
Introduction

In the days approaching the turn of this century, many of us were caught up in the reflective mood sweeping our nation and the nations of the world. This book begins at the turn of the last century, during which you will read how the world of work was forever changed, as were the professions concerned with supporting the Canadian workforce.

In the late fall of 1998, The Counselling Foundation of Canada began to consider ways to celebrate the passage of the Canadian career counselling community into the new millennium. Our reflections on how best to mark the milestones and accomplishments of the community coincided with a recognition of the challenges still to be met. So as we celebrated our fortieth anniversary, The Counselling Foundation of Canada set out to document the historical evolution of the career counselling community in Canada, thus far, and to ascertain from members of the profession what they anticipated the future holds.

We believe a historical snapshot of the career counselling profession is an appropriate celebration of the achievements and the multitude of contributions made by individuals, agencies, organizations and institutions that have, over the last century, created the professional community to which we belong. This history, we have discovered, is peppered with foresight, commitment, collaboration and even some professional competitiveness, all of which fostered innovation. This has fueled recognition of the important role career counsellors play in Canada and abroad.

We secured a number of researchers to work under the guidance of an Advisory Group. They gathered information by reviewing primary documents and interviewing a wide range of people associated with career counselling: from Second World War veterans educated as career counsellors by the federal government through to practitioners and career theorists active in the career counselling community in Canada today. A feedback forum composed of a broadly based group of Canadian career practitioners was held in the fall of 1999. At the Feedback Forum and through written submissions, the information collected was validated, expanded and further clarified. We very much appreciate the time and input those who have participated in this research process provided.

Compiling this book has been no easy task. Career counselling has evolved differently in the communities—whether defined geographically or by special interest—it has served. This project only begins to tell the story of the development of the profession at the most general level. The process of making this book illustrated to us as its commissioners, the diversity of backgrounds, experience and perspective that resides within career counselling today. This is one of the profession's great strengths—but it makes writing an authoritative history of its emergence very challenging. We know we haven't got it all right; but we think the essence of Canadian life, which has so significantly shaped this profession, is accurately depicted, and provides a context through which newcomers to the career development world will better understand the professional history they've inherited. We encourage you over the coming year to help us flesh out the details of how the profession, as you know

it, has evolved. We see this book as the beginning of the telling, not the end; as a starting point for us to explore together from where we've come, and begin to imagine where we're going.

We thank Janis Foord Kirk, David Kirk and Kirkfoord Communications, and members of the Advisory Group for their efforts in bringing this project to fruition.

The Counselling Foundation of Canada was created by Frank G. Lawson as a vehicle through which he could direct his personal philanthropy as well as his determination to promote the development of career counselling in Canada. The first evidence of his becoming aware of the need for counselling came through his involvement in the Toronto YMCA under the executive leadership of Taylor Statten, a gentleman who subsequently became one of Canada's leading summer camp leaders. (An article on career counselling written by Taylor Statten and published by the YMCA in 1912 is included on page 17.)

As a prisoner of war for nineteen months in 1917/18, Frank Lawson made extensive use of books that were sent to him and the prison camp library, located in Freiberg University. His reading included research on potential careers, which led him to pursue a career in the financial industry on his return to Canada. He joined a small bond firm to learn that particular business and was loaned by his firm to the Victory Loan Committee, for which he served as assistant secretary in 1919. In the early 1920s, he was seconded from his position in the investment industry to the position of Secretary/Administrator of the Federation for Community Services, the forerunner of the United Way campaigns in Toronto.

His career in the financial industry was primarily as a stockbroker. In 1919, he was a founding member of the Board of Trade Club, a group of young men in business who gathered weekly for fellowship and self-development. Some years later, he was one of three who created the Toronto Junior Board of Trade to provide the next generation of young men with the benefits they enjoyed in the Board of Trade Club. The Toronto Junior Board of Trade became part of the Canadian and International Junior Chamber of Commerce movements. Self-development was a primary aim of these organizations.

Frank Lawson served for many years as a Governor of the Toronto Stock Exchange and was prominent in bringing about the merger of the Toronto Stock Exchange and the Standard Stock and Mining Exchange. He followed this with a term as Chairman of the Building Committee, responsible for the Toronto Stock Exchange building erected on Bay Street in Toronto, and then in 1938 he served as Chairman of the Board of Governors.

Throughout his lifetime, Frank Lawson maintained his association with the YMCA, of which he was a member for over eighty of his ninety-two years. His involvement with Dr. Gerald Cosgrave and the YMCA Counselling Service is outlined in this book. During twenty-five years experience as member and chairman of the Toronto YMCA Counselling Service, Frank Lawson experienced the wide extent of the need for counselling. Over 20,000 persons were counselled by the YMCA service during this period. Most of these persons could be helped best by professional and experienced counsellors. Throughout these years he interviewed and mentored many young men who had used the Counselling

Service. The experience of this service demonstrated that there are individuals who need counselling at every career stage, up to planning for retirement.

In 1955, Frank Lawson retired from leadership of his stock brokerage firm and devoted his attention to making things happen in the field of career counselling. As the demand for counsellors increased across the country, Frank Lawson established The Counselling Foundation of Canada to assist organizations that were doing counselling, as well as help universities broaden their programs to include the training of counselling psychologists. The Counselling Foundation of Canada, chartered in 1959, provided a degree of anonymity for Frank Lawson. He never sought recognition for his efforts or philanthropy, much of the latter being done anonymously. He reluctantly accepted an Honorary Degree from York University because he thought by doing so he would bring recognition to and advance the field of career counselling.

The bulk of Frank G. Lawson's estate was bequeathed to The Counselling Foundation of Canada. With Frank Lawson's death, the nature of the Foundation changed from a personal crusade to a well-endowed foundation whose members include his children and grandchildren. The Foundation is managed by a Board of Directors, which honours Frank Lawson's legacy of service and philanthropy through its adherence to his early goals and commitment. Subsequently one-half of Gerald Cosgrave's estate was also transferred to the capital of the Foundation providing a means of carrying on his legacy to his chosen profession. On behalf of the Directors of The Counselling Foundation of Canada, we dedicate this book to the memory of these two pioneers: Frank G. Lawson and Gerald Cosgrave.

The work of The Counselling Foundation of Canada is carried out by the Executive Director who reviews funding proposals and helps organizations establish and create important programs that relate to counselling. First Elizabeth McTavish, and now Jean Faulds, the Executive Directors of the Foundation have made major contributions to the field of counselling through their efforts of which we are greatly appreciative.

As we bring this phase of the project to a close, we face a changed world in the aftermath of terrorist attacks in North America and renewed hostilities around the world. No doubt this century will continue to bring unimaginable challenges which will, as always, have an impact on the nature of work, and the skills and experience needed by Canadians to fulfill their career needs.

Career counselling remains an integral part of Canadian society, and has certainly come of age.

On behalf of the Board and Members of The Counselling Foundation of Canada,

Donald G. Lawson
Chairman
January, 2002