

2021

ANNUAL MEMBER & STUDENT SURVEY

KEY HIGHLIGHTS

**HR
PA**

Human
Resources
Professionals
Association



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Professionals
Association**

Introduction

The HRPA strives to provide our members and students with the most up-to-date tools and advanced skills to lead our workplaces into the future. This past year has been incredibly challenging for HR Professionals in particular, and we thank each person who took the time to share their insights and ideas in our Annual Member and Student Survey. Your valuable feedback helps us to improve our programs and services, and ultimately serve you better.

This year's survey was conducted between April 5 and April 23, 2021 with a total of 1507 participants. The following are several key findings from the survey that highlight how our members and students see the HR Profession, as well as areas in which they believe there is still room for both the HR profession and HRPA to grow.

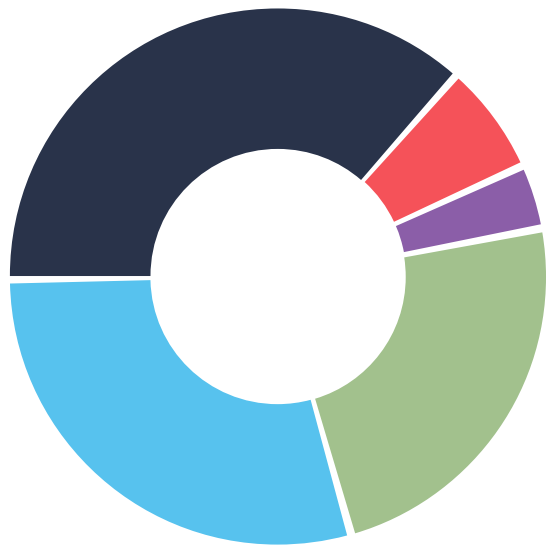
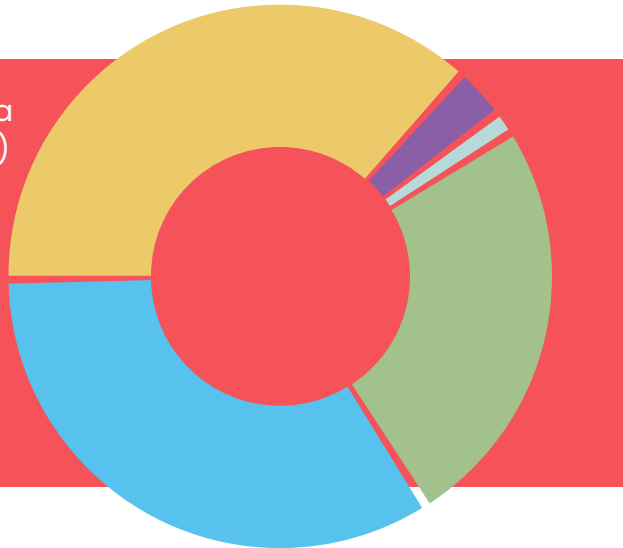
PROFESSIONAL REGULATION

HRPA Members & Students shared their views on professional regulation. Some key highlights include:

- 69% of respondents stated that they feel it is important or extremely important to be part of a profession that is regulated.
- 68% of respondents demonstrated a solid understanding of HRPAs duty under the Act to make the promotion and protection of the public interest its primary objective.

How important is it to you to be part of a profession that is regulated? (n = 1,486)

- **42% Important**
- 27% Extremely important
- 21% Somewhat important
- 7% Of little importance
- 3% Not at all important

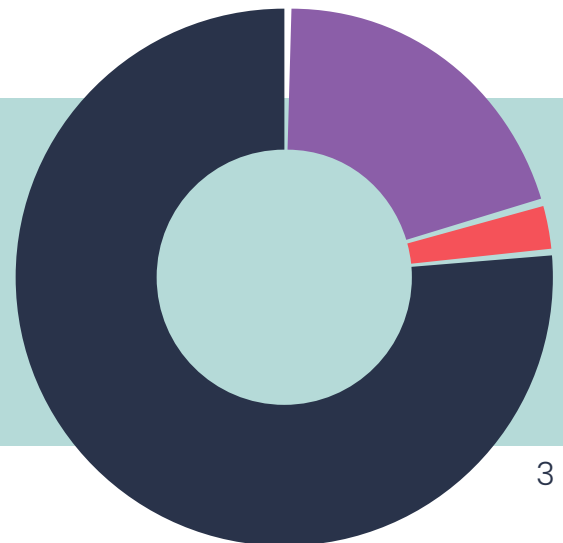


To what extent do you understand that HRPAs duty, under the Act, to make the promotion and protection of the public interest its primary objective? (n = 1,498)

- **39% To a fair extent**
- 29% To a great extent
- 22% To some extent
- 6% To a small extent
- 3% Not at all

In your opinion, in such situations where the interests of HRPAs registrants might conflict with the public interest, HRPAs should? (n = 1,494)

- **76% It depends on the situation**
- 19% Always put the interests of the public first
- 4% Always put the interests of its registrants first



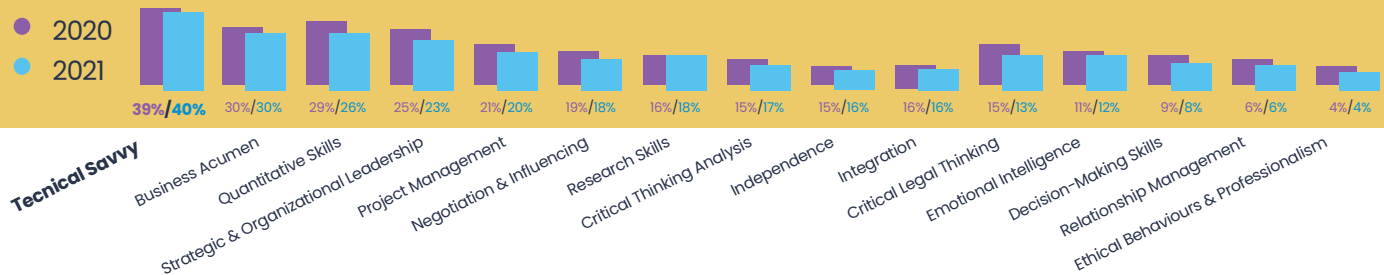
Members and Students provided their valuable insights on what their organizations have been challenged with this past year, as well as their top learning priorities for the future:

- Health, Wellness, & Safe Workplace (56%) was the type of project that consumed the most effort in the past year, compared to 32% in 2020.
- Virtual/online instructor-led sessions (41%) was the preferred format for professional development training, compared to 25% in 2020.
- Respondents selected HR Strategy Development (53%) as the most important area for their professional learning needs.

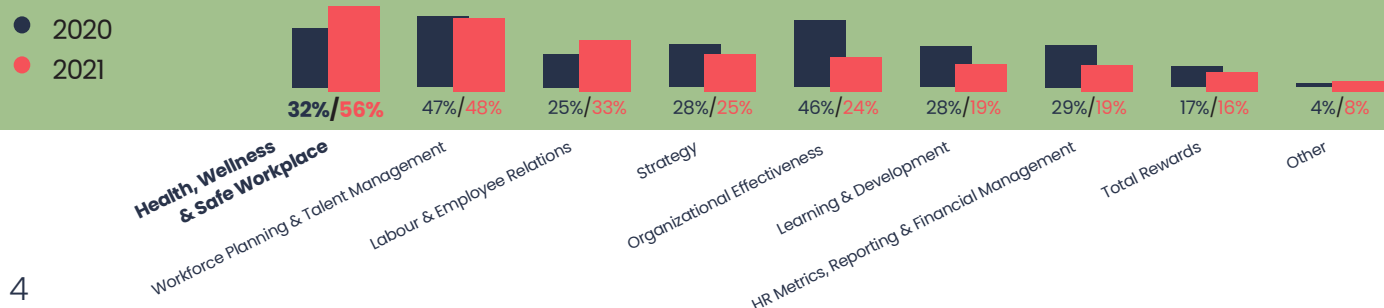
The HR Professional Competency Framework has **9 core functional competencies**. Of this list, which do you perceive to be **HR's greatest weaknesses?** (2020 n = 1,768; 2021 n = 1,433)



The HR Professional Competency Framework has **15 enabling competencies**. Of this list, which do you perceive to be **HR's greatest weaknesses?** (2020 n = 1,755; 2021 n = 1,408)



In the past year, what types of projects or initiatives has your HR department supported that have consumed the most effort? (2020 n = 1,744; 2021 n = 1,419)

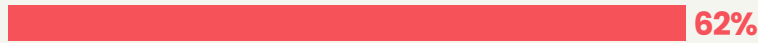


In what areas would you like to see HRPA place priority over the next three years? (n = 1,419)

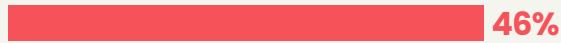
The top three answers selected by respondents were:



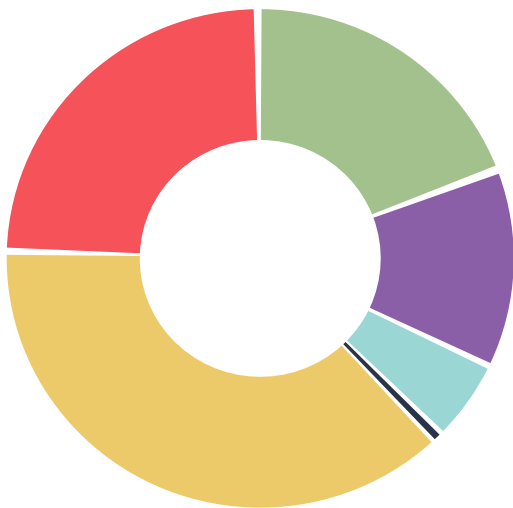
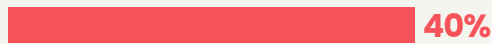
"How-to" guides or HR best practice guidance



On demand Resources (e.g. webinars, thought leadership papers, surveys)



Professional development events/conferences



What is your preferred method for attending professional development training? (n = 1,294)

- **41% Instructor-led sessions (virtual/online)**
- 22% Blended learning (combination of in-person and virtual)
- 19% e-Learning
- 12% Instructor-led sessions (classroom)
- 4% Asynchronous learning
- 1% Other

Which of these HR areas is most important for your professional learning needs? (n = 1,292)

The top answers selected by respondents were:



HR Strategy Development



Change Management



HR Analytics



Remote Work



Workplace Investigations

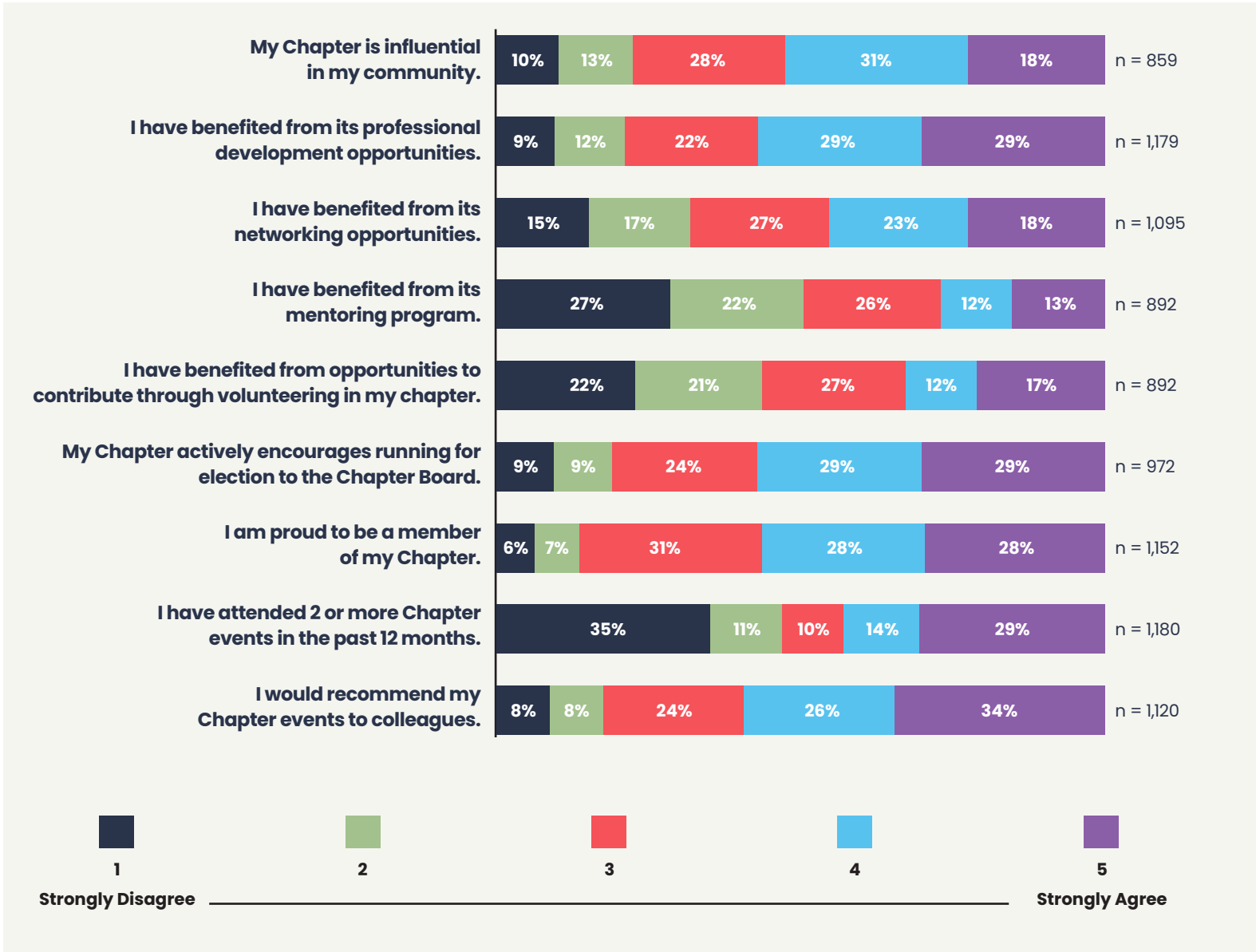


CHAPTERS

Members and Students shared their feedback on how their Chapter is doing:

- 58% Have benefited from their Chapter’s professional development opportunities.
- 56% Are proud to be a member of their Chapter.
- 49% Feel their Chapter is influential in their community.

*Percentages are a total of the top two box responses.



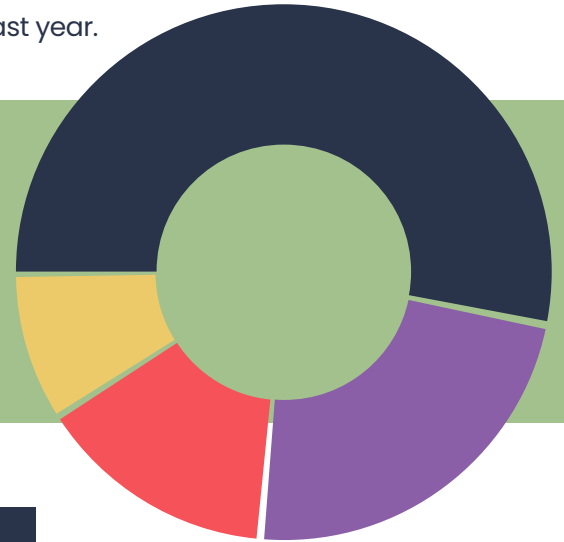
STUDENTS

Student Members shared their level of engagement with HRPAs as well as their feedback on the value of HRPAs' Student programs:

- 100% of respondents who attended an HRPAs Student presentation found it valuable.
- 90% of respondents who attended HRPAs Student events found them valuable.
- 54% of Students have attended at least one Chapter event in the past year.

How did you hear about us? (n = 99)

- **55% My Academic Educational Institute**
- 23% Online
- 13% HRPAs Student Presentation
- 9% Other

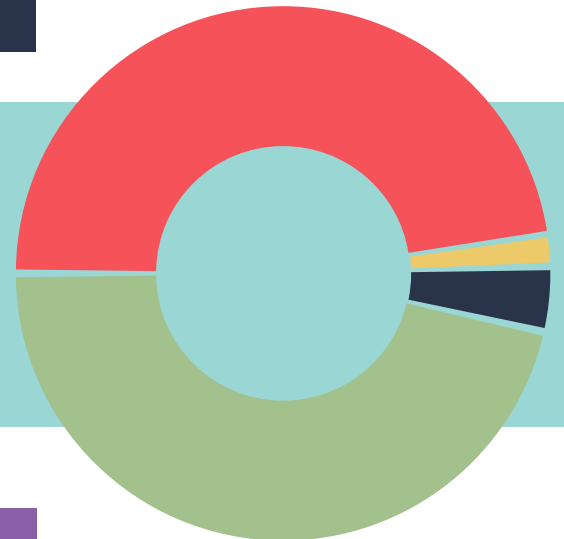


Did you find value in the student presentation? (n = 12)



How often do you attend Chapter events? (n = 98)

- **46% I have not attended any Chapter events**
- 42% 1 – 5 times a year
- 9% 6 – 9 times a year
- 3% 10+ times a year



Did you find value in the HRPAs student events? (n=41)

