

Career Professionals of Canada



2020 Annual Report



CareerProCanada.ca

December 1, 2019 – November 30, 2020

Hello friends,

Career Professionals of Canada's mission is to inspire and enable practitioners in advancing their career, business, and professional development goals – and we've done that. Despite the challenging circumstances during 2020, we have grown in ways we never knew possible. So, it's my pleasure to provide you with this report outlining our remarkable progress and the future of CPC.

The COVID-19 pandemic caught many of us by surprise, yet our career development community persevered and made a profound impact throughout 2020. Across Canada, we pivoted to restore crucial programs, ramp up the delivery of services, and provide thoughtful support that is appropriate to our current circumstances. Your sincere and purposeful kindness gives great hope to your clients, colleagues, and so many others across Canada.

At CPC, we have been blessed by the generous efforts of our very responsive members. Thank you to our advisors, managers, and volunteers for supporting our evolution through this challenging year. You stepped up by helping develop CPC into a much-needed resource and sounding board for our profession. Your expertise and guidance have been indispensable to our organization as you helped us co-create a much-needed collaborative and interactive social enterprise. You have been – and continue to be – such a vital part of our community, helping us to collectively learn so much about our ever-evolving world of work.

Career development is a helping profession and the work we do plays a great part in our mutual quest for social justice. The things we are doing now – during these trying times – are a testament to our dedication, flexibility, and focus.

Our call to action for 2021 is to intentionally and mindfully strengthen the CPC brand, and to make an impact within the career development profession nationally and globally. To that end, we have these goals in mind:

- SOCIAL JUSTICE – Cement our culture of diversity and inclusion.
- SOCIAL MEDIA – Expand our reach, awareness, and engagement.
- SOCIAL ENTERPRISE – Grow our membership, courses, and certifications.


Despite our current challenges, our future at CPC is bright. We are now ready to move forward with a clear purpose and make an impact!

Your number one fan,


CANADA'S CAREER STRATEGIST

*Executive Director
Career Professionals of Canada*

ANNUAL REPORT

- OUR STORY
 - 2020 SUCCESSES
 - CREATING COMMUNITY
 - LOOKING AHEAD
- 

OUR STORY



WHO WE ARE

Career Professionals of Canada (“CPC”) is a member-run, volunteer-driven social enterprise.

CPC is the leading national association that brings together career professionals from coast-to-coast-to-coast. CPC operates virtually, exploiting the internet, online technology, and social media for the benefit of our members. We are an inclusive organization, and our programs are available for practitioners in Canada and around the world.

We help our members to gain contacts, credentials, and credibility within the profession. By joining CPC, members build their reputation, deliver quality services, and increase their income.

WE ARE WORKING TOGETHER FOR CAREER SUCCESS!

CPC members come from all sectors and regions across Canada and around the world:

- universities and colleges
- non-profit employment services
- government organizations
- outplacement firms
- corporate HR departments
- professional associations
- independent practitioners

Our members are a diverse group of individuals including career development practitioners, employment consultants, career coaches, résumé writers, guidance counsellors, vocational consultants, life coaches, job developers, outplacement consultants, executive coaches, management consultants, leadership coaches, guidance counsellors, social workers, job developers, community developers, personal branding strategists, organizational development professionals, and a wide variety of other career professionals.

OUR MISSION

CPC's mission is to inspire and enable practitioners across Canada in advancing their career, business, and professional development goals.

To promote quality, ethics, and expertise within the field.

We do this by publishing best practices including existing and emerging policies, models, and interventions. We adhere to strict ethical standards and good governance to ensure accountability, fairness, and transparency. We develop, update, and deliver a range of relevant courses and certifications to practitioners. We focus on the following areas of career development: career, work-life, interview, employment, and résumé. We use various communication vehicles including social media, blog posts, forums, member emails, event emails, and the weekly Career Connections eNewsletter.

To raise the capabilities, profile, and visibility of our members.

We do this by offering professional development, credentialing, and awards programs. We also provide members with opportunities for publication of various content including blog posts, articles, and samples of work product in books and online.

To help members develop meaningful professional relationships.

We do this by creating opportunities for members to build connections with each other. We provide secure online discussion forums, webinars, and mentoring groups for our members. We deliver interactive online courses which facilitate the development of meaningful relationships. We foster an environment of networking with other stakeholders in the field so that we can collaboratively strive towards attaining mutual objectives.

To encourage members in advancing the goals of their career service.

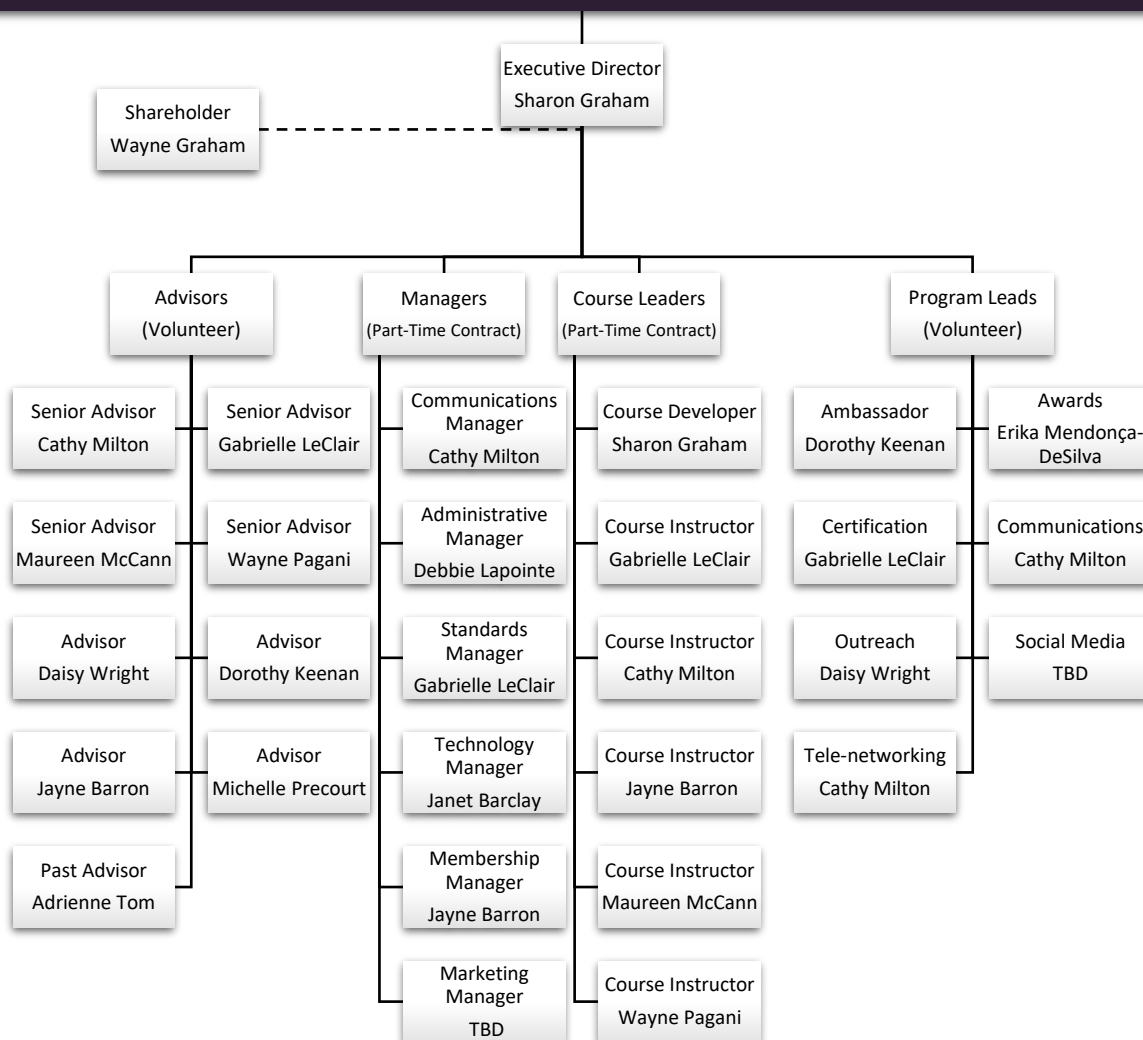
We connect our network of members to individuals and organizations seeking their services, which translates into more recognition for members and quality referrals for clients. We do this through an online directory of members as well as direct referrals of prospective clients to members. We create pathways to resources, information, and job leads for potential clients.

To give back to the Canadian career community and labour market.

We participate in activities that are of common interest to the membership and of value to our field. We donate our time and talent whenever appropriate opportunities arise.

ORGANIZATION

Career Professionals of Canada 679+ Active Members



NOBODY DOES IT ALONE!

2020 SUCCESSES



OBJECTIVES

229NEW MEMBERS
IN 12 MONTHS!

1 GROW MEMBERSHIP

- Implemented a compassionate national membership drive consistent with market needs during the pandemic.
- Established a \$50 off discount program for new members. Increased registrations for certifications and online courses.
- Performed outreach to influencers and thought leaders across Canada. Built a Supporting Organization Discount Program with provincial associations.
- Refined the CPC Ambassador Program (New member engagement: welcoming, friending, encouraging volunteerism).
- Expanded in Alberta, British Columbia, Manitoba, Newfoundland, Nova Scotia, Northwest Territories, Ontario, Quebec, Saskatchewan, and internationally!

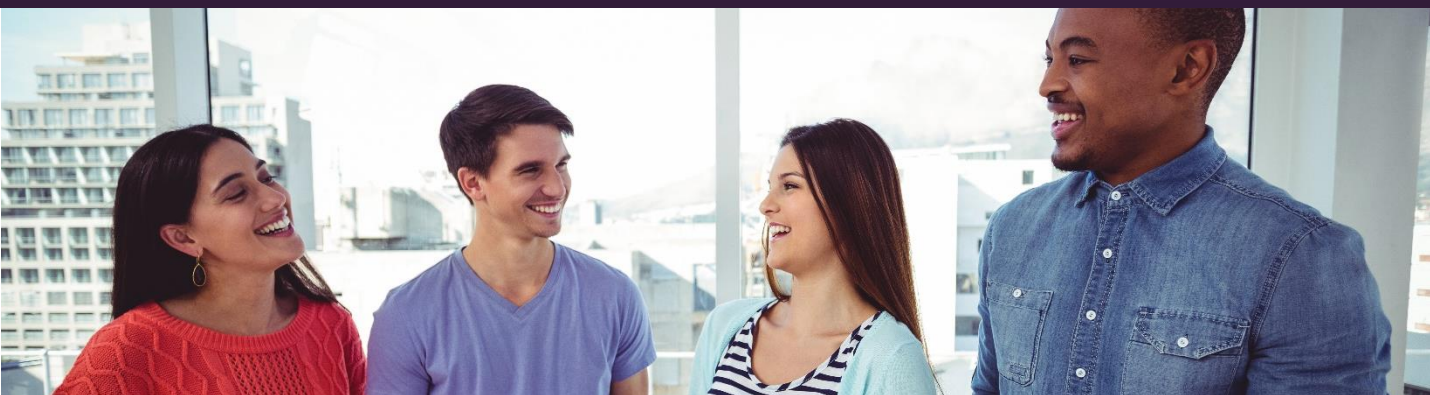
2 FORMALIZE STRUCTURE

- Implemented formal policies, procedures, organization chart. Built volunteer accountability and collaboration.
- Streamlined Executive Director and Management Team processes. Updated Business Continuity Plan and Advisory Board Charter.
- Developed a system for backing up content and data for enhanced security. Moved electronic files to cloud for sharing by the management team.
- Rebuilt the CareerProCourse.ca website for better functionality and more consistent branding.
- Instituted new policies, processes, terms, and conditions for certifications and courses.
- Rationalized member files, profiles, and invoicing, and implemented scheduled process for managing aging receivables.

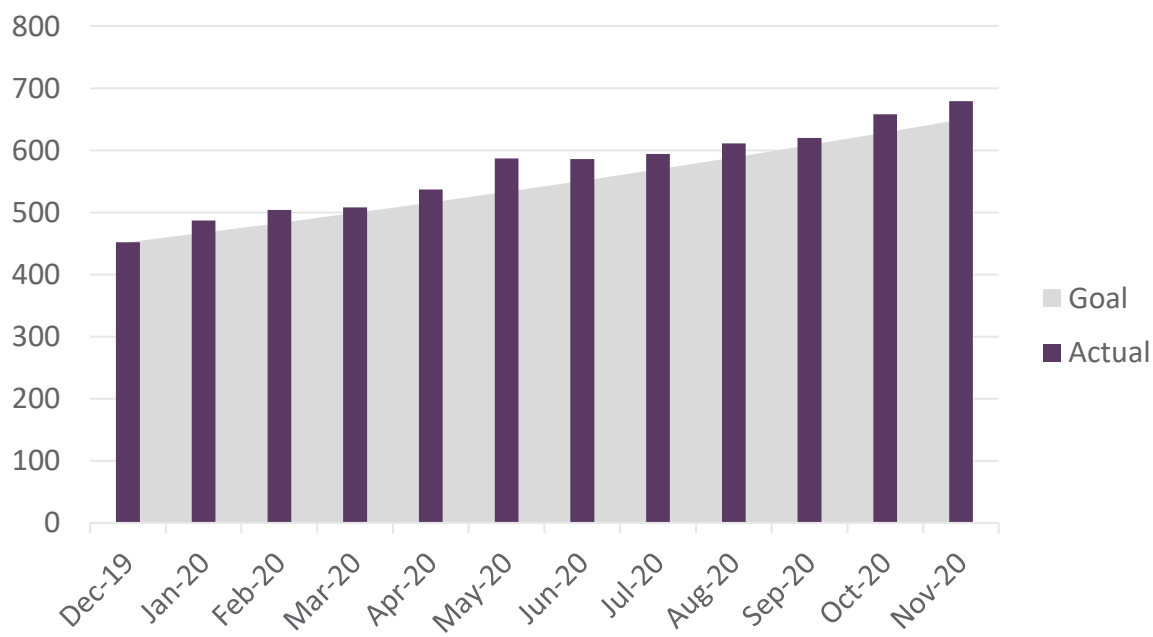
2020 Membership Goal: 650 Members

679
MEMBERS

Exceeded monthly goal
EVERY MONTH!



MEMBERSHIP GOALS VS ACTUAL

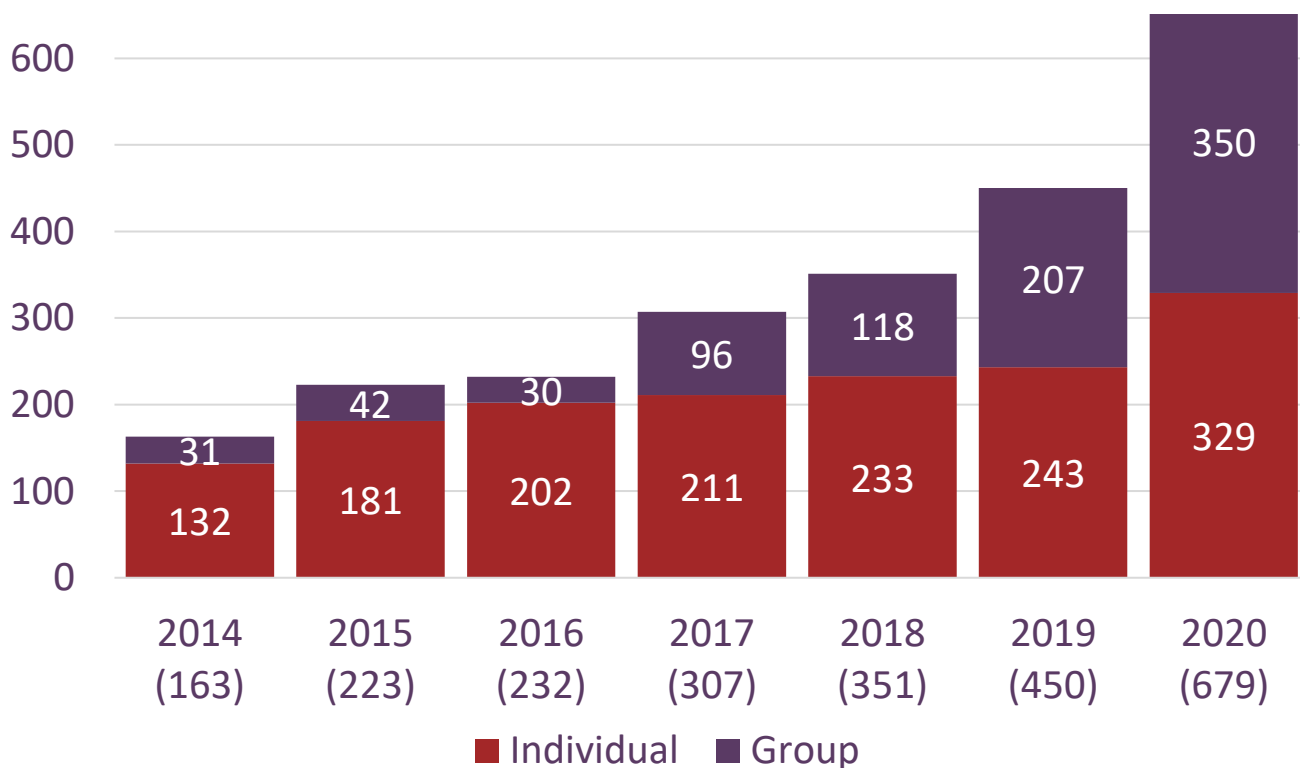




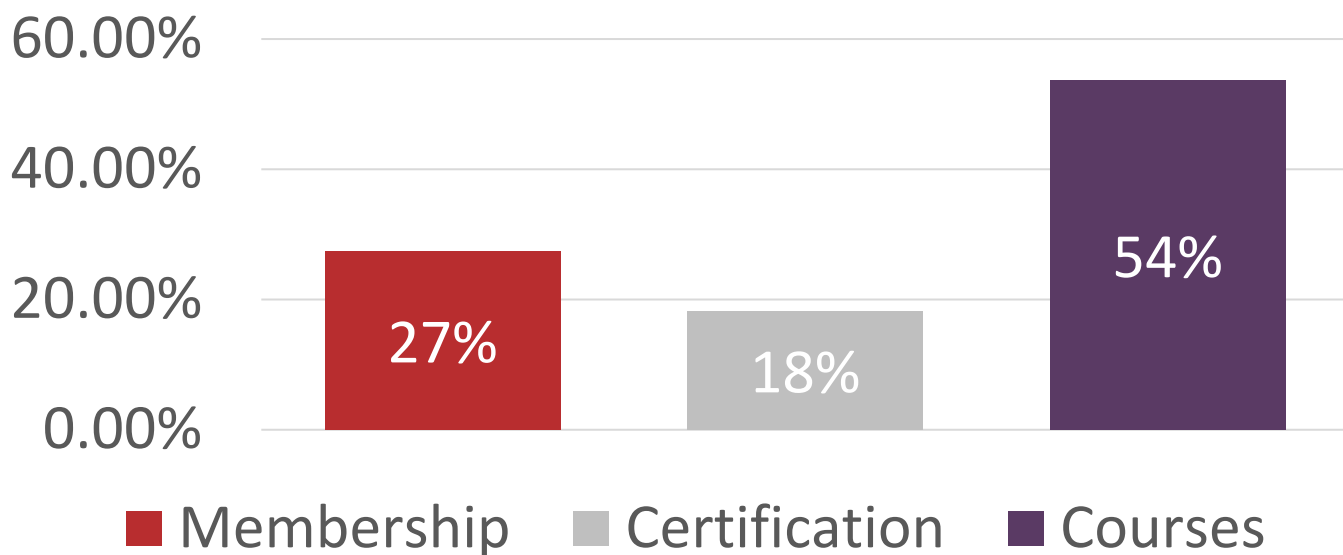
51%

Year-Over-Year GROWTH

CPC MEMBERSHIP



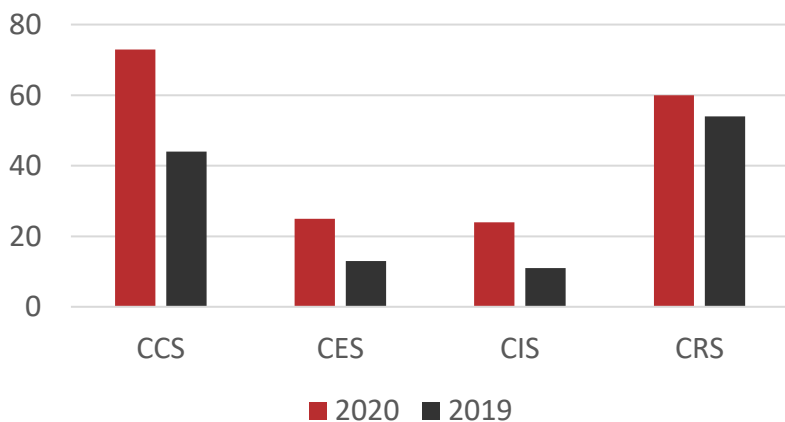
CPC REVENUE SOURCES



CERTIFICATION PROGRAM



Certifications



184

Applications
Received!

CPC ONLINE COURSES

Career Development Practitioner (CDP) Program

- CDP-01 - Career Development Ethics
- CDP-02 - Career Development Theory
- CDP-03 - Employment Interview Coaching
- CDP-04 - Career Transition Consulting
- CDP-05 - Advanced Résumé Development

Résumé Development Practitioner (RES) Program

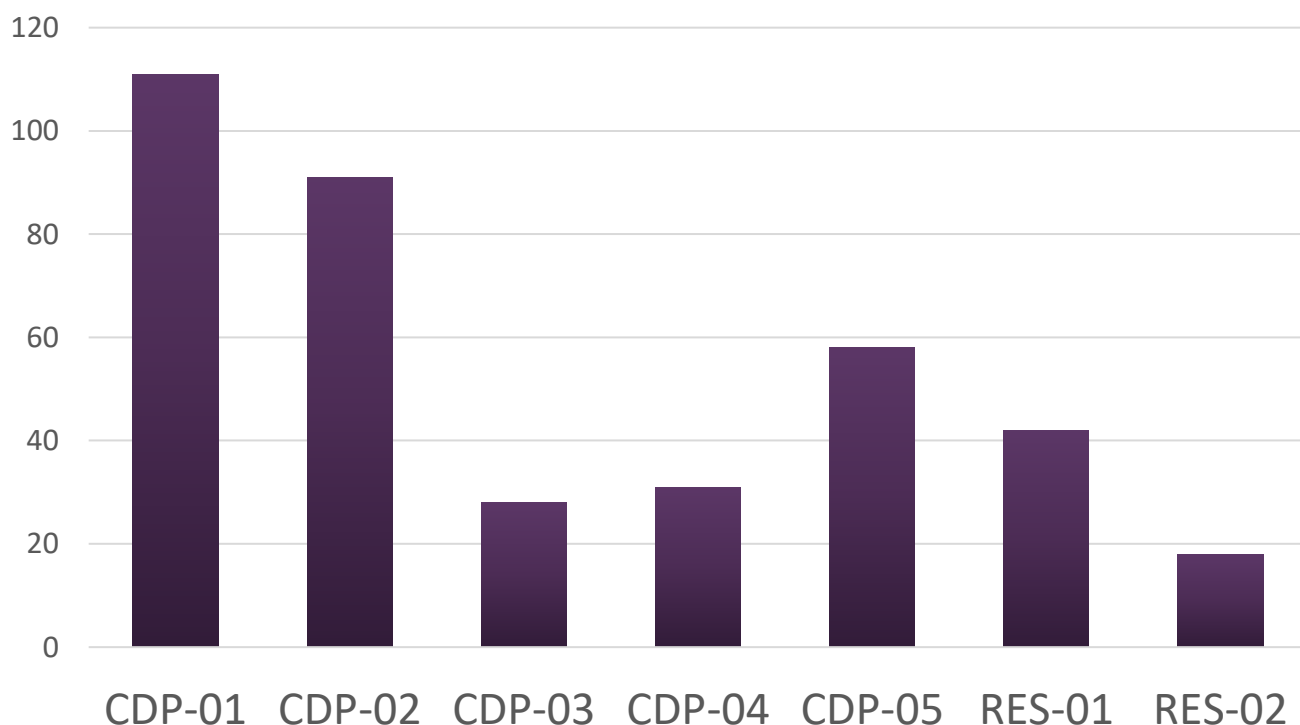
- RES-01 - Real-World Résumé Strategy
- RES-02 - Technology Optimized Résumés

30

FACILITATED
CERTIFICATE
COURSES

379

GRADUATING
STUDENTS

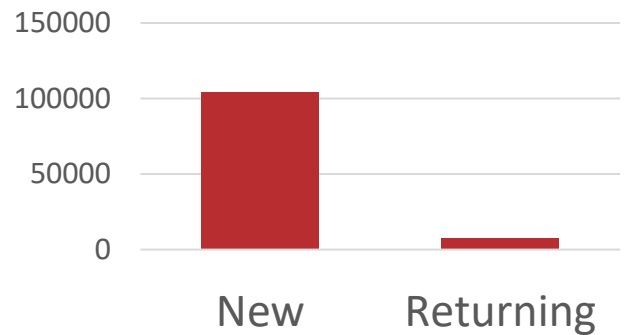


CPC WEBSITE REPORT

WEBSITES

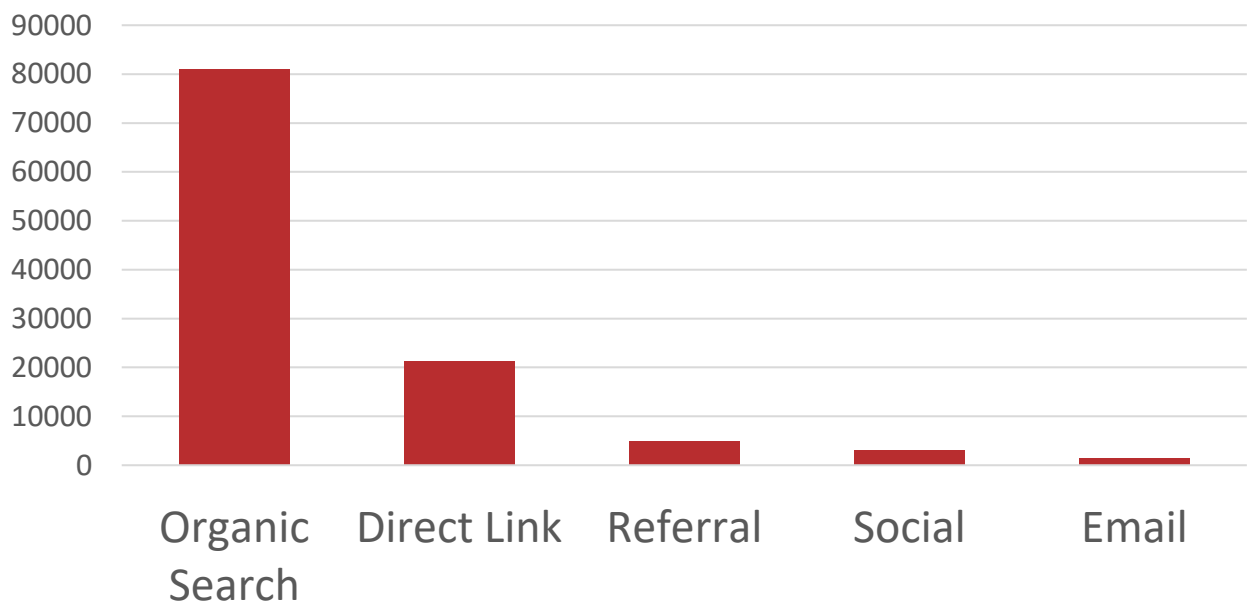
- MAIN: CareerProCanada.ca
- COURSES: CareerProCourse.ca
- MEMBERS: CareerProCanada.org

VISITORS



111,640

WEBSITE VISITORS



CREATING COMMUNITY



COMPASSIONATE CARE PROGRAM

2020 was a challenge....



...as a community, we rose to the occasion.

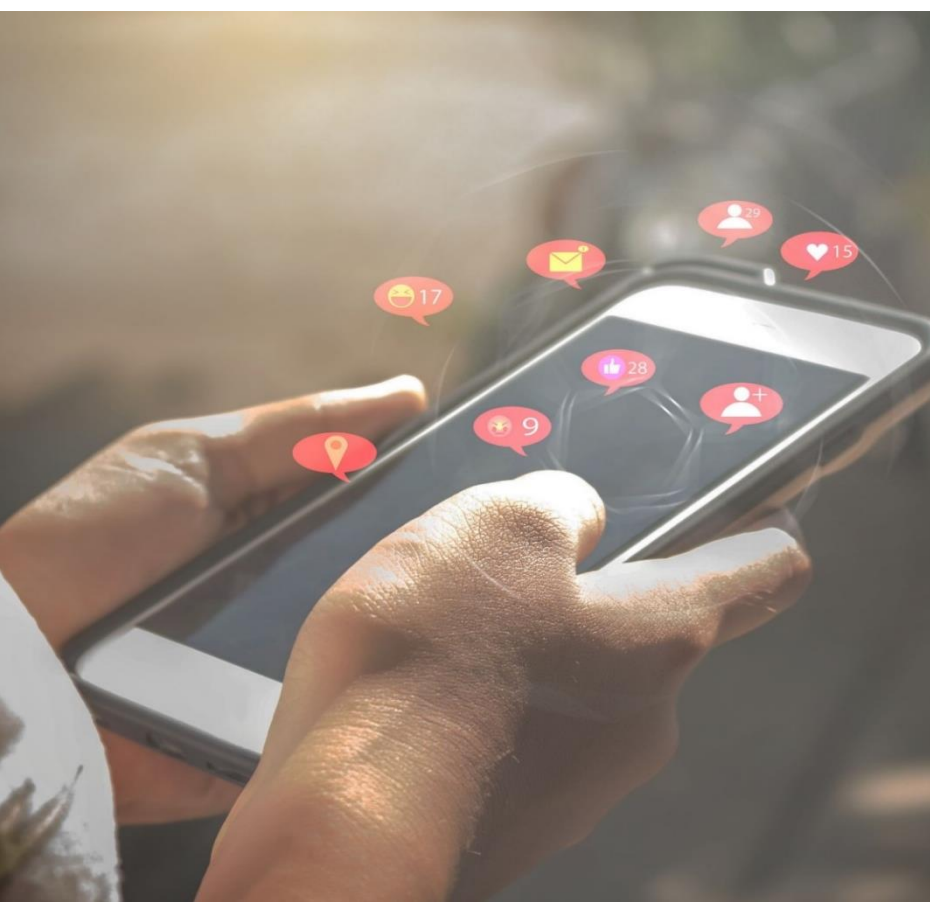
The early days of the COVID-19 pandemic were challenging for practitioners. Disruptions in service put a focus on self-care and professional development.

- **SUPPORT CALLS:** CPC stepped up during the crucial months of March and April 2020 and implemented weekly Zoom support calls led by Michelle Precourt. The support offered to attendees included a check-in, ideas for setting up a home business and supporting clients, and various self-care exercises.
- **FREE WEBINARS:** During the pandemic, many professionals zoned in on their own professional development. To support them, CPC offered our 2019 webinar recordings, featuring one webinar per month for four consecutive months. 90-minute recordings and handouts were made available at no cost to all career professionals.

COMMUNITY ENGAGEMENT

Practitioners across Canada were warmly invited to network with CPC members and other colleagues on CPC's Facebook Group and LinkedIn Group. Discussions centered on the needs of the career development community:

- Brainstorming solutions for specific client scenarios.
- Imparting strategies for addressing challenges on résumés.
- Communicating ideas for enhancing career services.
- Recommending books, webinars, and courses.
- Sharing client referrals and career opportunities.
- Creating collaborations and partnerships on projects.
- Sharing of major accomplishments and successes.
- Congratulating members on awards and recognitions.



700⁺

FACEBOOK
GROUP MEMBERS

3800⁺

LINKED IN
GROUP MEMBERS

20,000⁺

POSTS
COMMENTS
& REACTIONS

MEMBER SERVICES

As a social enterprise, CPC members collaborated to provide the following offerings and maximize our collective social impact in 2020.

PROGRAMS



CPC members received reduced rates on:

- CANNEXUS Career Development Conference through CERIC.
- New Brunswick Career Development Conference.
- Canadian Counsellors Liability Insurance through Aon Reed Stenhouse Inc.

VOLUNTEERISM

CPC is a member-run, volunteer-driven community of professionals.

- Refreshed all team mandates.
- Created all new Team Guides.
- Recruited and retained new team members.



AMBASSADOR TEAM

- Welcomed new CPC members.
- Facilitated 4 Welcome Wagon Zoom gatherings.

CERTIFICATION TEAM

- Performed 184 certification assessments.
- Approved *Fast-Track* applicants.
- Recorded audio clips for courses.

COMMUNICATIONS TEAM

- Broadcast content to support practitioners through the pandemic.
- Circulated 52 issues of the Career Connections eNewsletter.
- Published 109 News Feed posts.

OUTREACH TEAM

- Deployed Supporting Organization Program.
- Supported CCDP National Steering Committee (NSC).
- Developed Governance Course for 3CD Leadership.

SOCIAL MEDIA TEAM

- Managed LinkedIn & Facebook Groups.
- Published Career Club resources.
- Supported Twitter.

TELE-NETWORKING TEAM

- Facilitated and moderated 8 Zoom sessions.



CONGRATULATIONS!

Winners | Mentions | Nominees

Adrienne Tom | Amy Watt | Angela Rae | Anna Gordon
Arno Markus | Barb Penney | Brent Warman | Christine Cristiano
Christine Taylor | Cindy Visser | Daisy Wright | Dorothy Keenan
Elaine Piper | Jude Gaal | Julia Shmelkova | Kamee Gilmore
Karen Shane | Karine Touloumjian | Kelly Weaver | Ksenia Lazoukova
Liliana Diaz | Lita Pitruzzello | Lori Jazvac | Marian Bernard
Marie Myrlande Pierre | Michael Creedon | Michael McClure
Michelle Precourt | Nadia Qasmieh | Natalie MacLellan
Peter Elmar Bordo | Sara Curto | Scott Nichols | Shellie Deloyer
Shelly Elsliger | Skye Berry | Stephanie Steele | Taranum Khan
Vida Thomson | Virginia Pineda | Warda Abdulsamed

Ambassador Team | Certification Team | Communications Team
Social Media Team | Tele-networking Team

LOOKING AHEAD



2021 LEADERSHIP TEAM



Sharon Graham
CPC Founder
Executive Director



Cathy Milton
CPC Senior Advisor
Communications Manager
Course Instructor



Gabrielle LeClair
CPC Senior Advisor
Standards Manager
Course Instructor
GDL Consulting



Maureen McCann
CPC Senior Advisor
Outreach Program Lead
Course Instructor
ProMotion Career Solutions



Wayne Pagani
CPC Senior Advisor
Course Instructor
W.P. Consulting & Associates



Daisy Wright
CPC Advisor
Volunteer Program Support
The Wright Career Solution



Dorothy Keenan
CPC Advisor
Ambassador Program Lead
FutureWorks



Jayne Barron
CPC Advisor
Course Instructor
Workforce Solutions Group



Michelle Precourt
CPC Advisor
Linked-In Group Lead
Mindful HR Services



Debbie Lapointe
CPC Administrative Manager
Biz E-Solutions



Janet Barclay
CPC Technology Manager
Janet Barclay Web Design



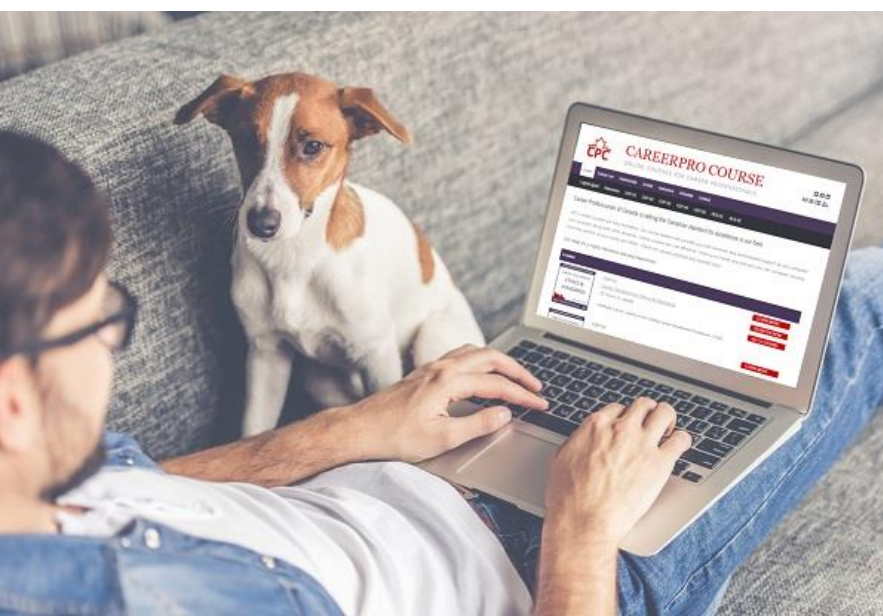
CDP DISTANCE LEARNING

The pandemic has changed the way practitioners live, learn, and work.

In 2020 the need for online learning and remote services accelerated and became a necessity. This year, 379 students accessed our courses. 184 members obtained their CPC certifications.

Career Professionals of Canada is an inclusive organization, and our programs are accessible for students in Canada and around the world. We recognize that not all practitioners enter the profession with academic credentials or formal experience. Many career professionals bring a range of different backgrounds and qualifications. Furthermore, practitioners typically have limited time and resources for professional development. Our learning programs are designed to be accessible and relevant to a wide spectrum of individuals whose goal it is to expand their career development competencies.

We are proud of the fact that CPC's distance learning program has been available for fifteen years. Each year, we evolve our courses, incorporating new technologies to support changes in the online learning environment. This year, we transformed all our courses and certification programs to better serve practitioners.



COURSES & CERTIFICATIONS

Changes to courses and certifications:

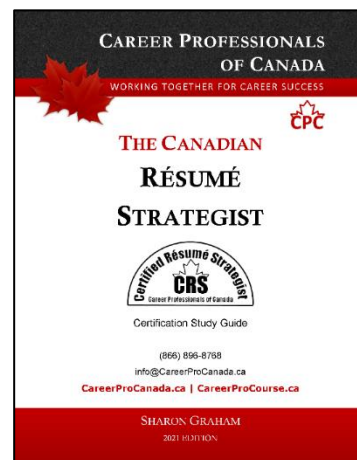
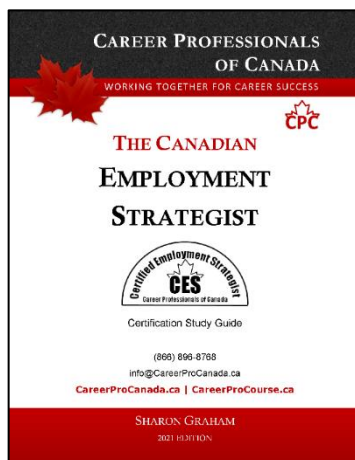
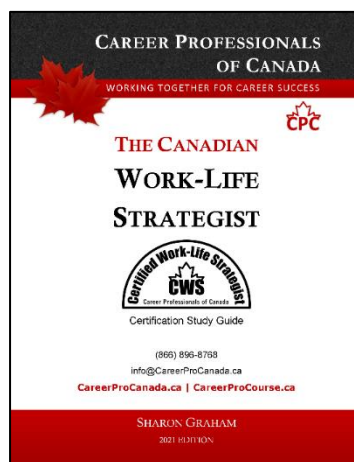
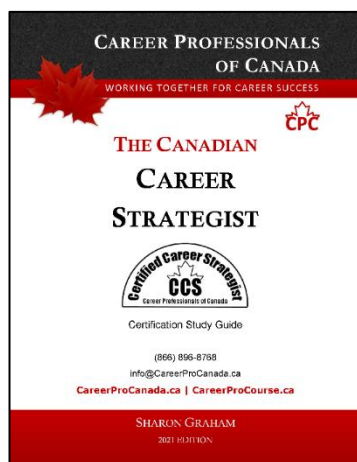
- Enhanced Career Professionals of Canada's proprietary technology platform to help make online learning even more agile for students and course facilitators.
- Updated all course curriculum to be relevant and consistent with our emerging, post-pandemic world of work.
- Aligned the CPC certifications more closely with the Career Development Practitioner (CDP) course stream.
- Implemented a formal online process for recording certification applications and documenting student marks.
- Streamlined the submission and evaluation process for the *Self-Study* certification program and clarified the new process in certification eGuides.
- Aligned the *Fast-Track* certification program with CDP courses and eliminated the experiential requirement to make it more accessible to all practitioners.
- Overhauled the *Master-Level* certification program and eliminated renewal and re-certification fees.



CERTIFICATION EGUIDES

Career Professionals of Canada's Certification eGuides are now more robust than ever. We overhauled and updated these must-have resources to make them consistent and appropriate for the current world of work. All certified members of CPC received new versions of their eGuides free of charge:

- The Canadian Career Strategist, 202 pages.
- The Canadian Work-Life Strategist, 215 pages.
- The Canadian Interview Strategist, 154 pages.
- The Canadian Employment Strategist, 159 pages.
- The Canadian Résumé Strategist, 146 pages.



WORK-LIFE STRATEGIST PROGRAM



LIVING • LEARNING • WORKING

When it comes to keeping current, CPC is always a step ahead. We recruited a team of talented professionals to develop and validate our new *Certified Work-Life Strategist* (CWS) designation and the associated *Work-Life Coaching Certificate Course*. The program includes a 215-page *Canadian Work-Life Strategist eGuide*.

Our newest program helps practitioners to enable clients to create sustainable and resilient careers in the new world of work. The program focuses broadly on living, learning, and working. It discusses the evidence-based techniques, concepts, and strategies that practitioners can use to support a range of career development goals.

Work-Life Strategist Program Developers

We graciously thank the following Certified Work-Life Strategists (CWS) for their contributions. These outstanding members of Career Professionals of Canada volunteered hours of hands-on work in the development of this program.

Felisha Ali | Janet Barclay | Jayne Barron | Carol Brochu | Christine Cristiano | Stephanie Coe
Sharon Graham | Lori Jazvac | Debbie Lapointe | Ksenia Lazoukova | Gabrielle LeClair
Maureen McCann | Karen McDonald-Hurley | Cathy Milton | Wayne Pagani | Barb Penney
Michelle Precourt | Matthew Purdey | Wendy Read | Lotte Struwing | Daisy Wright | Fanie Zis

PAVING THE WAY

In the fall of 2020 Sharon Graham and Maureen McCann presented a webinar on anti-bias titled PAVING THE WAY TOWARDS INCLUSION at:

- Manitoba Association for Career Development's 2020 Virtual Conference
- New Brunswick Career Development Association's 2020 Virtual Conference

This webinar is the framework for inclusion within the career development field. It forms the basis of a future CPC program which will provide guidance as to how social justice can be infused into the career development profession:

- Mitigating systemic bias within the profession.
- Building allies, advocates, and helpers.
- Creating a culture of purposeful kindness.



CALL TO ACTION

Our call to action for 2021 is to intentionally and mindfully strengthen the CPC brand, and to make an impact within the career development profession nationally and globally:

- **SOCIAL JUSTICE** – Cement our culture of diversity and inclusion.
- **SOCIAL MEDIA** – Expand our reach, awareness, and engagement.
- **SOCIAL ENTERPRISE** – Grow our membership, courses, and certifications.





CEMENT OUR CULTURE OF DIVERSITY & INCLUSION

- Present *Paving the Way* webinar on the topic of bias.
- Build our network of allies and advocates.
- Implement group insurance plan as another benefit of membership.
- Increase personal “check-ins” with members.
- Practice *purposeful kindness*.

Measurable Goals:

- Receive 90% positive results on course feedback survey report.
- Create CPC Ambassador networking activity report.
- Increase CPC Member Referral Program numbers over last year.



EXPAND OUR REACH, AWARENESS & ENGAGEMENT

- Deploy a video campaign to increase awareness of CPC and the benefits of membership.
- Expand Social Media Team activities to include promotion of membership, certification, and courses.
- Optimize our website to improve search result rankings, increase traffic, and convert visitors to members.
- Publish 2021 editions of *Best Canadian Résumés* and *Best Canadian Cover Letters* paperbacks.

Measurable Goals:

- Grow CPC's Facebook Group membership to 1000.
- Grow CPC's LinkedIn Group membership to 4000.
- Attract 150,000 website visitors.



GROW OUR MEMBERSHIP, COURSES & CERTIFICATIONS

- Retain a membership and marketing manager to maximize the effectiveness of CPC's sales and marketing efforts.
- Formalize an Outreach Team to attract new individual and group members.
- Create an independent Awards Team to judge submissions for the annual Awards of Excellence program.
- Add new courses based on membership needs and societal trends.

Measurable Goals:

- Attain 900 CPC members.
- Receive 200 New CPC certification applications.
- Enable 500 students to graduate from CPC courses.

INVITATION TO GET INVOLVED

The future of *Career Professionals of Canada* starts now, and we invite you to get involved. You'll build your credibility as a career professional as you help us lead the way for our profession.

CPC is a social enterprise with a strong and committed volunteer network. Getting involved is personally and professionally rewarding. You'll build deep relationships with your colleagues, advance your own professional development, and contribute directly to the advancement of our services and programs.

Our call to action for 2021 is to further strengthen the CPC brand nationally and to make an impact. Let's work together to grow our social enterprise, expand our social media presence, and establish social justice within our profession.

LET'S MAKE AN IMPACT!



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