

# THE CAREER COUNSELLOR

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## What's New in Career Counselling?

Career counselling as a labour linchpin is a reality of the 1990's. Governments, business and individuals are counting on counsellors and other practitioners to help workers make wise career choices that will ensure Canada has an internationally competitive labour force.

The career counselling community faces a tremendous challenge in assisting to bridge the gap between a shrinking labour force and a labour market that is demanding increased specialization and education from its participants. To meet this demand, young people preparing to enter the labour force need access to current information, the opportunity and resources to make well considered career decisions and the motivation to develop the skills necessary for building successful futures.

Furnishing youth with the necessary tools to construct their working futures is a fundamental goal of career education and career counselling. Career development activities help youth to define their career direction, develop a sense of identity and personal value, and start on a career path which is personally meaningful and motivating.

Despite the potential of career counselling, thousands of young people approach the labour market, eager to work, but with limited knowledge about what they are suited for and what is available to them. Many are floundering about their own career directions and personal objectives. Many counsellors, working with youth, are seeking better ways to assist them in becoming their own career managers.

To assist in meeting these challenges, the Canadian Guidance and Counselling Foundation (CGCF) has spearheaded a national initiative to invent new methods of career counselling and counsellor training. The initiative is titled "Creation and Mobilization of Counselling Resources for Youth" (CAMCRY). Its objective is to give counsellors, educators, indeed all those working with youth in all types of settings, innovative career counselling and education tools, methods and resources designed for today's market.

Employment and Immigration Canada has recognized the value of the Foundation's initiative and contributed \$7,400,000.00. In a collaborative effort to enhance career counselling, various partners have contributed resources valued at \$7,000,000.00 to CAMCRY. The program is structured in such a way that the Foundation provides funds to universities, colleges and other organizations to conduct research in the field of career counselling. Collectively, the Foundation is managing approximately \$13,000,000.00 in grants.

### Today's Reality

- ▶ 2 out of 3 new jobs require more than a high school education
- ▶ 1/2 of new jobs require more than 17 years of education and training
- ▶ 33% of youth drop out of high school
- ▶ 1/3 of high school graduates begin post-secondary studies-1/2 don't complete

## THE NATIONAL ADVISORY COMMITTEE ON CAREER COUNSELLING

Many organizations have advisory groups but they are often token bodies who do not make or are not put into positions to make substantial contributions. This is certainly not the case with the CAMCRY Advisory body. The group was put together very early in the CAMCRY initiative to provide a forum for project researchers to connect with practitioners as well as to provide advice to CAMCRY about the needs of the counsellor populations they represent. At the moment, the almost 40 members represent fifteen professional associations of counsellors from several specialties (rehabilitation, youth employment centre, educational institution), educators, provincial ministries of education and two companies.

Very early on in CAMCRY's evolution, the Committee carved out a role of action and influence. Not only is the Committee advising, it has formed three active sub-committees, each of which is targeting a particular issue which members believe is important to further development of the career counselling profession. One committee is examining training issues, including the possibility of introducing a Career Counsellor Registration process. Another committee is examining policies, guidelines and standards which govern the practice of career counselling in Canada. The third committee is targeting communications and assisting the Foundation in developing the strategies and tools needed to inform and excite the counselling community about the innovations which will be available. The input and support offered by these active committees and their dedicated members has been invaluable and is integral to CAMCRY's success.

For more information on the partners involved at the advisory and sub-committee level, we invite you to order CAMCRY's "PARTNERS AT A GLANCE", or to please contact:

*The Canadian Guidance and Counselling Foundation*  
202-411 Roosevelt Avenue  
Ottawa, Ontario  
K2A 3X9  
Tel:(613) 729-6164  
Fax:(613) 729-3515

### The Places - Nationwide Initiatives Projects are underway at:

Memorial University of Newfoundland  
University of Moncton  
Université Laval  
Université Sherbrooke  
University of Windsor  
University of Waterloo  
York Region Education/Industry  
Foundation  
George Brown College  
Queen's University  
Loyalist college  
University of Ottawa  
Carleton Board of Education  
Heritage College  
University of Manitoba  
University of Saskatchewan  
University of Calgary  
Concordia College  
Simon Fraser University  
University of Victoria

If you would like information about one or more projects in your area, or if you would like to become involved with this initiative, we invite you to order CAMCRY's "PROJECTS AT A GLANCE".

## CONFERENCE CALENDAR

- *Women in Trades, Technology and Operations (WITT) National Network - surviving and Thriving II - The Sequel - Ottawa, February 2-5, 1992. Contact: Sharon Margison, (613) 238-6560*
- *CAVEWA 5th Annual Conference - Calgary, February 20-21, 1992. Contact: Alf Wiebe, (403) 237-5177*
- *Bridging the Gap - Children At Risk - Toronto, March 26-27, 1992*
- *Equity Dialogue '92 - Toronto, York University, May 13-15, 1992*
- *Canadian Guidance and Counselling Association Conference (CGCA) - Ottawa, June 3-5, 1992. Contact: Conference Centre, (613) 239-2010*
- *Colloque 1992 de la C.P.C.C.O.Q. - Saint-Sauveur, Québec, 10-12 juin, 1992. Contacte: Ginette Stogaitis, (819) 595-3800*

With more than 40 research and development projects under way in 15 Canadian locations, and with 15 counselling associations providing support to the researchers involved in these projects, these partners are tackling head on the problem of disparate and inaccessible career counselling.

It is exciting to anticipate the potential impact of these projects and inspiring to consider the number of counsellors and others who will use products of the CAMCRY program. The magnitude is overwhelming: with more than 100,000 practising career counsellors working at 30,000 points of delivery benefitting from some knowledge of the new methods being invented, the effect on career education, once widespread implementation is achieved, will be very positive.

The ultimate success of the CAMCRY program, however, will depend not only upon the effectiveness and efficiency of the new methods, but also upon the readiness of agencies and professional associations to adopt and adapt the new methods. The Foundation is developing a widespread distribution strategy to help ensure the greatest possible adoption of the innovations. The Foundation is also actively seeking the advice of representatives from the many sectors involved throughout the planning, development and implementation stages of these innovative projects.

I am proud to be associated with the dedicated and creative forces that have brought CAMCRY this far. With the support of Canadians across the country, these activities will help ensure that career counselling in Canada is of the highest quality and that opportunities for personal career development are open to our nation's young people.

Bryan Hiebert  
President, Canadian Guidance and  
Counselling Foundation

**THE FOUNDATION IS GRATEFUL TO THE  
CANADA EMPLOYMENT AND IMMIGRATION  
COMMISSION FOR FUNDING THE  
FOUNDATION'S CONTRIBUTIONS.**

## **Projects - Innovative Developments**

- ▶ **courses in career counselling deliverable through a wide variety of models and media to counselling practitioners**
- ▶ **career counselling methods and programs for specific youth populations: female, native Canadian, disabled, multi-cultural, offender, social assistance recipients, and at-risk youth**
- ▶ **computerized career counselling resources**
- ▶ **distance communication career counselling**
- ▶ **methods of collaboration between employers and counsellors**
- ▶ **thematic career counselling interventions**
  - self-empowerment
  - locus of control
  - meaning making
- ▶ **strategies for adaptation to the labour market**

## **DID YOU KNOW**

- The bill for social services (social assistance, corrections, rehabilitation) at the federal, provincial and local levels in Canada in 1990/91 was over \$66 billion. More effective career counselling would assist individuals receiving these services to find jobs they like allowing them to support themselves and their families.
- In excess of five billion dollars is lost each year in recruiting and training people who will only remain in their new jobs temporarily. More effective career counselling could make a big difference.
- Helping just a few more Canadians locate and embark upon career paths that are suitable for them, would make a big difference to Canada's competitive position. For example, a 5% increase in productivity would result in a Gross National Product increase of \$35 billion - more than Canada's total 1991 federal budget deficit.



## PROJECT STATUS

Below we have provided our readers with a glimpse of the innovations that are being developed through the CAMCRY program. Listed are the numerous projects grouped according to their stage of completion. This information will help keep you up to date on the availability of CAMCRY products.

The first list includes those projects which are currently in the **development stage**:

- Career Counsellor Training
- CRNet Career Resources Network
- NextStep: An Occupational Reality Testing System
- Counsellor Training in Program Design for Youth Entering the Workforce
- Career Development Strategies for Physically Disabled Students
- Labour Market Integration According to Career Personality Types
- Personality Types and Adaptations to Job Stress
- Careers in Technology: Presenting Career Information Through Interactive Videodiscs
- Why Not Me: Career Development for Youth With Learning Disabilities
- AskAbout Vocational Rehabilitation Counselling
- Development of an Internal Locus of Control to Promote the Career Development of Youth
- Breaking the Mould of Occupational Segregation
- From A Global Perspective on Female Identity Development Toward a System of Guidance to Meet the Needs of Women
- The Activation of Intentionality for the Realization of Career Plans
- Developing the Personal and Vocational Identity of Youth at Risk
- A Distance Education Approach to Career Awareness for Drifters
- Making Connections: Career Education and Counselling for Parents
- Towards the Occupational Integration of Women: A Distance Career Education Program
- Computer-Assisted Vocational Life Skills for Offenders
- Dial-Link: Peer Counselling Outreach Via Teleconferencing
- AskAbout Career Planning
- Work Simulations for Students
- Strategic Career Counselling with Low Achievers and Learning Disabled Youth

The second list groups together those projects which are in the process of **field-testing and revision**:

- Job Skills Simulation
- Goal Setting to Improve Participation, Adherence, and Outcomes in Career Counselling: A Randomized Evaluation
- Collaboration Between Education and Industry to Facilitate Youth Adaptation to Employment
- Pathways for Youth with Learning Disabilities
- The Breakaway Company
- Interactive Video as a Tool to Motivate Youth for Career Decision-Making
- Social Life Game: Training Developmentally Disabled Youth in Vocational and Social Skills
- A Distance Career Counselling Intervention Program for Teenage Mothers and Pregnant Teens
- Youth Life Career Planning
- Skills Plus: An Employability Program

The final category highlights the first project with final products **available for use**:

- Occupational Videos in Demand Skill Trades

By the next newsletter, you can expect many more products to be in this category. All will be available by March, 1993

## IN THE WORKS

In an attempt to keep practitioners, educators, policy makers, associations and all those involved in counselling across the country up-to-date on the progress and success of both the CAMCRY program and other initiatives stimulated by the Foundation, CGCF is in the process of developing different methods of communication.

Snapshot descriptions of every CAMCRY project have been prepared and are available from the Foundation free of charge. Also available are publications entitled "Projects at a Glance" and "Partners at a Glance". If you are interested in receiving future newsletters, publications, and other updates, please fill out the order form provided.