



INAUGURAL STRATEGIC PLAN 2017-2018

EXECUTIVE SUMMARY

Over the past decade, the field of human resources has evolved significantly with private, public, and not-for-profit sector organizations increasingly relying on experienced and knowledgeable professionals to navigate complex change and transformation. With the support of the Chartered Professionals in Human Resources of Nova Scotia (formerly HRANS) association and the rebranding support made available through Chartered Professionals in Human Resources Canada, a group of human resource professionals recognized the opportunity for Prince Edward Island to once again work alongside its provincial counterparts as an independent organization.

In March 2017, the application for incorporation as the Chartered Professionals in Human Resources (CPHR) of Prince Edward Island association was formally approved. Since that time, the CPHR Prince Edward Island Board of Directors has been working to build the foundational pieces of the Association including the following inaugural strategic plan which will help guide the Association's activities during this fundamental stage of its development. One strategy related to sustainability and member engagement will include a broader consultative planning exercise involving the full membership.

VISION

We are recognized as the leading voice for human resources excellence on PEI.

MISSION

To represent, promote and advance the human resources profession on PEI through collaborative learning, networking and partnerships with key stakeholders.

VALUES

CPHR Prince Edward Island has adopted the following values which are aligned with CPHR Canada's Code of Ethics and Rules of Conduct, reflect professional human resources standards and will help guide our interactions and decisions as we grow as an Association. As members of CPHR Prince Edward Island we are:

- Accountable
- Professional
- Inclusive
- Ethical
- Competent



PURPOSE OF THE ASSOCIATION

CPHR Prince Edward Island is the granting body of the CPHR designation within the Province of Prince Edward Island. CPHR Prince Edward Island works to foster public confidence in the HR profession by acting in the public interest and promoting professional excellence. As a member of the Chartered Professionals in Human Resources of Canada, CPHR Prince Edward Island is linked to over 21,000 CPHRs and 41,000 professionals collectively across Canada.

OBJECTS OF THE ASSOCIATION

As per articles of Incorporation

1. Advance the human resources profession in the province
2. Enhance the capabilities of human resources practitioners through professional development opportunities and setting professional and ethical standards to influence organizational excellence
3. Promote and encourage leadership and expertise within the human resources profession through collaboration and knowledge sharing
4. Support professional standards and certification as it relates to Human Resources
5. Protect the public interest as it relates to the practice of Human Resources Management

2017-2018 STRATEGIC GOALS

GOAL 1: TO PROMOTE AND ADVANCE THE ASSOCIATION

Objectives/Strategies

- 1.1 Enhance the value of the profession and professional designation (CPHR)
- 1.2 Establish brand awareness (CPHR PEI)
- 1.3 Uphold the integrity and standards of the CPHR designation by developing clear and fair processes
- 1.4 Develop and implement a communications strategy
- 1.5 Become the provincial voice on human resources matters and take a public position on relevant HR policy matters

GOAL 2: TO DELIVER QUALITY AND RELEVANT PROFESSIONAL DEVELOPMENT OPPORTUNITIES TO MEMBERS AND OTHER INTERESTED PROFESSIONALS

Objectives/Strategies

- 2.1 Offer regular and recurring relevant professional development that is responsive to member needs
- 2.2 Deliver an annual conference and construct the framework for future association awards
- 2.3 Use the association website to provide access to industry related articles, tools and resources

GOAL 3: TO PROVIDE NETWORKING OPPORTUNITIES AND VALUE FOR MEMBERS

Objectives/Strategies

- 3.1 Provide regular social and networking opportunities for members and other professionals who have an interest in human resources
- 3.2 Ensure networking opportunities during professional development events
- 3.3 Develop community partnerships with like-minded organizations
- 3.4 Survey members to determine their needs and interests

GOAL 4: TO ENSURE SUSTAINABILITY AND GROW MEMBERSHIP

Objectives/Strategies

- 4.1 Develop a value proposition aimed at attracting new members and retaining existing ones
- 4.2 Identify alternative revenue streams
- 4.3 Develop a clear understanding of the process and implications of self-regulation
- 4.4 Engage the full membership in a consultative planning exercise