



ANNUAL REPORT 2021-2022



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ASPECT MISSION AND VISION

ASPECT provides leadership, education, advocacy, and public awareness in support of its members who provide community-based workforce development services.

All people have access to quality community-based workforce development services that support their opportunity to achieve a meaningful and sustainable livelihood.

PRESIDENT'S MESSAGE

As I complete my fourth and final year as ASPECT's President, I am so grateful to have had the privilege of being part of the board of such an impactful organization. The outstanding work of this board, our CEO, and our membership leaves me with a resounding sense of pride.

The last four years have seen unprecedented events. From the start through to the end of the pandemic; record rates of inflation; and structural labour market change; our sector has responded with innovation, excellence in client service, and a drive to continue to work to support unemployed people and employers to succeed in this changing world of work.

I am proud of our work in delivering our latest strategic plan. With our members and the clients they serve in mind, ASPECT's promise to you is to deliver exceptional membership value and engage with members through advocacy and programming. We will continue to offer many opportunities for you to express yourselves and put your expertise to work to remind funders and policymakers that we are the collective voice of our clients, local employers, and communities.

These have been especially hard times for employment sector workers. The situation is critical for our sector as we face unprecedented staff shortages and the pressures of the changing labour market. ASPECT continuously works with our government colleagues to ensure that our members have the tools and resources to adapt to the changing employment landscape. In this ever-changing labour market, ASPECT's role increasingly focuses on informing policy and funding as we move into a post-pandemic world.

We are fortunate to rely on our tireless CEO, Janet, who continues to demonstrate leadership in seizing opportunities to advocate for our sector and represent our members with great fervour. Thank you to the ASPECT staff, who have prioritized our members' needs and devised innovative ways to keep our association running. Thank you to our members who continue to support and inform us.

Thank you to our board members, who are passionate and tireless about the work we do. They volunteer their time for meetings, strategic planning workshops, and anything else they are asked to do, all the while doing the work of running their organization in their communities.

Interesting times can bring out the best in us. Interesting times have brought out the best in us this year, generating opportunities to collaborate and advocate while building our collective voice. Thank you for believing in the work we do and for keeping up the good fight.

I am grateful to have had the opportunity to be the President of this board of directors, and I will remain a loyal ASPECT member and support to the board and our sector. Thank you for all that you do!!

Val Meaney
ASPECT President



THANK YOU TO OUR 2021-2022 BOARD OF DIRECTORS



Valerie Meaney
President

Val Meaney and
Associates



Lori Forgeron
Vice-President

Workforce
Development
Consulting Services



Kim Lauritsen
Secretary

Community Futures
North Okanagan



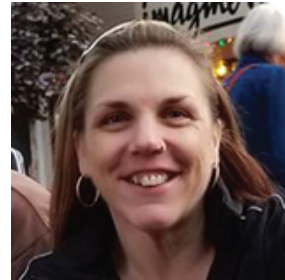
Tricia Gueulette
Treasurer

Beacon Community
Services



Peter Bailey
Director

Free Reign Associates



Deborah Bromley
Director

Ethos Career
Management Group



Katt Britton
Director

Kootenay Career
Development Society



Raj Hundal
Director

Progressive
Intercultural
Community Services
Society (PICS)



Kirsty Peterson
Director

DIVERSEcity
Community Resources
Society

TREASURER'S REPORT

It is my pleasure to report the ASPECT financial report for the 2021-2022 fiscal year.

As we move through the pandemic, we saw an end to federal government subsidies and a return to finding ways to fund ASPECT's important advocacy work in support of its members. We continue to develop new ways to remain viable while providing leadership, learning opportunities, and community development in our sector.

ASPECT completed a financial review through Sterling Stanford, Chartered Professional Accountants. They found that the financial statement fairly represents the organization's financial position. This document is available upon request.

BALANCE SHEET

At fiscal year-end, ASPECT had assets of \$590,690, primarily in cash (\$509,264). The organization has liabilities of \$101,551, leaving \$489,139 in net assets, which is a very healthy balance sheet.

DEFICIT REVIEW

In the fiscal year 2021-2022, ASPECT ran an operating deficit of \$36,810. Although the plan had been to run a deficit during the year, this deficit is over \$20,000 lower than anticipated. ASPECT continues to find ways to reduce its operating costs while offering high-value services to its members.

PLAN for 2022-2023

In 2022, we undertook a community analysis to ensure that ASPECT was meeting the needs of its members while also looking for opportunities to grow. Last June, the board of directors created a strategic plan and a new business plan. Moving forward, the board has decided to allocate some of ASPECT's reserves to build capacity by hiring new staff to fill communications and program development positions. We will continue our work creating professional development opportunities, including an in-person conference, much-needed research to inform our advocacy work, and finally, growing our membership to ensure that ASPECT represents all voices in the sector.

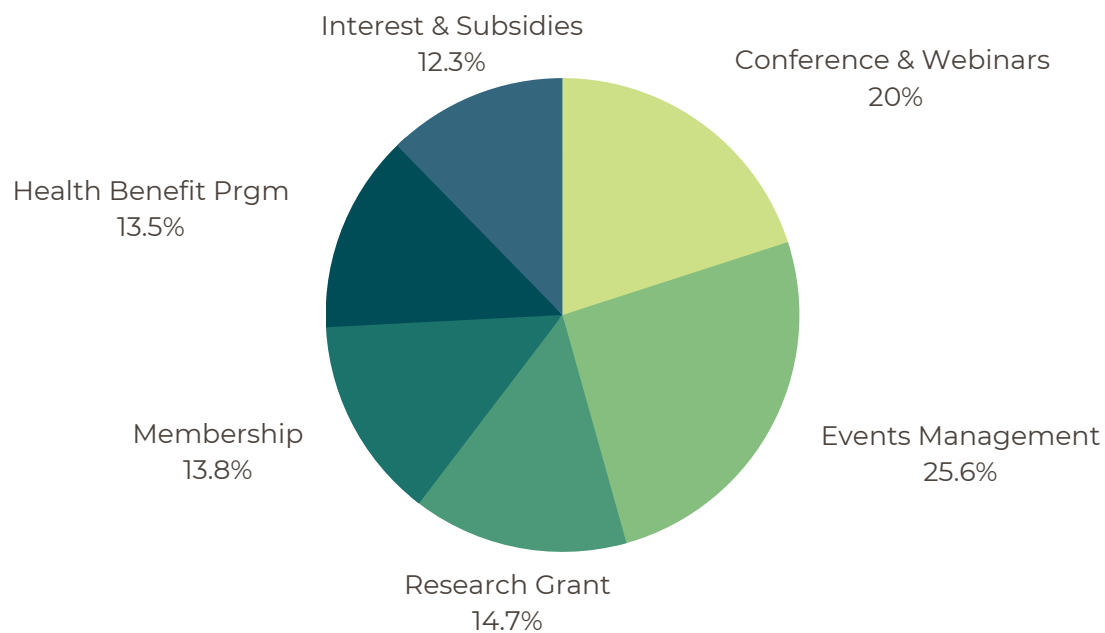
Tricia Gueulette
ASPECT Treasurer



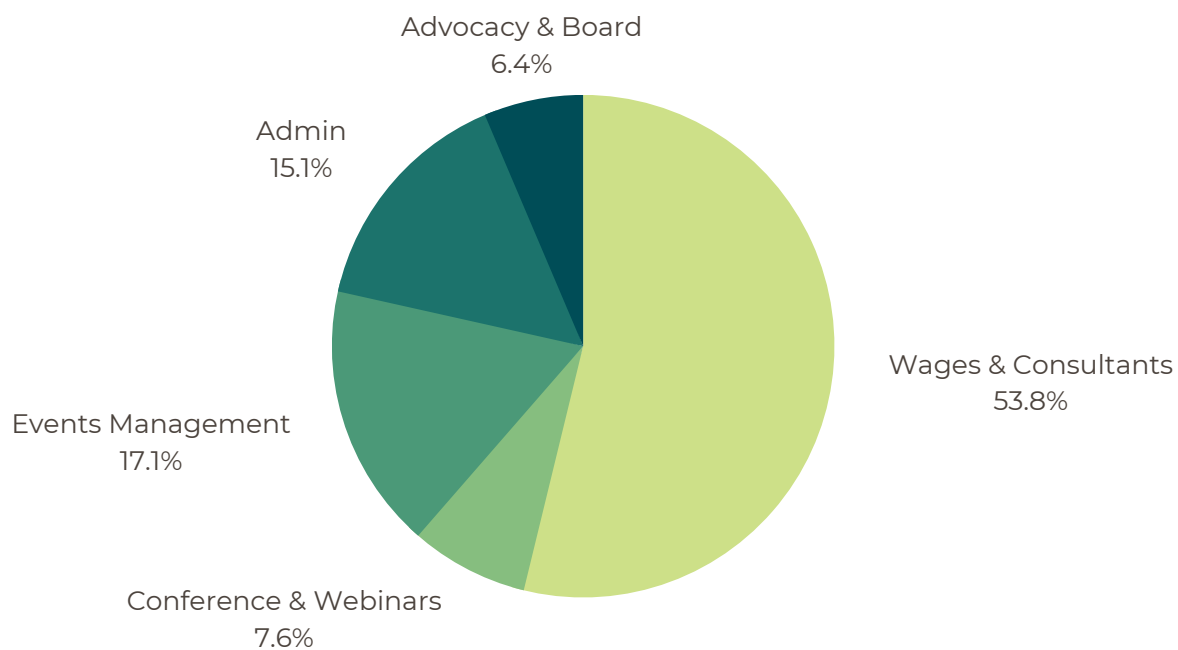
TREASURER'S REPORT CONTINUED

Fiscal Year October 1, 2021 - September 30, 2022

REVENUE



EXPENSES



CEO REPORT

I'm delighted to provide you with my CEO report this year. The 2021-2022 fiscal year was busy as we continued with previous projects, started some new ones, and ramped up our advocacy and community-building work. At the centre of everything we do is our mission to support sector organizations to deliver services so everyone can find meaningful and sustainable employment.

Although the weekly member meetings of the pandemic changed to monthly meetings, we needed to make time for our rural and remote consultations, our WorkBC white paper project, and opportunities for our members to participate in consultations such as the one we had with CERIC where we collaboratively created the employer toolkit *10 Ways Employers Can Address Their Talent Needs by Partnering with Career Development Professionals*.

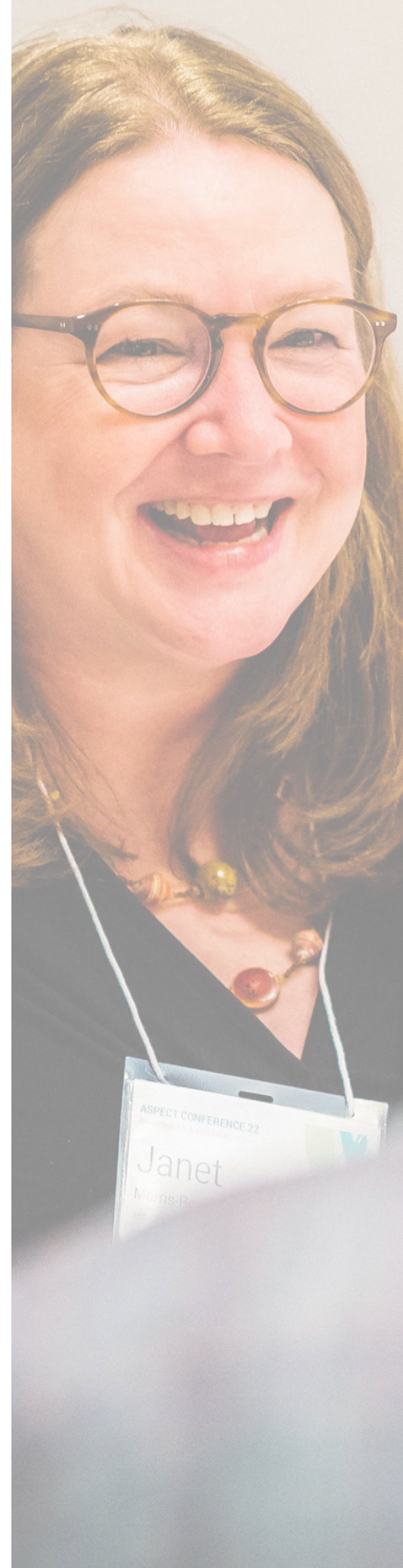
If you were to add all our member meetings, not including the professional development opportunities, the ASPECT conference, sub-committee meetings, and board meetings, we hosted 51 virtual member meetings in the fiscal 2021-2022 year. This level of engagement and continued support from the experts -- our members -- is unprecedented in the world of member-based organizations. Everything we heard from you has informed our advocacy work, so much so that ASPECT has gained even more respect from our political and public-service colleagues looking for ways to meet the needs of our current dynamic labour market.

ASPECT has worked hard to be at every table to contribute to the needs of the employment sector. In 2021-2022, we were involved in many of the issues through our work on the boards and committees such as the Social Service Sector Roundtable Reference Group, BC Prior Learning Action Network, the Canadian Coalition of Community-Based Employability Trainers, and CERIC, just to name a few.

In November 2021, we hosted our second virtual annual conference that attracted over 200 delegates offering 26 learning sessions. The online format allowed delegates to "attend" sessions that were scheduled simultaneously by watching recordings after the conference. We also provided professional development opportunities on diversity, equity and inclusion in employment programs.

None of this would matter if we didn't tell you about it. In the 2020-2021 fiscal year, we published 45 editions of *Aspectives*, and within that, I have published 27 CEO blogs. ASPECT also sent out 21 member updates to ensure that you were aware of what is happening in the sector and to provide you with opportunities to collectively comment on it.

Continued on next page



CEO REPORT CONTINUED

I want to share my deepest gratitude to the ASPECT board of directors for their support throughout the year and now. They have shown up for member meetings, brainstormed ideas, supported me, and worked well together to put the needs of the collective ASPECT members before their own. Special thanks to Val Meany, ASPECT president, for her calm and insightful guidance. Maintaining the output level for our tiny team has been a challenge, but with Val's support and that of the board of directors, we can do so much!

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This level of engagement and continued support from the experts -- our members -- is unprecedented in the world of member-based organizations.

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I want to thank our ASPECT operations manager, Jennifer Nichol, for her unwavering dedication to ASPECT and our work. She has been ensuring that ASPECT members are supported while we implement new ideas and programs. Her innovation and resilience are awe-inspiring.

Finally, I would like to thank you, the ASPECT members. You have participated in our action committees, webinars, and virtual calls and contacted me individually. I value your kudos and constructive feedback, which continues to inform the work I do on your behalf and, most importantly, the work you do on behalf of your clients.

Janet Morris-Reade
CEO

OUR IMPACT

Between March 2020 and September 2022

Nearly 100
member organisations
supported



5
Research projects in
progress or completed



4,800
Members and
stakeholders reached



52
Workshops and
webinars



88
Weekly Aspectives
newsletters



111
Weekly member virtual
meetings



2 virtual conferences
attracting nearly 400
delegates



ABOUT ASPECT

Advocacy

ASPECT advocates in support of workforce development services that achieve meaningful and sustainable livelihoods for those seeking employment in BC.

ASPECT represents the sector; for both small single-service and large multi-service organizations. We are in a perfect position to work with interested parties and policymakers. We work collaboratively and in partnership with community and government throughout BC and Canada to provide thoughtful and practical feedback to improve employment services in BC, speaking for those seeking employment.

As stakeholder representatives at budget lock-ups we collaborate with industry partners to respond to items in those budgets. To ensure that we were on the right track, we conduct member surveys and adjust our advocacy message and services accordingly.

Community

ASPECT connects its membership to networks and relevant stakeholders that support members in achieving their mission.

We continue to nurture our network of organizations that serve employment sector. Since March 2020, we have hosted 111 weekly virtual meetings to provide our members with opportunities to network, solve problems, and build partnerships. We worked with CERIC to create a toolkit for employers called *10 Ways Can Address Their Talent Needs by Partnering with Career Development Professionals*.

Communication

ASPECT regularly communicates with all through its Aspectives newsletter, position papers, in-person meetings, conference presentations, and various social media accounts. Since March 2020, we have published 88 issues of our weekly Aspectives newsletter providing industry updates, professional development opportunities, job postings, and employment-related news and reports. We send the newsletter to 4,800 people working within the employment services sector and the government.

Professional Development

ASPECT provides the workforce development sector with capacity- building opportunities for continuous professional improvement through training, strategies, tools, and much more. Since March 2020, we have provided 52 workshop and webinars to the sector on topics such as virtual service transitions, leadership, mindfulness, and proposal-writing and procurement.

Held in November in either Victoria or the Lower Mainland, the ASPECT conference provides high-level professional development, province-wide representation, great food, and valuable networking. Since March 2020, we have also hosted 2 virtual conferences and 1 in-person conference attracting over 650 delegates and offering 68 live professional development sessions.



ASPECT STAFF



Janet Morris-Reade
Chief Executive Officer



Jennifer Nichol
Operations Manager



Lya Iglacias
Consultant, Events Management

CONTACT US

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SOCIAL MEDIA



[@aspectbc](https://twitter.com/aspectbc)



[@aspect.bc.ca](https://www.facebook.com/aspect.bc.ca)



[@aspectbc_](https://www.instagram.com/aspectbc_)



[@aspect-bc](https://www.linkedin.com/company/aspect-bc)



THE CASE FOR COMMUNITY-BASED EMPLOYMENT SERVICES

Community-based services are essential for addressing local needs, empowering individuals, building social support networks, promoting health and well-being, enhancing resilience, and fostering social cohesion. By investing in these services, we create more inclusive, resilient, and thriving environments for local communities.

Community-based organizations (CBOs) play an important role in creating employment opportunities for individuals and communities by providing:

1. **Access to local job training and skills development:** CBOs often offer vocational training and skills development programs that can help individuals quickly acquire the skills and knowledge needed to secure employment.
2. **Local networking opportunities:** CBOs often provide opportunities for individuals to meet and network with potential employers in the community, as well as other job seekers who may be able to provide referrals or leads.
3. **Customized job search assistance:** CBOs can provide individualized job search assistance, including resume and cover letter writing, interview preparation, and job matching services.
4. **Supportive local services:** CBOs may offer supportive services such as childcare, transportation, and counselling to help individuals overcome barriers to employment.
5. **Local expertise:** CBOs are often deeply rooted in their communities and have a deep understanding of the local labor market and the needs of local employers, which can help job seekers find the best employment opportunities. They are also the organizations outside partners—such as researchers, government offices, and direct service providers—turn to when they need to engage effectively with community members but don't have the relationships to do so.
6. **Advocacy and policy work:** CBOs may engage in advocacy and policy work to promote job creation, improve working conditions, and address systemic barriers to employment.
7. **Entrepreneurship:** CBOs can support entrepreneurship and small business development, which can create jobs and economic opportunities in the community. They can offer training and support services for entrepreneurs, as well as access to funding and other resources.

As community-based organizations, ASPECT employment service providers can be a powerful force for employment in local communities. They can create opportunities, provide support, put to use their local expertise and connections, advocate for change, and foster entrepreneurship, all of which can help individuals and communities achieve greater economic stability and prosperity.



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Thank you for believing in the
work we do and for keeping up
the good fight.

Valerie Meaney
ASPECT President

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ASPECTBC

ASSOCIATION OF SERVICE PROVIDERS
FOR EMPLOYABILITY & CAREER TRAINING