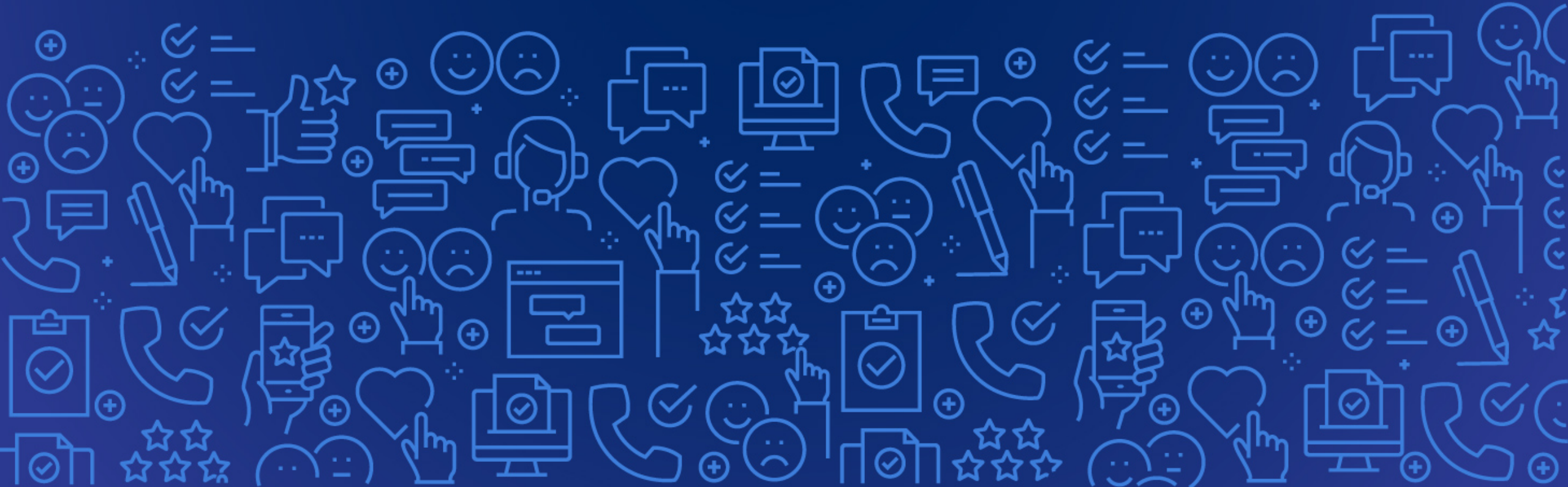


HRPA MEMBER SURVEY 2019

Key Findings



Introduction

The Human Resources Professionals Association (HRPA) is a regulatory association in Ontario with more than 23,000 registrants. As a regulator it promotes and protects the public interest by regulating the practice, establishing professional standards of competence and governing professional conduct of Members.

HRPA plays an important role in promoting and protecting the welfare and interests of the Association and the human resources profession. Elevating HR professionalism and continuing to advance the status and recognition of the profession is a unifying focus of the Association, its Chapters and Members.



Survey Overview

In May 2019, HRPAs released its strategic plan for 2019 to 2021, which outlined four strategic themes:

- **Regulatory Excellence**
Champion and elevate professionalism for the HR profession
- **Operational Effectiveness**
Maintain financial and operational wellbeing that enables our member value proposition
- **Exemplary People Practices**
Design and deploy modern, effective and progressive approaches to human capital management
- **Service Leadership**
Deliver quality services and resources to our network of members, students and volunteers

The information we gather through the Member Survey helps us improve our Service Leadership and deliver quality services and resources. We also honour our core value of Transparency by sharing key survey findings with members and students in a timely and open manner.



Methodology

An online survey was conducted between May 29 – June 14, 2019 to 24,544 HRPAs members and students. There were 2,278 responses to the survey.

Members and students were asked about key areas of focus for the Association including:

- Demographics
- Regulation
- Member Experience
- Chapter Experience
- Member Learning
- Annual Conference

In each section, questions were repeated from previous years to measure attitudinal change and trends. From qualitative feedback gathered from prior Member Surveys, HRPAs identified growing areas of interest and added additional questions about Member Experience. Results have been rounded to one decimal place.

The key findings identified in the survey will support HRPAs as it follows its Strategic Plan and improves operations, services and professional development.



Key Findings

REGULATION



- Respondents are committed and supportive of HR being a regulated profession with 34% indicating “becoming a regulated profession was the right thing to do.”
- In such situations where the interests of the members might conflict with the interests of the public, only 35% of respondents indicated that they would put the interests of the public first. This highlights the need for better communication and awareness about HRPAs’ mandate to protect the public.

MEMBER EXPERIENCE



- Members indicated mixed results in terms of their experience with the Association. This shows an opportunity for HRPAs to improve member experience.
- 32% shared that HRPAs membership has benefitted their career as an HR professional.
- 88% of respondents indicated HRPAs has a positive reputation and 35% confirmed that the HRPAs provides influential leadership to the HR profession.

Key Findings

COMMUNICATIONS



- Overall, members are hungry for relevant news and content, delivered in a timely way leveraging all channels. This highlights Communications as critical to advance HRPAs Strategic Plan and mandate to support members.
- Digital communication, be it the website, social media or email is not meeting our members' expectations, impacting awareness of HRPAs mandate, member experience and professional development.
- 32% of respondents indicated that the website – which is not mobile responsive – is difficult to navigate. Most visit only once per month suggesting content is not relevant, updated or engaging.
- 75% access the website on desktop. The cause is unclear, though it may be related to the site not being mobile responsive.
- While LinkedIn is the preferred social media channel, 66% of respondents indicated they do not access HRPAs content via social media at all.
- Email communication frequency was identified as an area of opportunity, with more than 60% indicating either dissatisfaction or that they were “neither satisfied nor dissatisfied” with the current program of three weekly emails (minimum).
- Meaningful content is valued by members with 38% indicating they preferred to receive a HRPAs newsletter once per month (versus weekly).

Key Findings

CHAPTER EXPERIENCE



- The majority of respondents (45%) indicated they are proud to be a member of their Chapter, and 47% rated their Chapter experience from good to excellent.
- Opportunities to fine-tune Chapter offerings and member engagement continue.
- 48% did not agree that they had benefitted through volunteering in their Chapter.
- 52% indicated they had not benefitted from the mentoring program.
- More than 60% stated they did not attend Chapter socials, networking events or conferences. The main reason given was the lack of time, followed by the events not being relevant.

MEMBER LEARNING AND ANNUAL CONFERENCE



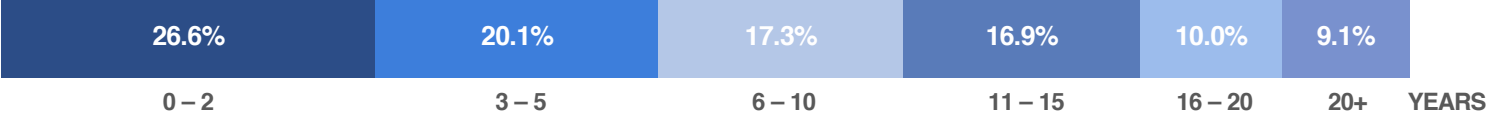
- Member learning opportunities have been an important focus for HRPAs yet an average of 80% of respondents did not attend HRPAs professional development programs or Annual Conference and Trade Show.
- The majority of respondents (59%) found the events too costly, especially if they had to pay out of pocket personally.
- Content is valued, however, and 42% of respondents found online programs, webinars and webcasts to be valuable, although 42% stated they did not attend at all.

Summary of Key Findings



Respondent Demographics

How many years have you been an association member or student registrant?



Who pays for your membership or registration fees?



Is your workplace federally or provincially regulated?



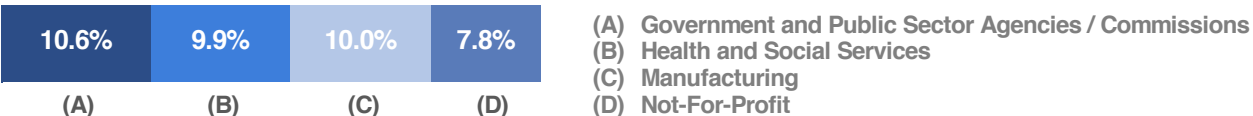
Approximately what is the size of your most recent organization?



Approximately how many HR professionals are there in your organization?

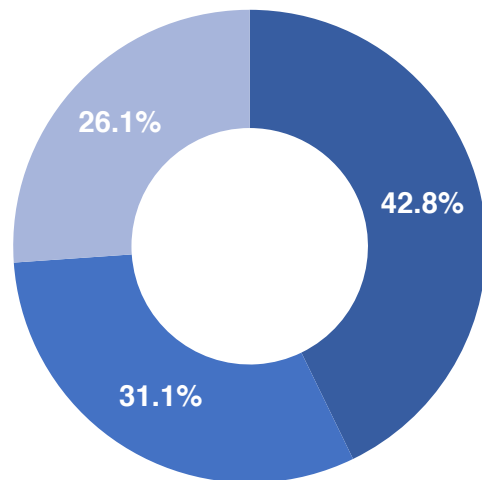


In what sector does your organization operate (Top 4 indicated)?



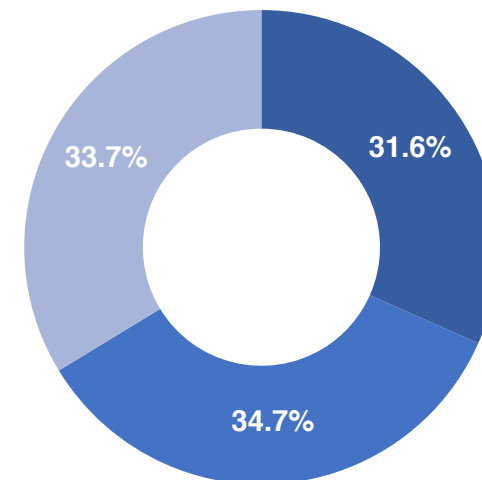
Regulation

If someone were to ask you to briefly explain the implications for HRPAs of having become a statutory professional regulatory body, would you be able to do so?



- Yes
- No
- I don't know

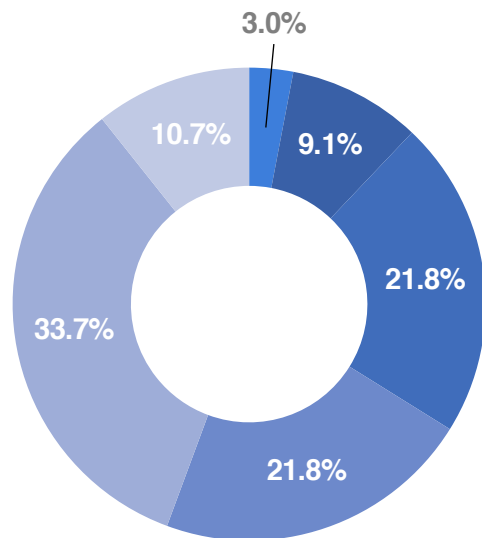
In such situations where the interests of the members might conflict with the interests of the public, HRPAs should...



- Put the interests of its members and students first
- Put the interests of the public first
- I don't know

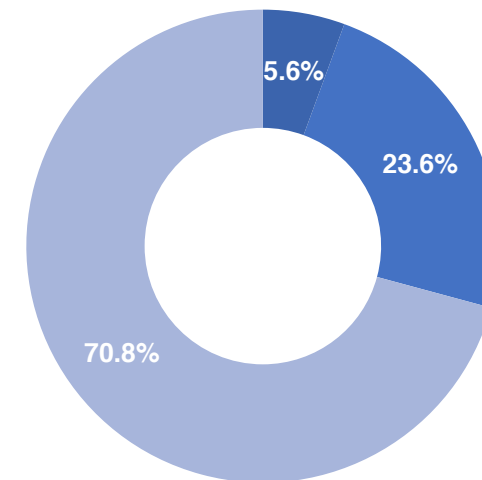
Regulation

Given the following continuum of attitudes towards professional regulation, where would you say you fall at the present time?



■ Resistant ■ Reluctant ■ Existent ■ Compliant ■ Committed ■ Compelled

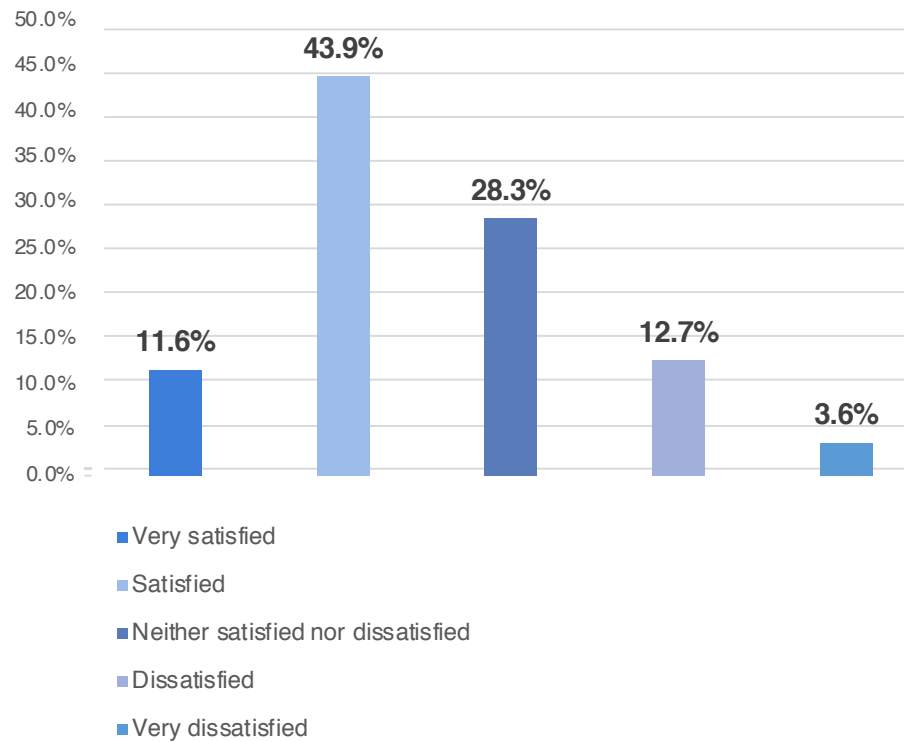
In the last twelve months, how many times have you consulted the HRPAs Rules of Professional conduct for guidance as to what is expected in terms of professional Conduct in a given situation?



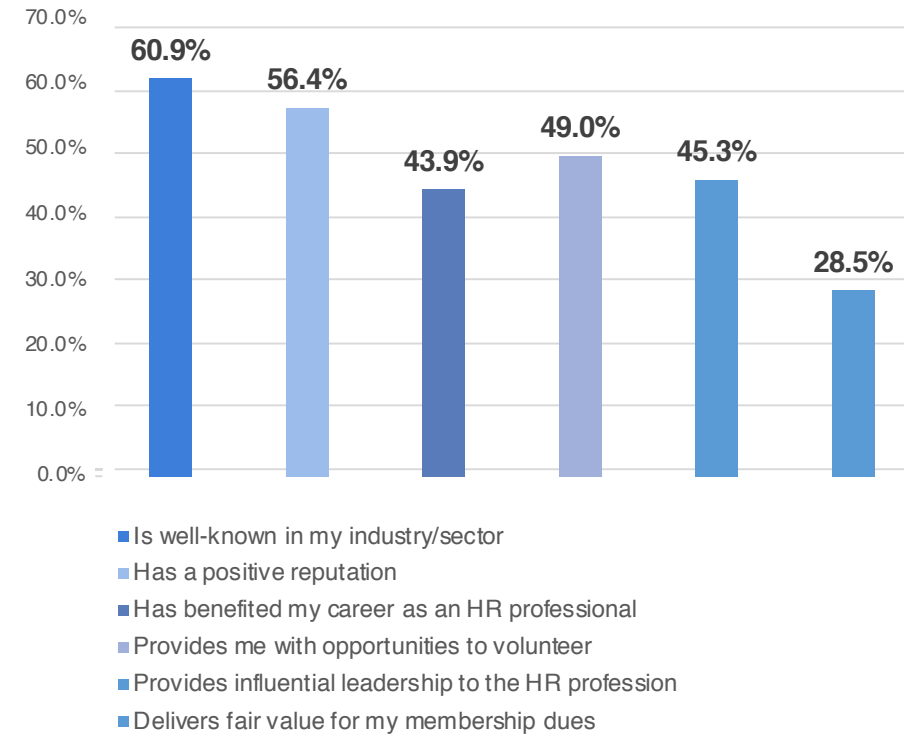
■ Multiple Times ■ Once ■ Never

Member Experience

Member Satisfaction

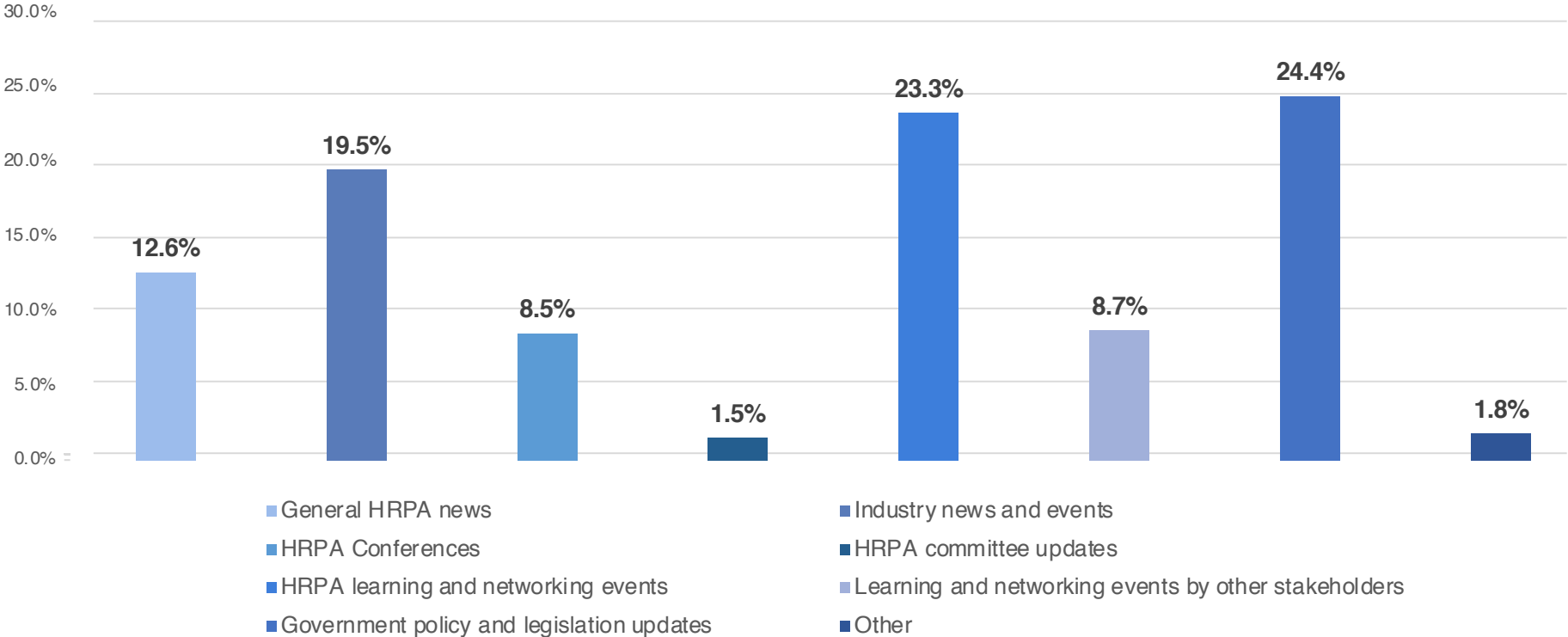


As an Association, the HRPA...



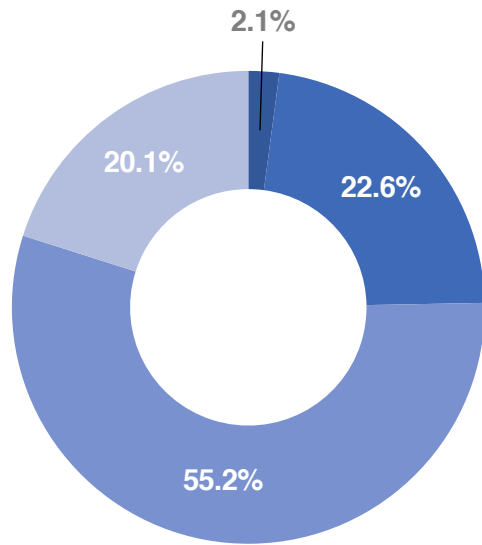
Member Experience

What kind of member communications from HRPAs are you interested in the most?



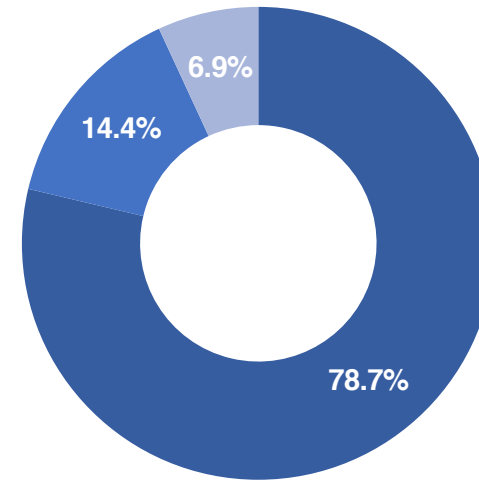
Communications

How often do you access the HRPAs website?



■ Daily ■ Weekly ■ Monthly ■ Only at membership renewal

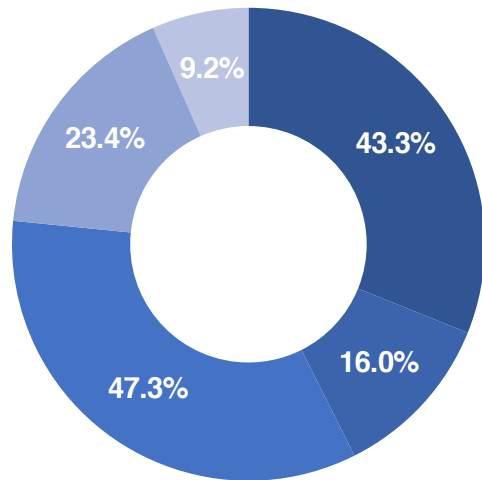
What platform do you prefer to access the HRPAs website?



■ Desktop ■ Mobile (Apple) ■ Mobile (Android)

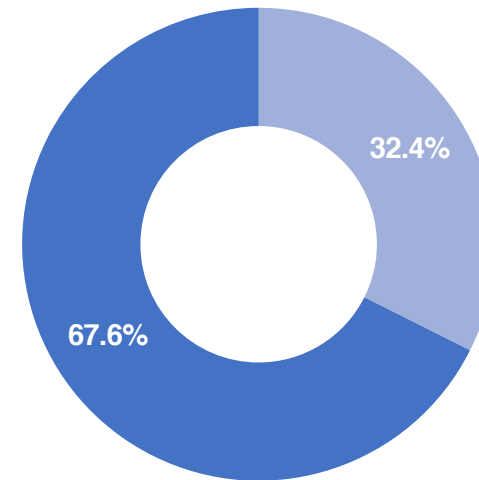
Communications

How would rate the ease of finding information on the HRPA website?



■ Very Easy ■ Easy ■ Average ■ Difficult ■ Very Difficult

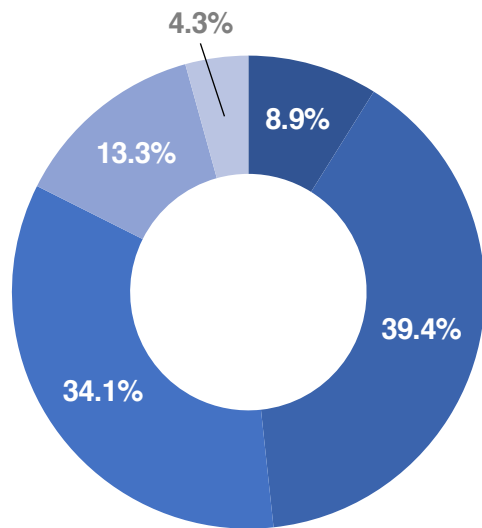
Do you read our on-line version of HR Professional magazine?



■ Yes ■ No

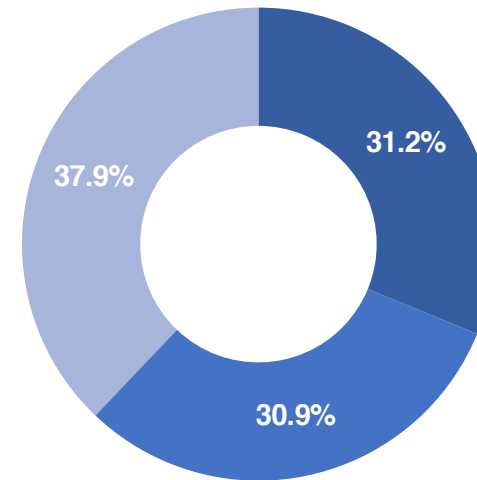
Communications

How satisfied are you with the frequency of our email updates?



- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

How often would like to receive regularly scheduled HRPAs e-newsletters?



- Weekly
- Bi-weekly
- Monthly

Chapter Experience

My Chapter is influential in my community

30.3%

agree or strongly agree

I have benefited from its professional development opportunities

48.9%

agree or strongly agree

I have benefited from its professional networking opportunities

31.2%

disagree or strongly disagree

I have benefited from its mentoring program

52.5%

disagree or strongly disagree

I have benefited from opportunities to make a contribution through volunteering in my Chapter

48.4%

disagree or strongly disagree

I am proud to be a member of my Chapter

45.5%

agree or strongly agree

My Chapter delivers fair value for my membership

39.0%

agree or strongly agree

Do you currently volunteer for your Chapter?

NO

89.5%

Chapter Experience

More than 60% of respondents did not attend programs and events in the last year.

- Chapter Professional Development (PD) Events (Breakfasts, Lunches or Dinners)
- Chapter Socials
- Employment Networking Group (ENG), Career Networking Group (CNG), Peer Networking Group (PNG)
- Mentoring Events
- Annual Business Meeting (ABM)
- Half Day or Full Day Conferences

“What is the main barrier preventing you from attending Chapter programs?”

- The leading response was that respondents did not have time to attend these events, followed by a lack of relevant events.



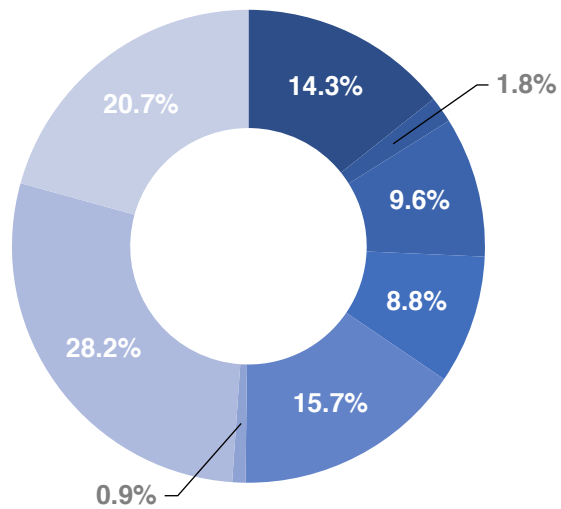
Member Learning and Annual Conference

EVENT	ATTENDANCE
Annual Conference	31.1%
Executive Programs (CHRO dinner, Real Talks, Executive Events)	15.4%
HR Law Conference	20.8%
HR Summit (emerging trends)	14.9%
Eastern Conference	12.3%
Classroom-based programs (certificate, workshops or seminars)	17.5%
Online programs, webcasts and webinars	57.6%
PD On-site (custom PD delivered on the customer's premises)	15.4%

On average, 80.42% of respondents did not attend HRPA professional development programs.

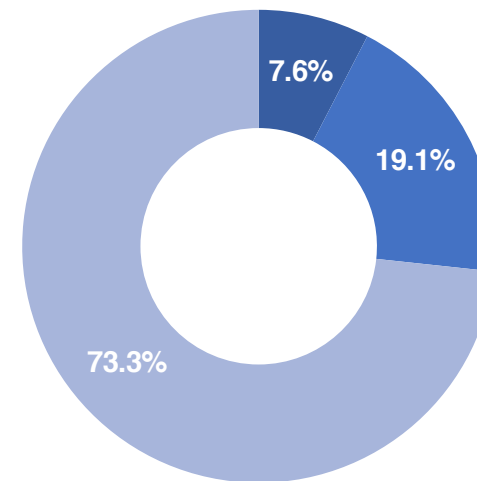
Member Learning and Annual Conference

For programs you did not attend, please tell us the reasons why



- I did not know about the event
- The event is not relevant to me
- I did not have time
- The event is too costly
- I prefer another provider
- The event is too far to attend
- I did not like the format(s)
- Not sure / Other

If you attended any online programs, webcasts or webinars in the past year, please tell us how you felt about them



- Not valuable or not at all valuable
- Neutral
- Valuable or very valuable



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