



**Career Development  
Association of PEI Inc.**

# **CAREER DEVELOPMENT PROFESSIONAL LABOUR FORCE PROFILE 2018**

*This project was funded by the Department of Workforce and Advanced Learning through the Canada-PEI labour market agreements.*

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# CAREER DEVELOPMENT PROFESSIONAL



## LABOUR FORCE PROFILE

- Purpose
- Methodology
- Survey Findings

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## Steering Committee

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**Blair Aitken**-SkillsPEI Division

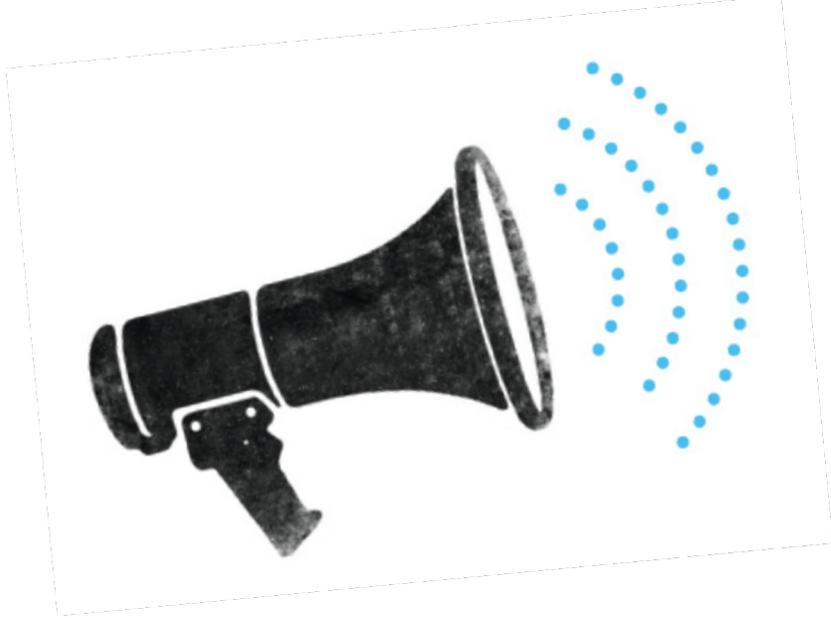
**Lori Trainor**-SkillsPEI Division

With support from:

Kayla Watson, Coordinator Career Development Association of PEI

## Benefits of a Labour Force Profile

- A baseline of information to guide decisions
- Assess critical areas that may impact a sector (or field of work)
- Identification of gaps, opportunities, and trends
- Obtain perspectives of those who work in the field
- Demonstrate the profession's distinct value to the public



Labour trend shortage will continue on  
P.E.I.: business organization.

CFIB / CBC September 2018

P.E.I. Tourism Industry Concerned about  
Labour Shortage

CBC News April 2017

Supporting international  
recruitment to help attract and  
retain skilled workers in PEI.

ACOA / Government of Canada October 2018

New P.E.I. Immigration Draw  
Exclusively For Skilled  
Worker Candidates

PEI Immigration May 2018

P.E.I. construction industry in need  
of 300 to 400 new workers.

Construction Association of PEI / CBC August 2018

Canada-wide truck driver  
shortage to impact PEI.

PEI Trucking Sector Council / Eastern  
Graphic July 2018

# Methodology

- Defining parameters of research (scope, budget, timeframe)
- Literature review
- Key informant interviews
- Survey design and distribution
- Report



## Key Informant Interviews

- **Blair Aitken** - SkillsPEI
- **Sheri Barrett** - Mi'kmaq Confederacy of PEI
- **Devin Broome**- PEI Council of People with Disabilities
- **Roxanne Carter-Thompson** - Adventure Group
- **Donald Desroches**- College D'Ille
- **Kyla Hennessey**- University of Prince Edward Island
- **Laura MacDonald** - Fitzroy Centre, Canadian Mental Health Association
- **Sandy MacDonald** - Holland College
- **Amy MacLean** - PEI Association for Newcomers to Canada
- **Nelda Praught** - Skills PEI
- **Shelley Smith** - Career Development Services

## Key Informant Interviews



What they said!

# Literature Review



## Defining the Occupation

Organization for Economic Cooperation and Development (OECD 2003)

*“ services intended to assist people, of any age and at any point throughout their lives to make educational, training and occupational choices and to manage their careers. Career guidance helps people to reflect on their ambitions, interests, qualifications and abilities. It helps them to understand the labour market and education systems, and to relate this to what they know about themselves. Comprehensive career guidance tries to teach people to plan and make decisions about work and learning. Career guidance makes information about the labour market and about educational opportunities more accessible by organizing it, systematising it, and making it available when and where people need it”*



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## Defining the Occupation

### Canadian Career Development Foundation (CCDF)

*"the lifelong process of managing your living, learning and earning in order to move to where you want to be. Decisions you make each day - how you spend your time and what you identify as priorities - affect your career development. Ultimately, your career development is much more than the jobs you pursue - it is about how you want to live your life."*

**Using CCDF's definition, it would be reasonable to infer that those who provide career development services facilitate the process of an individual's career development as it is defined above.**

## Primary Location of Employment



16% Kings County  
56% Queens County  
33% Prince County

2% Web-based services only

# Gender



**74%** Female



**26%** Male



## Years in Career Development Field

**57%** have worked in the career development field for 10+ years





- **54%** identified as being between the ages of **31-50**
- **38%** identified as being between the ages of **51-61+**



## Top 10 Job Titles

1. Career Practitioner (16)
2. College Educator (11)
3. Employment Counsellor (11)
4. Secondary School Teacher (10)
5. Career Counsellor (9)
6. Project/Program Officer (8)
7. Human Resources Professional (6)
8. Information and Resources Officer/Facilitator (4)
9. Co-op Coordinator (3)
10. Site/Program Manager (3)



# Where Are They Employed

## 58% Respondents

1. Other non-profit career/employment services community-based agency
2. Educational institution (K-12, post-secondary)



Years Working in Career  
Development Field



**57% Respondents**  
10+ Years

# Compensation



Median Wage  
\$45,000 - \$65,000



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## Work Time Devoted to Career Related Services

**68%** devote 50% or more of their time to providing direct career development, employment programs and/or career guidance services to the public



## Education and Training

1. Undergraduate Degree (74%) - 70 responses
2. Undergraduate Diploma (29%) - 27 responses
3. Post-graduate Degree (23%) - 22 responses
4. Post-graduate Diploma (4%) - 4 responses

And wide ranging list of certificates and training.

## Career Development Specific Education / Training

Informal on-the-job training	80%
Formal education	48%
Professional development	39% (subsidized by employer)
Professional development	26% (self funded)
Formal on-the-job-training	38%
Volunteering	15%



## Top Five Technologies Used

1. OCSM database
2. Social media (Facebook, LinkedIn, etc.)
3. Internal databases
4. Specialized assessment tools
5. Job search sites (e.g. WorkPEI, PEI Job Bank)



## Work Future and Recommending Career Occupation

**69%** indicate they see themselves remaining in their current position, with the same employer, or doing similar work with another employer

**95%** would recommend career development occupation to others



## Professional Certification

*Of the 45% (42/94) of respondents who are members of the Career Development Association of PEI:*

**78%** (33/42) noted they would consider obtaining the Certified Career Development Professional/Practitioner Certification if it was offered; and

**83%** (35/42) noted that more than 50% of their work time is devoted to providing direct career development, employment programs and/or career guidance to their clients.

### Overall Survey:

**65%** (61/94) of respondents noted that they would consider the certification

## Perceived Benefits of Certification

- help establish a standard of practice for the profession (18 comments);
- validate the profession and increase credibility of those working in the field (16 comments);
- ensure clients are receiving the best services possible (14 comments);
- promote continuing education/professional development and specialized and formalized training (15 comments);
- ensure consistency (7 comments); and
- continuity of services provided to clients (5 comments);
- help develop a professional body (5 comments);
- ensure ethical practices (3 comments)

*“Having certification provides a certain level of continuity of service. A guideline and benchmark for providers to be held to and ensures that Career Development Professionals have access to the training and resources they need to be their best and provide the best service.” (Survey Respondent)*

*“I believe this will provide a set of standards in the field. Although each organization may have a different mission/goal all will be armed with a baseline.” (Survey Respondent)*

*“A Career Development Practitioner Certificate would provide a standard for all individuals working as Career Practitioner on Prince Edward Island.”  
(Survey Respondent)*

*“Certification would provide individuals with the critical, analytical and practical skills necessary to better serve their clients.” (Survey Respondent)*

*“We need common education and practice to elevate the quality of career services delivered to the public.” (Survey Respondent)*

*“Competency, consistency, and credibility.” (Survey Respondent)*

*“It would be good to determine a standard of practice and to lend authenticity to our work. Gain respect and recognition within the career development field.” (Survey Respondent)*

# Primary Target Populations Served

Target Populations	Percentage
Adults in early to middle age (i.e. 25 to 45 years old)	47%
Students in post-secondary institutions	45%
Older adults (i.e. more than 45 years old)	34%
Young adults who are not in school settings (i.e. 24 years old or younger)	31%
Newcomers to Canada	28%
Students enrolled in K-12 school settings	17%
Unemployed/underemployed of all ages	10%
People with intellectual disabilities	3%
Girls and women	1%
Indigenous people	1%
Missing	5%



## Top Five Main Services Offered

1. Career, education, training, and labour market information services
2. Needs assessment services
3. Job finding services
4. Life skills
5. Career fairs, job fairs, and/or career symposia

# Use of Labour Market Information to Assist Clients

1. WorkPEI / Job Bank
2. Employment Journey (online)
3. Engaging directly with employers
4. Newspaper articles with business related content (Employment Journey, business association publications)
5. Statistical publications (e.g. Statistics Canada)

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# LABOUR FORCE PROFILE

Next Steps



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[www.carvogroup.com](http://www.carvogroup.com)

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