

2024 CERIC Survey of Career Service Professionals Prairie Region Report



COMMUNITY RESEARCHERS



CERIC

Advancing
Career
Development
in Canada

Promouvoir
le développement
de carrière
au Canada

SURVEY METHODOLOGY

Field dates	September through October, 2024
Survey target	Career Service Professionals throughout Canada
Survey methodology	Online survey distributed via email and social media
Question formats	Multiple choice (total to 100%), multiple answer (total may exceed 100%) and open-ended
Survey languages	English and French
Survey sample size	134 respondents (13% of total respondents)
Lead researchers	Gabriel Hachard and Michael Harker, Community Researchers
Qualitative research analyst	Eniola Osazuwa, Community Researchers



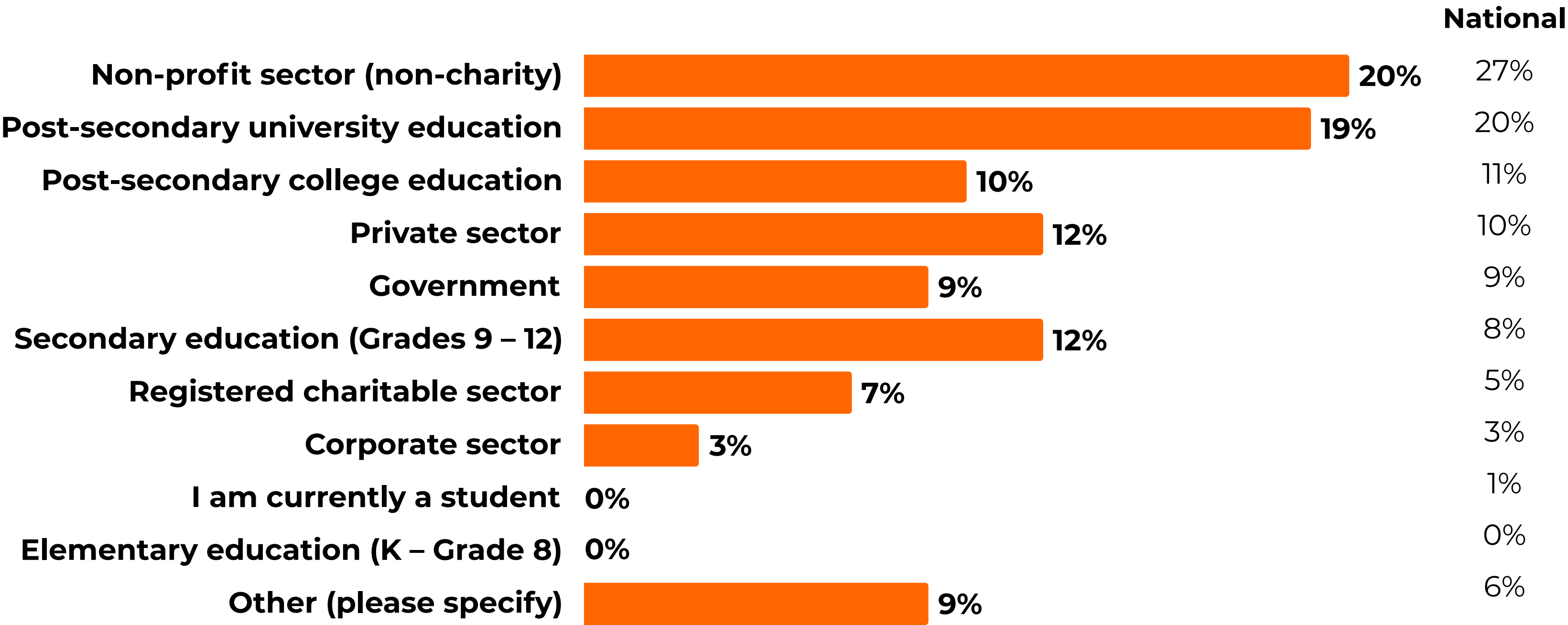
Section 1:

Demographics and Experience in Career Services Field



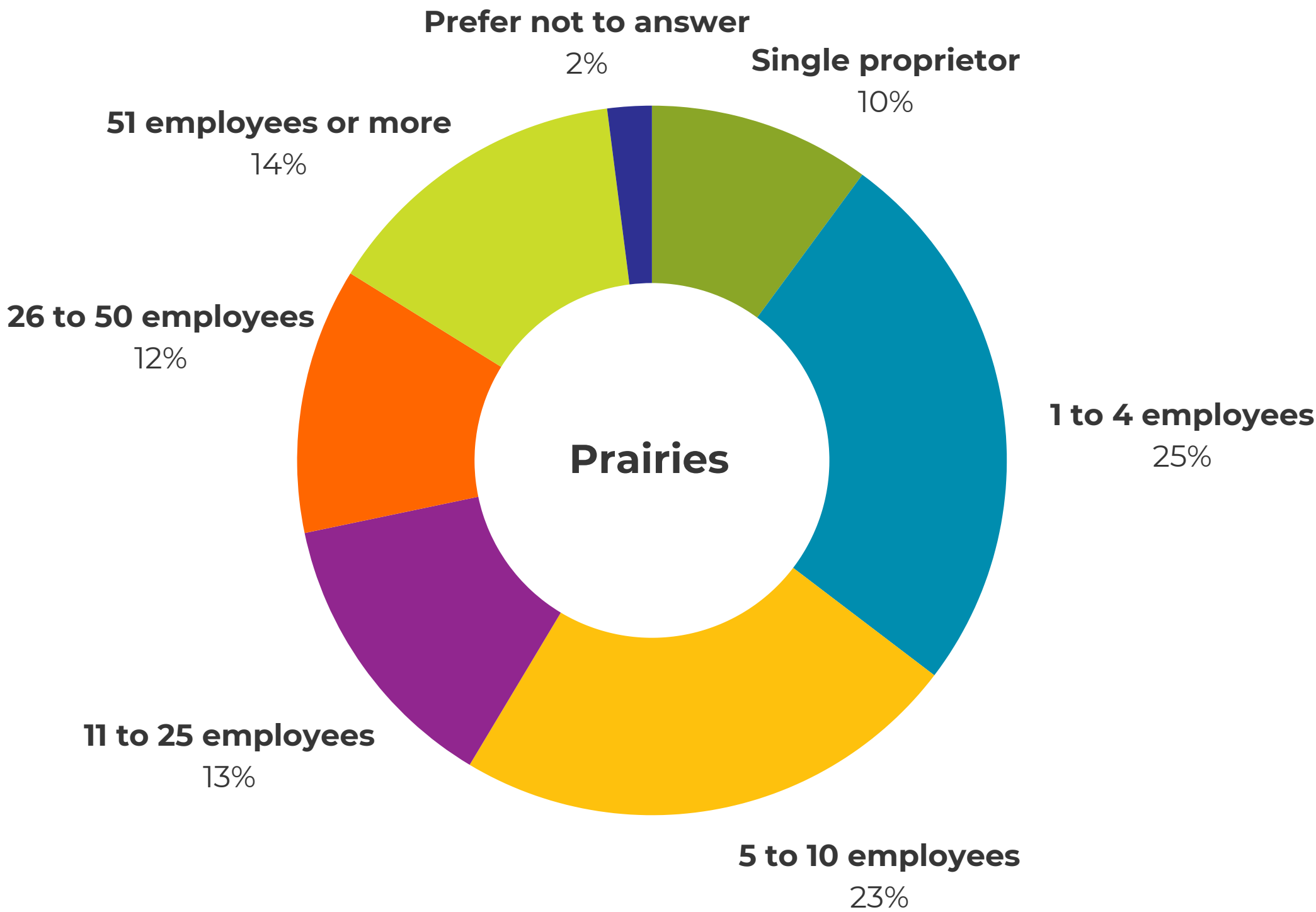
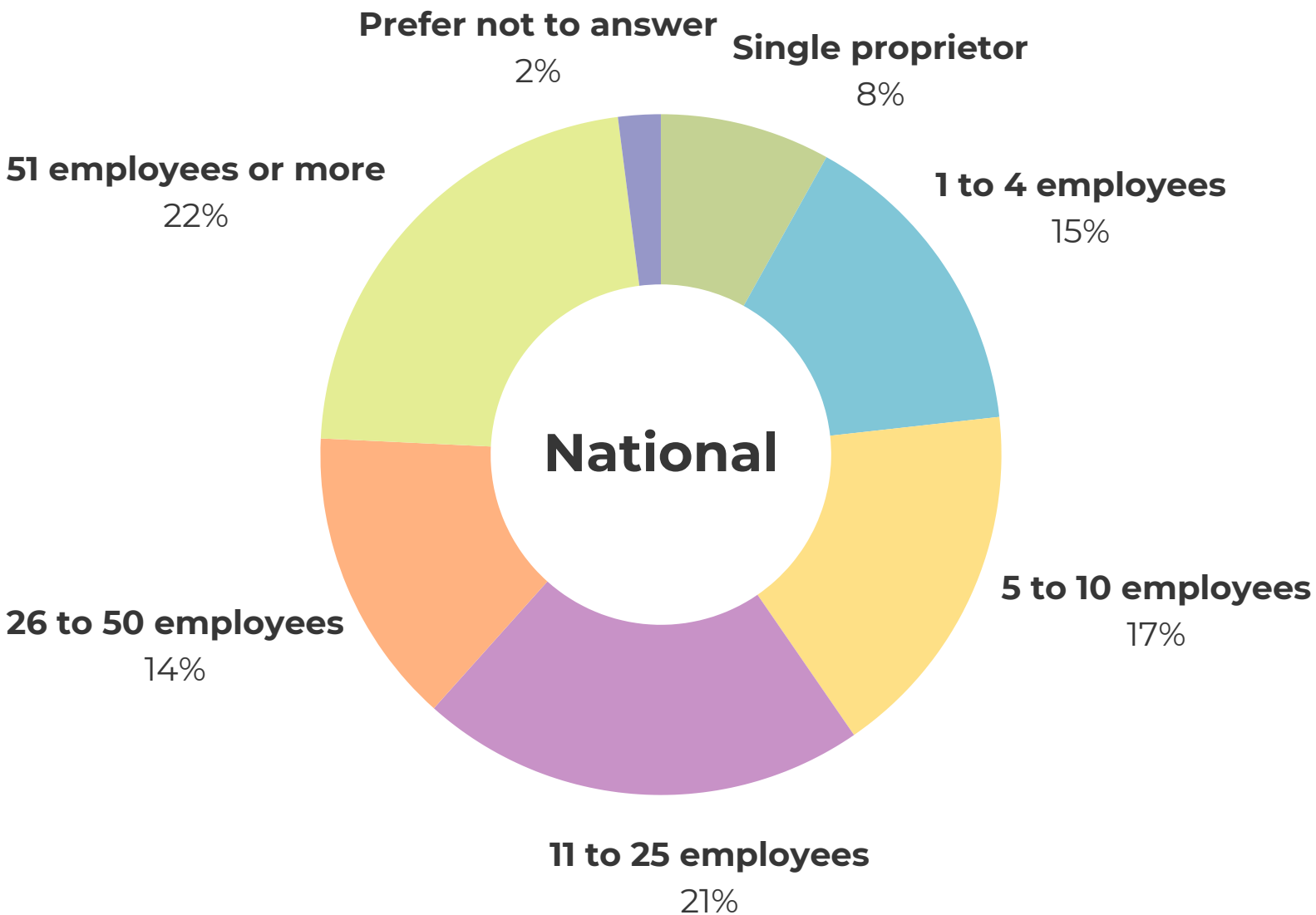
Respondents' Sector Within Field

n=134



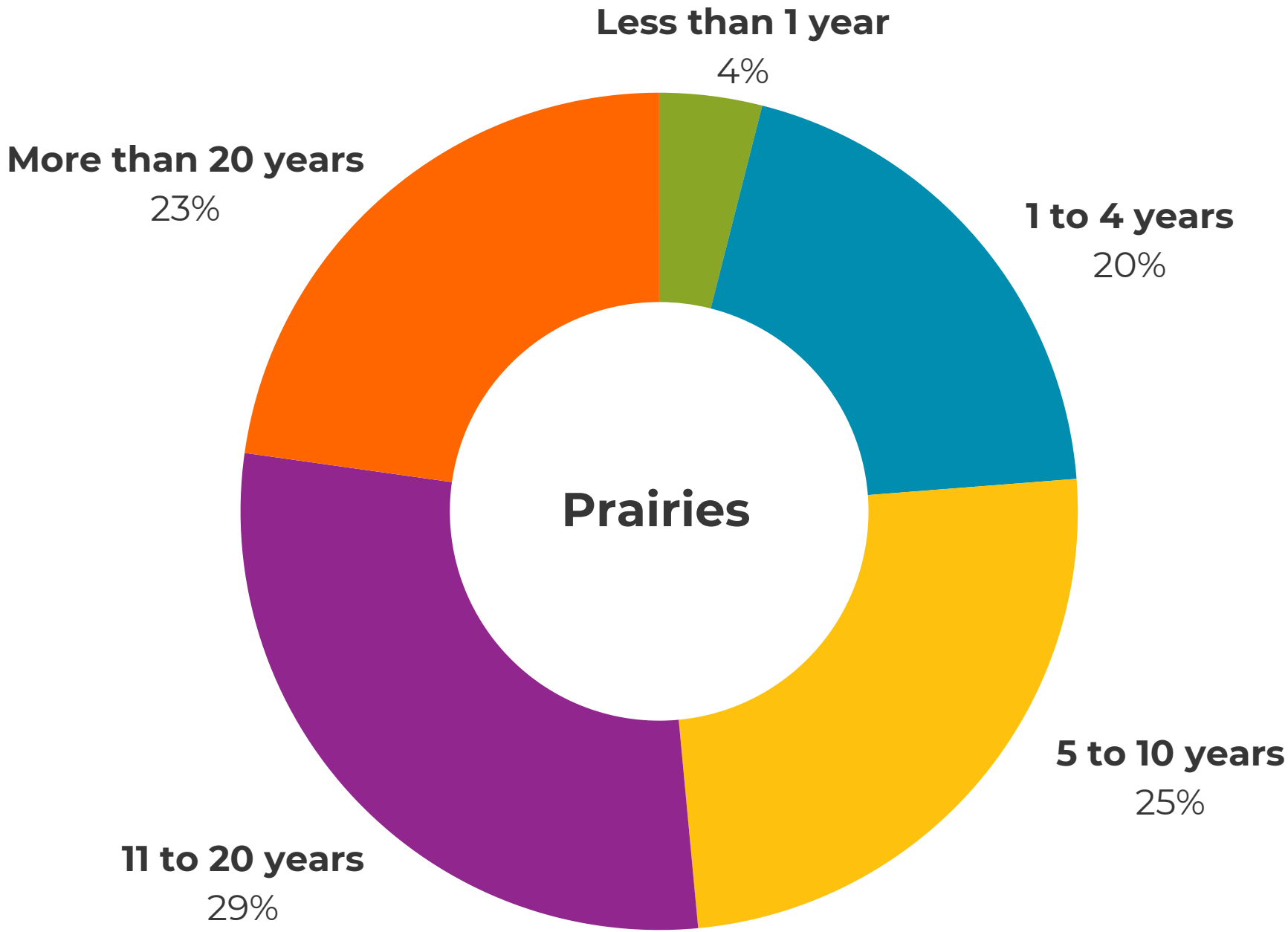
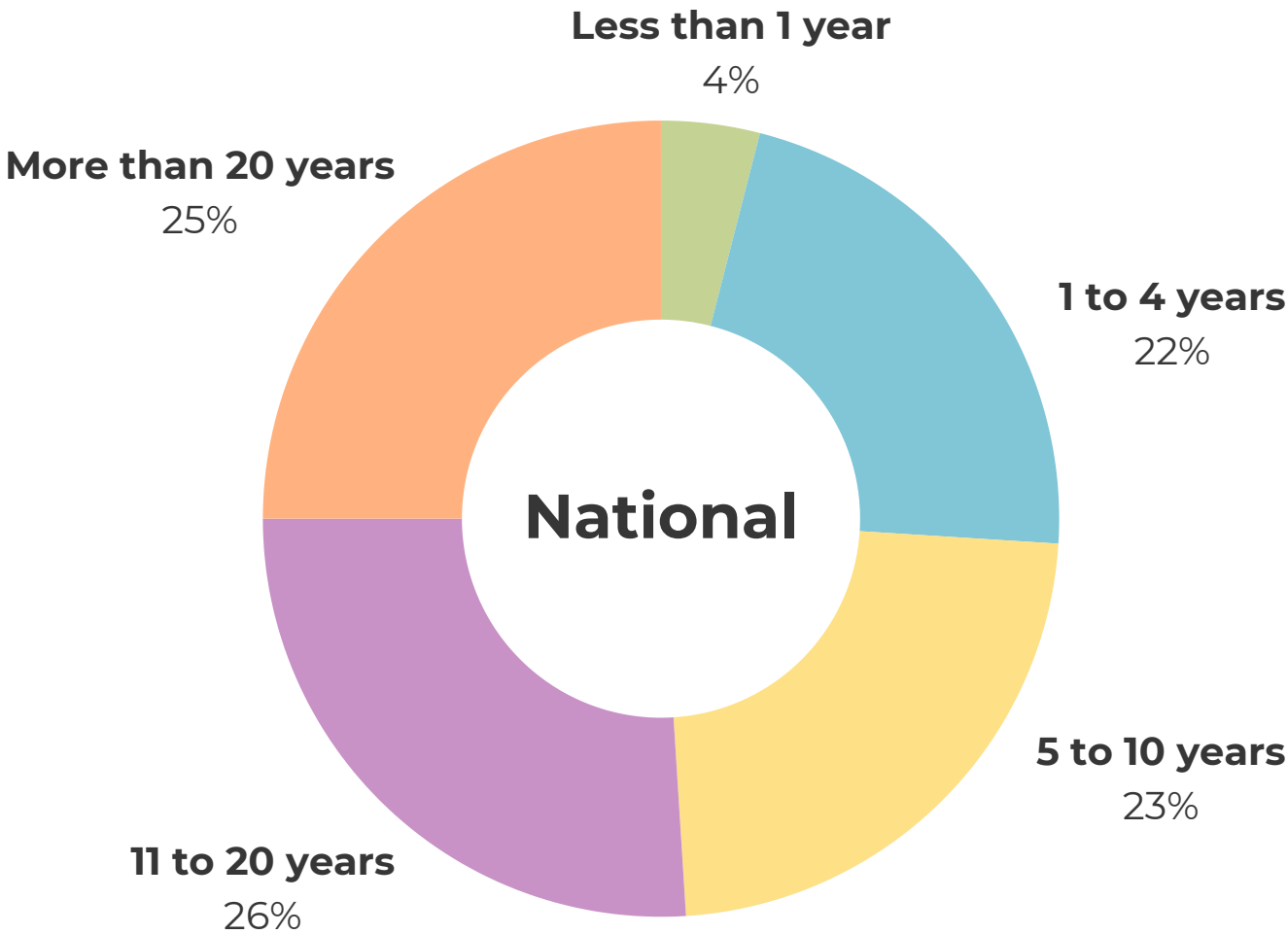
Staff Size of Career Services Operation

n=134



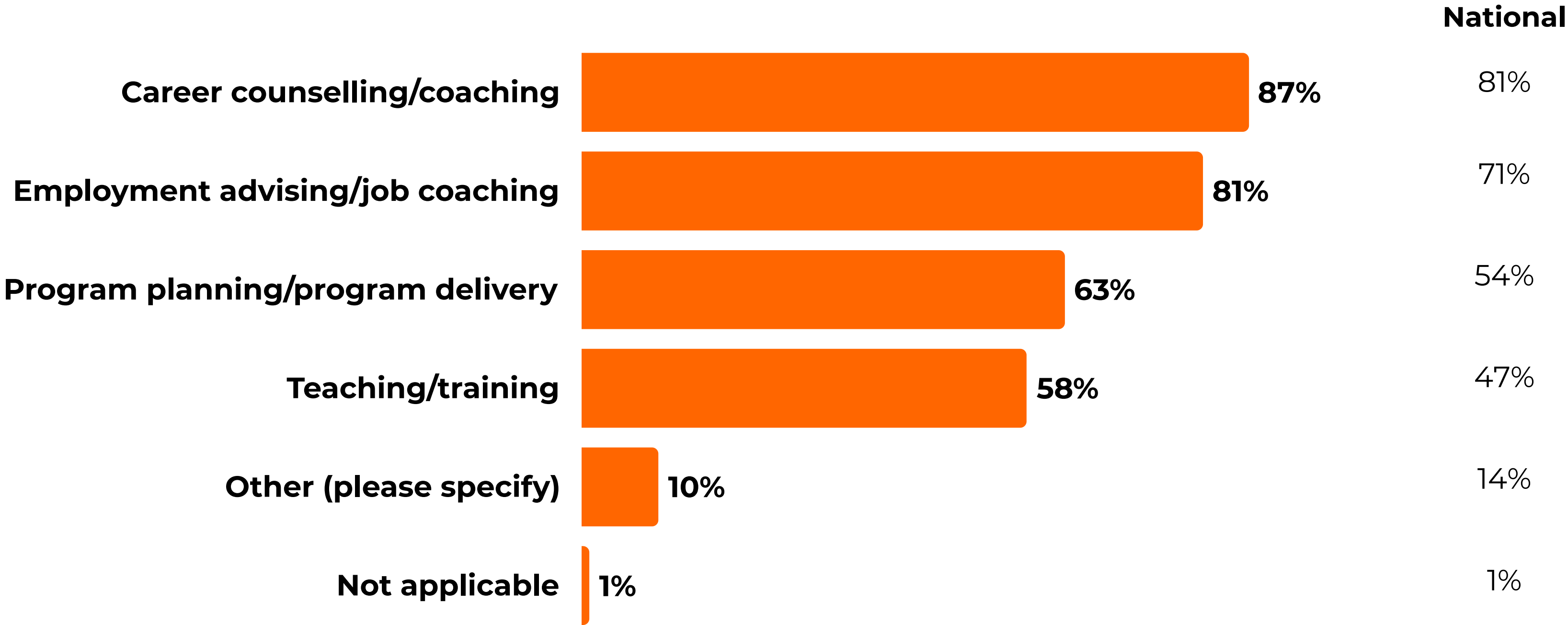
Years Working in Career Development

n=133



Services Offered

n=134



Popular other response: Employer engagement (3%) and vocational rehabilitation/assessment (5%).

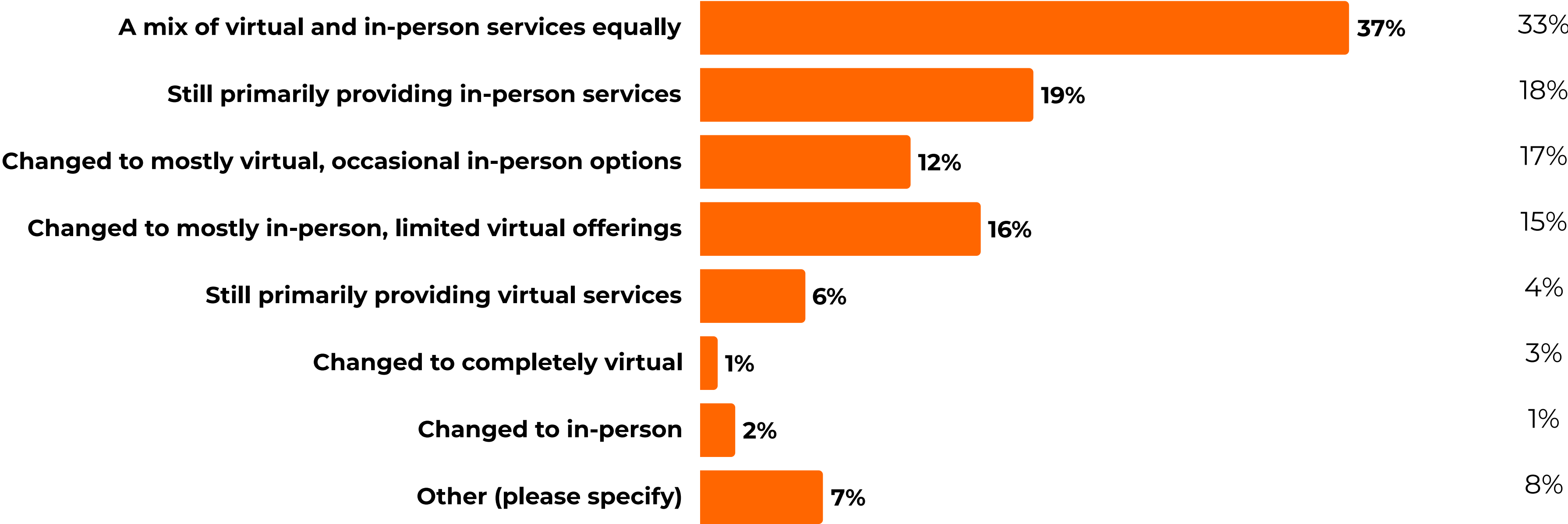
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Changes in Career Services Delivery Since Pandemic

n=134

National



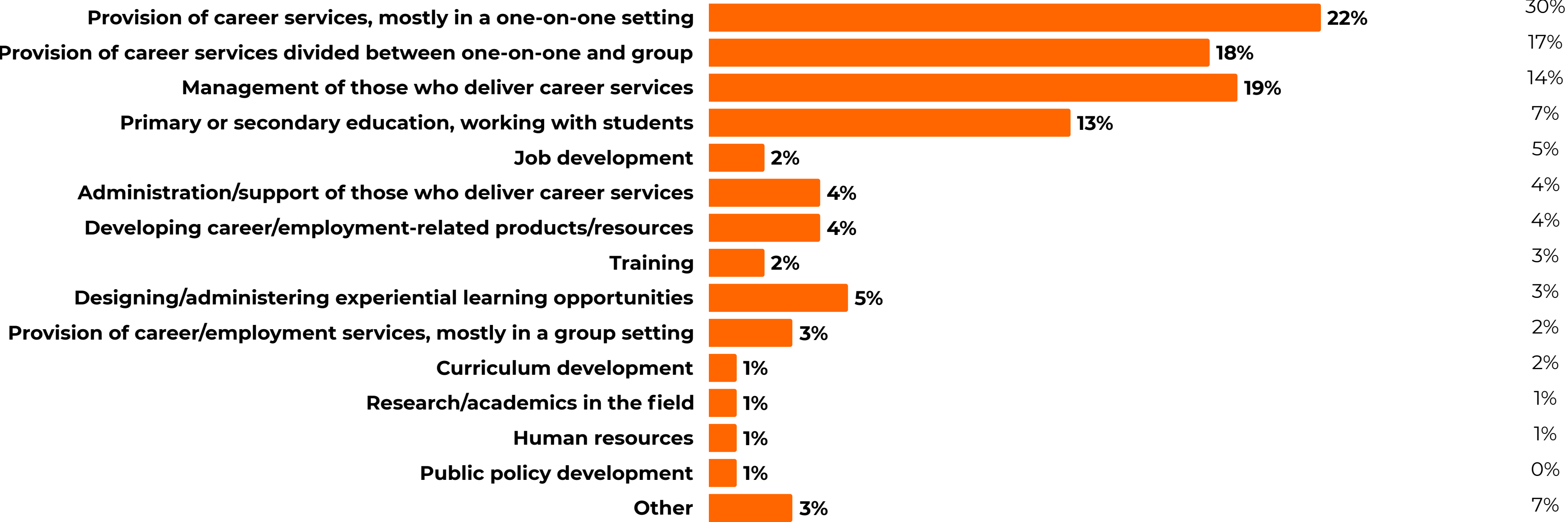
Popular other responses: I wasn't working in this field pre-pandemic (2%) and not applicable (1%).



Respondent Primary Job Function

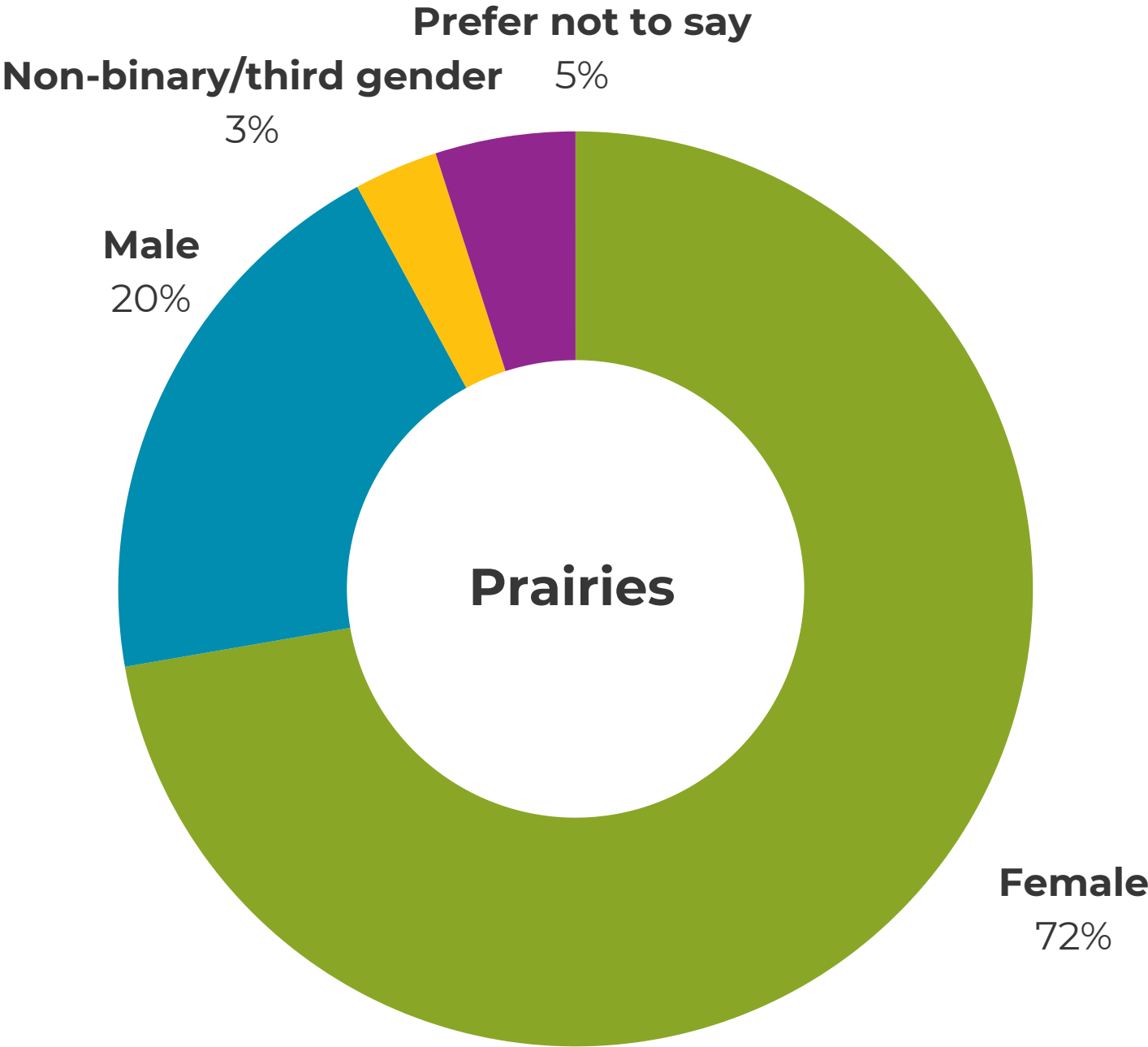
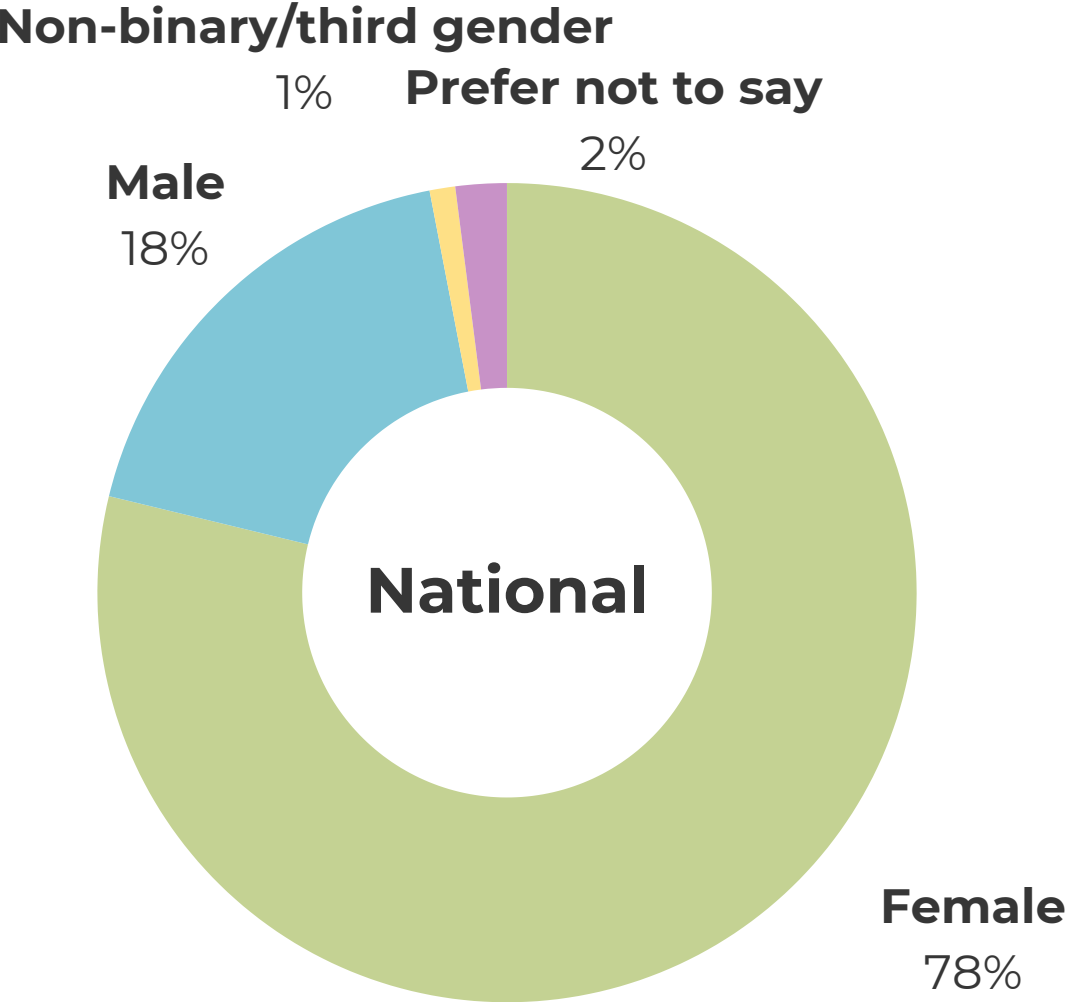
n=134

National



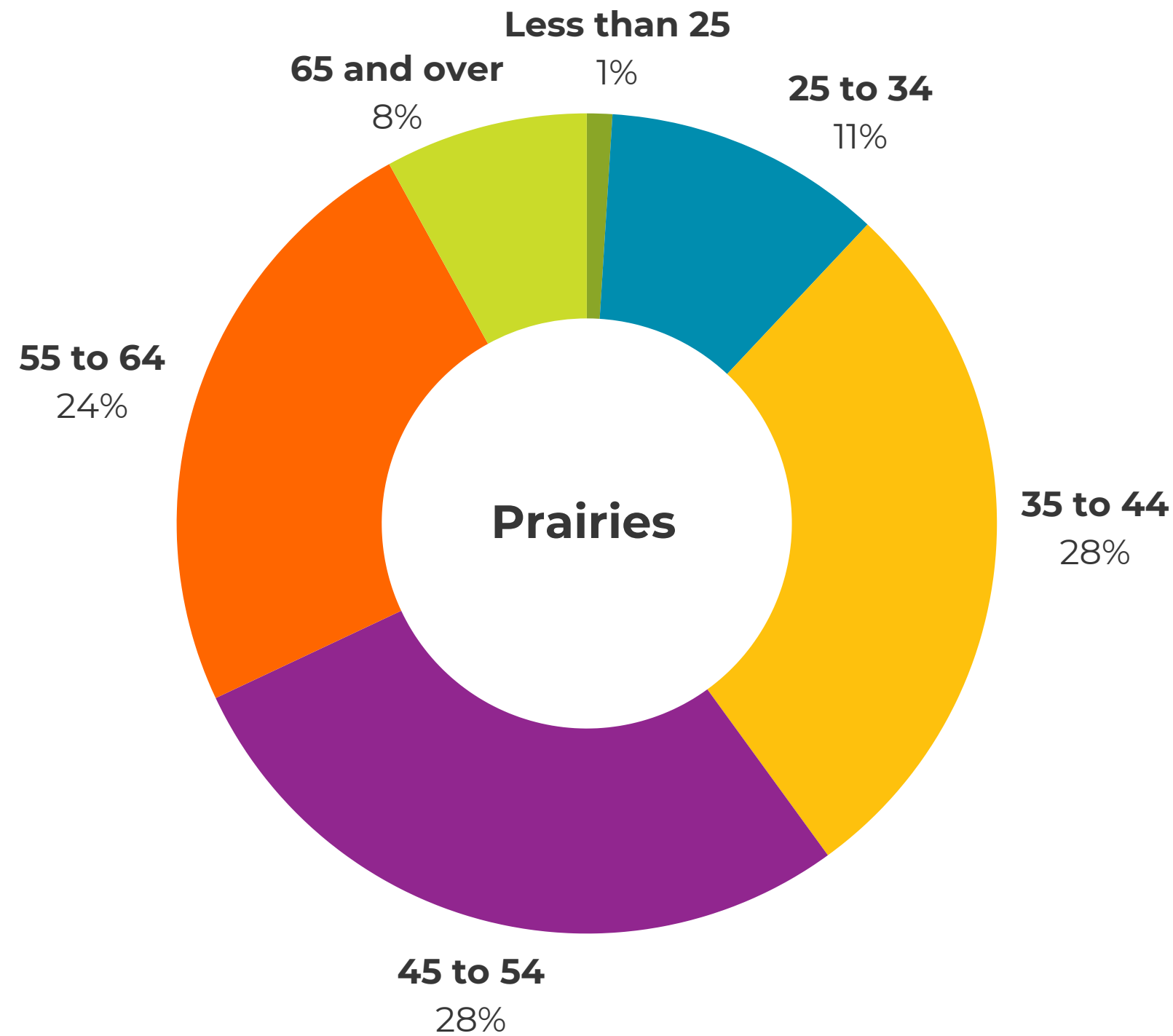
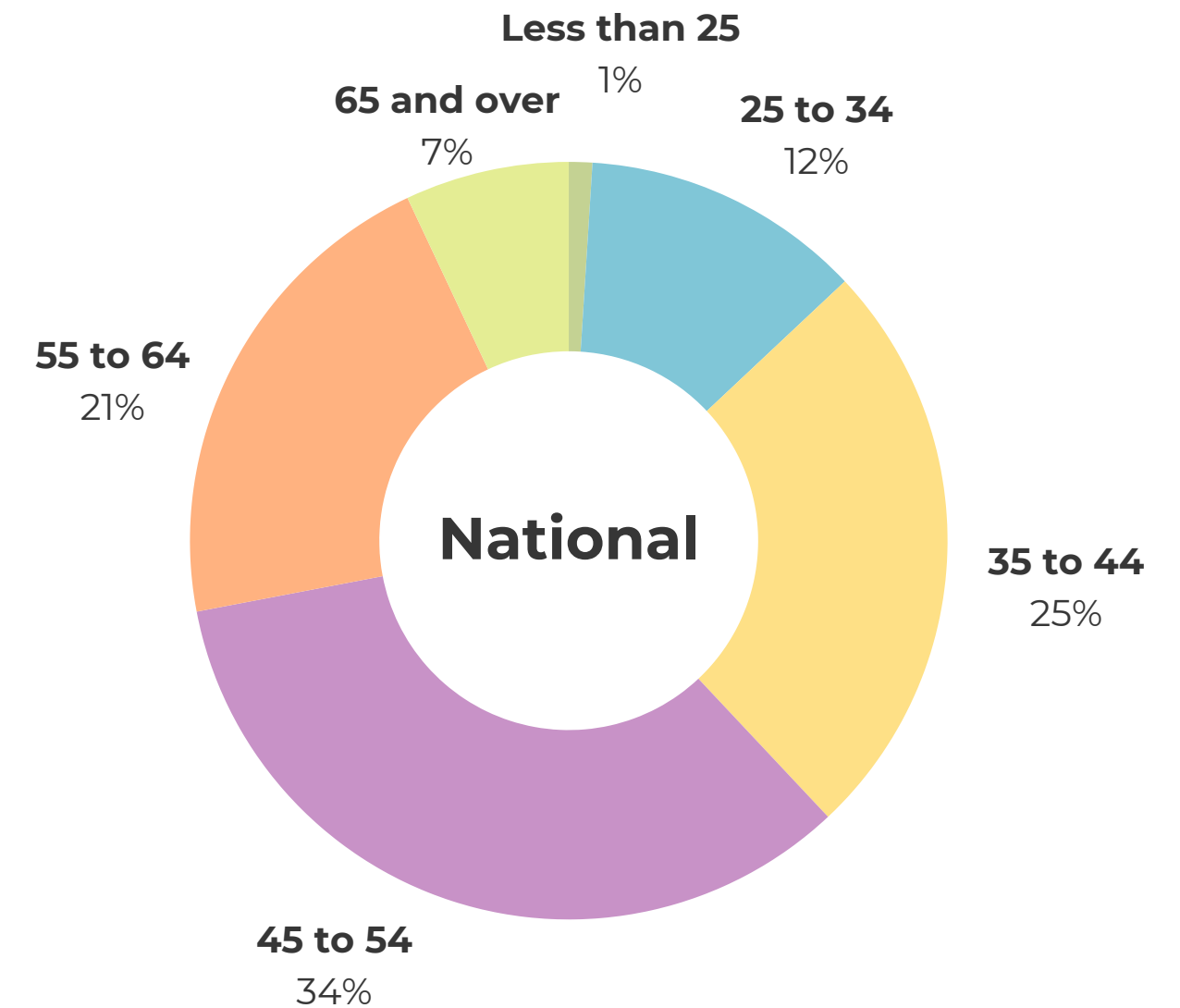
Gender of Respondent

n=133



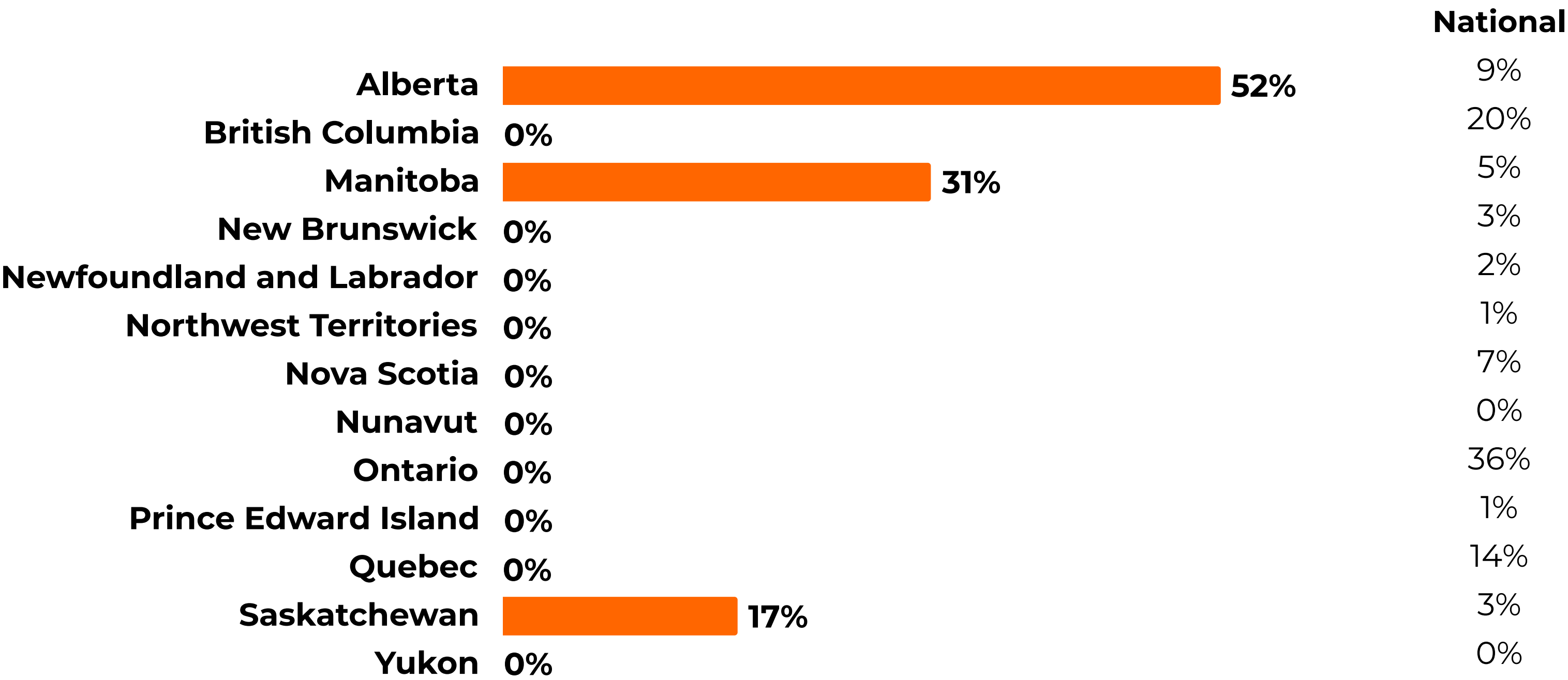
Age of Respondent

n=133



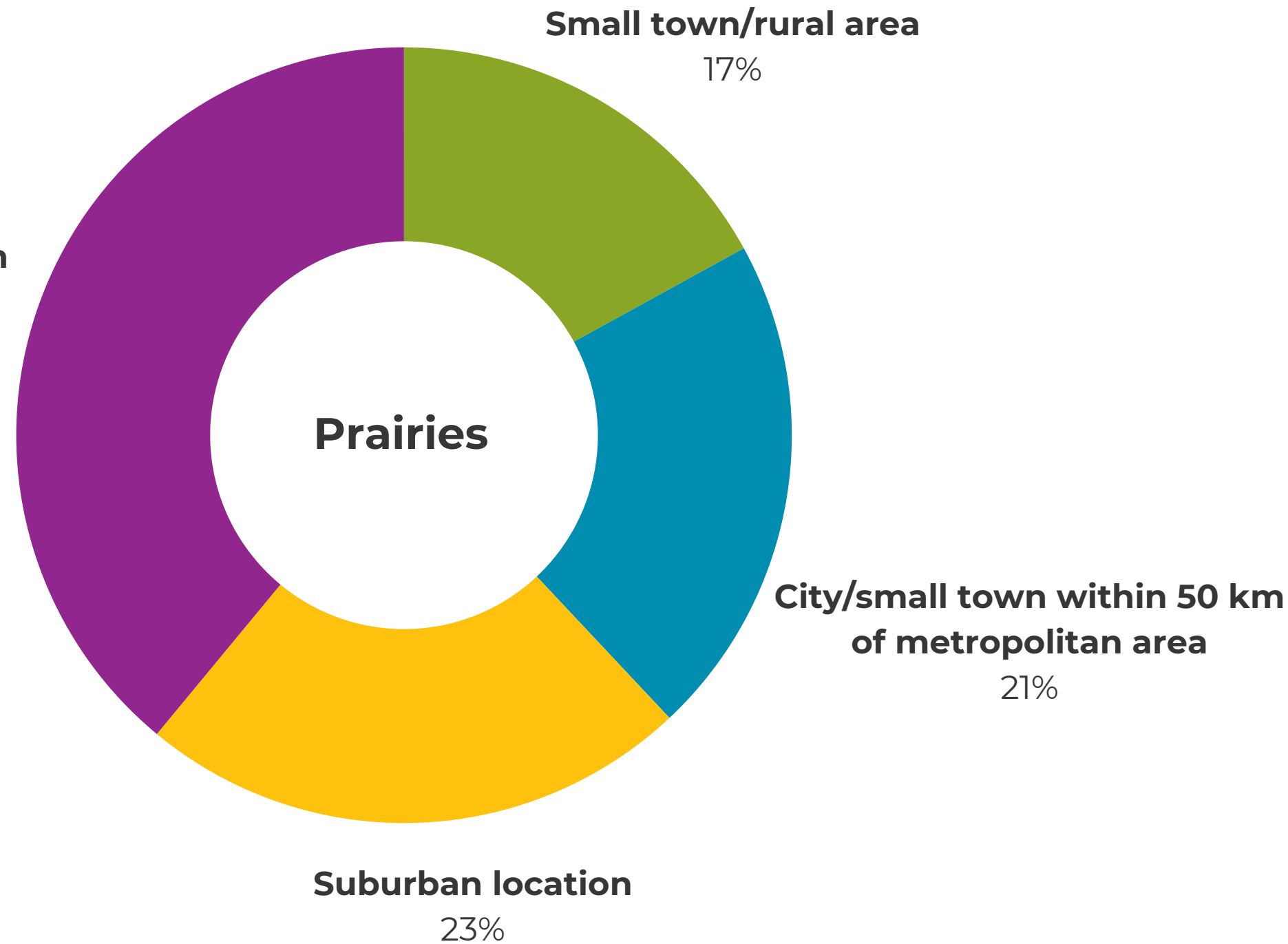
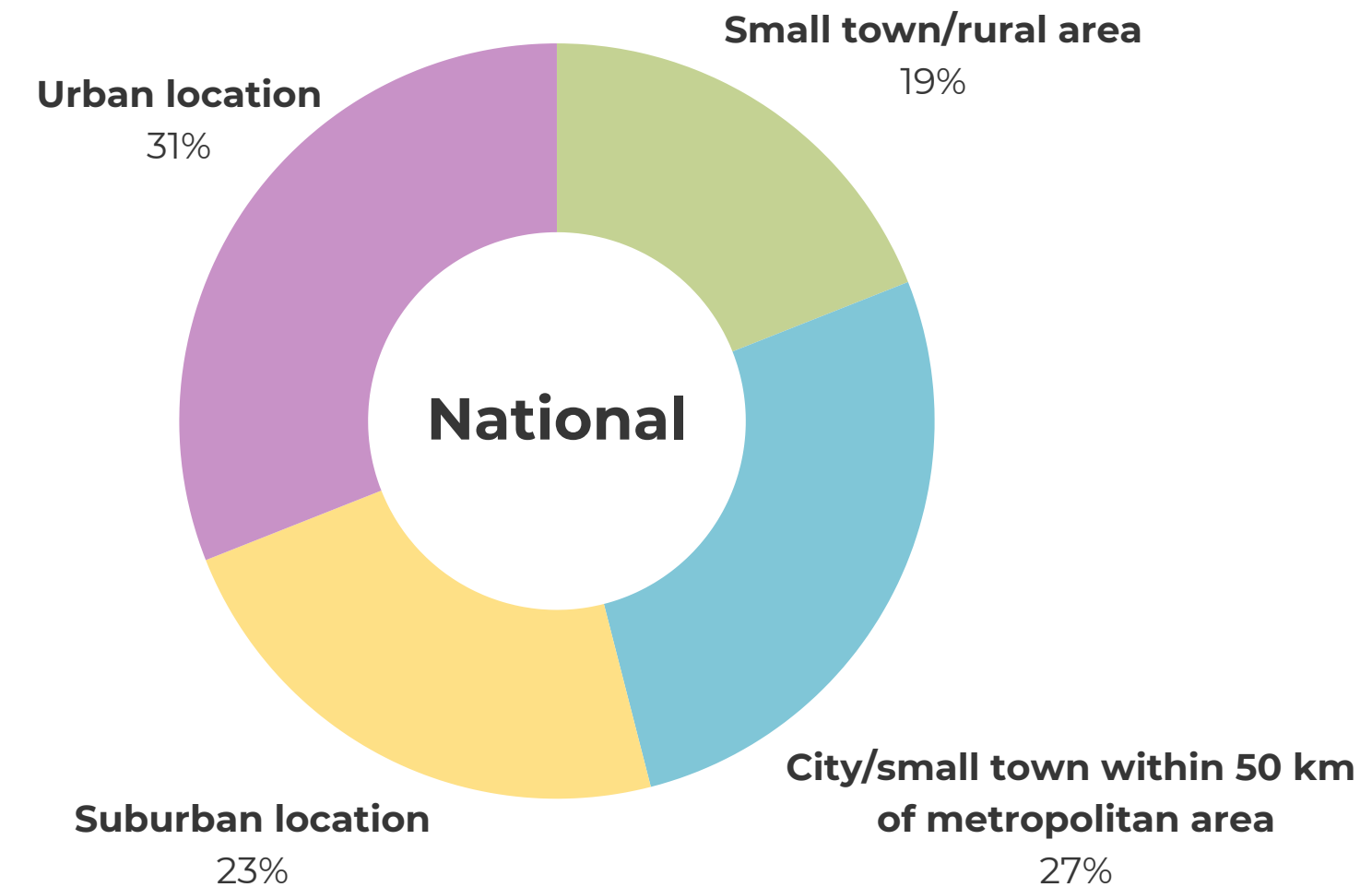
Location of Respondent

n=134



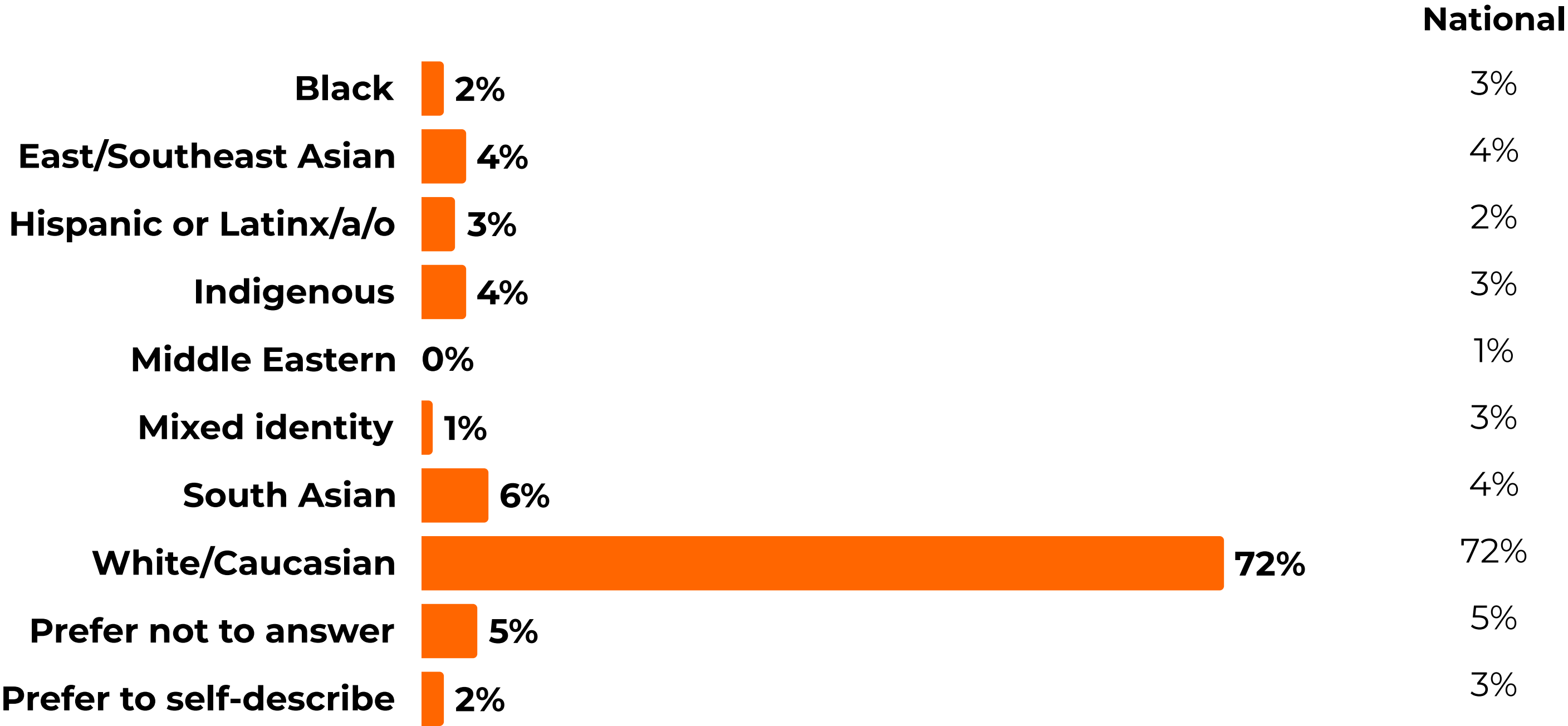
Type of Community

n=133



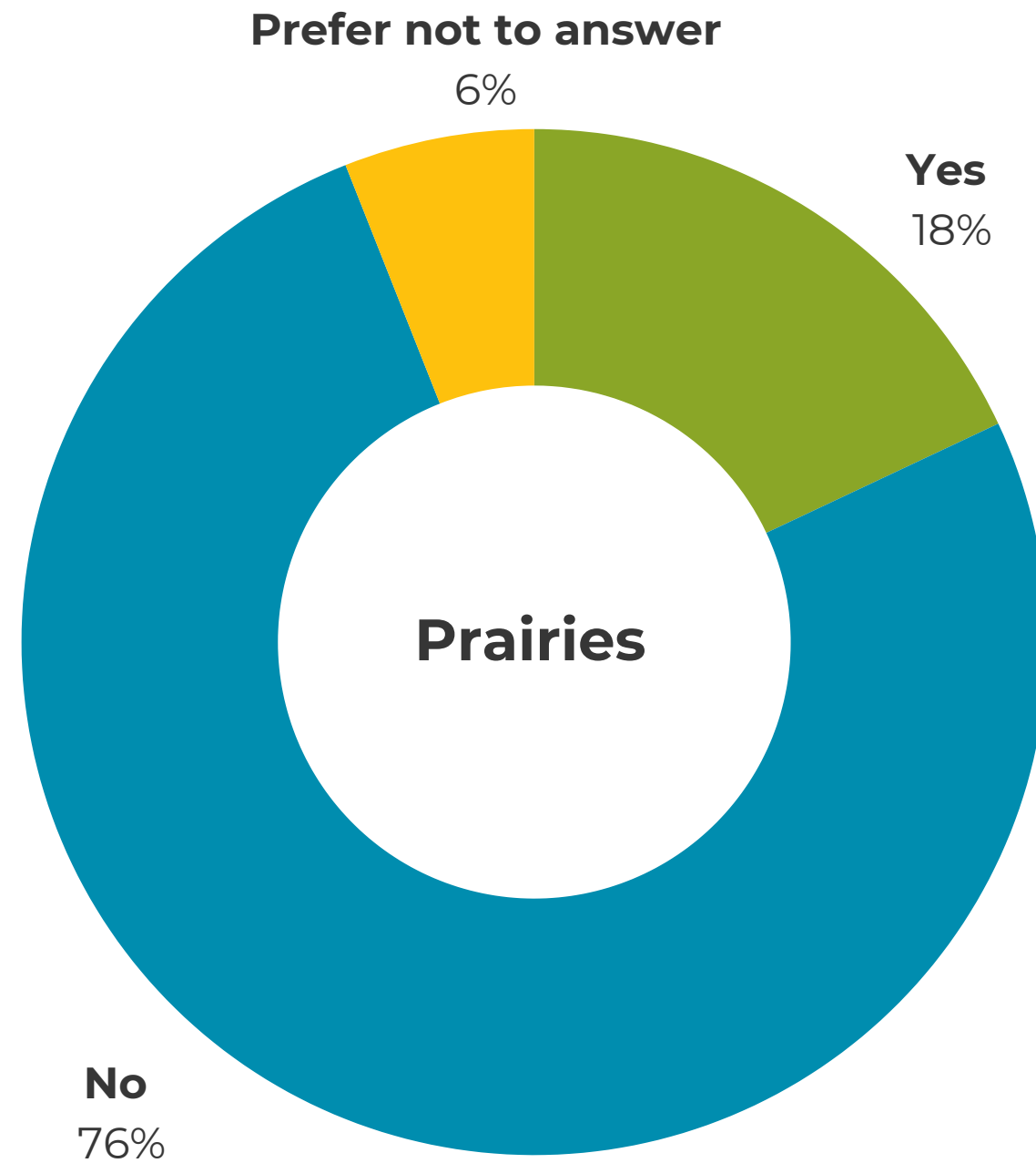
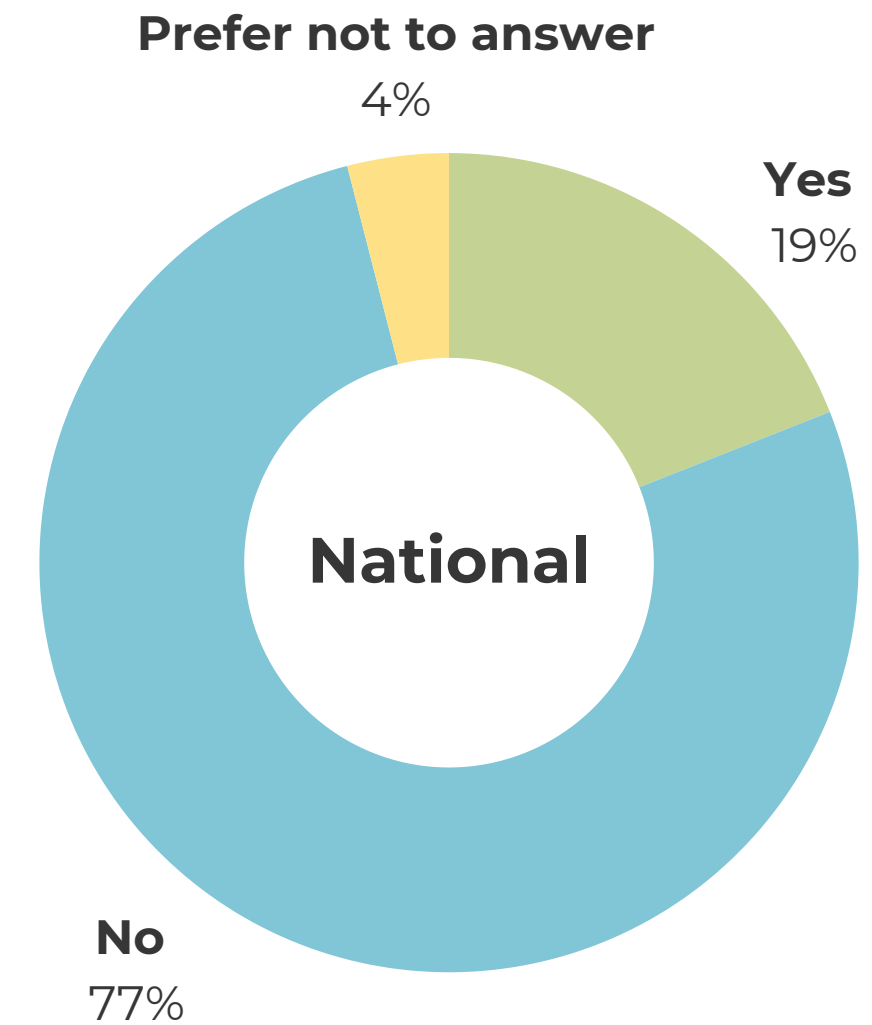
Ethnic Identity of Respondent

n=134



Self-Identify as Living with Disability

n=133

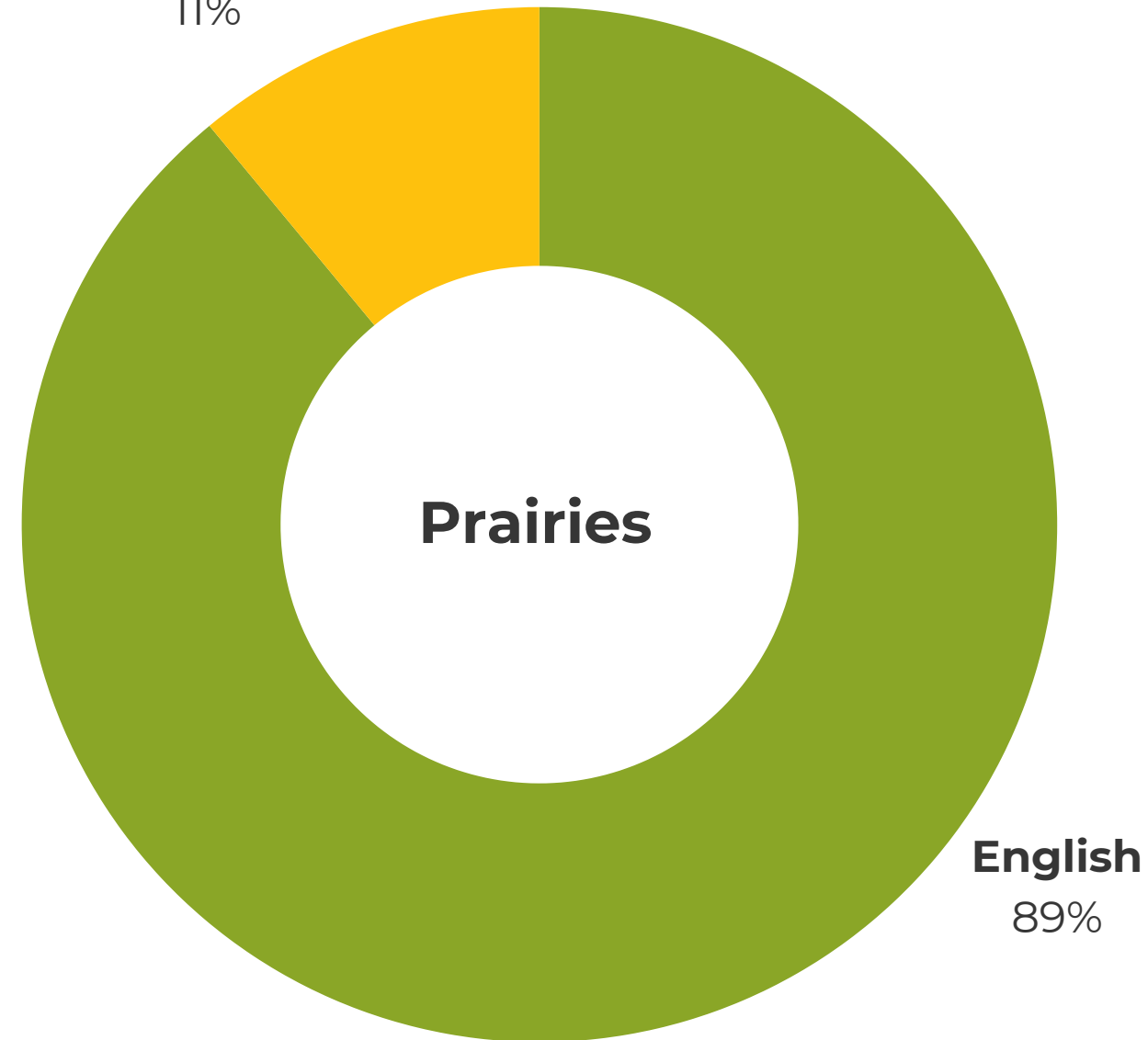


Language(s) of Respondent

n=133

Bilingual – English preferred

11%



Prairies

English
89%

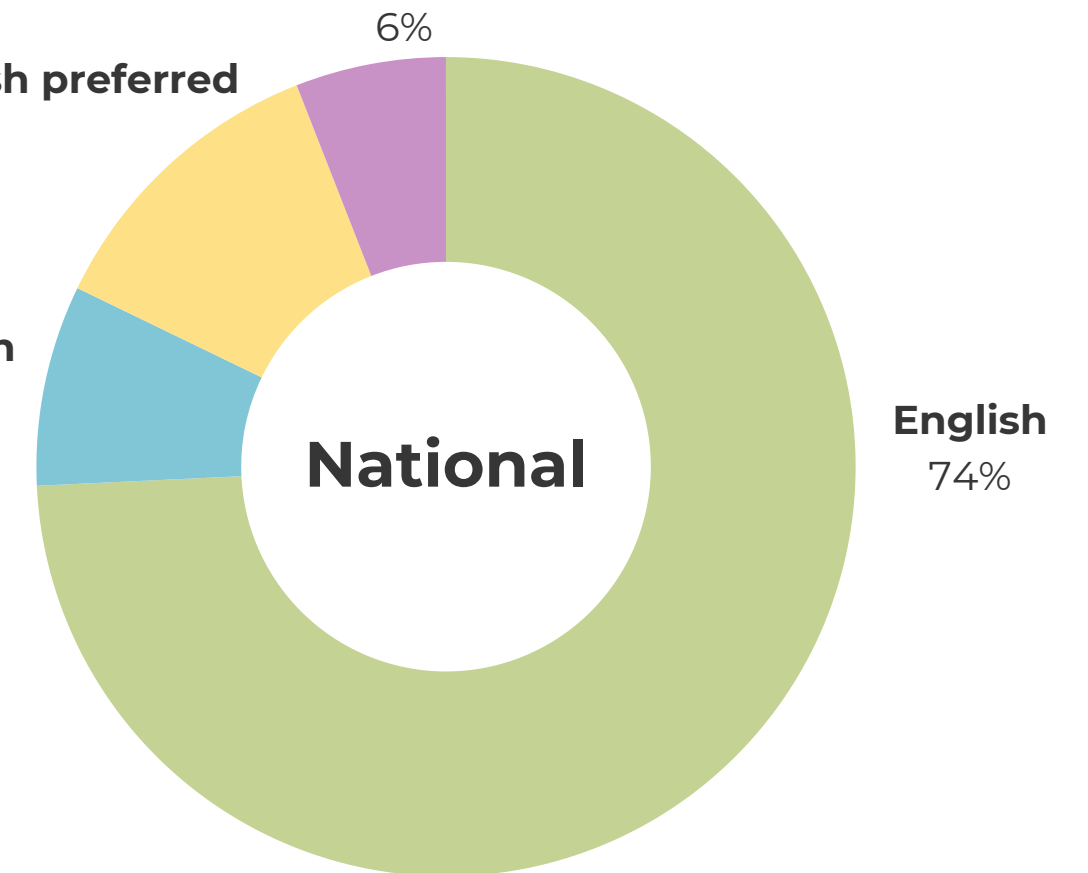
Bilingual – French preferred

6%

Bilingual – English preferred

12%

French
8%



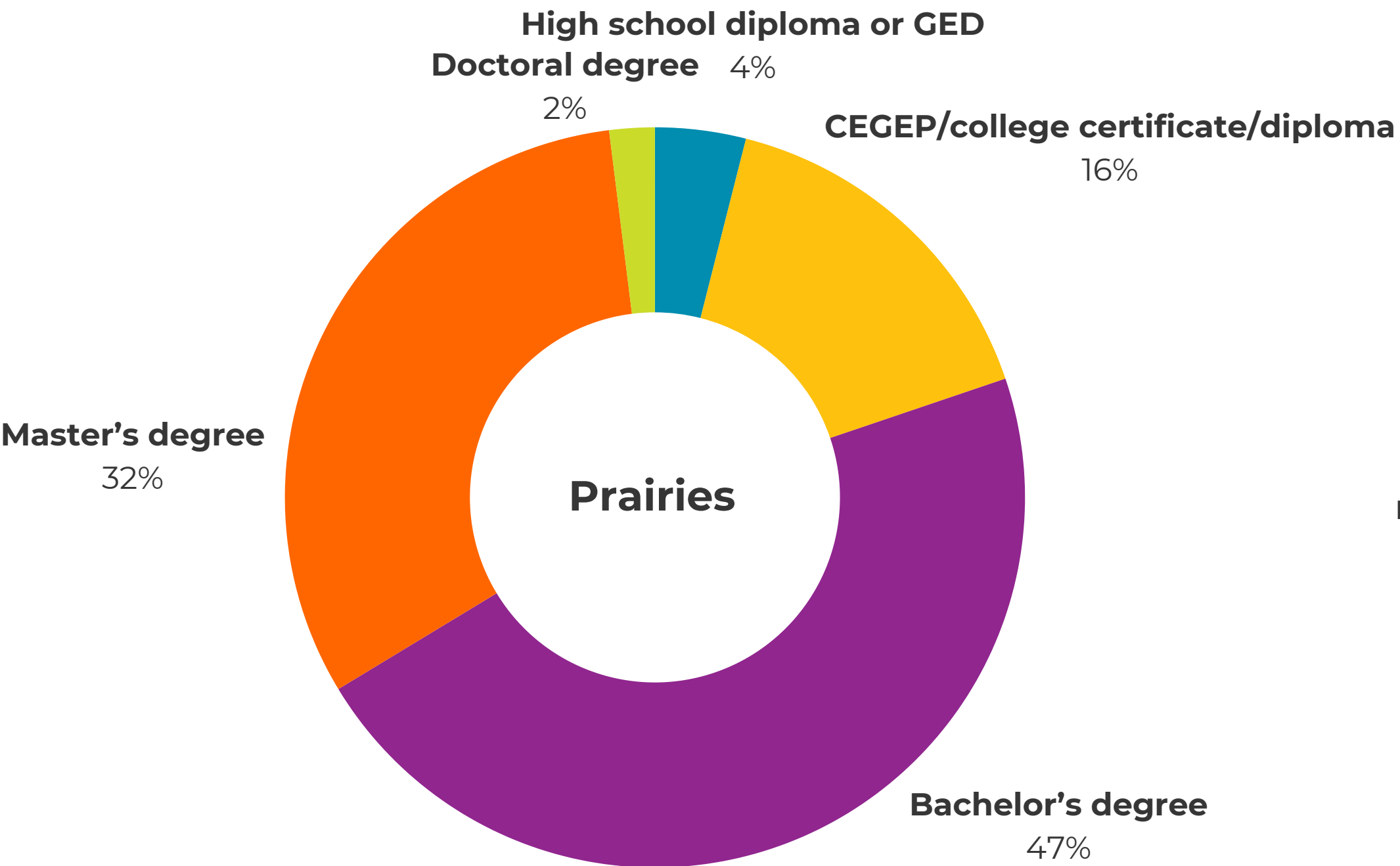
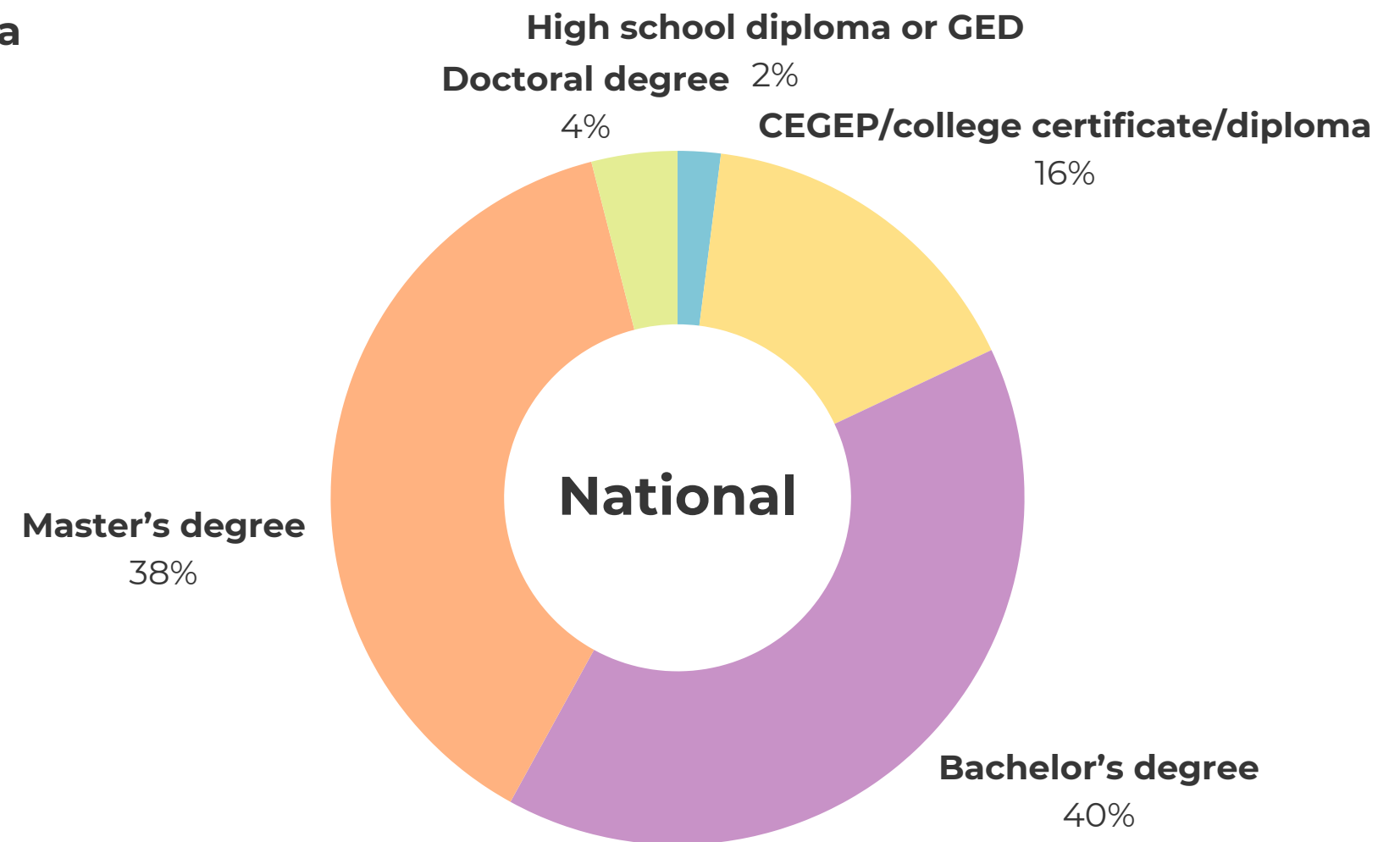
National

English
74%



Education Level of Respondent

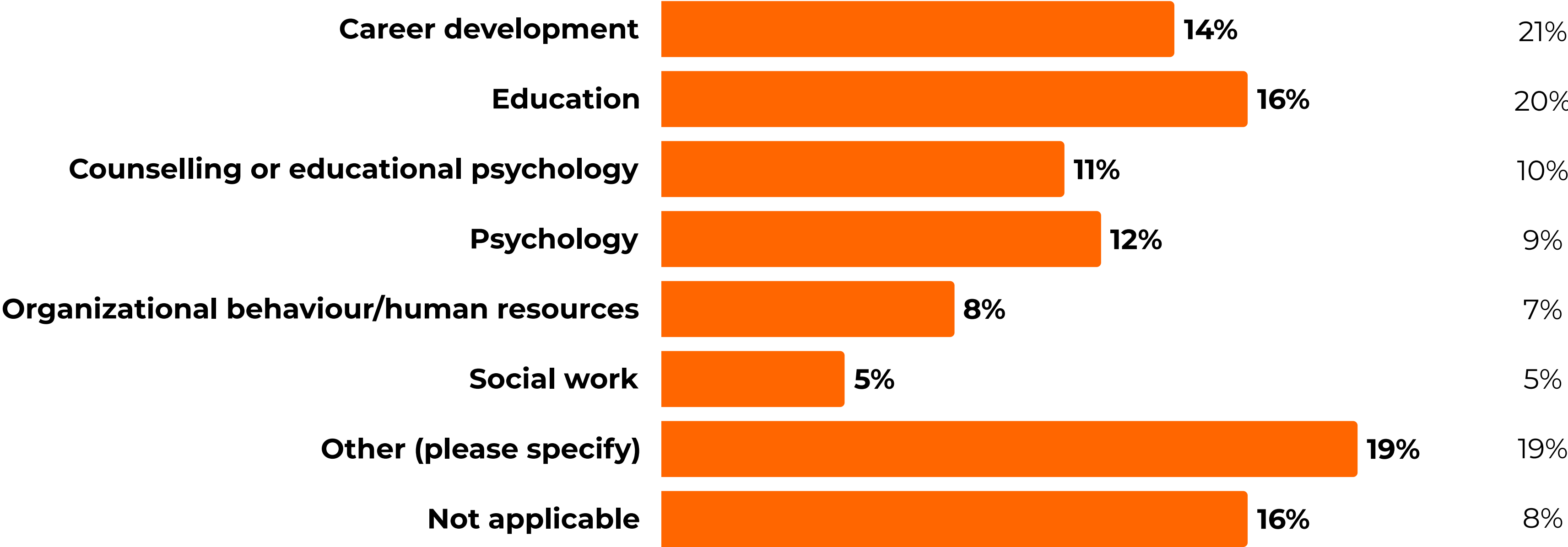
n=133



Main Area of Focus in Education

n=133

National

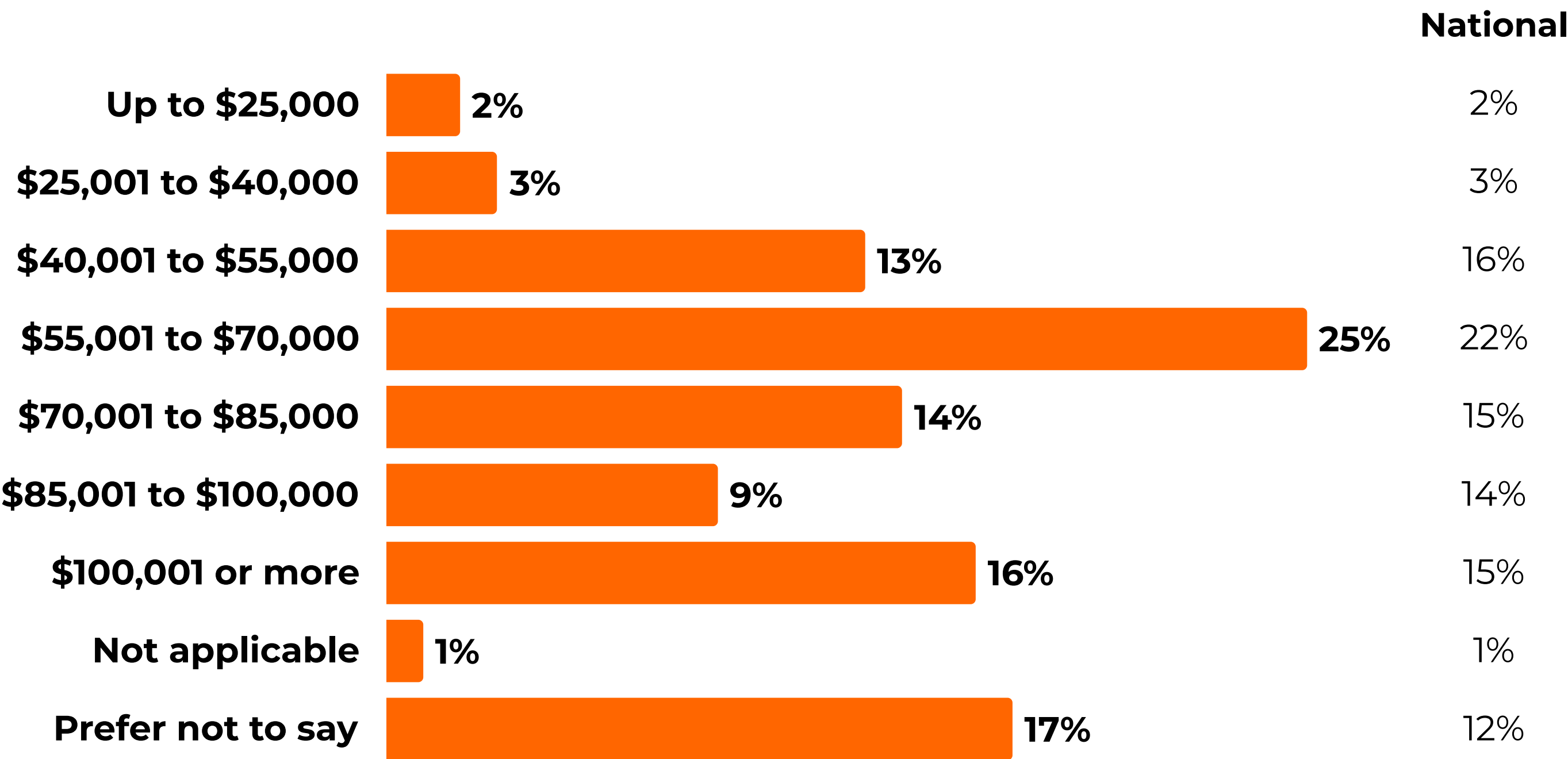


Popular other responses: Sociology (2%) and Business (1%).



Gross Annual Income of Respondent

n=131



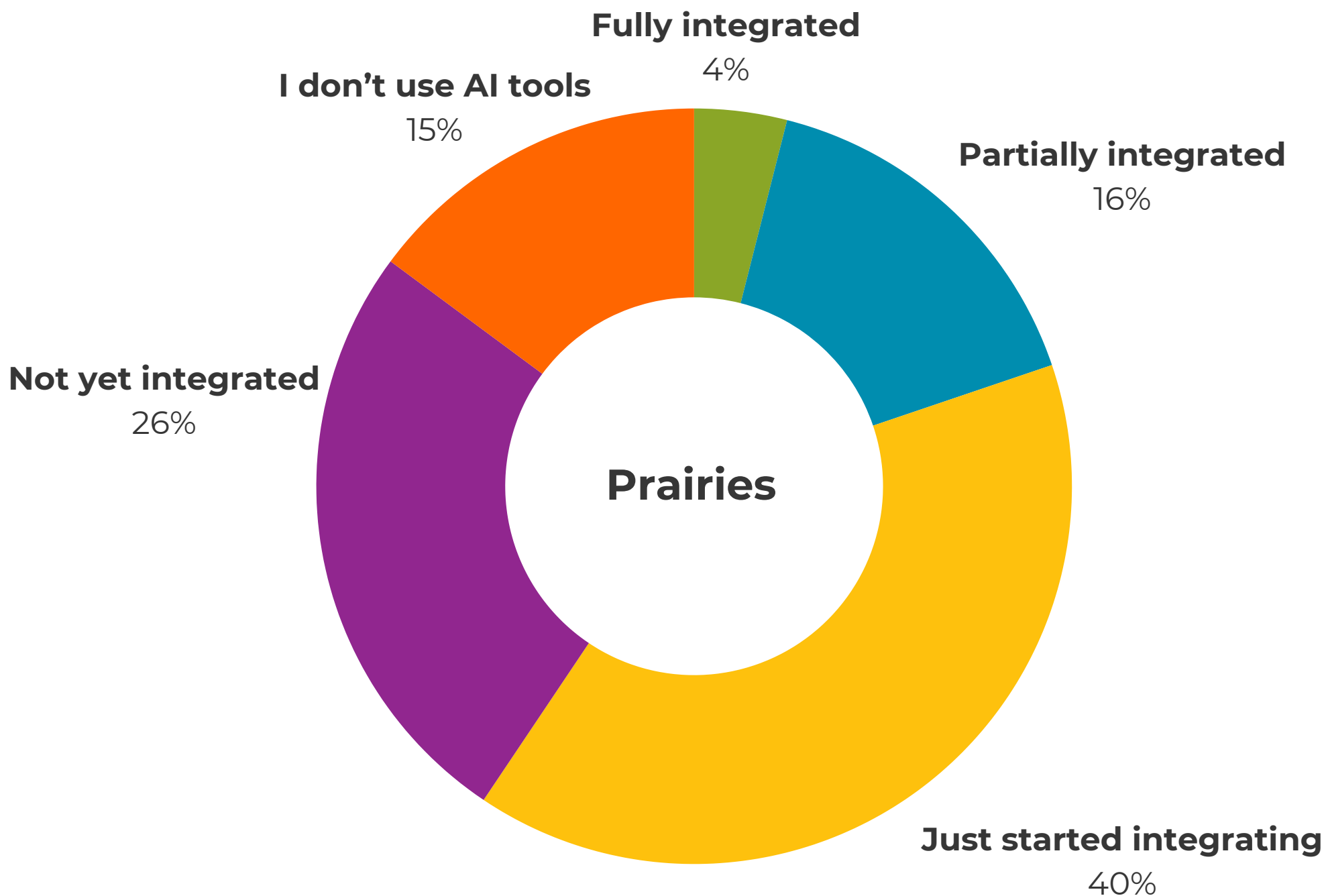
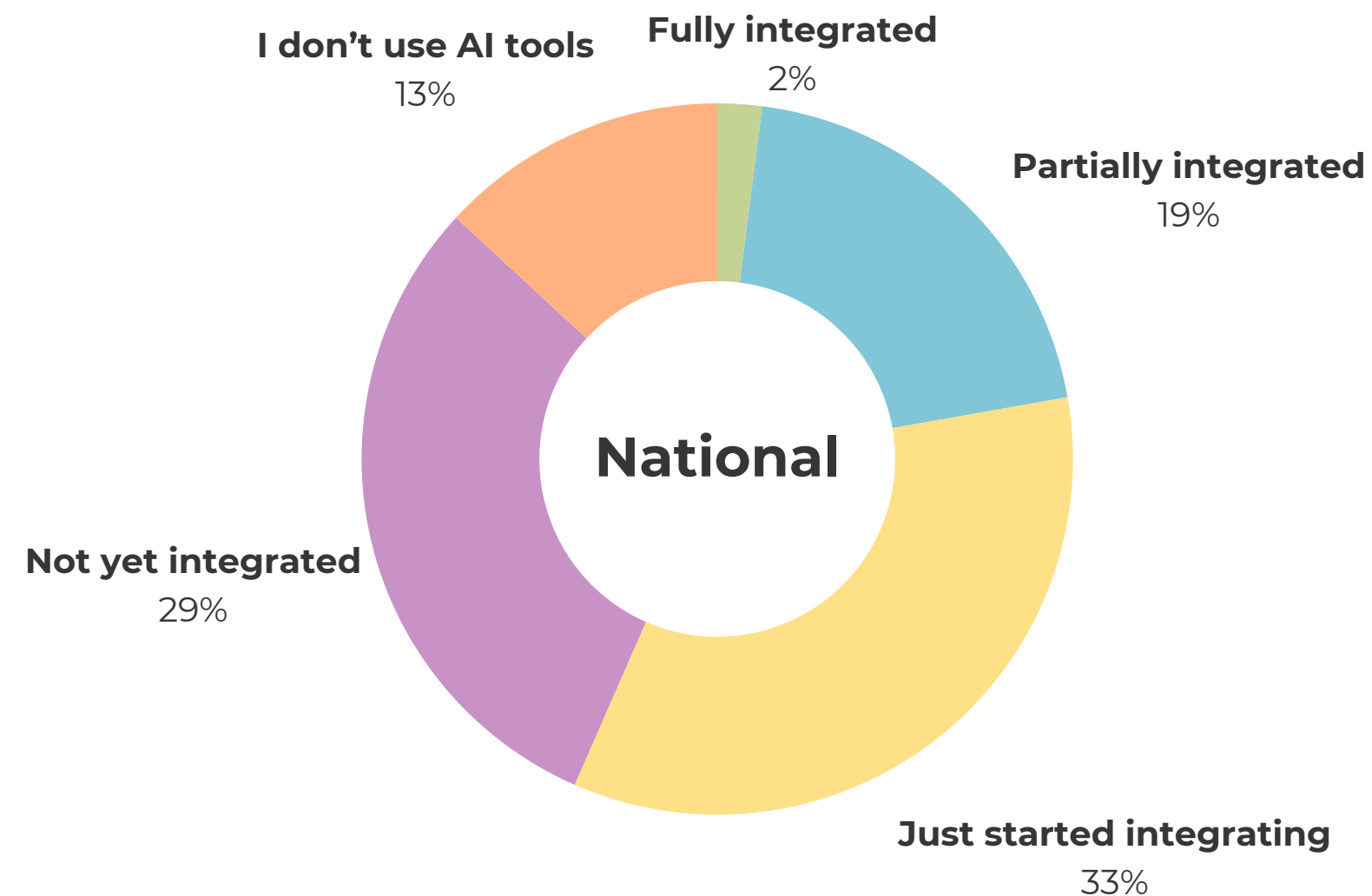
Section 2:

Artificial Intelligence in the Career Services Field - Special Section 2024



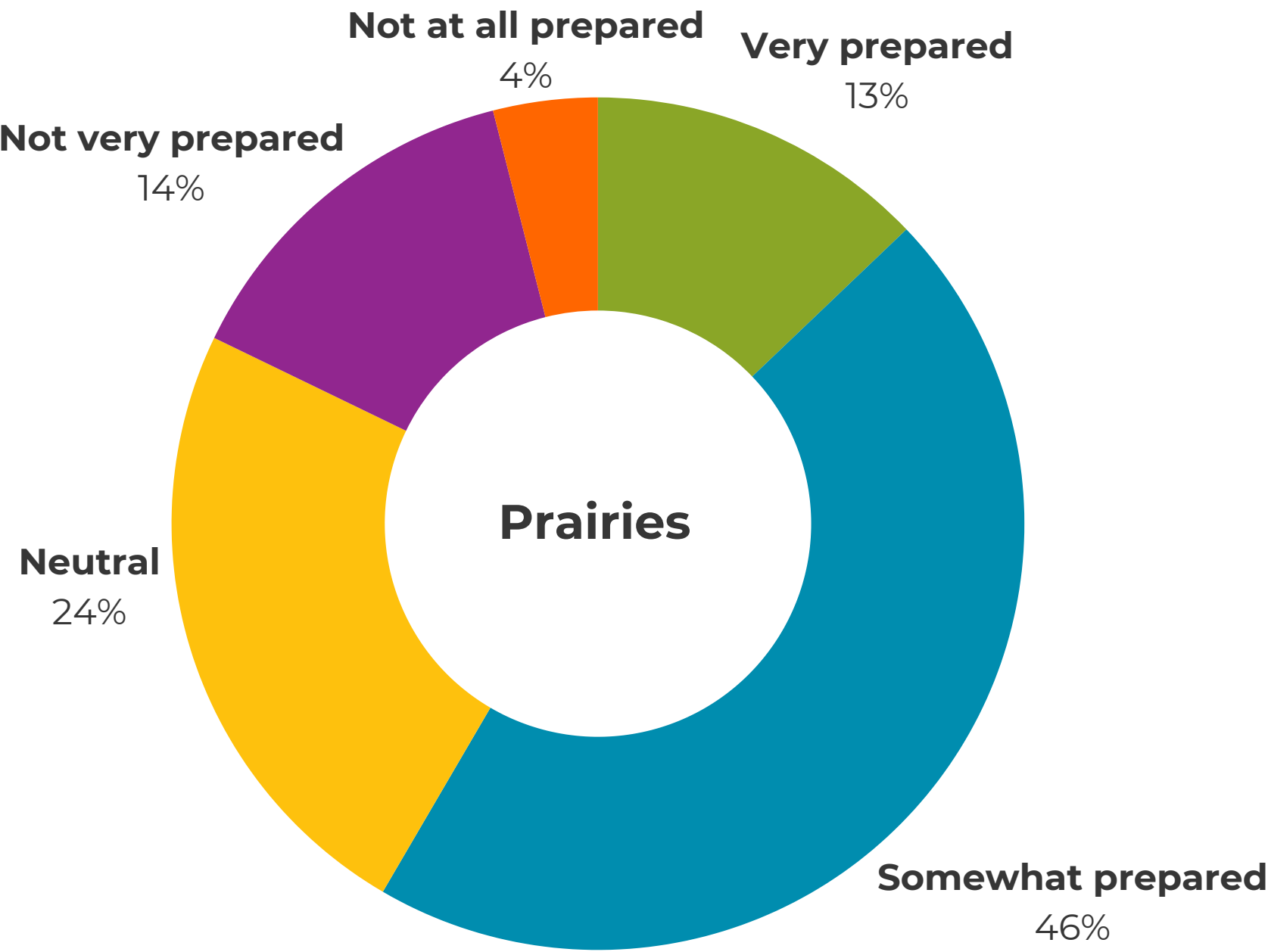
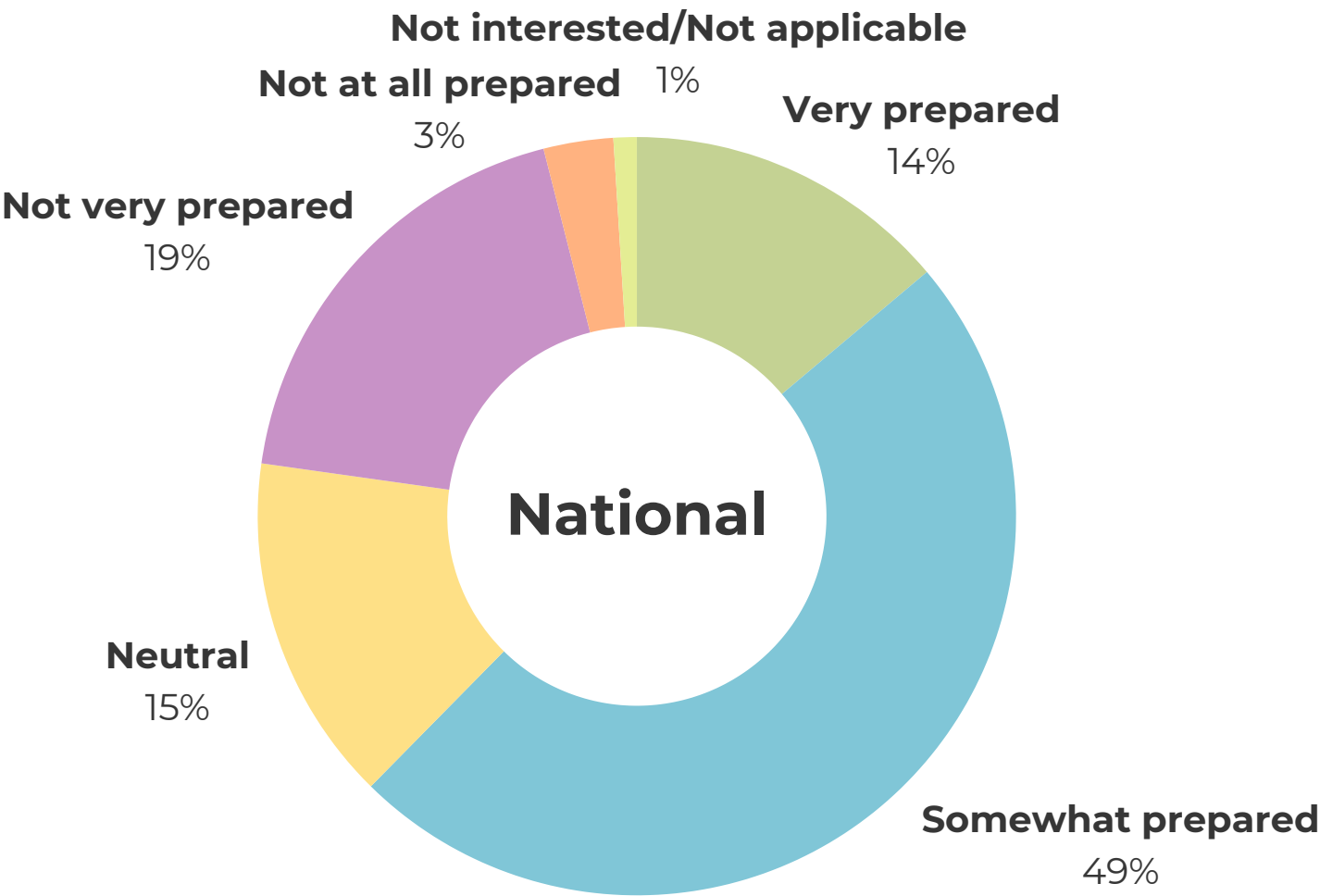
Integration of AI Tools in Field

n=134



Preparedness to Integrate AI Tools (among AI users)

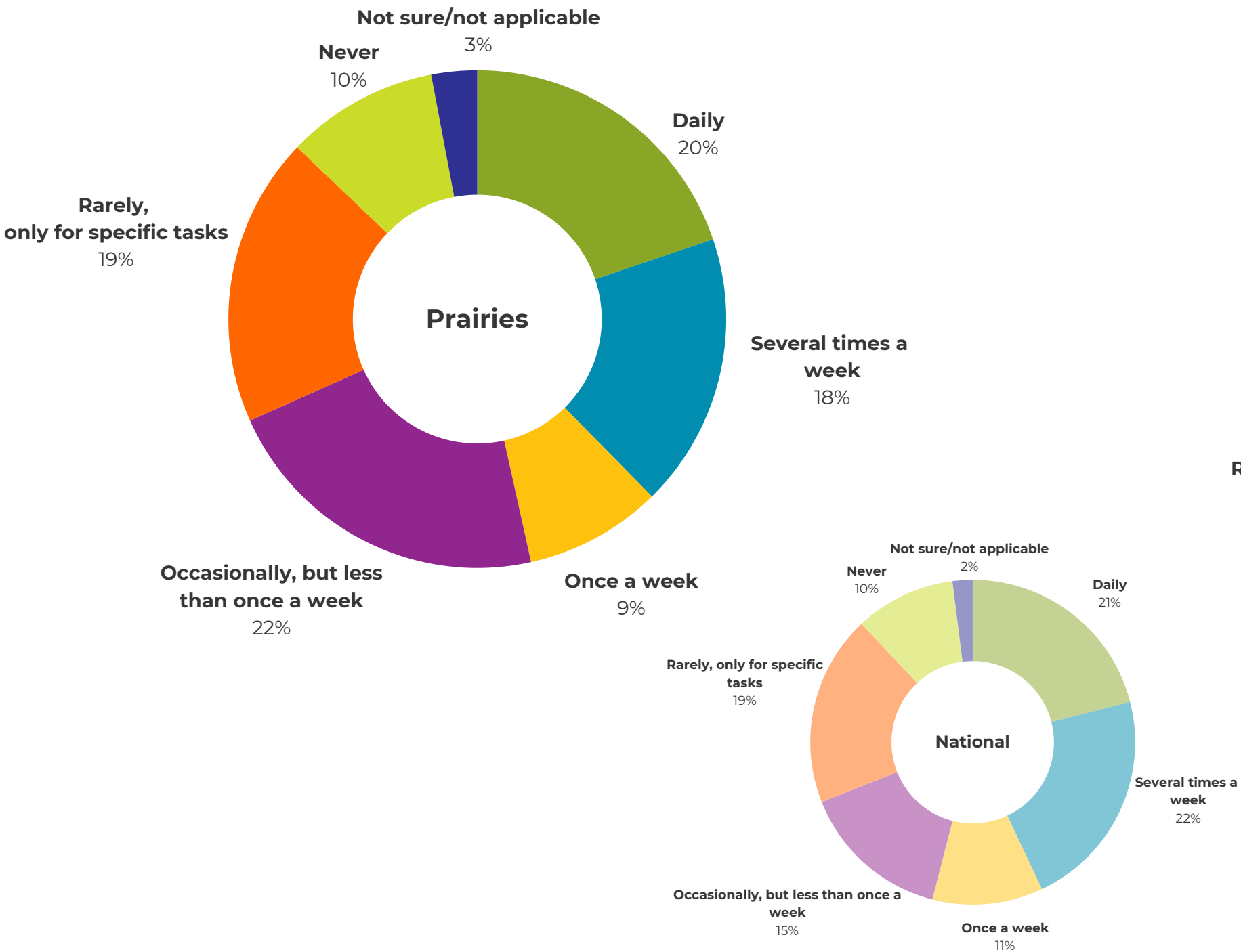
n=79



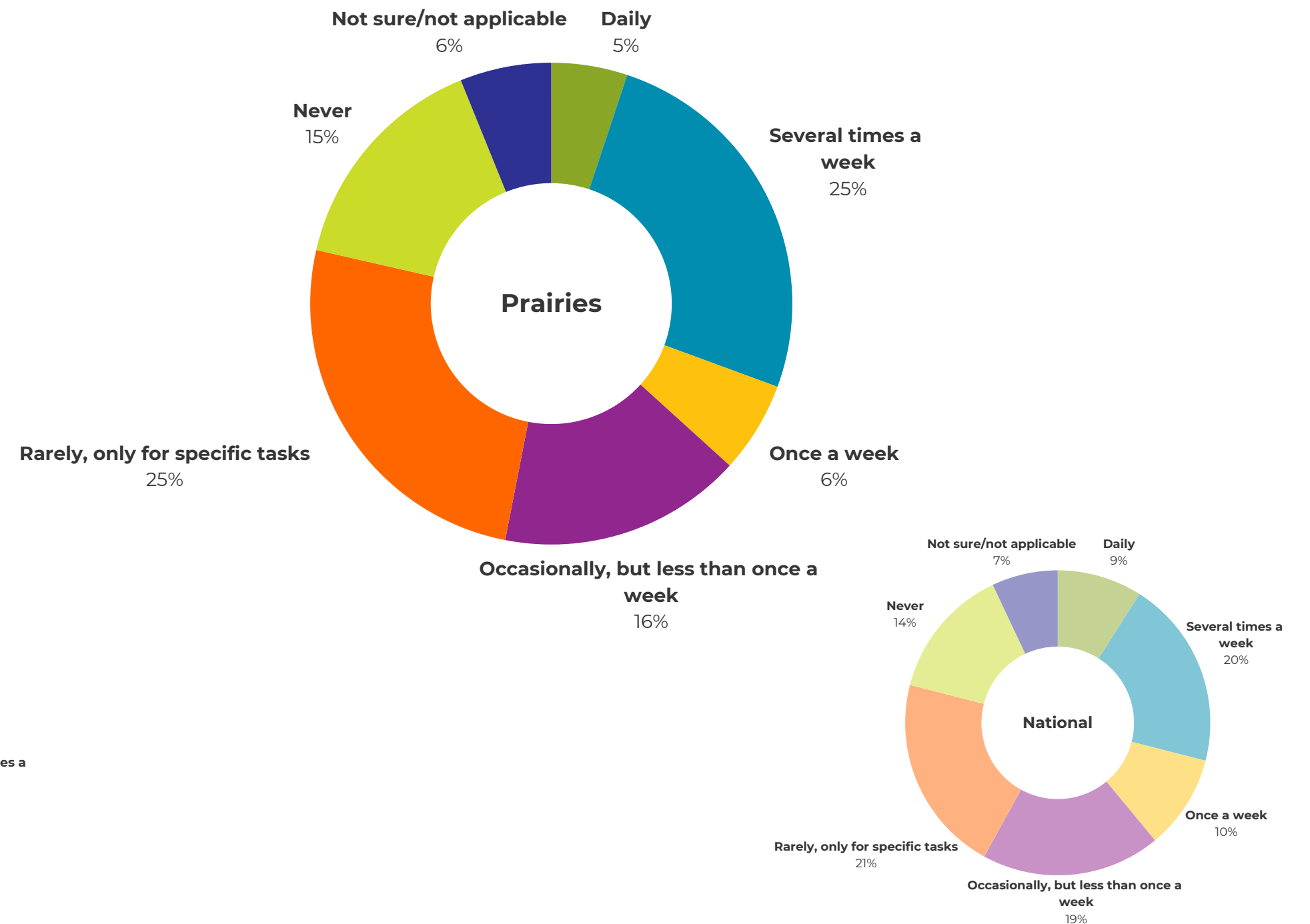
Frequency of Using AI Tools in Field (among AI users)

n=79

Administrative Duties

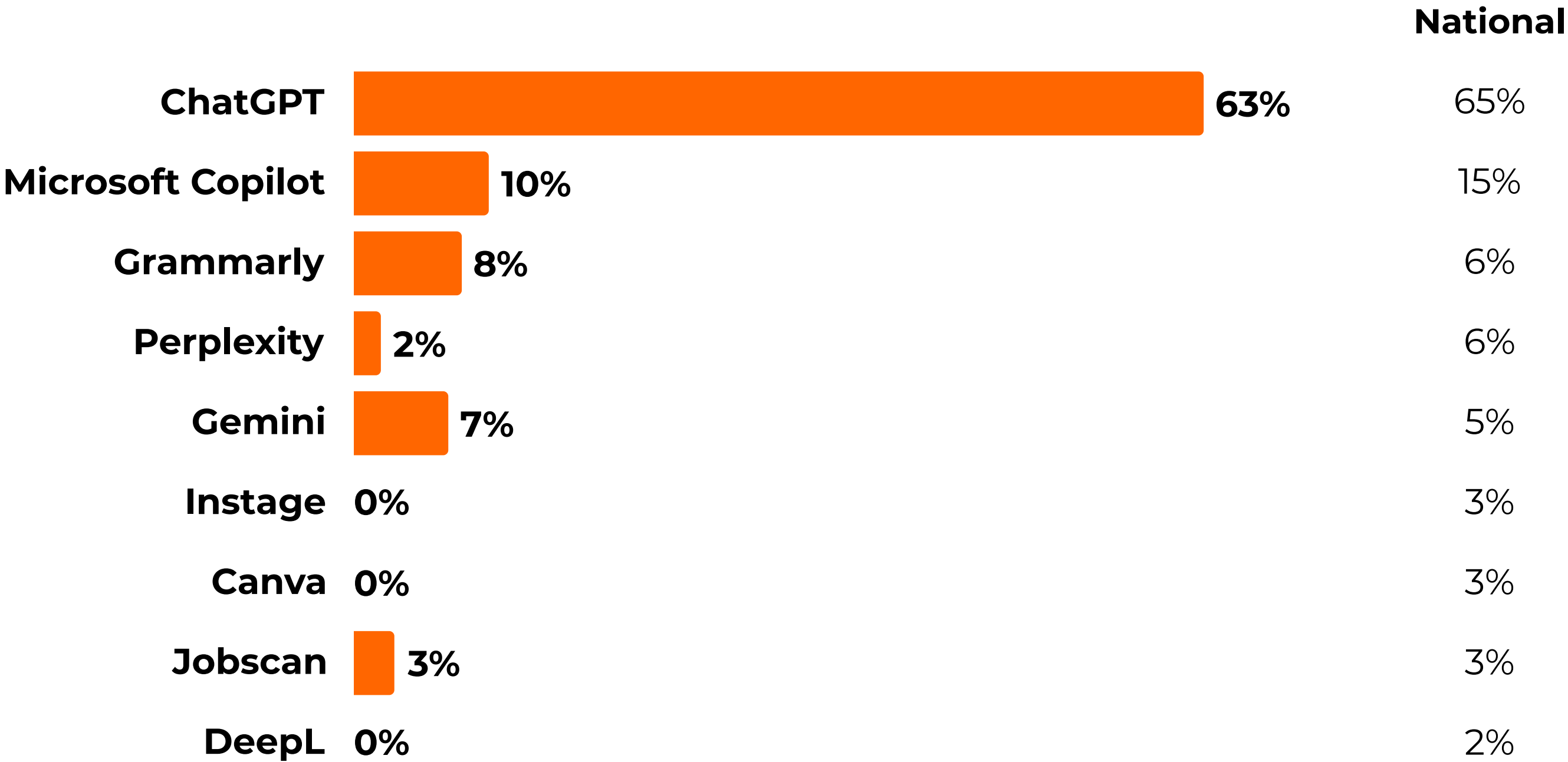


Direct Client Support



AI Tools Incorporated Into Practice (among AI users)

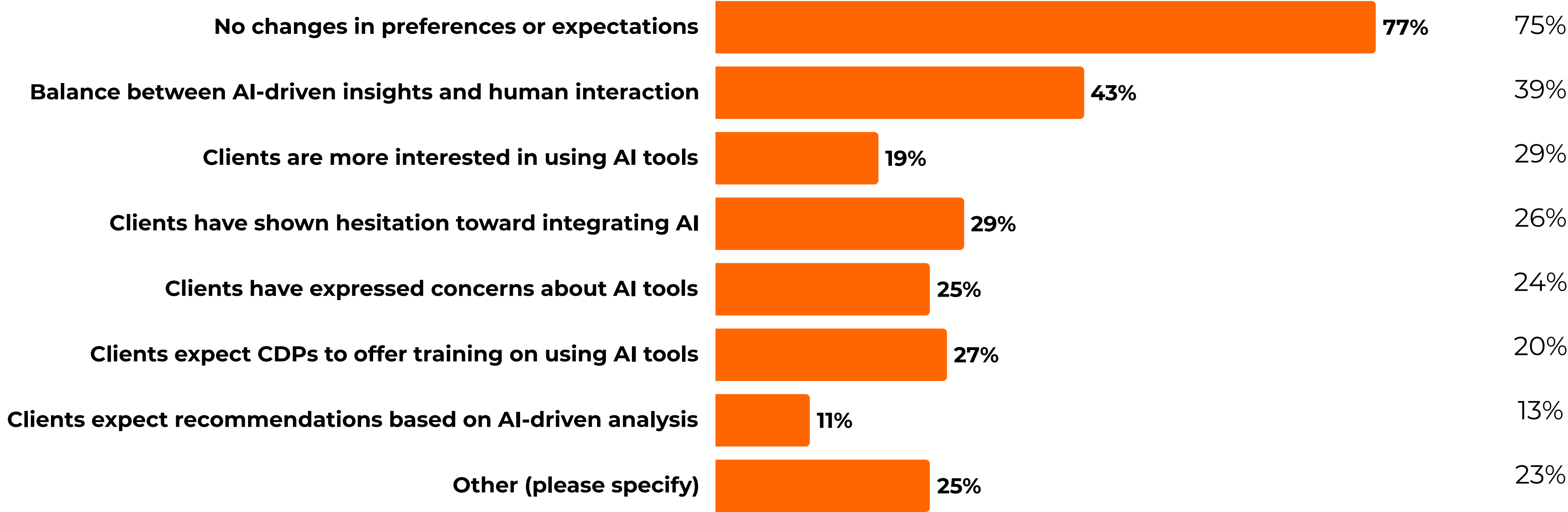
n=59



Changes in Client Expectations Regarding AI

n=79

National



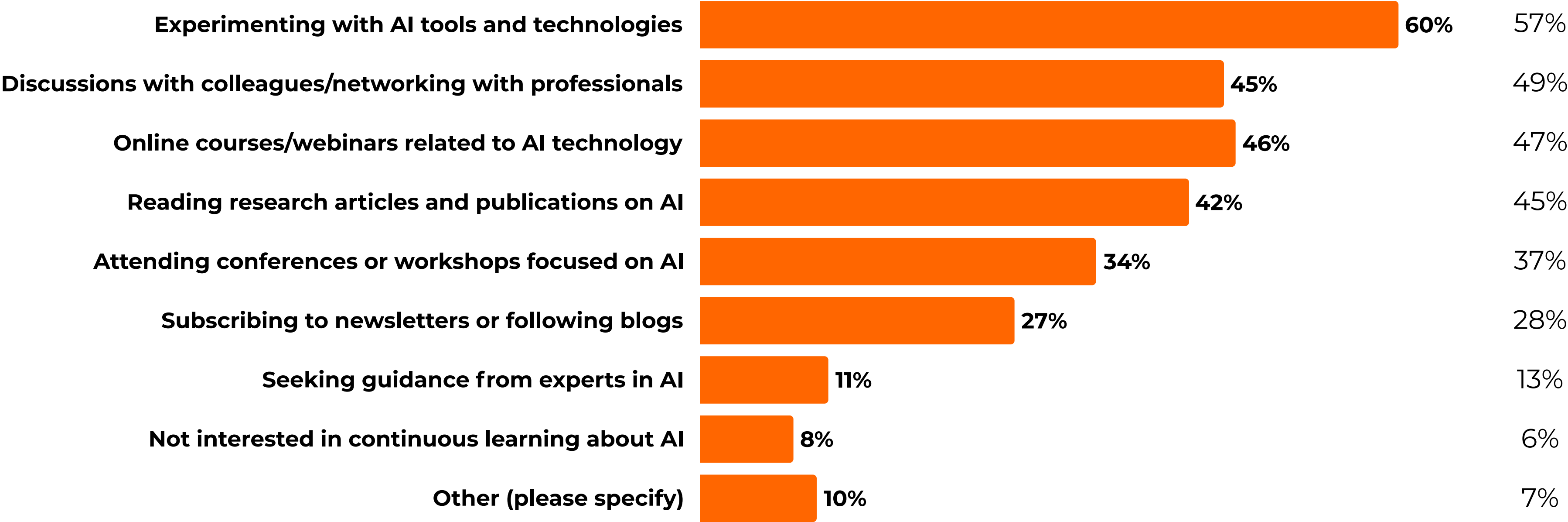
Popular other responses: AI job applications/using AI for resume and cover letter creation (8%) and lack of familiarity with AI (6%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

Methods of Staying Updated on Advancements in AI

n=133

National



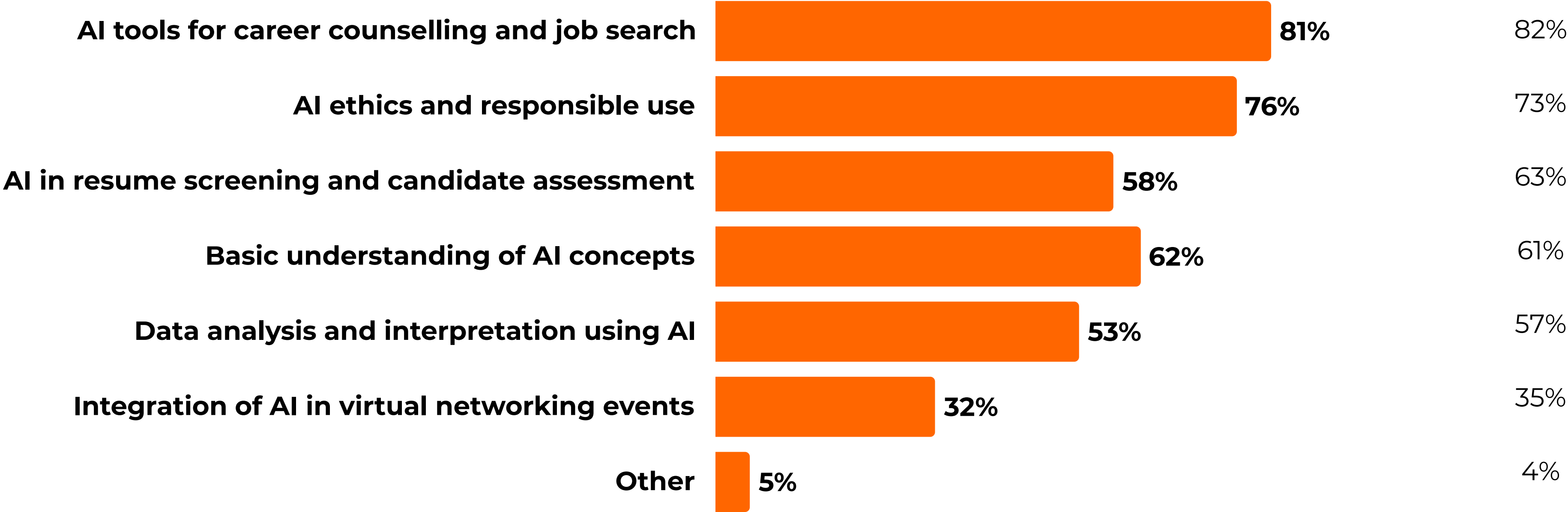
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Types of AI Training Considered Necessary

n=133

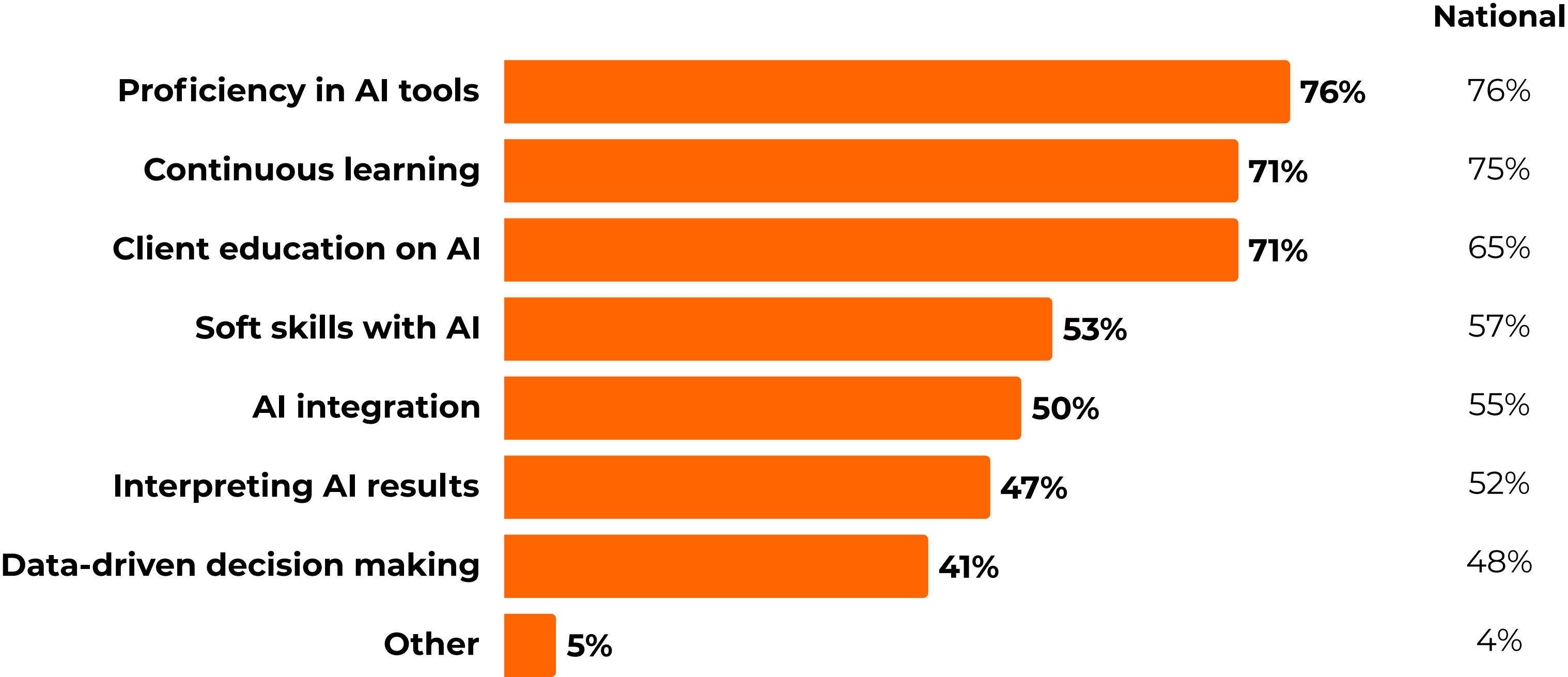
National



Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

AI-Related Skills Believed to be Essential

n=133



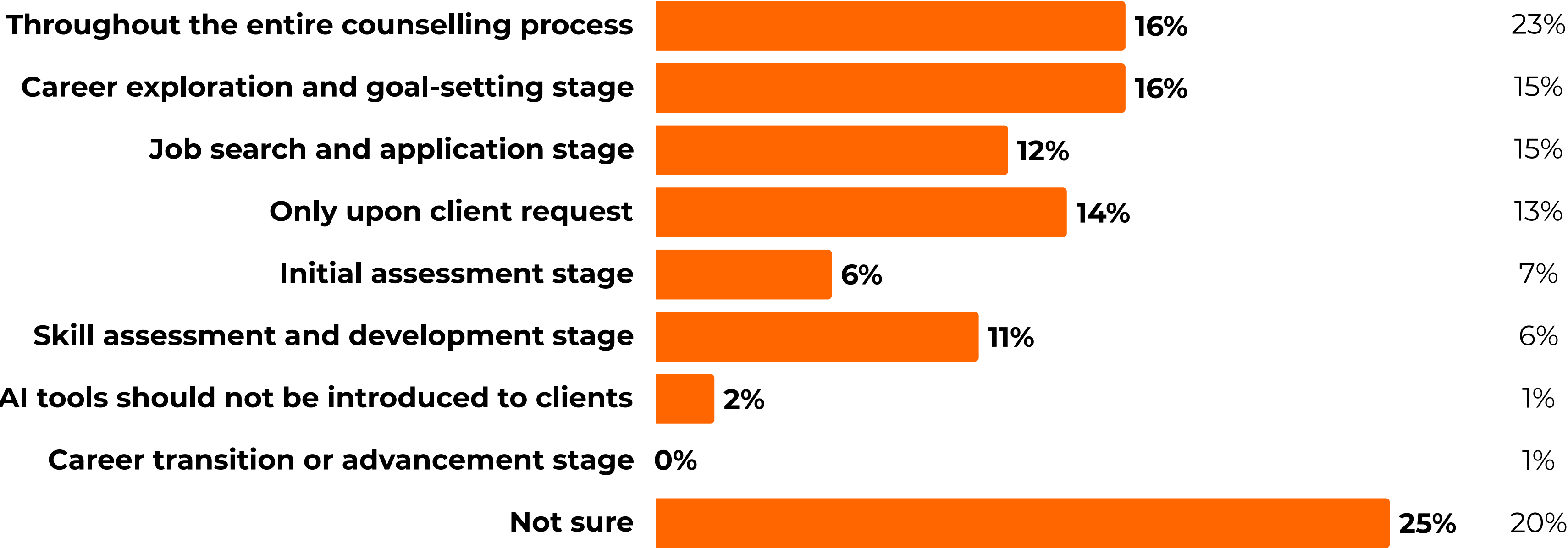
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Stage AI Tools Should be Introduced to Clients

n=133

National



Section 3:

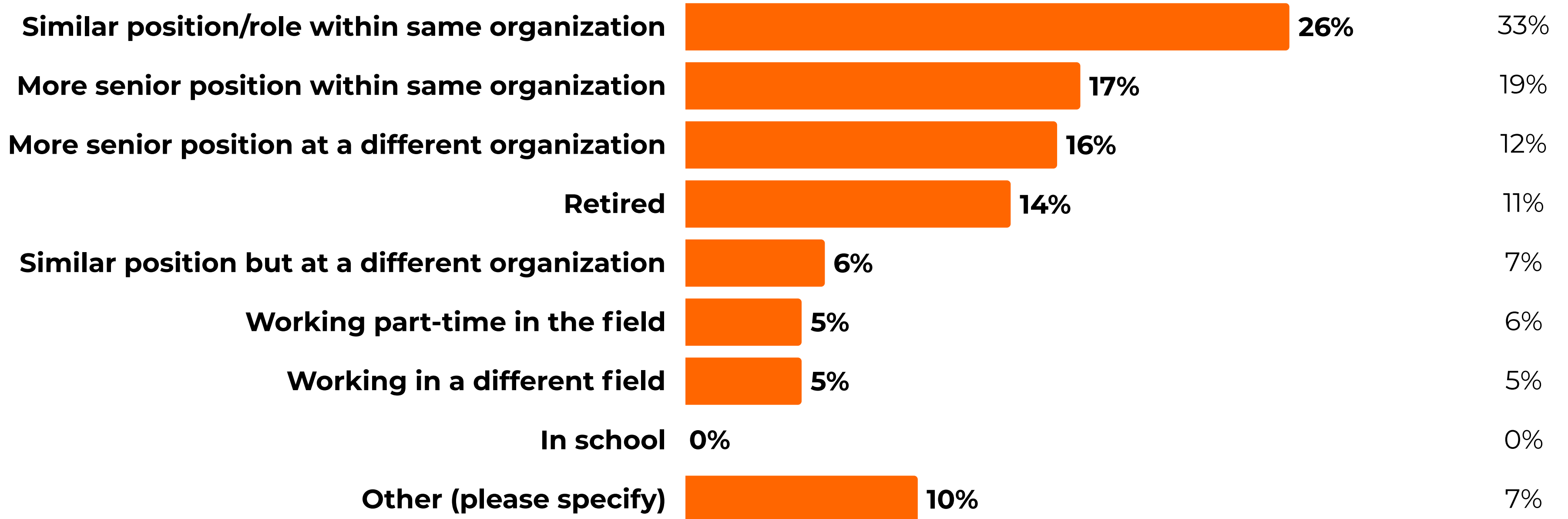
Career Journey



Five-year Career Outlook

n=134

National



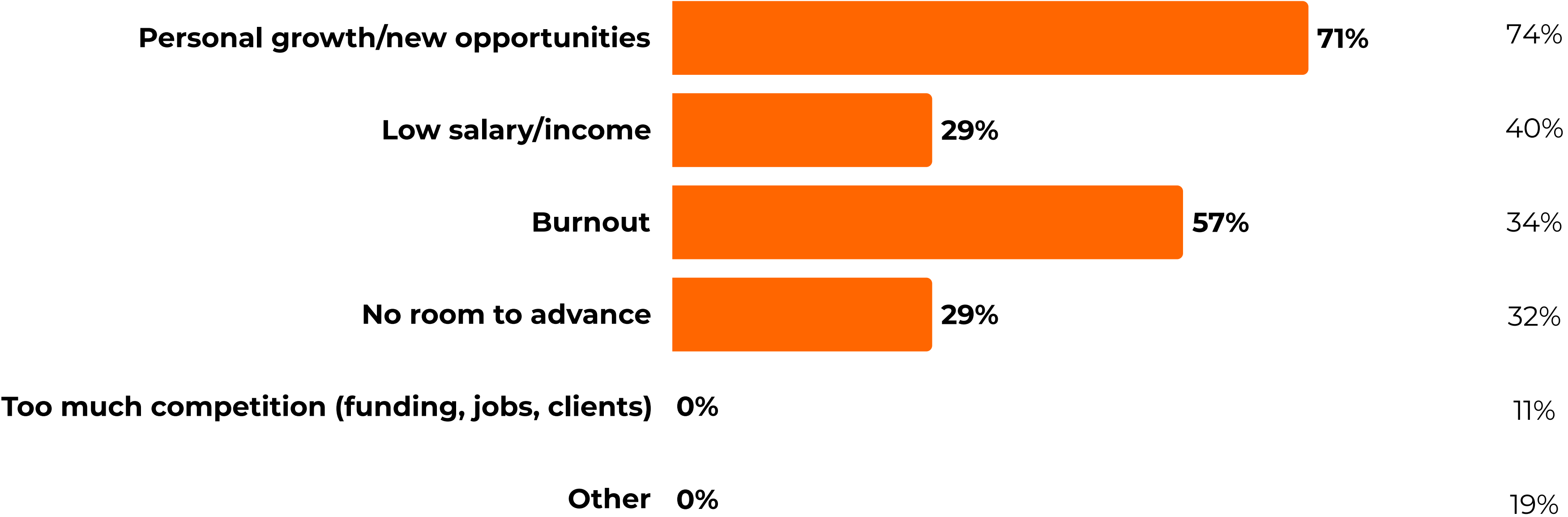
Popular other responses: Unsure (1%) and teaching/training (1%).



Reasons Considering Switching Fields

n=7

National

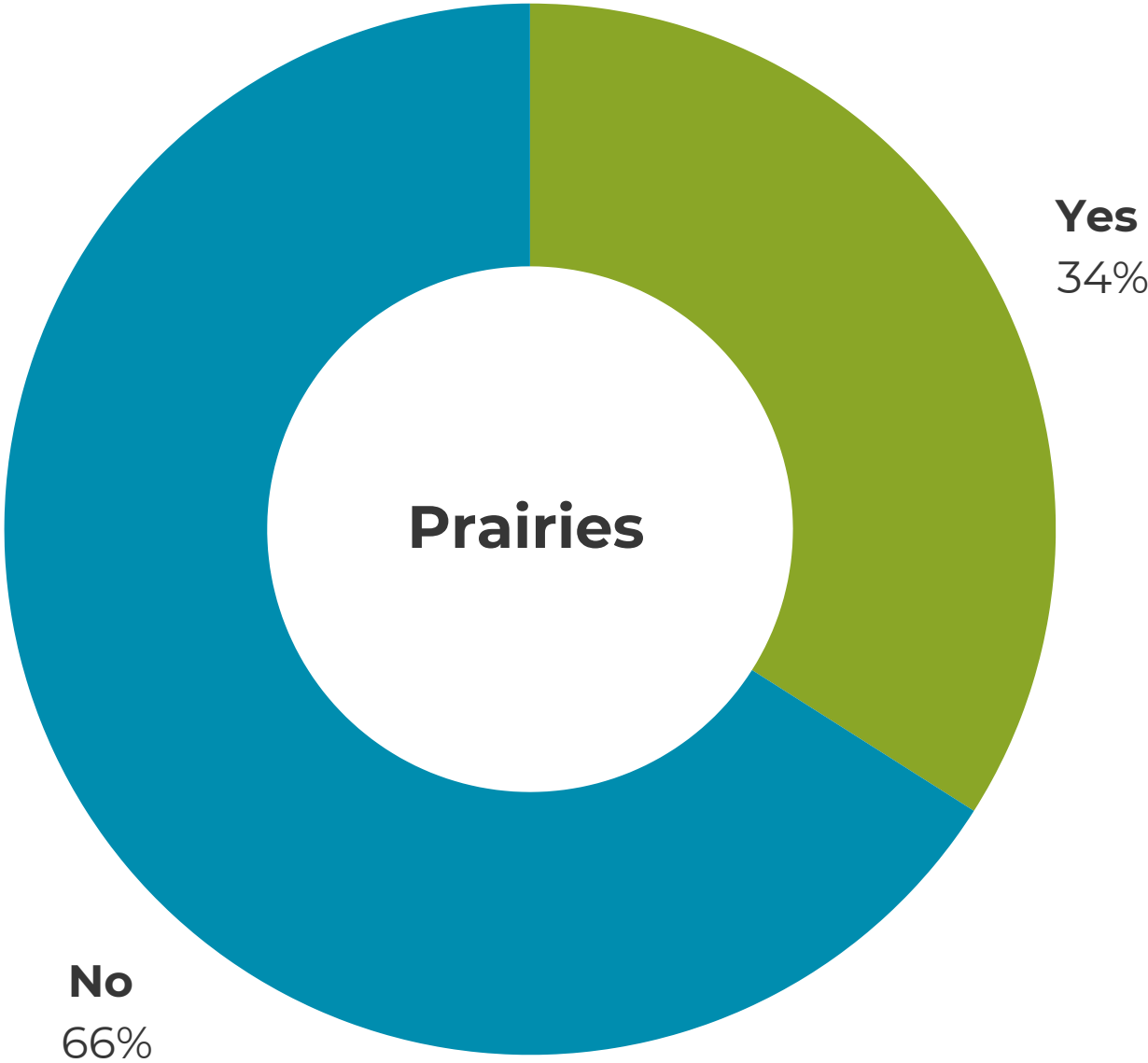
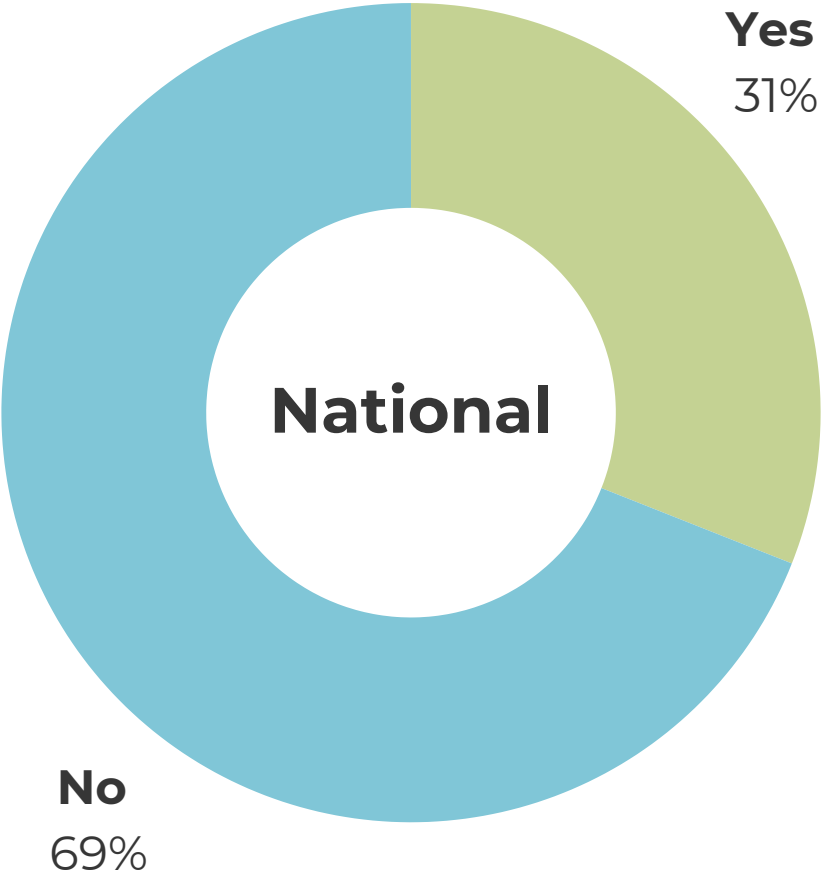


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Personal Involvement in Recruiting within Organization

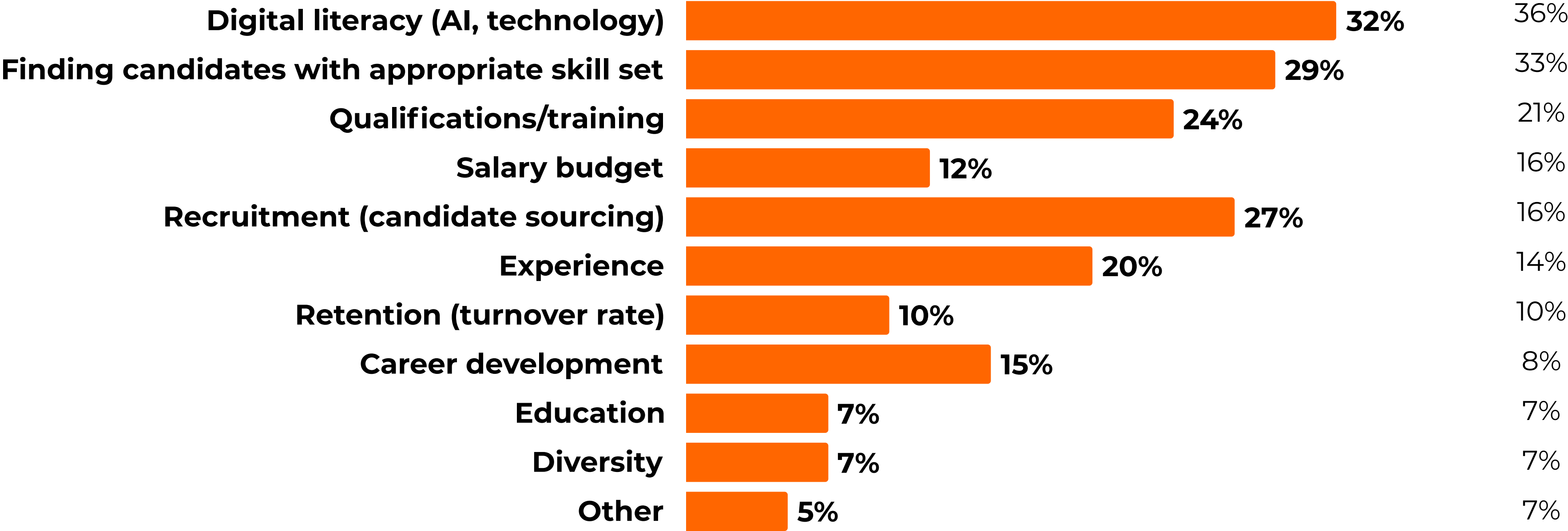
n=134



Issues/Challenges in Hiring Candidates with Appropriate Skills

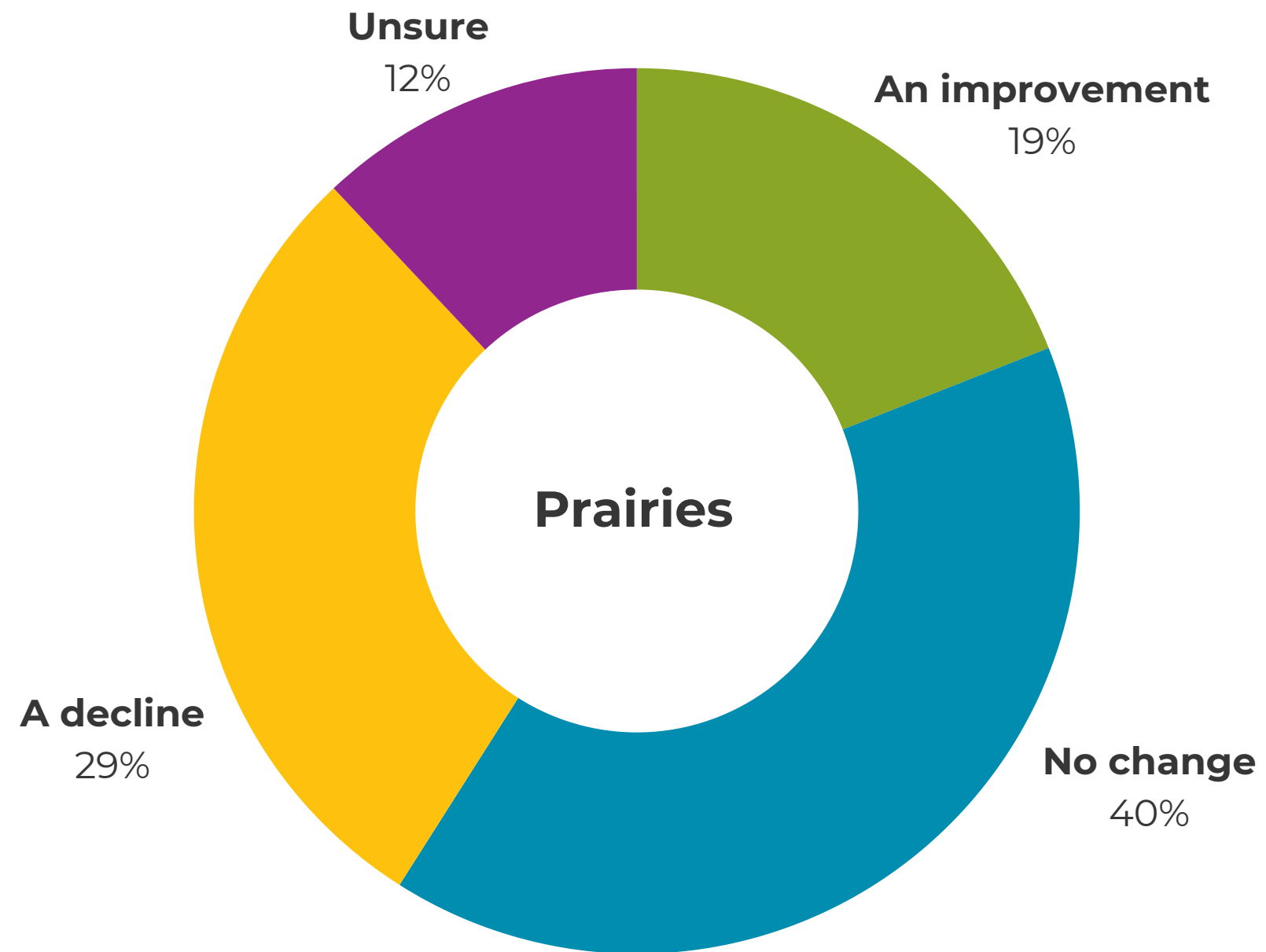
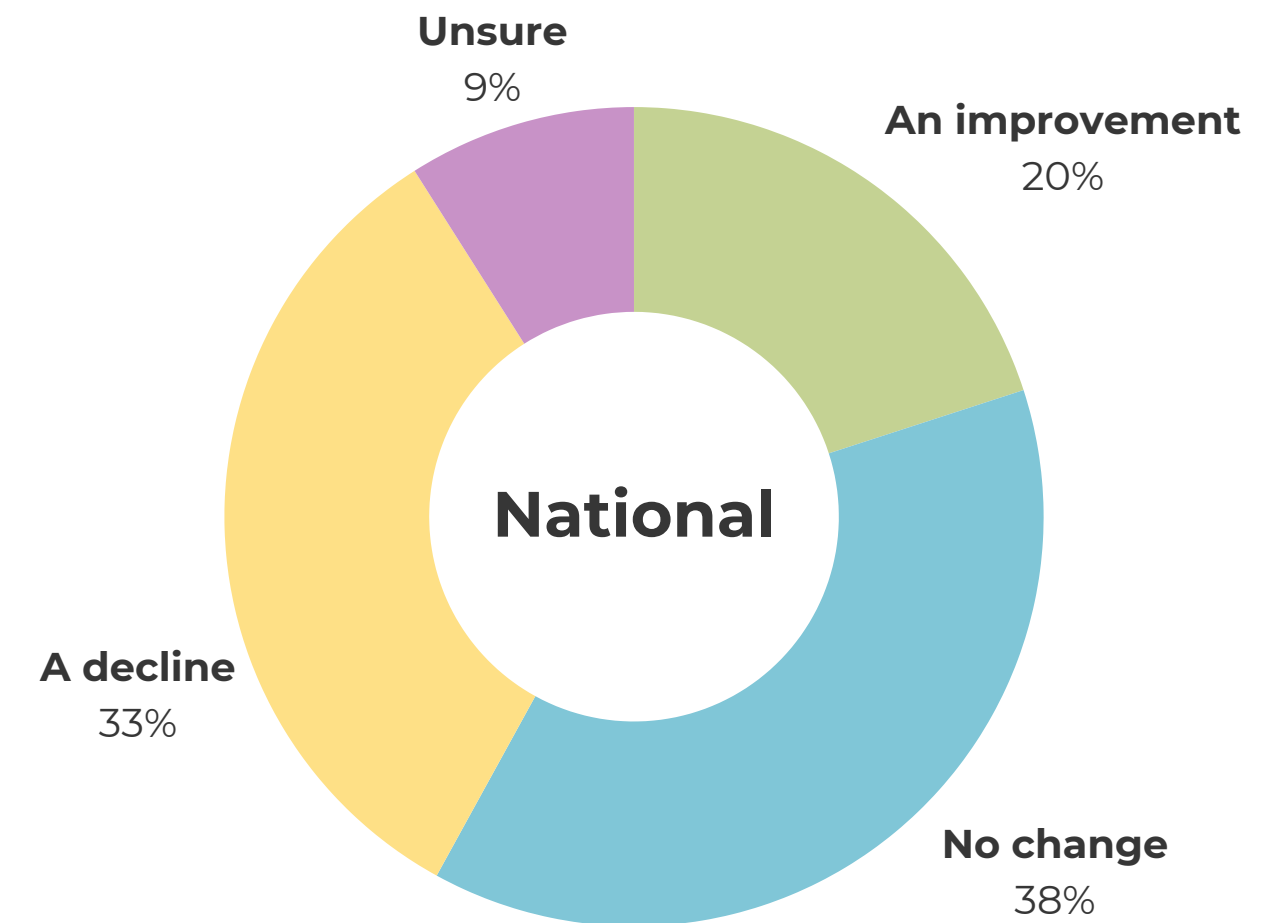
n=41

National



Changes in CDPs Mental Health Since Pandemic

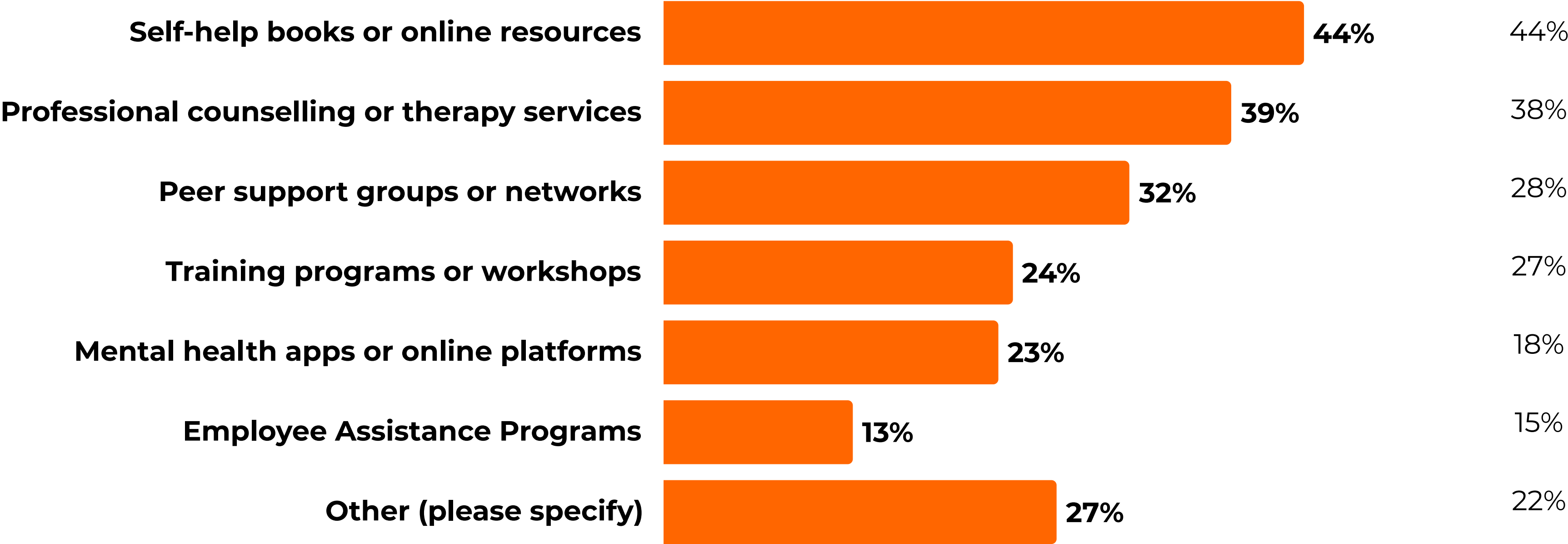
n=134



Resources Using to Support Own Mental Health

n=134

National



Popular other responses: Family and social connections (7%), meditation (1%) and exercise and physical activity (1%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Section 4:

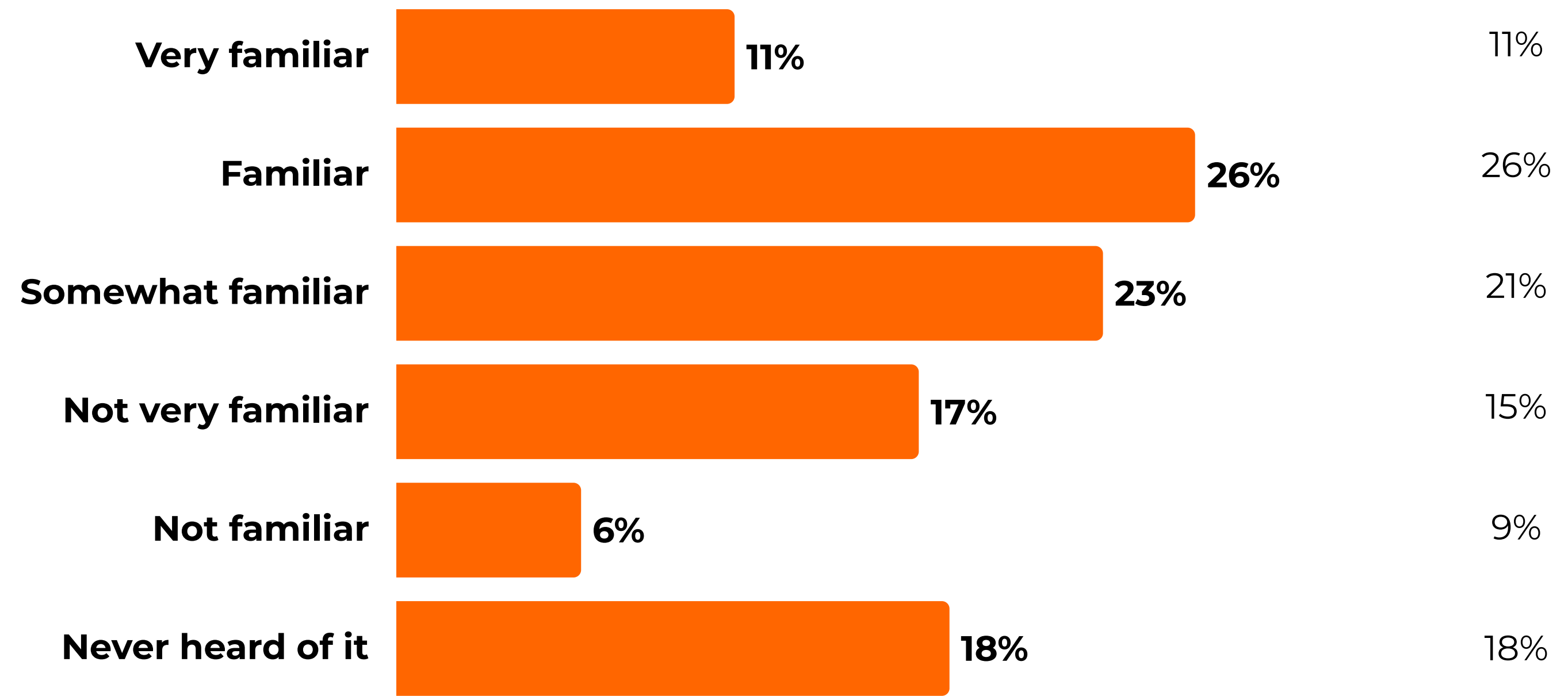
Professional Development



Your Familiarity with the Skills Listed in the Pan-Canadian Competency Framework for Career Development Professionals

n=133

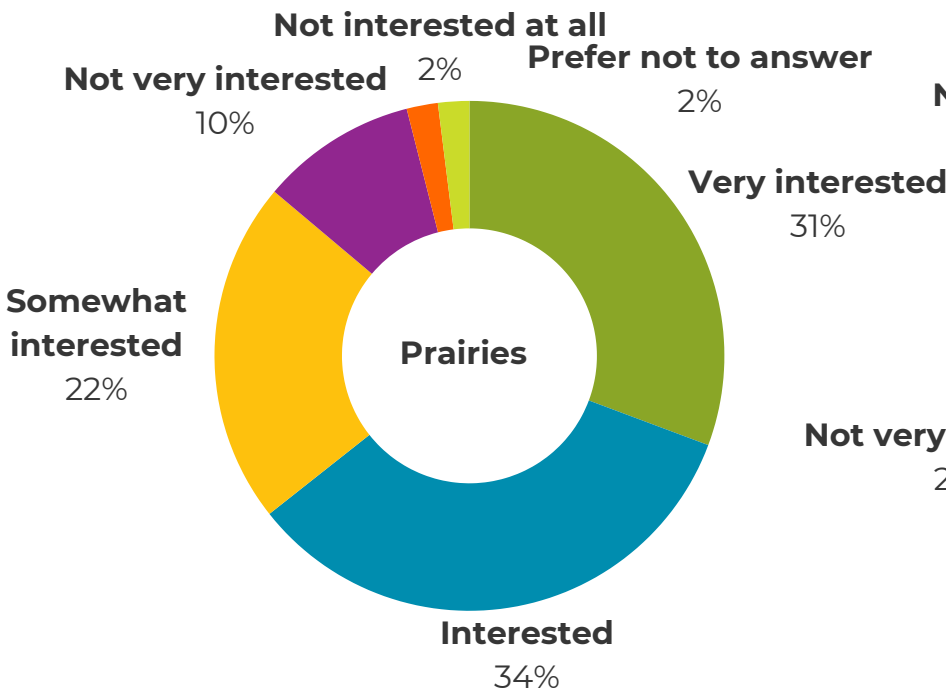
National



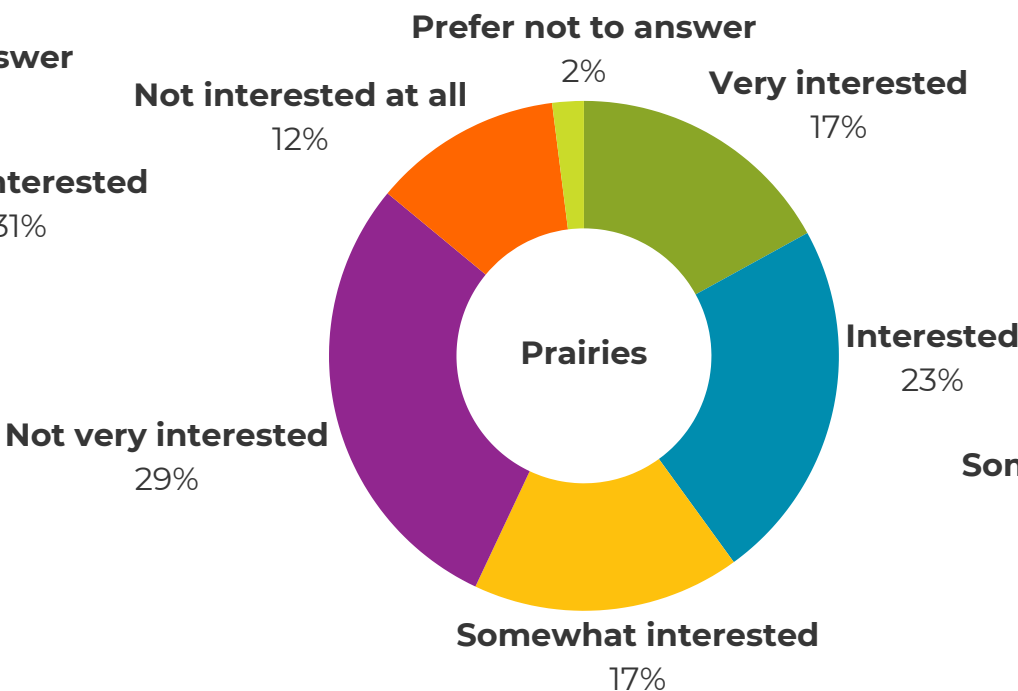
n=133

Interest in Learning Themes' Offerings

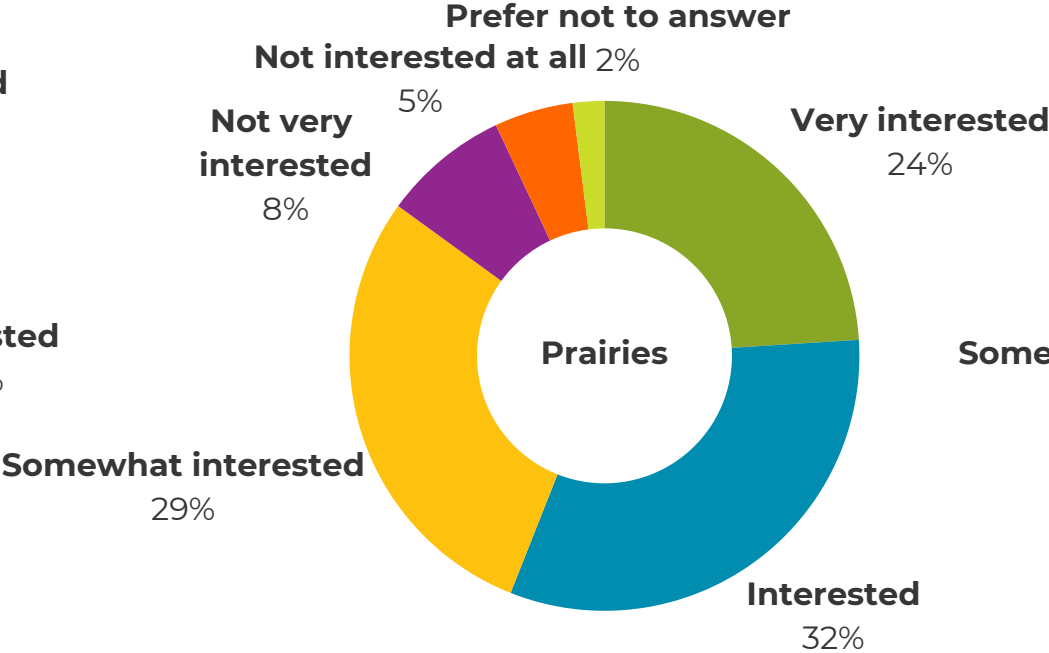
Career Development Practices and Theories



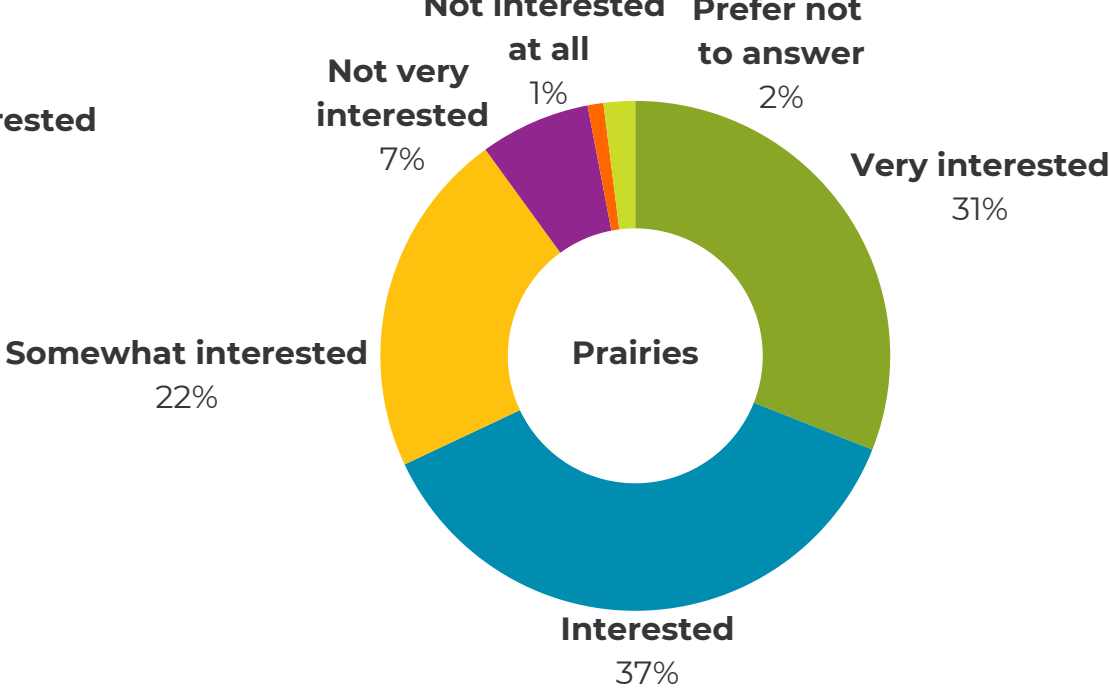
Career Education and Learning for K-12 and Young Adults



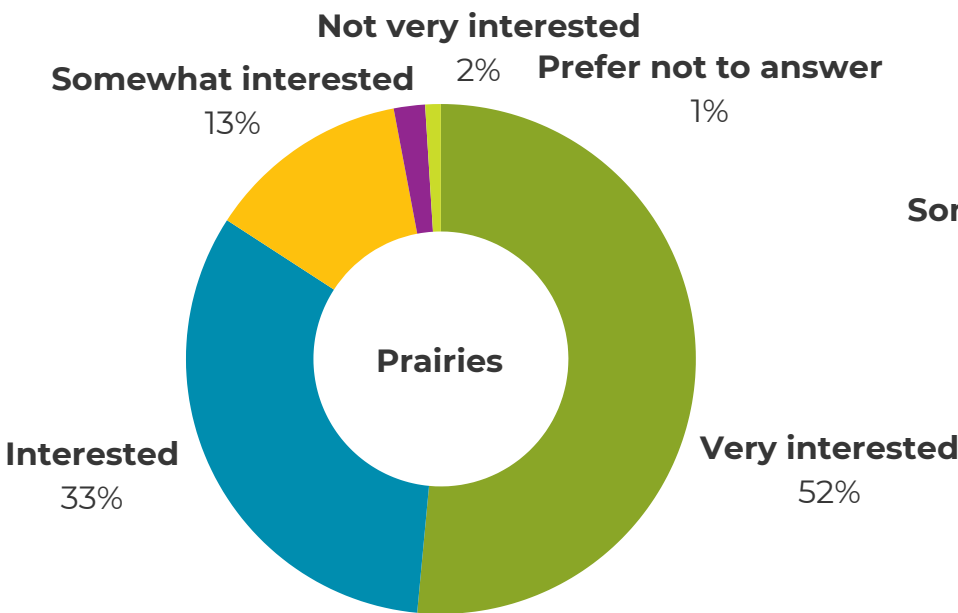
Career Development Sector Leadership and Advocacy



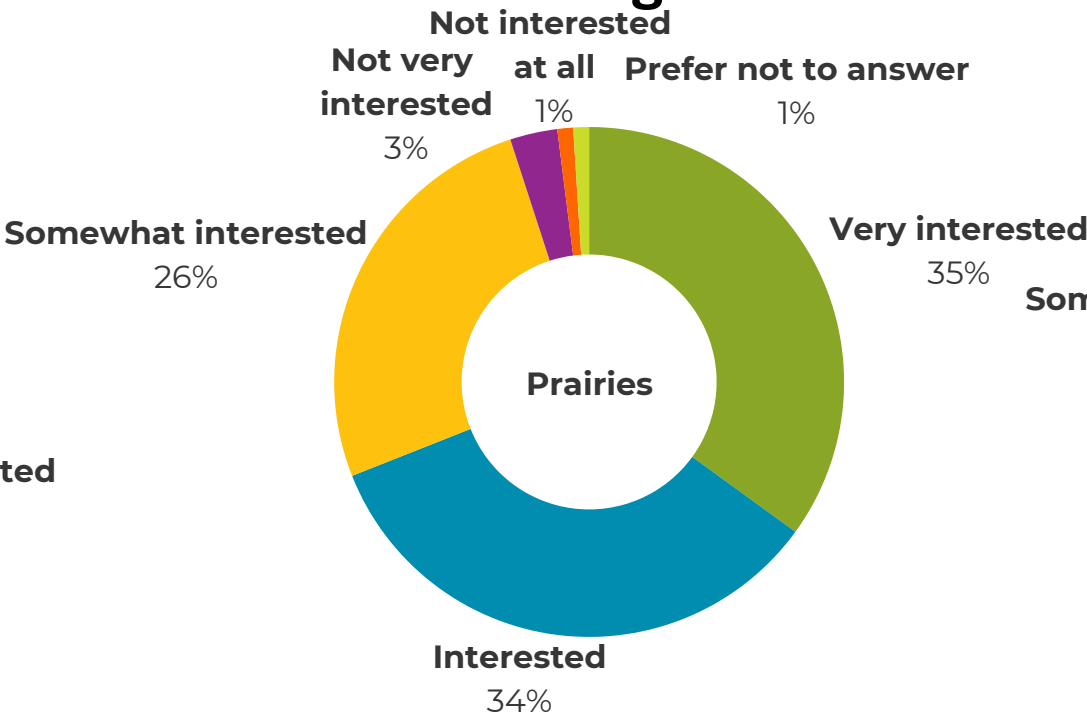
Indigeneity, Justice, Equity, Diversity and Inclusion



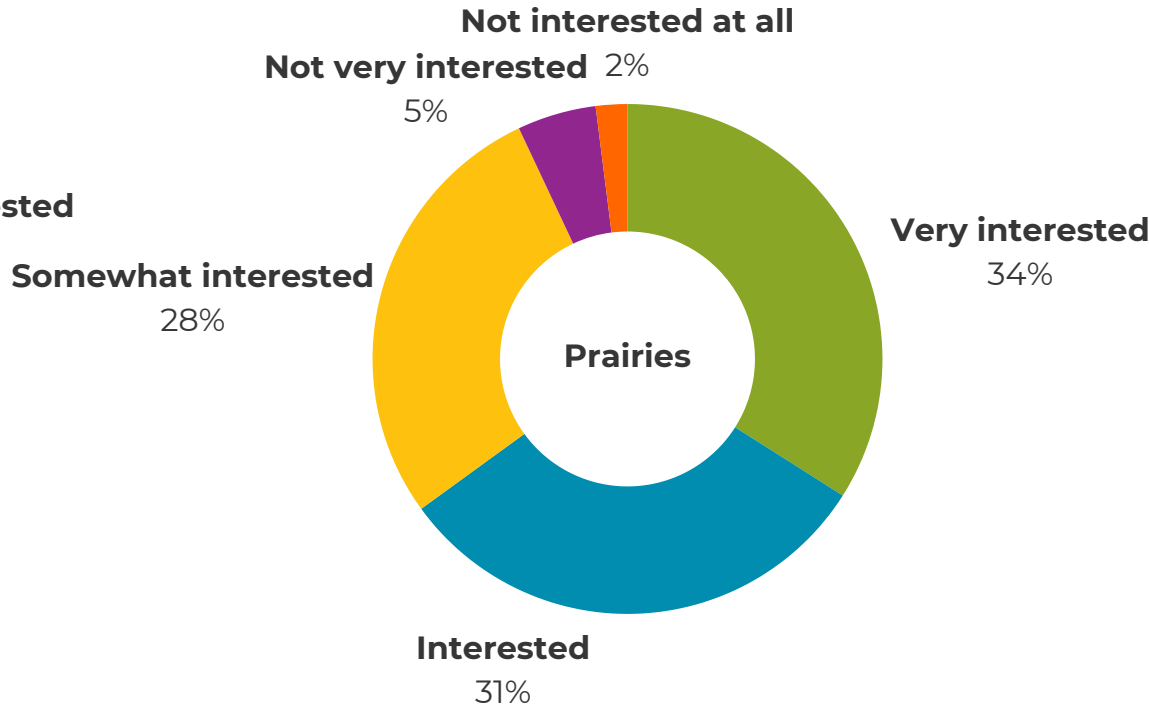
Innovations and Trends in Career Development



Specialized Career Supports and Programs

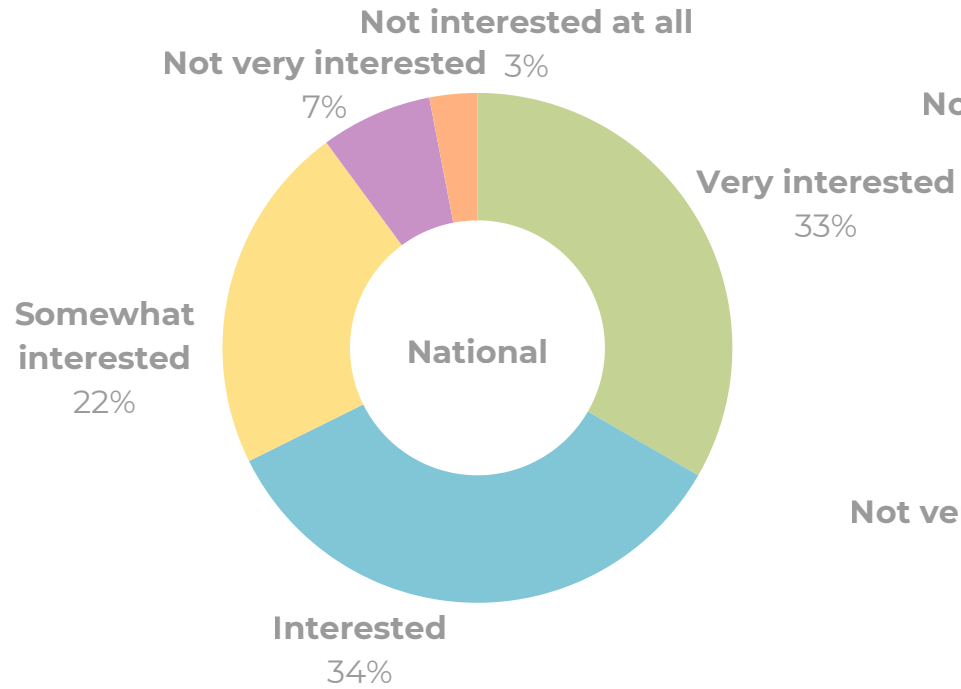


Workplace, Employers and Employee Careers



Interest in Learning Themes' Offerings (National)

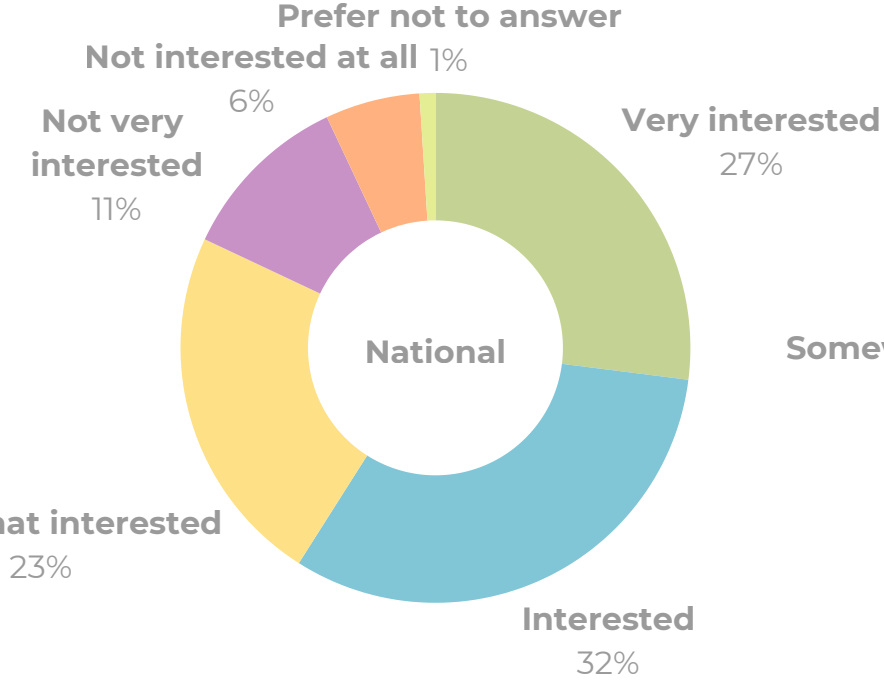
Career Development Practices and Theories



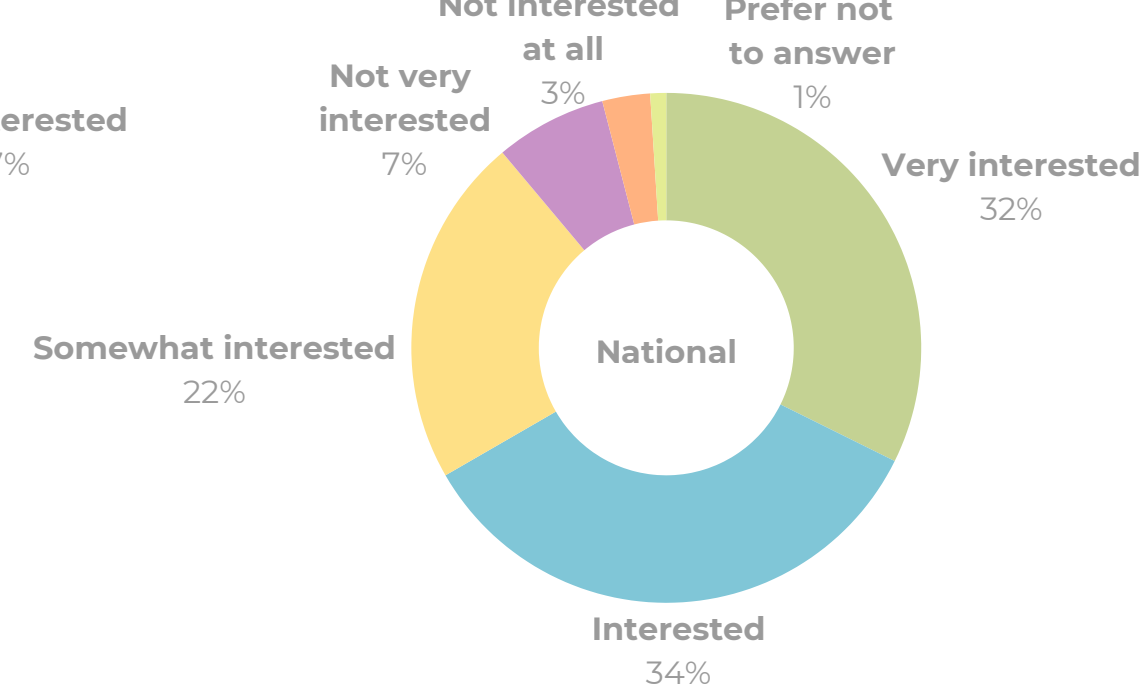
Career Education and Learning for K-12 and Young Adults



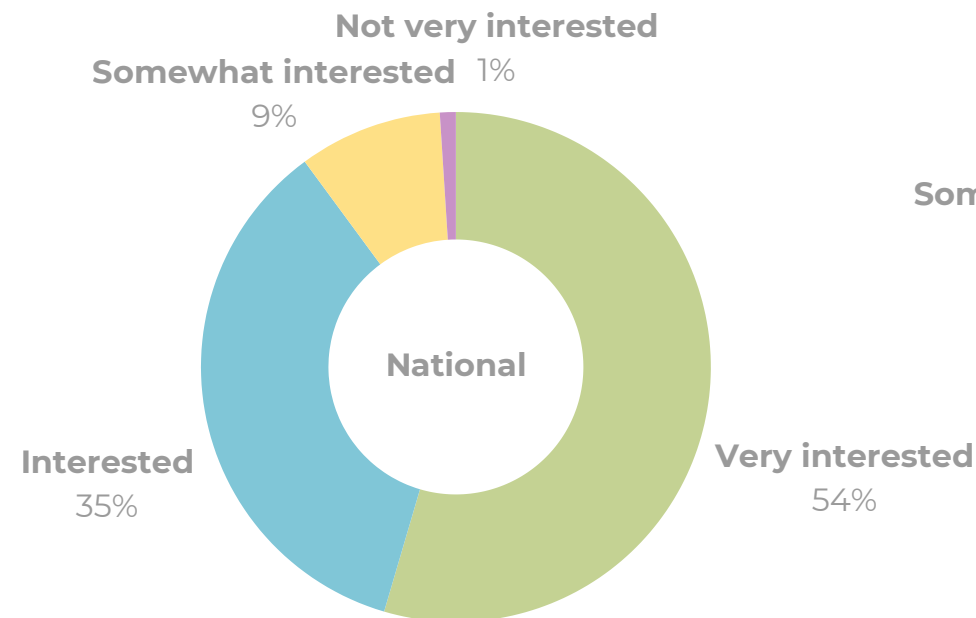
Career Development Sector Leadership and Advocacy



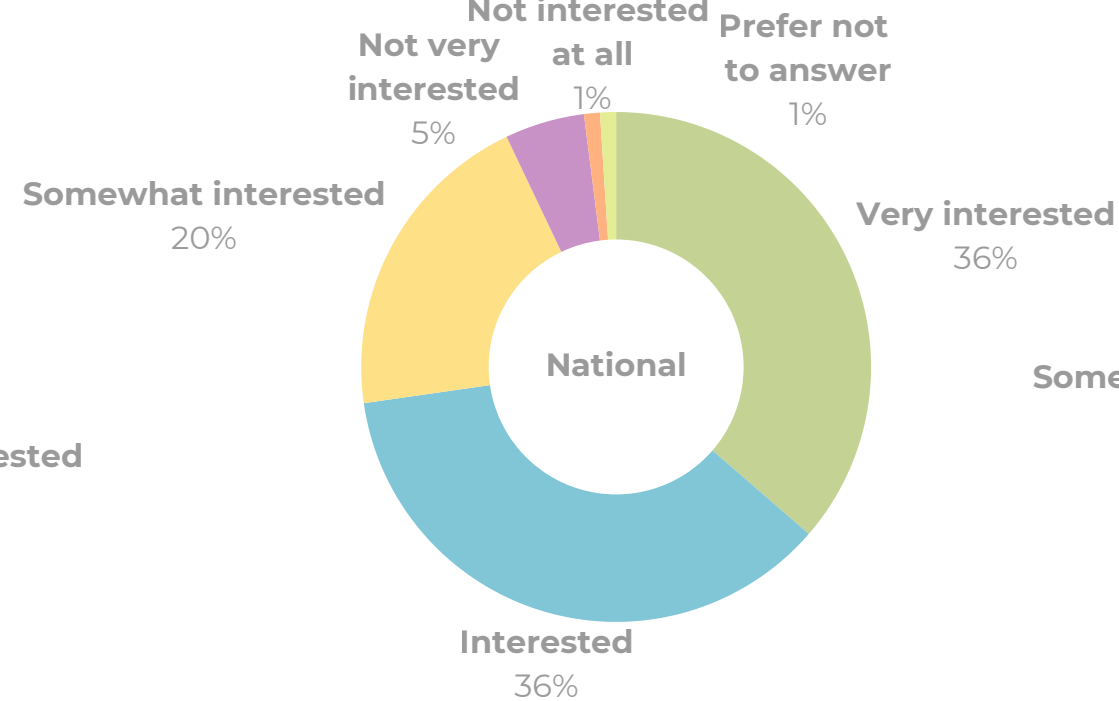
Indigeneity, Justice, Equity, Diversity and Inclusion



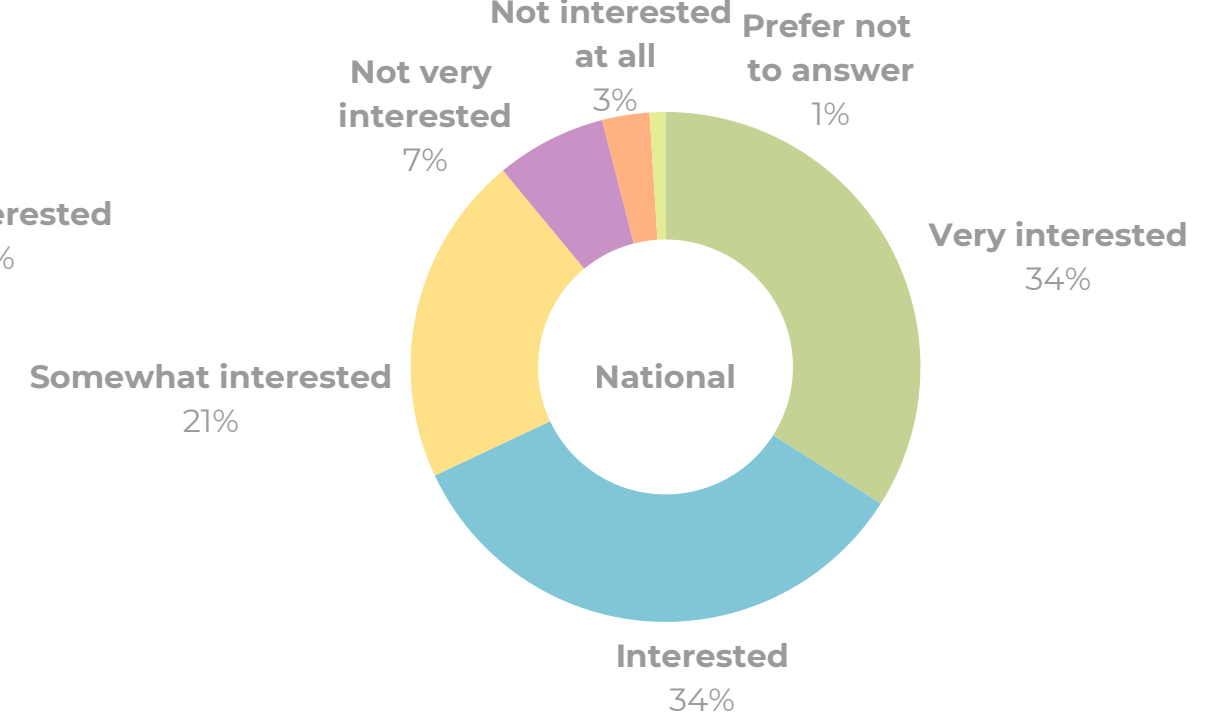
Innovations and Trends in Career Development



Specialized Career Supports and Programs



Workplace, Employers and Employee Careers



Elements Impacting Ability to Deliver Career Development

(considering budget and time)

n=133

National



Popular other response: Workforce/organizational challenges (1%) and client engagement (4%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.

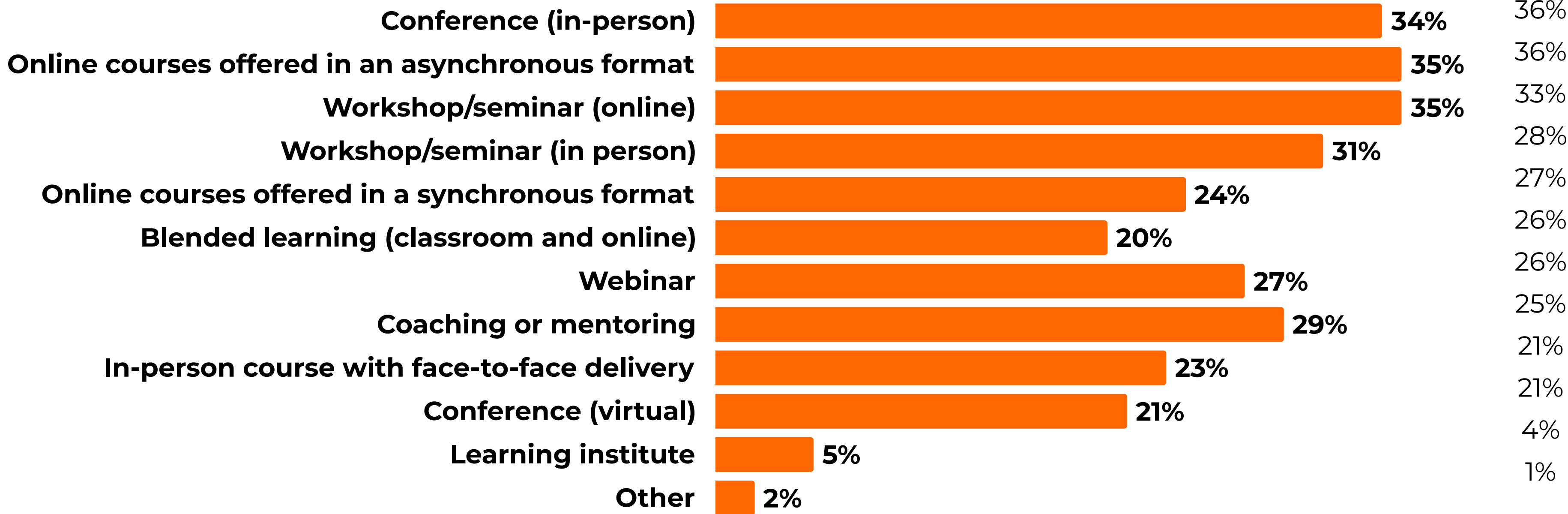


Preferred Formal Learning Approaches to Training

(considering budget and time)

n=133

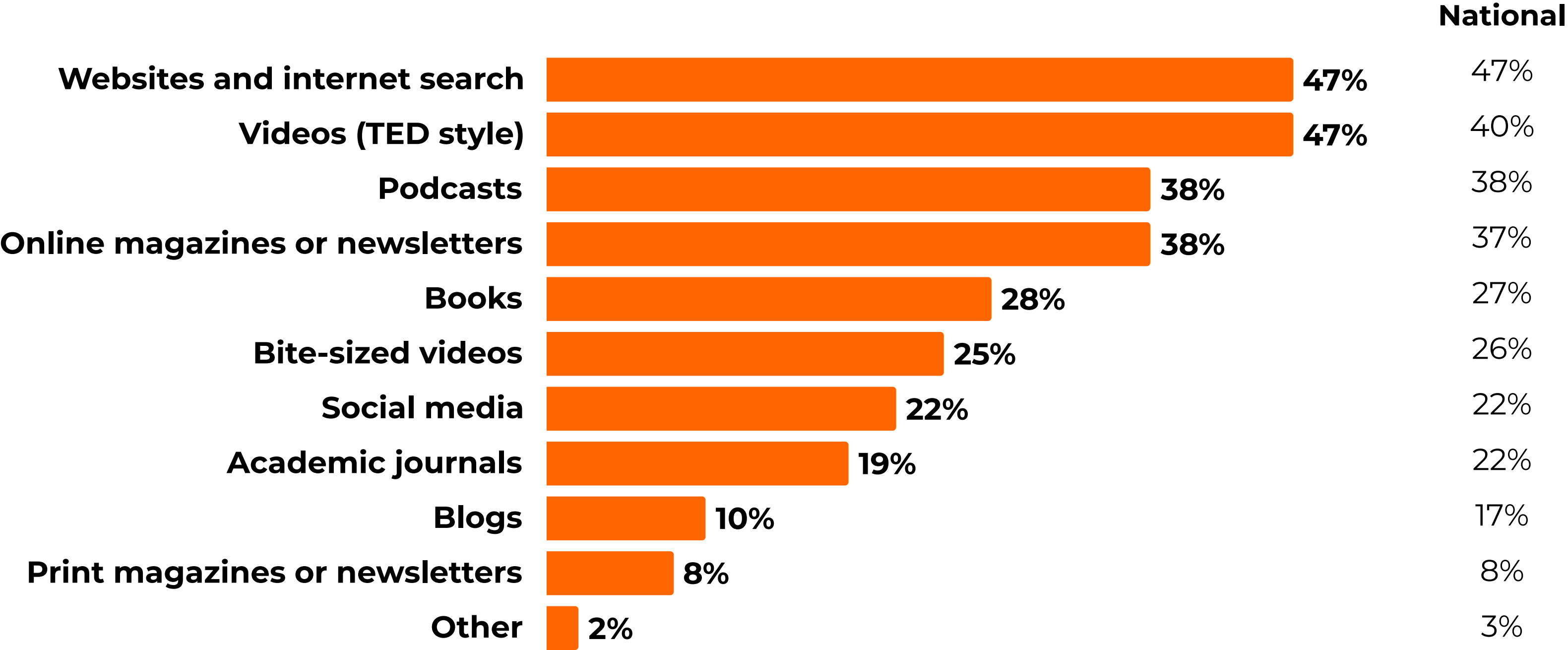
National



Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.

Preferred Informal Learning Approaches

n=133

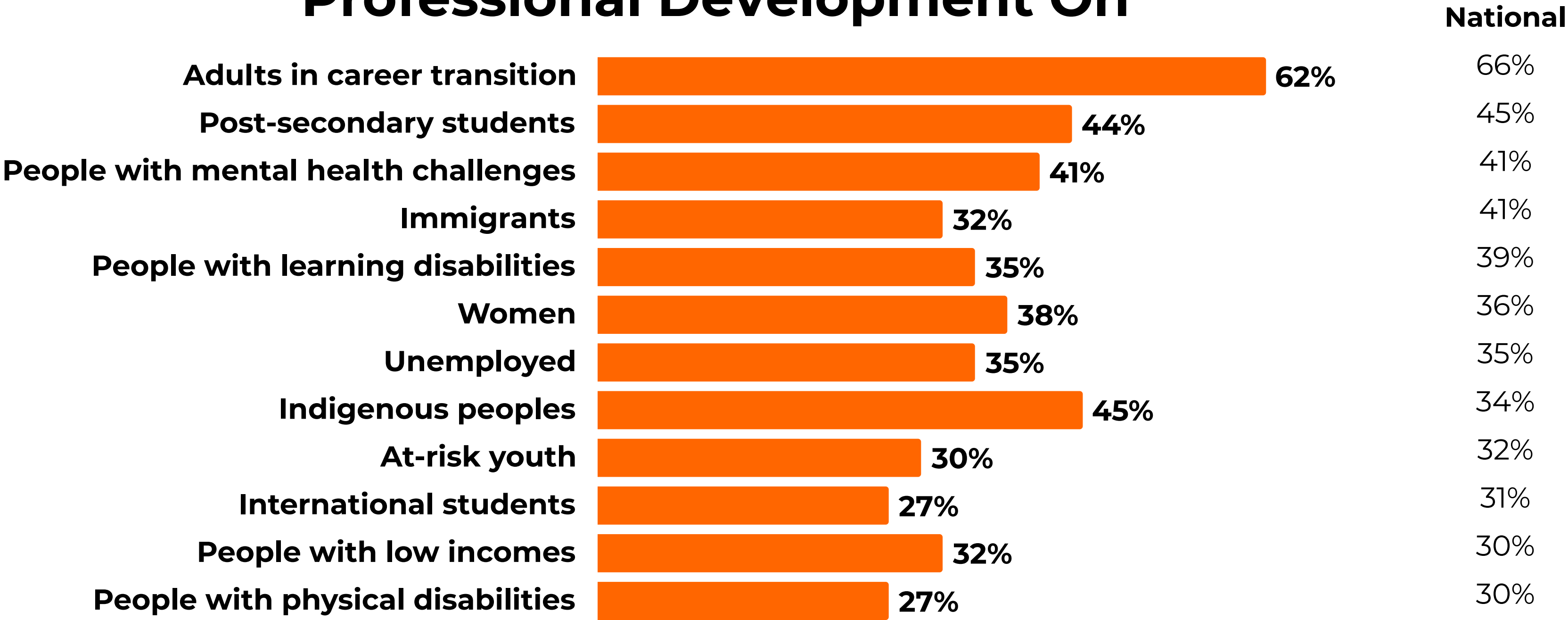


Note: For this question respondents could check the top three that apply. In these instances, percentages do not add up to 100%.



Client Group(s) Respondents Would Like to Focus their Professional Development On

n=133



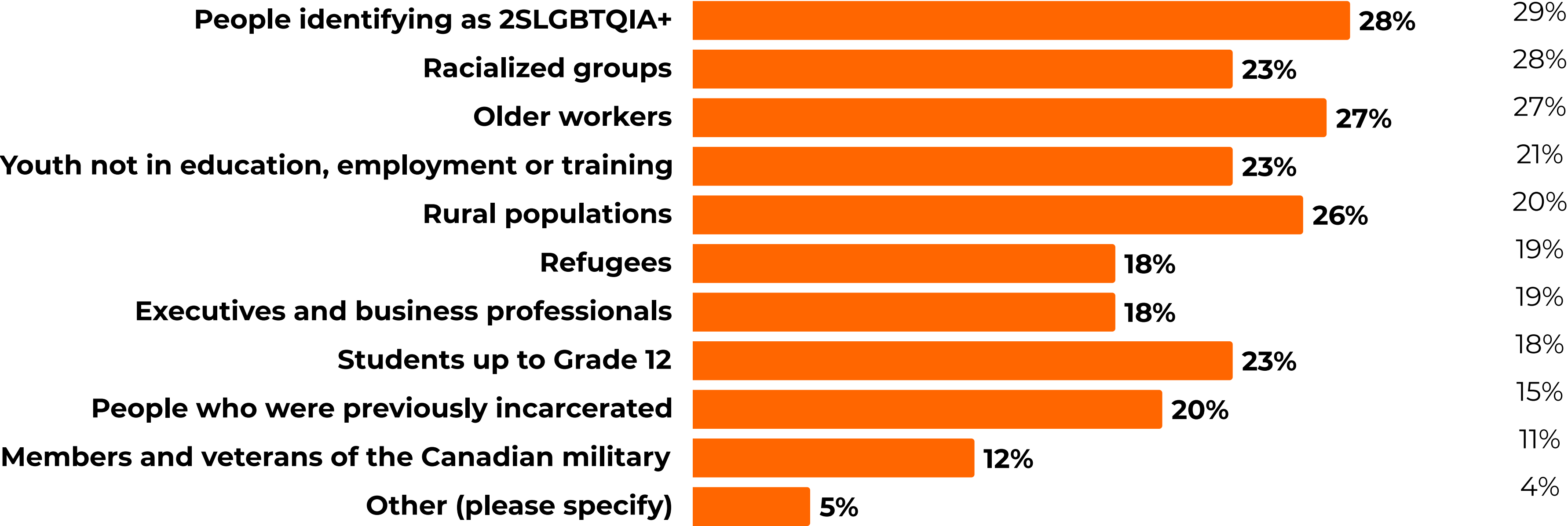
Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Client Group(s) Respondents Would Like to Focus their Professional Development On (continued)

n=133

National

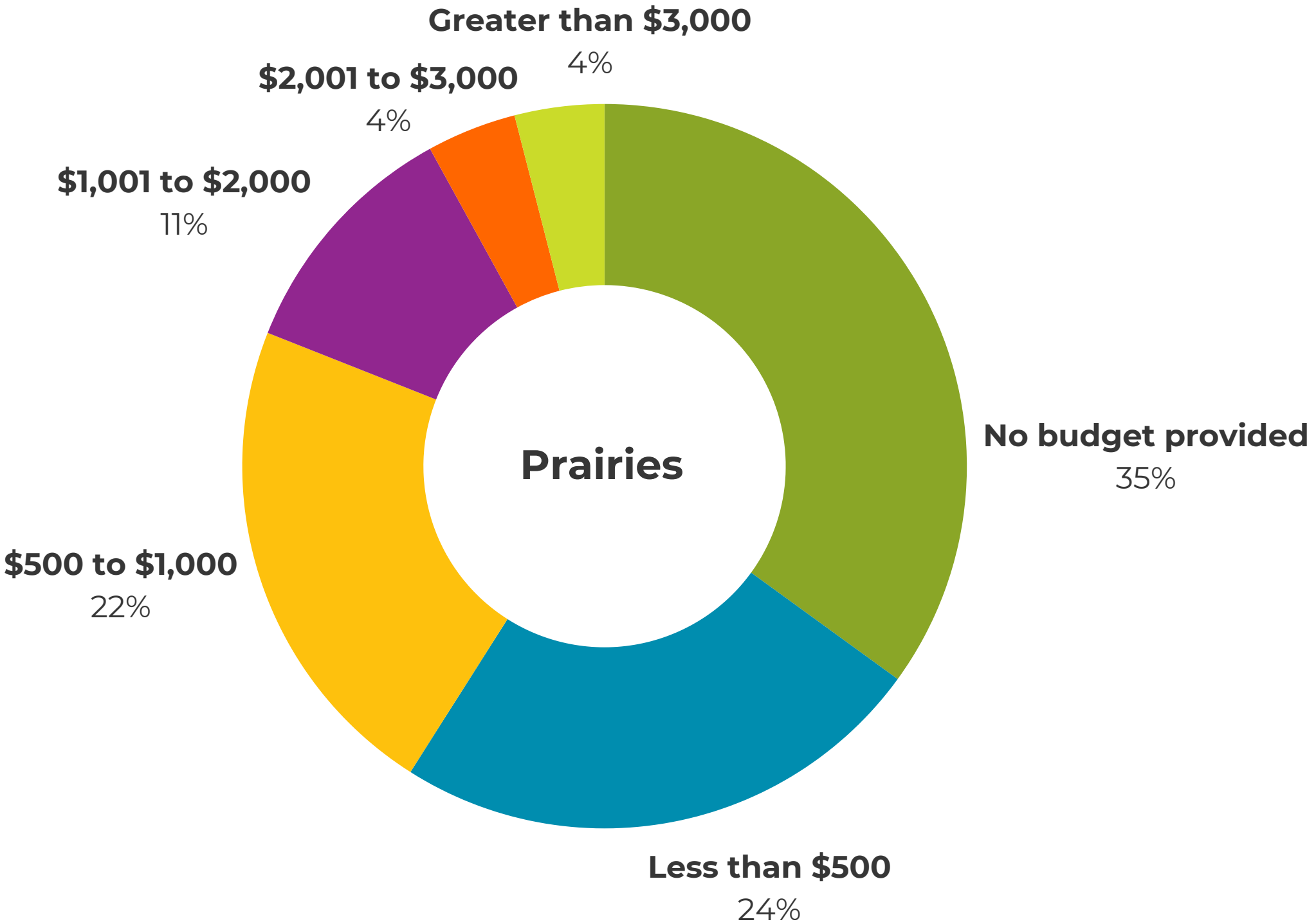
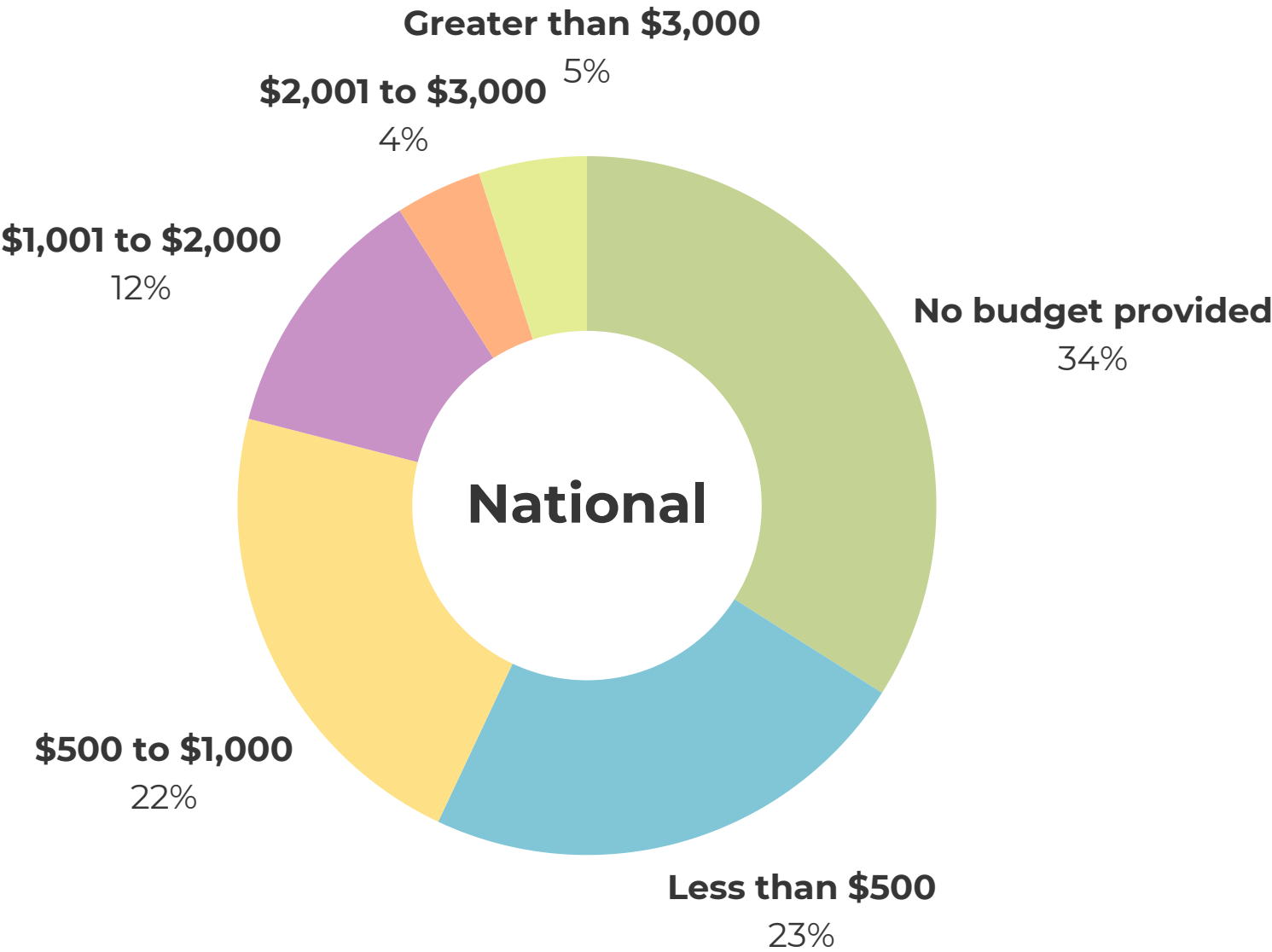


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



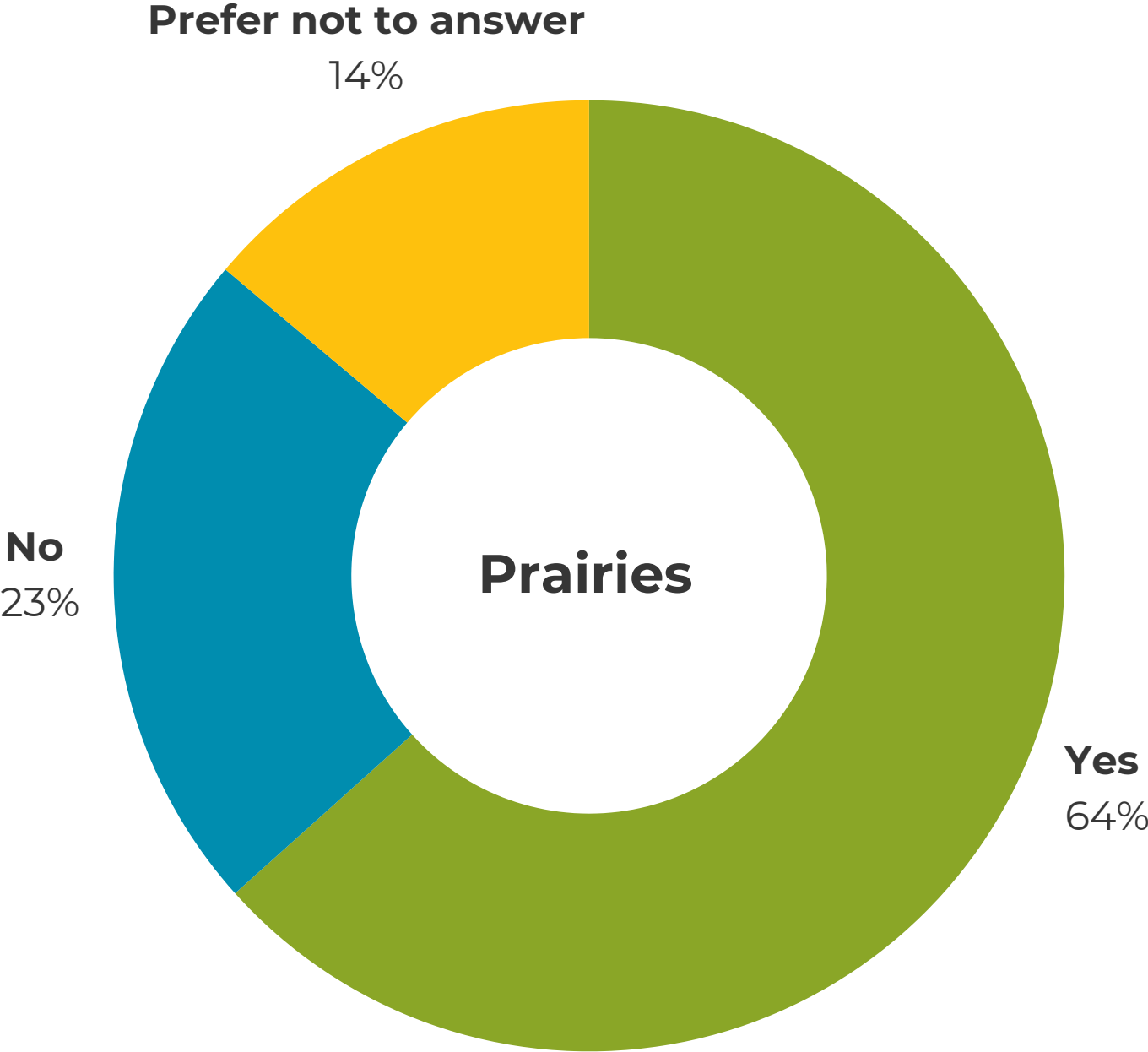
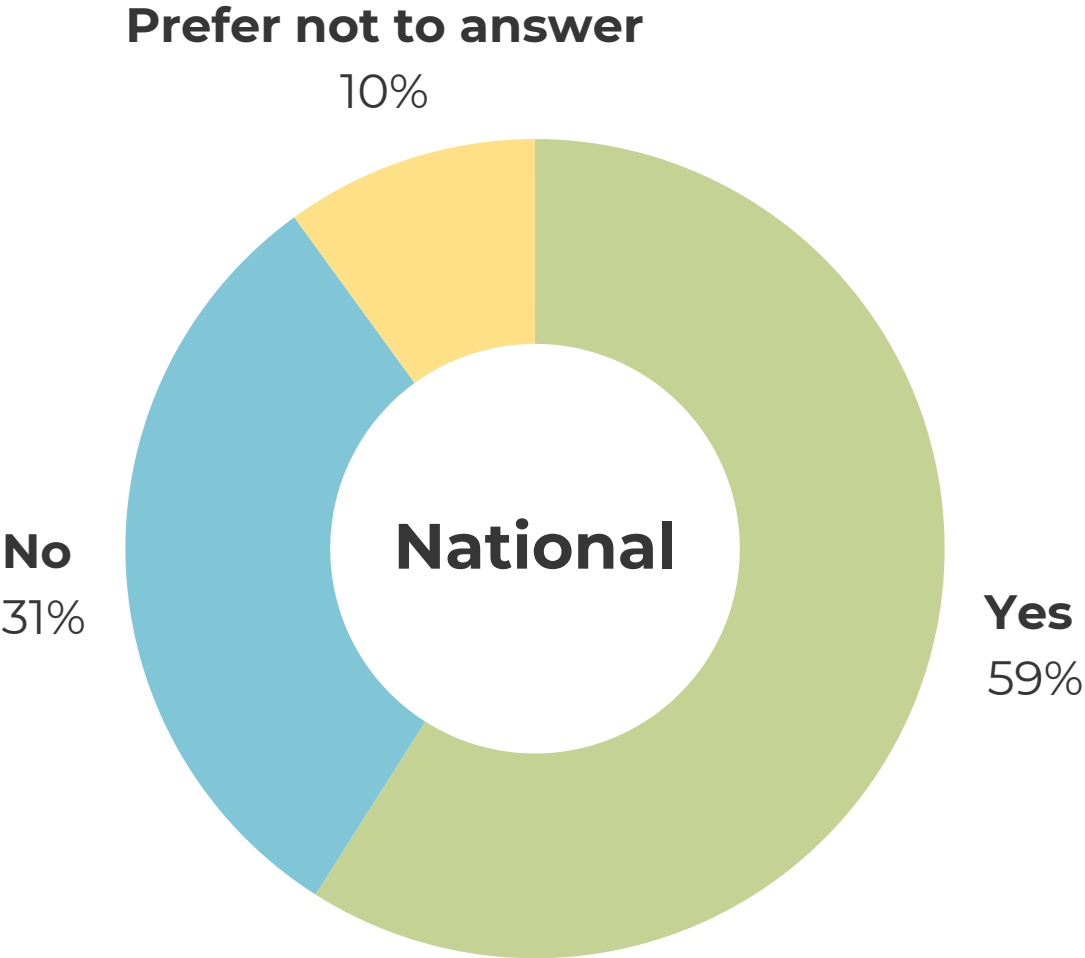
Annual Professional Development Budget from Employer

n=133



Access to Paid Time Off for Training

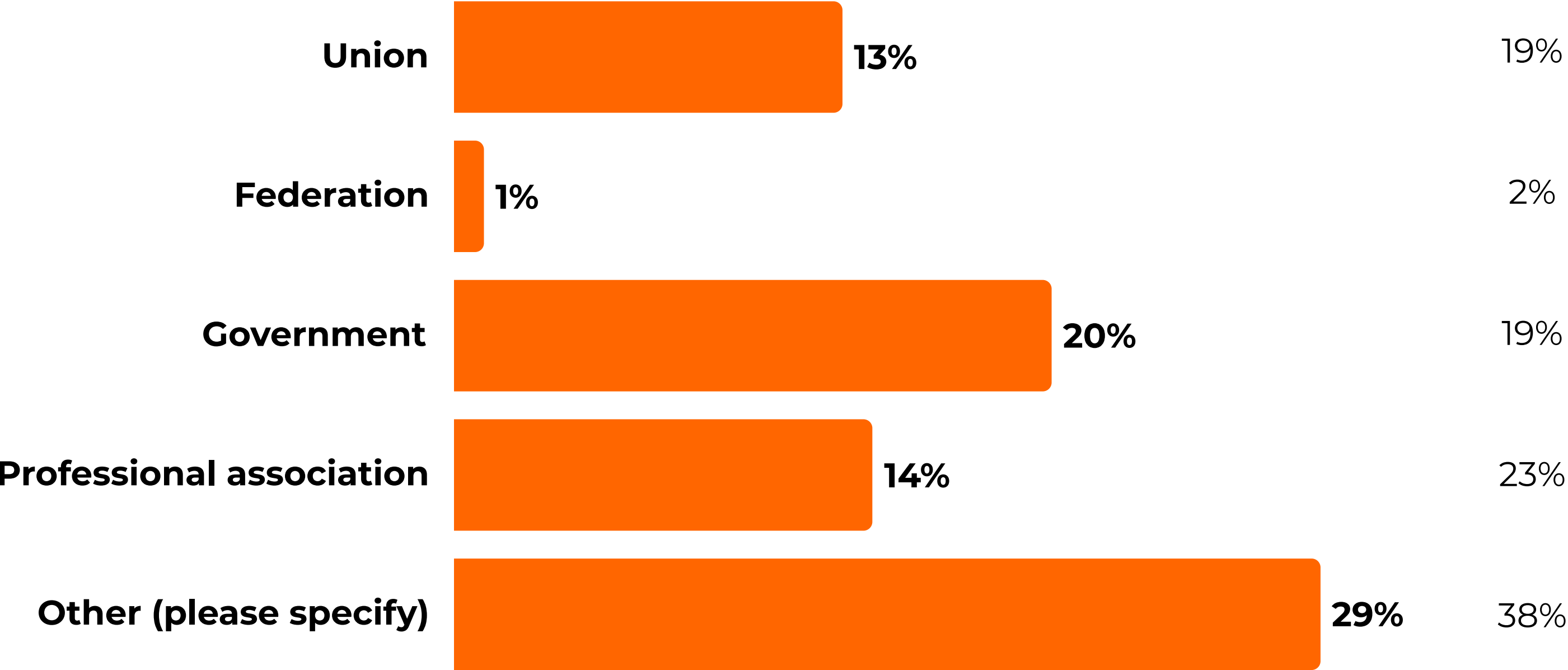
n=133



Access to External Funding Sources

n=133

National

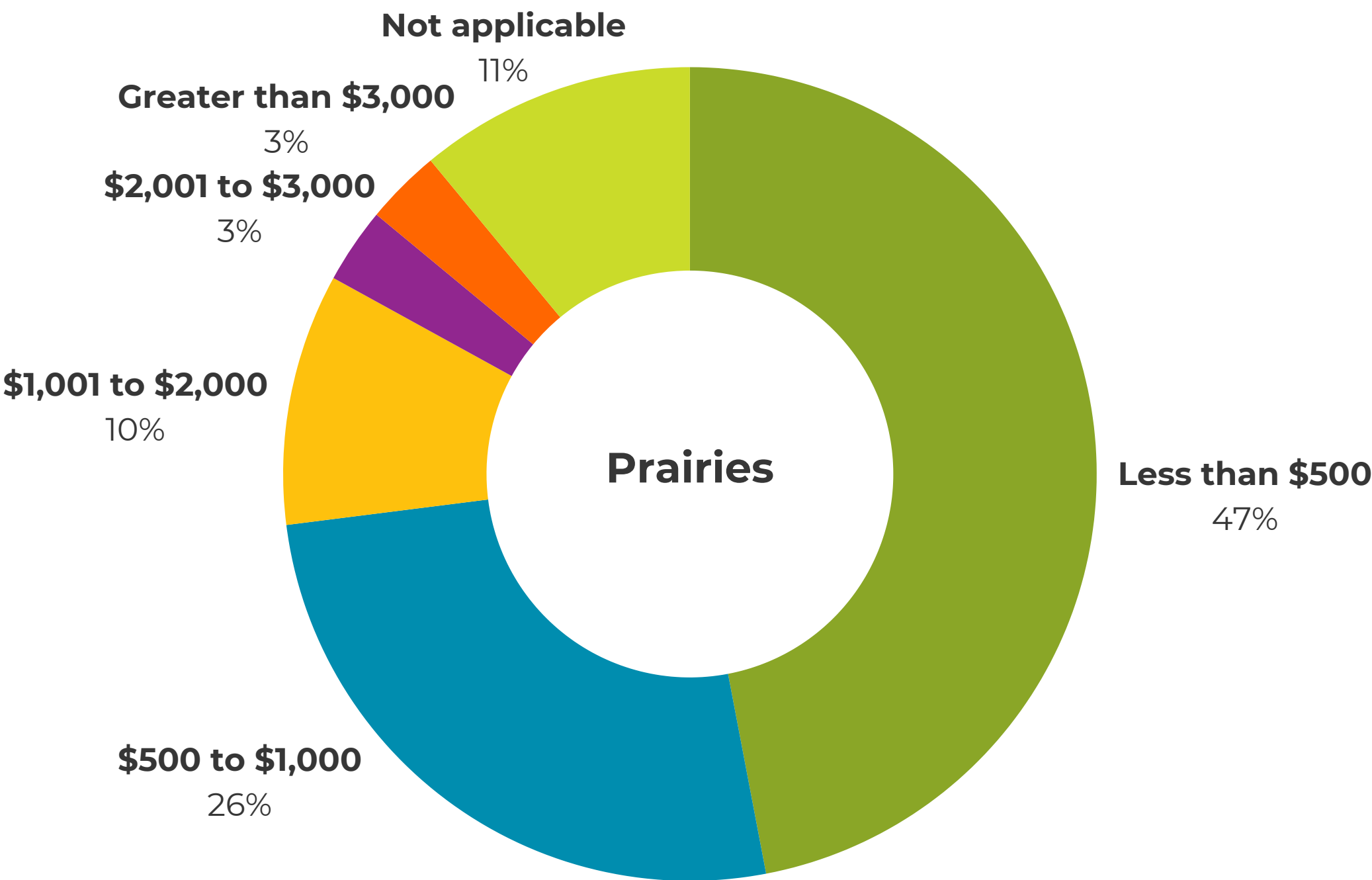
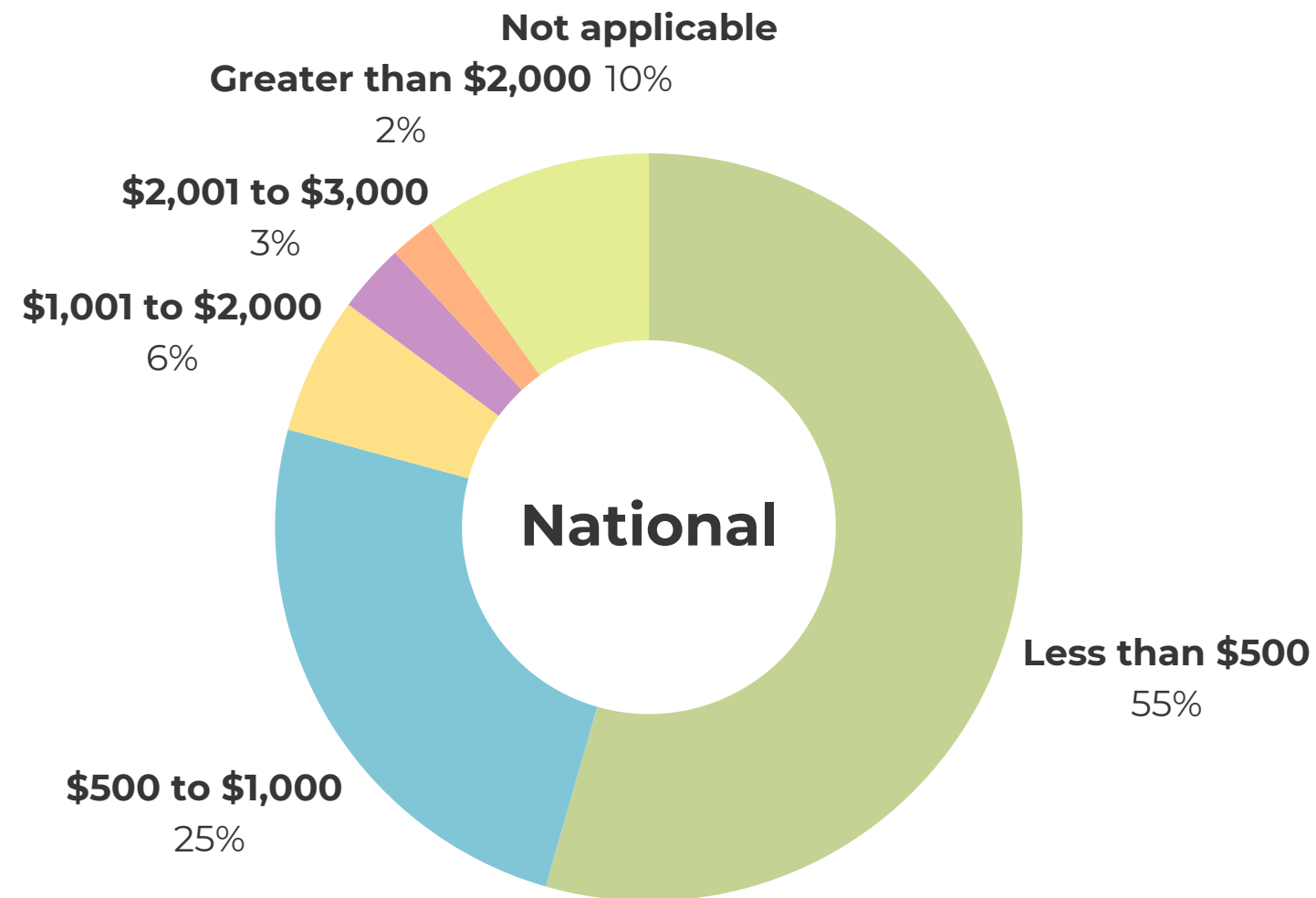


Popular other responses: None/not applicable (20%), employer-based funding (3%) and personal resources (3%).



Amount Respondents Would Personally Spend on Professional Development Annually

n=133



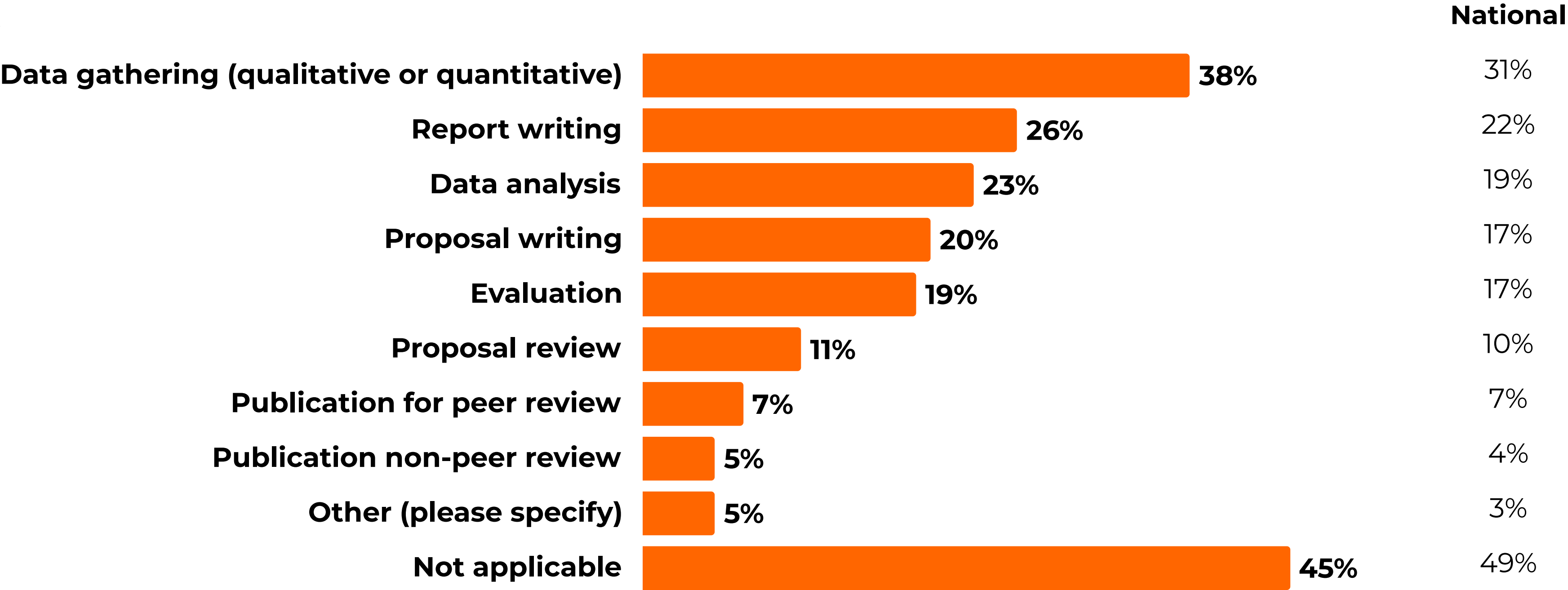
Section 5:

Research and Learning Dissemination



Career Development Research Activities

n=133

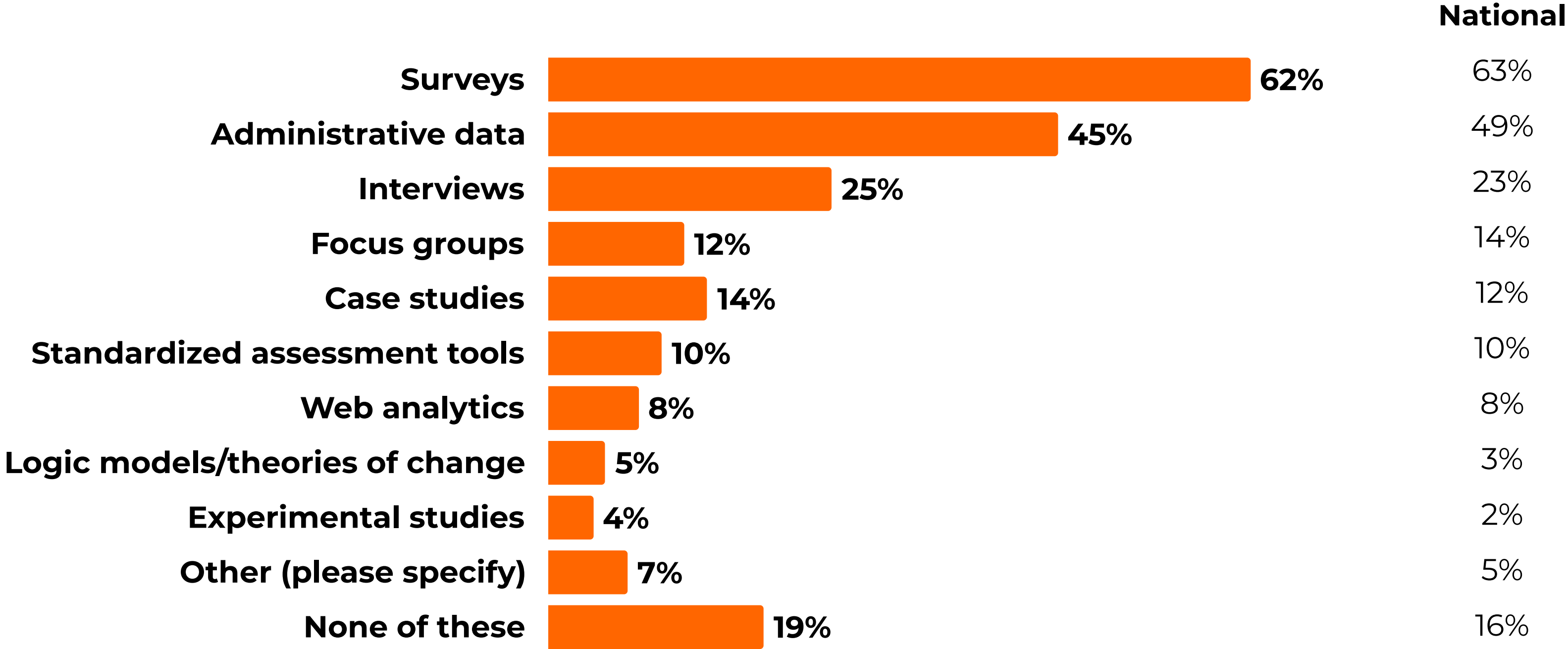


Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Methods for Evaluating the Impact of Services

n=134



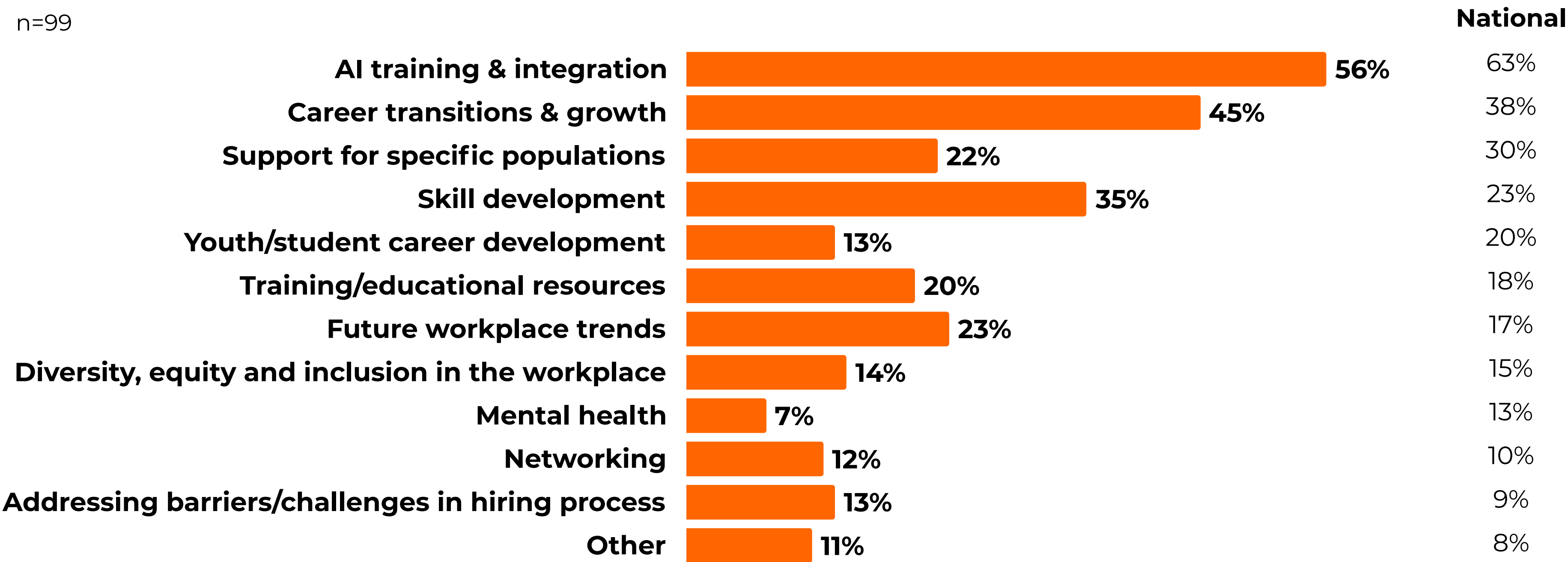
Popular other responses: Client feedback (3%) and employment outcomes (2%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



Preferred Topics for Career Development-Related Research

n=99



Note: This question is open-ended with up to three choices. In these instances, percentages do not add up to 100%.



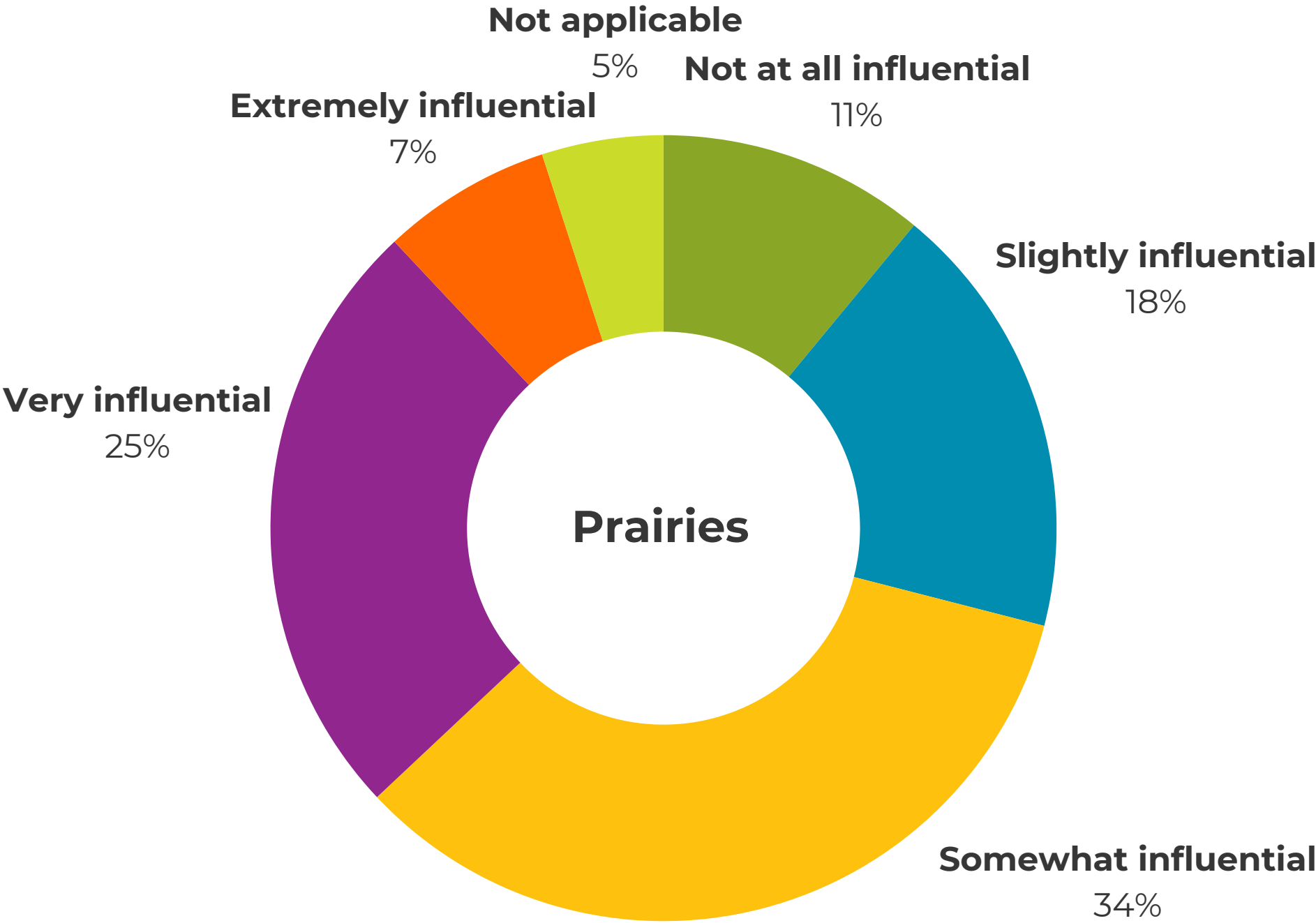
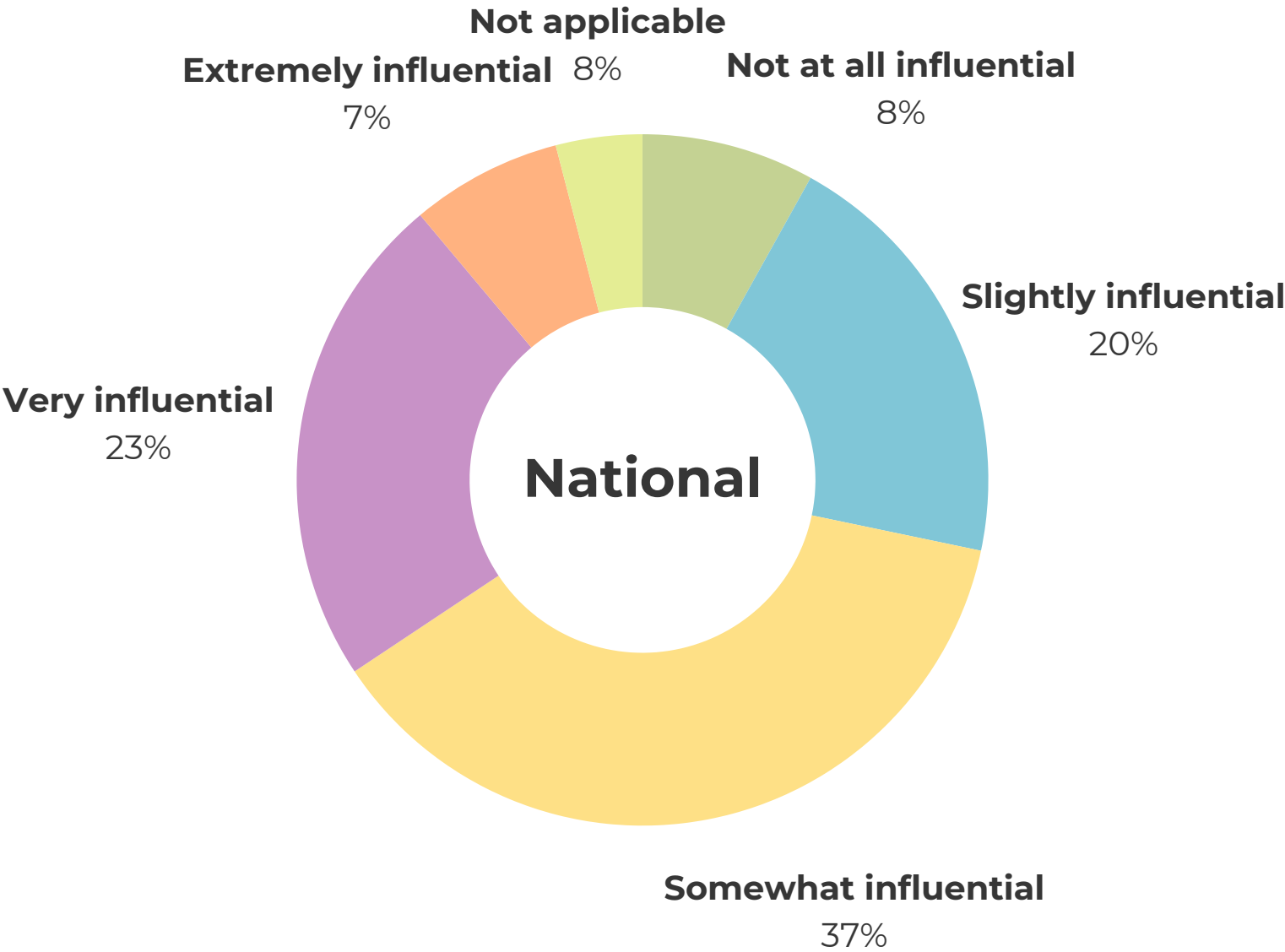
Section 6:

CERIC, the Profession, and Clients



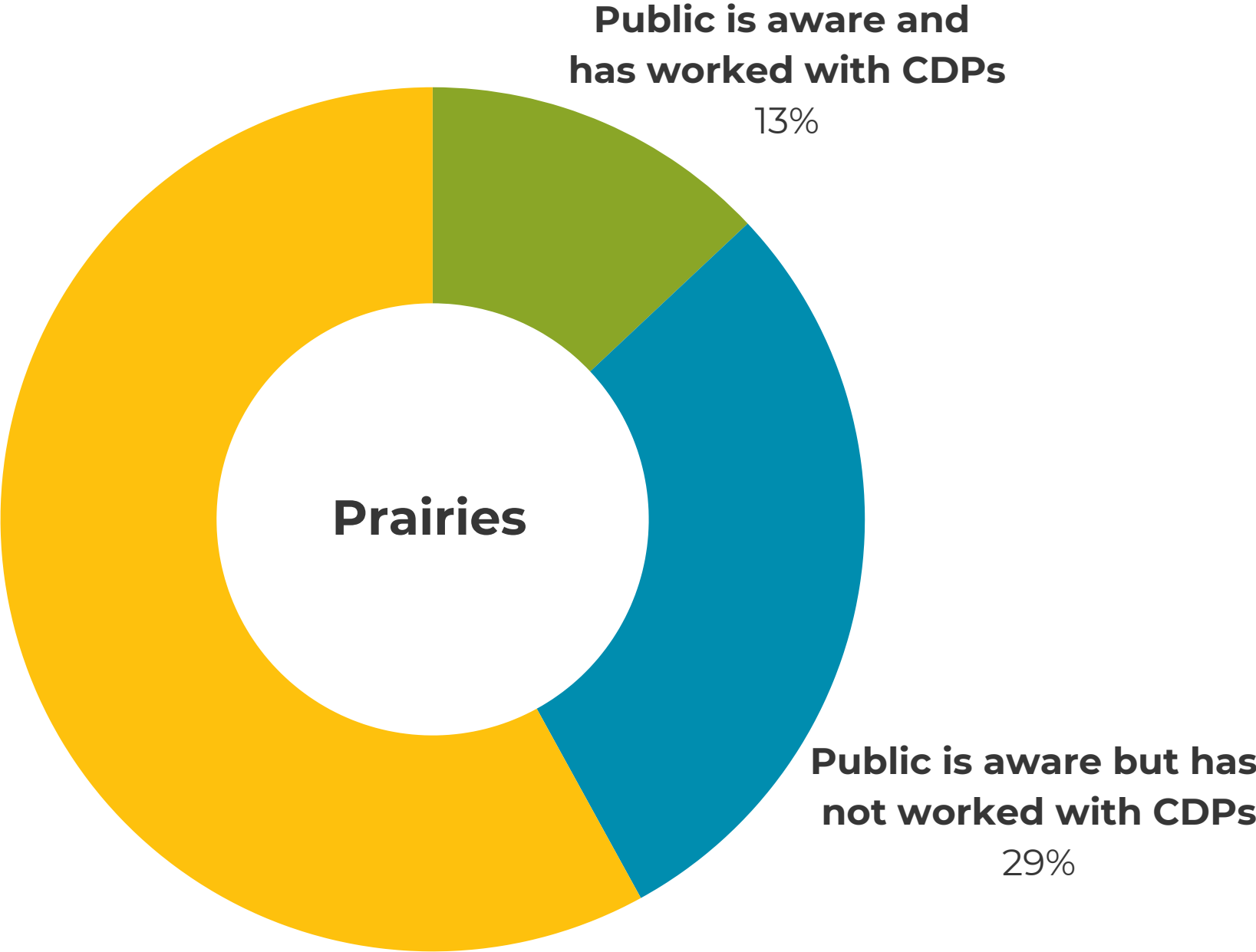
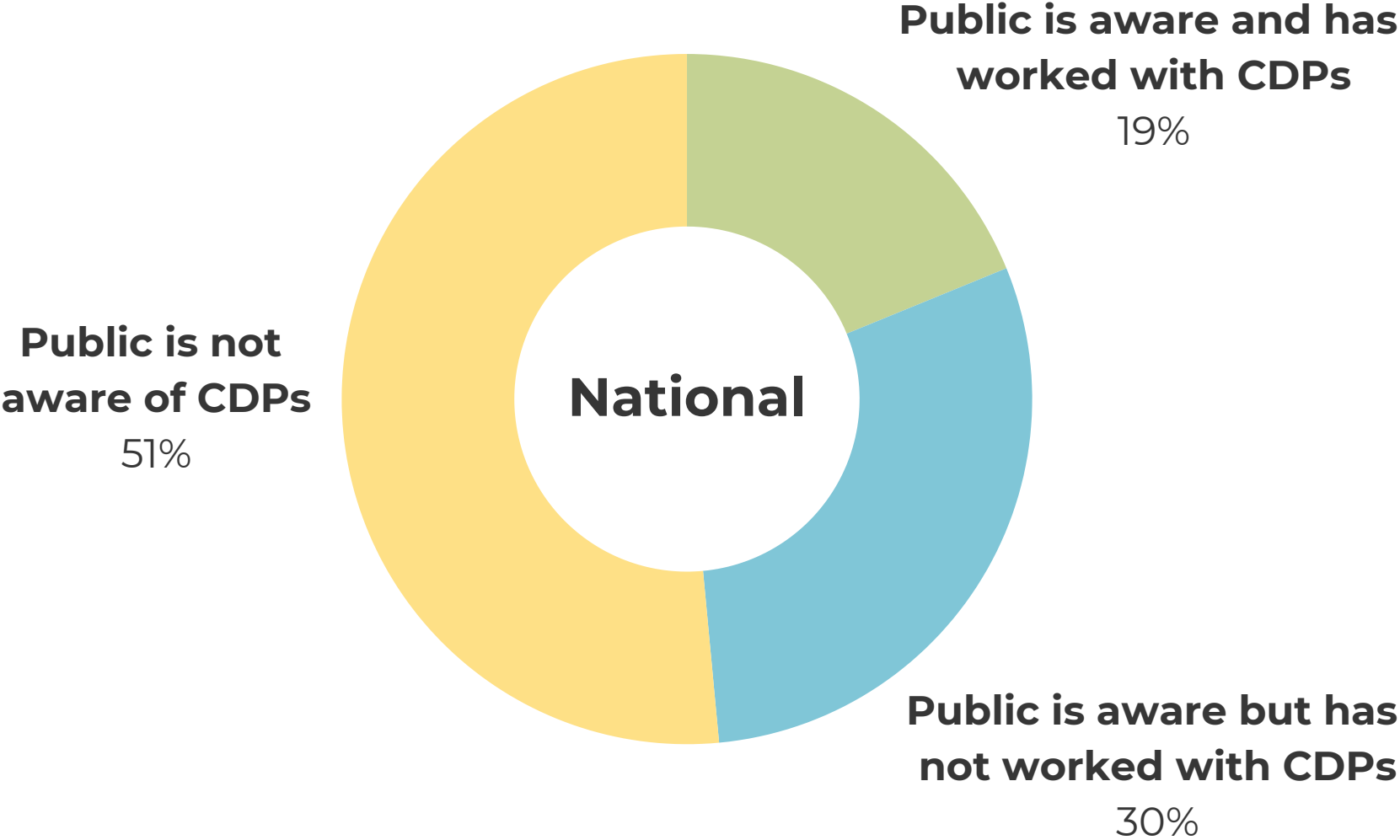
Influence of CERIC and its Programs in CDPs Work

n=134



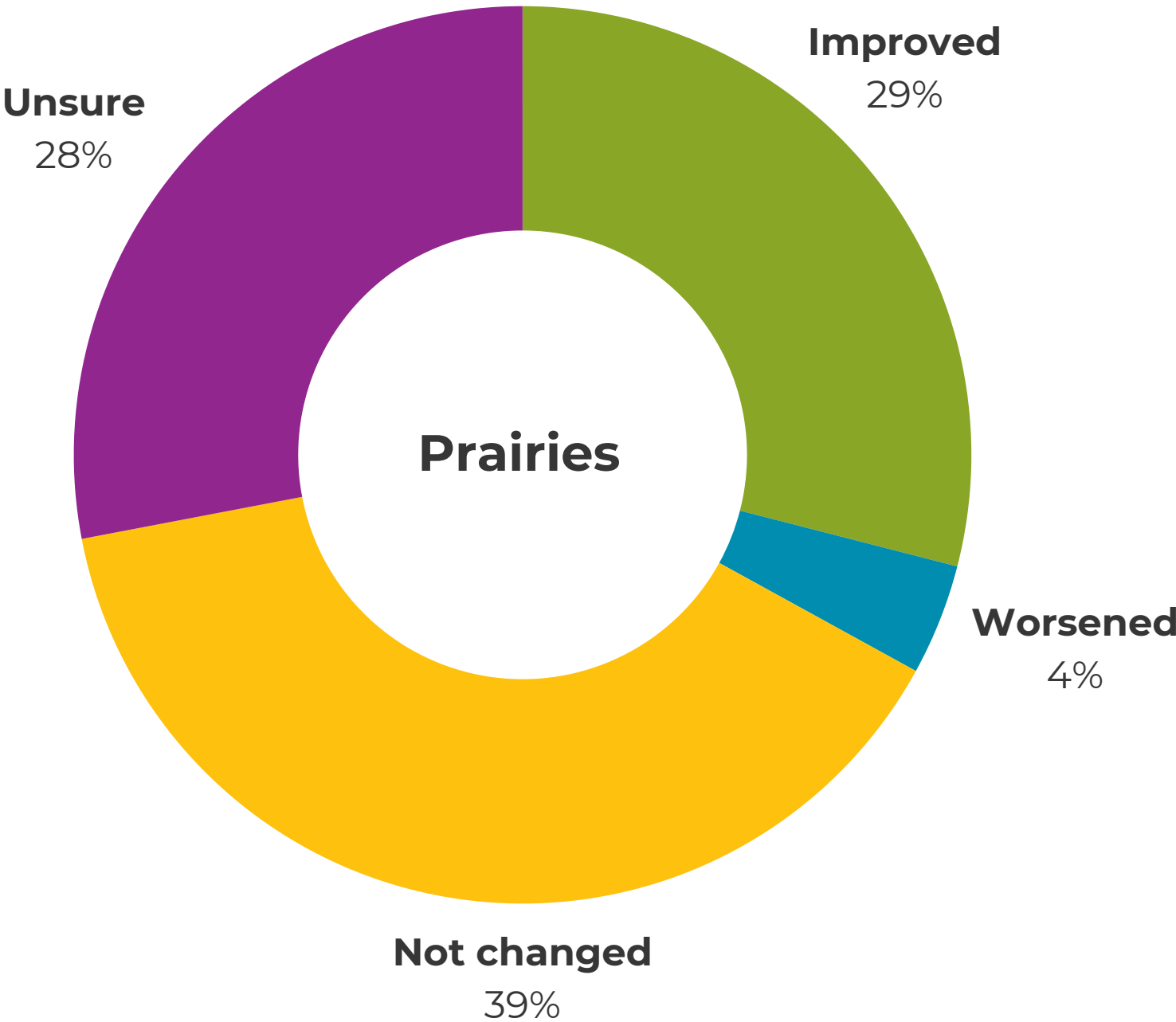
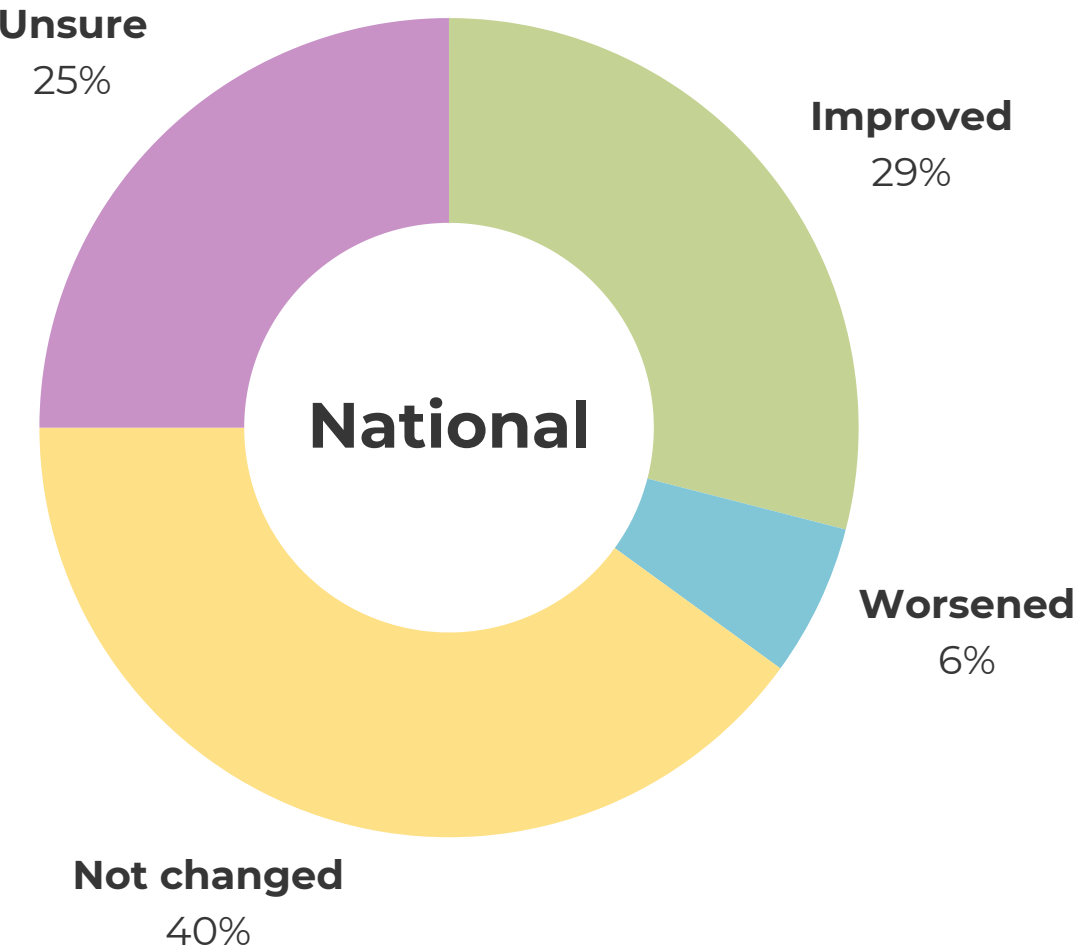
Perception of Public's Awareness of CDPs

n=131



Perceived Change in Public's Perception of CDPs' Value in the Past Few Years

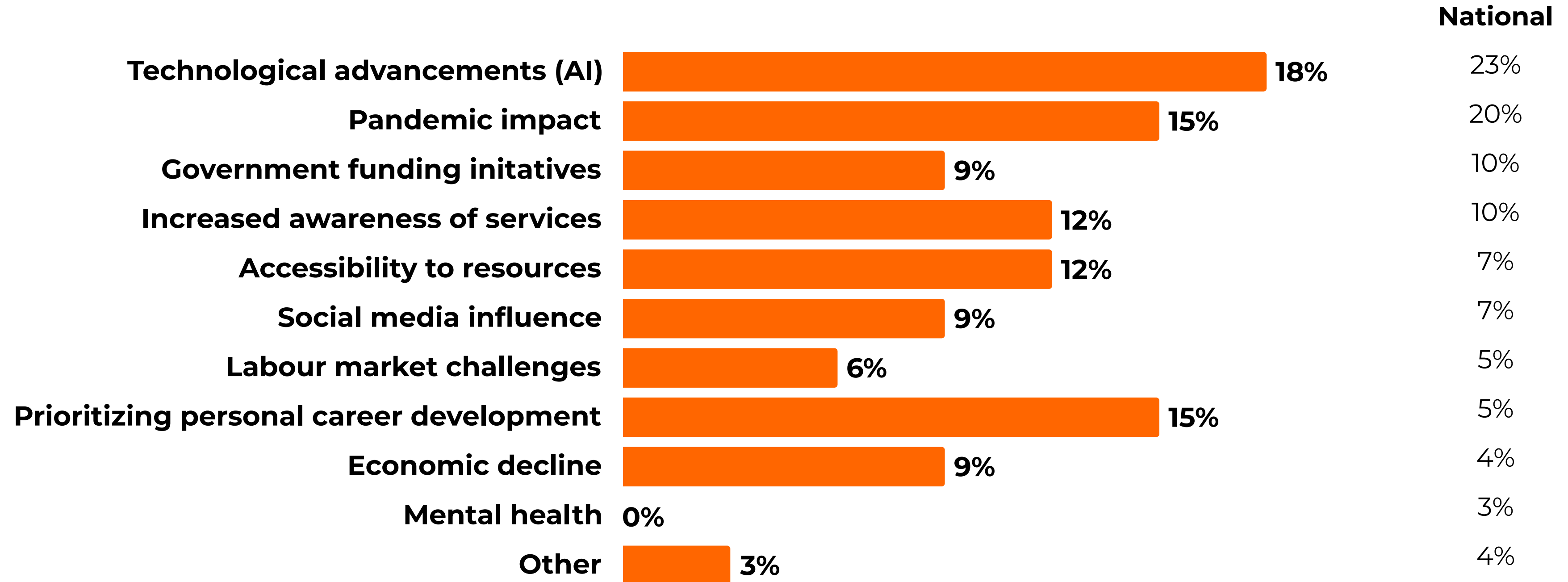
n=134



Factors Impacting the Change in Public Perception of CDPs

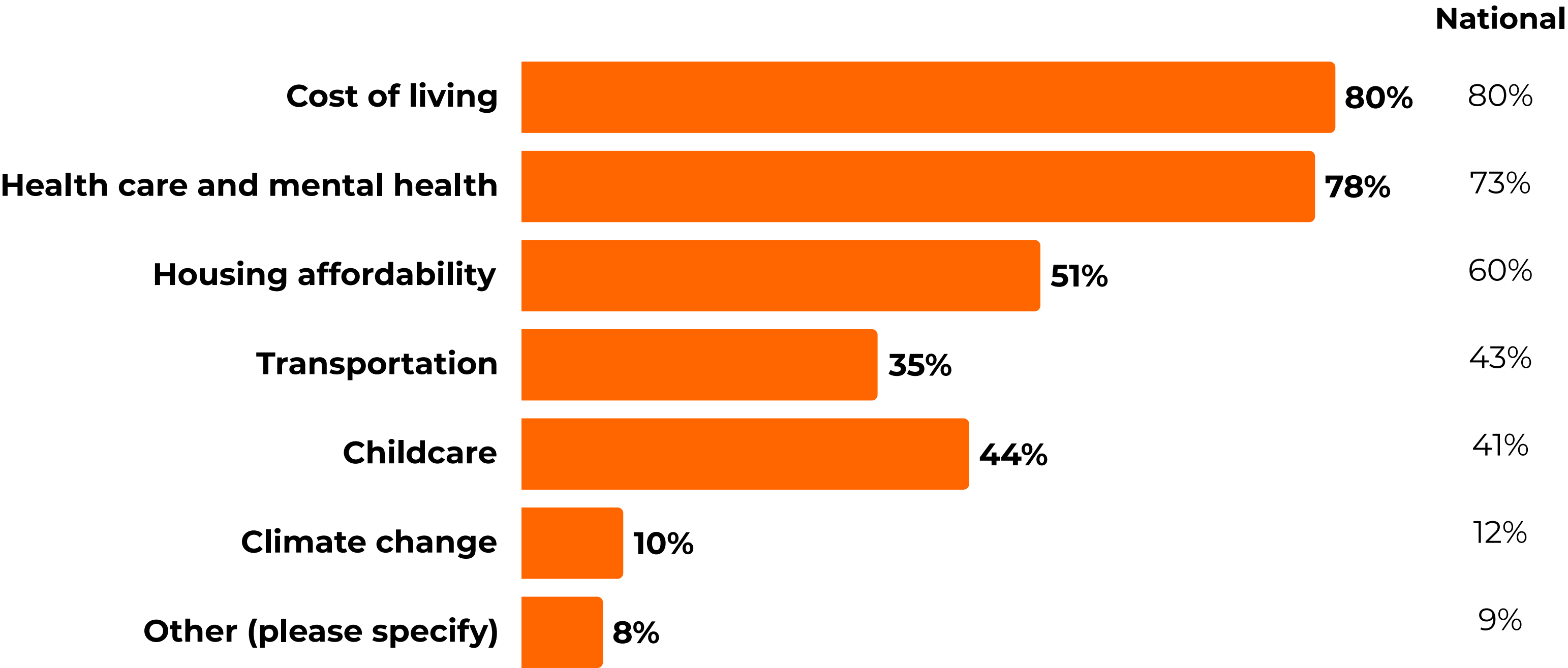
(among respondents believing it has changed)

n=33



Issues Intersecting with Work as Career Service Professional

n=134



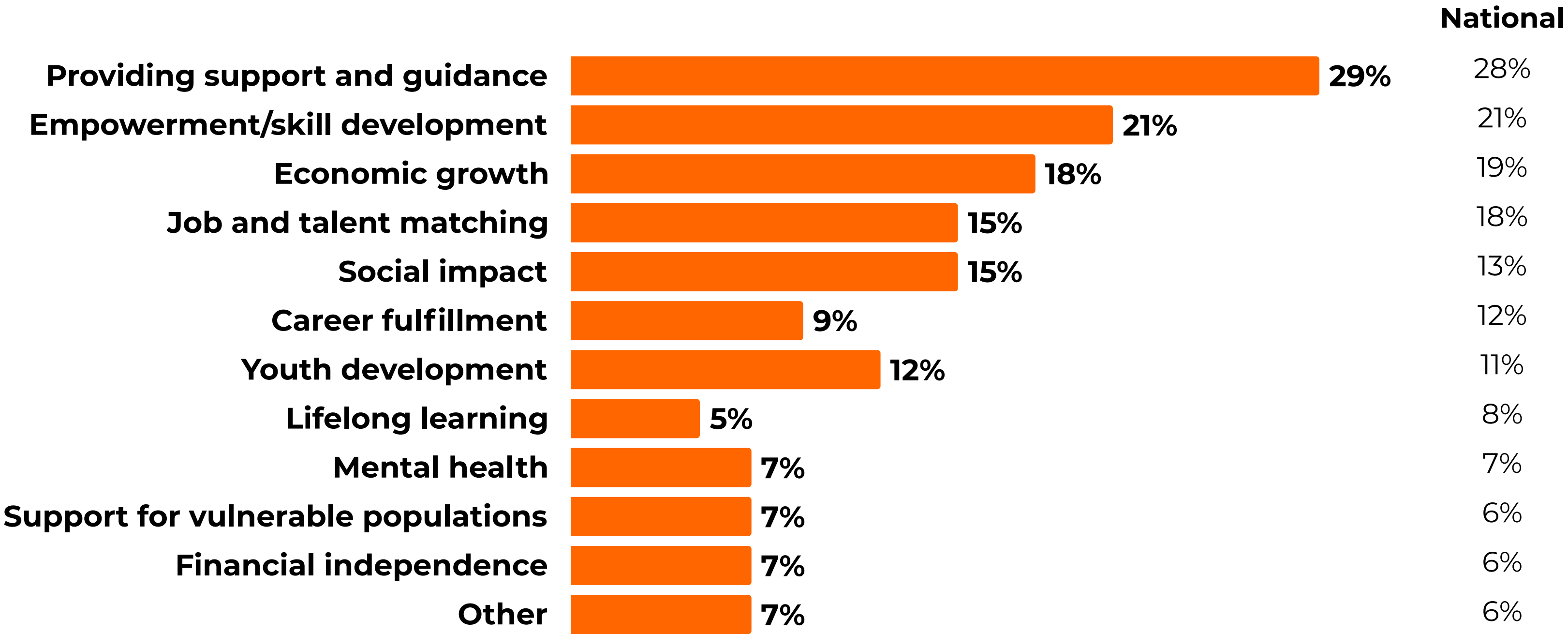
Popular other responses: Education and training access (2%).

Note: For this question respondents could check all that apply. In these instances, percentages do not add up to 100%.



How Your Work In Career Services Advances the “Public Good”

n=85

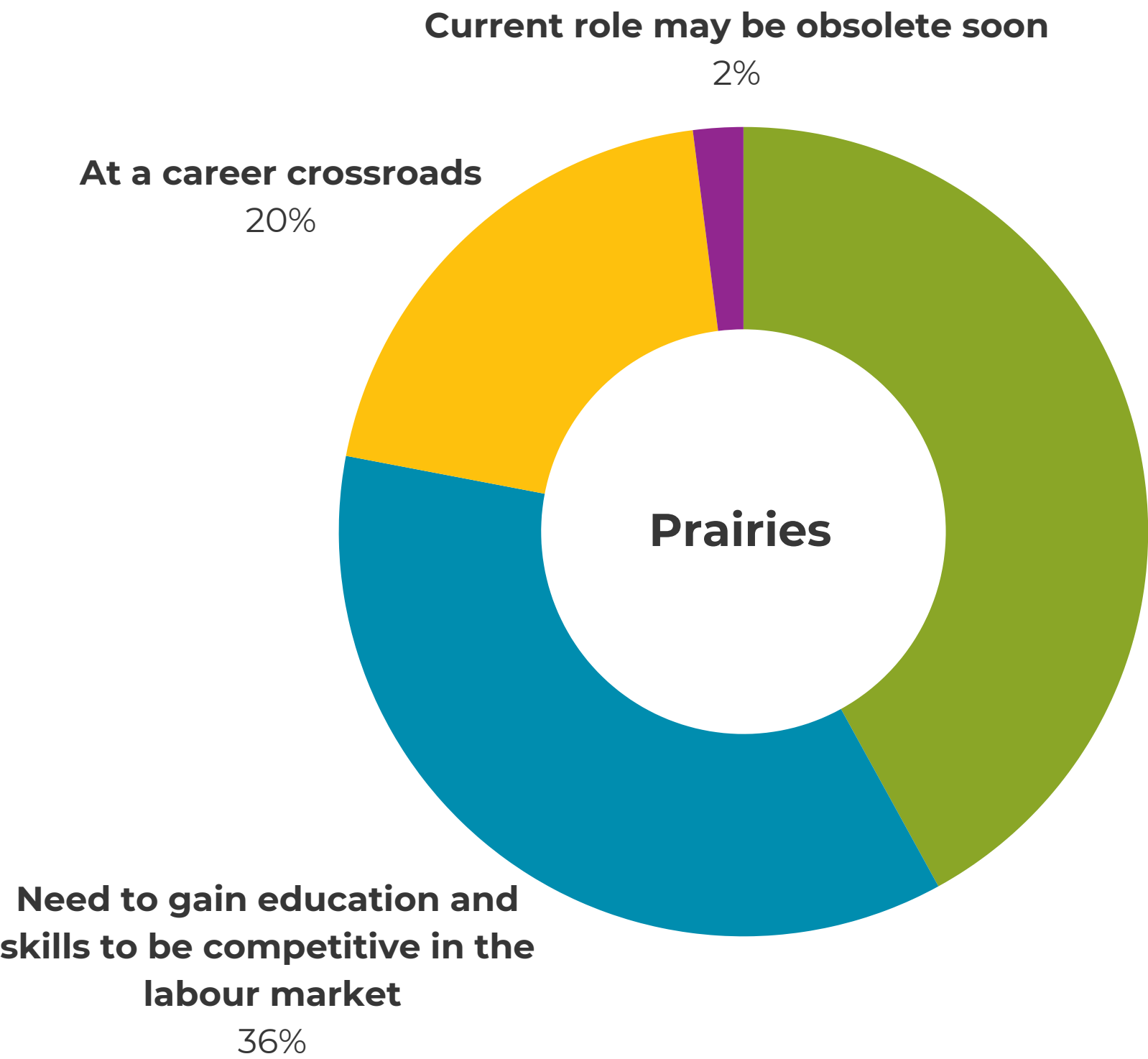
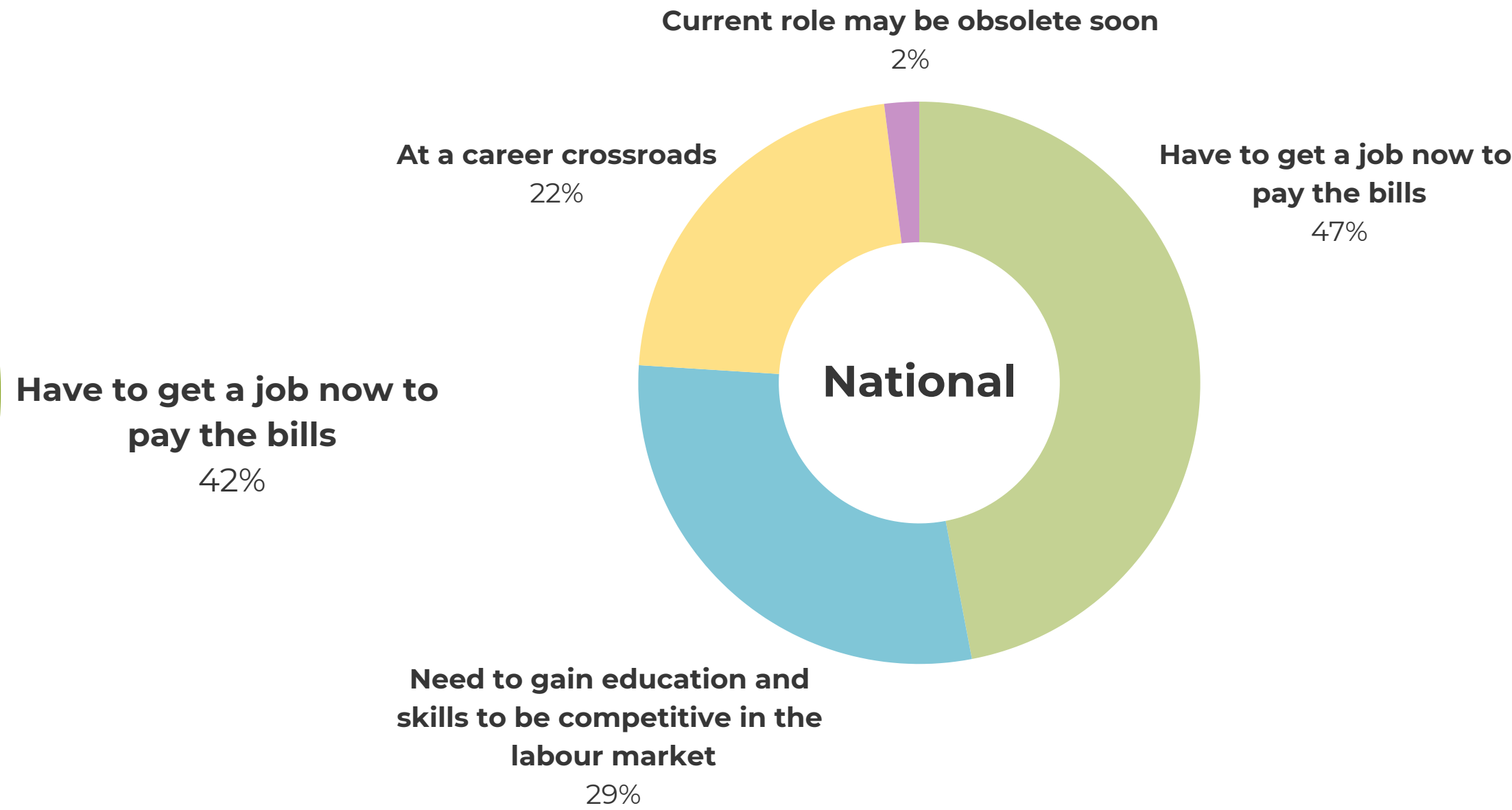


Popular other responses: Improving work-life balance (2%), advocacy (4%) and sustainability (1%).



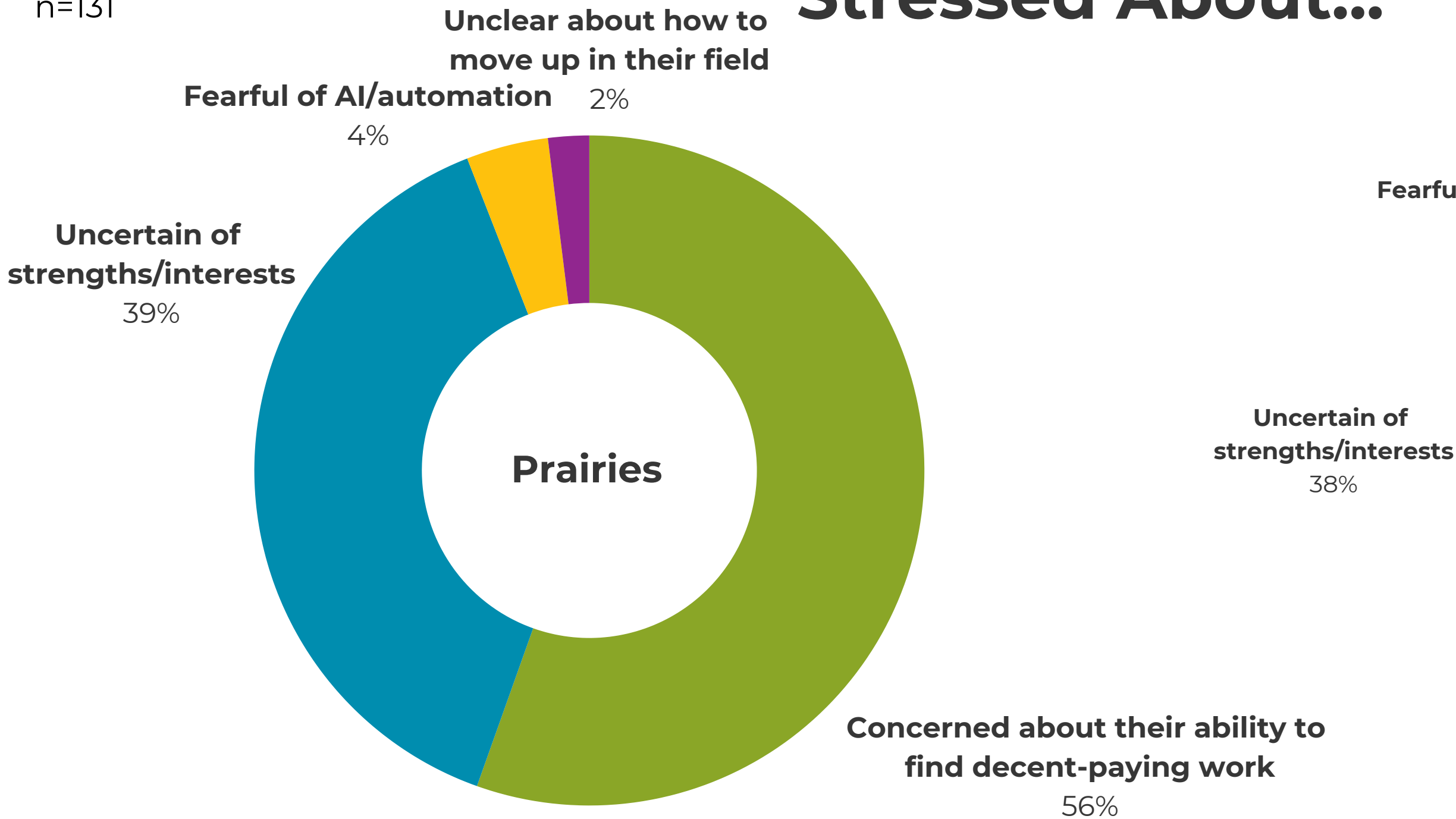
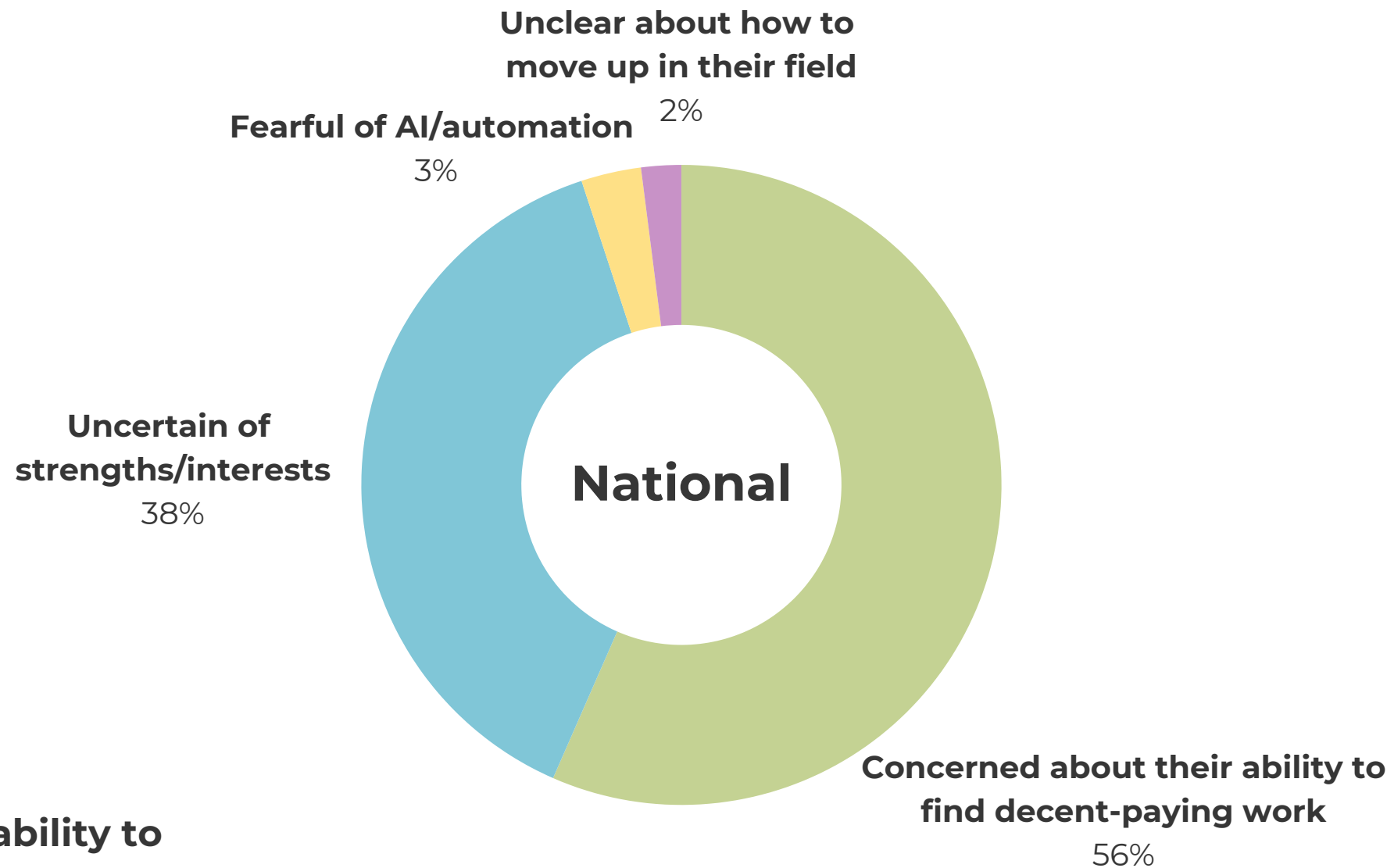
Main Concern among Clients and Students About Navigating Careers

n=133



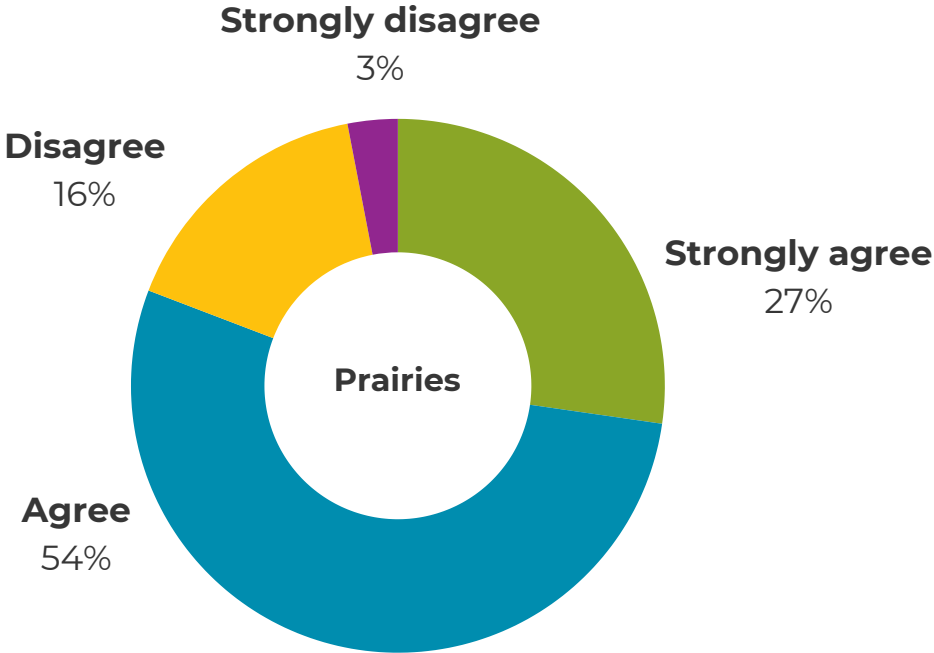
Regarding Next Steps in Their Careers Individuals Are Mostly Stressed About...

n=131

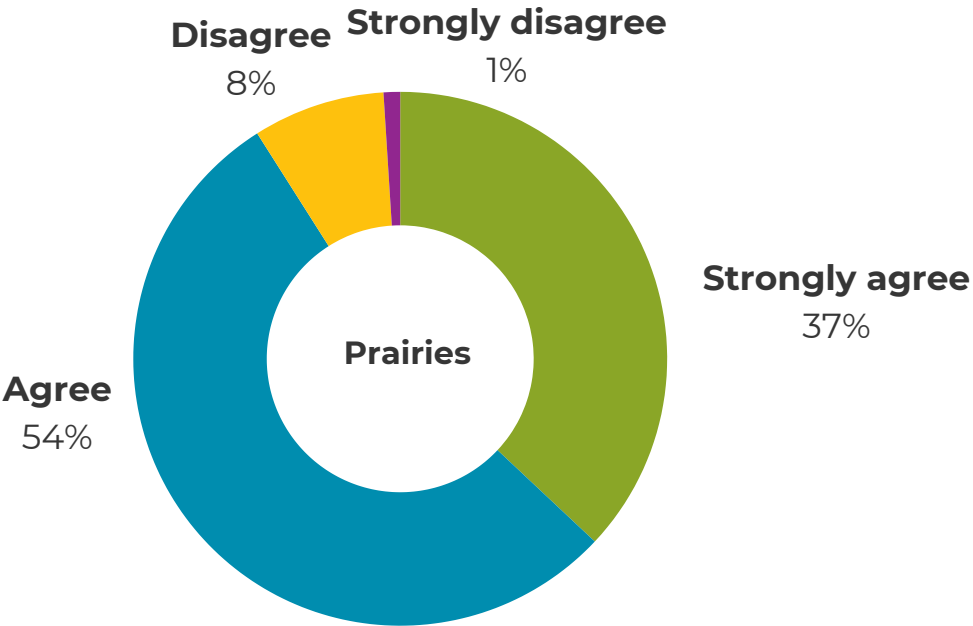


Post-pandemic Shifts in Clients' Personal Considerations

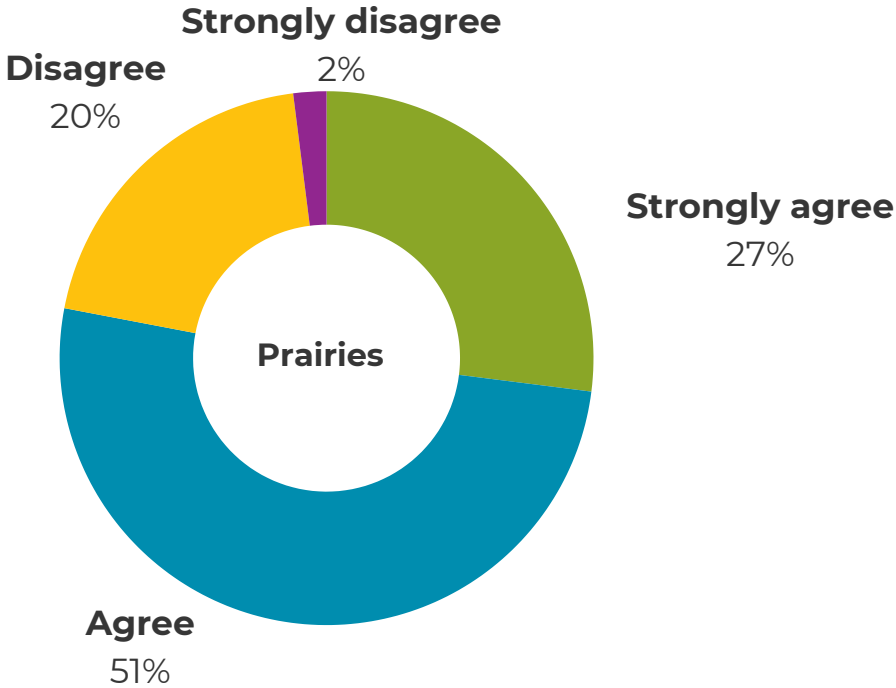
n=132 **Greater importance on remote and hybrid work**



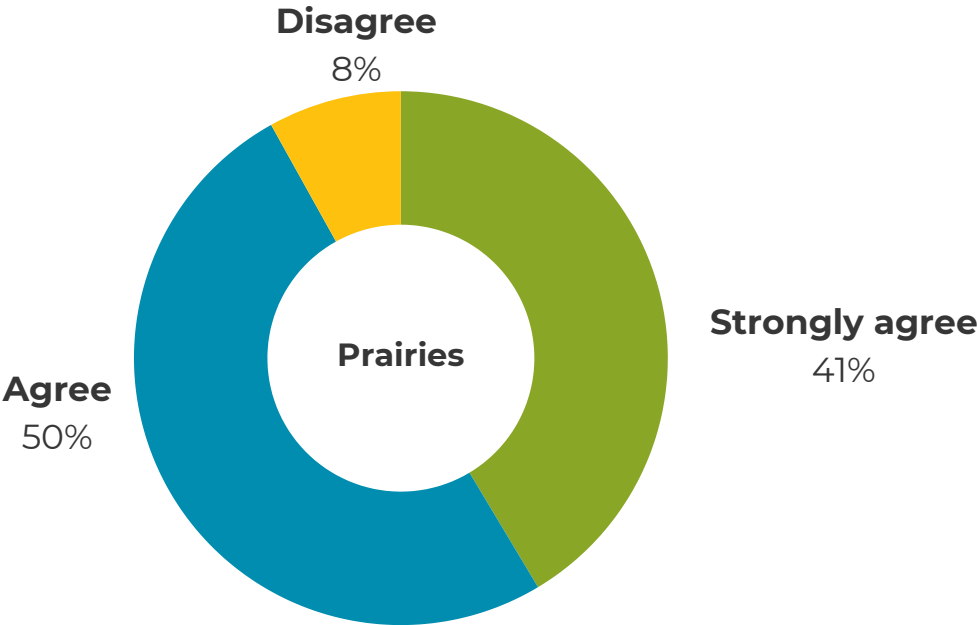
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career

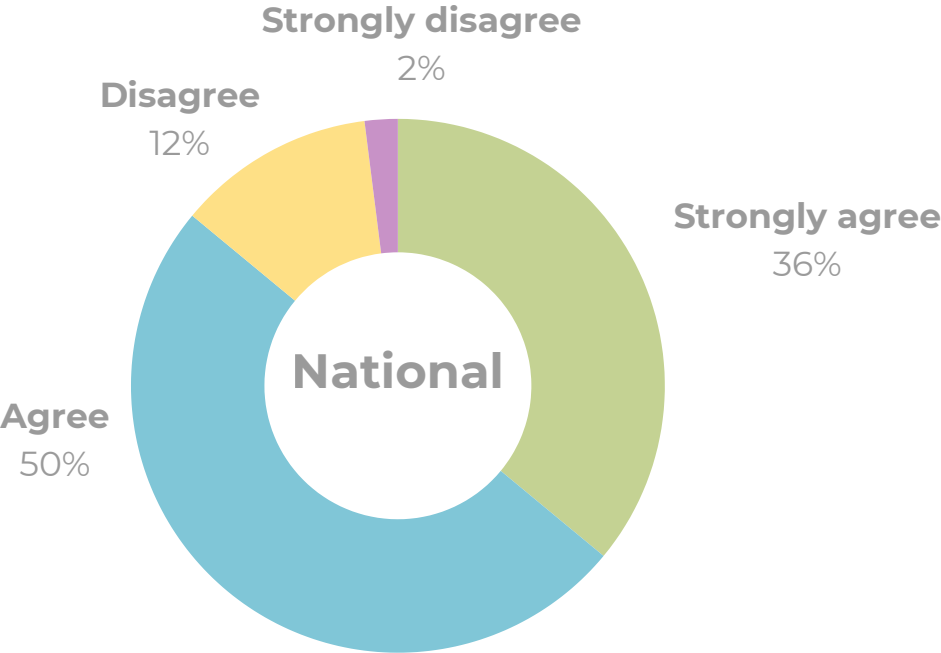


Looking for a better work-life balance

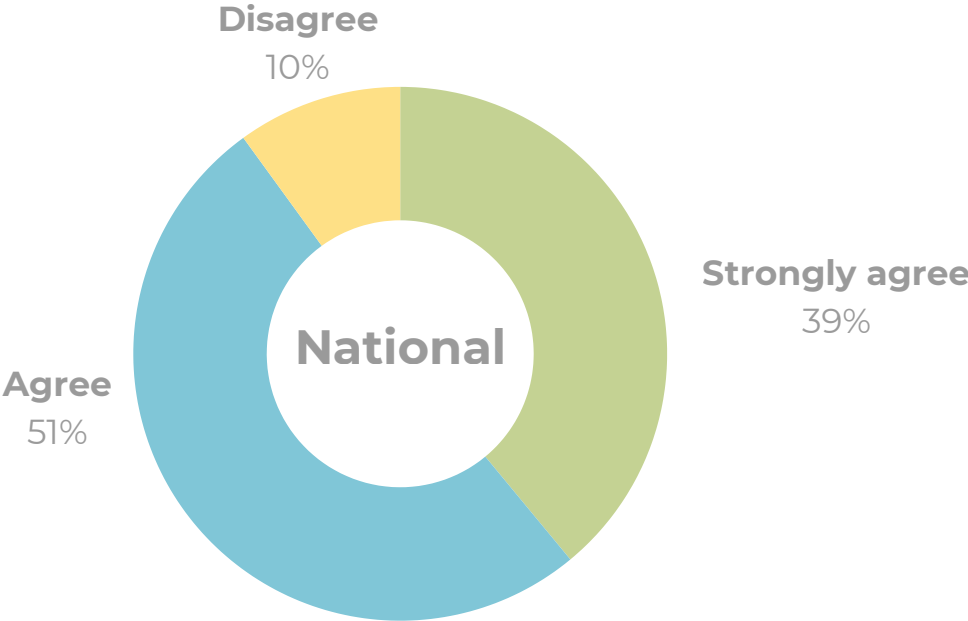


Post-pandemic Shifts in Clients' Personal Considerations (National)

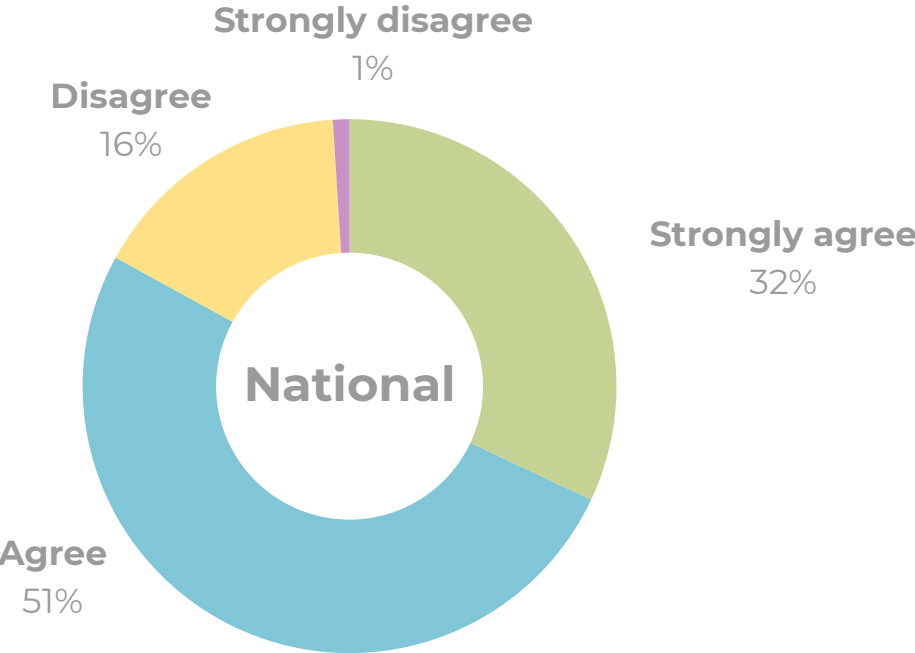
Greater importance on remote and hybrid work



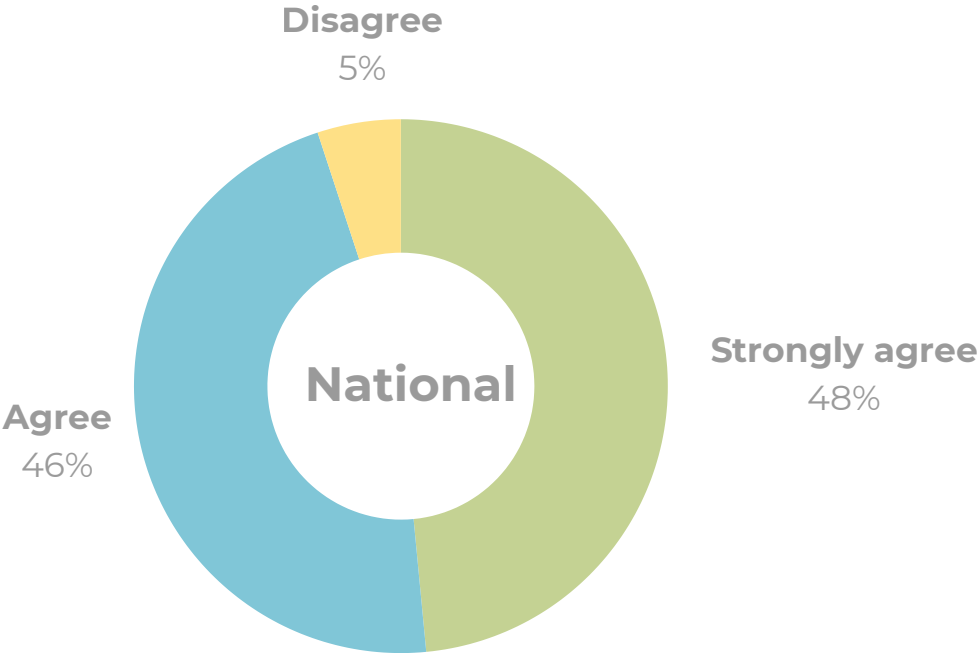
Prioritizing job security in the current economy



A desire to find more purpose or meaning in a career



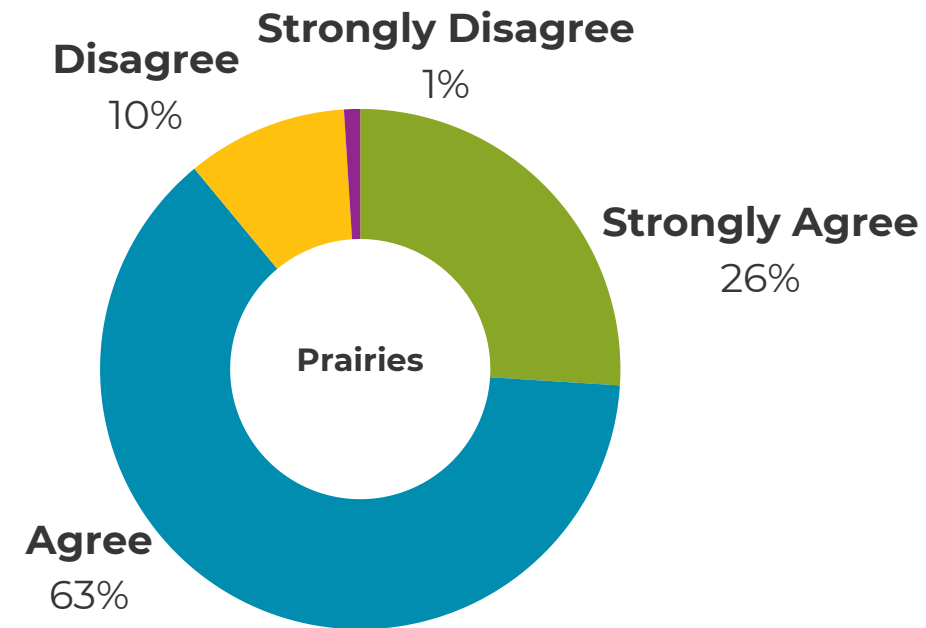
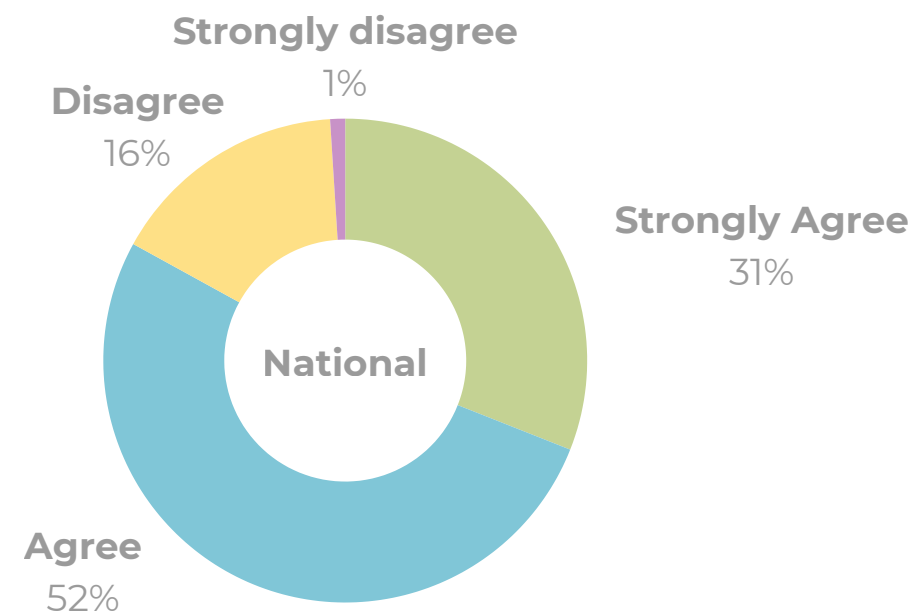
Looking for a better work-life balance



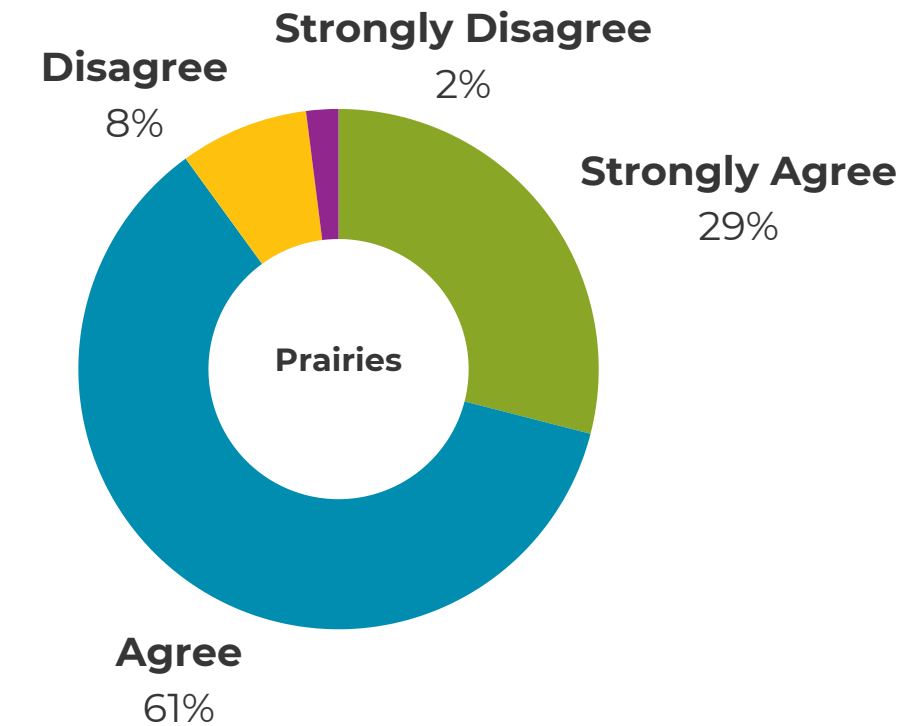
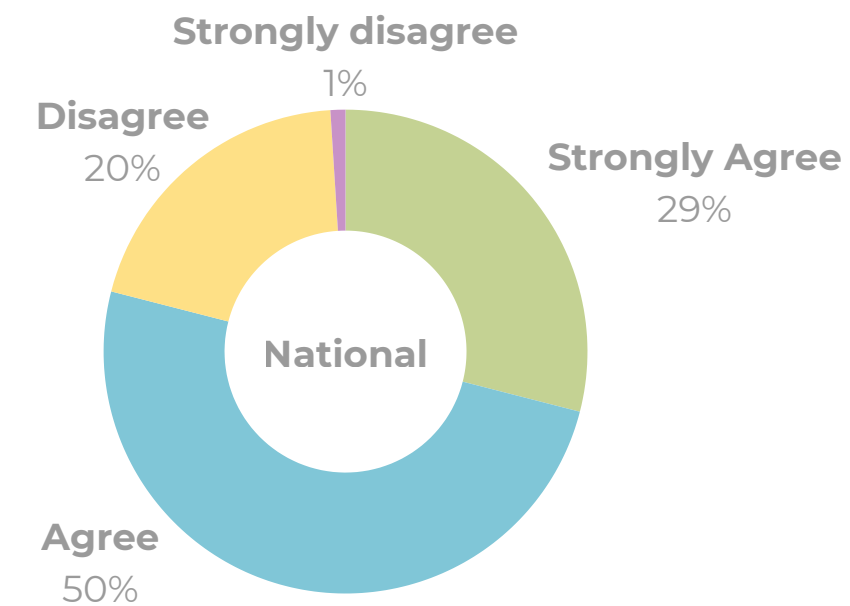
Career Myths Based on Experience with Clients

n=131

**Most believe career guidance
is not available beyond high school**



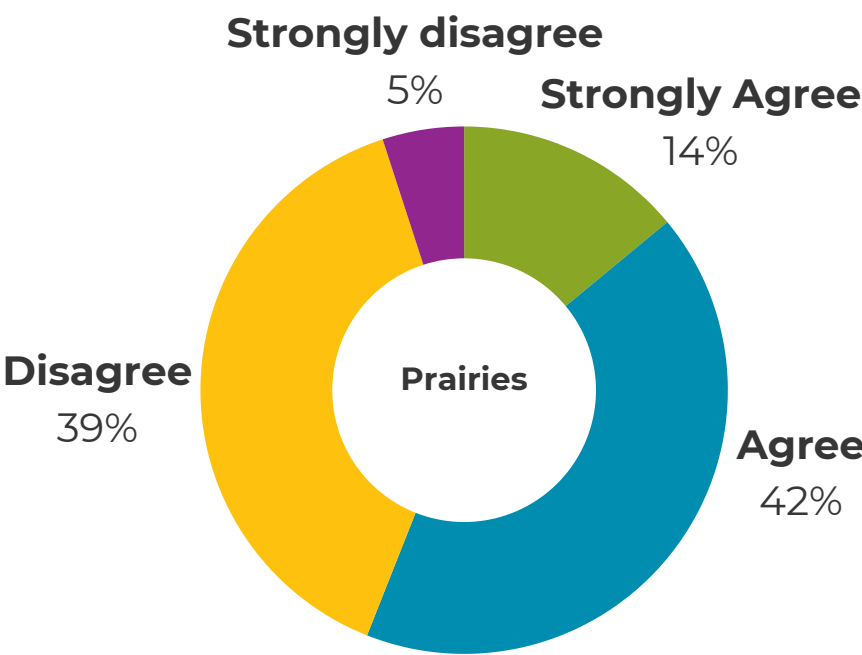
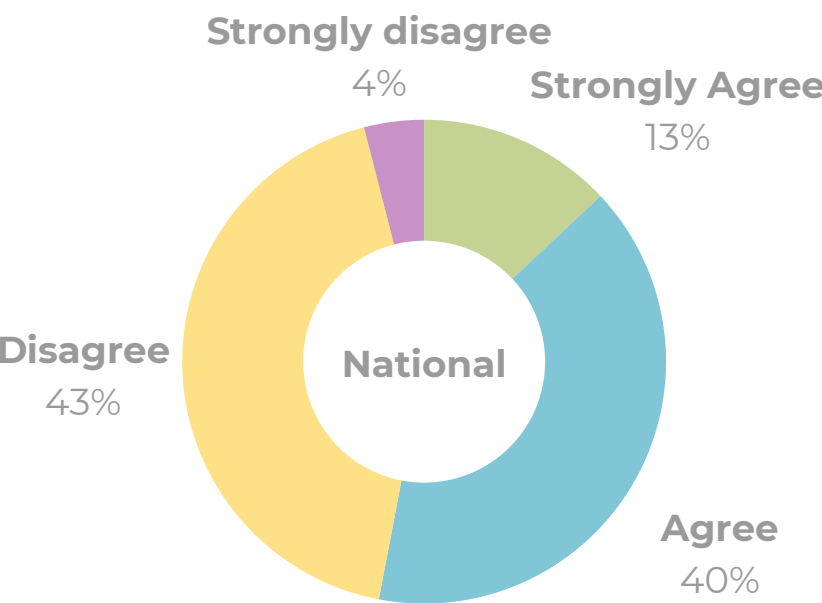
**Most believe careers
are linear**



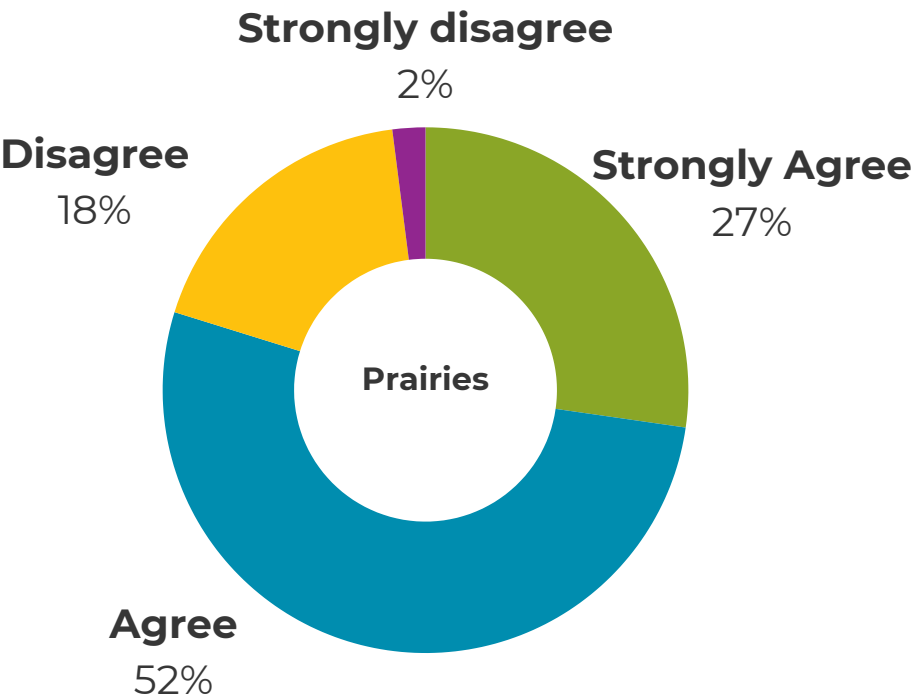
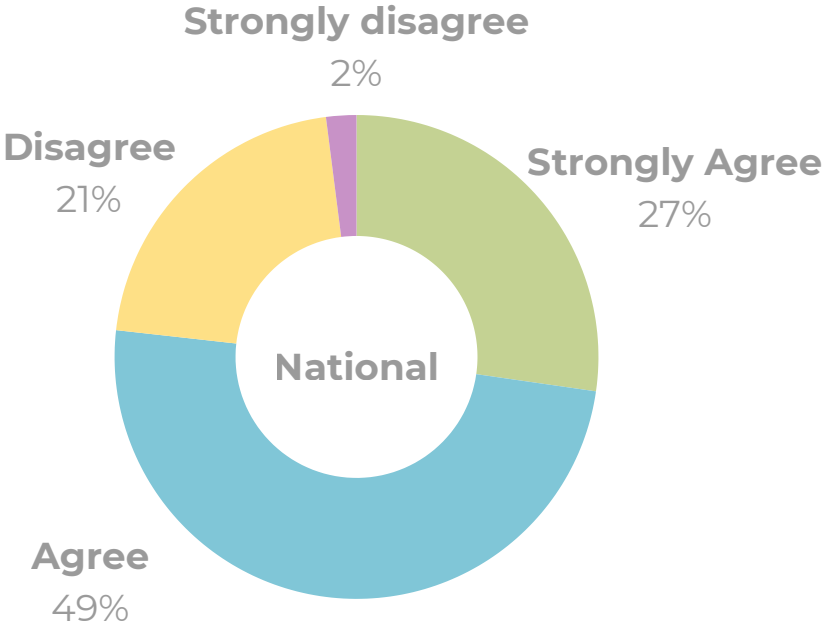
Career Myths Based on Experience with Clients (continued)

n=131

Most believe if they follow their passion they will find their dream job



Most believe choosing a career means deciding what you will do the rest of your life

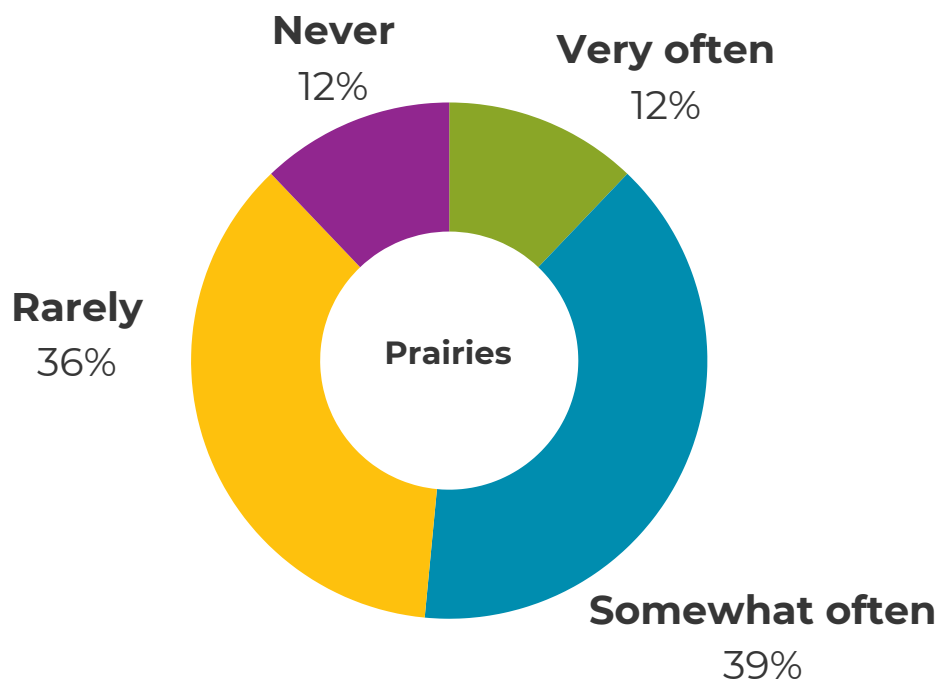
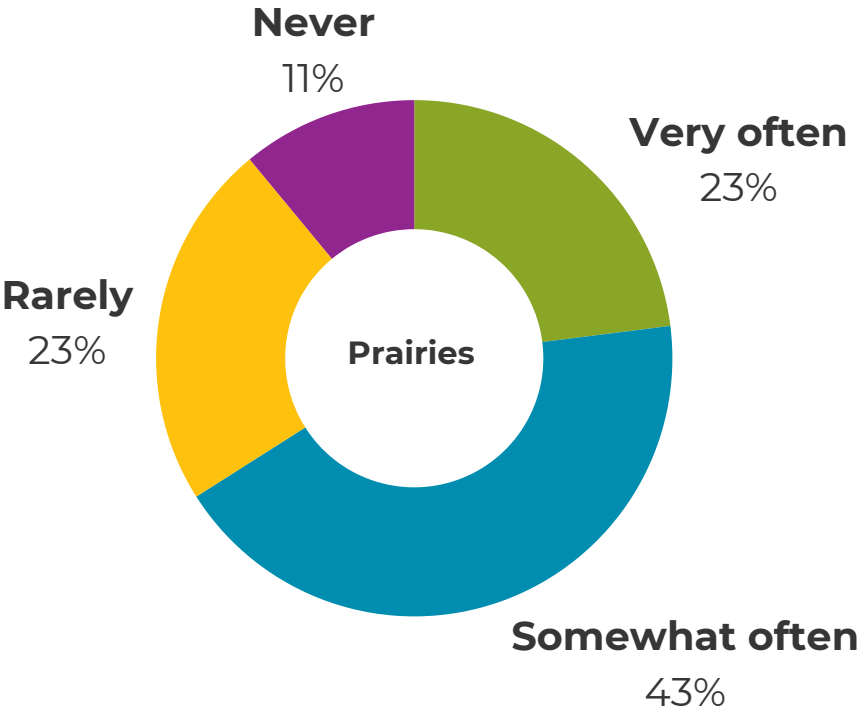
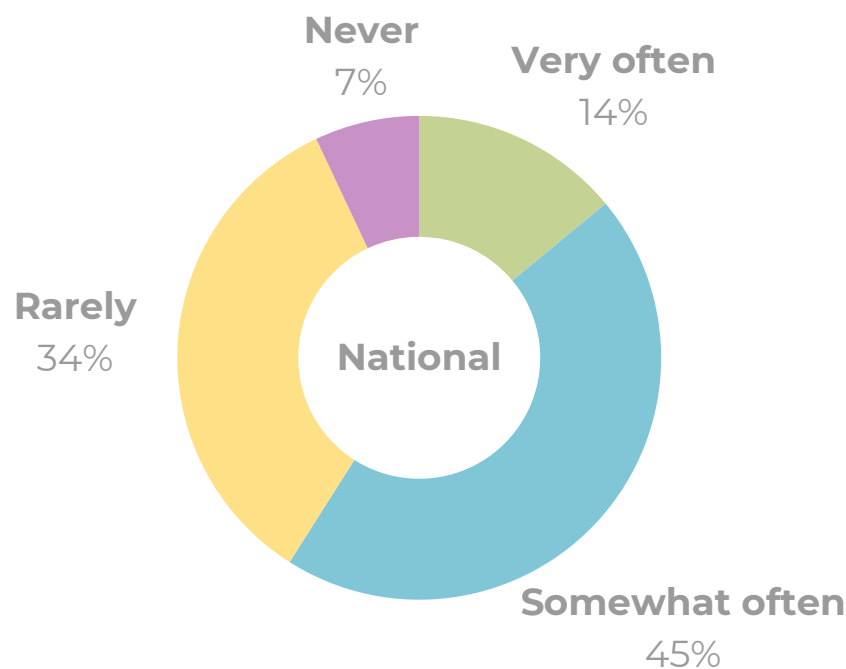
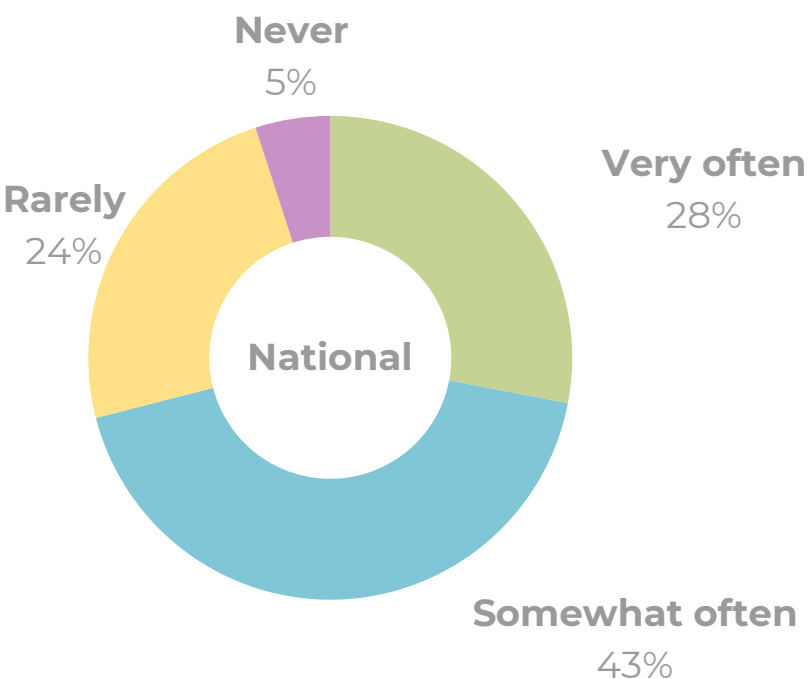


Frequency of Shared Views from Clients

n=129

I wish I hadn't narrowed my options so soon and had been able to explore other careers

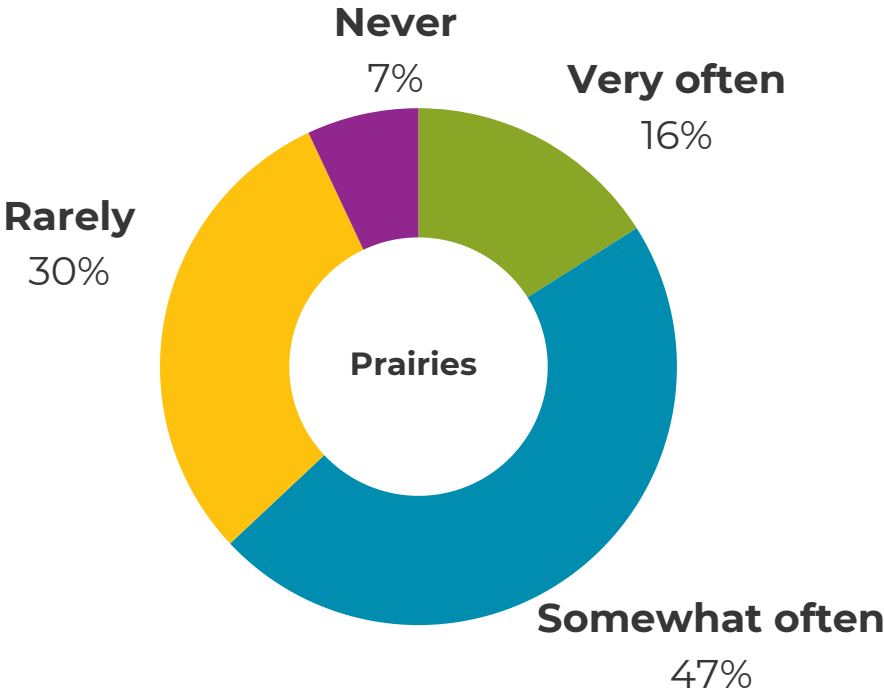
I wish I had chosen a career that is aligned with my values



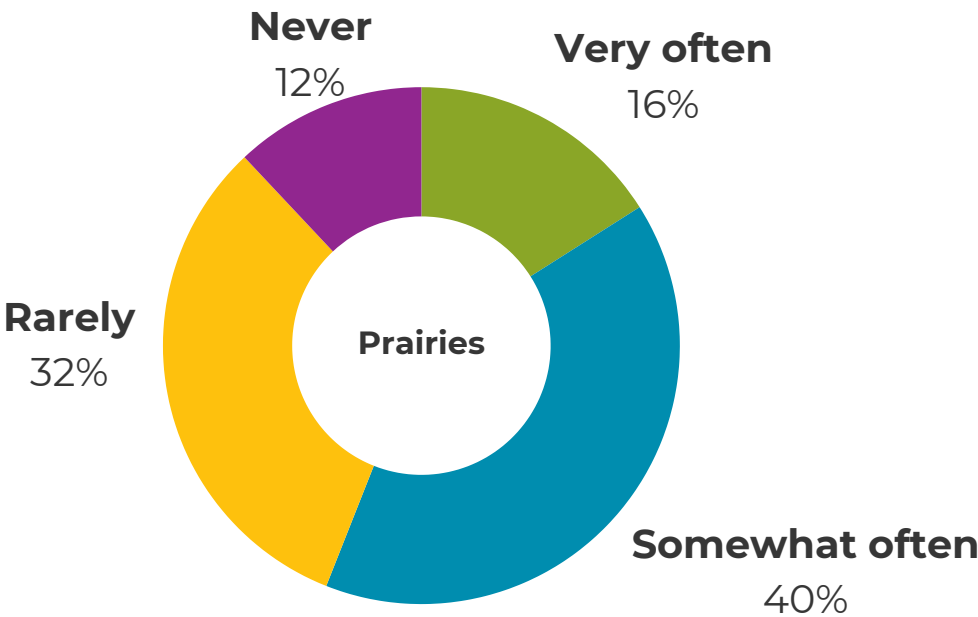
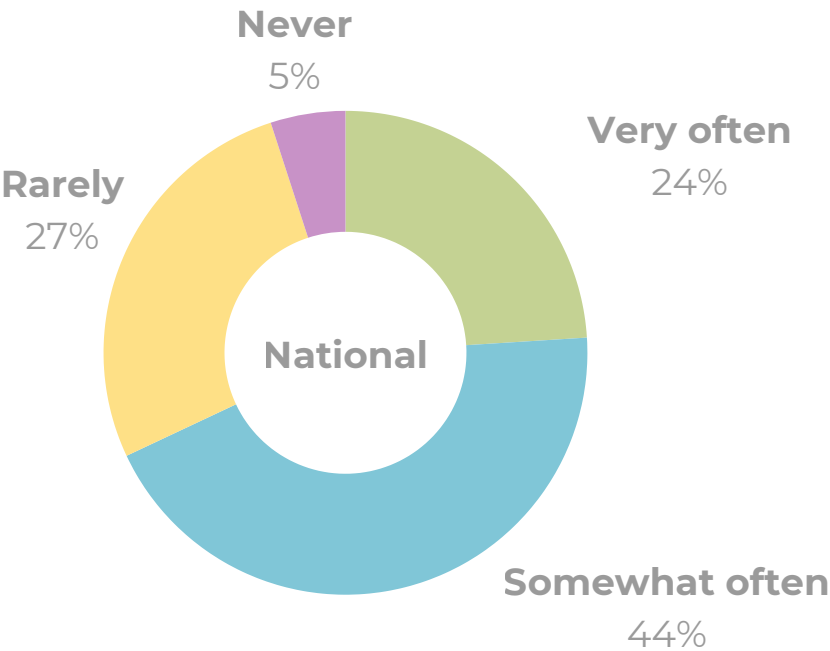
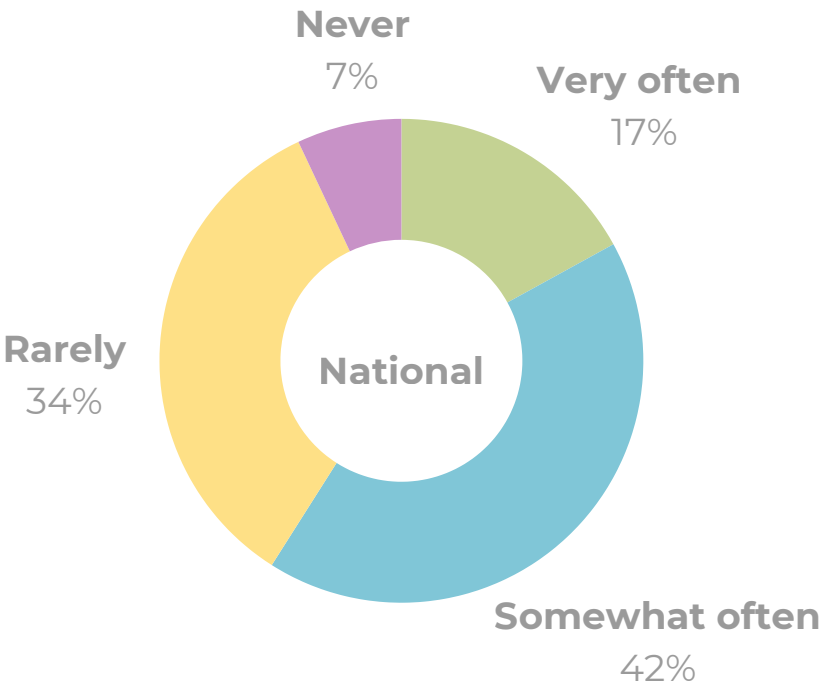
Frequency of Shared Views from Clients (continued)

n=129

I wish I hadn't been pressured into choosing a career path that wasn't what I wanted to pursue

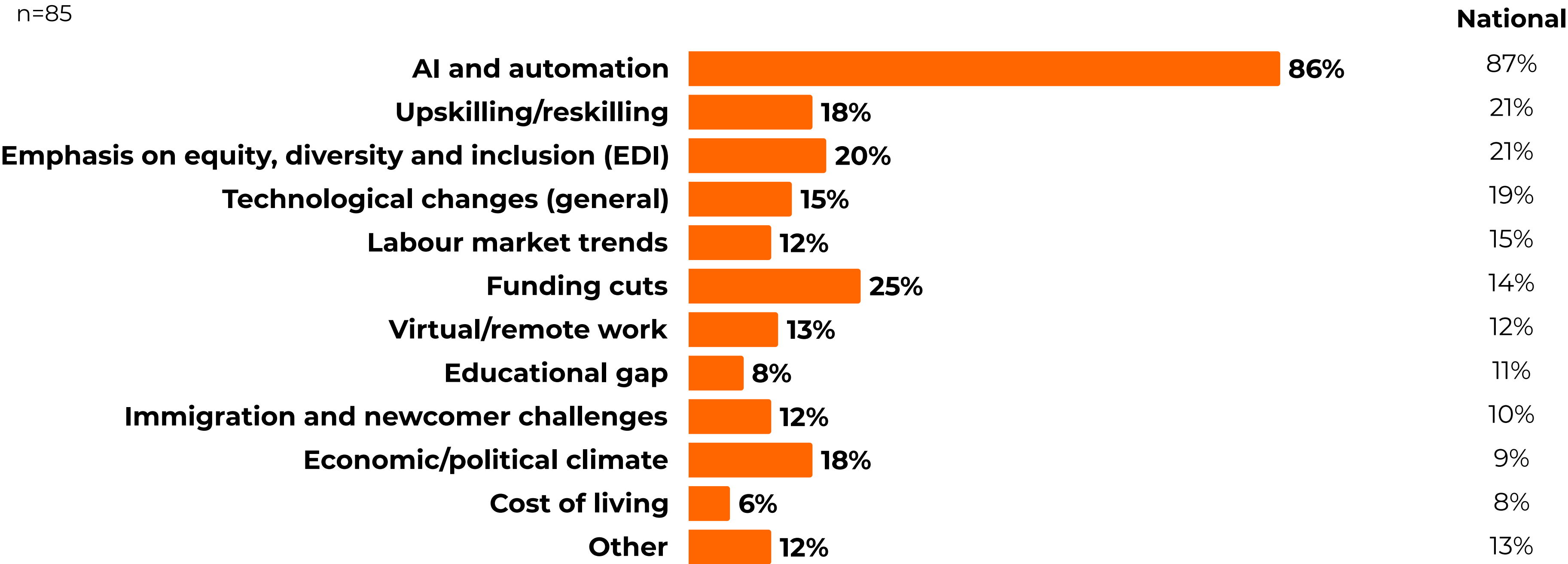


I wish I hadn't let fear prevent me from taking a different career direction



Anticipated Changes in Practice Over Next Five Years

n=85



Note: This question is open-ended with up to three choices. In these instances, percentages do not add up to 100%.



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