# Survey of Career Service Professionals

CACEE Conference
June 5, 2012 – Quebec City

# Background to the Research Process

i- CERIC's Research Agenda

ii- Considering past efforts and current considerations

iii- Developing the investigative instrument:

- -Demographic Section (19 questions)
- -CERIC and its Programs (9 questions)
- -Professional Development and Learning (14 questions)
- -Research (9 questions)
- -Career Capacity/Mobility (7 questions)
- -Technology Access and Awareness (8 questions)

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# Survey Execution, Data Interpretation and Knowledge Transfer

i- Survey roll-out, management and response

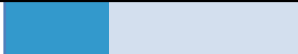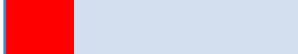ii- What we can say about the findings

iii- Knowledge dissemination plan

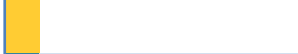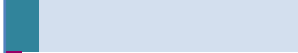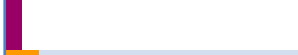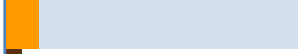# Demographic Information: Province/Territory

| | | Percentage | Count |
|---|---|---|---|
| **Alberta** | | 8% | 80 |
| **British Columbia** | | 12% | 119 |
| **Manitoba** | | 5% | 50 |
| **New Brunswick** | | 2% | 17 |
| **Newfoundland and Labrador** | | 2% | 25 |
| **Northwest Territories** | | 1% | 6 |
| **Nova Scotia** | | 3% | 33 |
| **Nunavut** | | 0% | 2 |
| **Ontario** | | 35% | 348 |
| **Prince Edward Island** | | 1% | 8 |
| **Quebec** | | 25% | 255 |
| **Saskatchewan** | | 2% | 21 |
| **Yukon** | | 0% | 2 |

# Demographic Information: Language

**Of Canada's two official languages, which do you speak/read fluently?**



French - 19% (191)

Both - 12% (121)

English - 69% (687)

# Demographic Information: Gender and Age

**Gender:**
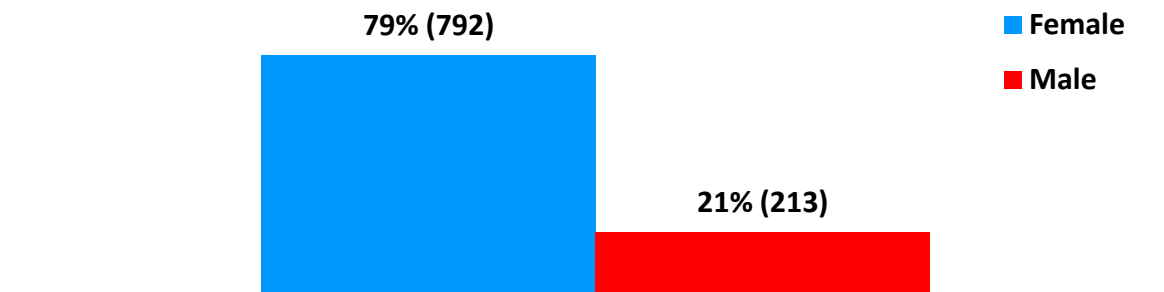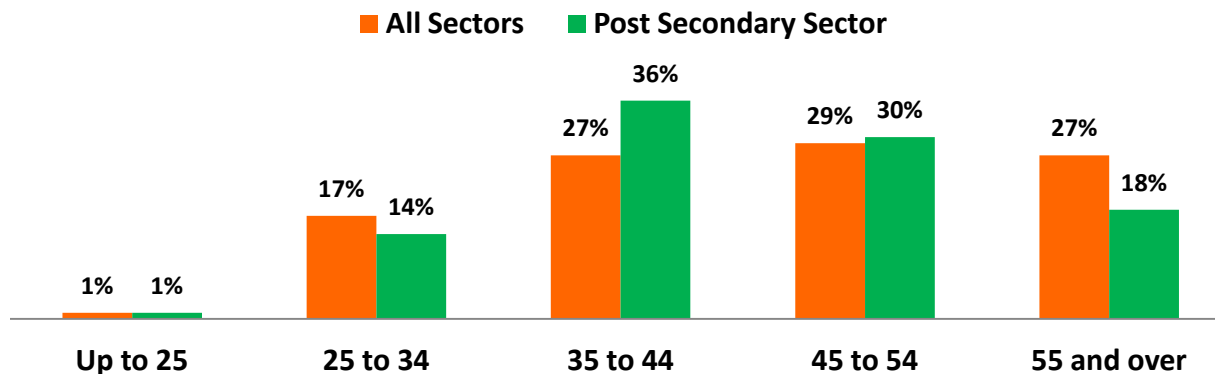


79% (792)

21% (213)

- Female
- Male

**Age:**



- All Sectors
- Post Secondary Sector

| | Up to 25 | 25 to 34 | 35 to 44 | 45 to 54 | 55 and over |
|---|---|---|---|---|---|
| All Sectors | 1% | 17% | 27% | 29% | 27% |
| Post Secondary Sector | 1% | 14% | 36% | 30% | 18% |

# Demographic Information:
# Gender and Age - A Closer Look
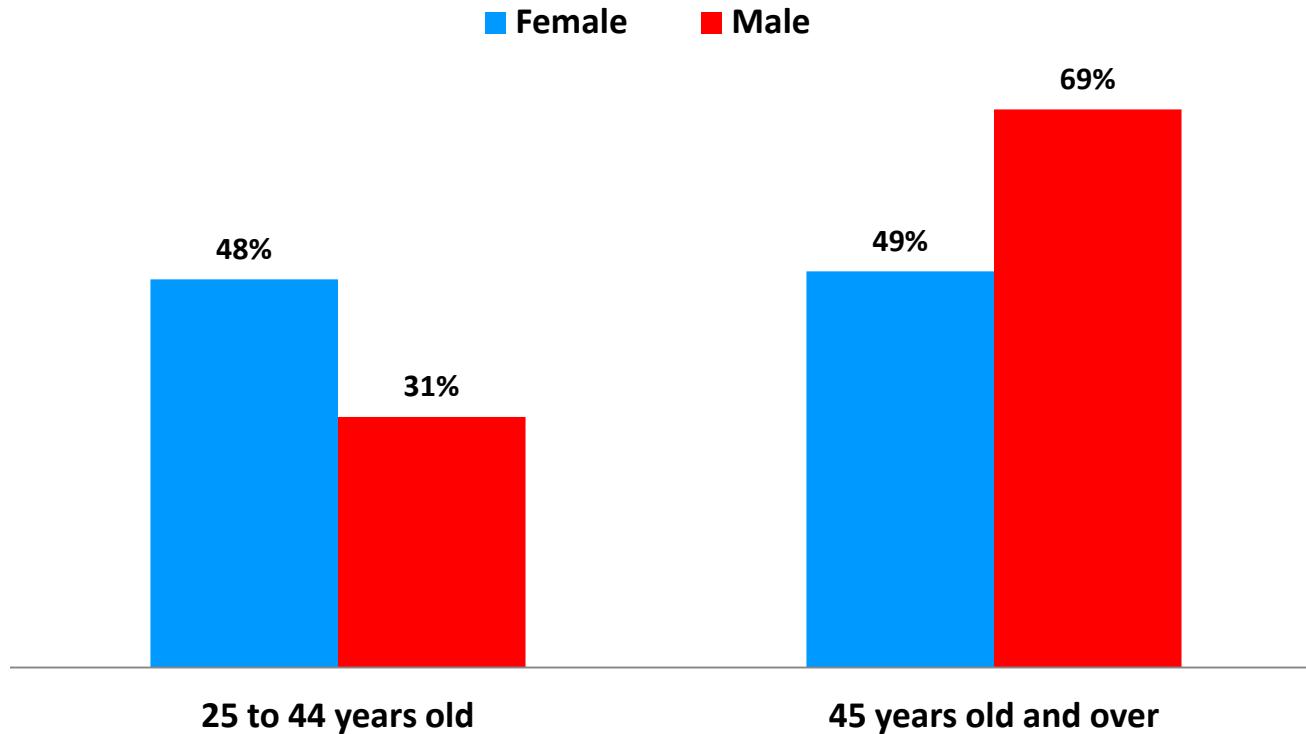
# Demographic Information:
# Rural vs. Urban

**How would you describe the area where you are located?**
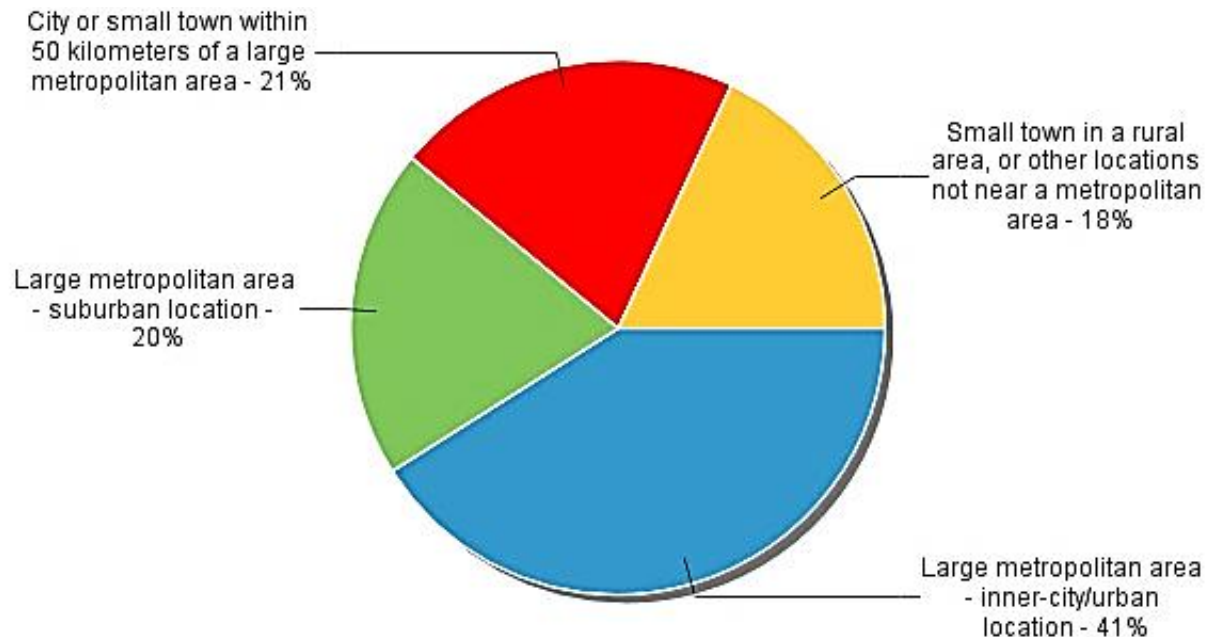


City or small town within 50 kilometers of a large metropolitan area - 21%

Small town in a rural area, or other locations not near a metropolitan area - 18%

Large metropolitan area - suburban location - 20%

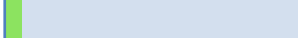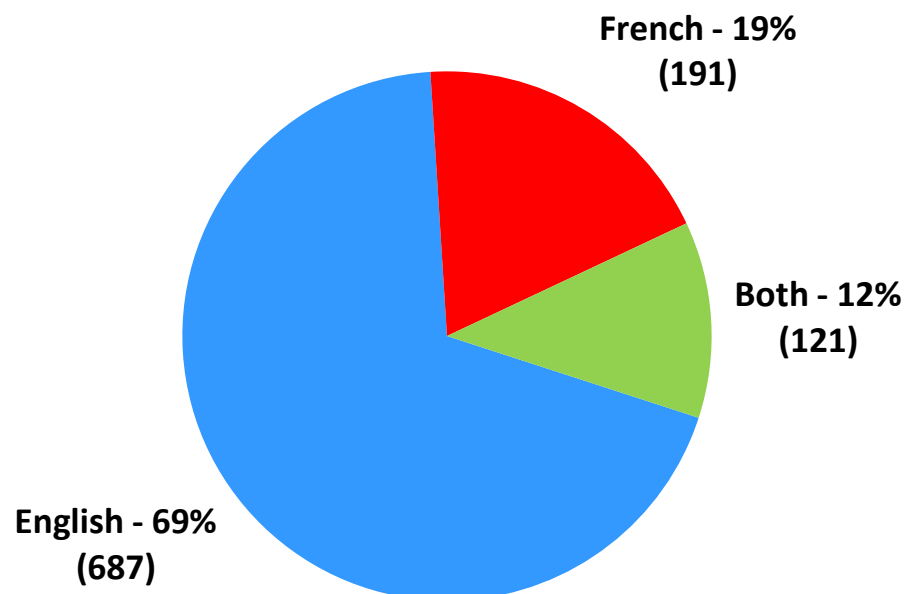Large metropolitan area - inner-city/urban location - 41%

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# Demographic Information:
# Educational Profile - Highest Level Attained

**What is your highest level of education completed?**

|  | All Sectors | Post Secondary Sector |
|---|---|---|
| Some high school | 0% | 0% |
| High school diploma or GED | 1% | 0% |
| College certificate | **10%** | **3%** |
| Bachelor's degree | 35% | 33% |
| Master's degree | **44%** | **50%** |
| Doctoral degree | **3%** | **5%** |

# Demographic Information: Educational Profile - Area of Focus

**What was your main area of focus in your highest level of post-secondary studies applicable to the career services field?**

| Area of Focus | Percentage |
|---|---|
| Counselling or educational psychology | 21% |
| Career development | 19% |
| Education | 16% |
| Psychology | 9% |
| Organizational behaviour/human resources | 8% |
| Social work | 6% |
| Other, please specify: | 16% |
| Not applicable | 4% |

# Demographic Information: Career Path - Entry into the Field

**What was the primary influencer for your entry into the field of career development?**
**(913 Responses)**

1. **Interest in Career Development**

2. **Wanted to Help People**

3. **Employment/Advancement Opportunity**

4. **Educational Background**

5. **Personal Experience with Career Services (as a client)**

# Demographic Information:
# Career Path - Years in the Field

**Years working in career development?**
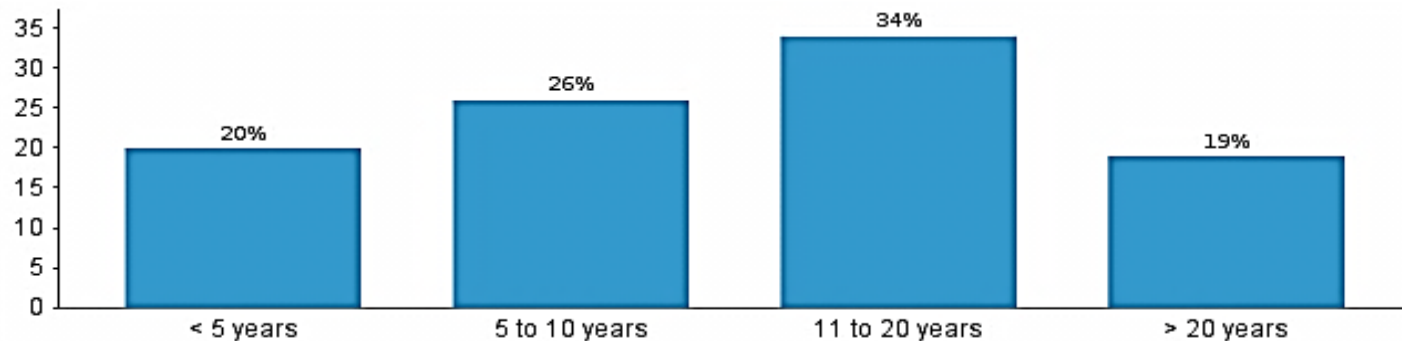
# Demographic Information:
# Career Path - Entry into Field

**How did you find yourself working in the career development field?**
**(Select all that apply)**

# Demographic Information: Career Path - A Closer Look



Bachelor's Degree
Master's Degree
Doctoral Degree

**Educational background:** 29%, 52%, 49%
**Fell into it:** 35%, 20%, 29%
**Worked my way up:** 24%, 19%, 14%

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# Demographic Information: Career Characteristics - Sector

**What sector do you work in?  (Select all that apply)**

| Sector | Percentage |
|---|---|
| Post-secondary education | 27% |
| Other non-profit organization | 23% |
| Private sector | 19% |
| Government | 14% |
| Secondary education | 12% |
| Registered charity | 9% |
| Corporate sector | 2% |
| Other | 8% |

# Demographic Information: Career Characteristics - Job Function

**Which answer BEST describes your job function as it relates to the career development/career counselling field? (Choose 1 answer)**

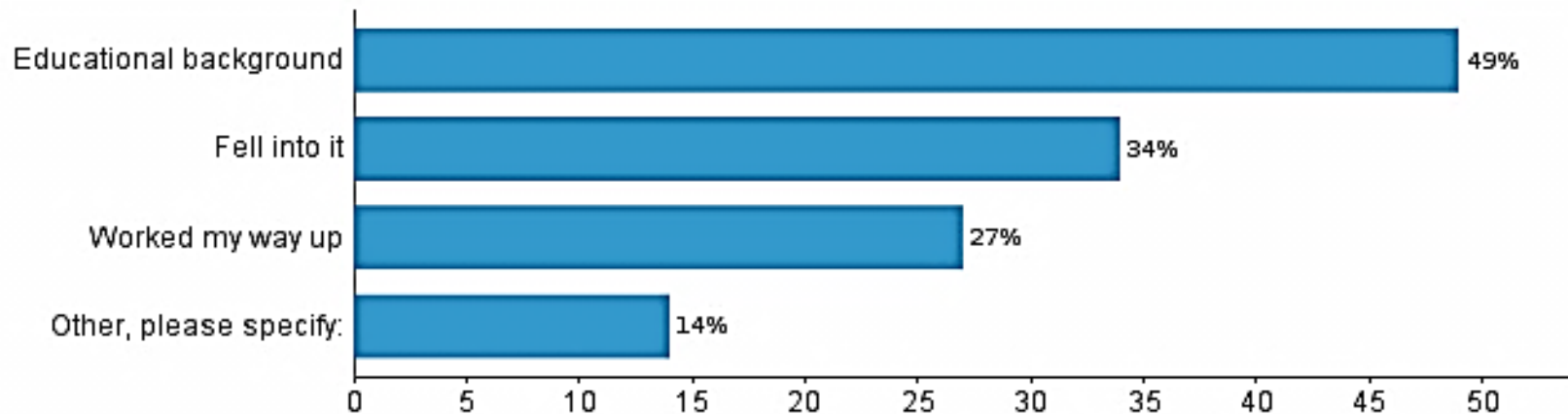| | All Sectors | Post Secondary |
|---|---|---|
| I am directly involved in the provision of career services, mostly in a one-on-one setting. | **33%** | **24%** |
| I am directly involved in the provisions of career services divided between one-on-one and group. | **31%** | **39%** |
| My role is in the management/supervision of those who directly deliver career services. | **16%** | **21%** |
| I am not directly in the career development/career counselling field, but have a professional interest in it. | 5% | 4% |
| I am directly involved in the provision of career services, mostly in a group setting. | 4% | 3% |
| I develop career-related products/resources. | 4% | 3% |
| My primary role is in research/academics in the field. | 2% | 4% |
| My role is in the administration/support of those who directly deliver career services. | 2% | 1% |
| I am a student in the field. | 1% | 0% |
| I am currently involved in public policy development. | 1% | 0% |
| I am directly involved in curriculum development. | 1% | 2% |

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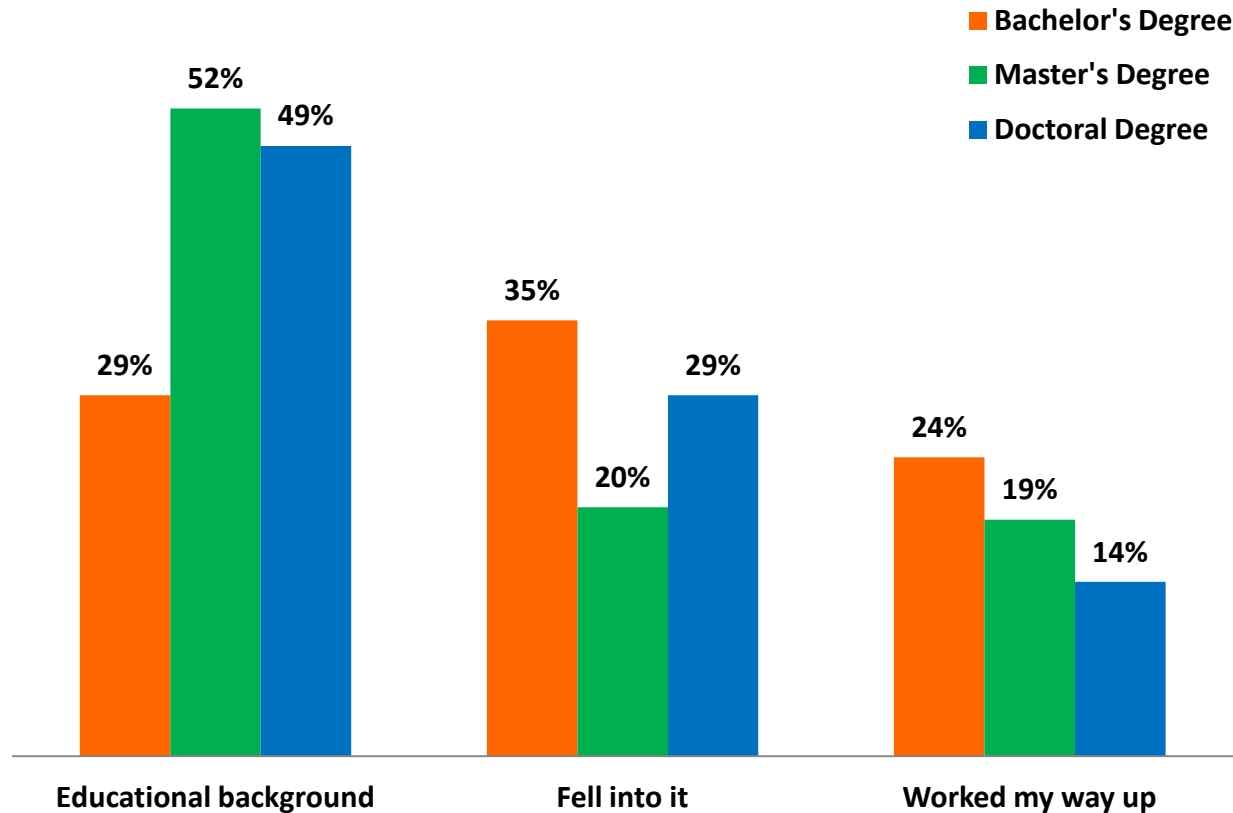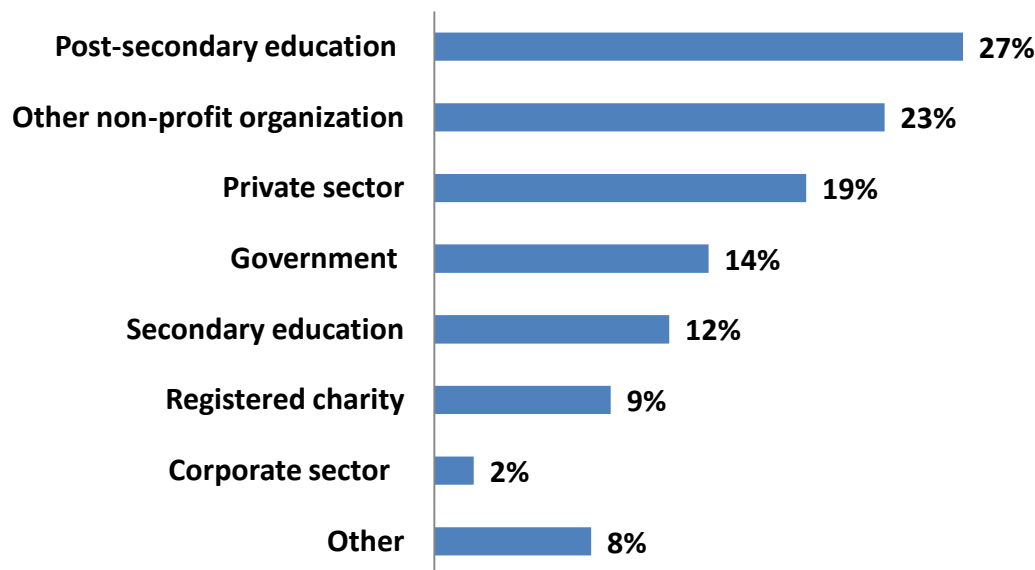
# Demographic Information:
# Employment Details - Full or Part-time Status

## Which best describes your work situation?

| | | |
|---|---|---|
| I work full time within career services or career development | | 75% |
| I work part time within career services or career development | | 14% |
| I am currently unemployed and looking for work in career services or career development | | 2% |
| I am retired | | 1% |
| Other, please specify: | | 8% |

# Demographic Information: Employment Details - Employer

**Do you have…**



Single employer - 79%
Multiple contracts - 15%
Other, please specify: - 6%

# Demographic Information: Employment Details - Job Titles

**What is your job title?**
**(954 Responses)**

1. **Employment Co-ordinator**
2. **Employment Specialist**
3. **Employment Counsellor**
4. **Career Counsellor**
5. **Career Educator**
6. **Career and Work Coach**
7. **Career Advisor**
8. **Senior Consultant**
9. **Director**
10. **Guidance Teacher**

# Demographic Information:
# Employment Details - Size of Organization

**What is the size of your entire career services organization (including departments and satellites)?**

# Demographic Information: Employment Details - Salary

**What is your gross (before deductions) annual salary or income?**



Legend: ■ All Sectors  ■ Post Secondary

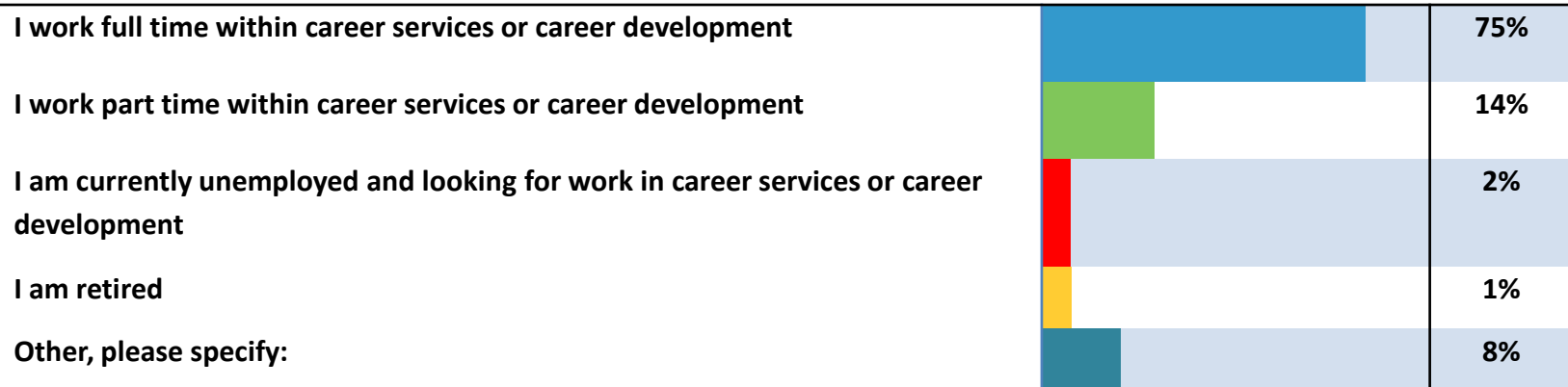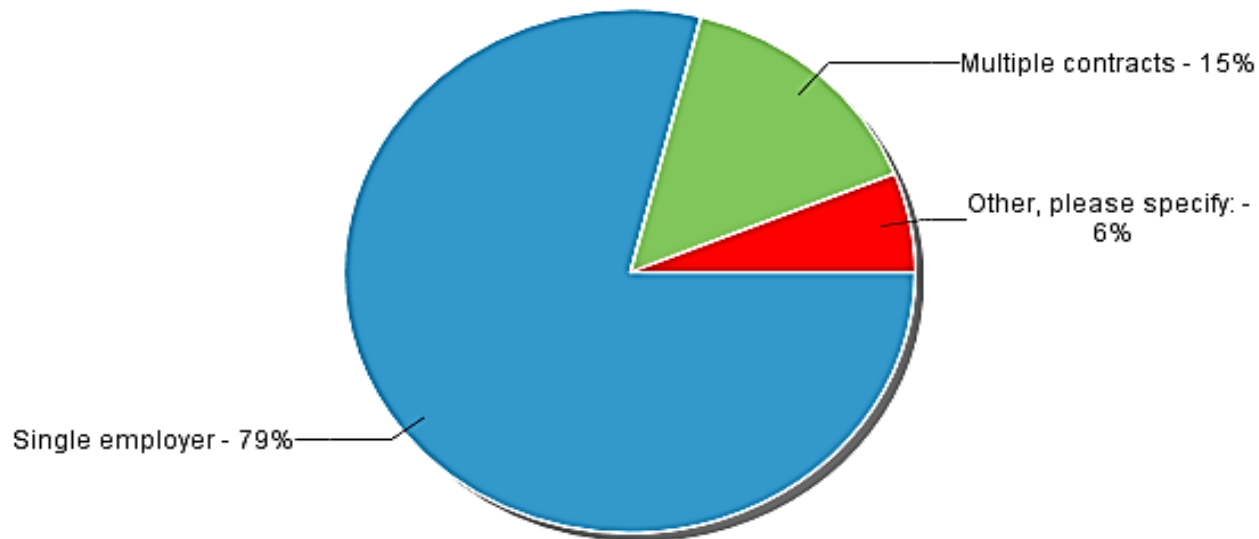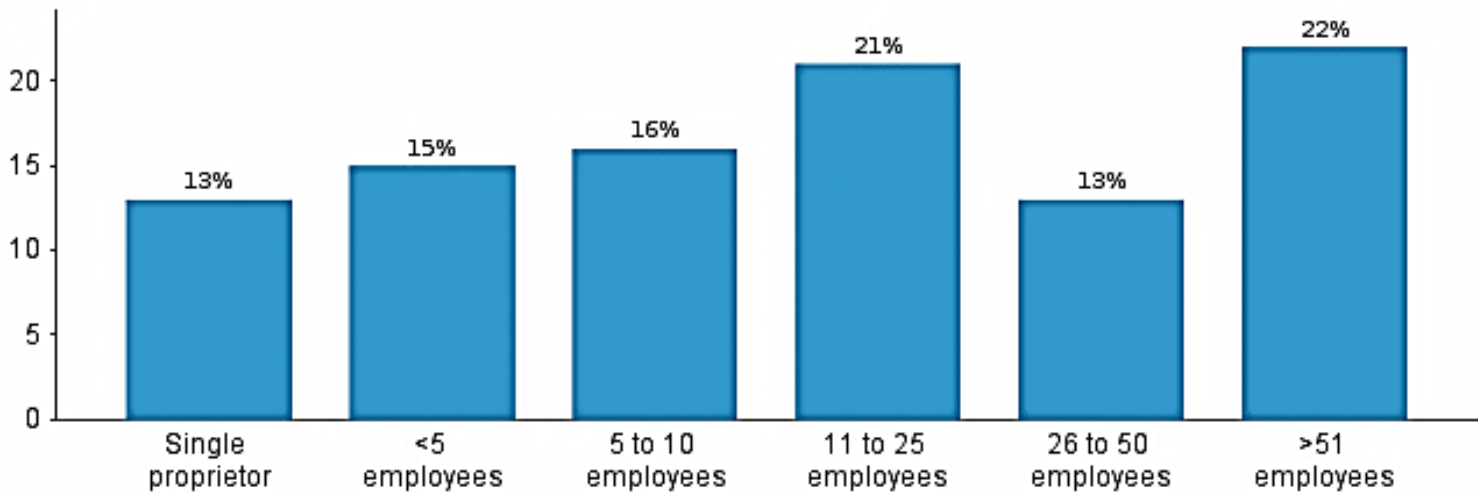| Salary Range | All Sectors | Post Secondary |
|---|---|---|
| Up to $25,000 per year | 4% | 1% |
| $25,000 to $40,000 per year | 15% | 7% |
| $40,001 to $55,000 per year | 32% | 21% |
| $55,001 to $70,000 per year | 23% | 34% |
| $70,001 to $85,000 per year | 13% | 20% |
| $85,001 to $100,000 per year | 7% | 10% |
| $100,001 or more per year | 5% | 7% |

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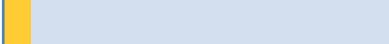
# Demographic Information: Career Plans

**Where do you see yourself in five years in terms of your career?**
**(931 Responses)**

1. **Retired**
2. **Same position**
3. **Management**
4. **Private Practice**
5. **Graduate Program**

**If you are considering moving to a new field, please indicate the reason.**
**(Select all that apply)**

| | Percent | Count |
|---|---|---|
| **Personal growth/new challenge** | 30% | 289 |
| **Poor salary/income** | 15% | 148 |
| **No room to advance** | 14% | 138 |
| **Burn out** | 10% | 97 |
| **Too much competition** | 2% | 23 |

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# Professional Development and Learning: Skills Enhancement

**In which of the following areas would you like to focus your professional Development over the next year? (Select up to 5)**

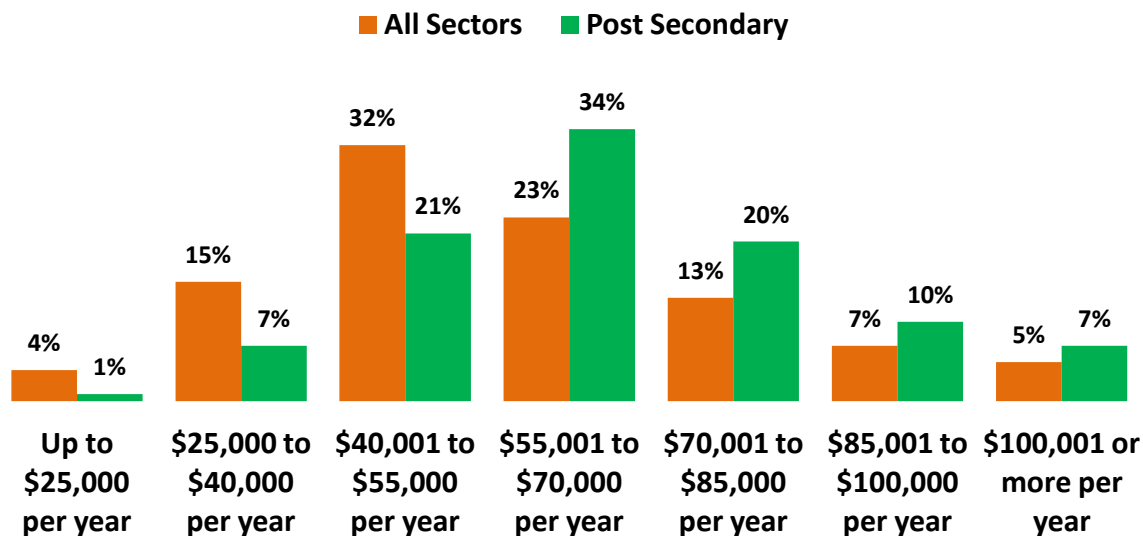| | All Sectors | Post Secondary |
|---|---|---|
| Career assessment tools | **44%** | **37%** |
| Career and labour market information | 36% | 39% |
| Future trends (macro global business issues) | 32% | 36% |
| Diverse populations (e.g., new Canadians, rural populations, persons with disabilities, etc.) | 27% | 31% |
| Individual counselling skills related to the provision of career development services (e.g. listening, reflecting, summarizing) | 26% | 23% |
| Cyber-counselling | 23% | 25% |
| Essential skills (to encourage clients to look at overall skills and abilities) | 23% | 18% |
| Job development | 22% | 16% |
| Mentorship | 22% | 23% |
| Management/supervision of a counselling team | 21% | 24% |
| Career theories | **19%** | **25%** |
| Stress management/personal development | 19% | 15% |
| Program/service evaluation | 19% | 23% |
| Community capacity-building | 18% | 14% |
| Job search strategies (including resumes, interview skills, etc.) | 18% | 16% |
| Group facilitation skills | 17% | 8% |

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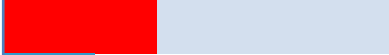INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION

# Professional Development and Learning: Thematic Focus

**On which of the following client groups would you most like to focus your professional development? (Select all that apply)**

|  | All Sectors | Post Secondary |
|---|---|---|
| **Adults in career transition** | 63% | 56% |
| **Post-secondary students** | 40% | 77% |
| **Unemployed** | 37% | 17% |
| **New Canadians/immigrants** | 34% | 37% |
| **Older workers** | 33% | 16% |
| **At-risk youth** | 29% | 16% |
| **Women** | 27% | 18% |
| **People with learning disabilities** | 27% | 26% |
| **People with mental illnesses** | 26% | 22% |
| **Executive and business professionals** | 25% | 23% |
| **People with low income** | 24% | 11% |
| **People with physical disabilities** | 20% | 14% |
| **Aboriginal people** | 19% | 20% |
| **Students up to Grade 12** | 19% | 9% |
| **Men** | 16% | 18% |
| **Visible minorities** | 15% | 17% |
| **Rural populations** | 14% | 7% |
| **Previously incarcerated** | 11% | 4% |
| **Non-status newcomers** | 9% | 8% |

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# Professional Development and Learning: Budgetary Allowance

**What is your yearly personal professional development budget?**

■ All Sectors ■ Post Secondary

| Budget | All Sectors | Post Secondary |
|--------|-------------|----------------|
| No budget provided | 26% | 21% |
| Less than $500 | 33% | 26% |
| $500 to $1,000 | 23% | 26% |
| $1,001 to $2,000 | 11% | 17% |
| $2,001 to $3,000 | 4% | 8% |
| More than $3,001 | 3% | 3% |

**If an employer were not in a position to cover the costs of your professional development, how much would you be personally willing to pay for professional development annually?**

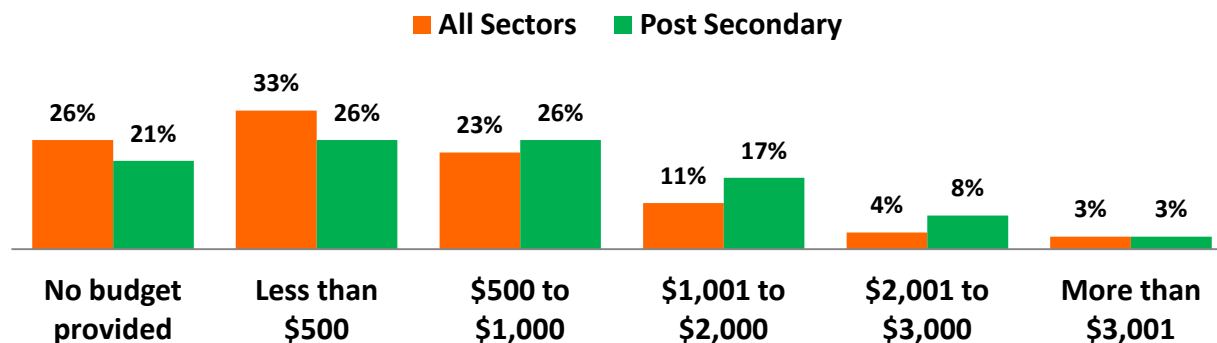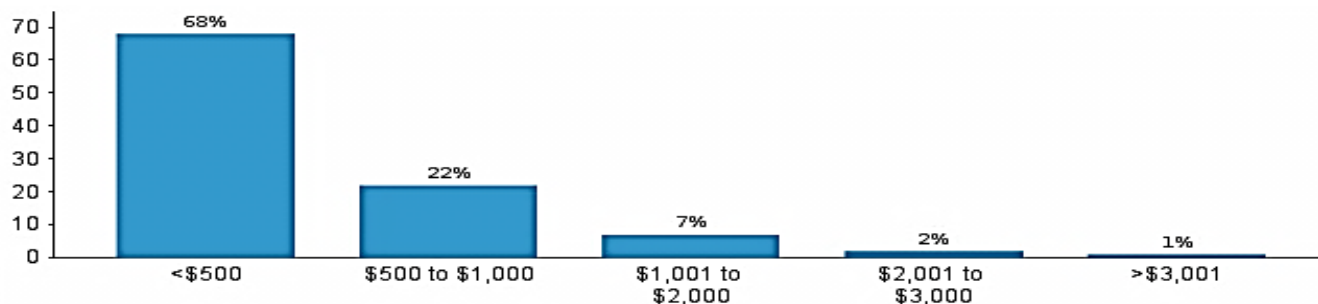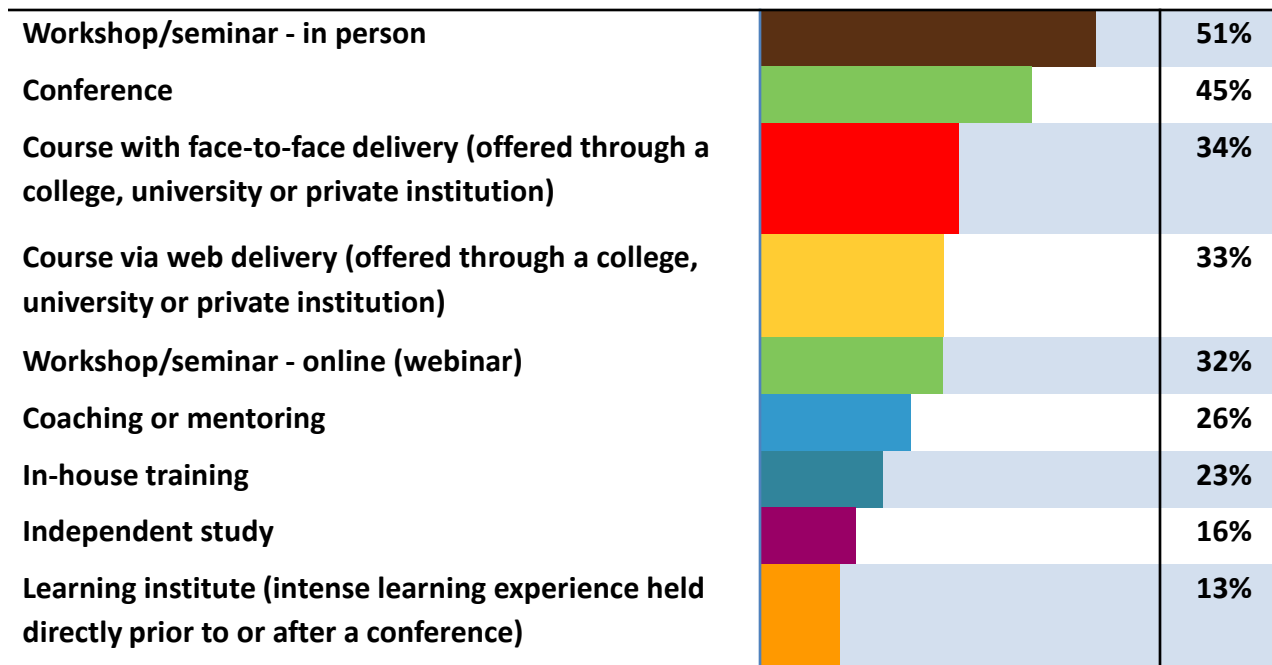| Amount | Percent |
|--------|---------|
| <$500 | 68% |
| $500 to $1,000 | 22% |
| $1,001 to $2,000 | 7% |
| $2,001 to $3,000 | 2% |
| >$3,001 | 1% |

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# Professional Development and Learning: Preferred Training Method

**Thinking about given time constraints and available resources, what type of training do you prefer? (Select the top 3 that apply)**

| Training Method | Percentage |
|---|---|
| Workshop/seminar - in person | 51% |
| Conference | 45% |
| Course with face-to-face delivery (offered through a college, university or private institution) | 34% |
| Course via web delivery (offered through a college, university or private institution) | 33% |
| Workshop/seminar - online (webinar) | 32% |
| Coaching or mentoring | 26% |
| In-house training | 23% |
| Independent study | 16% |
| Learning institute (intense learning experience held directly prior to or after a conference) | 13% |

# Professional Development and Learning: Meeting Training Needs

**Given the training opportunities currently available to the field, which of the following presents the greatest challenge in meeting your training needs?**
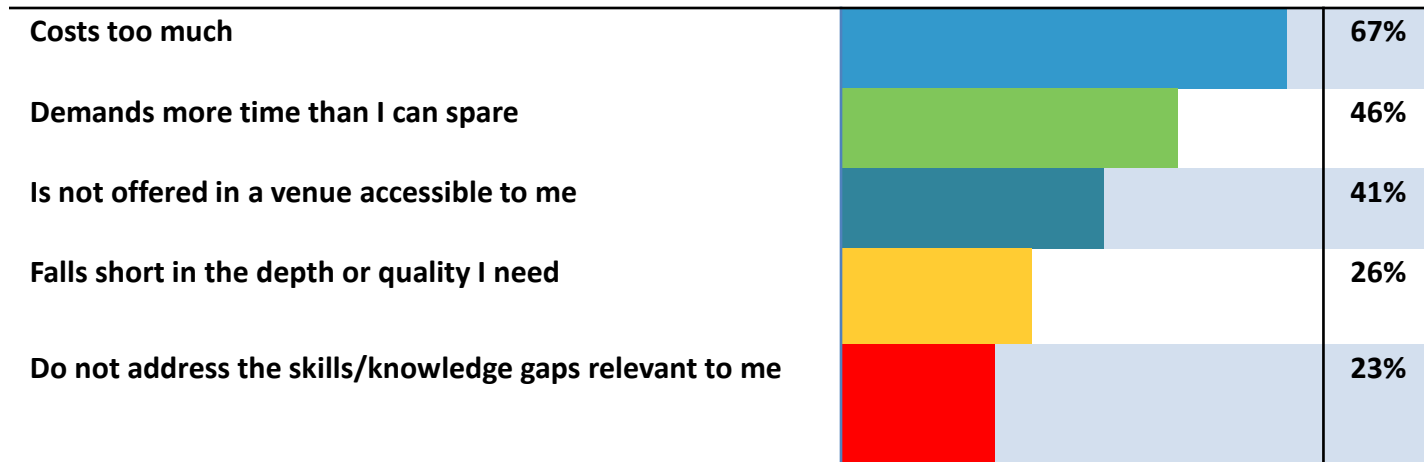
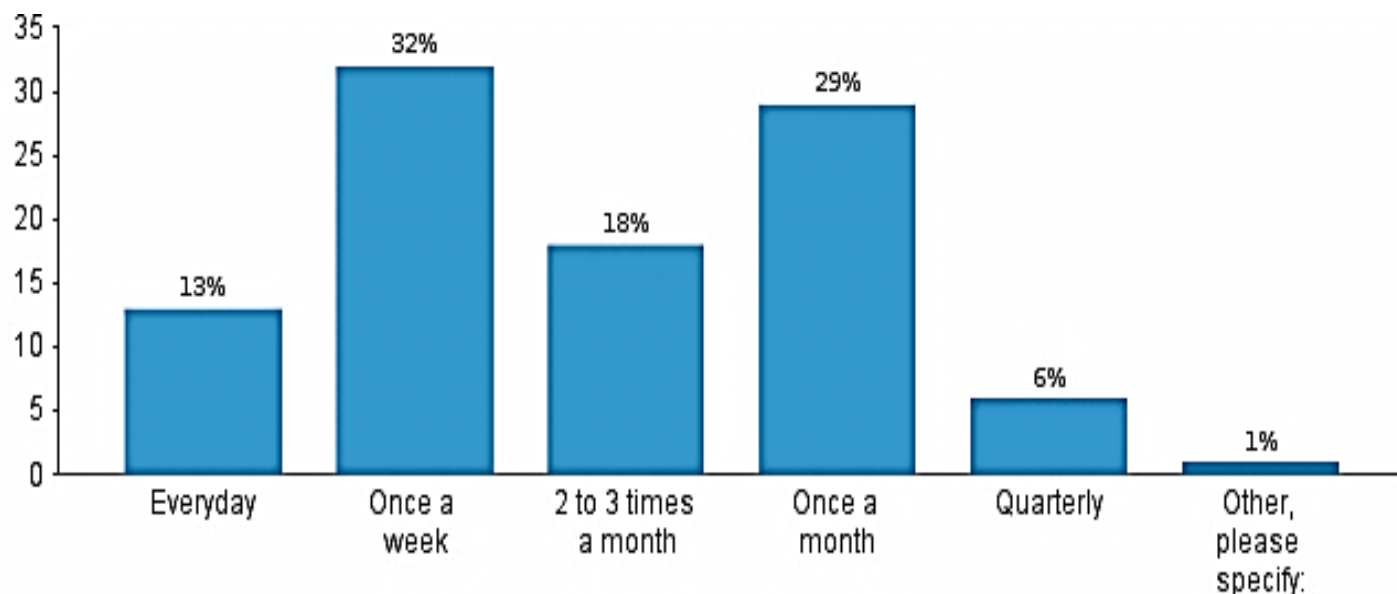| | |
|---|---|
| Costs too much | 67% |
| Demands more time than I can spare | 46% |
| Is not offered in a venue accessible to me | 41% |
| Falls short in the depth or quality I need | 26% |
| Do not address the skills/knowledge gaps relevant to me | 23% |

# Professional Development and Learning: Access to Information

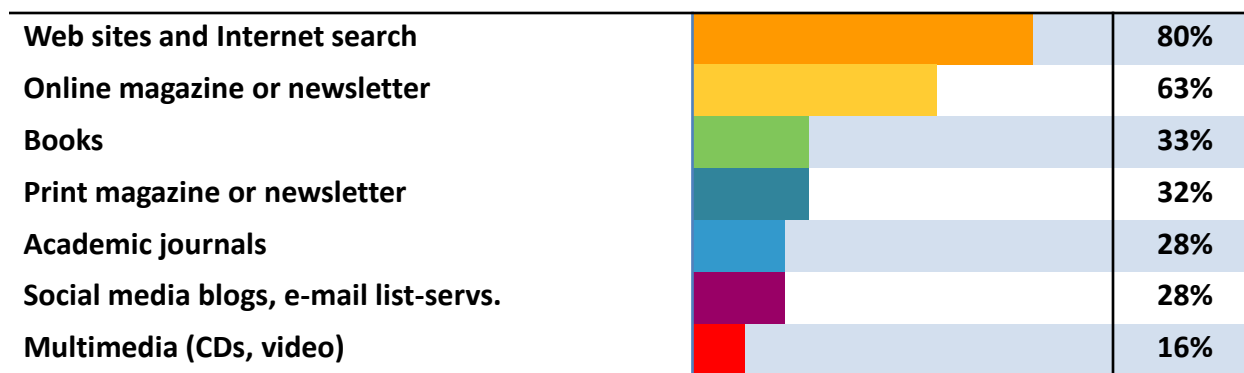**Generally speaking, how frequently do you like to receive career-related information?**

# Professional Development and Learning: Targets of Information

**How do you like to access research and information on tips, trends and techniques in the career development field?**
**(Select the top 3 that apply)**

| | | |
|---|---|---|
| Web sites and Internet search | | 80% |
| Online magazine or newsletter | | 63% |
| Books | | 33% |
| Print magazine or newsletter | | 32% |
| Academic journals | | 28% |
| Social media blogs, e-mail list-servs. | | 28% |
| Multimedia (CDs, video) | | 16% |

# Professional Development and Learning: Information Hurdles

**Given the available sources for career-related information, which of the following has presented you with the greatest challenge in meeting your research and information needs?**
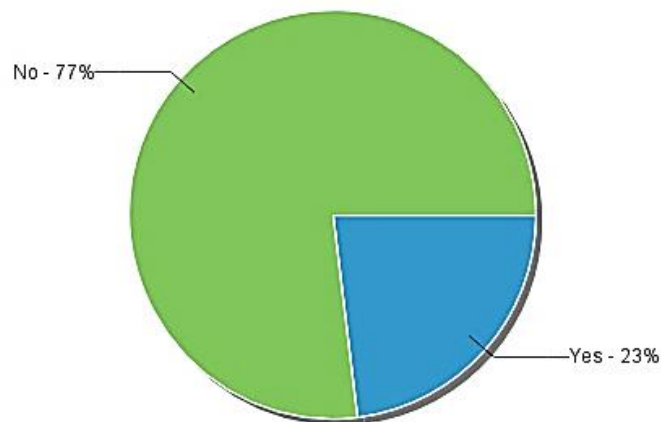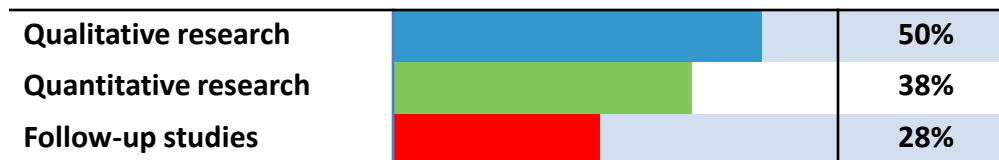**(Select the top 3 that apply)**
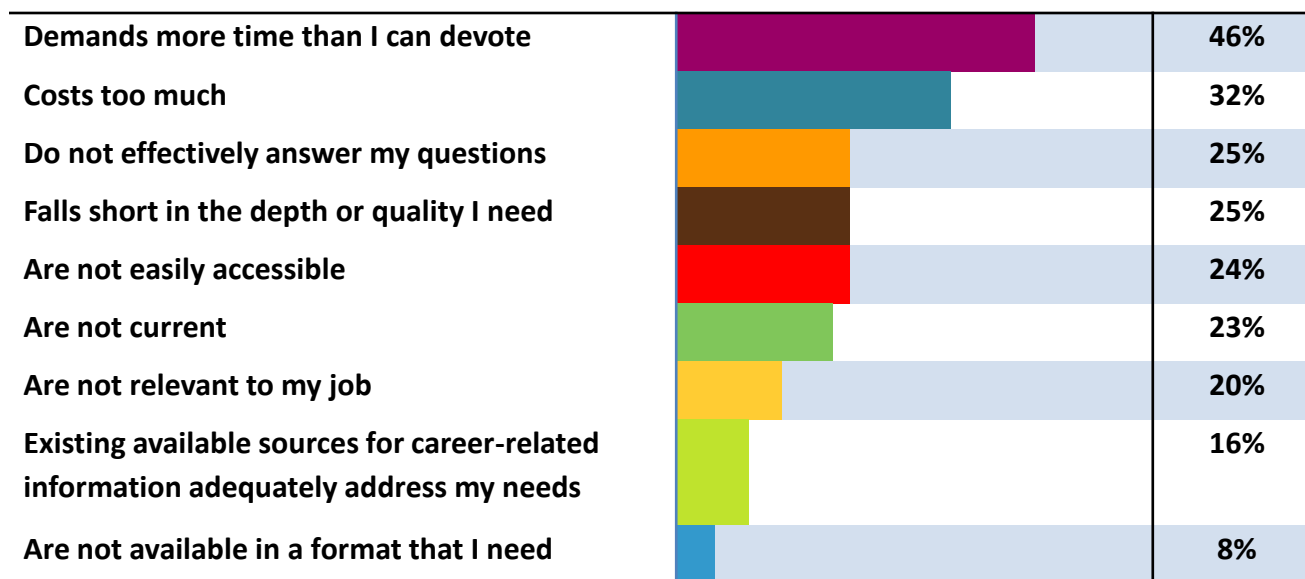
| | |
|---|---|
| Demands more time than I can devote | 46% |
| Costs too much | 32% |
| Do not effectively answer my questions | 25% |
| Falls short in the depth or quality I need | 25% |
| Are not easily accessible | 24% |
| Are not current | 23% |
| Are not relevant to my job | 20% |
| Existing available sources for career-related information adequately address my needs | 16% |
| Are not available in a format that I need | 8% |

# Research:
# Engagement and Approach

**Is your organization involved in career development research?**



No - 77%
Yes - 23%

**What types of research are you undertaking? (Select all that apply)**

| | | |
|---|---|---|
| Qualitative research | | 50% |
| Quantitative research | | 38% |
| Follow-up studies | | 28% |

# Research:
# Focus and Dissemination

**What are your topics or areas of focus?**
**(243 Responses)**

1. **Graduate Employment—Post Secondary**    12%  (n = 28)
2. **People with Disabilities**    9%  (n = 23)
3. **Immigrants/Integration of New Canadians**   8%  (n = 20)
4. **Impact Assessment**    7%  (n = 18)
5. **Labour Market Information**    7%  (n = 18)

**How do you disseminate your research findings?**
**(201 Responses)**

1. **Conferences/workshops**    19%  (n = 39)
2. **In-house**    19%  (n = 39)
3. **On-line**    17%  (n = 35)
4. **Peer-Reviewed Journals**    8%  (n = 17)
5. **CERIC/Cannexus**    8%  (n = 16)

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# Research:
# Topics of Interest and New Content

**What three topics would you like to see career development related research focus upon? (1188 Responses)**

1. Labour Market
2. Social Media
3. Mental Health
4. Post Secondary Education
5. Career Issues for Immigrants/New Canadians
6. Aboriginal Issues
7. Older Workers
8. Clients with Disabilities

**What NEW theories, approaches, innovations, and/or programs in career counselling/career development are you aware of? (416 Responses)**

Mainly "newish" responses were provided (For instance, Chaos Theory, Positive Psychology, Happenstance, and Motivational Interviewing) along with many stating that there are no "new" theories, approaches, innovations and/or programs.
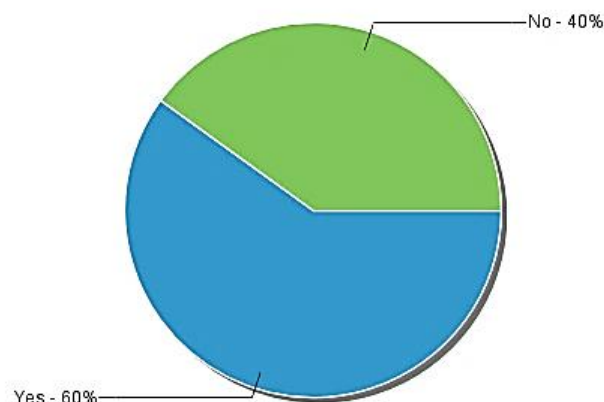
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# Research:
# Evaluating Interventions

**Are you currently evaluating the impact of your career counselling/career development program or services?**



No - 40%

Yes - 60%

**If you are currently evaluating your program, what are you focusing upon?**

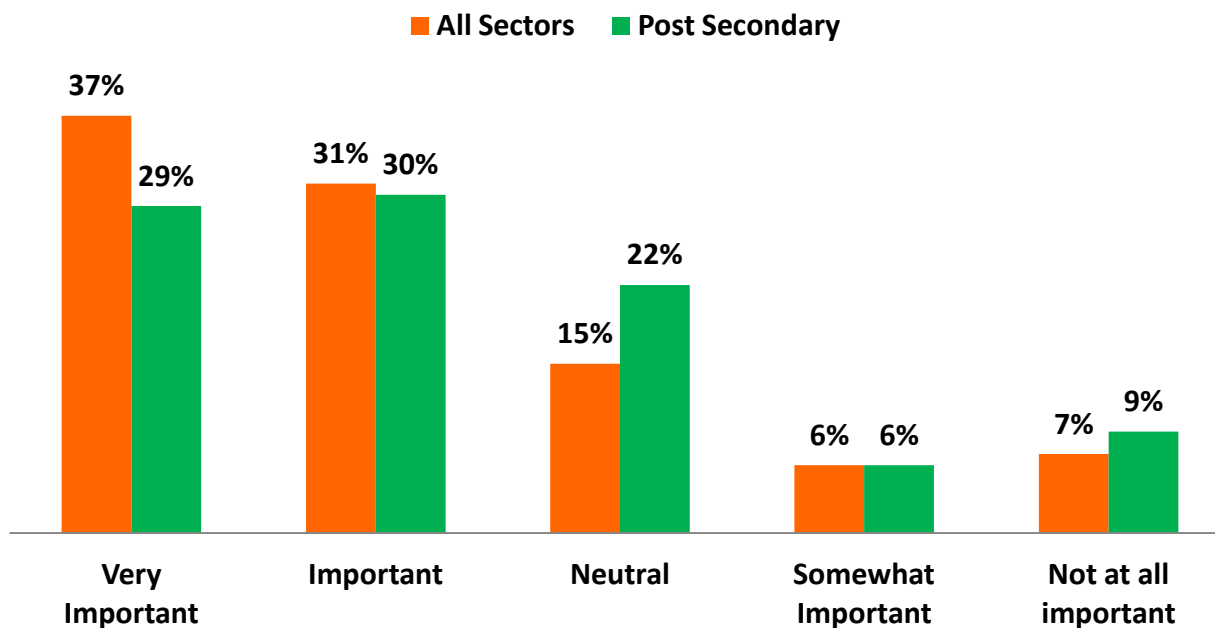| | All Sectors | Post Secondary |
|---|---|---|
| Track client satisfaction | 57% | 58% |
| Track client outcome (i.e. job/return to school) | 53% | 36% |
| Evaluate changes in client attitudes, knowledge and/or skills after intervention | 38% | 42% |

# Career Competency/Mobility: Certification

**How important is being professionally certified to you?**



Legend: ■ All Sectors  ■ Post Secondary

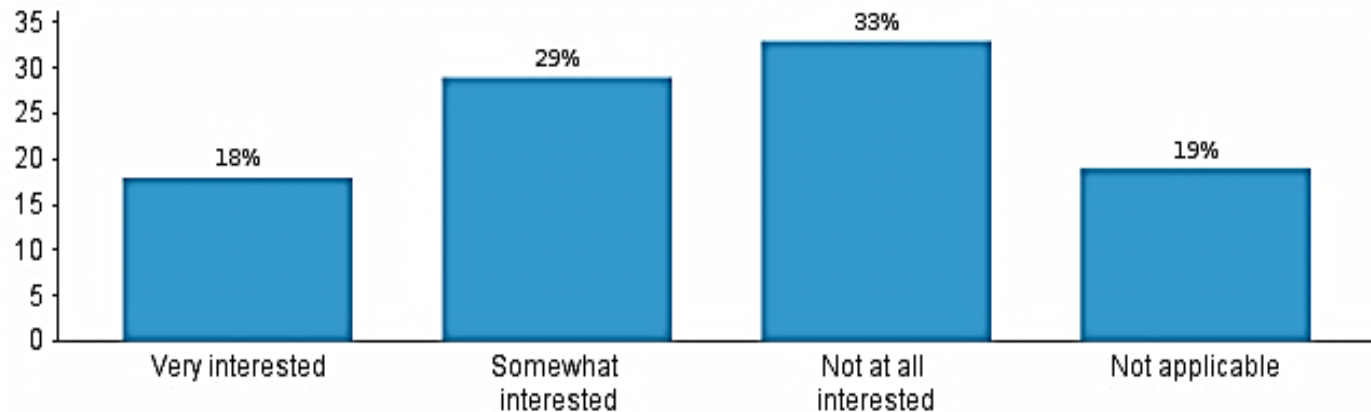| Category | All Sectors | Post Secondary |
|---|---|---|
| Very Important | 37% | 29% |
| Important | 31% | 30% |
| Neutral | 15% | 22% |
| Somewhat Important | 6% | 6% |
| Not at all important | 7% | 9% |

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# Career Competency/Mobility: Certification

**If you are currently certified or pursuing certification, please tell us by which body.**

- Provincial (316 Responses):   16 associations/bodies were mentioned.

- National (102 Responses):  7 associations/bodies were mentioned.

- Non-Canadian (61 Responses): 14 associations/bodies were mentioned.

# Career Competency/Mobility:
# Career Aspirations - Management Ambitions

**How interested are you in becoming a manager
in the field of career development?**

# Career Competency/Mobility: Meeting Employer Needs

**If available, would a potential opportunity to enhance your competencies in the following areas be suitable to your employer's needs? (Rank)**

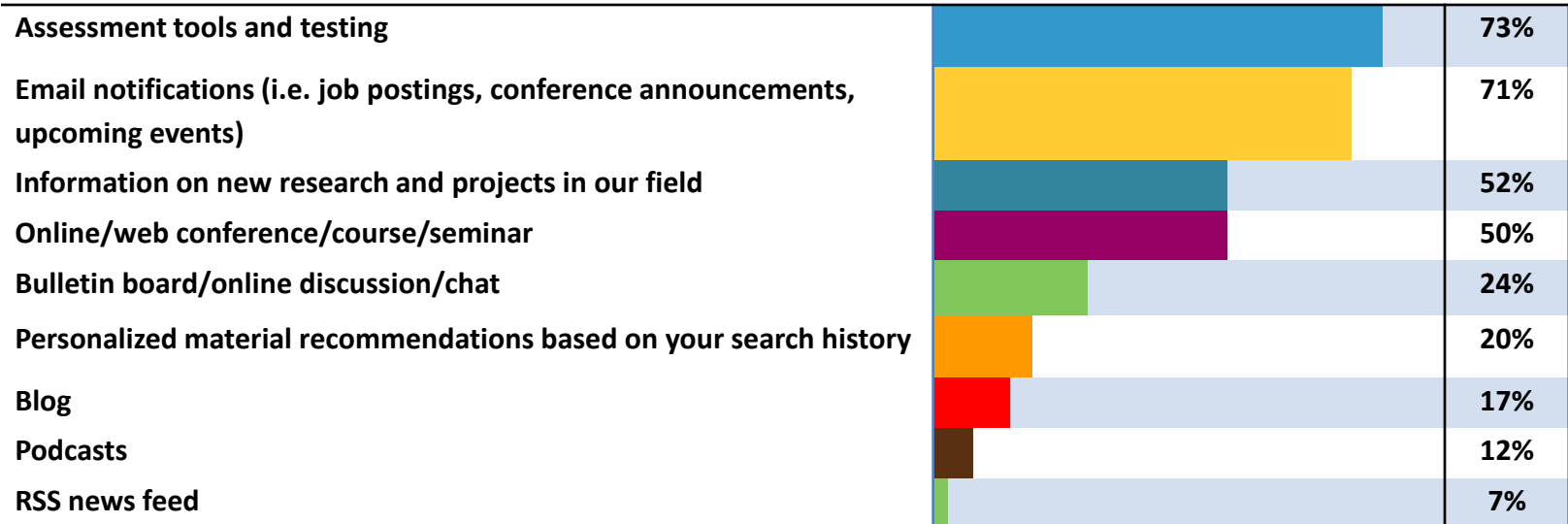| | |
|---|---|
| 1- Individual leadership & initiative | 66% |
| 2- Performance evaluation & support | 65% |
| 3- Team-building & motivation | 64% |
| 4- Negotiation & conflict management | 63% |
| 5- Judgment & decision making | 59% |
| 6- Information analysis | 56% |
| 7- Priority setting, managing work, delegation & follow up | 55% |
| 8- Business development / marketing & public relations | 49% |
| 9- Recruiting & developing organizational talent | 49% |
| 10- Customer service orientation | 48% |

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# Technology Access and Awareness: Online Resources

**Which of the following would you be most likely to use online?
(Select the top 3 that apply)**

| Resource | % |
|---|---|
| Assessment tools and testing | 73% |
| Email notifications (i.e. job postings, conference announcements, upcoming events) | 71% |
| Information on new research and projects in our field | 52% |
| Online/web conference/course/seminar | 50% |
| Bulletin board/online discussion/chat | 24% |
| Personalized material recommendations based on your search history | 20% |
| Blog | 17% |
| Podcasts | 12% |
| RSS news feed | 7% |

# Technology Access and Awareness: The Place of Social Media

**How important is social media in terms of the work performed by career service professionals?**
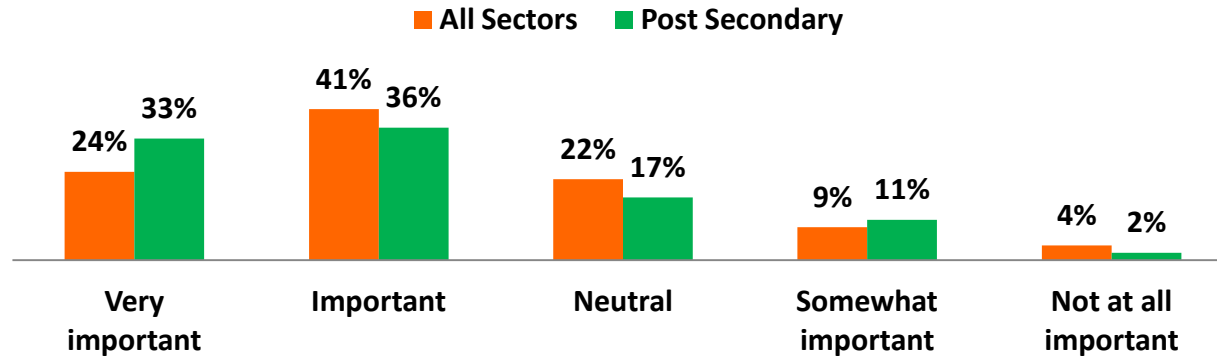


**How often do you use social media tools for professional purposes?**
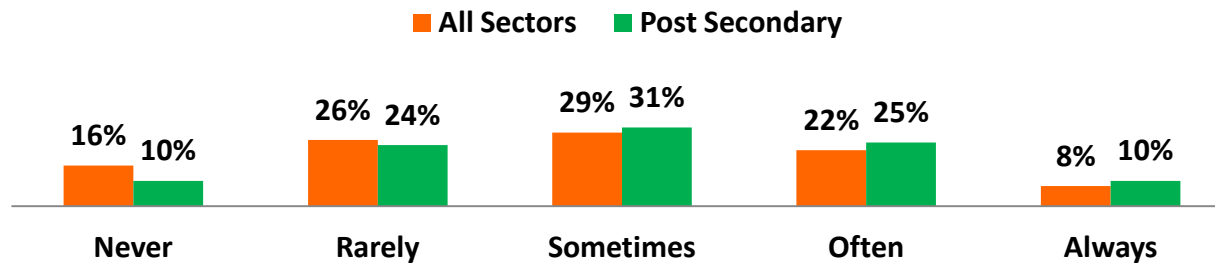
# Technology Access and Awareness: Social Media Skills and Client Training

**How would you rate your skill-level in terms of using social media as a career development tool?**
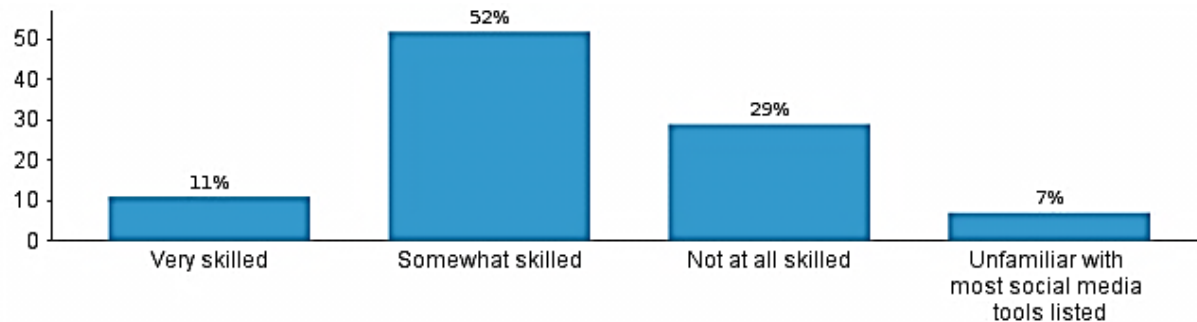


**To what extent are you involved in educating your clients about how to use social media tools?**
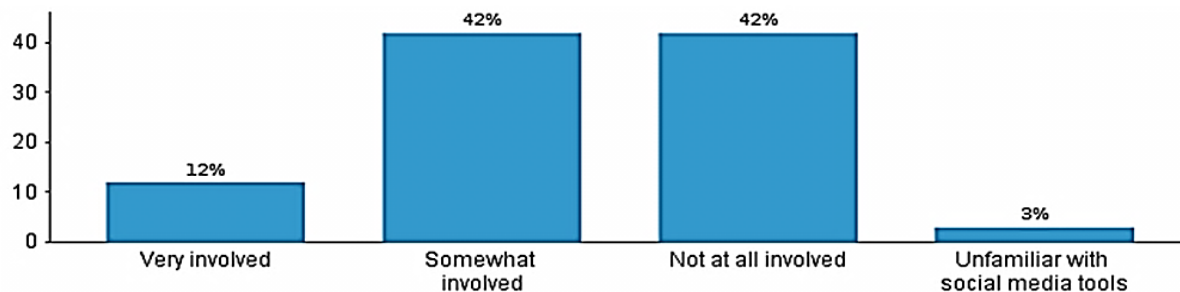
# Technology Access and Awareness: Social Media Tools

**What social media tools do you use
most often for professional purposes? (Select all that apply)**

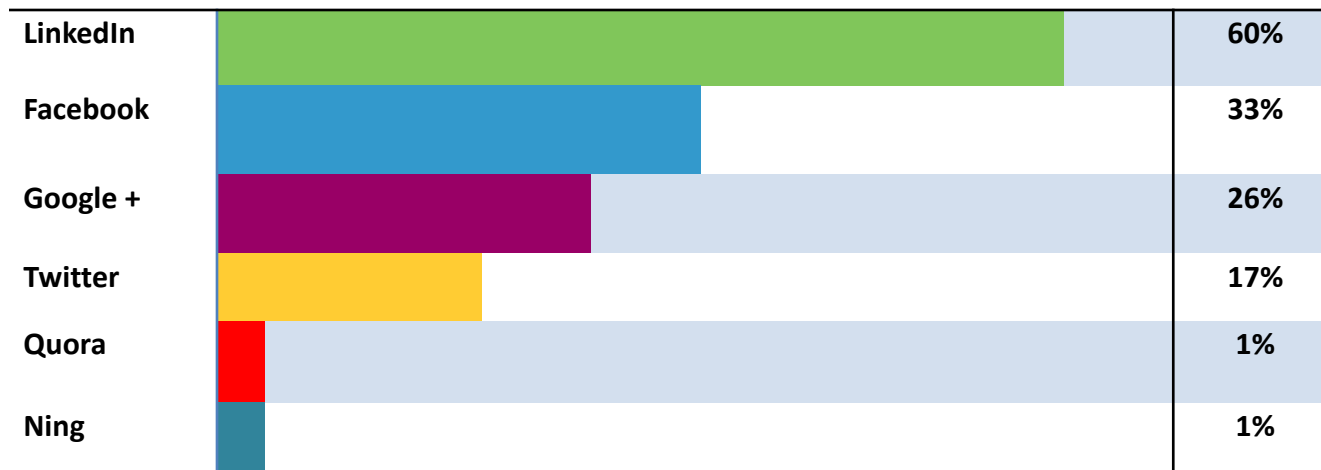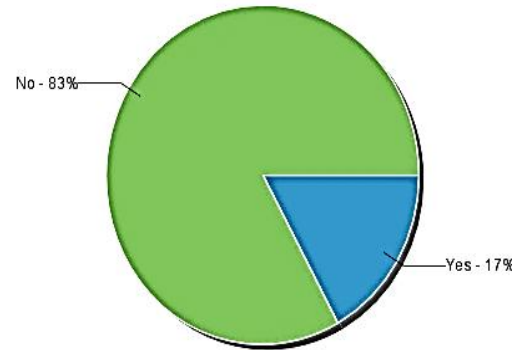| Tool | Percentage |
|---|---|
| LinkedIn | 60% |
| Facebook | 33% |
| Google + | 26% |
| Twitter | 17% |
| Quora | 1% |
| Ning | 1% |

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# Technology Access and Awareness: Supporting Technology

**Do you use any software or mobile applications related to career development?**



No - 83%

Yes - 17%

**If you are using software or mobile applications related to career development, please specify. (Top four from 163 Responses)**

1. Career Cruising       24% (n = 40)
2. Repères               14% (n= 24)
3. LinkedIn              11% (n = 18)
4. Assessments          10% (n = 17)

# Survey of Career Service Professionals

Please visit the CERIC website, www.ceric.ca, to download the *Survey of Career Service*

*Professionals Highlights Report* (available in English and French)

and related information as it becomes available.

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