

Canada Career Month Matters!



This session is
brought to
you by.....

- Members of the Canadian Council for Career Development's (3CD) Outreach and Advocacy Committee (OAC):
 - **Donnalee Bell** (Interim Chair of the OAC and Managing Director of the Canadian Career Development Foundation)
 - **Rob Leforte** (Vice-President of Impact Public Affairs)
 - **Jen Fraser** (CEO, NeuroParadigm)



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Month is
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by



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

Collaboration • Leadership • Advocacy

About

Membership

The Profession

Certification

Advocacy

Career Developments

CDP Competence



The Canadian Council for Career Development (3CD) is a self-initiated and self-funded umbrella group for career development associations and related partner groups from across Canada.

3CD provides a national advocacy voice for the career development field and promotes provincial/territorial collaboration on common issues such as standards, competencies, training, quality, certification, practitioner mobility, and the evidence base.

[Learn more about 3CD ▶](#)



CAREER DEVELOPMENTS

Career Developments profiles National and International progress in the profession with updates on standards, competencies, training, certification, research, policy & practice.

Career Developments is a monthly e-Newsletter published by 3CD. Receive regular career development updates by subscribing.

[Download the latest issue ▶](#)



THE PROFESSION

Career development professionals (CDPs) have specialized skills and training to help you with the lifelong process of managing your living, learning and earning.

While CDPs can assist in job search, their role can also be much broader – helping you to build the life you want to live.

[Learn more about the profession ▶](#)



CERTIFICATION

More and more career development professional associations have initiated – or are in the process of initiating – career development practitioner (CCDP) certification.

In Canada, there are two “streams” with respect to certification – one for CDPs and the other for Career Counsellors.

[Learn more about certification ▶](#)

Session Overview

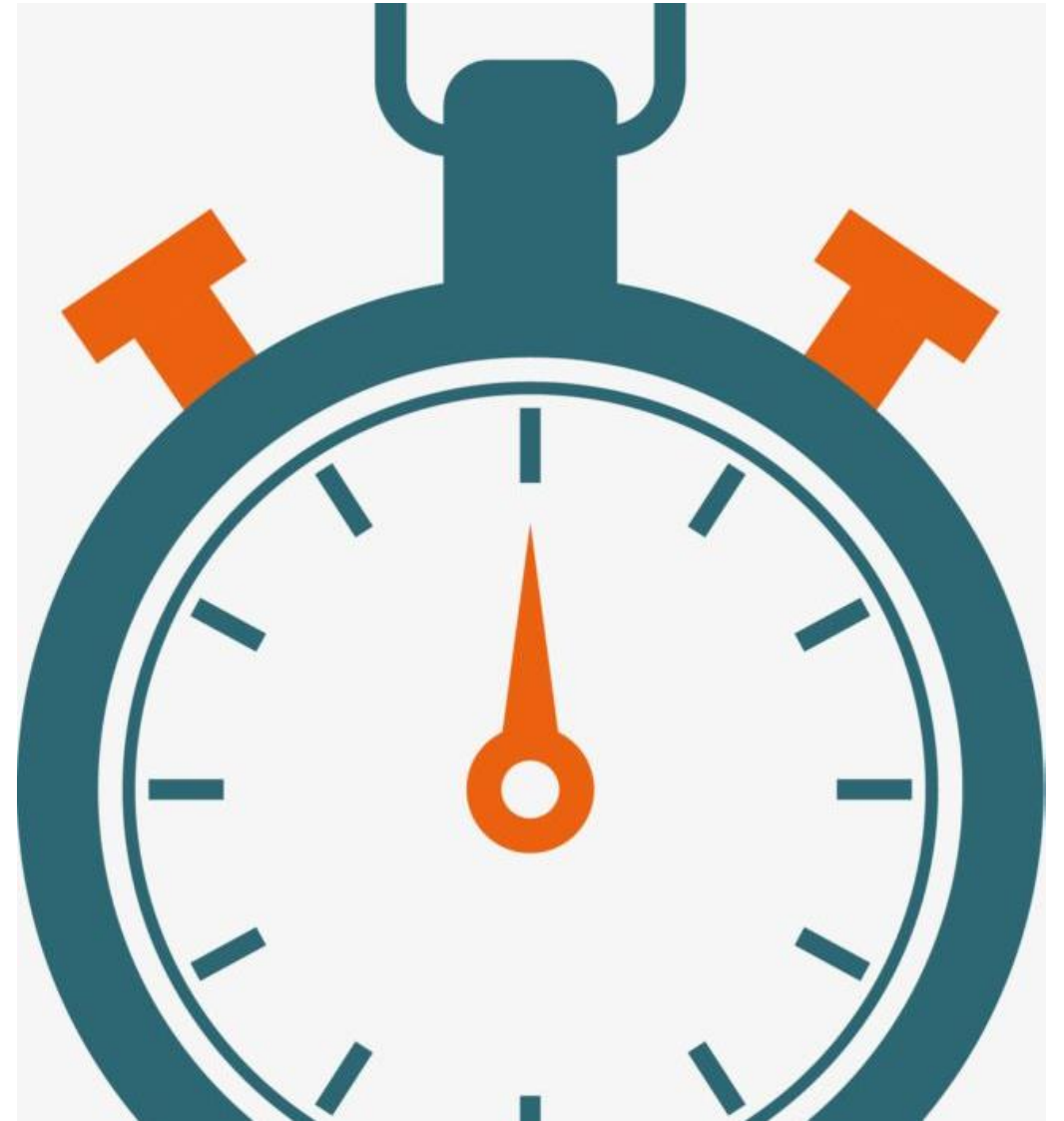
Talk about:

- Canada Career Month past, present and future
- This year's CCM
- Why it matters to the career development field
- Your FABULOUS ideas for 2020!!
- What you can do

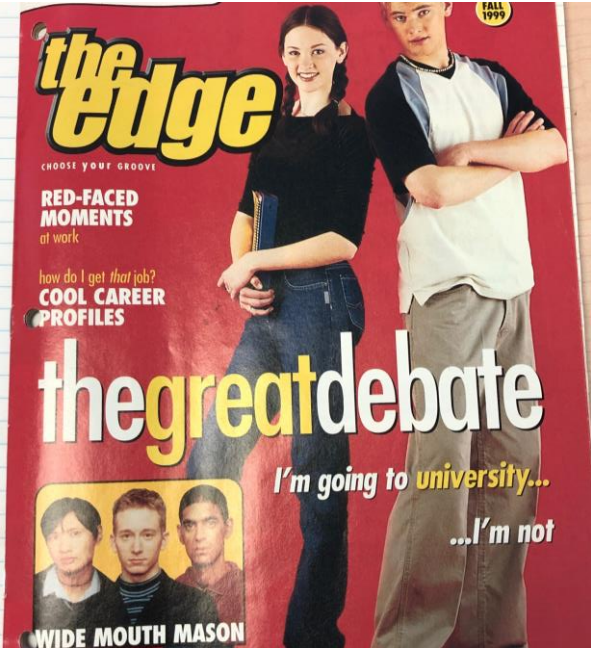
GIVE AWAY A PRIZE!!


Q&A

Briefly...
The Evolution
of Canada
Career Month

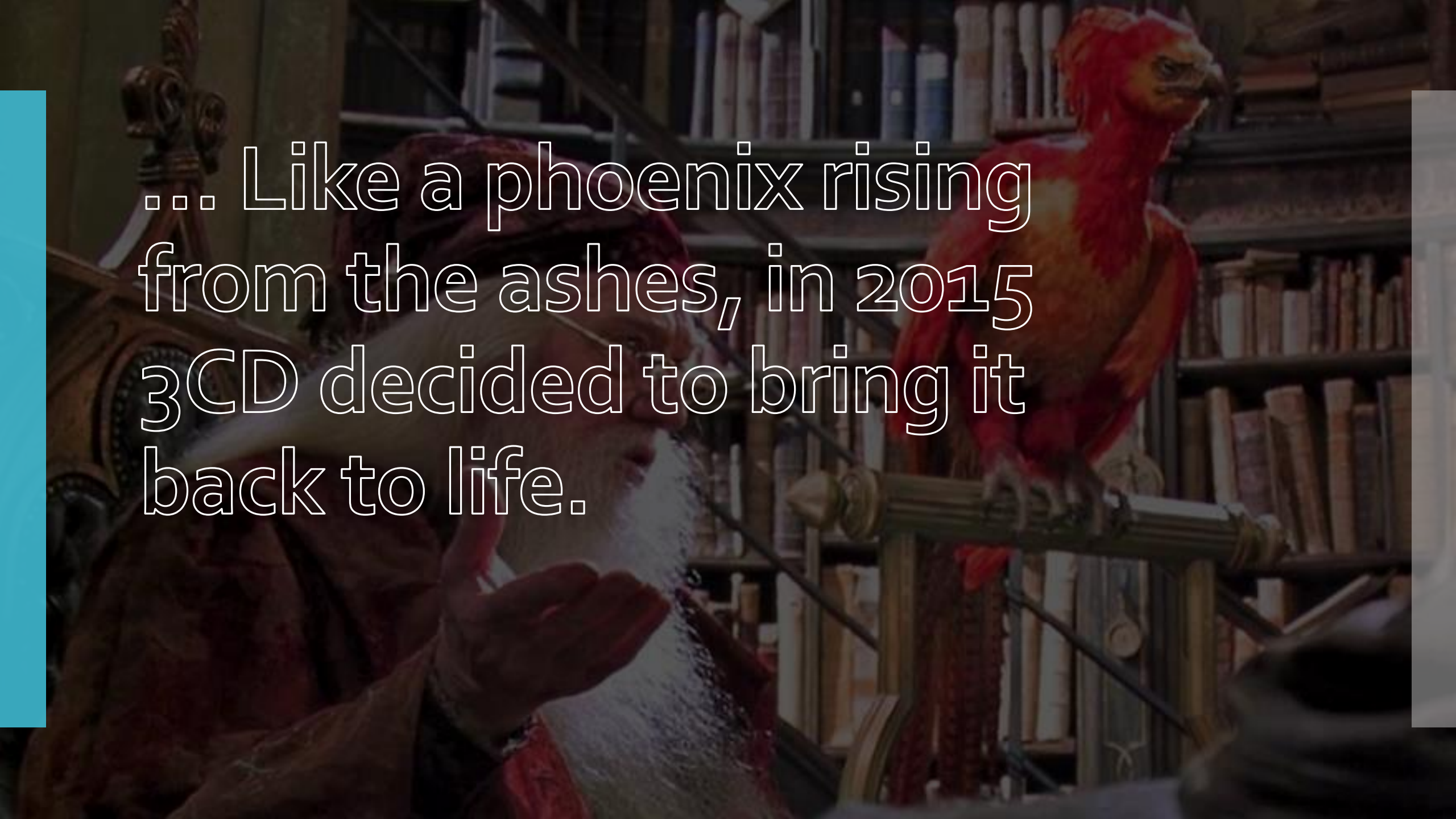








2005-2010
We got cool!

A man with a long white beard and a red turban is shown in profile, reading a large, open book. He is wearing a brown jacket. In the background, a red parrot with a crest is perched on a decorative metal stand. The setting is a library with bookshelves filled with books. The text is overlaid on the image in a white, outlined font.

... Like a phoenix rising from the ashes, in 2015 3CD decided to bring it back to life.

Canada
Career
Month
2019



The Team

- An amazing group of volunteers from 3CD's Outreach and Advocacy Committee
 - Paul D. Smith, Chair, Loyalist College
 - Donnalee Bell, Interim Chair, Canadian Career Development Foundation
 - Ali Breen, OneLifeTools/Ali Breen Career Coaching & Digital Consulting
 - Gabrielle St-Cyr, AXTRA | Alliance des centres-conseils en emploi
 - Jennifer Fraser, NeuroParadigm
 - Judith E. MacKinnon, Sheridan College
 - Mark Franklin, CareerCycles / OneLifeTools
 - Mary Frances Fitzgerald, ATA Council of School Counsellors
 - Maureen McCann, ProMotion Career Solutions
 - Paula Wischoff Yerama, Career Designs for Life
 - Rob LeForte, Impact Canada
- **Becca McCarthy from the Canadian Career Development Foundation**
- Impact Public Affairs

Our Sponsors

RBC FUTURE LAUNCH™

RBC.COM/FUTURELAUNCH



Government
of
Saskatchewan



MANITOBA INSTITUTE OF
TRADES AND TECHNOLOGY



let's talk
science



SIEC
Saskatoon Industry
Education Council



CAREERCONNECTIONS™

Canada Career Month 2019

- Engage more career development professionals to get involved
- Make it easy for them to do so
- See if we could get some sponsors
- Get through it!



We started by encouraging CDPs to show their inner superhero!





 Helps you understand and articulate your skills and strengths

 Matches you and your skills to work opportunities

 Helps you with proven work search strategies

 Helps you find opportunities and helps your community grow

HAVE YOU HEARD ABOUT WHAT YOUR LOCAL CAREER DEVELOPMENT PROFESSIONAL (CDP) DOES?



WHAT YOU CAN CHAT ABOUT WITH A CDP



I have a degree. Now what?

I feel stuck in a dead-end job. How do I find work that is fulfilling?

I really don't know what I have to offer an employer.

I need a job now!

We explained what CDPs do - simply

We made it
easy for CDPs
to get involved

Host a Career Human Library Event

Have you ever heard of a library where the people are the "books" to check-out? It's called a human library and there's happening all across the country. In a Career Human Library, the "book" tells the "reader" about their careers.

The best news is they're easy to organize, in as little as 5 easy steps. Download the guide and you are on your way to providing students, youth, clients an **impactful** career exploration event.

[Download Now](#)

Set Up a Book Display

Invite your local library, your resources centre, your community centre to set up a display of all the amazing career resources available to Canadians looking to develop their careers.

Here's a list of **Canadian** authors and a list of both **Canadian and International** authors to help you set up a career resource display.

Below is a poster that you can have at the display that highlights the event as part of Canada Career Month and talks more about what a Career Development Professional can do to help you in your career.

[Download Now](#)

Host an Explore the Possibilities Event

Hosting an event for Canada Career Month can be as simple as you want to make it. You can have an open house to show those in your community the wonderful world of careers and career development. Or, have a Canada Career Month pub night with your colleagues and community contacts.

Download the Canada Career Month How-To Guide to help you organize it.

[Download Now](#)

We talked with CDPs and gave away free stuff!

NOVEMBER 2019

TO WIN ANY OF THESE SCHEDULED PRIZES DURING THE MONTH, GO TO CAREERMONTH.CA/WIN



SUN	MON	TUE	WED	THU	FRI	SAT
					Career Theories and Models at Work: Ideas for Practice	2
The Mindful Self-Compassion Workbook	CAREER ROOKIE	THE TALENT Revolution	HOPE-FILLED ENGAGEMENT	YOU MAJORED IN WHAT?	WHO GETS PROMOTED WHO DOESN'T AND WHY	NO CANADIAN EXPERIENCE, Eh?
10	Retire to the Life You Love	CAREERGASM	Repurpose Your Career	ZERO2HIRED	THE IMPORTANCE of WORK IN AN AGE of UNCERTAINTY	16
Career Focus	REMIX	INTROVERTS	JUST WHAT THE DOCTOR ORDERED	TAKE AIM	BEST CANADIAN COVER LETTERS	Making Questions Work
24	TELL STORIES GET HIRED	career in your suitcase	OneLifeTools	voco training centre		30



We interviewed ...
<https://vimeo.com/careermonth>

- Sarah Vermunt
- Gregg Levoy
- Lisa Taylor
- Dorothy Strachan
- Gabriela Casineau
- Helen Lemarre
- Zero2Hired
- Kristin Neff
- Don Asher
- Marc Miller
- Nell Smith
- Maureen McCann
- Patricia St-Pierre
- Louis Cournoyer
- Patricia Dionne
- Jacques Limoges
- Joy Cohen
- Mathieu Guénette
- David Blustein
- Roberta Neault
- Daisy Wright
- Colleen Reichrath-Smith
- Christine Fader
- Helen Lamarre
- Gray Poehnell

NOVEMBER VIDEOS

Jen Fraser and Gabrielle St-Cyr Interviewed Career Development Thought Leaders

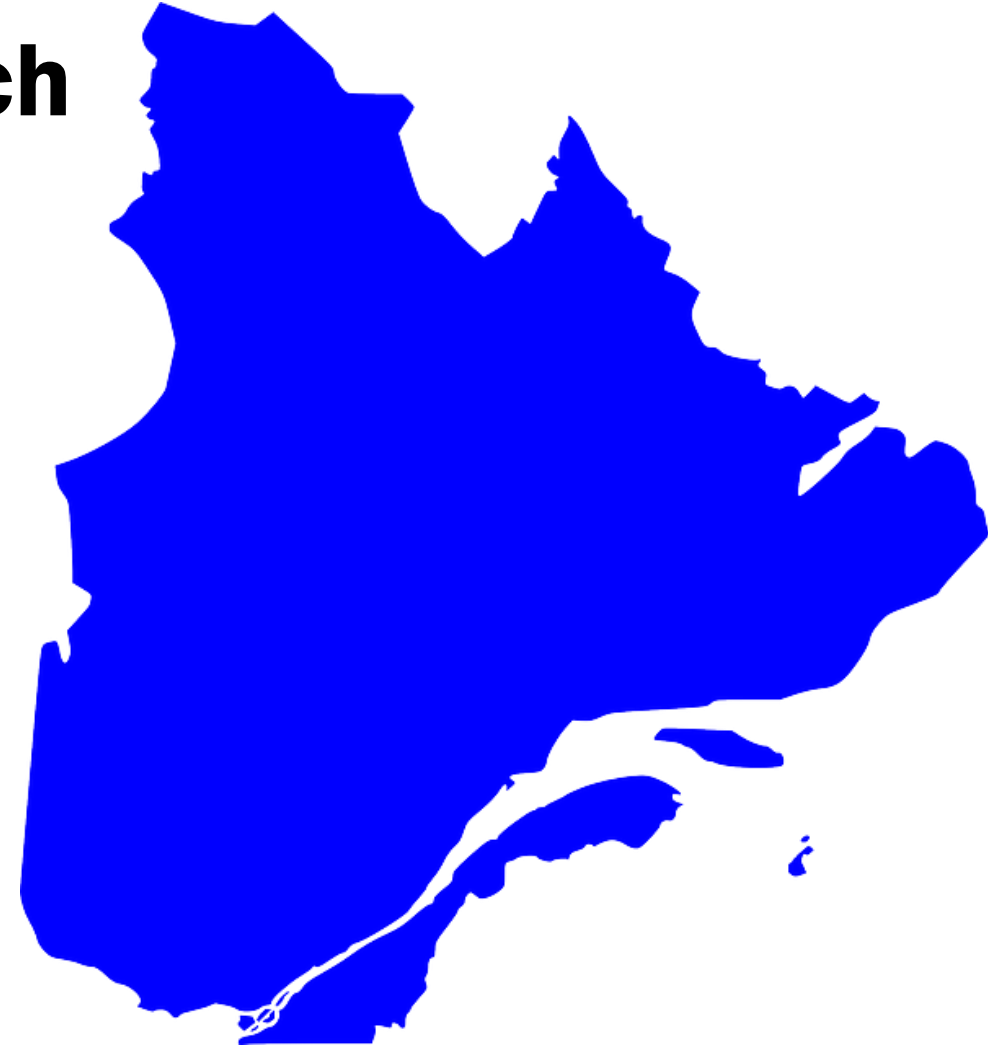
43 videos : **33** English | **5** French

3,111 impressions

438 views

88 finishes

Québec: 208 views



We social
media-ed!

NOVEMBER 2019



Social Media Statistics

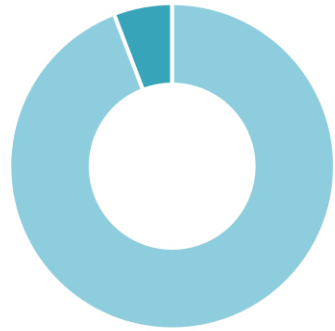
TWEETS	130	POSTS	79
IMPRESSIONS	263K	POST REACH	6.9K
PROFILE VISITS	921	PAGE VIEWS	234
MENTIONS	233	ENGAGEMENT	665
NEW FOLLOWERS	66	NEW FOLLOWERS	35
LINK CLICKS	3.9K	LINK CLICKS	276
PAID TWEETS	11	PAID POSTS	2

AUDIENCE



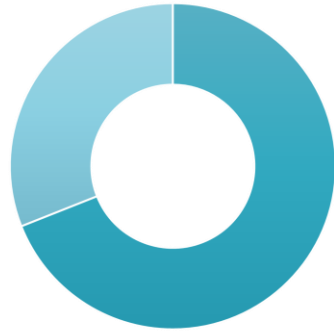
TWITTER

Language



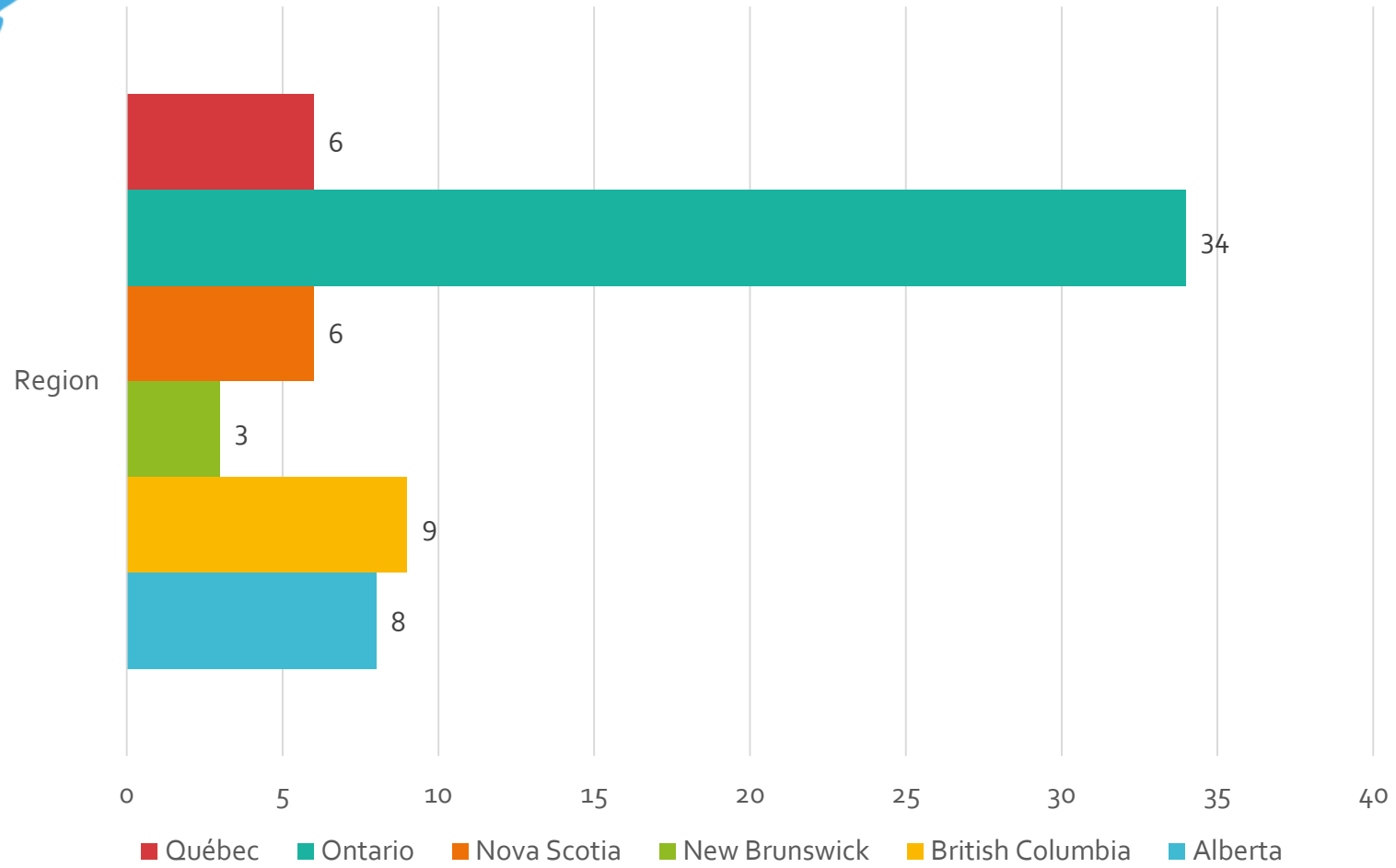
English Français

Gender



Male Female

Percentage of Audience



TOP INTERESTS



2019 BIG TAKEAWAY



USE MORE DOGS



Other takeaways

- CCM 2019 social media campaign saw MORE:
 - Organic exposure
 - New followers
 - Social media engagements (more traction for posts, more support for sponsors, more response to actionable items, more click throughs)
- Best overall post: What is a CDP?
- CDP community used the logo more than any other CCM in their social media
- All this with almost an entirely volunteer effort and less than 15K budget.



So why does
Canada
Career Month
matter?



Because...
Career
Development
Matters!

- We are largely an invisible public service:
 - The public doesn't know where to find us
 - The public doesn't know what we do
- It's a vital service that makes a difference to individuals, communities, employers and economies
- We are vulnerable to policy whims

We need to be more visible!



What's in it
for *me.*

WIIFM

Exposure of the profession through something like Canada Career Month means that:

- The public is aware of and sees the **value** of career development services and career education.
 - **MEANING: they VALUE what we do**
- Greater client clarity of expectations around the services we offer
 - **MEANING: They come with realistic expectations**
- The public knows where to go for service
 - **MEANING: They can find us**
- Governments see the importance of what we do – especially in economic downturns
 - **MEANING: They might not target us in funding cuts**
- Employers see us as an ally
 - **MEANING: They come to us with their needs and open their doors to our clients**



**CAREER
MONTH**

**MOIS DE LA
CARRIÈRE**

2020

GOALS FOR 2020

- **INCREASE THE SECTOR'S INVOLVEMENT NATIONALLY**
- **SECURE FUNDING BY MAY 2020**
- **ONE BIG NATIONAL EVENT: NOVEMBER 18TH**
- **FOCUS ON CREATING BILLINGUAL, AND EVERGREEN CONTENT**
- **INCREASE PRESENCE ON LINKEDIN**

GOALS FOR 2020

- **INCREASE THE CD SECTOR'S INVOLVEMENT**
 - **Clearly define how CDPs can participate early**
 - **Build sustained relationships with the sector**
 - **Leverage Thought Leaders**

GOALS FOR 2020

- **SECURE FUNDING BY MAY 2020**
 - Engage a Sponsorship expert
 - Look to past sponsors, and high 2019 corporate, education, and governmental engagers

GOALS FOR 2020

If our sponsorship efforts prevail...

- **ONE BIG NATIONAL EVENT: NOVEMBER 18TH**
 - **A standardized Career Month event structure**
 - **Unifying, simple to implement, and accessible**
 - **Minimum 14 events across Canada**
 - **One per province/territory, and one in Ottawa for federal.**

GOALS FOR 2020

- **FOCUS ON CREATING BILLINGUAL, AND EVERGREEN CONTENT**
 - **Dedicated funding for translation (En > Fr and Fr > En)**
 - **Key learning from 2019, we don't have to start anew each year**

GOALS FOR 2020

- **INCREASE PRESENCE ON LINKEDIN**
 - **It's the social media platform where most of us live and it's the platform that folks mainly use for career development activities.**



Now
it's your
turn.

**What would you like to see in
November 2020?**

How could you get involved?

Find out what's
happening &
tell us what
you're doing
for CCM 2020
@



ABOUT

EVENTS

WIN

SPONSORS

GET INVOLVED

En | Fr

Canada Career Month is a nationwide celebration of careers!

EXPLORE THE POSSIBILITIES

Each November, Canadians from coast-to-coast-to-coast celebrate the importance of accessing meaningful work and all those that help us in connecting with our preferred futures. Canada Career Month works to advance the agenda of improving access to career services and education so that all Canadians are better prepared to develop their careers and transition into the emergent labour market.

careermont.ca



