

# 2025 APCDA Member/Friend Survey Full Report

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## Demographics

A total of 88 Members and 61 Friends completed this survey (149 total, only 65% of the response to the 2024 survey).

### a. Location

The breakdown by country or region is:

Country/Area	Member	Friends	Total	%
USA	10	8	18	12%
ASEAN - Other	14	4	18	12%
Singapore	6	11	17	11%
Philippines	8	8	16	11%
Vietnam	14	1	15	10%
India	10	3	13	9%
Australia	4	8	12	8%
China	3	6	9	6%
Other	19	12	31	21%
Total	88	61	149	

The list is very similar to last year, except for an increase in members in China.

### b. Work Setting

We asked respondents to select all relevant settings because we know that many of our members and friends work in more than one setting. This is similar to last year, except that K-12 is now larger than Corporate.

Work Settings	Member	Friends	Total	% of Respondents
University/College	50	38	88	59%
Career Services (small business)	42	12	54	36%
Government Agency, Not-for-Profit Organization, Social Enterprise	25	14	39	26%
K-12	17	13	30	20%
Other	15	9	24	16%
Corporate/HR (large business)	12	8	20	13%

## Member Engagement

**a. What specific skills do you currently need in your work that you believe APCDA could help you develop or strengthen (unformatted response)?**

Tech usage, especially AI, in career services	30
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Career counselling/coaching skills	28
Organizational & management skills	23
Insights on future labor market trends	17
Enhancing employability in a dynamic job market	13
Networking with like-minded professionals	13
Designing career services programs	10
Career development theories and applying them in practice	10
Helping clients build resilience in career transitions	9
Awareness and appreciation of cultural diversity	9
Technical skills to manage digital-based career development services	9
Multicultural competencies to facilitate career programs	8
Marketing strategies to promote career services	7
Integrating mental health (psychology) and career development	6
Collaboration and joint projects within the APCDA community	6
More inclusive in career practices to achieve social justice	5
Career research and publication skills	5
Advocacy for career services	5
Career assessment tools and methodologies	4
Globally-informed and sustainability-conscious careers	4
Cross-cultural communication, developing greater cultural sensitivity	4
Data analysis for career insights	4
Collaborative multinational research	4
Digital content creating skills to promote career development services	4
Frameworks to empower youth in their career decision-making	4
Ethical issues in using AI for career counseling/guidance	3
Creating professional profiles/branding	3
Entrepreneurship and business development skills	3
How to apply research results in career counseling	2
Improving digital engagement for virtual career programs	2

**Note:** For all questions on this survey that use a rating scale, questions were rated on a 5-star scale. For all of these topics, 5 indicates the most desirable and 1 indicates the least desirable.

**b. Which modalities do you prefer for professional development (5-star scale)?**

<b>3b. Preferred Modalities (Avg)</b>	<b>Member</b>	<b>Friends</b>	<b>Avg</b>
Webinars, workshops	4.5	4.3	4.4
Online and/or face-to-face meetings	4.5	4.0	4.2
Participating in research	4.0	4.0	4.0
Mentoring	4.1	3.6	3.8
University courses or seminars	3.8	3.7	3.8
Professional social media (e.g LinkedIn)	3.7	3.5	3.6

Newsletters	3.4	3.6	3.5
Podcasts	3.4	3.3	3.3
Instant messaging (WhatsApp or WeChat)	3.3	3.1	3.2
Online community boards	3.2	3.1	3.2

**Other Modalities** (unformatted responses):

**Members**

- Insight exchange & Community of practice
- Asynchronous learning programs
- Professional learning communities
- Enhancing productivity of learning tools
- CDP talent mobility exchange program
- Supervision
- Publications of articles, upgrade & motivate members contributions

**Friends**

- Annual Conferences
- Visits

## Webinars

**a. Topics:** Check all that interest you. (“CS” means Career Services that are designed for a specific population)

Topics	Member	Friends	Total
Mental Health and Career Dev	63	32	95
The Future of Work and Labor Market	50	31	81
Redefining Career Success	44	36	80
Ethical Use of AI in CD	46	29	75
Advocating for Career Services	43	28	71
CS for Diverse Students	41	28	69
Gamification in Career Education	44	22	66
Engaging Clients with Digital Tools ...	37	26	63
The Challenge Mindset ...	34	29	63
Integrating Tech into Career Dev	33	28	61
Resilience – Bouncing back after adversity	35	24	59
Bridging Cultures using CCI	36	21	57
Creating Identity-Driven Careers	39	16	55
Entrepreneurship	37	18	55
Social Emotional Learning (SEL)	38	16	54
CS for Women	35	18	53
Tailoring Career Counseling Models ...	31	18	49
Practical Strategies for Student ...	24	20	44
CS for Migrants & Int. Students	26	17	43

UN SDGs	27	15	42
Infusing Trauma-Informed Care ...	29	11	40
CS for STEM Fields	24	13	37
Self-Advocacy for Students	21	16	37
The Evolution of CIP Theory ...	28	7	35
CS for Rural & Remote Areas	22	11	33
CS for Economically Marginal Workers	19	13	32
The impact of Neural Trauma	17	8	25
CS for Student-Athletes	9	6	15

**b. Other Topics** (unformatted responses)

**Members**

AI support career coach  
 Awareness of cost effective study programs abroad  
 Building sustainable start-up career development pathways, ecosystem  
 Career & Spirituality  
 Career coaching for people with chronic illnesses  
 Career development through distance learning  
 Career practitioner supervision  
 Career resources in depleting economy  
 Career services for people in transition  
 Careers education in K-12  
 Challenges faced by mature PMEs  
 Counselling approaches in career guidance  
 Emerging career development theories/concepts  
 Employability capital growth model  
 Future of TVET  
 How to be more inclusive  
 Infusing art therapy into career practice  
 Learning from Storytelling  
 Non-traditional careers and pathways  
 Raising awareness of career and career services at local levels

**Friends**

AI Career Pathways  
 Cognitive Information Theory, SCCT  
 Dual Client Models (how to work with both employers and workers/work seekers to support thriving workplaces)  
 Group Career Counseling  
 Life Design & Career Construction  
 Neuropathy and Neurodegeneration  
 Professional Supervision  
 Systems Innovation (how to shift systems such as the public employment or public education system to better infuse quality career development)

Testing Psychology

**c. Recommended Speakers (unformatted responses)**

This information was immediately shared with the Program Committee. We are very grateful for your suggestions. It is very helpful in expanding the variety of our webinar offerings.

**Request for Committee Volunteers**

On the Member Survey, we asked for volunteers for committees. These names were immediately sent to the chairs of the relevant committee. We are very grateful for the many volunteers. Your assistance breathes fresh life into the committees each year.