



CERIC 2015 Survey of Career Service Professionals

Post-Secondary Education Sector (291 Respondents)

Background to CERIC's Survey Research Process

CERIC's past survey research activities:

- *Survey of Career Service Professionals*
(2003, 2004, 2005, and 2006)
- *General population survey about career development and workplace perceptions*
(Conducted in late 2006 and early 2007)

CERIC's national survey cycle (launched in 2010):

- *2010 Survey on public perceptions about career development and the workplace*
(Conducted in the Fall of 2010. Findings released at Cannexus11 and information documents appeared throughout 2011)
- *2011 Survey of Career Service Professionals*
(Conducted in the Fall of 2011. Findings released at Cannexus12 and information documents appeared throughout 2012)
- *2013 Career Development in the Canadian Workplace: National Business Survey*
(Conducted in the Fall of 2013. Findings released at Cannexus14 and information documents appeared throughout 2014)
- *2015 Survey of Career Service Professionals*
(Conducted in the Fall of 2015. Findings released at Cannexus16 and information documents to appear throughout 2016)

Developing the investigative instrument

Three Step Process:

- Examined the 2011 Survey of Careers Service Professionals to identify the most relevant questions. Some questions were deleted permanently while others might reappear in the next iteration.
- Updated the content to reflect contemporary conditions (i.e. economic conditions; changes in the field and the respective sectors; and new technology) and current CERIC program realities.
- Draft questionnaire circulated to CERIC Board and Committee Members for feedback.

Final Questionnaire: 45 questions across four sections

- Demographic Information (15 Questions)
- CERIC and the Profession (11 Questions)
- Professional Development and Competency Improvement (15 Questions)
- Research and Learning Dissemination (4 Questions)

Survey Execution, Data Interpretation and Knowledge Dissemination Plan

Survey roll-out and management: The on-line platform was deployed on October 19 across CERIC lists. The survey was also disseminated by our supporting organizations. Aggregate responses were monitored throughout the process to detect any statistical anomalies that might contradict distribution expectations (i.e. by gender, location, field and/or sectors). Several “survey pushes” were initiated to ensure a representative cohort. The survey closed on November 20.

What we can say about the findings: The survey was completed by 1,004 career service professionals. CERIC examined the demographic information to assess the representativeness of the sample. It is our opinion that the breakdown fairly represents the composition of the field and its respective sectors. As a consequence, we are confident that the findings provide a reliable snapshot of the career service professional community in Canada.

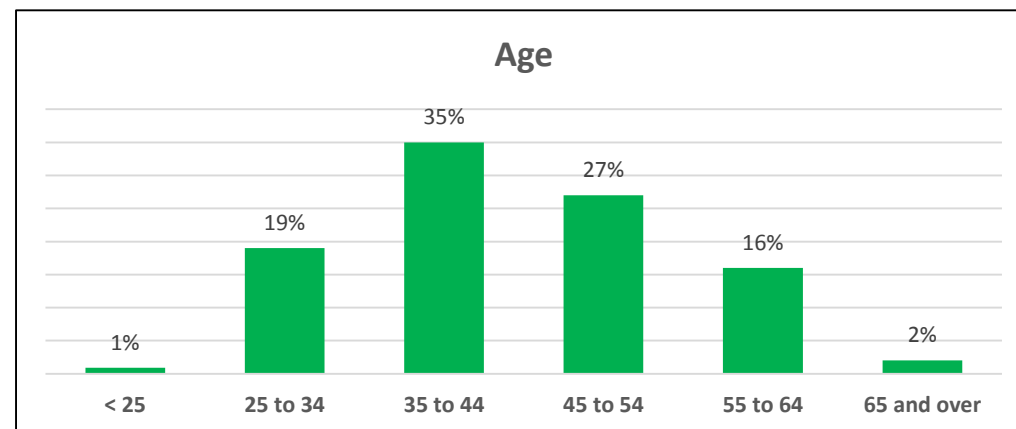
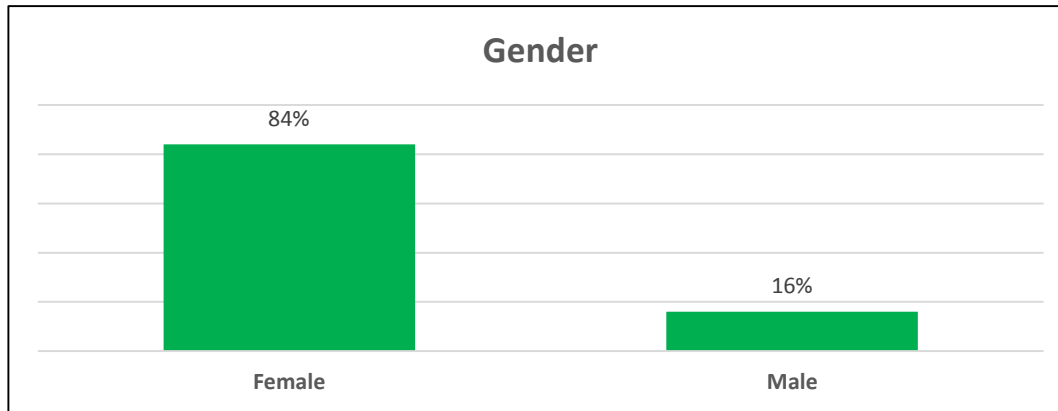
Knowledge dissemination plan: Highlights of the findings were revealed in January, 2016 at Cannexus16. A Highlights Report was made available at that time.

Information documents will include:

- Infographic
- *Careering* Magazine articles
- Regional comparison (five slide decks)
- Location comparison (four slide decks)
- Sector comparison (six slide decks)

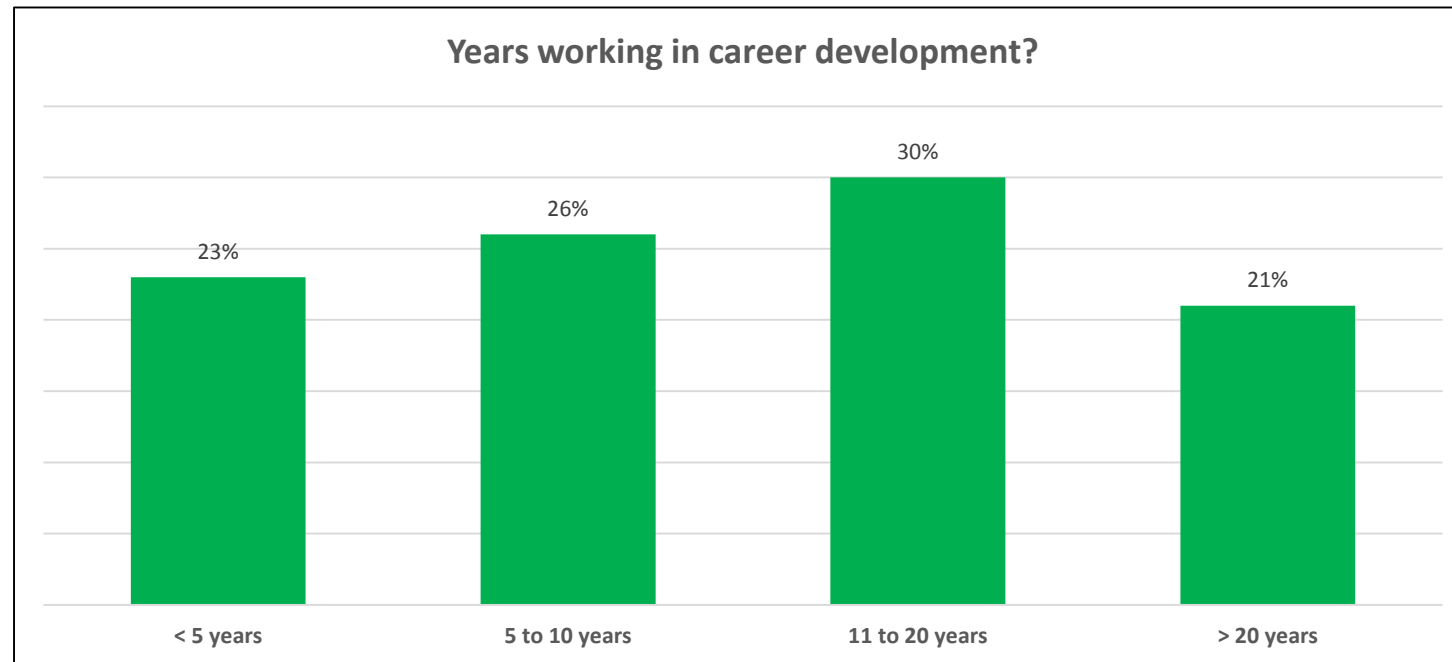
Demographic Information:

Gender/Age



Demographic Information:

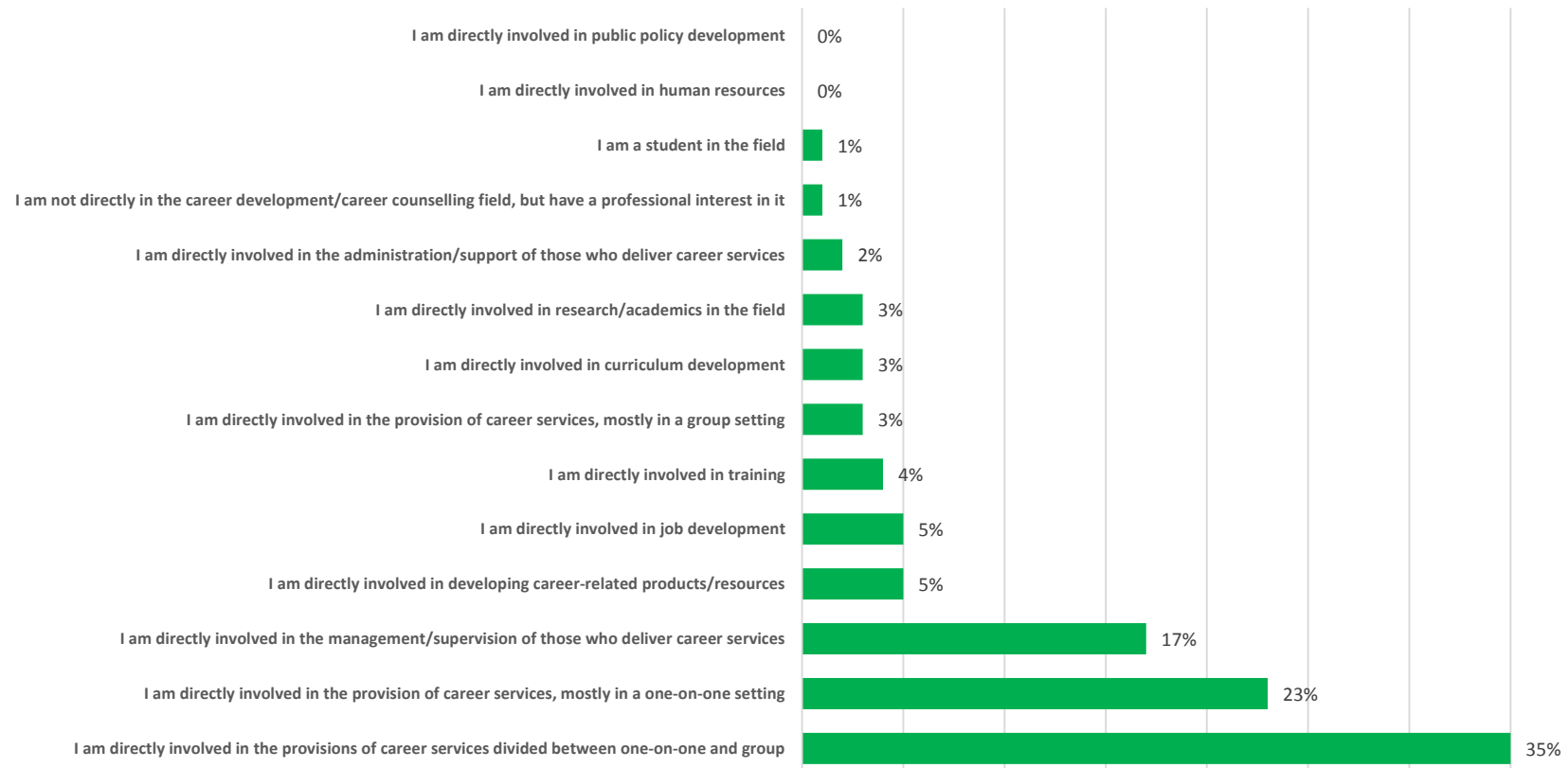
Years in the Sector



Demographic Information:

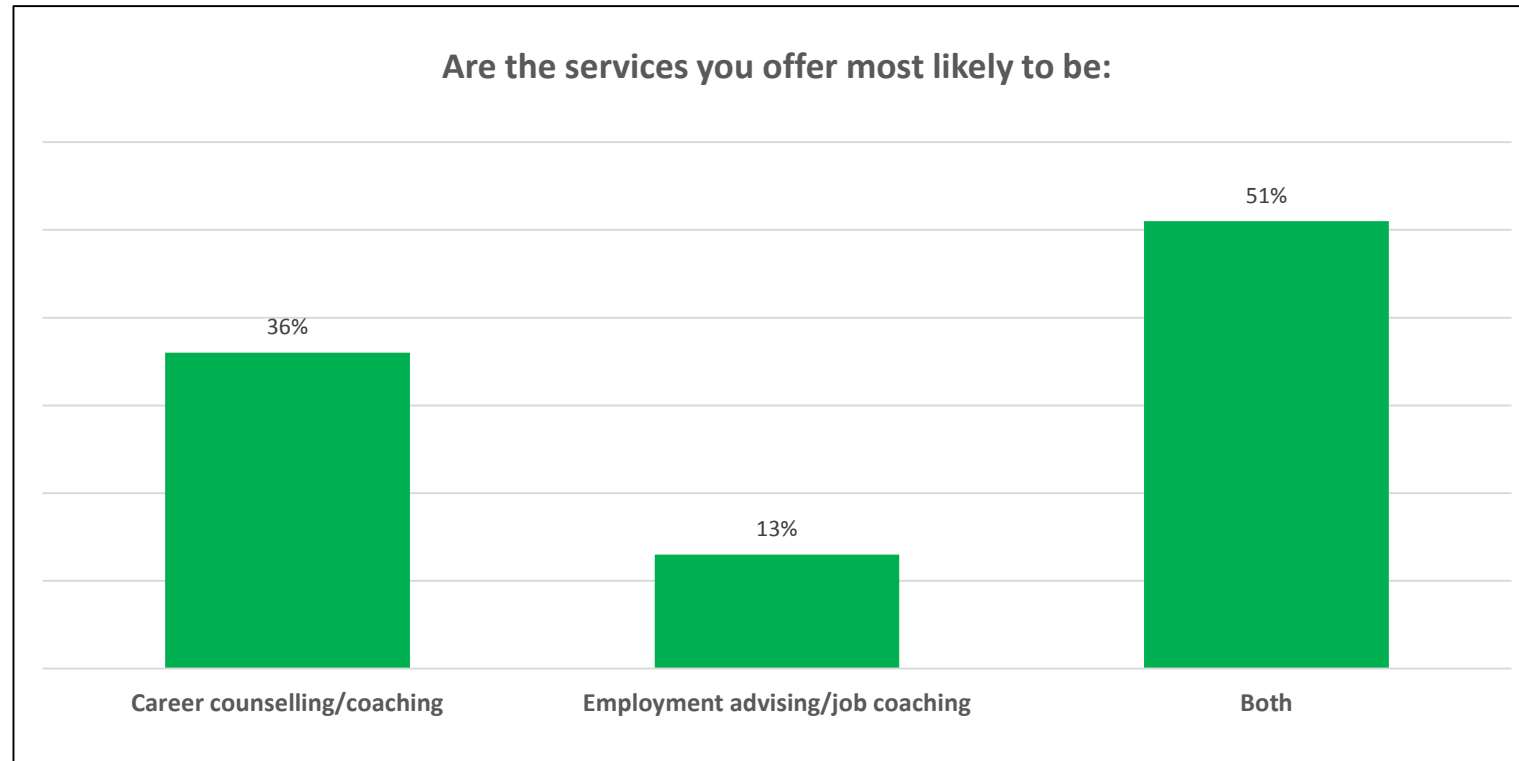
Job Function

Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? (choose 1 answer)

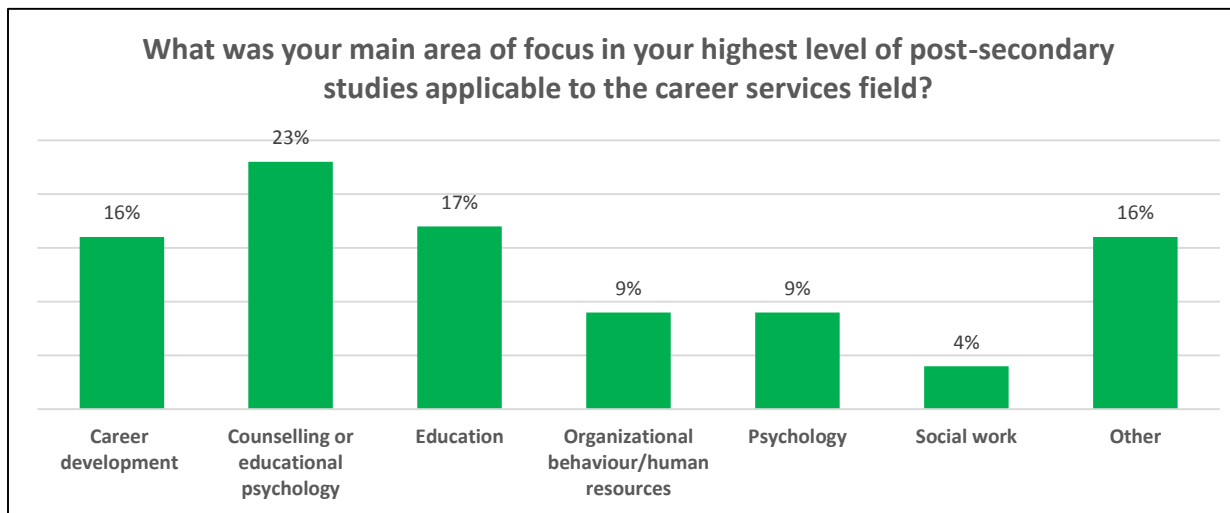
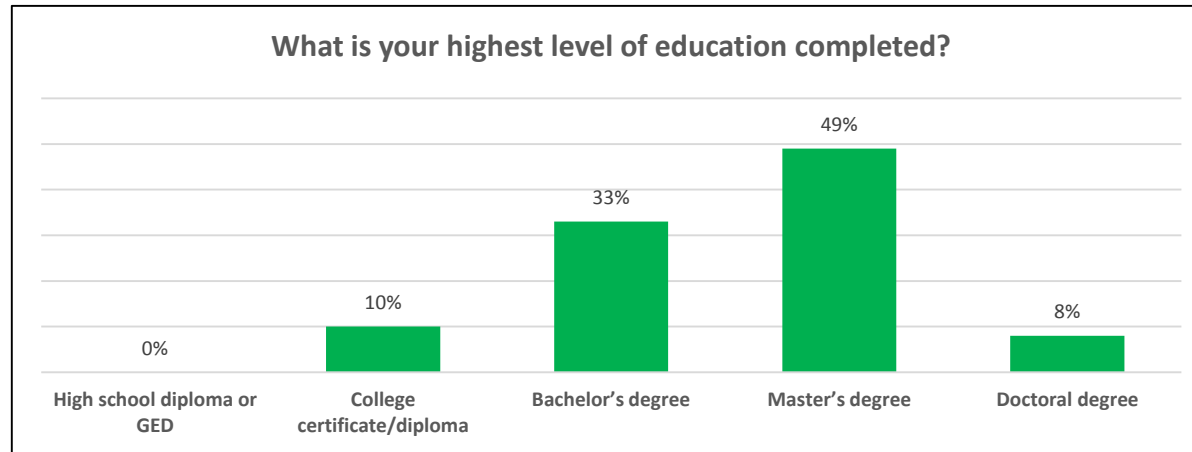


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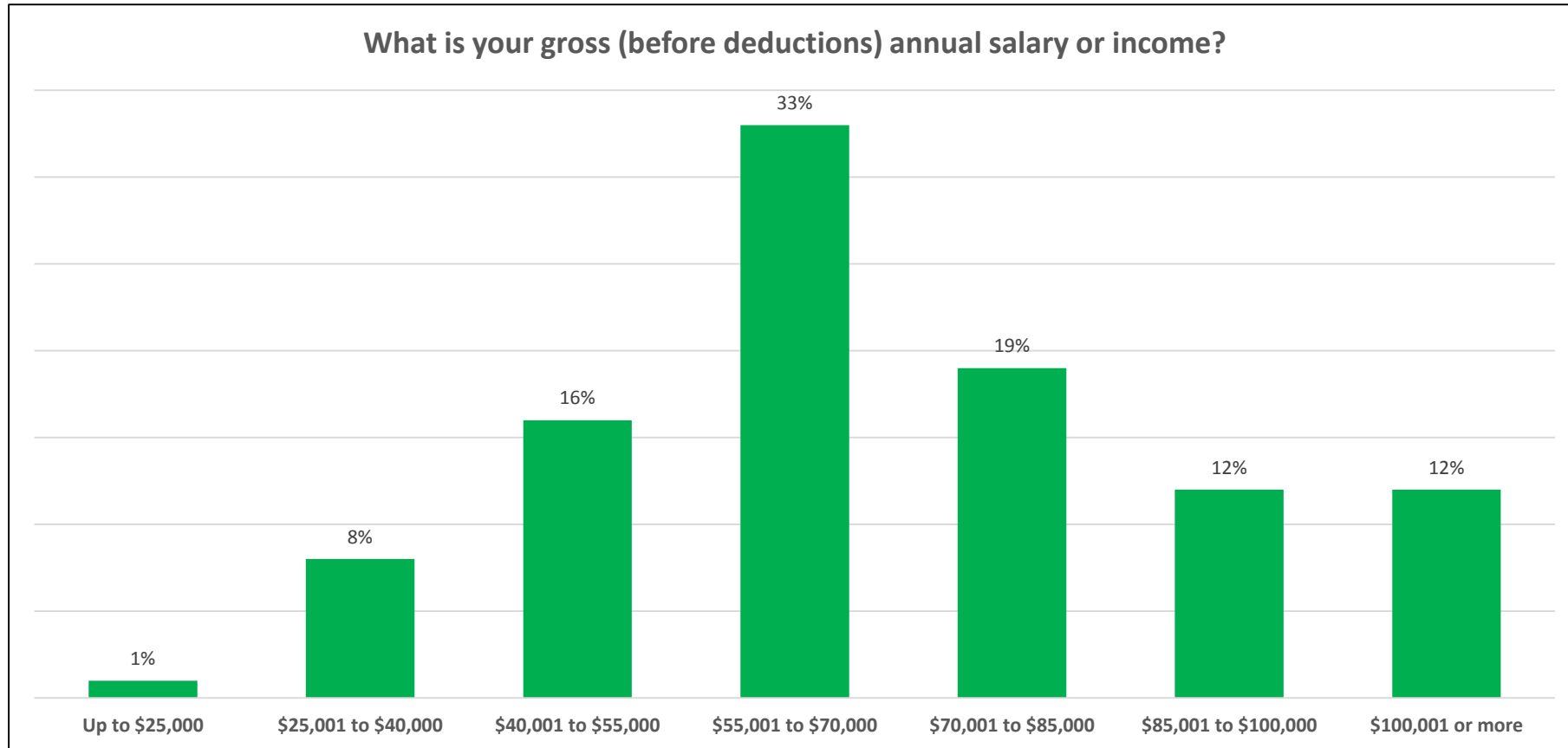
Service Approach



Demographic Information: Education

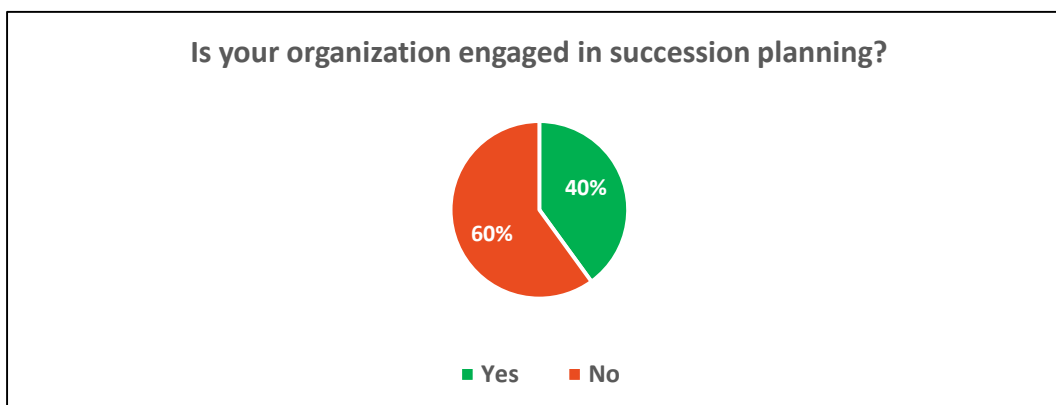
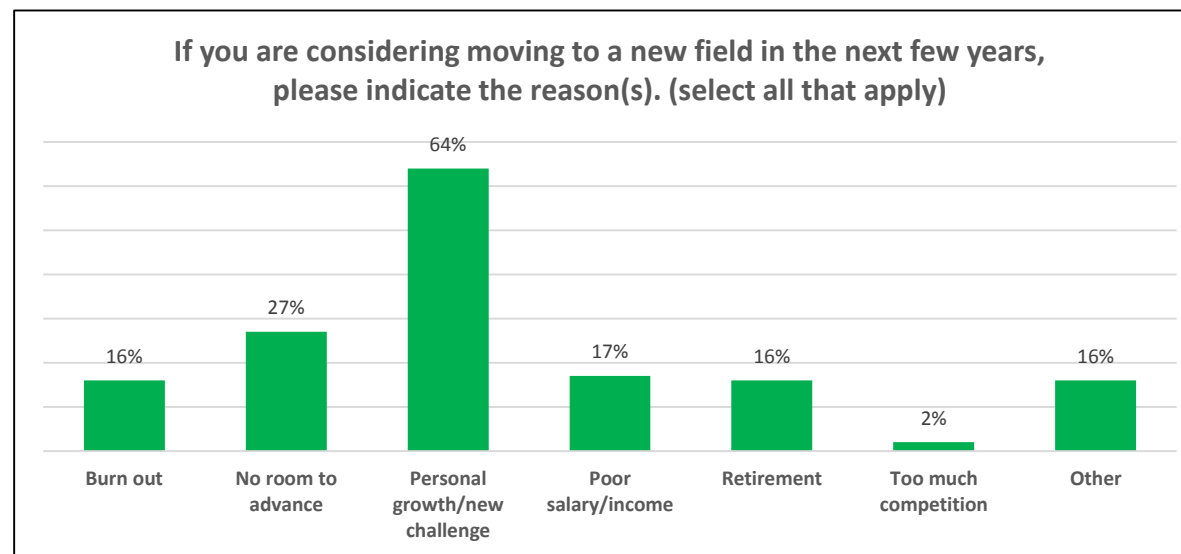


Demographic Information: Salary or Income



Demographic Information:

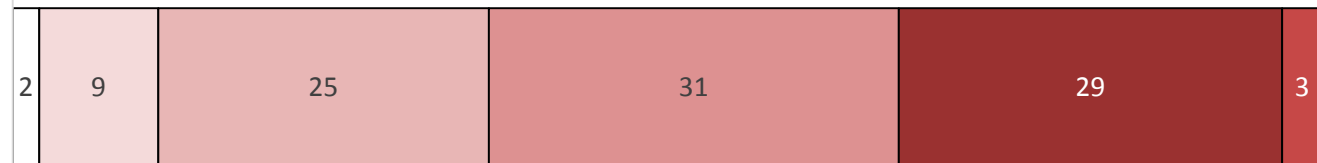
Career Mobility and Succession



Professional Development and Competency Improvement: Career Data Competencies

How interested are you in enhancing your career data competencies over the next year? (percent)

Future Trends (e.g. macro global business issues)

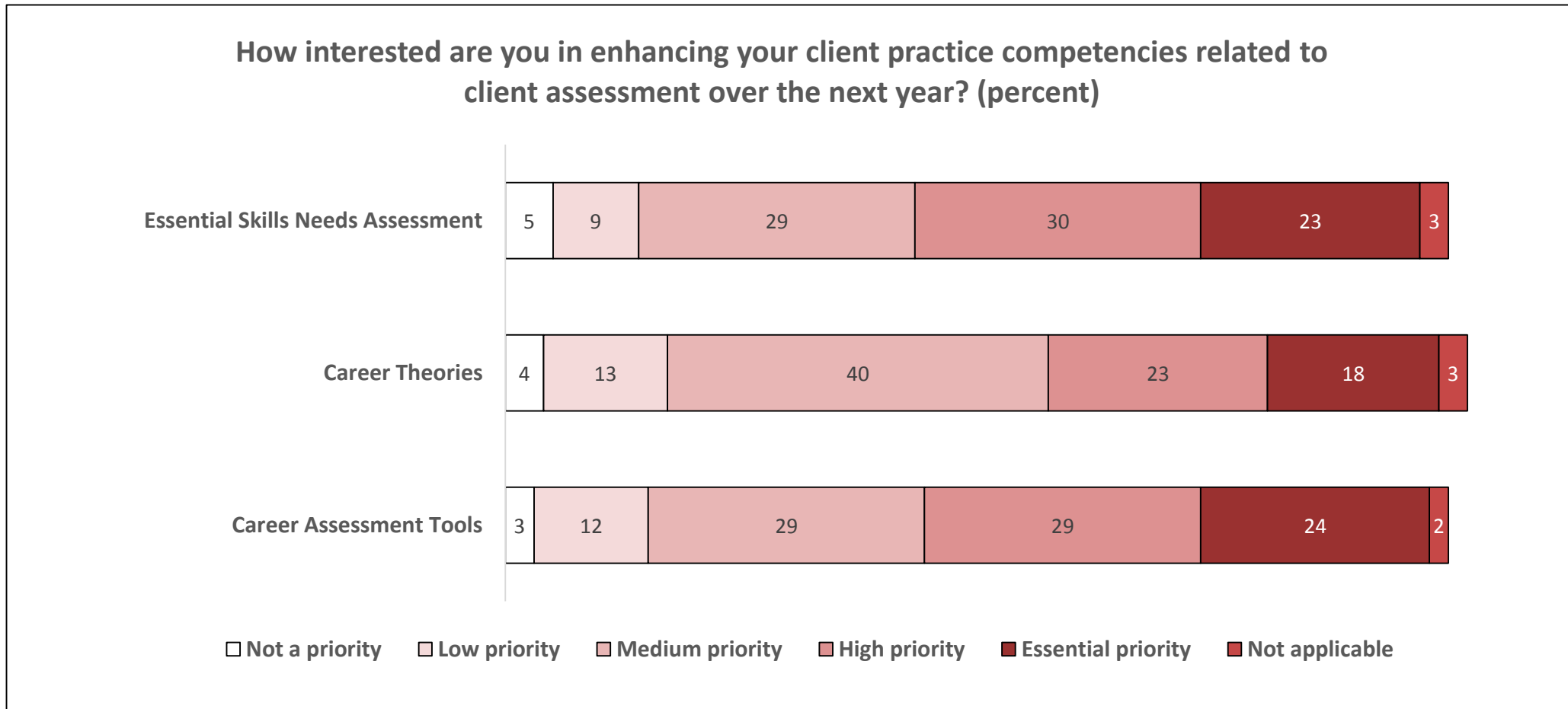


Career and Labour Market Information



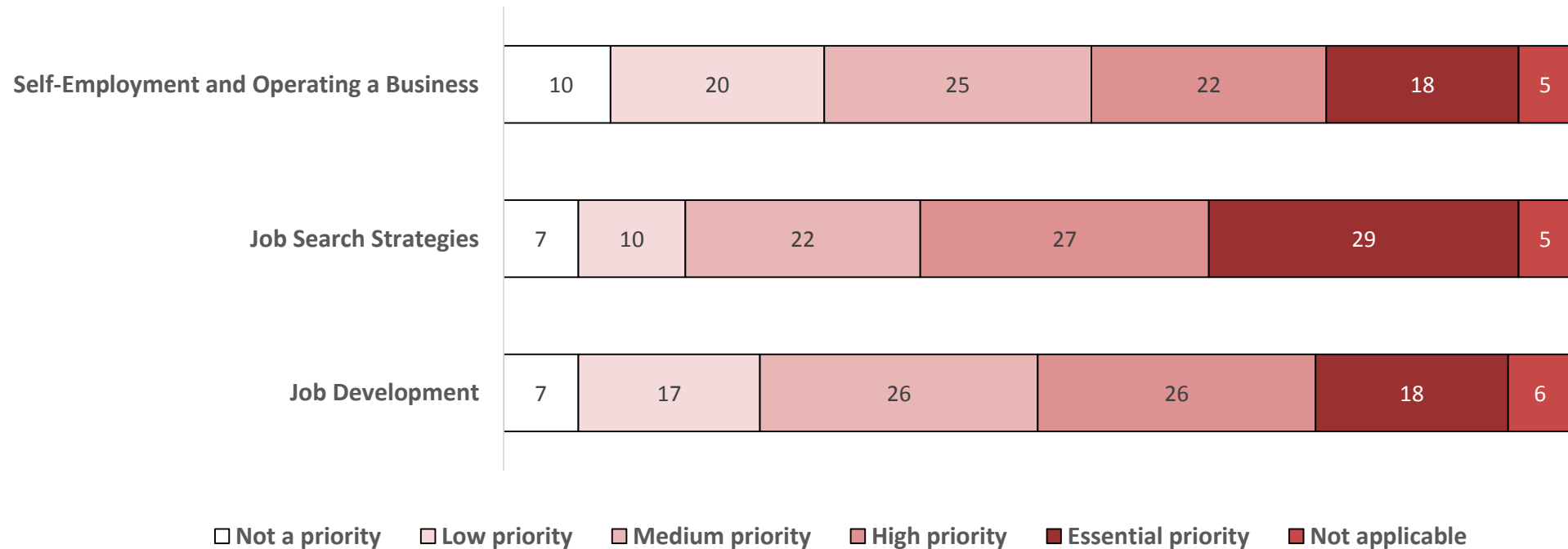
□ Not a priority □ Low priority □ Medium priority □ High priority ■ Essential priority ■ Not applicable

Professional Development and Competency Improvement: Client Practice Competencies Related to Client Assessment



Professional Development and Competency Improvement: Client Practice Competencies Related to Client Job Search

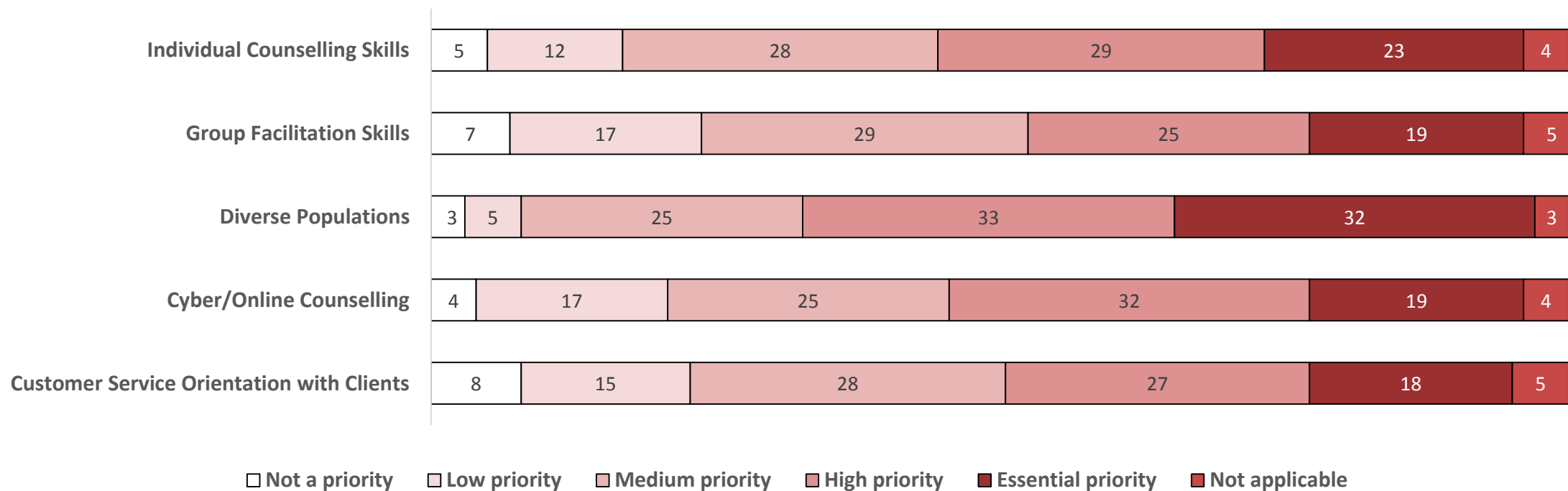
How interested are you in enhancing your client practice competencies related to client job search over the next year? (percent)



Professional Development and Competency Improvement:

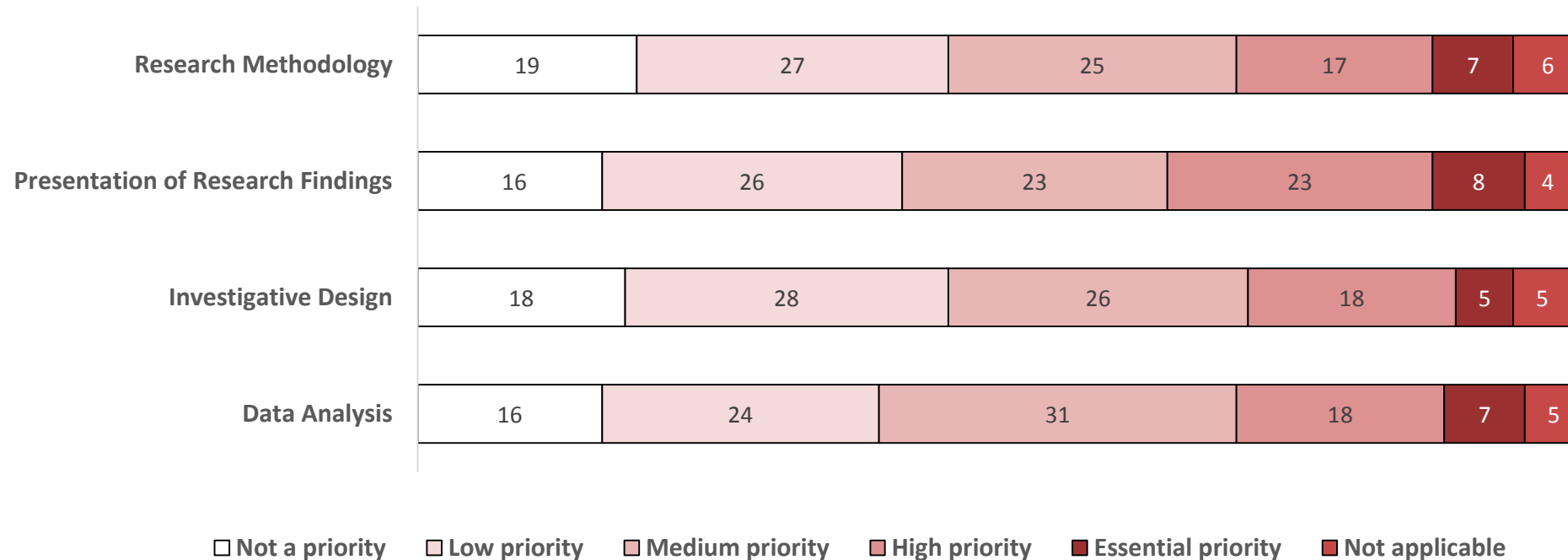
Client Practice Competencies Related to Client Relationship Management

How interested are you in enhancing your client practice competencies related to client relationship management over the next year? (percent)



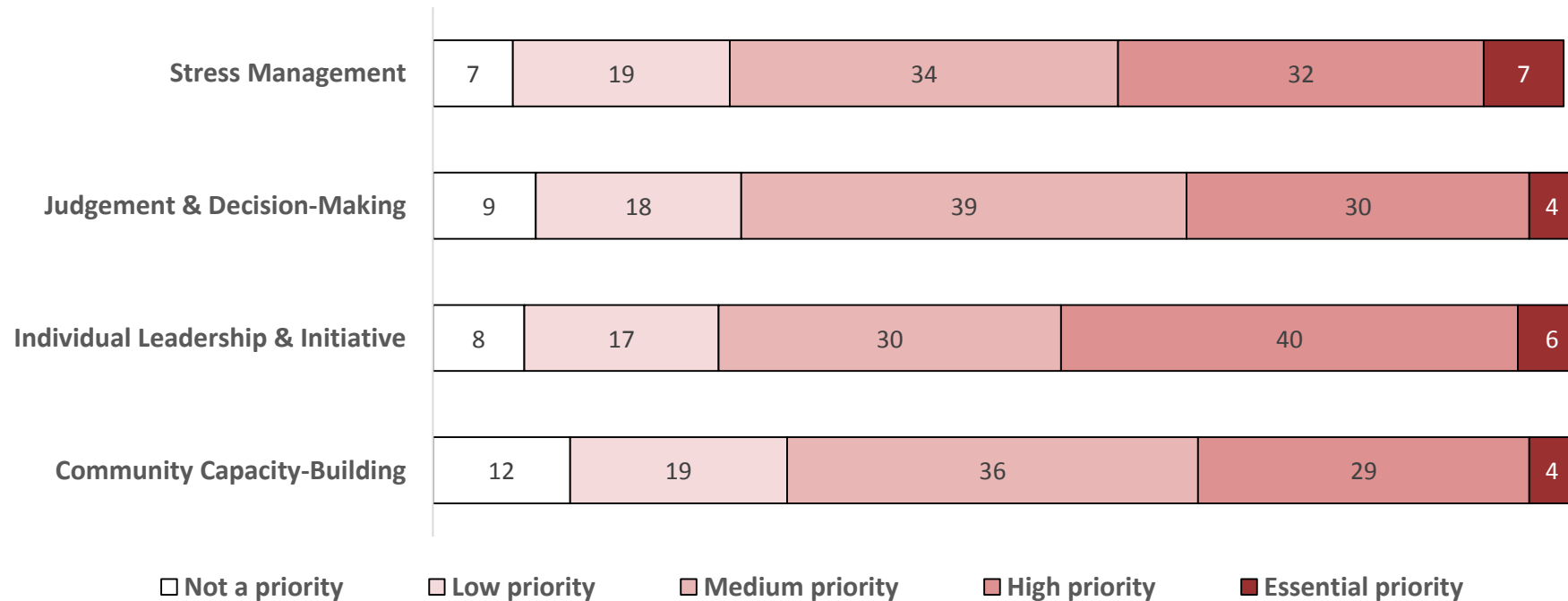
Professional Development and Competency Improvement: Proposal Writing and Project Reporting Practices

How interested are you in learning about research-related practices over the next year? (percent)



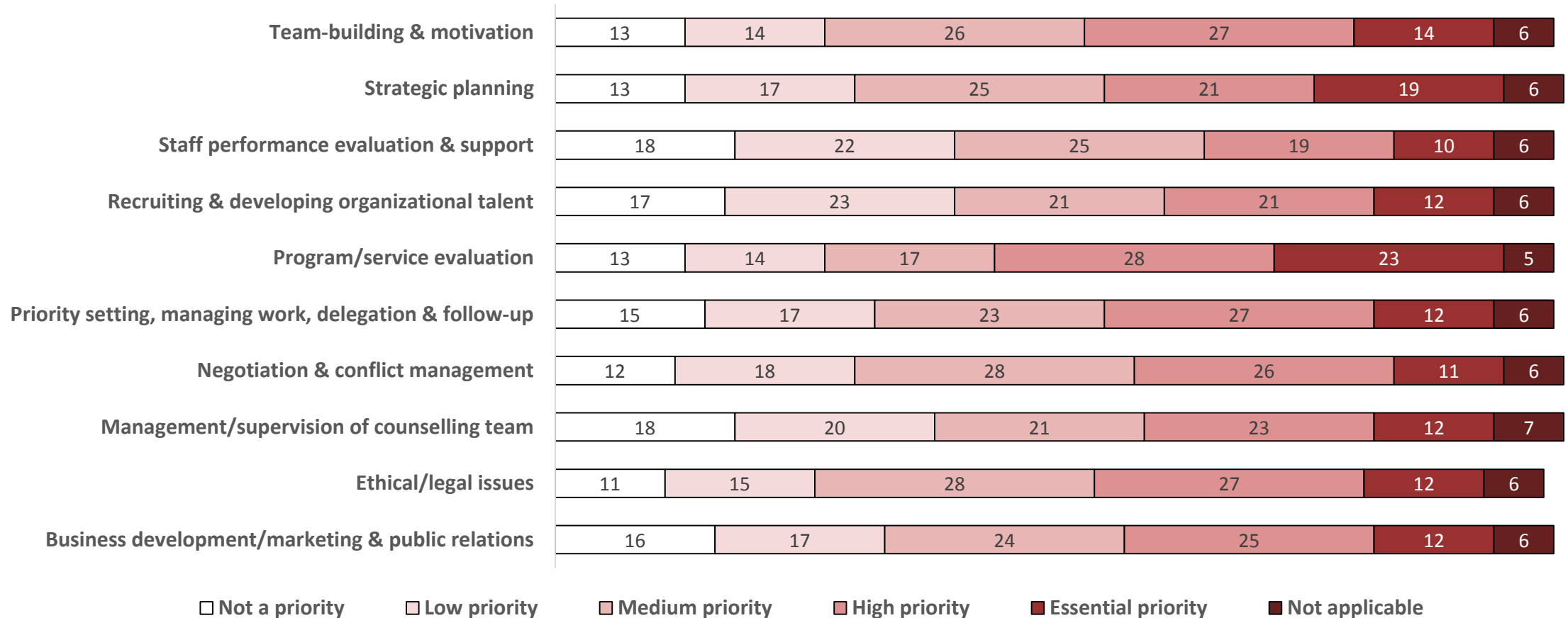
Professional Development and Competency Improvement: Research-Related Practices

How interested are you in learning about the following personal/network development practices over the next year? (percent)

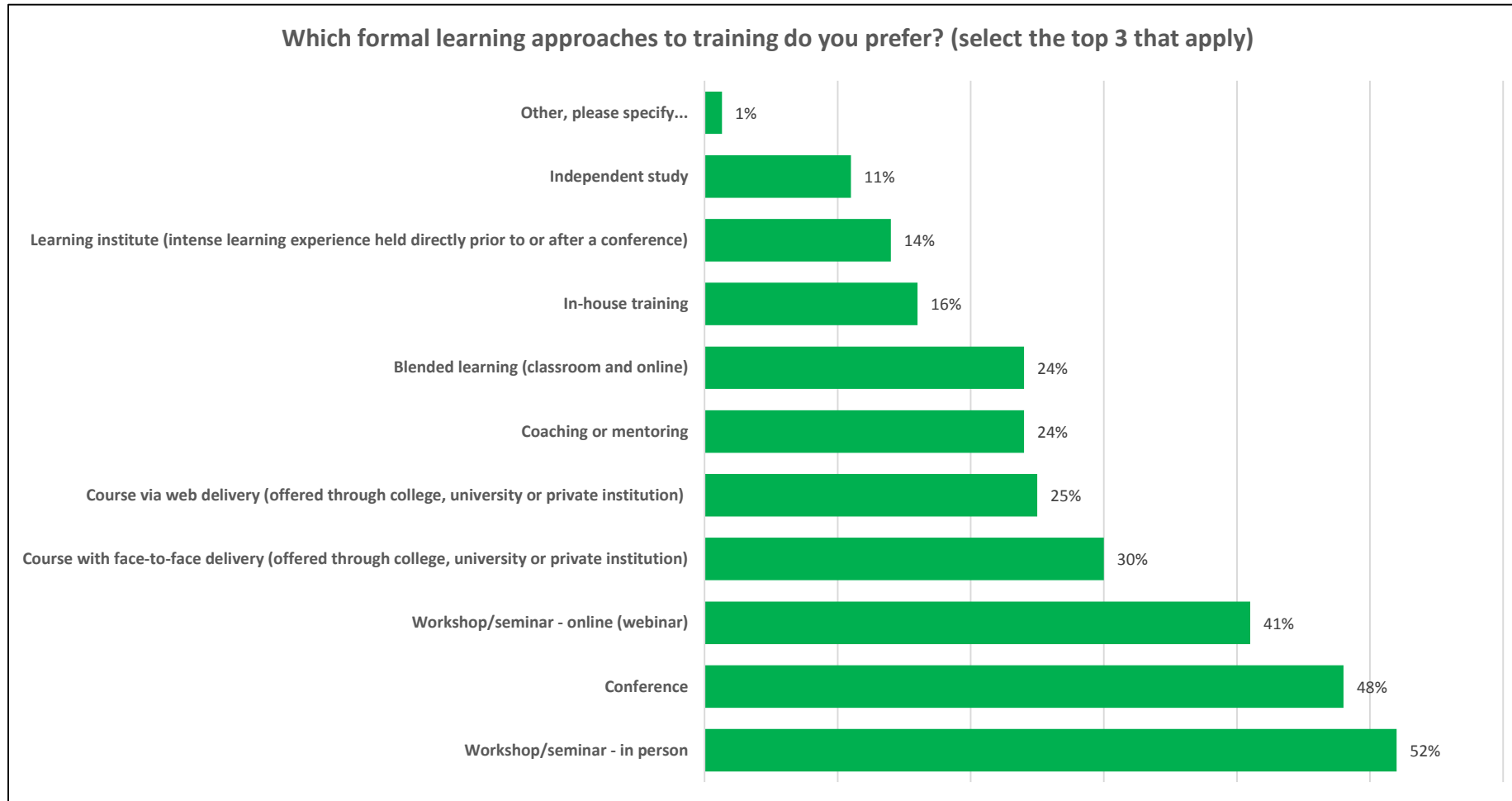


Professional Development and Competency Improvement: Supervisory/Management Practices

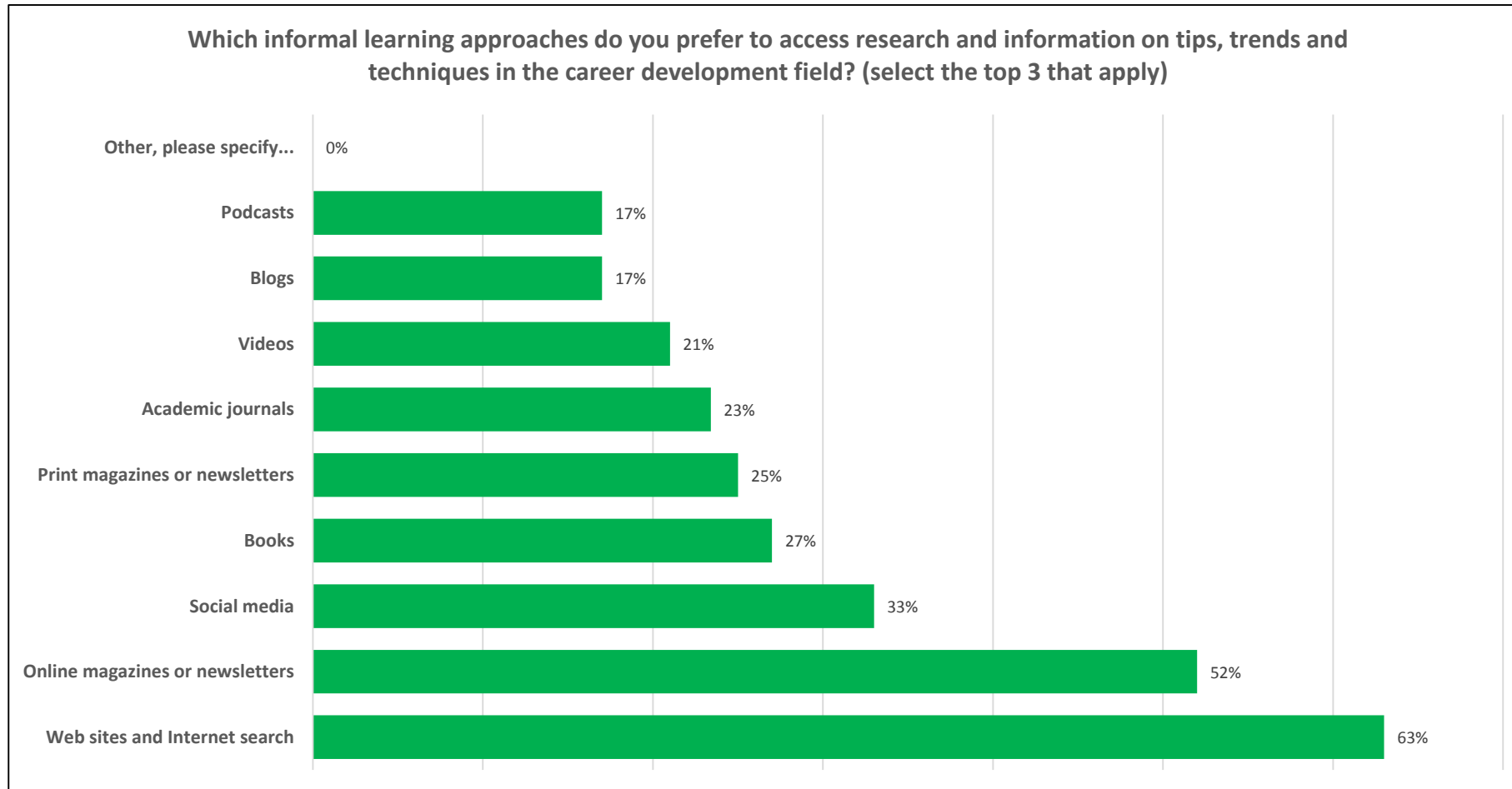
How interested are you in learning about supervisory/management practices over the next year? (percent)



Professional Development and Competency Improvement: Formal Learning Approaches

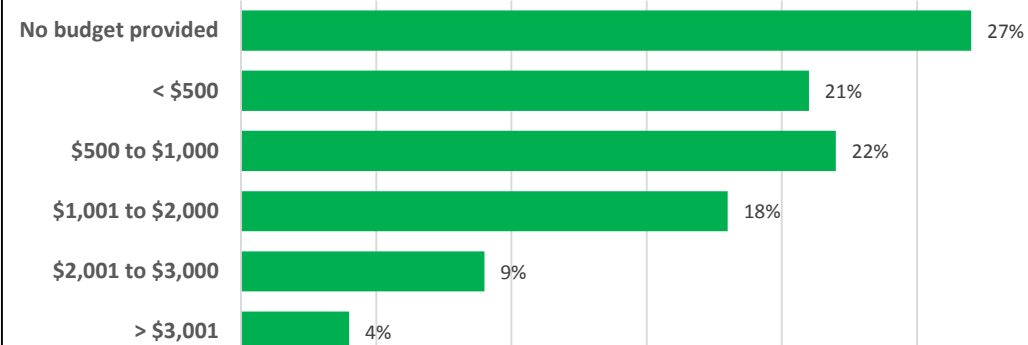


Professional Development and Competency Improvement: Informal Learning Approaches

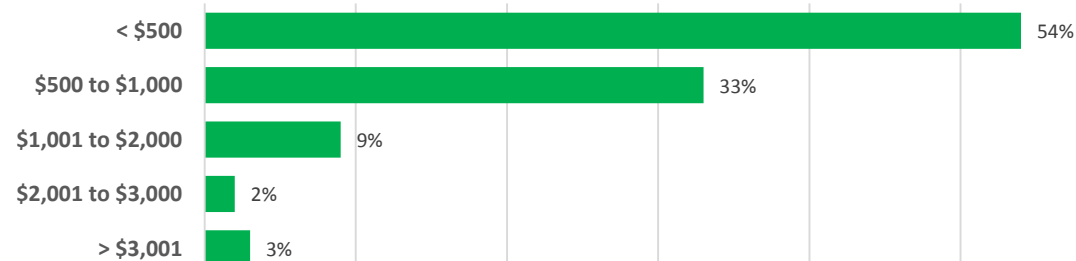


Professional Development and Competency Improvement: Available Budget

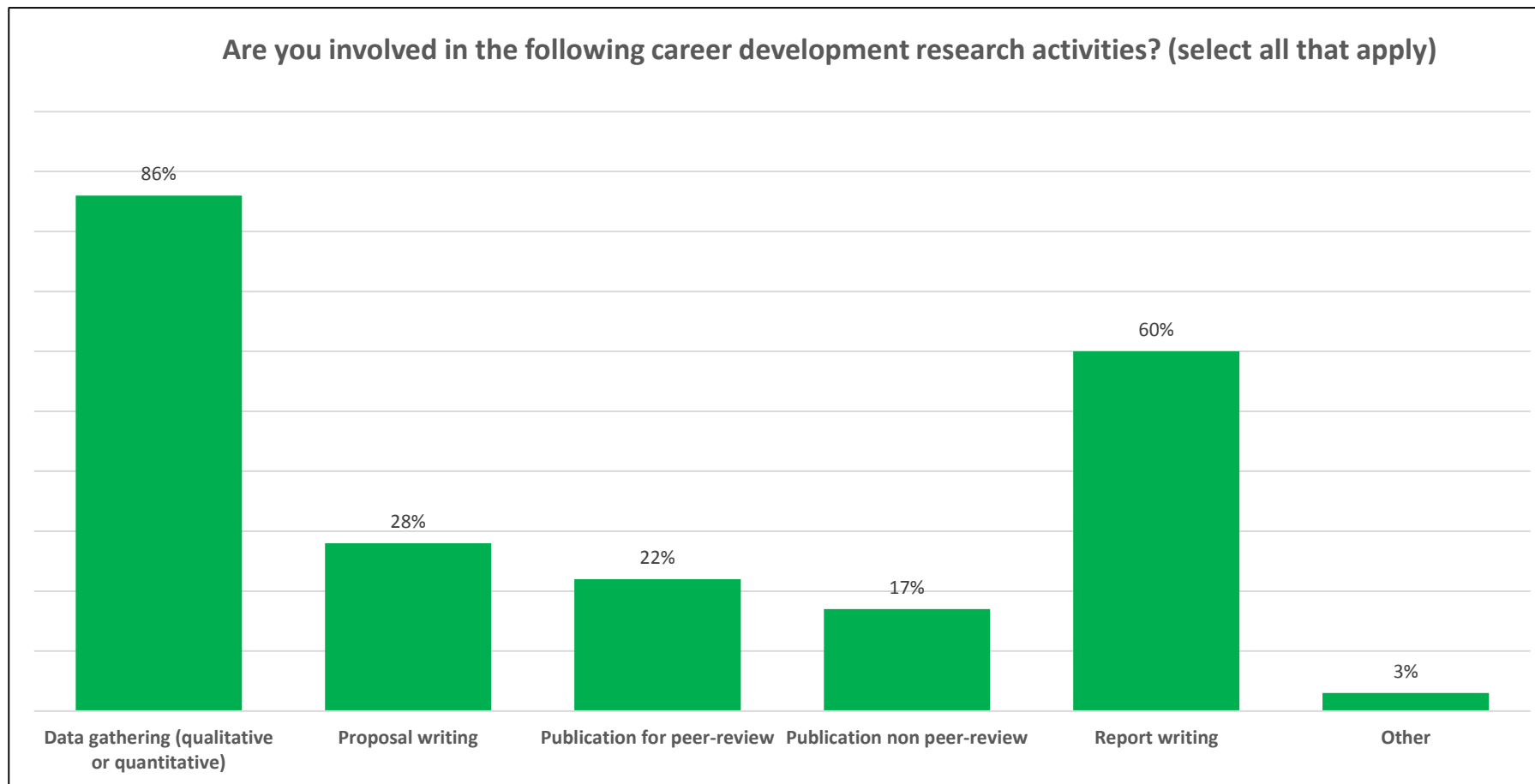
What is your yearly personal development budget as provided by your employer?



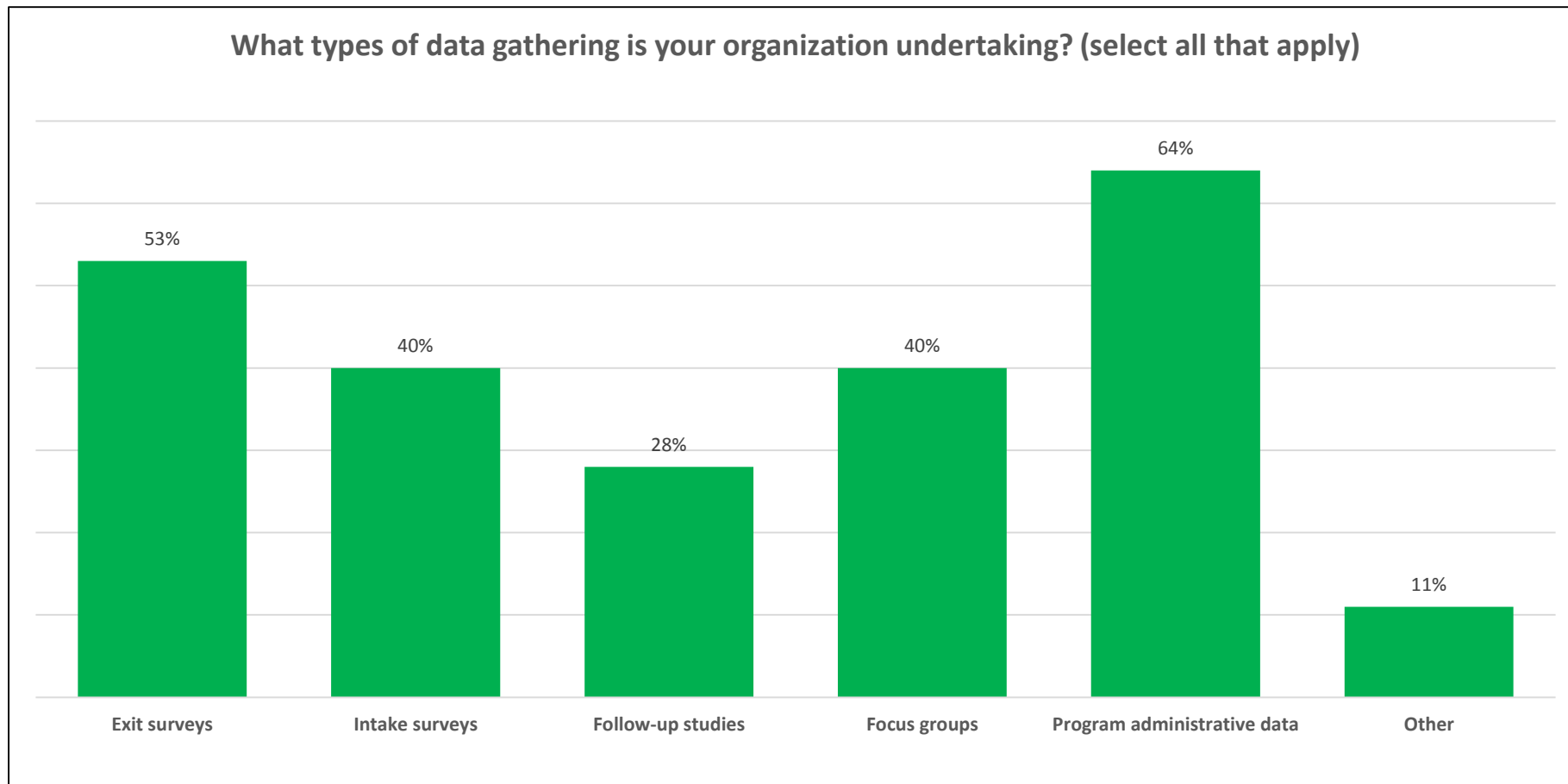
If your employer were not in a position to cover the costs of your professional development, how much would you be personally willing to pay for professional development annually?



Research and Knowledge Dissemination: Research Activities

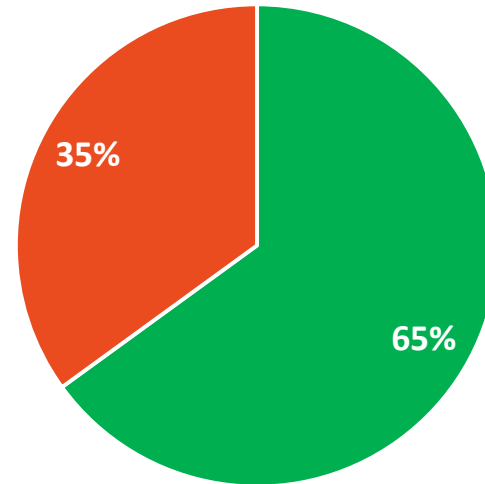


Research and Knowledge Dissemination: Data Gathering



Research and Knowledge Dissemination: Impact Evaluation

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



■ Yes ■ No