

# Career Professionals of Canada



## 2023 Annual Report



CareerProCanada.ca

December 1, 2022 – November 30, 2023

## 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 – Former Executive Director, Career Professionals of Canada
- Felisha Ali, Director - Seneca College
- Incoming - Ayesha Bhikha, Director - Achēv
- 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
- Incoming - Brad Whitehorn, Director - CLSR Inc.

### LEADERSHIP TEAM

- Christine (Chris) Ball, Executive Director
- Debbie Lapointe, Operations Director
- Cathy Milton, Compliance Director
- Leanna Steeves, Development Director
- Skye Berry, Certification Program Lead (Volunteer)
- Lori Jazvac, Tele-Networking Program Lead (Volunteer)

### COURSE INSTRUCTORS

- Gabrielle LeClair
- Jayne Barron
- Maureen McCann
- Barb Penney
- Michelle Precourt

## EXECUTIVE DIRECTOR MESSAGE

Hello Friends,

It's a time of celebration and innovation at Career Professionals of Canada (CPC) as we mark our significant milestones of 2023. We are thrilled to share our remarkable progress as we continue to foster a community of purposeful kindness and professional growth. These milestones are not mere markers in time; they are tangible evidence of our dedication to career development and our relentless pursuit of a culture of innovation and inclusivity. Here are some of the fantastic accomplishments completed by our leadership team, volunteers, and members in 2023.

### **CPC's Not-for-Profit Transformation**

One of our most significant milestones has been the transformation of CPC into a not-for-profit association. This transition aligns with our vision of supporting our members and the profession while emphasizing our steadfast focus on quality, ethics, and expertise. This transformative step underscores our determination to create a lasting impact and shape the future of career development in harmony with CPC's inclusive, supportive, and collaborative ethos.

### **New CPC Leadership**

In addition to my joining the team, we are delighted to share the outstanding news of the appointment of Ayesha Bhikha and Brad Whitehorn as members of our Board of Directors. Their acceptance was met with unanimous celebration during a recent board vote, a testament to their profound expertise and unwavering passion for the profession.

### **Member of the Week Program**

In January, we successfully launched our "Member of the Week" program, which has already showcased over 50 outstanding members. This initiative provides an excellent opportunity for members to spotlight their accomplishments and share insights about themselves with our community. Each member feature includes a headshot and a brief bio highlighting one (or more) of their most valued achievements.

### **The Career Professional's Creed**

In straightforward language, we established The Career Professional's Creed, a declaration of our Code of Professional Conduct: "I take pride in being part of a helping profession. In all interactions with clients and colleagues, I uphold unwavering ethics, integrity, and purposeful kindness. I consistently act with professionalism, working strictly within the boundaries of my qualifications. I actively seek opportunities for learning and growth to provide leading-edge support to my clients. I wholeheartedly embrace the values of diversity and inclusion, showing respect to all clients by meeting their unique needs and preserving their

dignity. The members of my community of practice are my most trusted allies and collaborators. Together, we foster strong, trustworthy relationships with the individuals we are privileged to serve." Members are encouraged to demonstrate their commitment to the creed by adding it to their website.

### **Résumé and Cover Letter Showcase**

Our brand-new Résumé and Cover Letter Showcase lets members view and submit samples, fostering a vibrant community of sharing and learning. In this showcase, you will discover a repository of exceptional résumé and cover letter samples. These samples are a robust, searchable resource designed to elevate your professional profile and enhance your skills. Reviewing showcased samples offers valuable insights into successful approaches, industry-specific terminology, and emerging trends. You can also feature your samples in the showcase, enhancing your visibility within our professional community.

### **Special Interest Groups**

This year marked a significant achievement as we introduced four Special Interest Groups (SIGs), quickly becoming our community's cornerstone. These SIGs have proven to be in high demand, fostering relevant and meaningful discussions among professionals with the background and qualifications that align with the target populations of each group.

### **Career Development Practitioner Course Updates**

In our commitment to accessible education for all career professionals, CPC has made remarkable strides in enhancing our educational offerings. We've revamped and updated our range of instructor-led Career Development Practitioner (CDP) courses included in the CDP program. This program empowers career practitioners to achieve professional excellence in our labour market.

### **Embracing the Future of Learning with New Self-Directed Courses**

CPC's dedication to continuous learning ensures practitioners have the tools to thrive in their ever-evolving careers. Our Self-Directed Learning (SDL) courses, offered with unlimited access, allow learners to explore and acquire knowledge at their own pace, providing flexibility to balance their studies with other commitments. These courses are exclusively available to CPC members at an affordable rate of just \$75 per course.

### **Celebrating CPC's 1000th Newsletter Edition**

CPC's 1000th newsletter edition was a remarkable milestone this year, showcasing our commitment to keeping members informed, engaged, and inspired. The newsletter is a valuable resource, offering insights, updates, and success stories to professionals in the career development field.

## New Beginnings for CPC

CPC's journey is not just about the past; it's about the remarkable future we're shaping together, where kindness, inclusivity, and engagement will continue to guide us. CPC's culture of purposeful kindness goes beyond words; it's a way of life.

As we celebrate our milestones, we recognize that we are on the cusp of an exciting chapter in our journey. Our visionary leaders will play a pivotal role in shaping the future of career development in Canada, strengthening CPC's mission, and enhancing support for our members.

In an ever-changing world, we continue to move forward, guided by an unwavering commitment to kindness, inclusivity, excellence, and the values that define us. Our milestones serve as evidence of our dedication to advancing careers and the profession of career development. With our fresh leadership, we anticipate exciting opportunities and achievements that will inspire and support practitioners for years to come.

A handwritten signature in black ink that reads 'Christine Ball' in a cursive, flowing script.

*Christine (Chris) Ball*

*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.

We create opportunities for our members to gain contacts, credentials, and credibility within the field. CPC offers practitioners access to membership, courses, and certifications. 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 essential to us. Through various services and programs, CPC helps members share, grow, and build long-lasting friendships.

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 our members 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 diverse individuals, including employment consultants, career coaches, résumé writers, job developers, guidance counsellors, vocational consultants, leadership coaches, outplacement consultants, and 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.



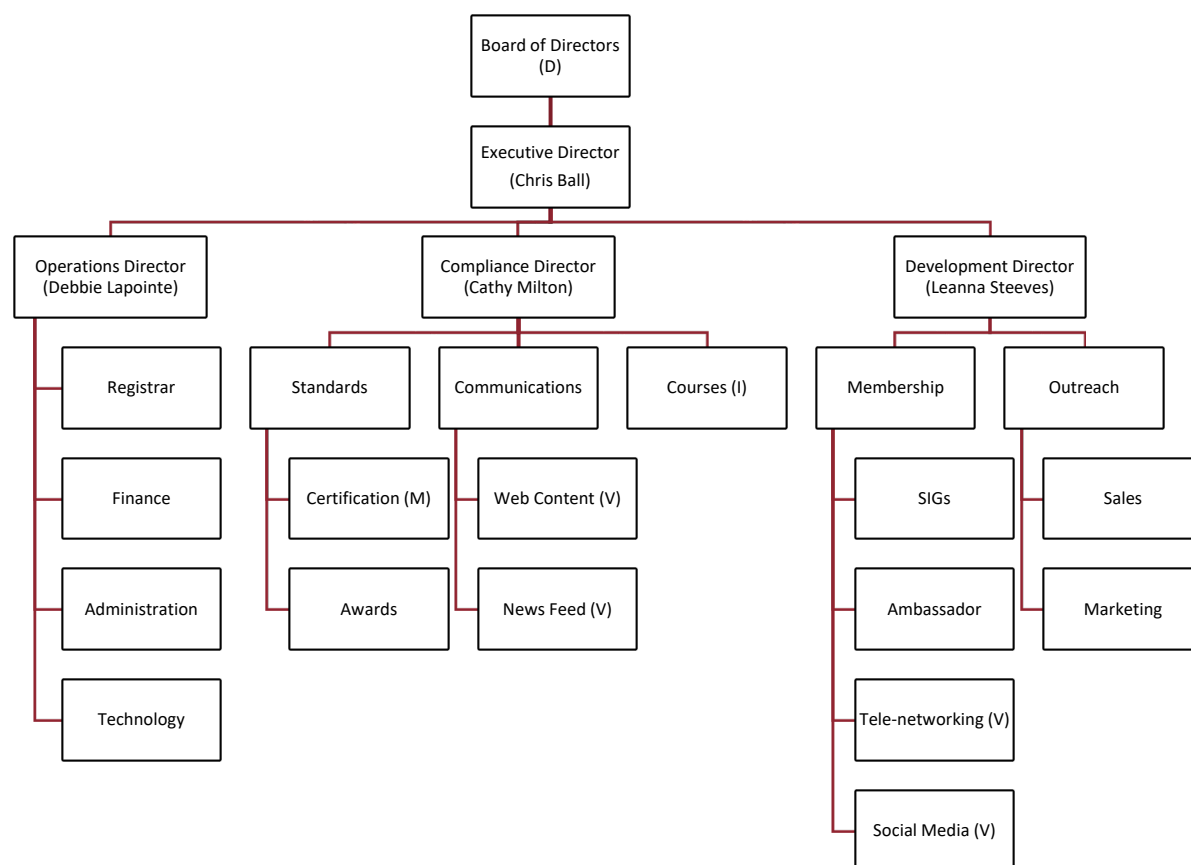
Our members are at the heart of everything we do as a virtual organization! Networking and volunteer opportunities allow members to share, learn, and grow. As a bonus, our members often develop meaningful business and personal relationships through their connections with like-minded members in regions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

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

## OUR ORGANIZATION

Career Professionals of Canada

960+ Active Members



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

(I) Instructors - Barb Penney, Gabrielle LeClair, Jayne Barron, Maureen McCann, Michelle Precourt

(M) Manager - Skye Berry (Certification Team Lead)

(V) Volunteer Team Leads: Felisha Ali (Website Content Lead), Lori Jazvac (Tele-networking Team Lead), Michelle Precourt (LinkedIn Team 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 publish 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 online samples of work product.

### **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. 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 to advance the goals of their career service.*

We connect our network of members to individuals and organizations seeking their services, translating into more recognition for members and quality client referrals. We do this by providing an online directory of members and 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.*

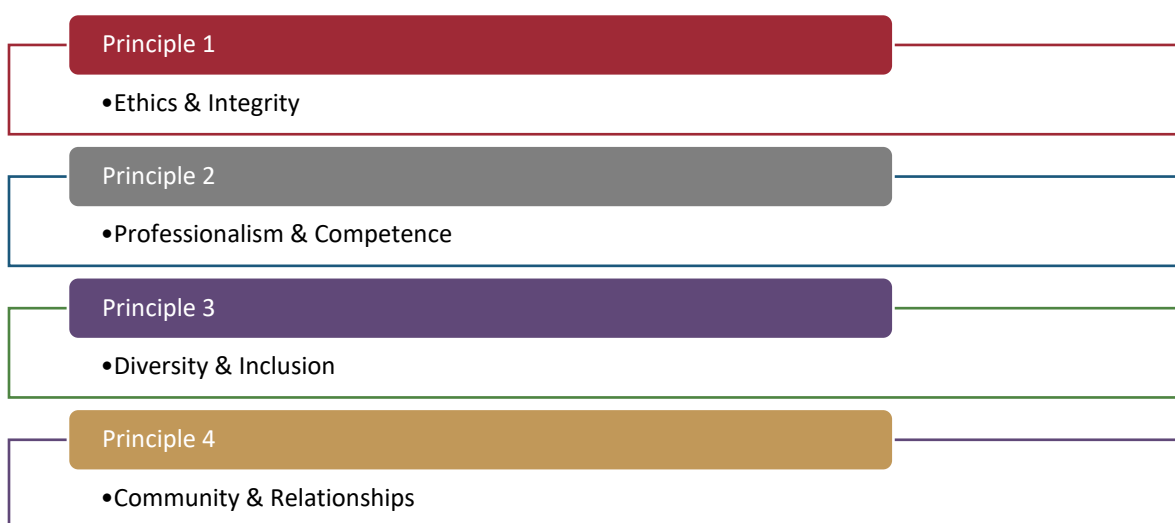
We participate in activities that are of common interest to our membership and value to our field. We donate our time and talent whenever appropriate opportunities arise.

## CODE OF PROFESSIONAL CONDUCT



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

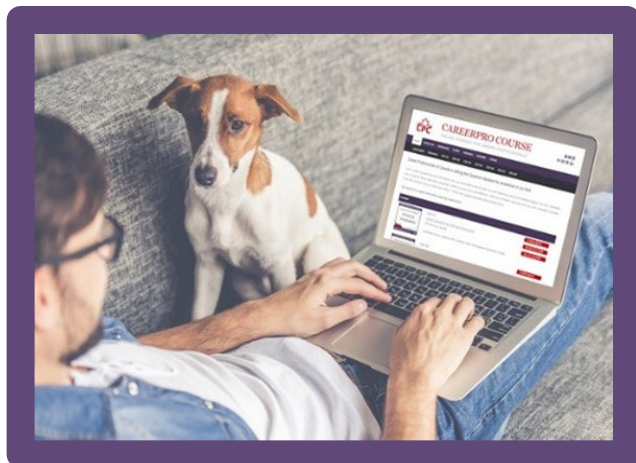
CPC's Code of Professional Conduct requires that members follow certain principles, which enable us to be accountable to our profession and the public.



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. Not all practitioners enter the profession with academic credentials or formal experience.

Our learning programs are designed to be relevant to a broad spectrum of individuals who aim 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 two learning streams:

- CPC's unlimited access, on-demand Self-Directed Learning (SDL) courses are ideal for learners who want to explore and acquire knowledge on their terms. Students conveniently access course materials and lectures, allowing them to balance studies with other commitments, such as work or family responsibilities. Courses are exclusively available to CPC members. At only \$75 per course and unlimited access for active members, these are incredibly cost-effective ways to fulfill continuous learning goals.
- CPC's instructor-led, scheduled Career Development Practitioner (CDP) certificate courses provide facilitator support and student interaction. They are ideal for learners who prefer structure, guidance, and the opportunity for immediate feedback. Students who take the courses in this program enjoy getting support from their instructors and colleagues in a collaborative atmosphere. Once all five courses have been completed, members can add the Career Development Practitioner (CDP) designation to the "education" section of their résumé. CPC members receive a 50% discount on all CDP courses.

We are proud 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 serve practitioners better.

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

## MEMBER SERVICES



Awards of  
Excellence



50% Off  
CDP Courses



National  
Certifications



Volunteerism & Collaboration



Ambassador  
Program



Workshops



Blogging &  
Feature Articles



Shareable  
Tip Sheets



CCDP  
Credit Courses



Member of the Week  
Program



Templates &  
Resources



Webinars & Networking



Special Interest  
Groups



Liability  
Insurance



Group  
Health Insurance



Self-Directed  
Learning



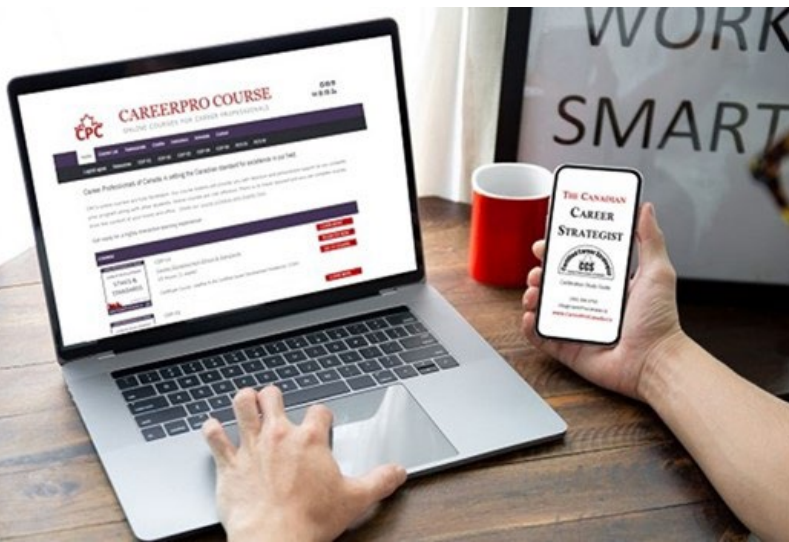
Online Member  
Directory



Secure  
Member Portal



# 2023 REPORT



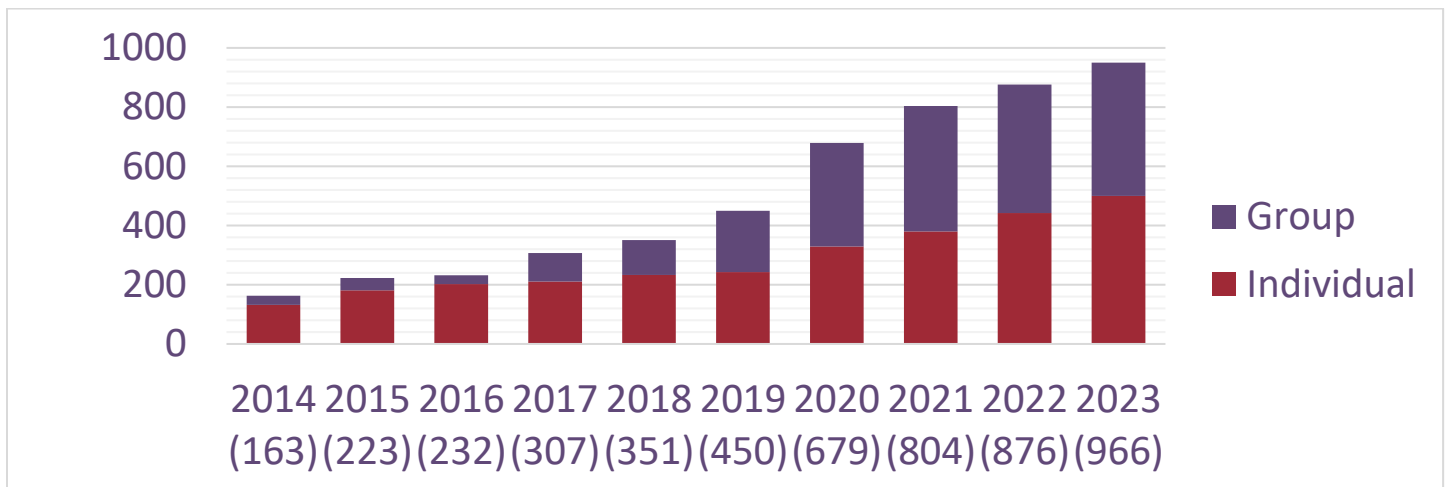


## MEMBERSHIP

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. In 2023, we made remarkable progress in the development of our association.

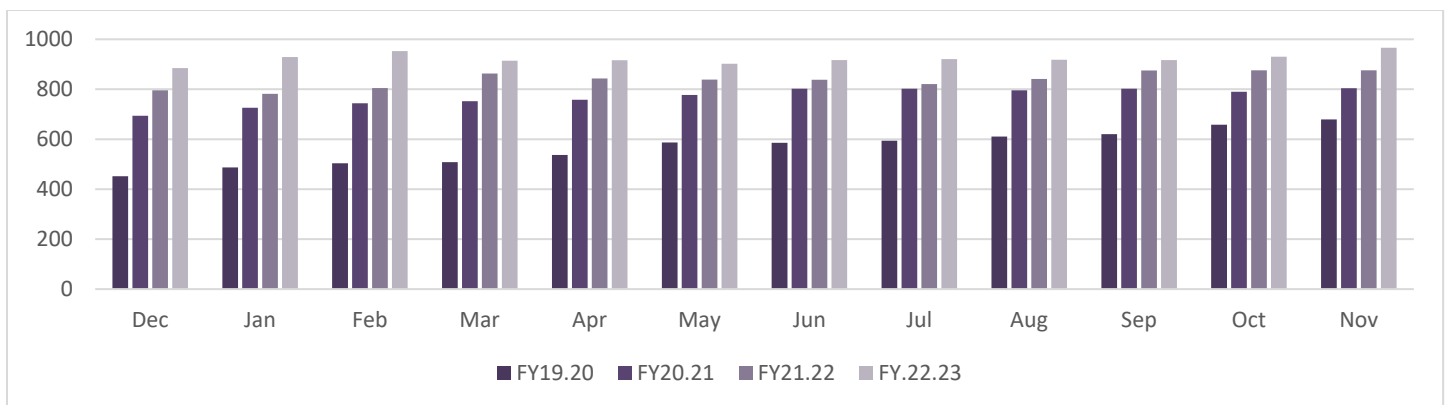
### 960+ MEMBERS!

#### MEMBER GROWTH

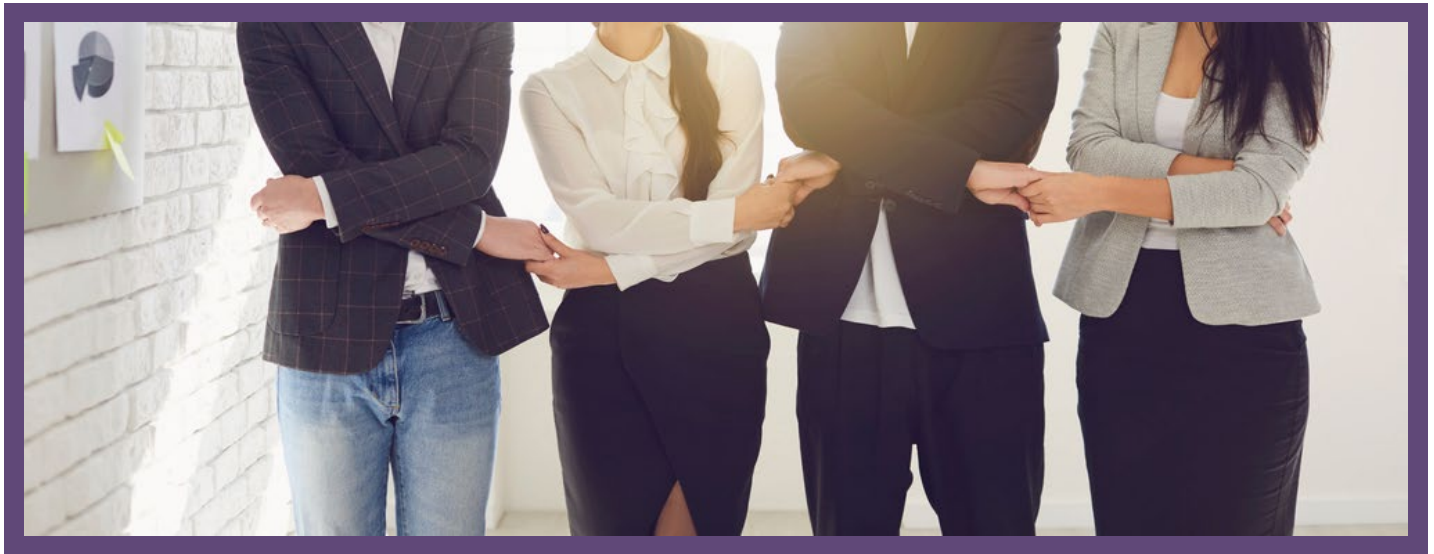


### MONTH OVER MONTH GROWTH IN 2023

#### MONTHLY YEAR-OVER-YEAR COMPARISON



## VOLUNTEERISM



As a social enterprise, Career Professionals of Canada members collaborated to provide many offerings and maximize our collective social impact in 2023. Our volunteer team members worked together to deliver a range of unique member events, including eight Tele-networking Sessions, four Welcome Wagon Sessions, four Special Interest Groups, and our first Annual General Assembly.

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

**50+**

CPC Volunteers

**29**

Special Member Events

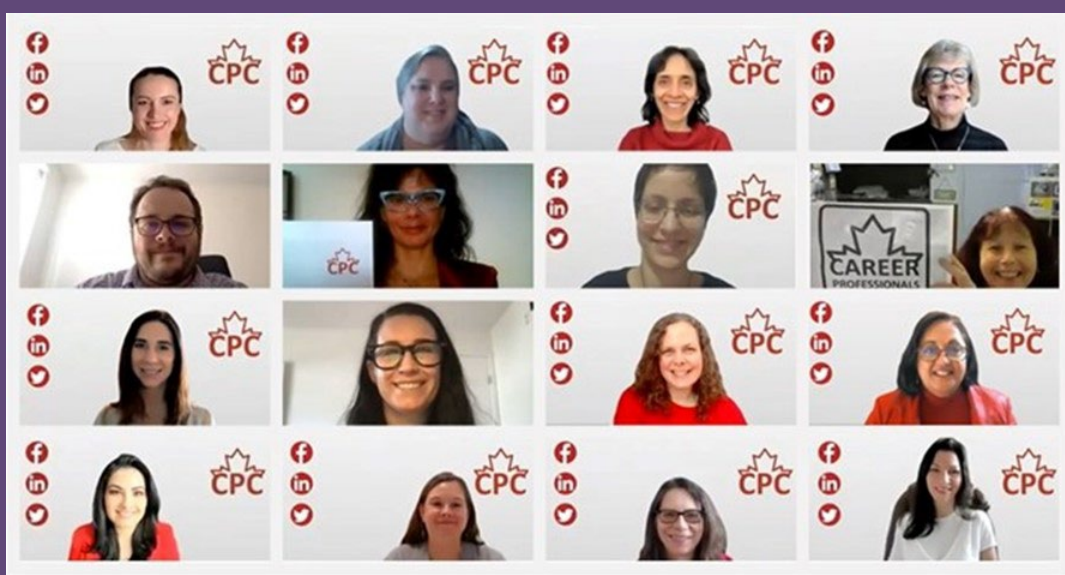
**7**

Volunteer Teams

## CREATING COMMUNITY



CPC's Social Media Team warmly invited practitioners from across Canada to network with CPC members and colleagues on CPC's Facebook Group and LinkedIn Group. Discussions centred on the needs of the career development community.



*Social Media Team Members*

## MEMBERS OF THE WEEK

CAREER PROFESSIONALS OF CANADA



**Fanie Zis**  
CCS, CES, CWS  
Life & Career Coach

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Jacqueline Smith-Jordan**  
CWS, CCDP  
Agilec

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Milic Kovacevic**  
Certified Career Strategist (CCS)  
McMaster University

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Sydney Ducharme**  
CCDP, CRS, CIS  
Career Assistance Network

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Matt Purdey**  
CCS, CWS, CRS, CCDP  
Foresight Career Coaching

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Urvashi Sharma**  
Certified Résumé Strategist (CRS)  
MOSAIC

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Stephen Andrada**  
Director Employment and Community Programs  
Western Community College

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Lori Jazvac**  
MBA, MCRS, CCTC, NLPC  
Career Transition Coach

CPC MEMBERS MATTER!

CAREER PROFESSIONALS OF CANADA



**Mercy Beilem**  
CCDP  
NWT Career Centre

CPC MEMBERS MATTER!

*A few of our Members of the Week*

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

In 2023, as part of our Members Matter program, we introduced the highly popular Member of the Week initiative. So far, over 50 members have shared a brief bio highlighting the professional accomplishments they're most proud of. These posts appear on the CPC website, the Career Connections newsletter, and our social media feeds. We look forward to getting to know more of our members in 2024!

BROWSE OUR MEMBER OF THE WEEK POSTS: <https://careerprocanada.ca/category/member-of-the-week/>



## 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 service offerings, benefits, and programs.

In 2023, the Ambassador Team introduced an exciting new initiative. Special Interest Groups (SIGs) were created and launched, and members were encouraged to join a group that fit their background, qualifications, and interests. This program is available to all CPC members free of charge. Members meet via Zoom and interact on selected topics of mutual interest for 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 popular and effective!

LEARN MORE ABOUT OUR SIGS:

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



## AWARDS OF EXCELLENCE

**42**

Candidates Recognized

The 2023 CPC Awards of Excellence competition proved rigorous, as always. CPC's Awards Judging Team evaluated all submissions and selected 42 candidates as award recipients. Award submissions are now being accepted for the 2024 program.

## CONGRATULATIONS!

### Winners | Mentions | Nominees

Alicia Ch'ng Lay | Amy Watt | Arjuna George | Brent Warman | Dorothy Keenan  
Emma Hartley | Eralda Isufaj | Erika Mendonça-DeSilva | Felisha Ali | Gabrielle Suttis  
Gail Kastning | Ibiyemi Balogun | Jean D'Souza | Joy Halfkenny | Kamee Gilmore  
Karen Shane | Karine Touloumjian | Kasindra Maharaj | Lisa Gagner-Carr | Lori Jazvac  
Marian Bernard | Matt Purdey | Michelle Black | Michelle Precourt | Peter Elmar Bordo  
Rita Kamel | Robin Markel | Sharla Kane | Shawna Quinn | Shobana Thangavadivel  
Skye Berry | Stephanie Steele | Sweta Regmi | Tara Lehman

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

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

## ONLINE COURSES

**420+**

Course Certificates

**427**

Students

**200**

CDP Course Certificates

## 2023 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

### Self-Directed Learning (SDL) Program

- SDL-101 – Case Management
- SDL-102 – Job Development
- SDL-201 – Résumé Writing Essentials
- SDL-202 – Résumé Writing for Applicant Tracking Systems (ATS)
- SDL-301 – Marketing Your Career Service

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

## CERTIFICATION PROGRAM

**300<sup>+</sup>**

Certified Members

**600<sup>+</sup>**

Active Certifications

**145**

2023 Applications Approved

In 2023, we overhauled our courses and 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

**100,000<sup>+</sup>**

Website Visitors

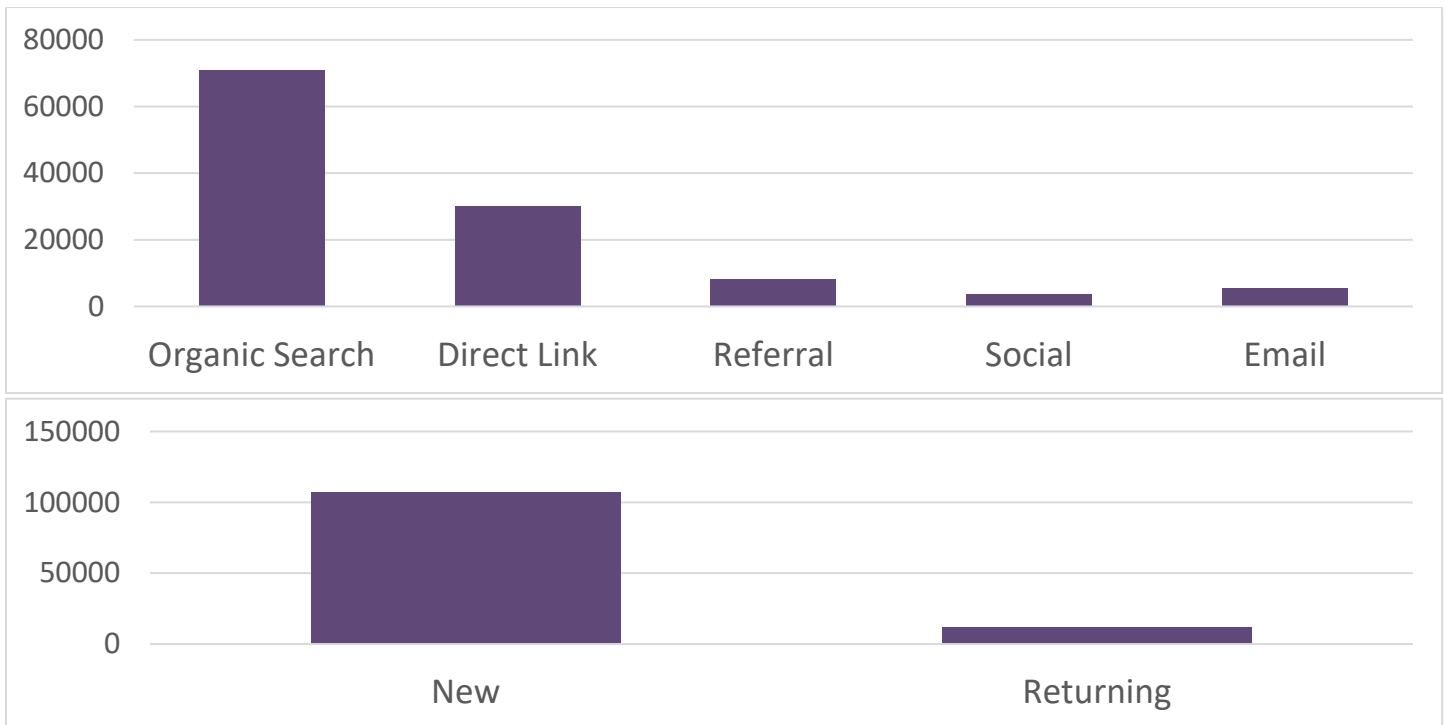
**4000<sup>+</sup>**

eNewsletter Subscribers

**100<sup>+</sup>**

Feature Articles in 2023

### MAIN WEBSITE VISITORS



## MEMBER PORTAL

We celebrated our first year as a not-for-profit by introducing our member portal. CPC's new member portal is a testament to our dedication to innovation. This dynamic platform offers many resources, networking opportunities, and a supportive community of like-minded professionals. You'll find an exclusive content library to keep you informed about industry trends. The portal offers a one-stop shop for all your membership needs, featuring a user-friendly interface that makes navigation a breeze.

**It's time to Advocate!**

**The Career Professional's Creed**

A Declaration of our **Code of Professional Conduct** in Real-World Language

*I am proud to be part of a helping profession. In all interactions with clients and colleagues, I demonstrate unwavering ethics, integrity, and purposeful kindness. I consistently act with professionalism, practicing only within the boundaries of my qualifications. I seek out opportunities to learn and grow because my clients deserve leading-edge support. I embrace the values of diversity and inclusion, showing respect to all clients as I ensure their unique needs are met and their dignity is maintained. The members of my community of practice are my strongest allies and collaborators. Collectively, we nurture trusting and effective relationships with the individuals we are privileged to serve.*

In 2024, we will continue to evolve our portal to make it an even more valuable resource to our membership. We always seek feedback, so if you have ideas, please do not hesitate to share them with our team.

Visit the member portal: <https://www.careerprocanada.net/>

# 3-YEAR STRATEGIC PLAN



## FY'23.24 LEADERSHIP TEAM



Christine (Chris) Ball  
Executive Director



Sharon Graham  
Board Director & Chair  
Past Executive Director



Ayesha Bhikha  
Board Director



Brad Whitehorn  
Board Director



Gabrielle LeClair  
Board Director  
Course Instructor



Dorothy Keenan  
Board Director



Barb Penney  
Board Director  
Course Instructor



Cathy Milton  
Board Director  
Compliance Director



Erika Mendonça-DeSilva  
Board Director



Felisha Ali  
Board Director



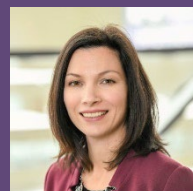
Debbie Lapointe  
Operations Director



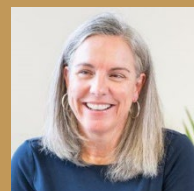
Leanna Steeves  
Development Director



Jayne Barron  
Course Instructor



Michelle Precourt  
Course Instructor



Maureen McCann  
Course Instructor



Skye Berry  
Certification Program  
Lead



Lori Jazvac  
Tele-Networking Program  
Lead

## 3-YEAR STRATEGIC OBJECTIVES

### 1 STRENGTHEN CPC'S REACH & RECOGNITION

Building on the foundation laid by the recruitment of our Executive Director and the introduction of the Development Director role in 2023, we are committed to broadening our sales outreach and bolstering our brand recognition. A comprehensive marketing strategy will be developed showcasing CPC's unique value proposition and highlighting our nationwide footprint, distinction as Canada's national not-for-profit association for career development professionals, and the strength of our extensive membership.

### 2 ENSURE DIVERSITY & INCLUSION

At CPC, our enduring commitment lies in fostering and supporting diversity and inclusion among our members. To this end, we are embarking on an initiative to enhance the involvement of underrepresented groups. Our commitment to diversity and inclusion is a core pillar of our mission, and we are excited to take these concrete steps toward a more inclusive and equitable future.

### 3 EXPAND CPC'S EDUCATIONAL OFFERINGS

CPC's commitment to the ongoing support of continuous learning and professional development is essential. We will expand on our dedication to providing cutting-edge education.

### 4 BOLSTER MEMBER ENGAGEMENT & VOLUNTEERISM

We understand the enduring significance and value of being part of a community that goes beyond training. To emphasize the benefits, we will launch a member awareness campaign highlighting the advantages of engagement. Our primary goal is to foster a sense of ownership among our members and encourage their active involvement in community initiatives, all while upholding our association's culture, which is deeply rooted in kindness and inclusivity.

**5 STRENGTHEN OUR MANAGEMENT AND COURSE TEAMS**

As part of our ongoing commitment to cultivating growth and excellence within CPC's leadership, we will build upon our core principles of inclusivity, collaboration, and continuous improvement. These measures are designed to enhance the experiences of both our team members and the professionals we serve.

**6 PROTECT MISSION-CRITICAL INFRASTRUCTURE**

Our unwavering dedication to safeguarding our mission-critical infrastructure remains a top priority at CPC. We will develop a comprehensive technology crisis management plan, which can be deployed in response to potential threats.

## 2024 MEASURABLE GOALS

**1000**

Active Members

**350**

CDP Course Registrants

**100**

SDL Course Registrants

**5500**

LinkedIn Group Members

**1300**

Facebook Group Members

**800**

Active Certifications

## 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's programs and initiatives would not be possible without our committed volunteer network's energy and dedicated focus. Getting involved is personally and professionally rewarding. You'll build deep relationships with your colleagues, advance your professional development goals, and contribute directly to advancing your association's services and programs.

## LET'S MAKE AN IMPACT!

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