

Career Professionals of Canada



2022 Annual Report



CareerProCanada.ca

December 1, 2021 – November 30, 2022

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.

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ASSOCIATION LEADERSHIP

BOARD OF DIRECTORS

- Sharon Graham, Chair - Career Professionals of Canada
- Felisha Ali, Director - Seneca College
- Dorothy Keenan, Director - FutureWorks
- Gabrielle LeClair, Director - GDL Consulting
- Erika Mendonça-DeSilva, Director - The Talent Company
- Cathy Milton, Director - Communications Consultant
- Barb Penney, Director - Winning Résumés Career Solutions

LEADERSHIP TEAM

- Sharon Graham, Executive Director
- Debbie Lapointe, Operations Director
- Cathy Milton, Compliance Director
- Leanna Steeves, Development Director

COURSE INSTRUCTORS

- Gabrielle LeClair
- Jayne Barron
- Maureen McCann
- Cathy Milton
- Wayne Pagani
- Barb Penney
- Michelle Precourt

VOLUNTEER TEAM LEADERS

- Felisha Ali, Members Matter Program
- Skye Berry, Certification Program
- Lori Jazvac, Tele-Networking Program
- Dorothy Keenan, Ambassador Program
- Erika Mendonça-DeSilva, Awards Program
- Cathy Milton, Communications Program
- Barb Penney, Social Media Program
- Leanna Steeves, Outreach Program

EXECUTIVE DIRECTOR MESSAGE

Hello Friends,

On Canada Day, 2022, Career Professionals of Canada (CPC) was thrilled to re-introduce itself as a not-for-profit corporation. This is an exciting and essential step forward in the viability and growth of our association.

CPC is now overseen by a newly created Board of Directors who will have responsibility for CPC's strategic direction, ethical governance, and long-term sustainability. Our organization will now continue indefinitely, regardless of management changes. We will also have strict by-laws, stronger liability protection, tax-exempt status, and access to new avenues of funding for member-driven programs. Combined, these benefits will ensure the longevity of CPC.

In 2022, CPC deployed a new initiative titled *Members Matter*, which has proven to be a transformational experience for many of our members. Our members are at the heart of everything we do. Be assured that as we grow, we will continue to be a caring and sharing community of career professionals. We are a rich and robust national association whose culture is one of purposeful kindness, inclusivity, and engagement. Our websites, member programs, benefits, courses, and certifications all remain and will continue to be enhanced.

Our 2023 goals will focus on instituting CPC as Canada's national association for career development professionals. We will establish a formal outreach program to build awareness and engage practitioners across Canada. As an evidence-based organization, we will continue to:

- Provide tangible programs and services to our membership.
- Ensure that members understand, use, and value the services we provide.
- Measure our program outcomes and report them to our members.

The outlook for Career Professionals of Canada is bright. With the incorporation of our new not-for-profit association, we are leading the way again in anticipation of another banner year. We are fortunate to have the continued support of our members and volunteers, who bring with them a wealth of institutional knowledge. We are poised and ready to move forward with a renewed purpose!

Your number one fan,

The signature of Sharon Graham is written in a red, cursive script. To the right of the signature is a small red maple leaf. Below the signature, the words 'CANADA'S CAREER STRATEGIST' are written in a small, red, sans-serif font.

Sharon Graham
CANADA'S CAREER STRATEGIST

Executive Director
Career Professionals of Canada

OUR STORY



WHO WE ARE

Career Professionals of Canada (CPC) is the national not-for-profit association supporting career practitioners from coast-to-coast-to-coast.

We create opportunities for our members to gain contacts, credentials, and credibility within the field. CPC offers practitioners access to membership, courses, and certification. Members benefit from a wide range of programs and resources designed to help them advance their careers and expand their businesses.

CPC is a member-run, volunteer-driven social enterprise. We believe in sustainable career development. As a net-zero organization, we do not have a carbon footprint. We provide our services virtually to practitioners across Canada.

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, grow, and build long-lasting friendships through a variety of services and programs.

We are living, learning, and working together for career success!



Membership



Courses



Certifications



LEARN MORE ABOUT CPC:

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

DOWNLOAD OUR BYLAWS:

<https://careerprocanada.org/resources/Documents/Annual%20Reports/CPC%20Bylaws.pdf>

OUR MEMBERS

Career Professionals of Canada is an inclusive national association for aspiring and expert career professionals. We support all career professionals from coast-to-coast-to coast. Our collective call to action is to work together and make a positive impact within the career development profession.

CPC members are a diverse group of individuals, including employment consultants, career coaches, résumé writers, job developers, guidance counsellors, vocational consultants, leadership coaches, outplacement consultants, and a wide variety of other career professionals. No matter what experience or education practitioners hold, they have a home with us.

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.



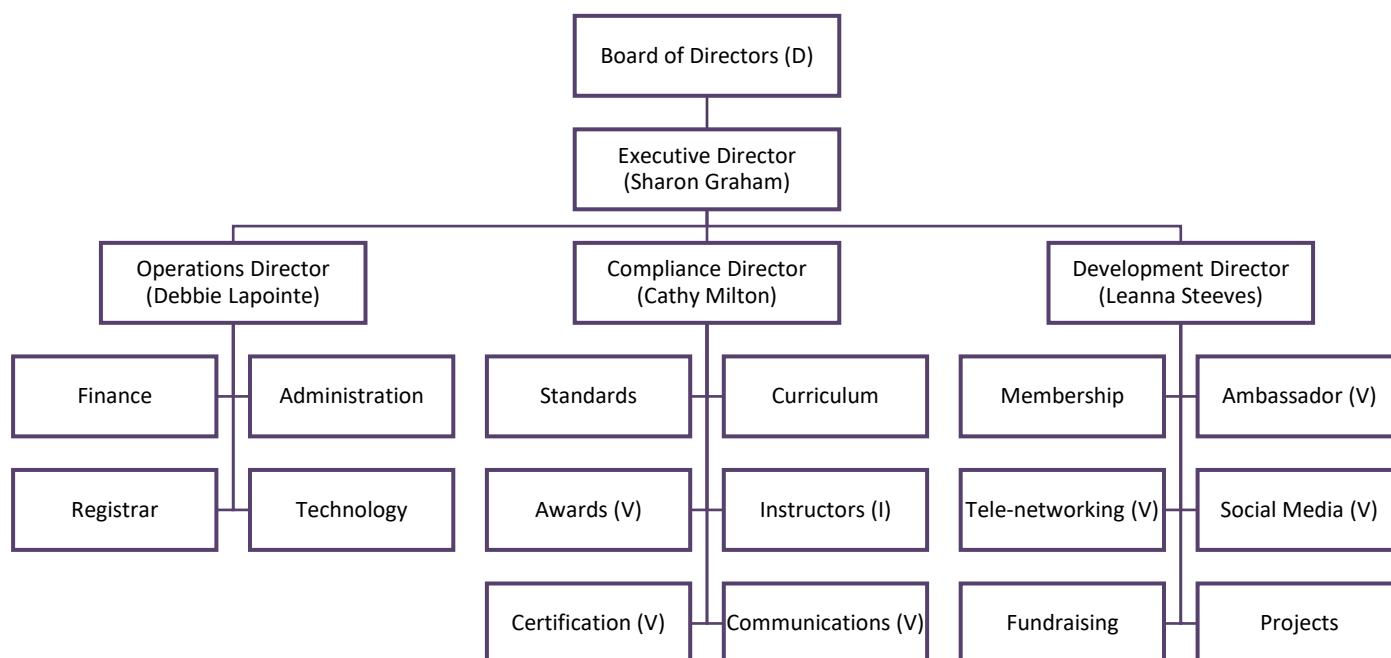
As a virtual organization, our members are at the heart of everything we do! Networking and volunteer opportunities allow members to share, learn, and grow. As a bonus, our members often develop meaningful business and personal relationships through their connections with like-minded members in regions across Canada.

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

OUR ORGANIZATION

Career Professionals of Canada

850+ Active Members



(D) Board of Directors – Sharon Graham (Chair), Barb Penney, Cathy Milton, Dorothy Keenan, Erika Mendonça-DeSilva, Felisha Ali, Gabrielle LeClair

(I) Instructors – Barb Penney, Cathy Milton, Gabrielle LeClair, Jayne Barron, Maureen McCann, Michelle Precourt, Wayne Pagani

(V) Volunteer Leads – Barb Penney (Social Media Lead), Michelle Precourt (LinkedIn Lead), Sarah-Jane Vandenberg (Facebook Lead), Felisha Ali (Website Content Lead), Skye Berry (Certification Lead), Erika Mendonça-DeSilva (Awards Lead), Dorothy Keenan (Ambassador Lead), Lori Jazvac (Tele-Networking Lead)

NOBODY DOES IT ALONE!

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 our membership and of value to our field. We donate our time and talent whenever appropriate opportunities arise.

CODE OF PROFESSIONAL CONDUCT



Career Professionals of Canada's *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

LEARN MORE ABOUT OUR CODE OF PROFESSIONAL CONDUCT:

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

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.

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. Many career professionals bring a range of different backgrounds and qualifications. Furthermore, practitioners typically have limited time and resources for professional development.

Our online courses provide practitioners with access to four learning streams:

- Career Development Practitioner (CDP) Series
- Career Professionals (CAR) Series
- Résumé Development Practitioner (RES) Series
- Business Development (BUS) Series

We are proud of the fact that CPC's distance learning program has been available since 2005. Each year, we evolve our courses, incorporating new technologies to support changes in the online learning environment. This year, we updated all our courses and certification programs to better serve practitioners.

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

MEMBER SERVICES



Awards of
Excellence



50% Off
Courses



National
Certifications



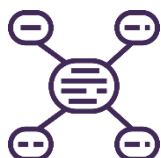
Volunteerism &
Collaboration



Outreach
Program



Zoom
Tele-Networking



Blogging &
Feature Articles



Shareable
Tip Sheets



CCDP
Credit Courses



Members Matter
Video Introductions



Templates &
Resources



Recorded
Webinars



Special Interest
Groups



Liability
Insurance



Group
Health Insurance



Career Club
Forum



Online Member
Directory



Secure
Member Portal

2022 REPORT

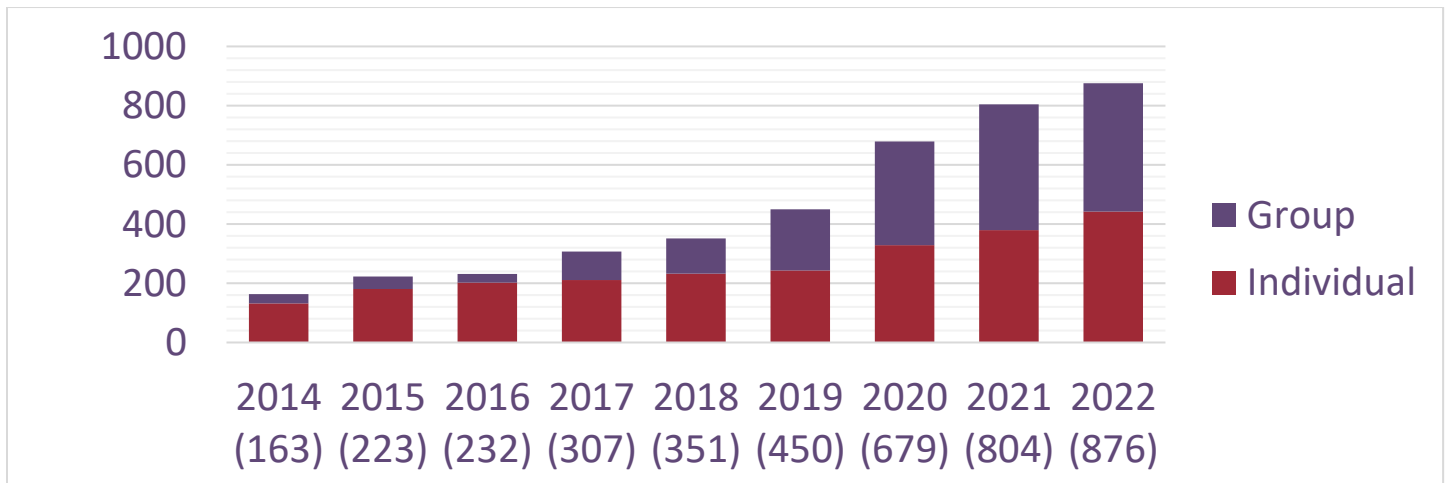


MEMBERSHIP

On Canada Day, July 1, 2022, Career Professionals of Canada (CPC) announced the creation of a new not-for-profit association for the career development sector. This change solidified the organization as Canada's national association supporting career development professionals from coast-to-coast-to-coast.

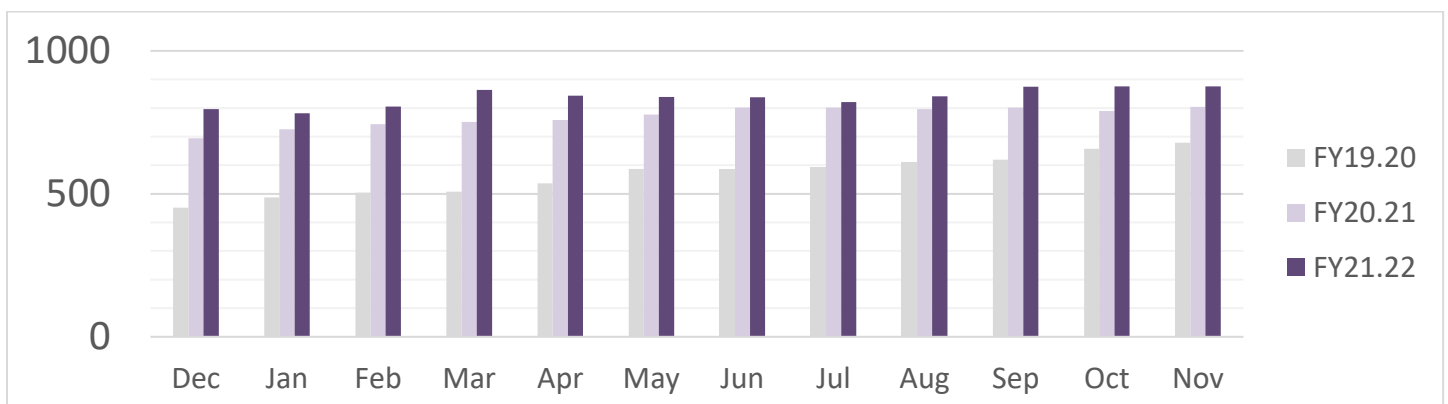
850+ MEMBERS!

MEMBER GROWTH



MONTH OVER MONTH GROWTH IN 2022

MONTHLY YEAR-OVER-YEAR COMPARISON



VOLUNTEERISM



Volunteers and Management Team Members

As a social enterprise, members of Career Professionals of Canada collaborated to provide many offerings and maximize our collective social impact in 2022. Our volunteer team members worked together to deliver a range of special member events including: eight Tele-networking Sessions, four Welcome Wagon Sessions, two Special Interest Groups, one Mastermind Group, and a Members Matters Program launch event.

Board of Directors | Advisory Team | Ambassador Team
Awards Judging Team | Certification Team | Communications Team
Social Media Team | Outreach Team | Tele-networking Team

100+

CPC Volunteers

16

Special Member Events

9

Volunteer Teams

CREATING COMMUNITY



CPC's Social Media Team warmly invited practitioners from across Canada 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.



Social Media Team Members

MEMBERS MATTER VIDEOS



Career Professionals of Canada
Daisy Wright CPC Member and Senior Adviser
Chief Encouragement Officer, The Wright Career Solution



Career Professionals of Canada
Britt-Mari Sykes CPC Member and Volunteer
Career Counsellor and Founder of Canis Career Counselling



Career Professionals of Canada
Rita Kamel CPC Member and Volunteer
Career Development Practitioner and Founder of CareerPro



Career Professionals of Canada
Kamee Gilmore CPC Member and Volunteer
Career Development Practitioner & Owner of Paradigm Solutions



Career Professionals of Canada
Janet Barclay CPC Member & Technology Manager
Website Caregiver



Career Professionals of Canada
Devon Turcotte CPC Member and Volunteer
Career Advisor at CareerPro



Career Professionals of Canada
Isabeau Iqbal CPC Member and Volunteer
Career Coach for Ambitious Perfectionists



Career Professionals of Canada
Lama Shaath CPC Member and Volunteer
Creator and Founder, Lama Shaath Mine Your Inner Power

Members Matter Videos

At CPC, our members are at the heart of everything we do!

Our members are a vital part of our community, and we value their experience and opinions. The success and well-being of every CPC member is important, and we strive to make their membership as meaningful as possible.

In February 2022, CPC's Communications Team introduced a new program for members called Members Matter. This program is designed to honour and celebrate our members and includes many initiatives that give our members the recognition they deserve. One of the initiatives within the Members Matter program offers members the opportunity to record introductory videos, allowing others to get to know the people who are part of their CPC community.

WATCH SOME MEMBERS MATTER VIDEOS: <https://careerprocanada.ca/membership/members-matter/>



SPECIAL INTEREST GROUPS



Ambassador Team Members

CPC's Ambassador Program is an initiative to help new members become more knowledgeable about—and involved in—CPC's initiatives, benefits, and programs.

In 2022, the Ambassador Team introduced a new initiative, offering members the opportunity to join Special Interest Groups (SIGs) that fit their background, qualifications, and interests. This program is available to all CPC members free of charge. Members interact on selected topics of mutual interest for the purposes of professional development.

Special Interest Groups help participants expand their knowledge of topics that interest them. SIG members enjoy spending time—and building relationships—with like-minded colleagues. Shared interests also foster ongoing professional development and career growth. That's why CPC's SIGs are so effective!

LEARN MORE ABOUT OUR SIGS:

<https://careerprocanada.ca/membership/member-benefits/special-interest-groups/>

AWARDS OF EXCELLENCE



46

Candidates Recognized

The 2022 CPC Awards of Excellence competition proved rigorous, as always. CPC's Awards Judging Team evaluated all submissions and selected 46 candidates as award recipients. To close off the year, the 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 now open for submissions.

CONGRATULATIONS!

Winners | Mentions | Nominees

Barb Penney | Brent Warman | Cathy Milton | Chandra Sigamoney | Daisy Wright
 Debbie Lapointe | Dorothy Keenan | Elaine Piper | Erika Mendonça-DeSilva | Felisha Ali
 Gabrielle LeClair | Janet Barclay | Jayne Barron | Jean-Philippe Michel | Joy Halfkenny
 Jude Gaal | Karen Shane | Kevin Shirton | Kim Cooper | Lama Shaath | Leanna Steeves
 Lina Guo | Lori Jazvac | Lynne West | Matt Purdey | Maureen Farmer | Maureen McCann
 Michelle Ashley Slywka | Michelle Precourt | Nataliya Masyuk | Peter Elmar Bordo
 Quyen Chau | Rita Kamel | Robin Corey | Sam Sherif | Skye Berry | Stephen Andrada
 Tanya Kett | Virginia Pineda | Wayne Pagani | Zack Startup

Ambassador Team | Awards Judging Team | Certification Team | Communications Team
 Outreach Team | Social Media Team | Tele-networking Team

ACCESS THE AWARDS OF EXCELLENCE PROGRAM: <https://careerprocanada.ca/awards/>

ONLINE COURSES

382

Course Certificates

96%

Positive Survey Feedback

200

CCDP Course Certificates

2022 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

Career Professionals (CAR) Series

- CDP-101 – Case Management
- CDP-102 – Job Development
- CDP-103 – Labour Market Information

Résumé Development Practitioner (RES) Series

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

Business Development (BUS) Series

- BUS-101 – Marketing Your Career Service

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

CERTIFICATION PROGRAM

**430⁺**

Certified Members

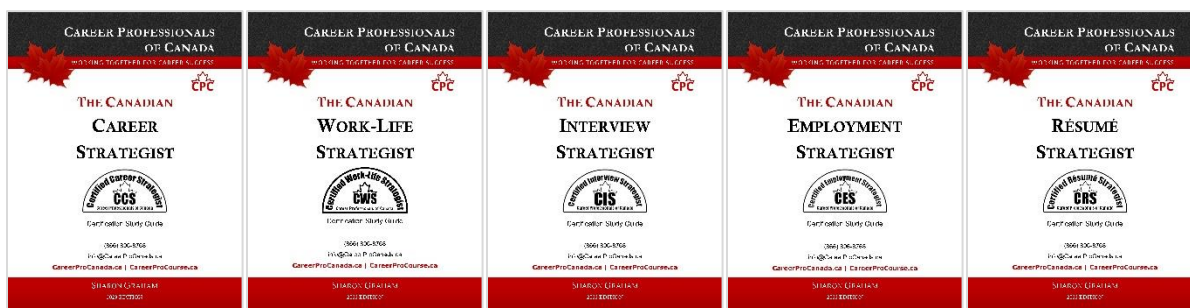
700⁺

Active Certifications

125

2022 Applications Approved

In 2022, we overhauled our courses, along with our certification program, and updated all our eGuides. All certified members of CPC received new versions of their eGuides free of charge.



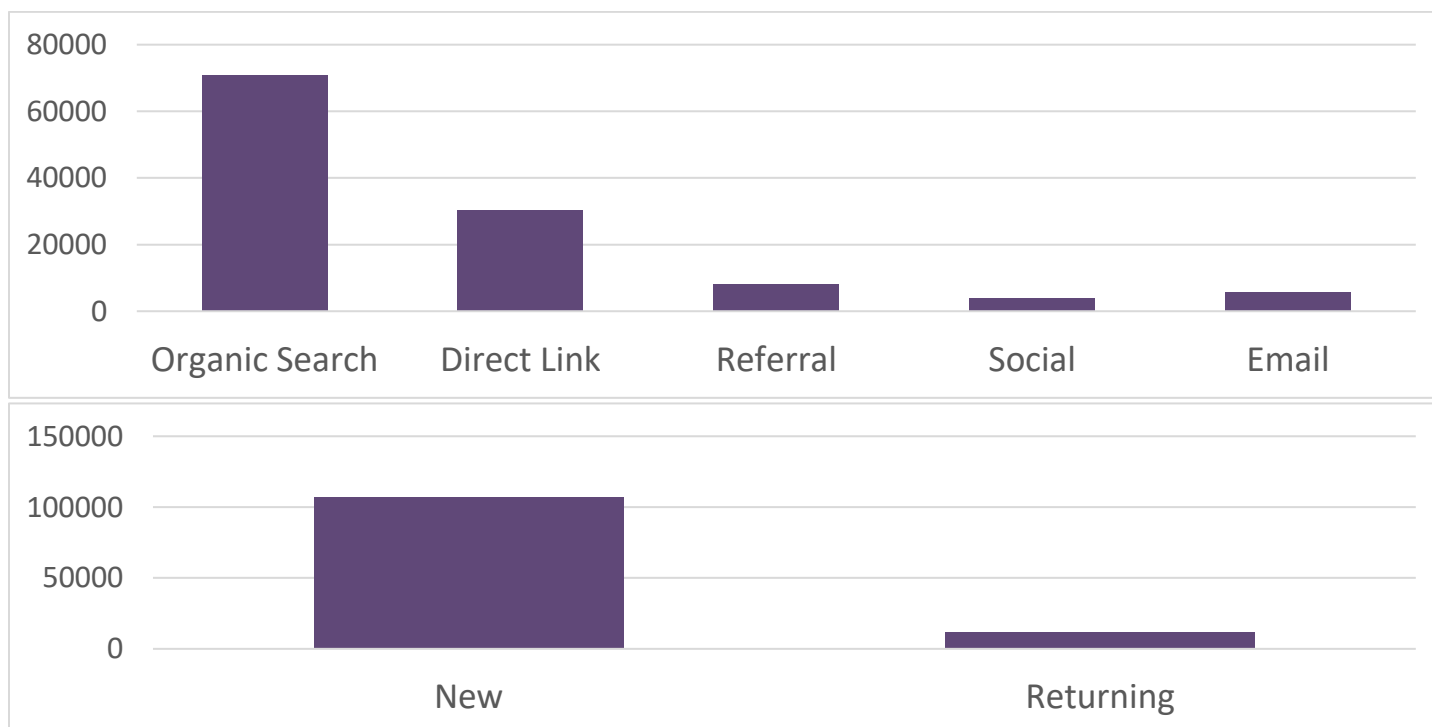
LEARN MORE ABOUT CPC CERTIFICATIONS: <https://careerprocanada.ca/certifications/>

WEBSITE REPORT

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

100,000 ⁺ Website Visitors	4000 ⁺ eNewsletter Subscribers	80 ⁺ Feature Articles in 2022
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MAIN WEBSITE VISITORS



TRANSFER OF ORGANIZATION

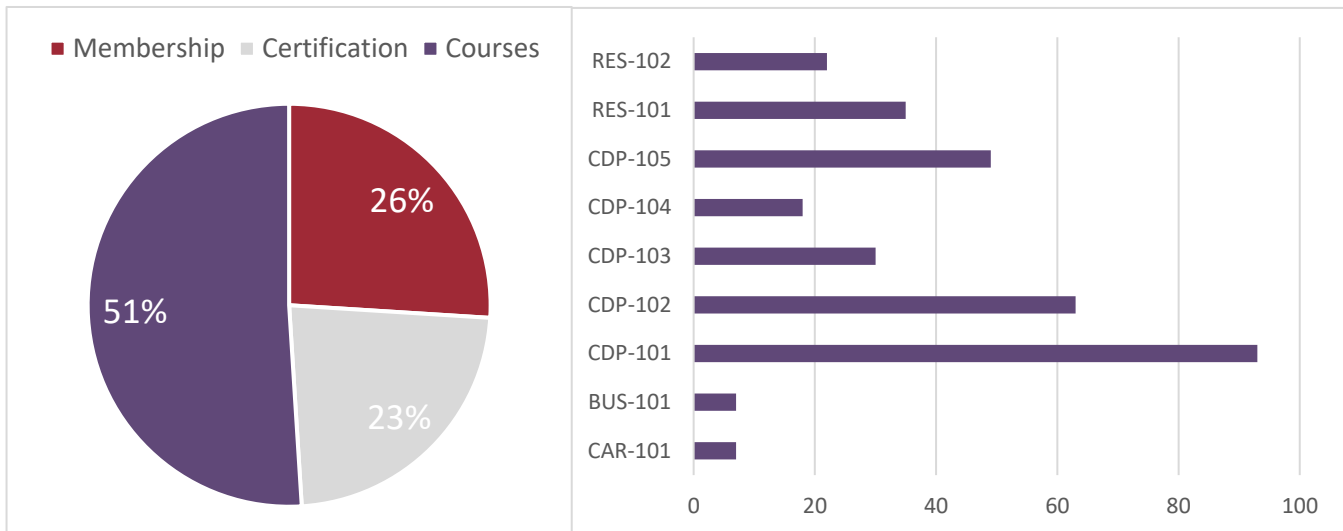
Sharon Graham and S Graham Management Solutions Inc. (SGMS) launched *Career Professionals of Canada* as an Ontario corporation on June 16, 2004. On July 1, 2022, *Career Professionals of Canada Association* (NFP) was established as an Ontario-based not-for-profit corporation. On December 1, 2022, Career Professionals of Canada was gifted to the NFP by Sharon Graham. To ensure seamless operations, revenue and expenses continued to be absorbed by SGMS up until November 30, 2022.

Effective December 1, 2022, *Career Professionals of Canada Association* became officially operational, at which time all revenue and expenses were transferred to the NFP. This was formalized with two signed agreements:

- *Asset Purchase Agreement:* Assets transferred from SGMS to the NFP include:
 - The goodwill of SGMS, including the business operating name (Career Professionals of Canada) and the title to registered or unregistered trademarks and trade names.
 - All records and files relevant to carrying on business operations for Career Professionals of Canada.
 - All programs and services, including memberships, courses, certifications, resources, and awards currently in use.
 - All copyright and publishing rights to Certification eGuides and books authored or edited in full or in part by Sharon Graham and published under the name of Career Professionals of Canada.
 - All contracts and agreements including sales orders for future membership, certification, courses, books, and eGuides.
- *Transitional Services Agreement:* Services provided to the NFP by Sharon Graham include:
 - Acting as interim executive director of the NFP through to November 30, 2022.
 - Transference of additional duties not covered by the executive director role, including, but not limited to, financial management, content development, course development and management, vendor contract management, member benefit program management, and special projects.

FINANCIAL REPORT

2022 REVENUE SOURCES (S Graham Management Solutions Inc.)



Revenue

Membership	120,000.00
Certification	70,000.00
Courses	250,000.00
eBooks	10,000.00
Total Revenue	450,000.00

Expenses

Management & Subcontractor Fees	360,000.00
Technology Services	20,000.00
Travel, Meals & Entertainment	20,000.00
Bank & Card Processing Fees	10,000.00
Office, Advertising & Promotion	6,000.00
Professional Services Fees	6,000.00
Insurance, Dues & Subscriptions	2,000.00
Total Expense	424,000.00

Net Income

26,000.00

2023 ACTION PLAN



2023 LEADERSHIP TEAM



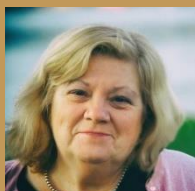
Sharon Graham
Board Director & Chair
Interim Executive Director



Barb Penney
Board Director, Course Instructor
Social Media Program Lead



Cathy Milton, Board Director
Compliance Director
Course Instructor



Dorothy Keenan
Board Director
Ambassador Program Lead



Erika Mendonça-DeSilva
Board Director
Awards Program Lead



Felisha Ali
Board Director
Members Matter Program Lead



Gabrielle LeClair
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Course Instructor



Debbie Lapointe
Operations Director



Leanna Steeves
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Jayne Barron
Course Instructor



Lori Jazvac
Tele-Networking Program Lead



Maureen McCann
Course Instructor



Michelle Precourt
Course Instructor



Skye Berry
Certification Program Lead



Wayne Pagani
Course Instructor

2023 ACTION PLAN

1 ESTABLISH OUR NATIONAL ASSOCIATION

We will continue to establish and grow our new national not-for-profit association. Through our exceptional programming, we will further institute our not-for-profit corporation as Canada's national career development association. We will show, by example, our mission, culture, values, code of conduct, and call to action.

2 LEVERAGE OUR INSTITUTIONAL KNOWLEDGE

We are blessed with many exceptional members who bring a wealth of institutional knowledge. They have been deeply engaged and involved in building our association and reputation over the last 18 years. By leveraging the deep expertise of these long-term members, the newly formed association will make well-informed changes to solidify our organizational policies, processes, and performance.

3 FORMALIZE OUR OUTREACH PROGRAM

We will build a formal volunteer coalition to perform outreach and recruit career professionals from across all regions and sectors. This outreach program is a phased plan to bring in influential people who will help us market and promote CPC widely across Canada. These key members will advise and support the expansion of our not-for-profit association

4 SUPPORT OUR VOLUNTEERS

We will formalize the infrastructure required to ensure that our volunteer leads and teams continue to be supported as we grow CPC. We will ensure that all volunteers have appropriate orientation, training, and mentoring. Our management team will provide volunteers with additional administrative support, strategic advice, member recruitment, resources, and collateral they require to achieve their mandates.

2023 MEASURABLE GOALS

1300

Active Members

480

Course Graduates

800

Active Certifications

5500

LinkedIn Group Members

1300

Facebook Group Members

98%

Positive Survey Feedback

INVITATION TO GET INVOLVED



CPC's call to action is to work together and make a positive impact within the career development profession. Our 2023 Action Plan is to invite members to help establish our national not-for-profit association from coast-to-coast-to-coast.

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 goals, 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