



# 2019 Survey of Career Service Professionals: Who We Are and Where We're Going



**CERIC**

Advancing  
Career  
Development  
in Canada

Promouvoir  
le développement  
de carrière  
au Canada



# Origin Story

**Why:** No Canadian data on the field existed.

**How:** No idea... but had staff capacity and interest from committees and supporting orgs.

**What:** 2011 survey took 40 minutes to complete. Decided on 4-year cycle.





# Methodology

French (14.2%) & English (85.8%)

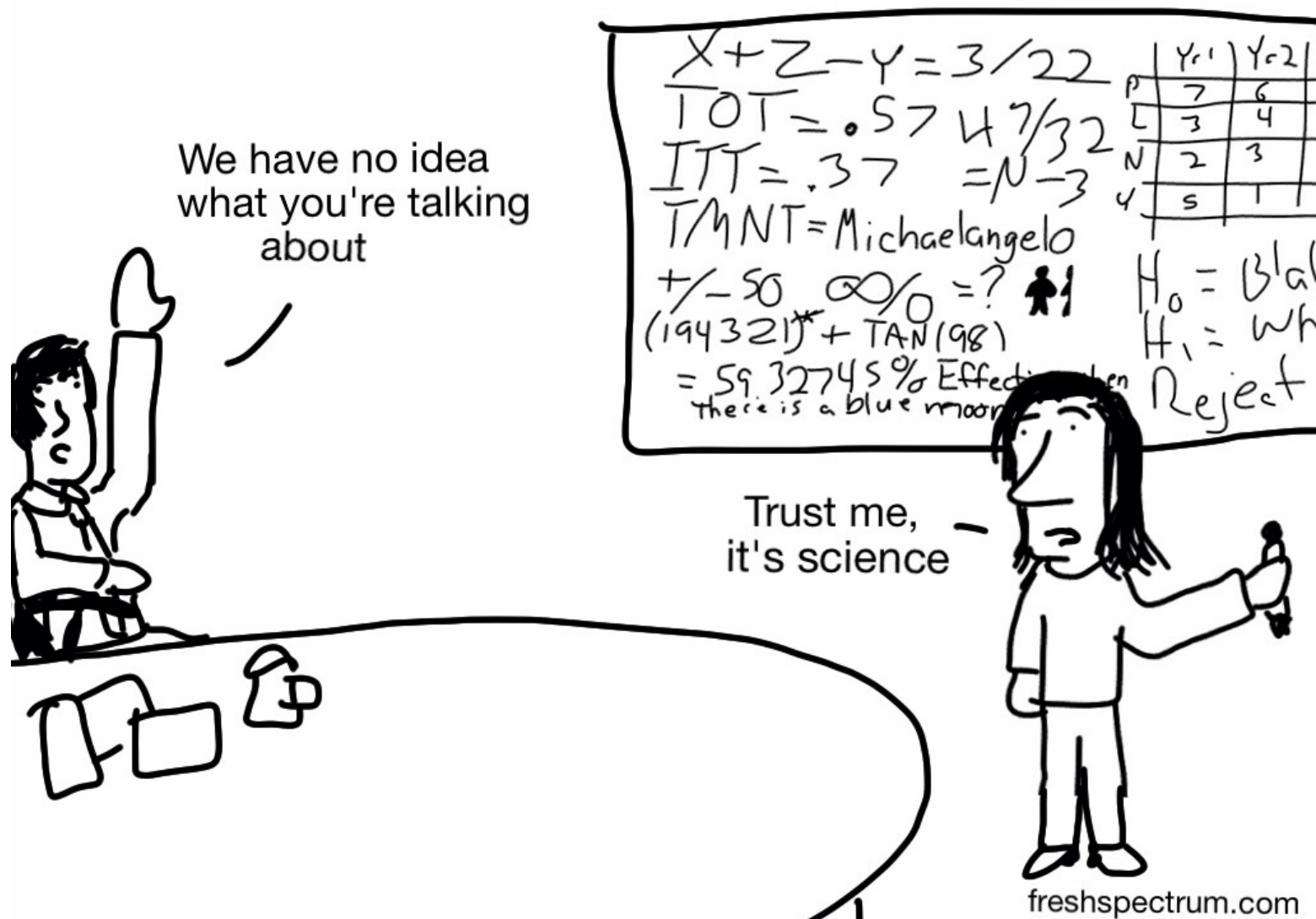
No weighting

Multiple choice, multiple answer,  
& open-ended Qs

1,350 Respondents

Not all questions answered by all

Nov. 1–29, 2019



# The times they are a changin'



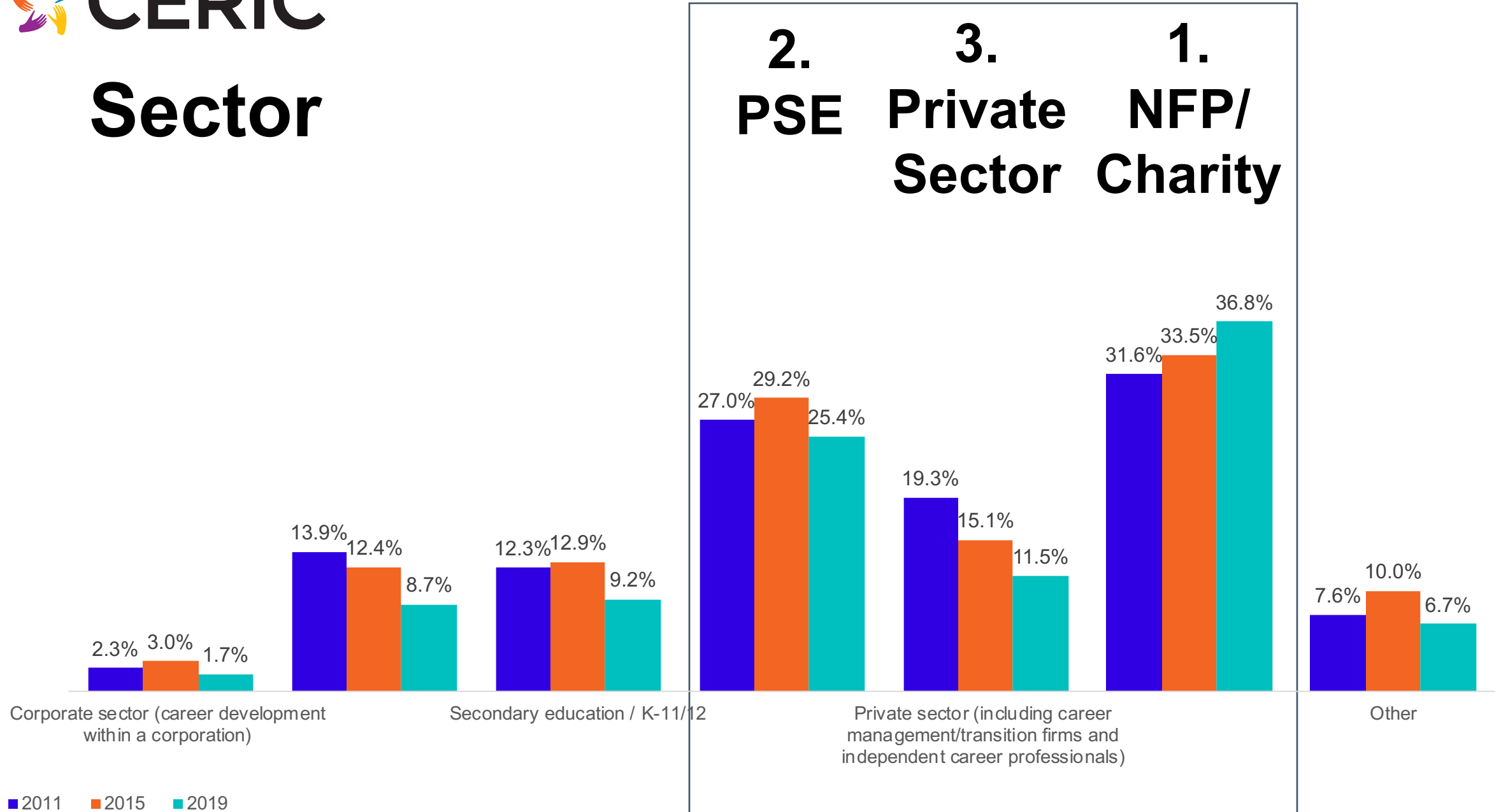




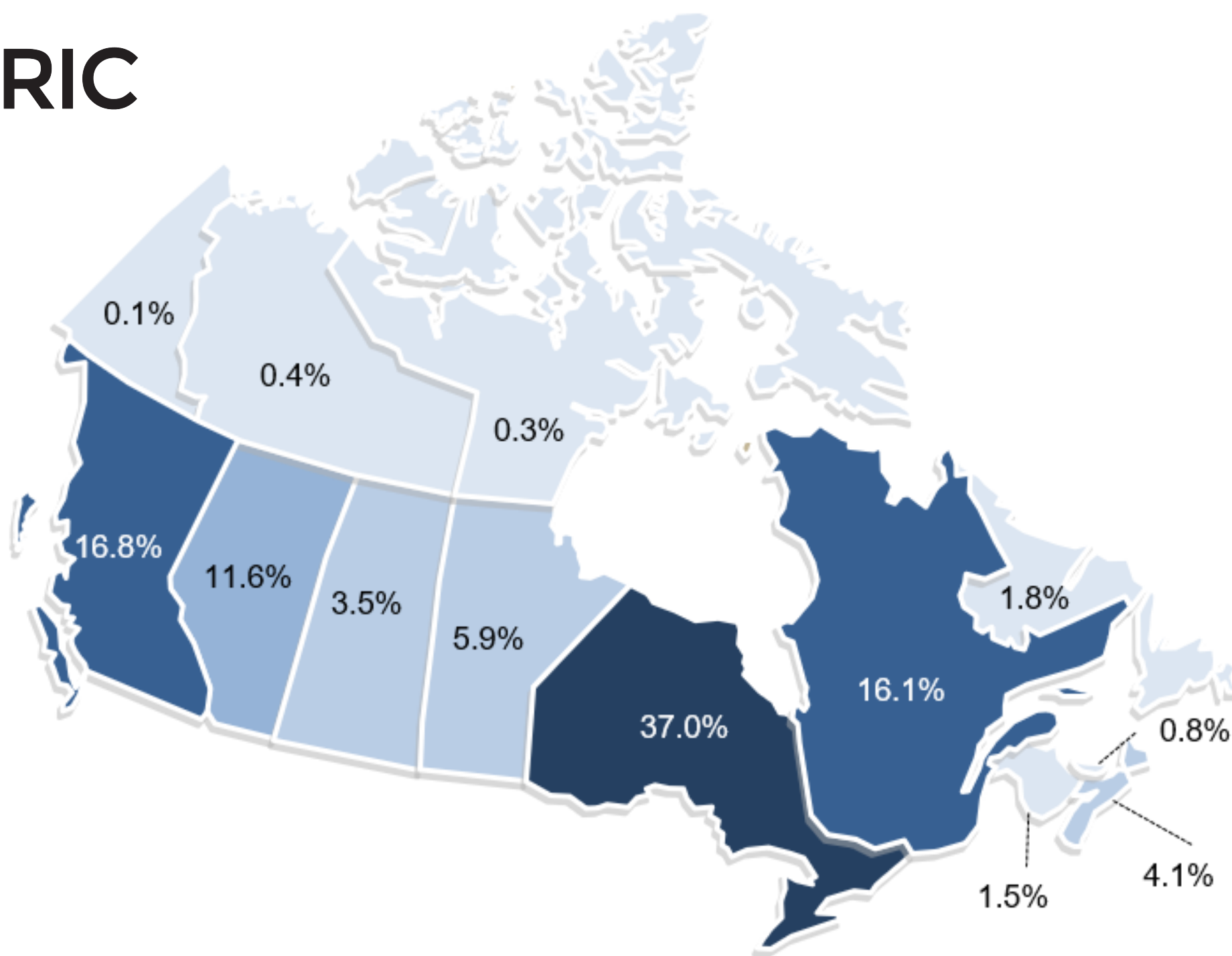
**Let's get into  
some data!**

# CERIC

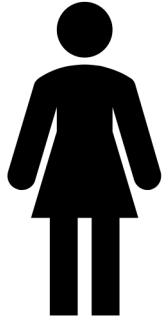
## Sector



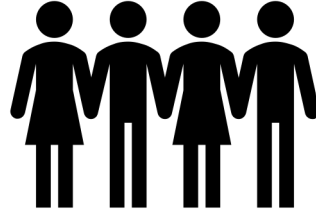




82.6%

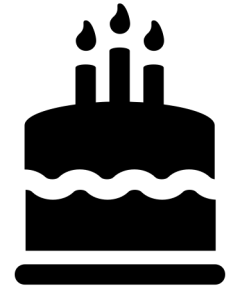


23.2%



11–25 Employees

30.7%



Between 45–54

41.3%



Bachelor's degree

34.0%



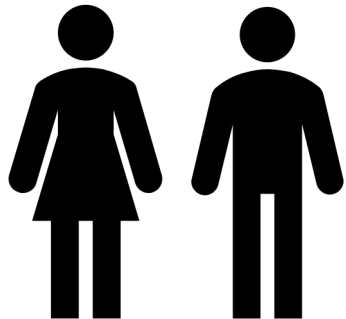
Large metropolitan area

**Most likely to be...**

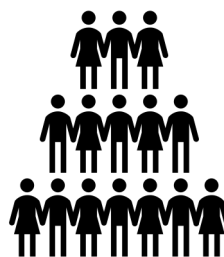
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97.6%

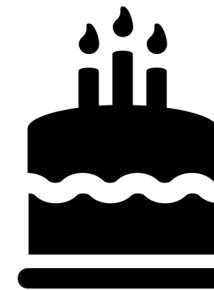


43.8%



11–25 or **51+** Employees

56.5%



Between 35–**54**

76.6%



Bachelor or **Master's** degree

58.9%



Large metropolitan area or **city**/small town within 50 km of a large metropolitan area

# Most likely to be...

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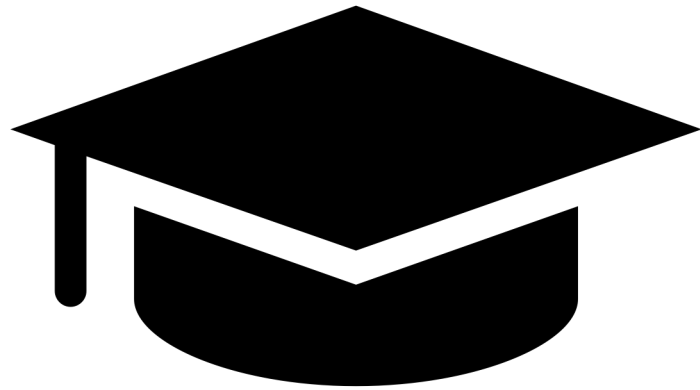
# Highest level of education completed 2011–2019

▲ # of College certificate/diploma & Bachelor's degrees

▼ # of Master's degrees

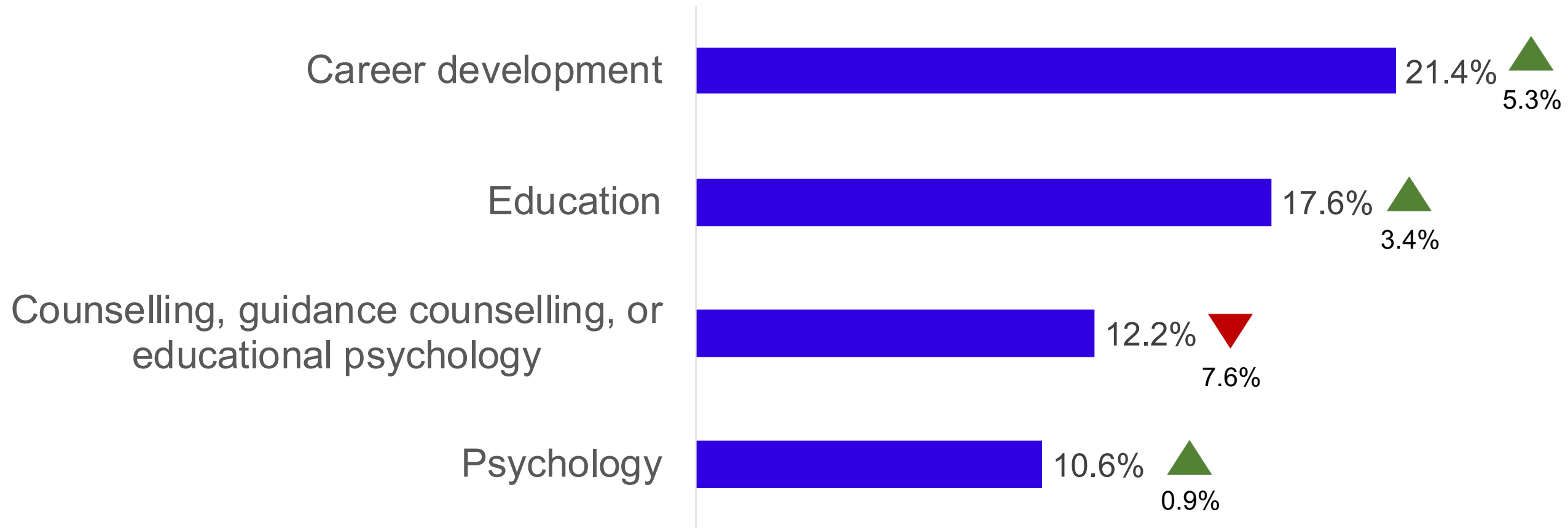
👍 In 2011 & 2015, a Master's degree was most common

👍 In 2019, a Bachelor's degree was most common

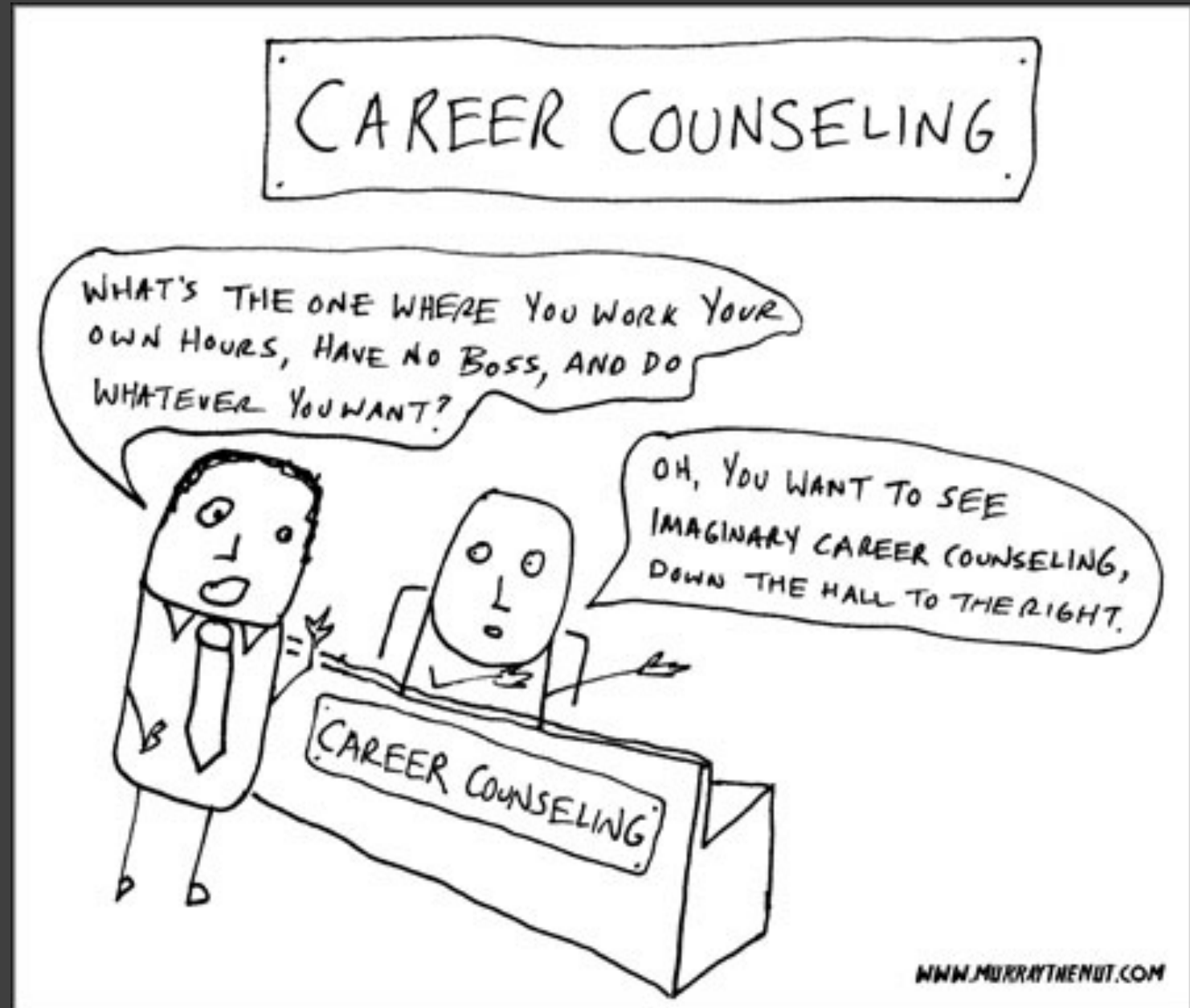




# Main area of focus at highest level of post-secondary studies (Top 4, 2019)

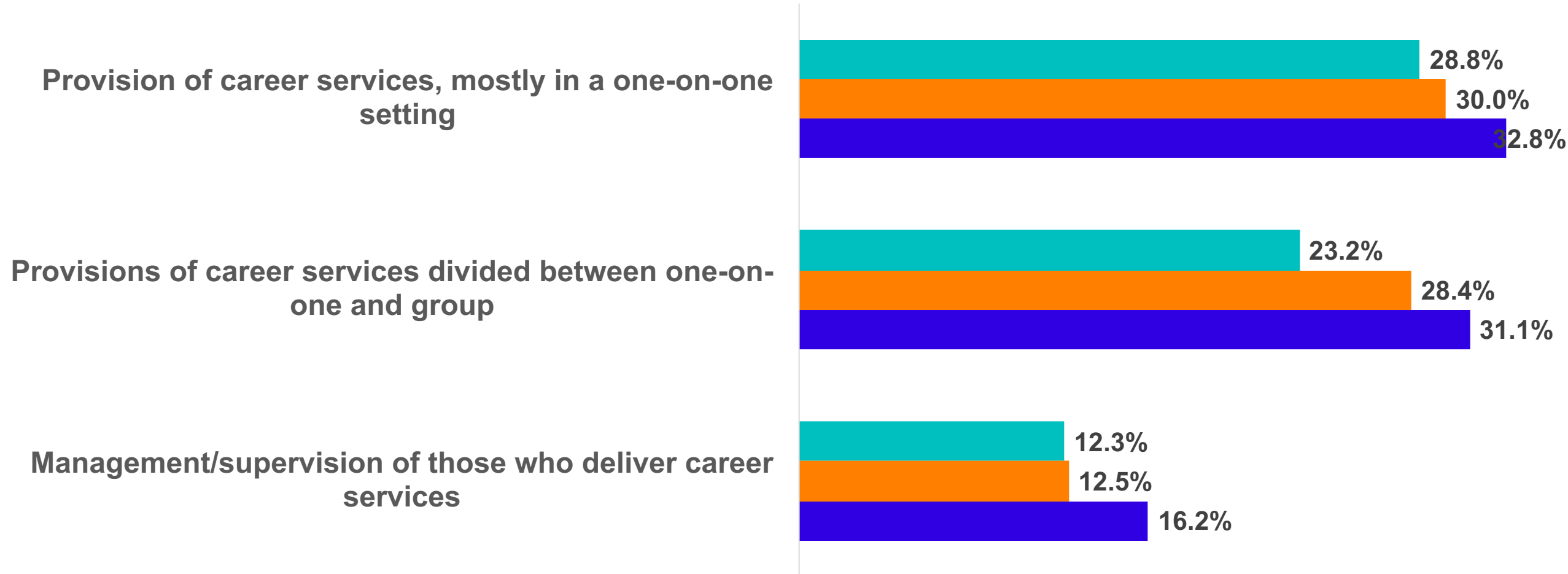


# The job





# Primary job function (Top 3)



#4. Job development = 5% (2015 & 2019)

■ 2019 ■ 2015 ■ 2011

# Services you are most likely to offer 2015 and 2019



1. Career counselling & coaching



2. Employment advising/job coaching

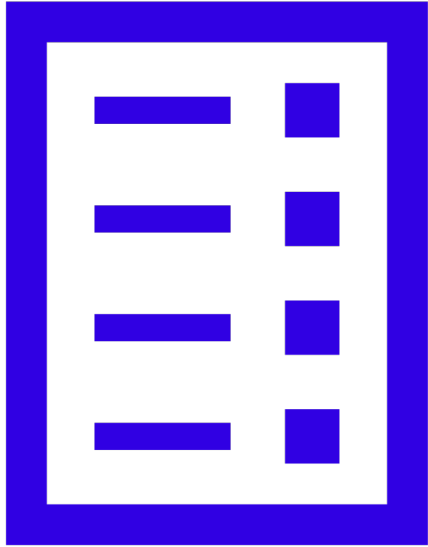


3. Program planning/program delivery\*



4. Teaching/training\*

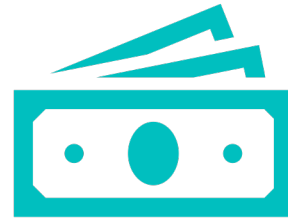
49.4%



40.1%



38.0%



## Elements that affect your ability to deliver career development? (Top 5, 2019)

1. Heavy **workload**
2. Insufficient **time** to spend with clients/students
3. Inadequate **financial resources**
4. Limited support from institutional/organizational **leadership**
5. Limited **access** to appropriate **resources**

26.1%



23.7%

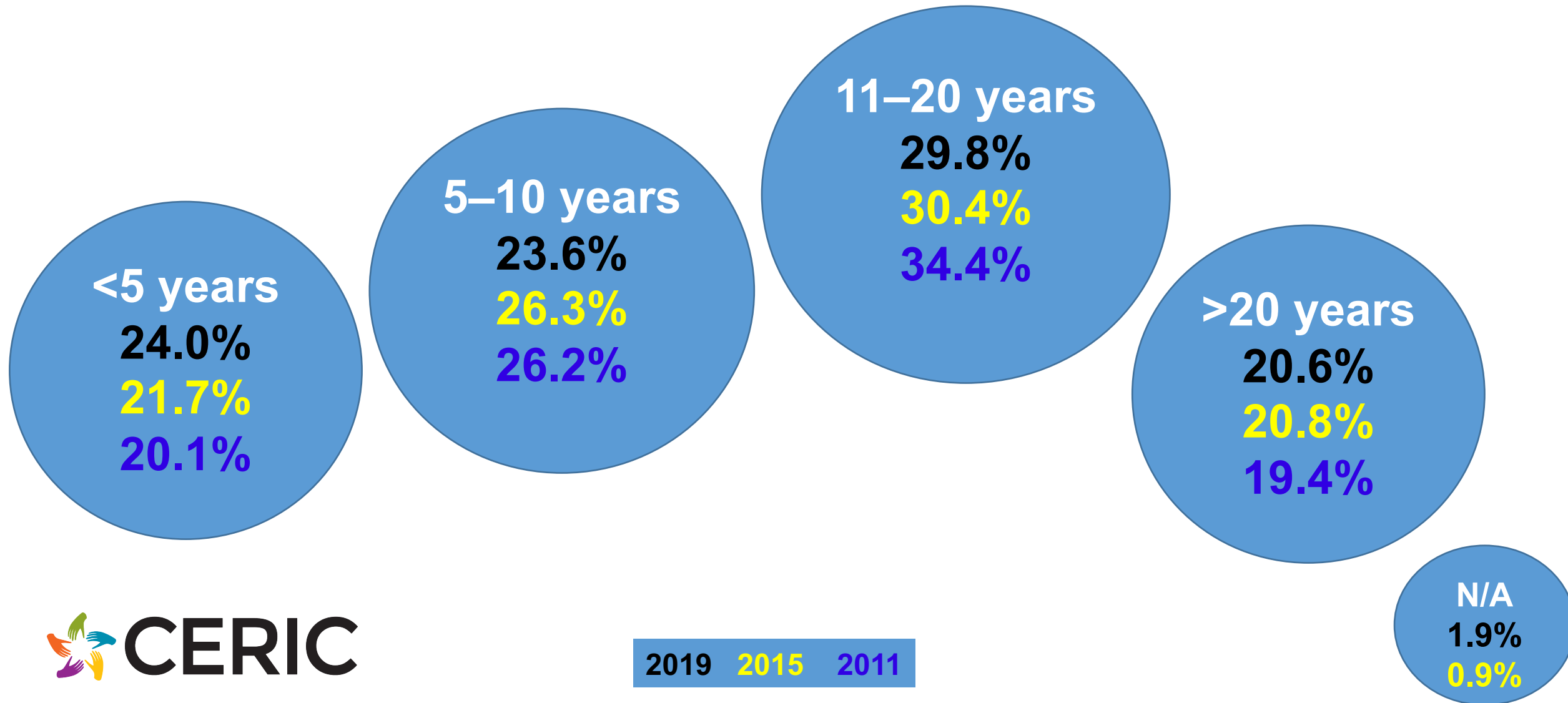




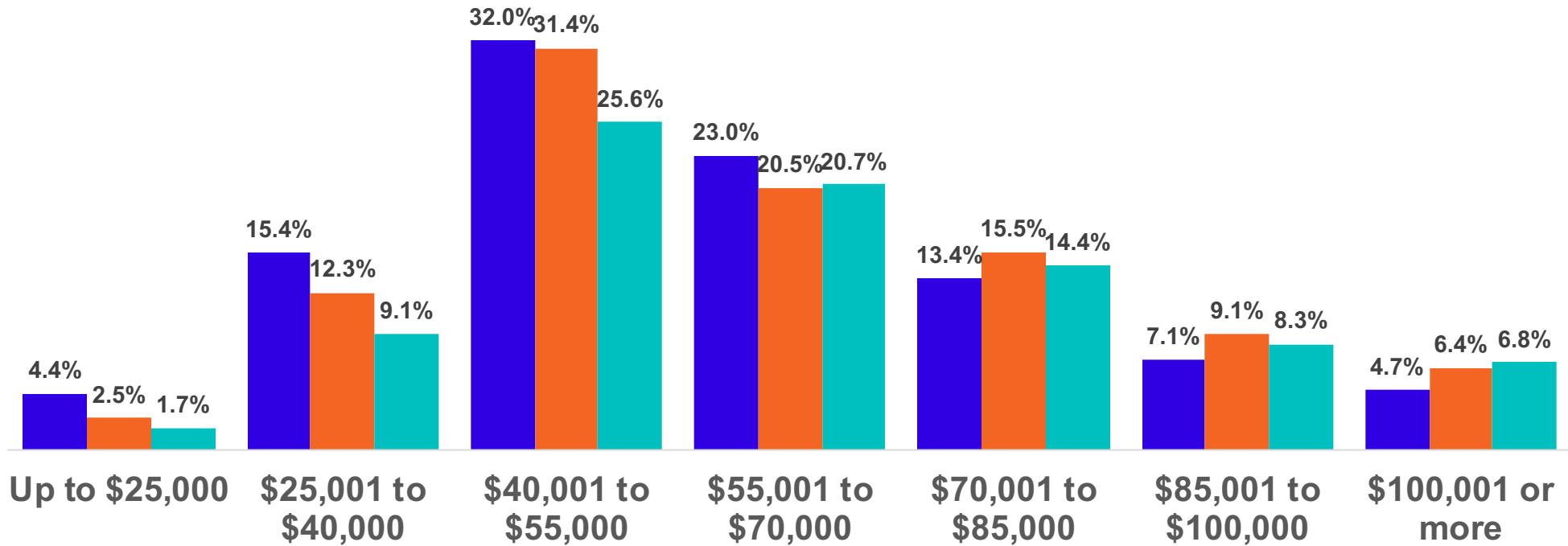


Experience,  
Salaries,  
Professional  
Development

# Experience



# Annual salary/income



# Experience vs. Income in 2019: Most common income category

**\$40,0001–  
\$55,000**

**33.8%  
< 1 year**

**36.3%  
1–4 years**

**32.7%  
5–10 years**

**\$55,001–  
\$70,000**

**22.7%  
11–20  
years**

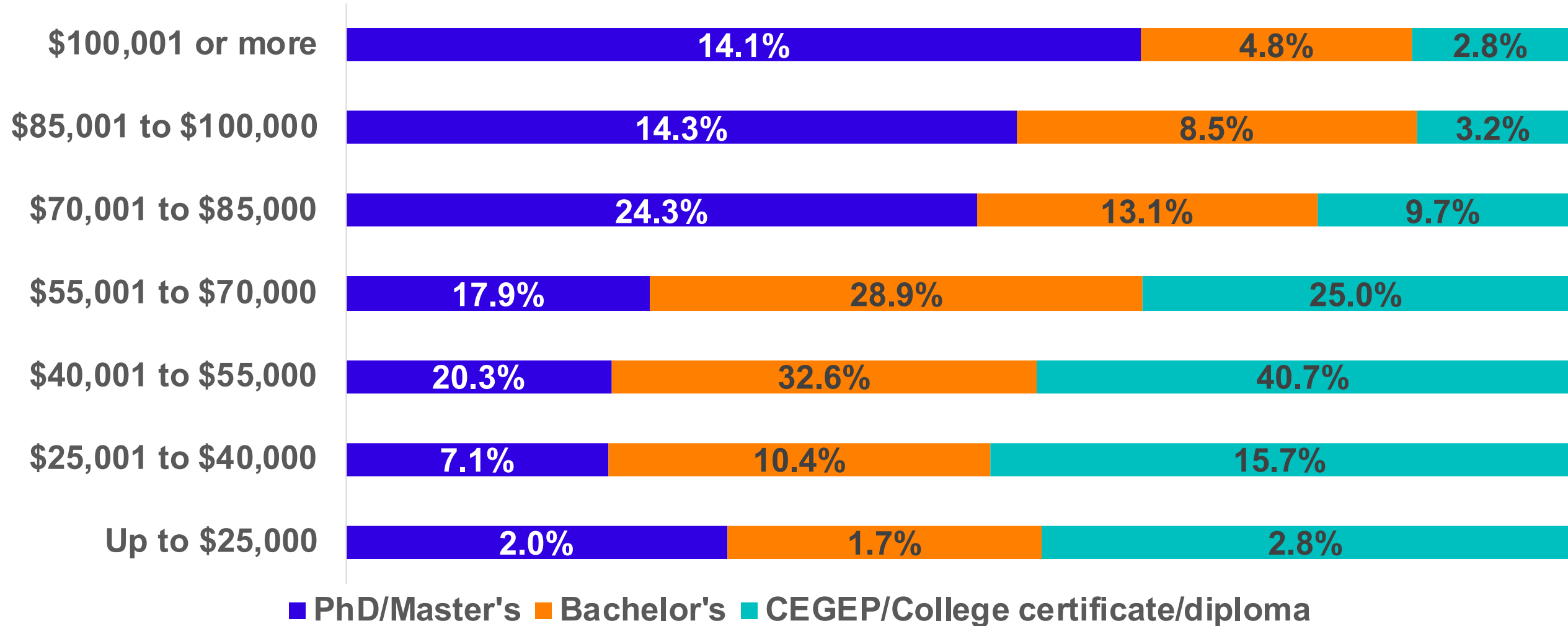
**\$70,001–  
\$85,000**

**19.0%  
> 20 years**



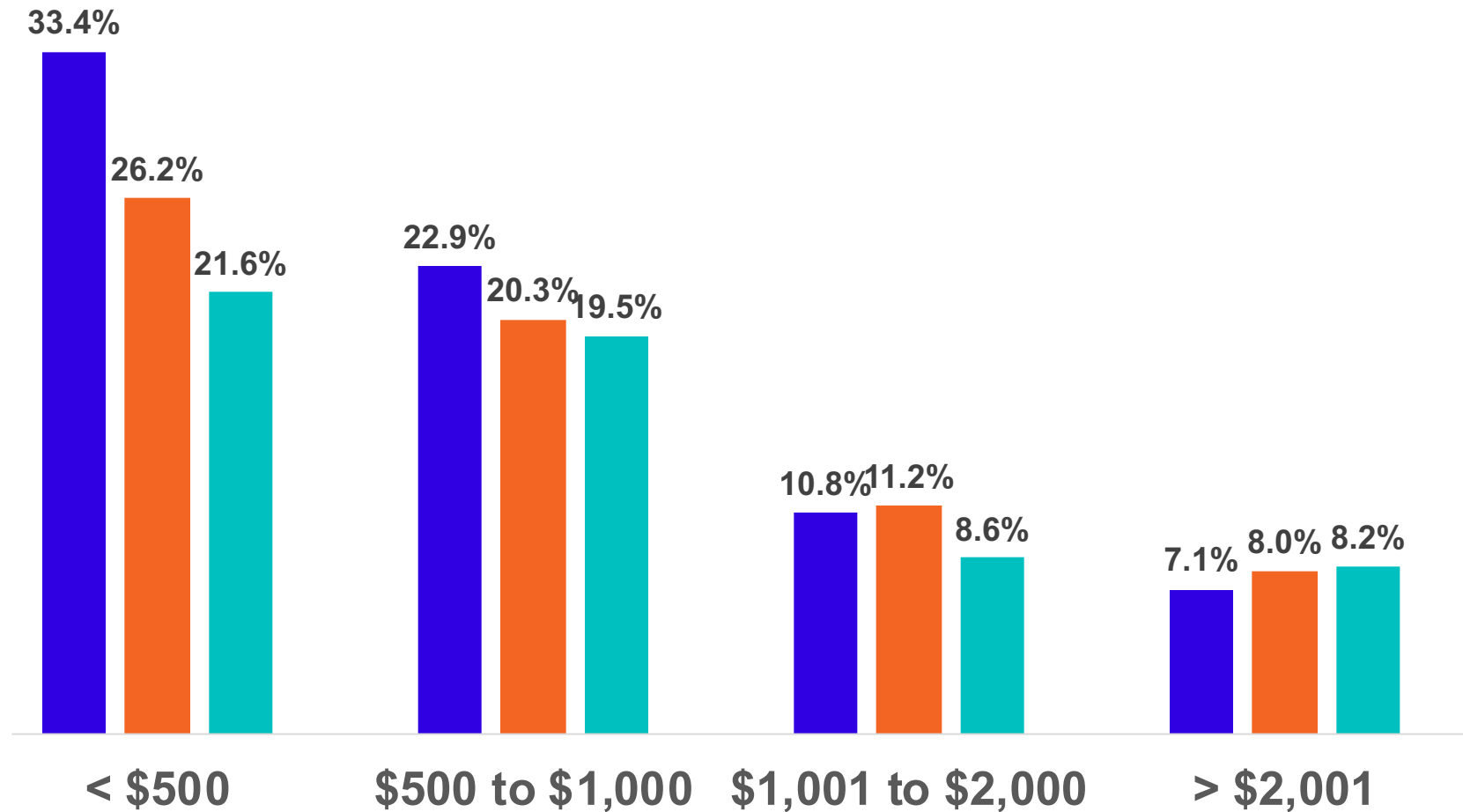


# Education vs. Income in 2019



# Annual professional development budget provided by employer

■ 2011 ■ 2015 ■ 2019





Looking to the future |





## Where do you see yourself in five years? (Top 5, 2019)

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1. 33.5%, **Similar position/role** within the **same organization**
2. 19.3%, **More senior position** within the **same org**
3. 11.1%, **Retired**
4. 10.3%, **More senior position** at a **different organization**
5. 8.3%, **Similar position/role**, but in a **different organization**

# Issues/challenges to hiring (Top 5, 2019)



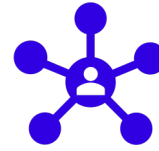
**20.9%**

No direct  
education or  
training in  
career  
development



**18.5%**

Insufficient  
career  
development  
skills



**15.1%**

Limited  
experience  
in the field



**12.9%**

Low rate  
of pay



**8.0%**

Experience  
working  
with  
diverse  
populations

# Issues/challenges to hiring

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“There are not enough people with appropriate skills.”

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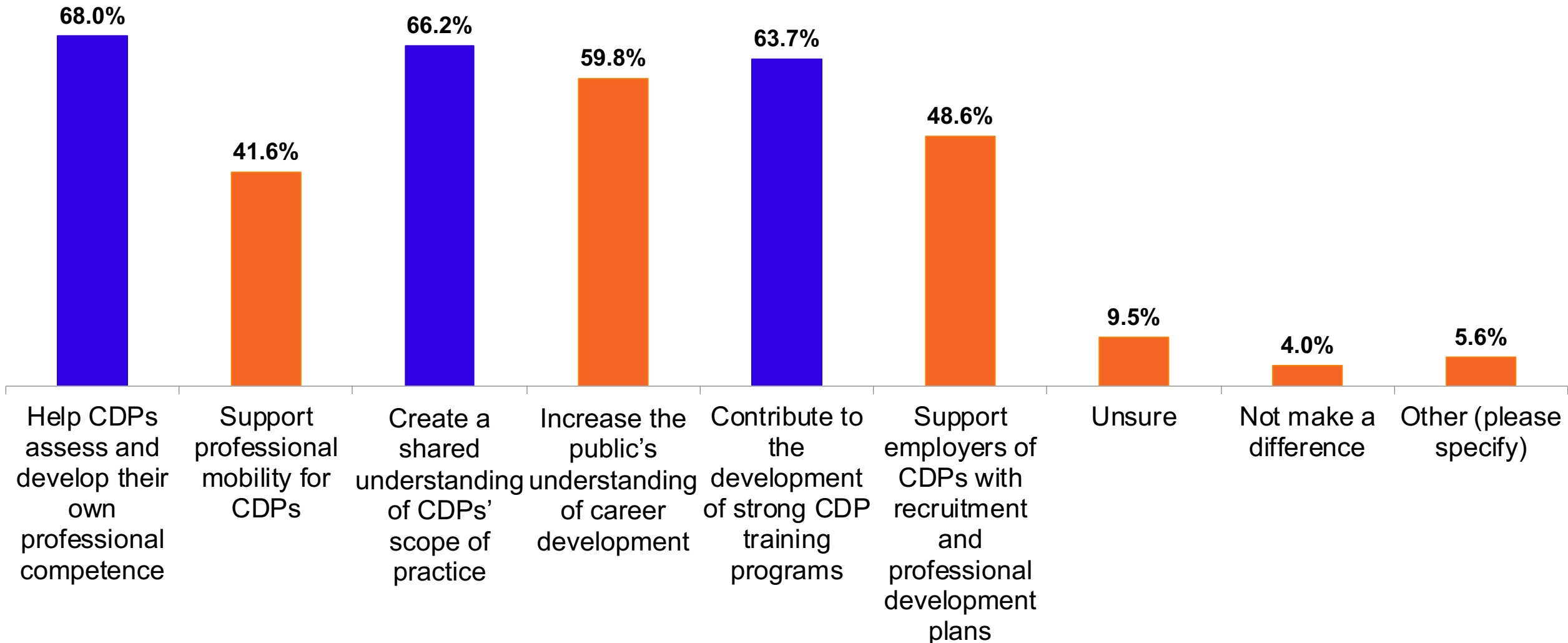
“Most candidates have limited counselling skills for working with marginalized, multi-barriered clients.”

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“Difficult to attract qualified and experienced people with the compensation package offered.”



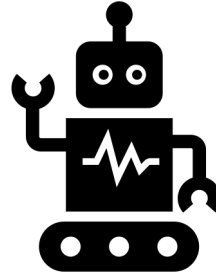
There is some discussion in the field about developing a framework that articulates professional competencies of Career Development Professionals (CDPs). In your view, having this Competency Framework would:(Check all that apply)



1

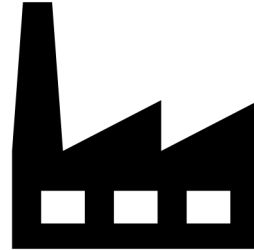


2



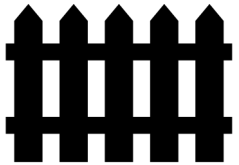
## Most significant changes in your practice over the next five years (Top 6, 2019)

3

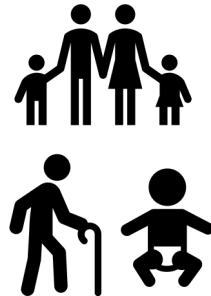


1. Change in **government** priorities, processes, or funding
2. Affect of **technology, AI, or automation** on jobs and job searching
3. **Labour market** shifts, a changing **job market**, and the rise of the **gig economy**
4. Increased use of **online** services, tools, resources, and social media
5. Shifting **demographics**
6. Working with more **clients or students facing barriers**

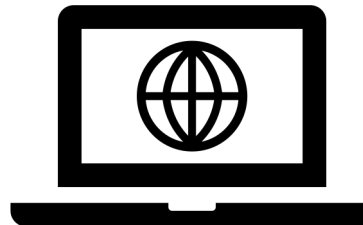
6



5



4





# Perceptions & Opinions

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How do you  
feel the public  
perceives the  
value of career  
services  
professionals?

43.3%

**Don't know,  
don't  
understand or  
don't  
appreciate**

“I think that the public is **mostly unaware of services** that are provided by career service professionals.”

“The public **does not believe in the value of career services professionals until they are in need of** these services themselves.”



How do you  
feel the public  
perceives the  
value of career  
services  
professionals?

17.7%

**Viewed  
positively,  
but...**

“Invaluable  
resource, but  
doesn't know  
everything we can  
help with.”

“Overall really  
positive, but at the  
same time, I find  
there's a  
misconception that  
'everyone/anyone  
can do this type of  
work.'”

How do you  
feel the public  
perceives the  
value of career  
services  
professionals?

10.7%

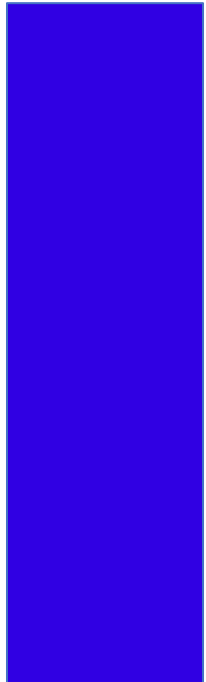
**It depends**

“Some people  
perceive great value  
if they hit a wall and  
seek help, others  
don't need us and  
therefore don't see  
value.”

“Depends on their  
age and experience.”

# Primary need for students/clients in career transition

41.7%



Lack of awareness of jobs of the future and identifying career options

23.5%



Not knowing how to start a successful job search today

3.6%



Worried about how to build a portfolio career in the gig economy

31.2%



Struggling to develop emotional resilience to cope with change

# Biggest concern for students or clients about how to navigate career

ON = 39.6%  
Atlantic = 38.5%

**33.5%**  
Have to get a  
job now to pay  
the bills

SK/MB = 43.4%  
BC = 41.2%  
AB = 40.3%

**33.5%**  
Need to gain  
education and  
skills to be  
competitive in  
the labour  
market

QC = 50.7%

**31.4%**  
At a career  
crossroads —  
dissatisfied or  
undecided on  
what to do  
next

Current role may be  
obsolete soon

1.6%

# Canadians that you advise are mostly stressed about...

BC = 59.2%  
Atlantic = 55.6%  
ON = 54.5%  
MB = 52.1%  
AB = 47.1%

QC = 70.2%  
AB = 47.1%

**49.4%**

Concerned  
about their  
ability to find  
decent paying  
work

**45.3%**

Uncertain of  
strengths or  
interests and  
anxious about  
making the  
right career  
decision

Fearful of AI/automation  
and what that means for  
their job prospects

**3.2%**

Unclear about how to get  
a promotion or move up  
in their field

**2.1%**



“I wish I had  
understood myself  
better and chosen a  
career that is  
aligned with my  
values.”

**71%**  
Very often/  
somewhat often

“I wish I hadn’t been  
**pressured** into  
pursuing a career I  
didn’t want to  
pursue.”

**66.5%**  
Very often/  
somewhat often

“I wish I hadn’t  
played it safe and  
let fear prevent me  
from taking a  
different career  
direction.”

**61%**

**Very often/  
somewhat often**

“I wish I hadn’t  
narrowed my  
options so soon and  
been able to explore  
other careers.”

**58.8%**  
Very often/  
somewhat often



**Thank you**