffart - Self-employed - clarence.deschiffart@acadiu.ca
Shellie Deloyer - Bright Futures Solutions - shellie@brightfutures.com
Sarah Delicate - BBMD - sarah.delicate@bbmd.ca
Susanne Dawe - NL Workforce Innovation Centre - susanne.dawe@nlwic.ca
Ali Breen - Ali Breen Career Coaching/OneLife Tools/Outreach Working Group - reachalibreen@gmail.com
Lynne Bezanson - CCDF - l.bezanson@ccdf.ca
Donnalee Bell - CCDF - d.bell@ccdf.ca
Rob LeForte - Impact Public Affairs

Total Attendance: 49

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

1:00-1:10 – Welcome and Introductions (Jon Fairweather)

- 3rd Annual General Meeting of the 3CD was called to order by Jon Fairweather at 12:59pm ET
- Meeting attendees introduced themselves
- Agenda was approved unanimously as presented
- Tony Botelho was congratulated for being awarded the Stu Conger Award for Leadership
- Jon announced the 2019-2021 Board of Directors:
 - Executive:
 - Jon Fairweather – Chair
 - Paula Wischoff Yerama – Secretary
 - JP Michel – Treasurer
 - Sharon Graham – Member at Large
 - Paula Romanow – Member at Large
 - Board of Directors:
 - Rebecca Hudson Breen

- Scott Fisher
 - Lorraine Katanik
 - Ali Breen
 - Gabrielle St. Cyr
 - Phil Jarvis
 - Jessica Isenor
 - Vacant
- **MOTION:** Clarence DeSchiffart / Donnalee Bell to accept the slate of directors for 2019-2021. MOTION CARRIED.
 - If anyone is interested in the vacant board position please contact Jon
 - Jon will be sending out an email in the next couple of weeks to establish a meeting schedule for the year
 - Jon thanked the following retiring board members and presented them with an award and a certificate:
 - Clarence DeSchiffart
 - Lynne Bezanson
 - Mark Franklin
 - Teresa Francis
- Sareena recognized the following 3CD / Canada Career Month sponsors and thanked them for believing in 3CD.
 - Gold:
 - Auto Career Start - 7500
 - RBC Future Launch/Upskill - 7500
 - Silver:
 - Performance Plus Rehab Centre - 2500
 - Magnet - 2500
 - Other:
 - Career Connections (Insurance Institute) - 1000

1:10-1:30 – Minutes and Treasurers Report (Paula Wischoff Yerama/Lynne Bezanson)

- **MOTION:** Paula Wischoff Yerama/Paula Romanow to accept the Meeting Notes of January 24, 2018. MOTION CARRIED.
- **MOTION:** Lynne Bezanson/Clarence DeSchiffart to accept the Financial Statements & 2019 Budget. MOTION CARRIED.
 - Total Revenue – 42073; Total Expenses – 44306; Net Income (2233)
 - Total Assets – 28059; Total Liability – 0; Total Equity – 28059; Total Liabilities & Equity – 28059
 - There is need for a membership drive and dedicated personnel to take this on
 - ESDC sponsorship did not materialize – hopeful for 2019
 - Canada Career Month is biggest source of revenue and also biggest expense – the sooner we get sponsors on board the better

- It is important we don't spend money we don't have

1:30-1:45 – Chair/Executive Officer Report (Sareena Hopkins/Jon Fairweather)

- Sareena Hopkins referenced the 2018 Annual Report and provided the following overview:
 - Public service announcement – 3CD's only sources of revenue is membership and sponsorship – everyone is welcome and will be included but any contribution helps.
 - A member recommended that 3CD continue with the process of invoicing on an annual basis as the invoice was a helpful reminder and prompted payment.
- **MOTION:** Sareena Hopkins/Jon Fairweather to approve 2018 Annual Report. MOTION CARRIED.

1:45-2:15 – Outreach and Advocacy (Mark Franklin/Paul Smith/Rob LeForte)

- Paul Smith referenced the 2018 Annual Report and provided the following addendum to the Outreach and Advocacy Committee Report:

Hello CCCD members and friends,

This is an addendum to our Outreach and Advocacy Committee (OAC) 2019 Report, which has been distributed. If you have any questions or comments about that document, I invite you to ask them after this addendum, or to follow-up later on.

The purpose of this addendum is to share reflections from the members of the OAC on our activities from this past year, and their thoughts on what we might take on in 2019.

Recently, I asked our members a series of questions, seeking their feedback on Canada Career Month 2018, and the function of the OAC generally. What follows is a summary of responses.

Canada Career Month
<p>1. What did we do well in coordinating Canada Career Month in 2018?</p> <ul style="list-style-type: none"> a. Great ideas – creative b. More events were promoted c. Social media exposure was considerably higher d. Traditional media was significantly higher, engaging many people across the country e. Information was shared effectively and efficiently through regular meetings, so our members felt informed and consulted.
<p>2. What can we do better to coordinate Canada Career Month in 2019?</p> <ul style="list-style-type: none"> a. Better engage career practitioners - get our own community involved in getting the word out b. Have an outreach strategy designed in advance to share with CDPs

- i. Ensure everyone knows and understand what needs to happen next - more of the "outreach" part of our working group's title
- ii. How do we better share the stories of CDPs effecting real change in the lives of Canadians on a regular basis (not just during CCM).
- c. Develop an ongoing media strategy, including social media
 - i. Don't forget Facebook
- d. Accelerate development – get more planning done in Spring / Summer
 - i. Theme should be ready with a marketing plan (poster and info) in May
 - ii. Launch website long before the event so we can promote it ahead of time.
 - iii. As we got closer to launch date, fewer and fewer people were able to attend meetings due to other work commitments.
 - iv. Maximize contributions from volunteer members so we're ready to go in September
- e. What is the measure of the CCM campaign success?
 - i. Set a metric so we can measure progress.
- f. Invest in Canada resource page to identify all of the CDP services offered in each province
 - i. Prepare a contact list and an action plan for each province long ahead of time in order to keep us all tied into the event.
- g. Engage with government (Education and Advanced Education Ministries) across Canada at key times (May? September? October?)
- h. Ask Ministries to identify key contacts for disseminating information

3. What should we stop doing with regard to Canada Career Month?

- a. The process used for choosing the theme didn't generate the outcome we wanted. Need to revisit process.

Outreach and Advocacy Committee

4. Beyond CCM 2019, what else should our Group prioritize for 2019?

- a. Future of work - the world of work is changing. Let's feature the importance of the role of CDPs in the economy. The most vulnerable populations will need support now more than ever.
- b. Start early to promote who we are and what we offer and be a one-stop location to access resources.
- c. Seeking funding resources / sponsorship starting now.

5. What can OAC do better?

- a. Design and disseminate an overarching, clear, comprehensive strategy with measurable data we can track to assess our progress.
- b. Seek volunteer representation from each province to coordinate OAC work deeper into the province.

6. What should OAC stop doing?

- a. -

I want to thank the members of the OAC for their contribution to this Addendum, and for their ongoing support throughout the year. I'd also like to thank the CCCD Board for their support of our efforts.



Outreach and Advocacy Committee, CCCD

- Paul posed similar questions to the group and recorded the discussion with his phone.
- Phil Jarvis provided a brief update on Transitions Canada Coalition
 - A magazine will be ready to go out in time for Canada Career Month including real stories of real young people about what is needed to connect with the labour market
 - Hoping to get 3-5 provinces on board

2:15-2:45 – Facilitated Discussion - Evidence Based Career Development Logic Model – Performance Measures (Sarah Delicate/Lynne Bezanson/Jon Fairweather)

- Sarah presented a draft logic model and asked the group to rate the performance measure outcomes on a scale of 1/10 (10 absolutely yes we could prove this now / 1 exactly the opposite)
- Conceptually it was agreed that the model a “good start” and the working group was encouraged to continue its work

2:45-3:30 – CDP Competence 2020 – Supporting Canadians to Navigate Learning and Work (Kathy McDonald)

- Kathy presented an overview of the project and encouraged the group to complete the survey and share as broadly as possible

3:30-4:00 – Celebration – Get to Know Your Board of Directors (Jon Fairweather/Sareena Hopkins)

- Jon read a series of “facts” about the Board member and asked the group to guess which fact belonged to which Board member – there was much laughter!
- The meeting was adjourned at 4:00pm by Jon Fairweather
- Attendees were wished safe travels!