2024 APCDA Member/Friend Survey Comprehensive Report

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Demographics

A total of 109 Members and 116 Friends completed this survey (225 total). The breakdown by country or region is:

Area	Members	Friends	Total	% Total
USA (including Guam)	18	17	35	16%
Singapore	11	19	30	13%
Australia	15	13	28	12%
Philippines	13	11	24	11%
India	13	9	22	10%
Other ASEAN	14	11	25	11%
Other countries/areas	25	36	61	27%

A small number of countries predominate, with about a quarter of our population living in various other countries.

We asked respondents to select all relevant settings because we know that many of our members and friends work in more than one setting.

Settings	Members	Friends	Total
University/College	60	60	120
Private Practice	42	28	70
Government Agency, Social Enterprise, Not-for-Profit Organization	26	30	56
Corporate/Business	16	30	46
K-12	16	16	32
Other	6	12	18

We see a lot of similarities between members and friends. For both groups, about 50% work in higher education. More than a third of our members work in private practice. Even though "Government Agency, Social Enterprise, Not-for-Profit Organization" includes many places where career practitioners are found. Only about a quarter of our members work in this area. Corporate settings and schools (K-12) are very small sectors for us.

Values and Preferences

For the rest of the survey, questions were rated on a 5-star scale. For all of these topics, 5 indicates the most desirable and 1 indicates the least desirable.

What do Career Practitioners enjoy about their work?

What I enjoy about my work (Mean. 5=Very, 1=not)	Members	Friends	Average
Help clients understand their strengths, values, and interests (Work tasks)	4.9	4.8	4.8
Make the world happier by helping clients find work they enjoy (Contribution)	4.7	4.7	4.7
Continuously learn about new ideas and trends (Learning)	4.7	4.5	4.6
Help clients overcome obstacles and build resilience (Empowering others)	4.7	4.4	4.6
Advocate for career development (Advocacy)	4.5	4.4	4.5
Help clients network (Networking)	4.2	4.1	4.1

In general, both members and friends indicate a high level of work enjoyment. The averages do not drop below 4 stars!

The category in the list above which is most highly rated will henceforth be shortened to "work tasks" because it includes tasks that could be found on most career practitioner job descriptions. On the open-ended question (What additional elements do you value in the work you do?), respondents enthusiastically listed 21 other work tasks. One respondent provided a full job description to explain what they like about their work!

Some work tasks and essential skills that were mentioned repeatedly include: Empowering others (15), Staying current with labor market/industry trends (11), Research, contributing knowledge (8), Developing Career Development (CD) tools (6), Community engagement (5), Help other career practitioners (5), Social Justice – enabling underprivileged clients (5), Teaching/Skill development (4), Ensuring success of others (3), Innovation (3), Work life balance (3), Improving mental health (2), Leadership (2), Developing personal knowledge (1), Empathy (1), Identifying local labor market issues (1), Implementing theories in practice (1), and Networking (1).

Others offered variations of the original option list, such as: Making a difference (8), Relationships with clients (5), Collaboration (4), Client wellness (3), Cultural sensitivity (3), Challenge (2), Contributing to the profession (2), Enlightenment (light-bulb moments) (2),

Making individuals happy (2), Problem solving (2), Variety (2), Helping clients build financial security (1), Uniqueness of clients (1), and Global colleagues (1).

What is the value of these features of membership in APCDA?

Association Features	Members	Friends	Average
Professional dev (conf, webinars)	4.6	4.4	4.5
Multi-cultural interactions	4.5	4.4	4.4
Collaboration and peer support	4.4	4.3	4.4
News about career develop in region	4.4	4.1	4.3
Encouraging practitioner research	4.3	4.2	4.3
Cost-effective membership fees	4.4	4.0	4.2
Advocacy and representation	4.2	4.2	4.2
Supporting disadvantaged/war zones	4.2	4.1	4.1
Publish articles/present	4.1	3.8	4.0
Opportunities to volunteer	4.0	3.7	3.8
Logo or awards	3.9	3.7	3.8
Leadership opportunities	4.0	3.5	3.7

We can see that APCDA's conference and webinars are our most important services, but it is interesting to see the value of our other services. It is also insightful to note that members value the opportunities to get involved more than non-members do.

We asked open-ended questions about how we could improve the above services and new services that are desired. Responses to these 2 questions have been combined and some responses are reported elsewhere. For example, responses related to webinar topics have been moved to webinars.

Responses that related to software improvements or use of other technologies included: Mobile accessible calendar of events & announcements (2), Access to the latest research in our field (1), Better app on mobile devices (1), Who's Who in APCDA (1), and YouTube content (1).

The most common response was that APCDA is doing well (16). Requested changes/improvements mentioned by more than one person include: More engagement/discussion activities (10), Increase awareness of APCDA (8), Mentoring program (4), Encourage practitioner research (3), Lower membership fees (3), Member Manual & new member mentoring (3), Better networking between members (2), Choose a beautiful location for conference (2), Collaboration with the UN (2), Engage members on WhatsApp group (2), More friendly website (2), Infographics or data that we could learn and share with others via social media (2), More advocacy activities (2), More regional events

(2), More relevant topics at the conference and better presenters (2), Ways to engage non-English-speakers (2).

Changes/improvements requested by one person include: Add "Specialization" to the member profile, Advertising in the newsletters, All webinars free to members, Automate recognition and badges on the website, Better articles, Better member benefits, Business development opportunities, Collaborate with other associations, Conference in Sri Lanka, Credentialing courses/program, Crowd-funding projects for CD projects in various countries, Develop authentic authority in the world, Discounted rates for NCDA or NACE trainings/webinars, Encourage everyone to publish papers or stories, Facilitate talent mobility & placement, Graduate courses for members, In-person meetings, Less academic papers, Mobilize career development, More active on LinkedIn, More leadership opportunities, More opportunities for members to demonstrate their KSAs, More student internships, Offer webinars for students, Policy advocacy in each country, Professional Development within each country, Reach remote areas, Representatives available to speak at universities, Scopus-indexed journal, Segregate awards by region, SQA website link, Support emerging career networks, Surveys and polls for methodologies, Talent mobility opportunities leveraging on networking, Use "Telegram group" for discussion, and Use local educational institutions & government agencies to reach more people.

These suggestions include a lot of great ideas and will be carefully considered.

Which concepts do you most want to learn more about?

Topics to Learn About	Members	Friends	Average
Career theories and practices	4.5	4.5	4.5
Labor trends, technologies changes	4.4	4.2	4.3
Professional skills (supervision, etc.)	4.3	4.2	4.2
Wellness issues	4.4	4.1	4.2
Assessment tools	4.1	4.1	4.1
Job search	4.3	4.0	4.1
Intersectionality topics (DEI, etc.)	4.0	4.2	4.1

While these topics are listed in order based on their ratings, all of the ratings are quite close, indicating that all topics on this list should be considered.

We also asked which specific topics respondents wanted to learn about. Those recommended by more than one person include: Using AI & technology in CD (14), AI and Automation: workplace changes, New skills needed (9), Mental Health and CD/workplace (6), How to run a private practice (5), CD and disability/neurodiversity (4), Emerging labor market trends (4), Training sessions for career development professionals (4), How can CD impact management decisions? (3), Special Interest groups (3), AI & Recruitment trends

(2), CD models and culture/countries (2), Current practices & key players in Asia (2), Evidence-based career interventions (2), Free online tools (2), Gig Economy & impact on CD (2), Peer and Professional Supervision (2), Practical webinars teaching usable skills (2), Reentry women (2), Remote and Hybrid Work Models (2), SDG principles and integration (2), Stressful career transitions (2), and Supporting International Students (2).

Those topics recommended by one person included: Aging and career transitions, AI Ethics, Assessment tools, Career education for secondary students, Career Guidance in Community Resilience and Collective Recovery - Narrative Therapy and Storytelling, Careers in specific industries like engineering, law, finance etc., CD for social change – encouraging non-traditional occupations, CD for technical/vocational students, Digital Career Ecosystems, Diversity, Inclusion ＆ Equity, Entrepreneurship Development models, Getting started in CD, How to do Online training, How to run a recruitment agency, How to teach soft skills, Lifelong Learning, New Career Theories, Partnership on AI - Collective Intelligence, Pastoral Counselling, Policy trends ICD, Post Positivistic narrative techniques - qualitative career guidance assessments that can be used in different contexts, Resume writing techniques, Showcase success stories of community capability-building career development projects to vulnerable groups, Social justice and Advocacy, Symposiums that address a crucial junction in Asia Pacific development. (For example, an intersection of global Indigenous members, Asia Pacific industry councils, and career practitioner scholars), The aging practitioner, Transgender clients, Trauma-informed approaches, Using video animation for CD, Wall Street Green Careers, Webinar on impact of psychosocial and economic factors on youth development, Why DEI is dead or how WOKE mindset has ruined work, Work integrated learning, Young leaders bootcamp.

While the list of all recommended speakers has been given to the Program Committee, those who were recommended by more than one person include: Dr. Berry Chung, Dean, College of Education, San Diego State University (3), Dr. Candy Ho (2), Muhammad Basit Rana (2), and Professor Mary McMahon, Honorary Associate Professor, School of Education, The University of Queensland (2)

What influences your decision to attend a webinar?

Attending Webinars	Members	Friends	Average
Topic	4.8	4.7	4.7
Time of day	4.2	4.2	4.2
Speaker (s)	4.3	4.1	4.2
Price	4.0	4.1	4.0
Day of the week	3.7	3.8	3.8

According to respondents, most make their decision based on the topic. Fitting the webinar into their schedule is also an important concern. Price is not a major concern for the majority of the respondents, although in some countries it appears to be an important concern.

The two issues that were reported by multiple respondents were being sure the webinar would be recorded (webinars are always recorded) and fitting in with the time of webinars in their country.

Concerns reported by a single respondent include: Accessibility (Zoom Captions), Applicable to my area of expertise and work, Ask Speakers what are they gained from speaking to us, Automated outlook invitation upon registering for a webinar, Availability of continuing education hours, Descriptions don't match content, Don't like the type of webinars, Experiential gatherings & lengthy breakout sessions, Free registration for Program Committee, Free webinars, I share the event announcements as widely as I can, Inform attendees about recording events, Keep webinars short and succinct, Like the times of webinars, Miss some communication from APCDA , Not enough time to do everything, Reduce registration fees for the retired, Should measure outcomes for attendees, Some speakers communicate poorly online, The length of the webinars, The relevance of the topic to current concerns, and Use more Asian speakers.

Which city in Australia do you prefer?

8a. Australia City	Members	Friends	Average
Melbourne	4.3	4.2	4.2
Sydney	4.1	4.2	4.2
Brisbane	3.5	3.5	3.5
Perth	3.5	3.4	3.5
Adelaide	3.2	3.5	3.4
Cairns	3.3	3.2	3.2

Based on these results, we hope to locate our 2026 conference in Melbourne or Sydney.

Other concerns include: Cost of Flights, travel (40), Ease of travel (35), Cost of Hotel (29), Culture/tourist attractions (15), Safety (9), Ease of getting to venue (7), Family & friends in the area (7), Weather (4), Networking (3), Nature (2), Topics, relevance, speakers (2), ease of getting a Visa (2), Visit CD locations (2), Coastal (1), Food (1) and Top Universities (1).

Note that the names of volunteers were given directly to the chairs of the committees for which they volunteered.