

Career Professionals of Canada



2021 Annual Report



CareerProCanada.ca

December 1, 2020 – November 30, 2021

TERRITORIAL ACKNOWLEDGEMENT

Career Professionals of Canada respectfully acknowledges the enduring presence and deep traditional knowledge, laws, and philosophies of the *Indigenous Peoples* of all the lands that our members are on today.

We are reminded of our important connection to this land where we live, learn, and work together as a community. From coast to coast to coast, we acknowledge the ancestral and unceded territory of all the *Inuit*, *Métis*, and *First Nations* people.

Our home office is located on the traditional territory of the *Anishnawbe* (Ah-nish-nah-bay), *Haudenosaunee* (Ho-deh-no-show-nee), *Neutral*, and *Mississauga* peoples.

Hello Friends,

Career Professionals of Canada's call to action for 2021 was to make an impact within the career development profession – and we've done that. Despite the challenging circumstances, 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.

2021 was a year of growth for CPC as we welcomed 125 new members. We were pleased to award 392 new graduates with course completion certificates. This year, we also recognized 52 candidates in our national Awards of Excellence program.

In 2021 we recommitted to CPC's core values, instituting a Code of Professional Conduct that helps career professionals make thoughtful decisions and uphold the quality and integrity of the services they provide.

To help practitioners thrive in our new world of work, we developed and launched a leading-edge Work-Life Coaching Certificate Course and Certified Work-Life Strategist (CWS) designation. This program focuses on integrating self-care, well-being, and self-advocacy into everything we do. Participants learn how to apply trauma-informed care into their practice. Students leave the course feeling confident and empowered to better serve their clients now and in the future.

This year was also about us finding new ways to connect with our community. We engaged in many acts of purposeful kindness. This took many forms. CPC advisors and managers stepped up by helping develop CPC into a much-needed resource and sounding board for our profession. Our course leaders supported students struggling to find balance between personal challenges and the demands of their work and course loads.

The outlook for CPC in 2022 is bright. We are leading the way again as we update our courses and certifications in anticipation of another banner year. Once again, we are poised and ready to move forward with a clear purpose:

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

At Career Professionals of Canada, the success and well-being of every member is important, and we want their CPC membership to be meaningful. In 2022, CPC will be deploying a new initiative titled *Members Matter*, which we hope to be a transformational experience for everyone in our association.

Your number one fan,



Sharon Graham
CANADA'S CAREER STRATEGIST

Executive Director

Career Professionals of Canada

ANNUAL REPORT

- OUR STORY
- 2021 SNAPSHOT
- 2021 SUCCESSES
- LOOKING AHEAD

OUR STORY



WHO WE ARE

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



We are a leading national association for career practitioners supporting the Canadian labour market. We create opportunities for our members to gain contacts, credentials, and credibility within the field. We help our members to advance their careers and expand their businesses.

CPC is a caring and sharing community of career professionals. Our culture is one of purposeful kindness, inclusivity, and engagement. Relationship building is important to us. CPC helps members share and grow through a variety of interactions. We strive to provide forums for members to build long-lasting friendships, so casual conversation is welcomed and encouraged.

CPC's members are a diverse group of individuals, including employment consultants, career coaches, résumé writers, job developers, guidance counsellors, vocational consultants, outplacement consultants, and a wide variety of other career professionals.



Our members come from all sectors, and live and work in all regions of Canada. We are inclusive, supportive, and collaborative. Working together, we provide quality services, comply with strict ethical standards, and offer career development expertise to assist Canadians in successfully navigating the world of work.

LEARN MORE ABOUT MEMBERSHIP: <https://careerprocanada.ca/membership/>

OUR MISSION

Career Professionals of Canada's mission is to inspire practitioners across Canada by providing the support and tools they need to advance their career, business, and professional development goals.

1 *We 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 a strict code of professional conduct and good governance to ensure accountability, fairness, and transparency. We use various communication vehicles, including social media, blog posts, forums, emails, and a weekly Career Connections eNewsletter.

2 *We raise the capabilities, profile, and visibility of our members.*

We do this by offering professional development, credentialing, and awards programs. We focus on the following areas of career development: career, work-life, interview, employment, and résumé. We also provide members with opportunities for publication of various content including blog posts, articles, and samples of work product in books and online.

3 *We 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 we can collaboratively strive toward attaining mutual objectives.

4 *We 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.

5 *We 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.

CALL TO ACTION

CPC's call to action is to work together and make a positive impact within the career development profession.



SOCIAL EQUITY – Cement our culture of diversity and inclusion.



SOCIAL MEDIA – Expand our reach, awareness, and engagement.



SOCIAL ENTERPRISE – Grow our membership, courses, and certifications.

DISTANCE LEARNING



Career Professionals of Canada is an inclusive organization, and our programs are accessible to 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.

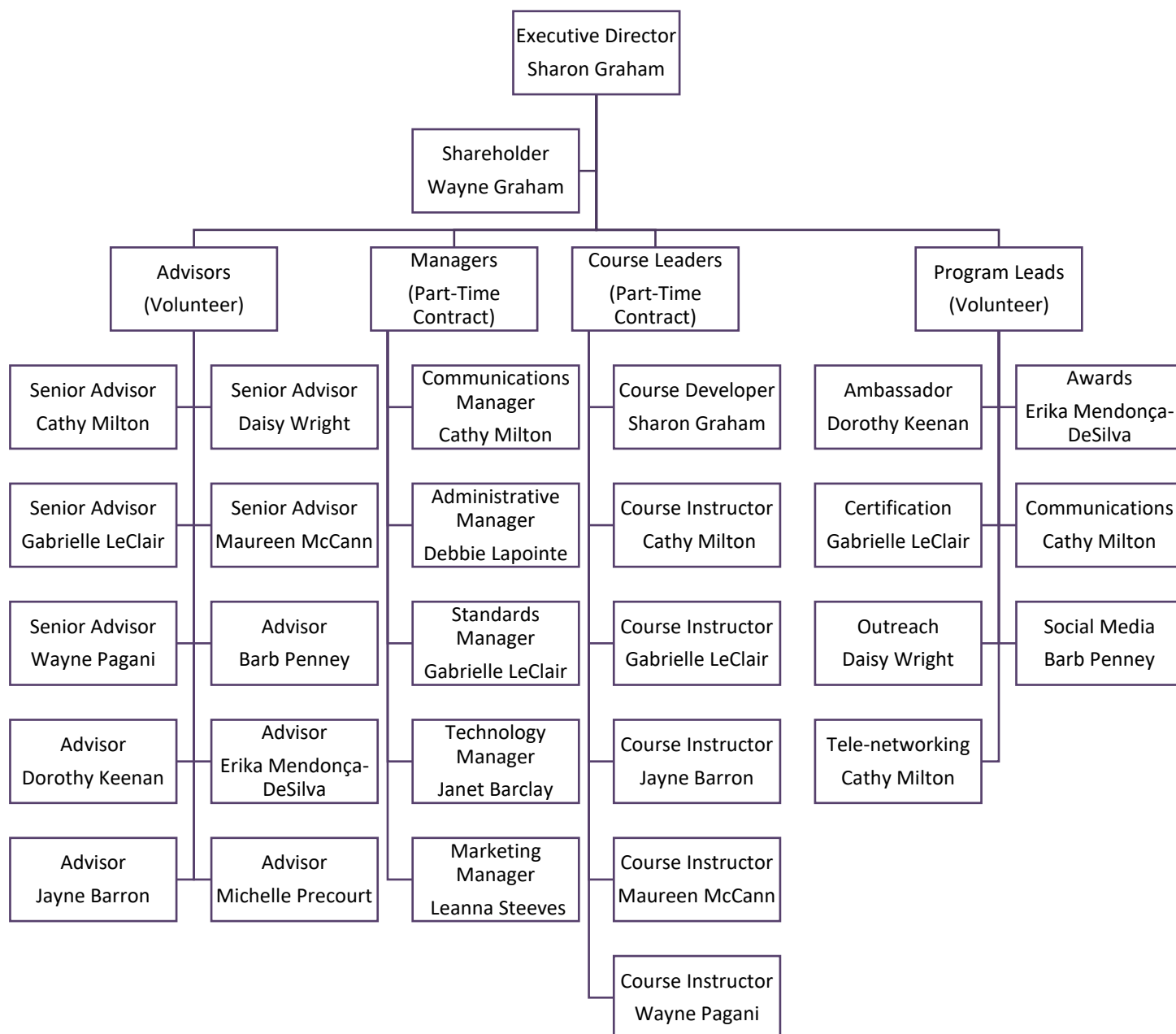
We are proud of the fact that CPC's distance learning program has been available for fifteen years. Each year, we evolve our courses, incorporating new technologies to support changes in the online learning environment. This year, we transformed all our courses and certification programs to better serve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

LEARN MORE ABOUT COURSES: <https://careerprocanada.ca/courses/>

OUR ORGANIZATION

Career Professionals of Canada

800+ Active Members



NOBODY DOES IT ALONE!

MEMBER SERVICES



Awards of
Excellence



50% Off
Courses



National
Certifications



Volunteerism &
Collaboration



Referral
Program



Zoom
Tele-Networking



Blogging &
Feature Articles



Shareable
Tip Sheets



CCDP
Credit Courses



Member
Marketplace



Templates &
Resources



Recorded
Webinars



Mastermind
Mentoring



Liability
Insurance



Group
Health Insurance



Career Club
Forum



Online Member
Directory



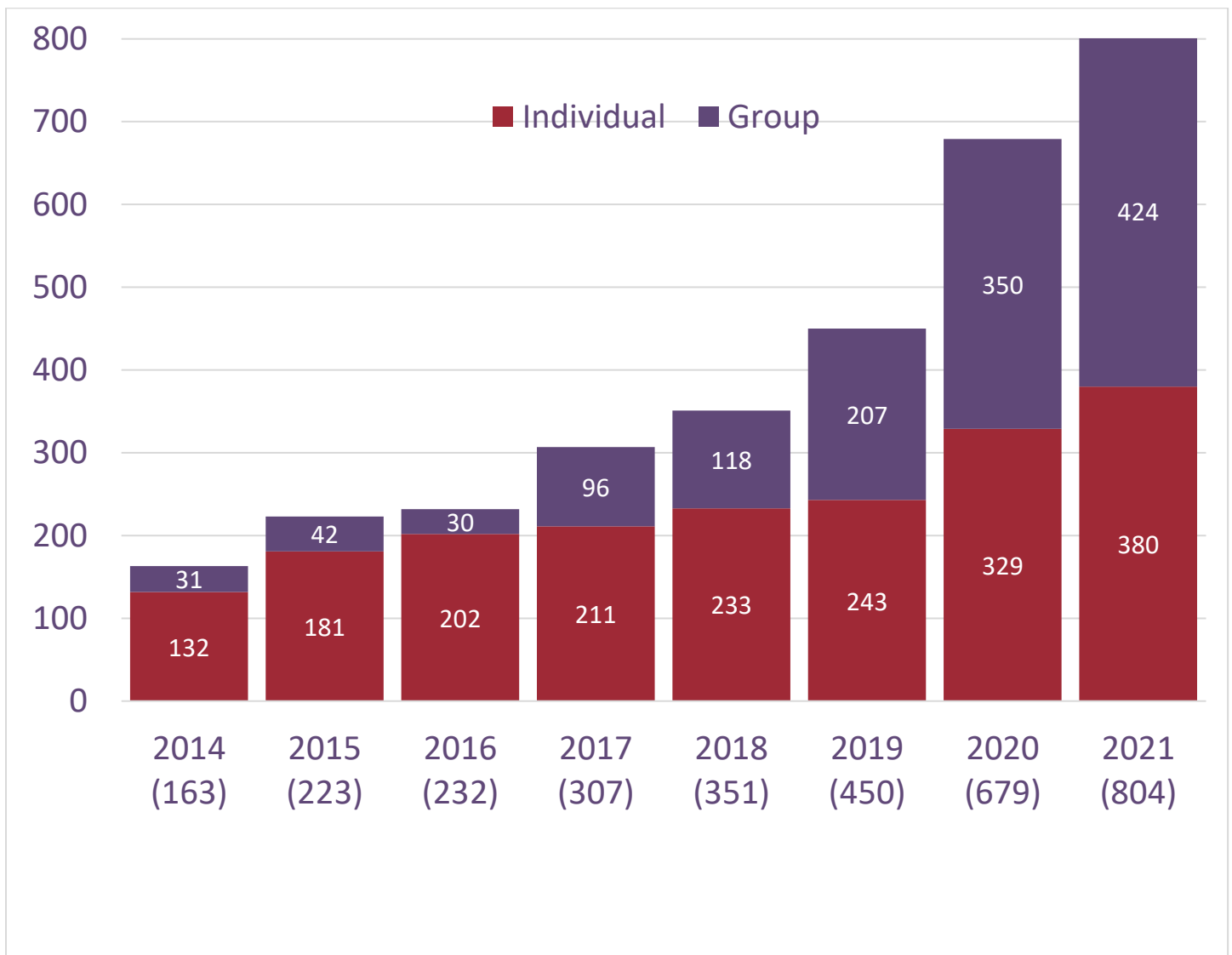
Member Portal
with Privacy

2021 SNAPSHOT



MEMBERSHIP

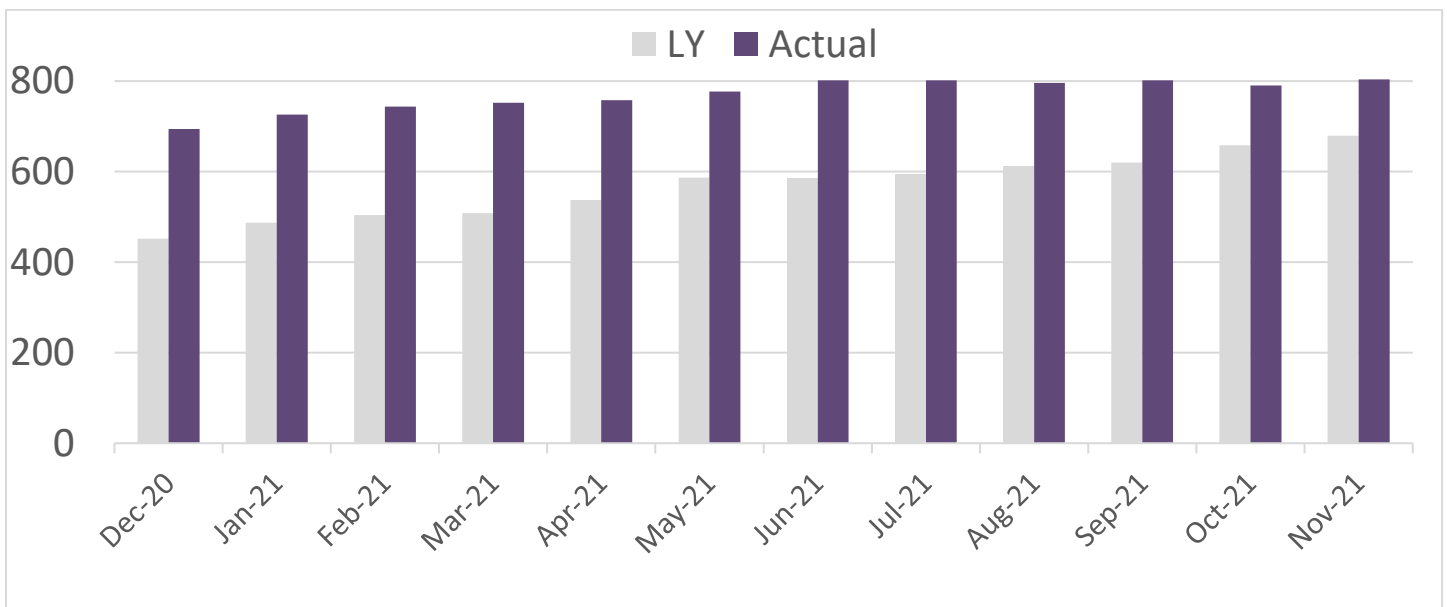
800+ MEMBERS!



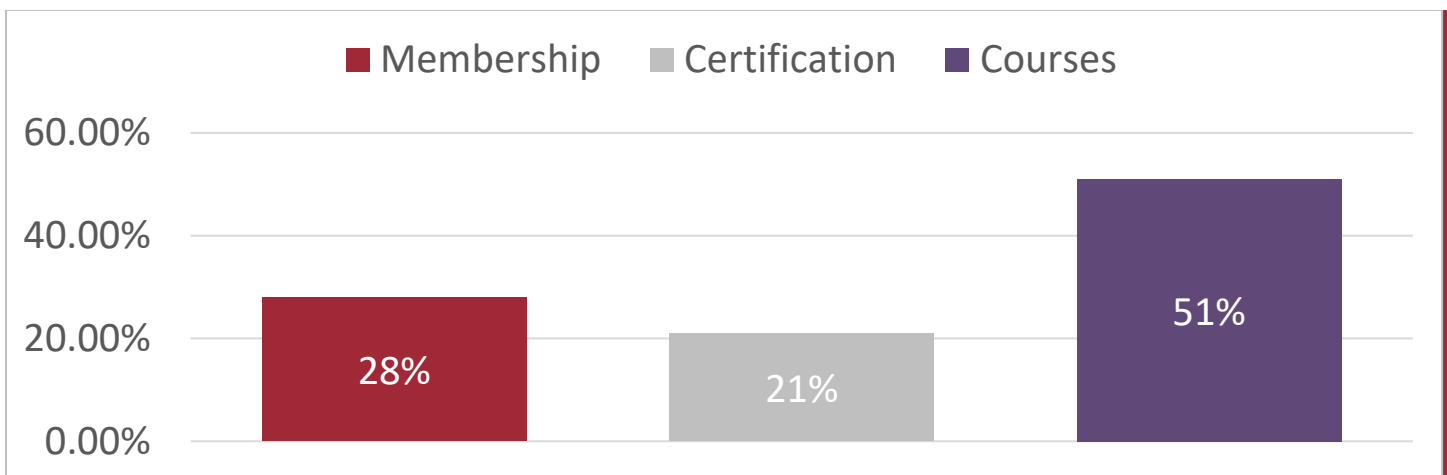
MEMBER GROWTH

125 NEW MEMBERS IN 12 MONTHS

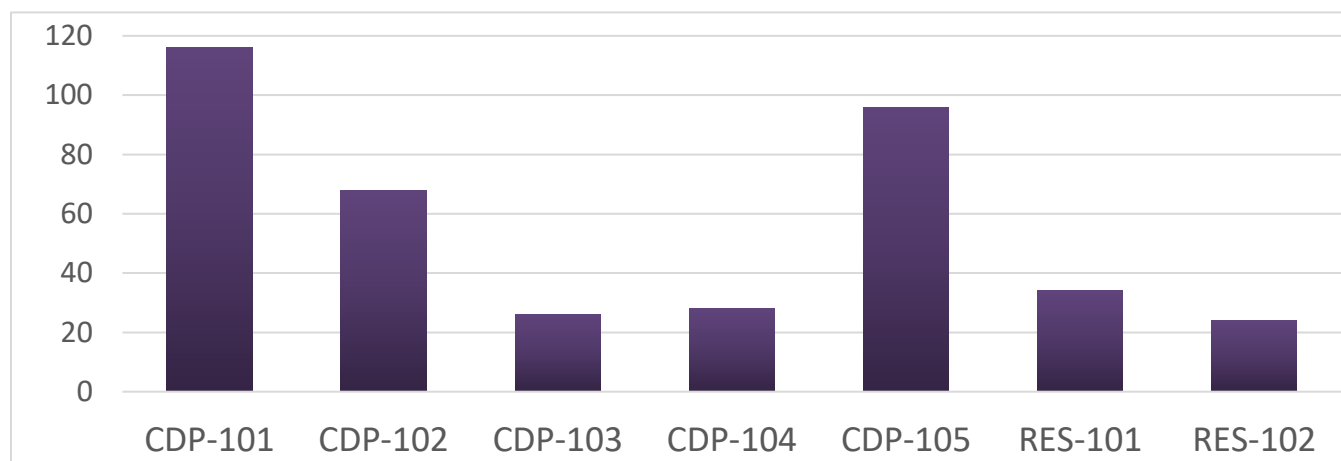
MONTHLY YEAR-OVER-YEAR COMPARISON



CPC REVENUE SOURCES



ONLINE COURSES



2021 CERTIFICATE COURSES

Career Development Practitioner (CDP) Program

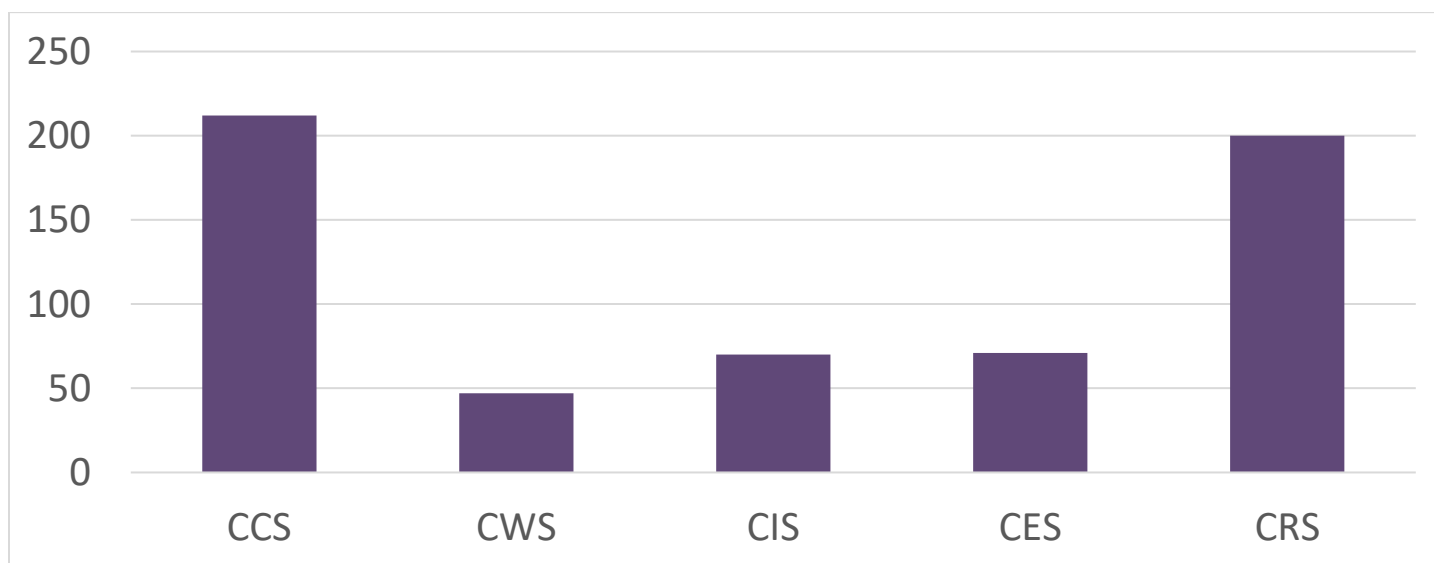
- CDP-101 – Career Development Foundations (Ethics & Theory)
- CDP-102 – Work-Life Coaching
- CDP-103 – Employment Interview Coaching
- CDP-104 – Career Transition Consulting
- CDP-105 – Advanced Résumé Development

Résumé Development Practitioner (RES) Program

- RES-101 – Real-World Résumé Strategy
- RES-102 – Résumé Development for Applicant Tracking Systems (ATS)

392 GRADUATING STUDENTS

CERTIFICATION PROGRAM



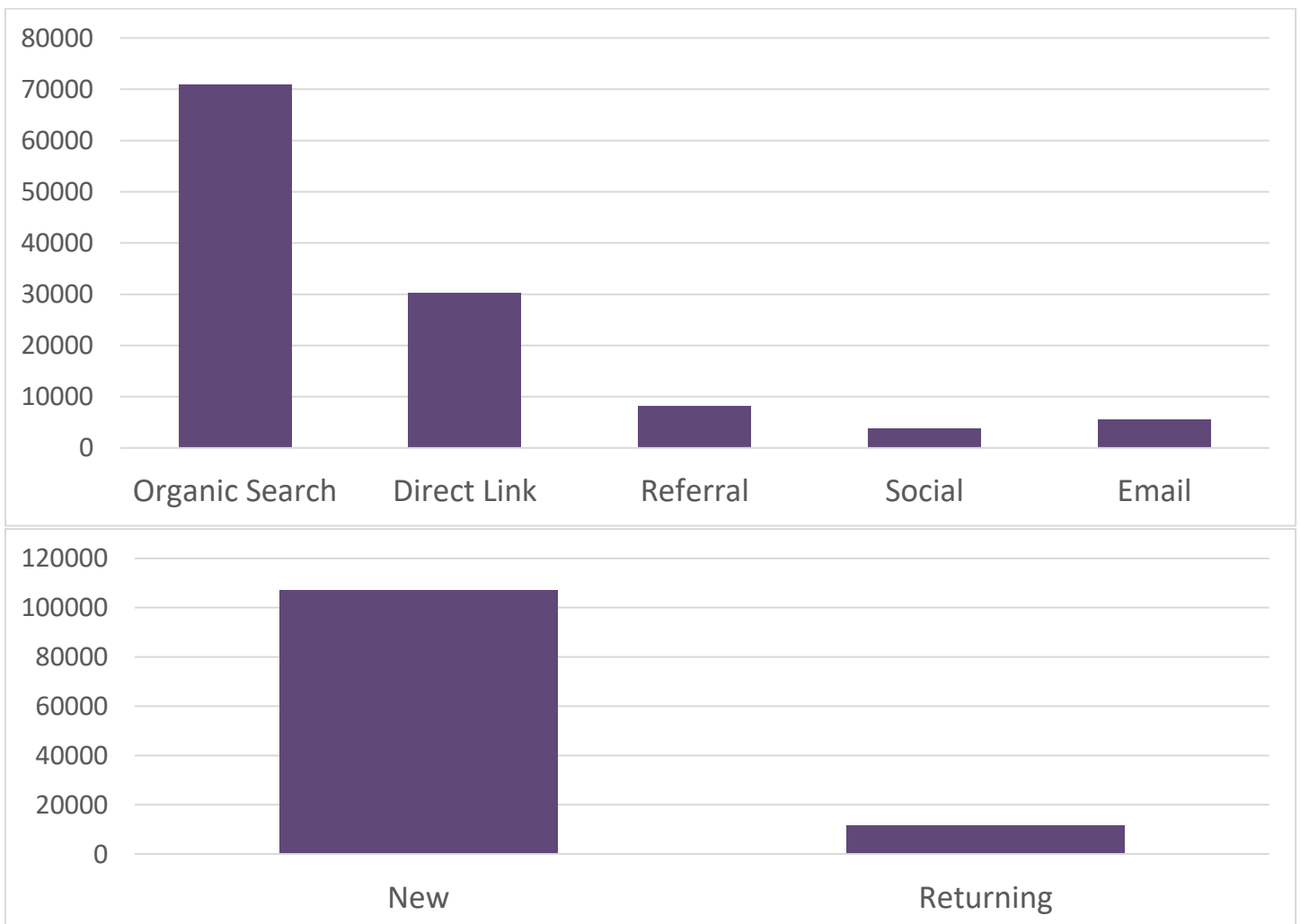
600 ACTIVE CERTIFICATIONS

258 APPLICATIONS RECEIVED IN 2021

WEBSITE REPORT

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

MAIN WEBSITE VISITORS



2021 SUCCESSES



CREATING COMMUNITY



As a social enterprise, members of Career Professionals of Canada collaborated to provide many offerings and maximize our collective social impact in 2021. We increased our members' connections, enhanced their expertise, raised their visibility, and helped build their income.

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



900

FACEBOOK
GROUP MEMBERS



4400

LINKEDIN
GROUP MEMBERS

PURPOSEFUL KINDNESS



In 2021 CPC committed to *purposeful kindness*. CPC put effort into exemplifying our culture of inclusivity and engagement. Here are just some of our acts of purposeful kindness:

- | | |
|---|--|
| ♥ Incorporated <i>Social Equity</i> into our ongoing <i>Call to Action</i> . | ♥ Established an organization-wide <i>Territorial Acknowledgement</i> program. |
| ♥ Launched <i>The Kindness Project</i> waiving the 1-year deadline for certification. | ♥ Gave certified members free access to 2021 editions of eGuides. |
| ♥ Facilitated a 4-month <i>Mastermind Mentoring</i> program. | ♥ Introduced Group Health and Medical Insurance for members. |
| ♥ Empowered volunteers and encouraged collaboration with CPC Team Guides. | ♥ Networked with members through monthly Zoom Tele-networking sessions. |
| ♥ Instituted permanent \$50 off discount program for new members. | ♥ Increased member referrals and free membership extensions by 43%. |
| ♥ Provided members with free recordings of meetings on our Career Club Forum. | ♥ Delivered four Welcome Wagon Zoom sessions for new members. |
| ♥ Offered members free access to pre-recorded webinars. | ♥ Boosted member resources with a range of new tip sheets and templates. |

VOLUNTEERISM

AMBASSADOR TEAM

- Formalized the CPC Ambassador Program with one-on-one “check-ins” with new members.
- Welcomed members and informed them about benefits, certifications, and courses.
- Facilitated 4 Welcome Wagon Zoom gatherings.

AWARDS OF EXCELLENCE TEAM

- Selected and judged a total of 52 candidates and awarded recipients.
- Developed an independent Awards Judging Team.
- Strengthened the 2022 CPC Awards of Excellence program.

CERTIFICATION TEAM

- Created new certification marking guides to standardize processes.
- Performed certification assessments and approved *Fast-Track* applicants.
- Established academic integrity and evaluation reappraisal policies.

COMMUNICATIONS TEAM

- Published 79 blog posts and articles written by our community of professionals.
- Circulated 52 issues of the Career Connections eNewsletter.
- Broadcast relevant content to support practitioners through the pandemic.

OUTREACH TEAM

- Deployed CPC’s Supporting Organization Program.
- Participated in the Steering Committee for the National Competency Framework.
- Developed a Governance Course for the Canadian Council for Career Development.

SOCIAL MEDIA TEAM

- Established a robust team of active volunteers to moderate social media posts.
- Grew CPC’s Facebook Group membership to 900.
- Grew CPC’s LinkedIn Group membership to 4400.

TELE-NETWORKING TEAM

- Developed topics for a robust Tele-networking Program.
- Facilitated and moderated 8 Zoom sessions.
- Recruited outside facilitators with specific expertise for some sessions.

INNOVATION HUB

This year, Career Professionals of Canada partnered with *Plan International Canada* on their *Girls Belong Here* initiative where we deployed an *Innovation Hub*.

IN
SUPPORT
OF



The topic of our Innovation Hub was *Paving the Way for Youth*. As career professionals, we have a passion for helping all clients create sustainable and resilient careers in this new world of work. As part of this work, we want to ensure that our young people are prepared for the world of tomorrow. Our objective was to learn what career professionals must do to support young people as they prepare to enter the world of work.

2022 is a turning point for career professionals; an opportunity for us to better address economic, social, and cultural barriers that exist across Canada. It's vital that we disrupt our old models and focus our services so we are better equipped to serve clients, including the vitally important youth population.



This highly successful program gave a platform for seven trailblazing young women who provided invaluable insight and advice to CPC's leadership team. Our Innovation Hub enabled active knowledge transfer between these youth (our subject matter experts) and career professionals.

Their recommendations were built into CPC's 2022 Action Plan so we can better support young people as they prepare for the emerging world of work.

As a result of the Innovation Hub, some of the youth joined CPC membership and shared insights, learnings, and ideas for innovative actions in our newsfeed and *Career Connections eNewsletter*.

AWARDS OF EXCELLENCE

The 2021 CPC Awards of Excellence competition proved rigorous, as always. A total of 52 candidates were selected from all the submissions received. An independent Awards Team judged submissions and awarded recipients.

To close off the year, the judging team updated the CPC Awards of Excellence program. They streamlined and clarified submission processes while maintaining stringent and consistent judging criteria. The newly refreshed program is open for submissions in January 2022.



CONGRATULATIONS!

Winners | Mentions | Nominees

Barb Penney | Brent Warman | Carol Brochu | Carolina Feican
Edwynna Laughton | Elaine Piper | Felisha Ali | Gail Kastning
Jude Gaal | Judy Marston | Julia Shmelkova | Karen Shane
Karine Touloumjian | Kim Cooper | Komal Parekh
Kristin Vandegriend | Ksenia Lazoukova | Leanna Monardo
Lori Jazvac | Lorraine Morris | Lynne West | Marian Bernard
Maureen Farmer | Michael McClure | Michelle Ashley
Michelle Precourt | Mohammad Hayat | Nataliya Masyuk
Rita Kamel | Sweta Regmi | Wanda Kusumajuda Pichette

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

NEW CODE OF PROFESSIONAL CONDUCT



Career Professionals of Canada's new *Code of Professional Conduct* outlines our rules, standards, and ethical guidelines. This framework helps us to make thoughtful decisions, uphold the quality of the services we provide, and guide our behaviour. By complying with this code, we protect ourselves, our employers, our colleagues, and our clients.

CPC's Code of Professional Conduct requires that members follow certain principles, which enable us to be accountable to our profession and to the public.

Principle 1

- Ethics & Integrity

Principle 2

- Professionalism & Competence

Principle 3

- Diversity & Inclusion

Principle 4

- Community & Relationships

CPC's Code of Professional Conduct replaces our *Code of Standards and Ethics*. It was informed by the *National Competency Profile for Career Development Professionals* and the *Code of Ethics for Career Development Professionals*.

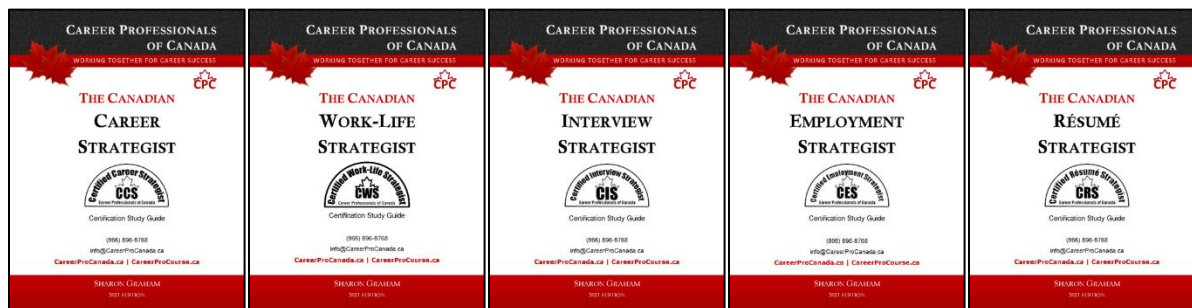
LEARN MORE ABOUT OUR CODE OF PROFESSIONAL CONDUCT:

<https://careerprocanada.ca/about/cpc-code-of-professional-conduct/>

COURSES & CERTIFICATIONS

The pandemic has changed the way practitioners live, learn, and work. The need for online learning and remote services became a necessity in 2020 and has continued to accelerate since then. This year, 392 students accessed our courses. 258 members applied for their CPC certifications.

In 2021 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.



We also enhanced all courses and streamlined our programs:

- Updated all course curriculum and content to be relevant and meaningful.
- Received 98% positive results from students on course feedback survey report.
- Simplified the homework submission and evaluation process for the *Self-Study* certification program and clarified the new process in certification eGuides.
- Aligned the *Course-Based* fast-track certification program with CDP courses and eliminated the experiential requirement to make it more accessible to all practitioners.
- Restructured the *Master-Level* certification program and eliminated renewal and re-certification fees.
- Expanded CPC's proprietary technology platform to help make online learning even more agile for students and course facilitators.
- Created orientation manuals for course instructors and certification evaluators and established "living document" instructor guides, evaluation forms, and marking guides
- Formalized policies, terms, and conditions for certifications and courses.

LEARN MORE ABOUT CPC COURSES: <https://careerprocourse.ca/>

LEARN MORE ABOUT CPC CERTIFICATIONS: <https://careerprocanada.ca/certifications/>

WRITE FEATURE ARTICLES LIKE A PRO



At CPC, we value our members' experience, passion, and perspective. They are subject matter experts in diverse areas, and we want to provide them with opportunities to share their knowledge with others. In July 2021, we launched a very special member event: **Write Feature Articles Like a Pro!**

Prior to launching this event, Career Professionals of Canada first embarked on an initiative to optimize our main website (CareerProCanada.ca). We engaged Michelle Bourbonniere, a Web Editor and SEO Specialist, to audit our site and provide a report outlining our search result rankings, website traffic, and conversions. One of the most exciting things we learned from the audit is that CPC is an *authority site*. CPC's website has content that is so good it makes the site extremely useful to readers and they are glad they landed on it.

We then brought together a volunteer project team to review and act on the audit report and determine how we could provide some added value to CPC members. The result was that the team launched our special member event.

118 registrants joined us for this event where we explained how to write feature articles just like a professional blogger. During the session, we introduced various writing tools, resources, and support. We provided instructions on how to structure a feature article, from the title through to the closing paragraph. We shared strategies to make articles rank high in a Google search. We then invited participants to submit their high-quality career-related content for publication on our CPC News Feed.

All the resources, along with a recording of the event, are available for members to access at any time on the CPC Member Portal. By following these steps, members can create attention-getting posts that will increase their visibility, influence, and authority.

Website Optimization Project Team

	<p>Project Leads</p> <ul style="list-style-type: none"> • Cathy Milton • Janet Barclay • Sharon Graham 	<p>Team Members</p> <ul style="list-style-type: none"> • Debbie Lapointe • Dorothy Keenan • Felisha Ali • Jayne Barron • Lori Jazvac • Michelle Precourt
--	--	---

CANADA CAREER MONTH



November is Canada Career Month. In 2021 our theme was *It's possible...to create a bright future*. During the month, CPC's News Feed featured a series of posts built on this theme.

Every person should have the opportunity to reach their full potential. For some, this seems out of reach. Clients deserve the promise of health, happiness, and personal success. It is within our power to help.

We can transform our client's future by nurturing a more inclusive, accessible, and equitable environment. We can take steps toward breaking down barriers and creating long-term success for our clients. By making small changes within ourselves, we can impact our clients' lives, our profession, our country, and even our world.

Career professionals strive to help clients construct sustainable and resilient careers. We establish support services and systems to help our clients succeed in the emerging world of work. We believe *it's possible to create a bright future*.

LOOKING AHEAD



2022 LEADERSHIP TEAM



Sharon Graham | CPC Founder & Executive Director

Gabrielle LeClair | CPC Senior Advisor & Standards Manager | GDL Consulting

Maureen McCann | CPC Senior Advisor & Course Instructor | ProMotion Career Solutions

Cathy Milton | CPC Senior Advisor, Communications Manager & Course Instructor

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

Daisy Wright | CPC Senior Advisor & Outreach Program Lead | The Wright Career Solution

Jayne Barron | CPC Advisor & Course Instructor | Workforce Solutions Group

Dorothy Keenan | CPC Advisor & Ambassador Program Lead | FutureWorks

Erika Mendonça-DeSilva | CPC Advisor & Awards Program Lead | The Talent Company

Barb Penney | CPC Advisor & Social Media Program Lead | Winning Resumes Career Solutions

Michelle Precourt | CPC Advisor & LinkedIn Group Lead | Mindful HR Services

Janet Barclay | CPC Technology Manager | Janet Barclay Web Design

Debbie Lapointe | CPC Administrative Manager | Biz E-Solutions

Leanna Steeves | CPC Marketing Manager | Whiskey Jack Marketing and Sales

ACTION PLAN – MEMBERS MATTER

At Career Professionals of Canada, the success and well-being of every member is important, and we want their CPC membership to be meaningful. In 2022, CPC will be deploying a new initiative titled **Members Matter**, which we hope to be a transformational experience for everyone in our association.

Our culture is already one of purposeful kindness, inclusivity, and engagement. When members are personally involved in the development of programs, they gain more fulfilment from their membership. As a side benefit, we've found that members who participate actively often form lasting personal relationships with each other.

Our Members Matter initiative is built on *human-centred design* principles. This is a framework where the needs of our community are the focus of our association's future. We especially want to find ways to engage and include new members, and those who have not yet participated in our active community. We want to empower these members to be involved and enjoy being part of CPC. We believe that our members can help us find ways to make this happen so that we're all working together towards a shared purpose.

Measurable Goals:

As part of our Members Matter initiative, we will be implementing new ways of reporting results that focuses on our members.

- Increase member engagement, referrals, and renewals over last year.
- Grow CPC's LinkedIn Group membership to 5000.
- Grow CPC's Facebook Group membership to 1000.
- Attain 1000 CPC members by the end of 2022.
- Achieve 800 active CPC certifications by the end of 2022.
- Facilitate 500 CPC course graduations in 2022.
- Receive 95% positive results on course feedback survey report.

ACTION ITEMS – MEMBERS MATTER

- *General Meeting:* Invite all members to participate in a general meeting to learn about Members Matter. Reach out to underrepresented communities within CPC and create project leaders and teams consisting of members.
- *Purposeful Kindness:* Continue our 2021 campaign to, intentionally and mindfully, practice purposeful kindness in all the work we do.
- *Volunteer Support:* Support all existing volunteer teams through formal meetings and resources to help them better understand benefits of membership, courses, and certification.
- *Entrance and Exit Interviews:* Interview graduating students, members, and volunteers to better understand their needs.
- *Explainer Videos:* Create videos to help members better understand CPC. This will allow them to take full advantage of benefits.
- *Headshots:* Obtain new headshots from interested members. These would be added to our website, marketing material, and social media.
- *Screenshots:* Volunteer teams will do screenshots of their Zoom meetings so that we can feature them in our publications.
- *Testimonials:* Depending on their preference, members may provide written or recorded testimonials for us to add to our websites.
- *Member Introductions:* In recorded videos, members introduce themselves, describe their work, and express why they are interested in career development.
- *Ebook Publishing:* Feature the contributions of members by publishing their samples in the 2022 editions of Best Canadian Résumés and Best Canadian Cover Letters eBooks.
- *Course Content:* Develop new one-week courses based on member requests, market needs, and societal trends. Members provide their best tips and are featured in courses.
- *Website Content:* Members perform a formal usability and readability review of the CPC website. Streamline and optimize content to help visitors access, find, and understand programs and benefits.

INVITATION TO GET INVOLVED



CPC's call to action for 2021 was to work together and make a positive impact within the career development profession. Our 2022 Action Plan is to invite members to participate actively in our Members Matter initiative.

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. Working together, we can grow our social enterprise, expand our social media presence, and establish social equity within 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 your association's services and programs.

LET'S MAKE AN IMPACT!

LEARN MORE ABOUT CAREER PROFESSIONALS OF CANADA:

<https://careerprocanada.ca/about/>

CAREER PROFESSIONALS OF CANADA



Career Professionals of Canada is your social enterprise.
Build your credentials, gain contacts, and increase your credibility.
We're working together for your career success!



CareerProCanada.ca