



Strategic Plan 2022-2025 (Summary Version)

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CPHR
Prince Edward Island

TABLE OF CONTENTS

Strategic Plan 2022-2025.....	2
Our Vision	3
Our Mission.....	3
Our Values	3
Strategic Outcomes.....	4

STRATEGIC PLAN 2022-2025

Background

The *Chartered Professionals in Human Resources of Prince Edward Island* (CPHR PEI) association is a non-profit, membership organization formally established in 2017 to unite and support human resources professionals in the province. The CPHR PEI Board of Directors is a volunteer working Board with a contracted administrator on a part-time basis.

The Board began a process in Fall 2021 to develop an updated Strategic Plan to coordinate efforts and guide the work of the organization. The strategic planning process focused on the Board's governing role, including setting organizational directions and outcomes, ensuring necessary resources are addressed and identifying measures of progress and success.

To develop this mid-range strategy for the next three years, the Board hired a consultant to support its planning efforts. The Board, other association members, and the administrator collaborated to validate the Vision, develop the organization's unique Mission to achieve the Vision, and provide information and input to design Strategic Directions and Outcomes. Guided by the Mission and the shared Values of CPHR PEI, the Board will further develop the Outcomes to guide the organization and identify how success will be measured.

This resulting Strategic Plan will guide CPHR PEI from 2022 to 2025.

"Do the best you can until you know better. Then when you know better, do better." -Maya Angelou

Our Vision

CPHR PEI's Vision is the expression of how the organization is to be seen by association members, prospective members, businesses, and the community. This Vision is not under CPHR PEI's direct control as many factors affect how we are perceived in our communities.

“ CPHR PEI seeks to be recognized as the leading voice for human resources excellence on Prince Edward Island.

Our Mission

CPHR PEI has a critical role to play – a role that is unique and can be achieved as the Board, other volunteers, and administrative supports work together. This role is reflected in the organization's Mission.

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

Our Values

To accomplish the Mission, volunteers and administrative supports need to understand the shared Values that they can expect to live as they work together. These Values guide work and decisions through governance, strategic planning, member services, and engaging with other stakeholders.

Values create boundaries and accountabilities that apply to all the work for CPHR PEI.

“ In all we do, we will be:

- Accountable
- Professional
- Inclusive
- Ethical
- Competent

STRATEGIC OUTCOMES

In addition to being accountable for evidence that CPHR PEI is living its stated Values, the Board of Directors is responsible for progress toward and the accomplishment of the following Board-approved Outcomes. These Outcomes are the focus of CPHR PEI work for 2022-2025.

Strategic Direction	Outcome	Activities or Measures of Success
Promoting and Advancing Professional Human Resource Practice	Outcome #1: Increased Awareness of CPHR PEI	1.1 Marketing plan and target audience developed
		1.2 Increased visibility in PEI
		1.3 Social media is active
		1.4 Presenting to student groups
Serving the Members	Outcome #2: Members value Association membership	2.1 Learning activities meet Member's needs
		2.2 Meaningful Membership benefits
Developing the Association	Outcome #3: Association as influential partner in HR-profession development	3.1 Targeted areas of influence identified to address partners' needs
		3.2 Consult other provincial HR Associations and CPHR Canada
		3.3 Update/implement national certification standards
		3.4 Credentialing members for national recognition