

# Career Development in Canada: A Status Report

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# Overview

- Standards and guidelines, education and training, professional development, certification, associations and organizations, conferences, and symposiums – career development in Canada has come a long way and continues to evolve. Our profession is poised to take some bold action and it is important that all those working in the field are aware of what's happening locally, nationally, and internationally. In this session you will have the opportunity to learn more about what is happening with career development in Alberta, Canada, and globally.
- Learning objectives include:
  - Receive updates about what is happening in Alberta with respect to the association and certification.
  - Learn about the important and exciting work of the CCCD and Team Canada in response to the 2015 International Symposium.
  - Contribute to the ongoing discussion regarding career development in Alberta and in Canada.

# CDAA Update

# 2015 – 2016 Highlights

- CDAA has been represented provincially (Chapter Events, Service Provider Meetings, Connections Events, Career Fairs, and Meet Ups), nationally (Canadian Council for Career Development, and Cannexus), and internationally (ICCDPP 2015 Symposium) – it is respected for its commitment to strengthening and promoting the value of career development.
- A review of the education criteria grid used to pre-approve post-secondary career development education programs has been undertaken.
  - Post-secondary program changes
  - CCCD's National Certification Standard

- Certified Career Development Professional / Practitioner (CCDP) brand and recognition of Career Development Practitioner as an occupational title.
- Organizational Member growth of 60%.
- Overall membership growth of 8%; as of April 3, 2016 there were 297 members of which 92 were certified.
- Well over 1,000 individuals receive information about the association and its events on a regular basis.
  - Non-member to member conversion

- The 2015 “Fall Multi-Chapter Event” was held in Edmonton, Red Deer, Calgary, and Lethbridge in October.
  - Close to 120 Career Development Practitioners from various industries attended “Career Development and Transition Strategies: A Time Between Dreams” facilitated by Carol Vecchio, a Seattle-based author and counsellor, based on her book of the same title.
- Kristen Cumming is confirmed as the facilitator for the Fall 2016 Multi-Chapter Event which will be held in Lethbridge, Calgary, Fort McMurray, and Edmonton during the week of October 25-28, 2016.
  - Training focus is on supporting member skill development and capacity in accessing and interpreting labour market information.

- A webinar series in partnership with CERIC is in development for the fall of 2016.
- CDAA's Ambassador Kit (tip sheets), post cards, and promotional products
- Career Momentum
  - Career Currents – highlights provincial, national and international news
  - Industry & Labour Market Information Profile
  - Alberta Career Development Conference Update
  - Guest articles solicited by the editorial team featuring career development experts and other industry specialists

# 3CD Update



# Canadian Council for Career Development (CCCD)

- The CCCD ([cccda.org](http://cccda.org)) is a self-initiated and self-funded umbrella group for career development associations and related groups from across Canada.
- CCCD's mandate is to strengthen the professional identity of all career development practitioners and to establish a coherent national voice on career and labour market development issues to influence policy and enhance service delivery for all Canadians.
- In March 2016 the CCCD incorporated nationally as a society
  - Steering Committee became Board of Directors
  - Several Working Groups carry out the mandate of the council
    - Certification Working Group
    - Outreach and Advocacy Working Group

# Certification Working Group

- 3CD Certification Working Group – 30 individuals strong representing 17 associations / organizations
- Initiatives include:
  - National Occupational Classification (NOC) recognition of Career Development Practitioner as an occupational title
  - CCDP Trademark application
  - Development of the National Certification Standard
  - Definition and refinement of the benefits of certification
    - building an economic and quality service case for certification
  - Creation of an “Agency Certification”

- All provinces and territories, with the exception of Nunavut and Quebec, now have professional associations for Career Development Practitioners – Quebec is in the process of establishing an association.
- In addition to involvement from the various associations the Certification Working Group has representation from CCCD/CCDF, Canadian Counselling and Psychotherapy Association (CCPA), Career Professionals of Canada (CPC), ONESTEP, RQuODE, Nova Scotia Community College, and Institute of Career Certification International (ICCI).
- The Certification Working Group has been involved in obtaining a trademark for CCDP, updating the National Occupational Classification (NOC) to include Career Development Practitioner, identifying minimum national certification and recertification standards, and exploring the feasibility of a developing a national certification.

# Career Development Association of Alberta

- First province in Canada to launch voluntary certification for Career Development Practitioners (2005)
- There are two pathways to certification: education and employment
- The Criteria for Approval of Education Programs is being reviewed and updated as there have been significant developments in career development education and training since the criteria was established in 2005
- Application and re-certification processes are being reviewed for updates and efficiencies
- There are 92 CCDPs in Alberta



# British Columbia Career Development Association

- CCDP Candidate designation will be rolled out in 2016 – this entrance designation is designed to attract new people to the profession and encourage them to apply for certification, specifically the millennials that are entering the field
- BCCDA is taking the lead on the development of a “Agency Certification” which is yet to be specific defined in terms of vision and criteria – the plan is to develop and roll this out nationally



# New Brunswick Career Development Action Group

- A few minor changes have been made to the certification model in order to keep it in line with the National Certification Standards
- Strategies and opportunities to connect practitioners with certification are being explored
- Currently, there are 30 CCDPs in New Brunswick with an additional 10-15 candidates pursuing the compulsory courses



**New Brunswick Career Development Action Group**

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**Groupe d'action en développement de carrière au N.-B.**

# Nova Scotia Career Development Association

- The Pilot ended in May 2015 and resulted in changes to the multiple choice exam content; other small changes are a work in progress
- Currently the Dept. of Labour & Advanced Education / Employment Nova Scotia is restructuring the government-funded service centres and has made certification mandatory for all their client-facing staff effective July 1, 2016
- Another 7 assessors have been brought into the program; there is the possibility of moving to a fee for service structure instead of volunteer structure for assessors due to the large number of candidates, and for recruiting more assessors
- 66 practitioners have received their CCDP designation; additionally, there are over 100 candidates at varying stages of the certification process

# Career Development Practitioners' Certification Board of Ontario

- Certification launched in April 2015
- To date over 45 information sessions, including webinars, as well as 4 conference presentations have been conducted
- A number of institutions have been approved to run the two mandatory courses that started in Fall 2015
- Grandparenting pathway was replaced by Employment pathway to eliminate the deadline for applications
- 20 practitioners have certified since April 2015; many candidates are currently working to complete their mandatory courses



Career Development Practitioners  
Certification Board of Ontario



National  
Certifications



# International Certifications



# Benefits of Certification...

- For our profession
- For individual practitioners
- For employers and funders
- For the public

# Benefits for our Profession

- Certification raises the bar for our profession, demonstrating to our employers/funders, policy makers and the public that our work is grounded in professional excellence
- It creates a widely accepted and standardized set of measurable competencies
- Through established ethical guidelines against which we define our scope and quality of practice, accountability is ensured

# Benefits for Practitioners

- Certification provides confirmation of core competence mastery
- It provides a formal process for the recognition of professional development and growth
- Being a CCDP opens the door to job opportunities and promotions
- The letters CCDP behind your name set you apart from your competition
- Commitment to certification, continuing education, and maintenance of experience establishes you as an expert and leader in your field

# Benefits for Employers and Funders

- Employers can be assured a certain level of knowledge, skill, experience, and competence and a commitment to life long learning and professional development when screening and selecting candidates
- Certification may help to identify those employees with leadership or project management potential
- Targeting staff training, professional development, and performance management can be supported by the Canadian Standards and Guidelines for Career Development Practitioners as well as certification / recertification requirements
- Businesses can demonstrate their commitment to professionalism by having certified practitioners on staff
- Top-performing companies achieve direct and measurable bottom-line results by hiring and retaining properly trained employees

# Benefits for the Public

- Certification affords the public the opportunity to make an informed decision regarding the selection of services based on the proof of knowledge, skill, experience, and competence assessed through the certification process
- Certification protects the public by establishing a standard for excellence and ethical practice, and a process for maintaining accountability

# Forging Ahead – Group Discussion

- Based on your experience are there other benefits that should be highlighted?
- Given the benefits of certification what are some of the reasons there aren't more certified practitioners / practitioners pursuing certification?
- What can we do, as a profession, to “sell” certification? What needs to change for certification to be valued by practitioners, employers, funders, the public?
- What words of wisdom or advice do you have for practitioners entering the profession?
- As the certification working group continues to move ahead with the development of national certification / recertification standards what do you think is important to take into consideration?



# Highlights from the 2015 International Symposium on Career Development and Public Policy



**June 14-17, 2015 in Des Moines, Iowa, USA**

## **Objectives of the 2015 Symposium**

**To engage nations in deeper discussions regarding the role of career guidance in the education and employment sectors and its impact on economic development**

**To facilitate conversations, awareness, and support for youth workforce development initiatives**

# The 2015 Symposium – Key Themes

Building the Talent Pipeline and Providing Youth with Hope for the Future

**Engaging Employers**

**Why Return on Investment Matters**

**The Role of Emerging Technologies**

**Integrated Policies: Creating Systems That Work**

# Overview and Global Perspectives

## Engaging Employers

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Many countries experience a strong imbalance between the number of individuals seeking employment and the number of jobs available

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Many governments are seeking ways to encourage employer engagement

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Employers engage in career and workforce development in a number of ways

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Employer engagement is central to effective employment and career development services

# Challenges

Gaining and sustaining employer engagement in partnerships to address labour market gaps and mismatches is a global challenge

Businesses are not motivated to participate in providing work-based learning or other career resources

Countries struggle with getting employers to see the value and importance of engaging with schools and community service providers to provide access to work-based learning opportunities

# Team Canada

Canada has one of the poorest performances, related to employer investment in training

Many initiatives are not a fit for all youth; most require participation in post-secondary education

Large & medium sized businesses are often inaccessible to youth

# Overview and Global Perspectives

## The Role of Emerging Technologies

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The use of technology in career development systems and services has increased dramatically in recent years

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The role of information and communication technologies (ICT) is acknowledged but still fragmented

# Challenges

Huge differences in access to, and affordability of, technology; many countries have better mobile services but not all sites are set up for mobile access

Practitioner competence and lack of specific training in technology

Unwillingness of some practitioners to truly embrace the integration of ICTs

Disjointed and disconnected services and policies

Lack of updated codes of ethics referencing technology



# Team Canada

Wide range of national and provincial websites

No national strategy focused on e-learning

Integration of content, activities, and client-practitioner interaction key considerations

Canadians face some of the highest rates/poorest service in the world

CDP training programs for CDPs rarely, if ever, focus on technology

# Overview and Global Perspectives

## Why Return on Investment Matters

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There is a growing importance of ROI in the design and delivery of career/employment services for young people and adults

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Quantitative and qualitative data on the impact of career/employment interventions on individuals, employers and society is critical to informing policy and practice

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Many countries are actively involved in creating the evidence base necessary to establish the ROI for career/employment programs

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The use of well-conceived and validated quality assurance frameworks and evaluation instruments helps to ensure that ROI is not based on what is easy to measure, but rather on what is meaningful and important to measure

# Challenges

Inadequate measures

Inadequate data

Difficulty in linking interventions to outcomes

Unfair assessments of career interventions

Inadequate resources for the complexity of the task

Inconsistent use of existing evidence

# Team Canada

Demand side driven

Info related to outcomes heavily influenced by accountability requirements & largely limited to blunt measures

Programs with positive results often cut after being viewed as a budget drain rather than a strategic investment

Investment in career development services is inconsistent

# Overview and Global Perspectives

## Integrated Policies: Creating Systems that Work

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Preparing and developing the workforce is the shared responsibility of several government ministries

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Policies are often poorly coordinated across multiple government departments and agencies, resulting in fragmented and inadequate systems and services

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Systemic and sustainable policy solutions that entitle citizens to adequate career development support are needed to solve systemic labour market challenges

# Challenges

No tradition of career development

Transversal nature of career development

National and cultural challenges

Lack of priority by policy makers

Evidence and evaluation

# Team Canada

Council of Ministers of Education, Canada (CMEC) & Forum of Labor Market Ministers (FLMM) serve as forums to discuss policy issues

Role of education in supporting the career development of students has not been on CMEC agenda

Devolution/decentralization of career/employment services and supports has resulted in a “siloed” approach to service

Career services do not adequately address the needs of some groups (e.g., people with disabilities, culturally and linguistically diverse people, Aboriginal peoples, individuals of low socioeconomic status, and people with mental illness)

# FINDINGS AND RECOMMENDATIONS





# Findings

## Key challenges related to youth un/under employment

Diverse and challenging global markets

Growth of automation

Entry level positions no longer stepping stones

Weak alignment between education and employment

# Broad Recommendations

Attend more strongly to demand side

Encourage lifelong career management

Prepare people for all forms of work

Ensure all youth can access needed supports

# Engaging Employers

Take a cross-  
sectoral  
approach

Develop  
infrastructure  
to improve  
linkages  
between  
education and  
employment

Improve access  
to work-related  
learning,  
supported by  
quality  
standards

# Emerging Technologies

Strive for national coordination of ICT-based career information

Support acquisition of baseline digital literacy

Include ICT, in career development, as part of wider e-initiatives

Relevant tech-tools co-developed by CDPs and tech experts

# Return on Investment

Move beyond  
blunt evaluation  
frameworks

Articulate baseline  
for acceptable  
evidence; align  
funding  
accordingly

Develop  
programs/services  
supported by  
evidence

Encourage  
partnerships  
between  
researchers, career  
professionals, and  
resource  
developers

# Integrated Policies

Develop national career strategies; link policy with services

Ensure access to appropriate resources

Support national coordination, allowing for regional differences

# CANADA'S ACTION PLAN OPPORTUNITIES TO CONTRIBUTE



# Team Canada – Looking Ahead

Effectively address ICTs, especially around ethical practice, within the Canadian Standards and Guidelines for Career Development Practitioners (S&Gs)

Update the Blueprint for Life/Work Designs to reflect the shifting and ongoing demands of life, work, and learning today and in the future

Engage the Council of Ministers of Education, Canada (CMEC), and the Forum of Labour Market Ministers (FLMM) to secure career development on the national agenda

Add career education as a core mandate of the CMEC

Encourage the FLMM to adopt career development as a permanent agenda item, stressing it is an economic strategy with social benefits

Engage with demand side of the labour market by connecting with municipal governments and chambers of commerce



# Questions, Comments, Feedback

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