

HRPA

Annual Member and Student Survey

KEY FINDINGS REPORT

2022

The 2022 Annual Member & Student Survey

HRPA helps protect workers, workplaces and society at large by enabling a flourishing Human Resources profession. We believe that well-run businesses are essential to a thriving society.

Each year, HRPA conducts the Member and Student Survey to gain valuable insights into how our members and students feel we are performing as a professional regulatory body, learn what areas they would like to see us prioritize our efforts in the future, and obtain important feedback about our many programs and services.

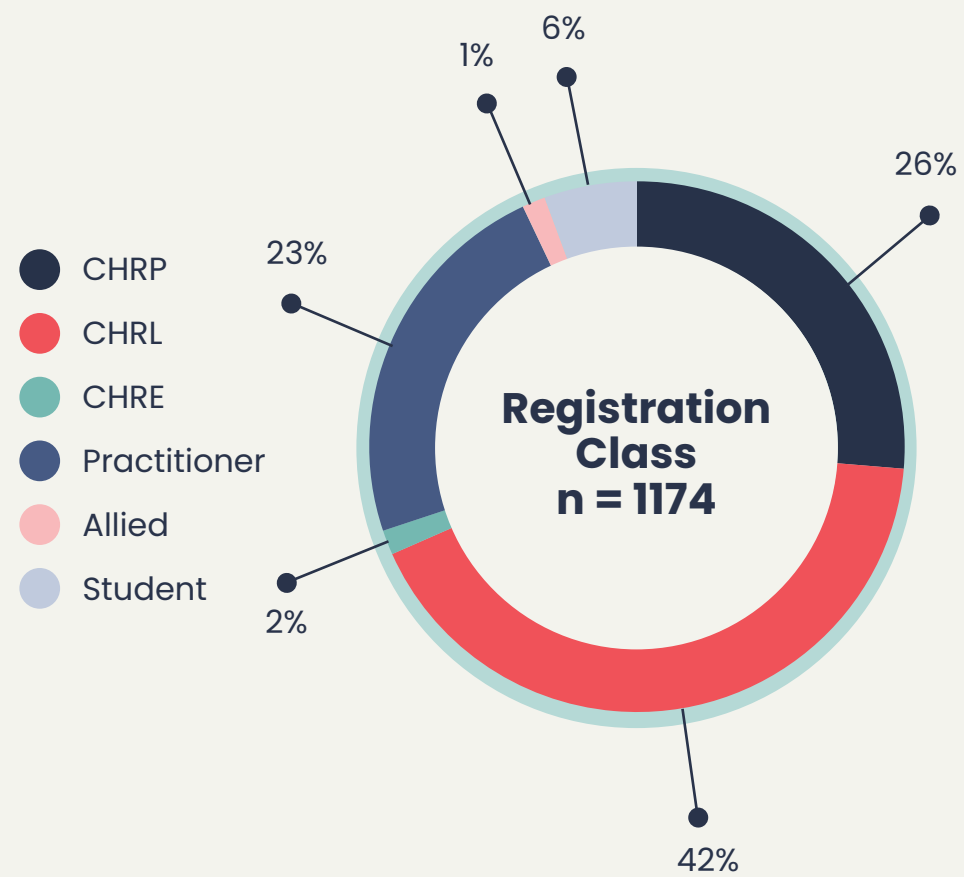
This year, the survey ran between May 26 and June 8, 2022, and was completed by 1,174 respondents. This report features key findings from the survey related to professional regulation, member learning, chapter and student experience, as well as overall member experience.

Thank you to all members and students who completed the survey. Your insights are important and play a critical role in shaping the direction of the Association and creating a better HRPA experience for you and your fellow members.

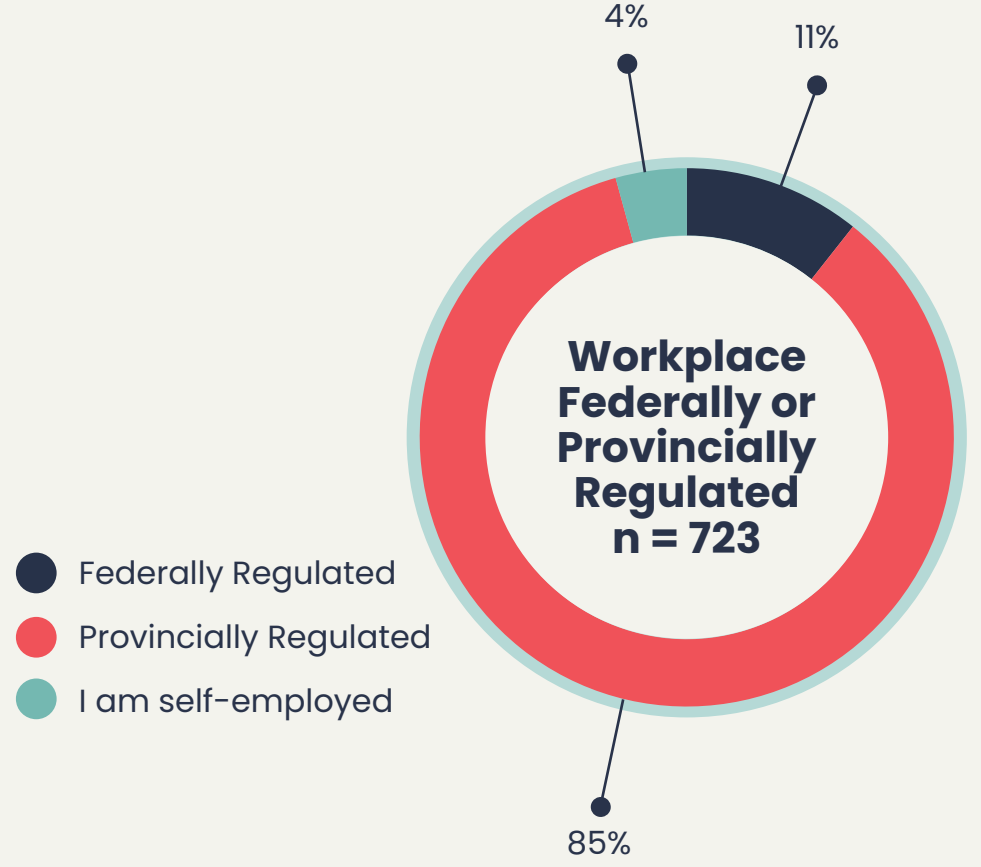
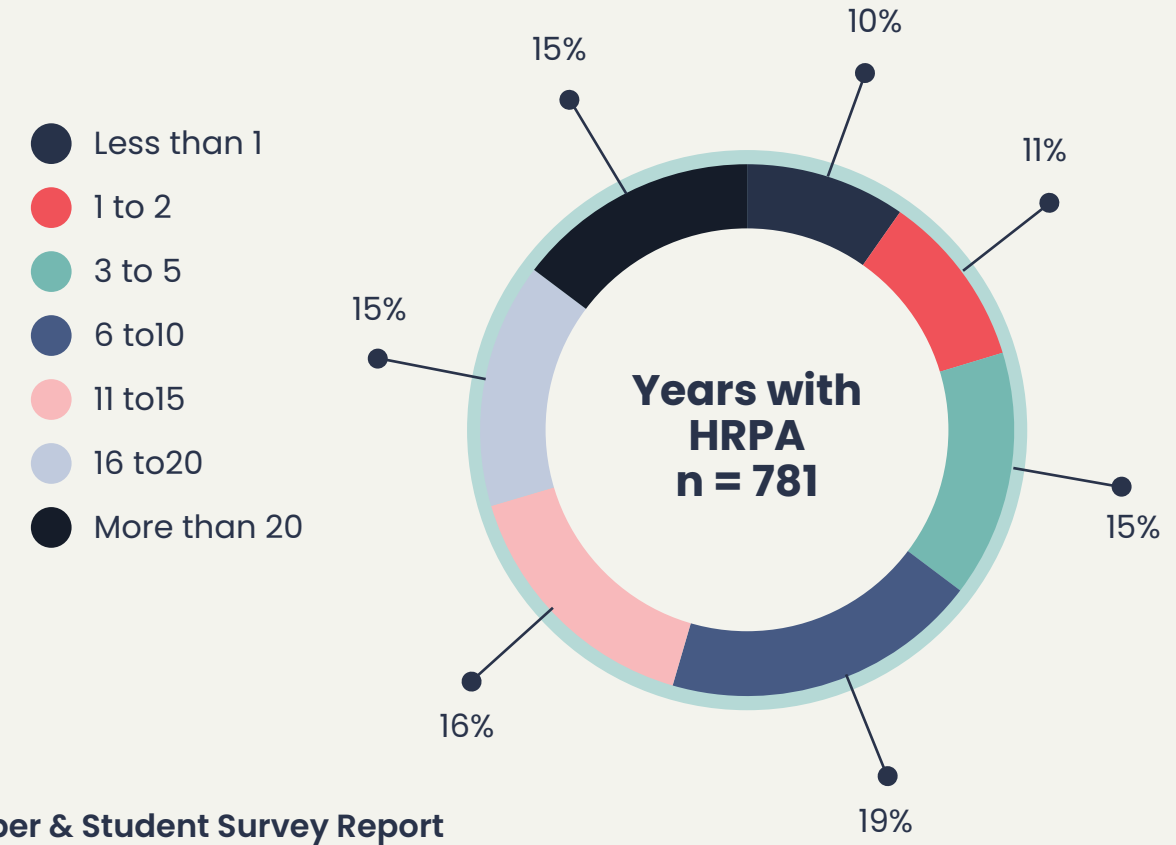
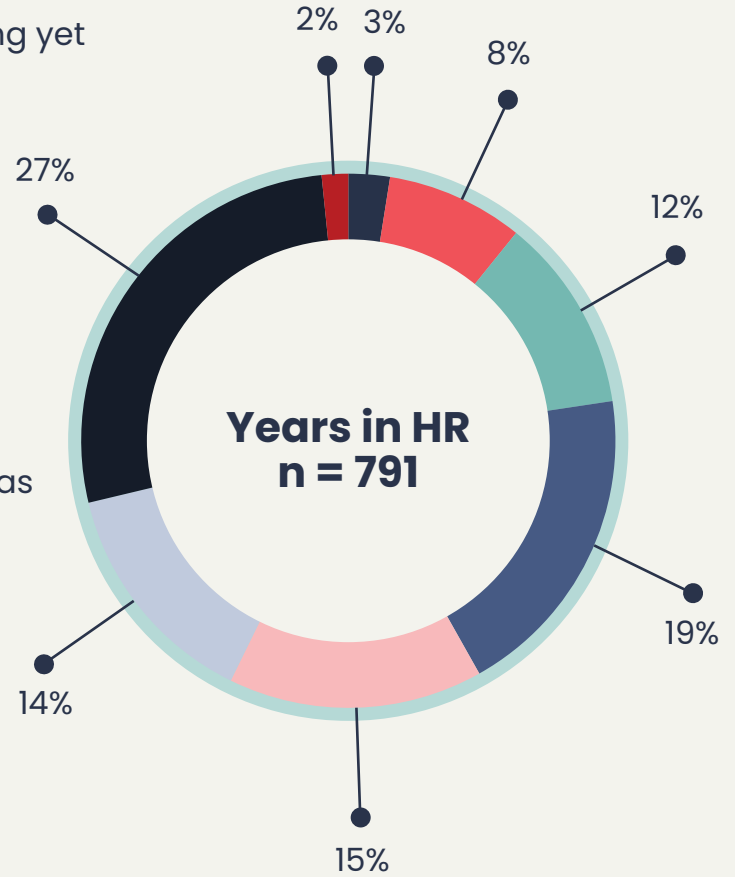
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Survey Respondent Demographics



- Haven't started working yet
- 0 to 2
- 3 to 5
- 6 to 10
- 11 to 15
- 16 to 20
- More than 20
- I don't think of myself as working in HR

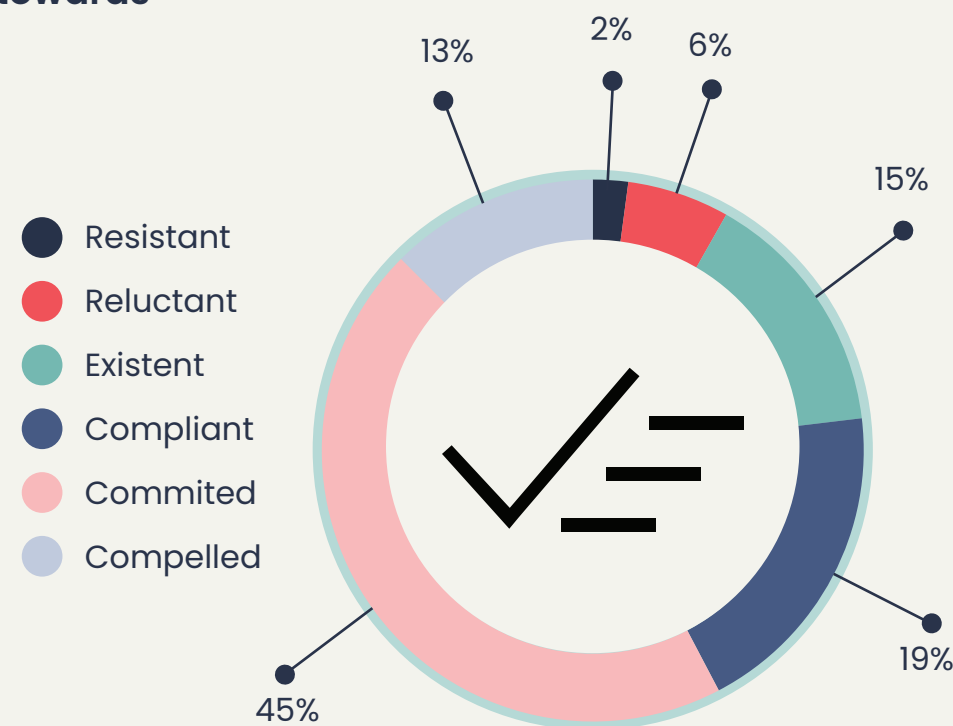


Professional Regulation

The survey asked a series of questions to gain insights into our members' and students' understanding of professional regulation, as well as HRPAs role and impact as a regulatory body for HR professionals.

Survey results show that while a majority of respondents have a generally positive attitude towards professional regulation, there is still significant work to be done by HRPAs to increase awareness of the benefits of being part of a regulated profession. Future initiatives planned by HRPAs in 2022 and 2023 will aim to address these gaps.

Q: Given the following continuum of attitudes towards professional regulation, where would you put yourself on the continuum? (n = 925)



Attitudes Toward Professional Regulation

61% Of respondents say that it is **important** for them to be part of a profession that is regulated

58% Of respondents say that they are **committed** to or **compelled** by professional regulation

67% Of respondents say that they **understand** that HRPAs has a duty, under the Act, to make the promotion and protection of the public interest it's primary objective

56% Of respondents **agree** that the public interest should be clearly front-and-centre and at the forefront of all decision-making at HRPAs

10% Of respondents say that they would like to see **more emphasis** on the promotion and protection of the public interest

Respondents unfamiliar with HRPAs regulatory operations

New questions were added to this year's survey to understand member and student perceptions of HRPAs performance as a professional regulatory body.

In three out of the four performance questions, the **'I don't know'** response was the one most often chosen by a significant margin, suggesting HRPAs can do more to educate members and students about its regulatory operations.

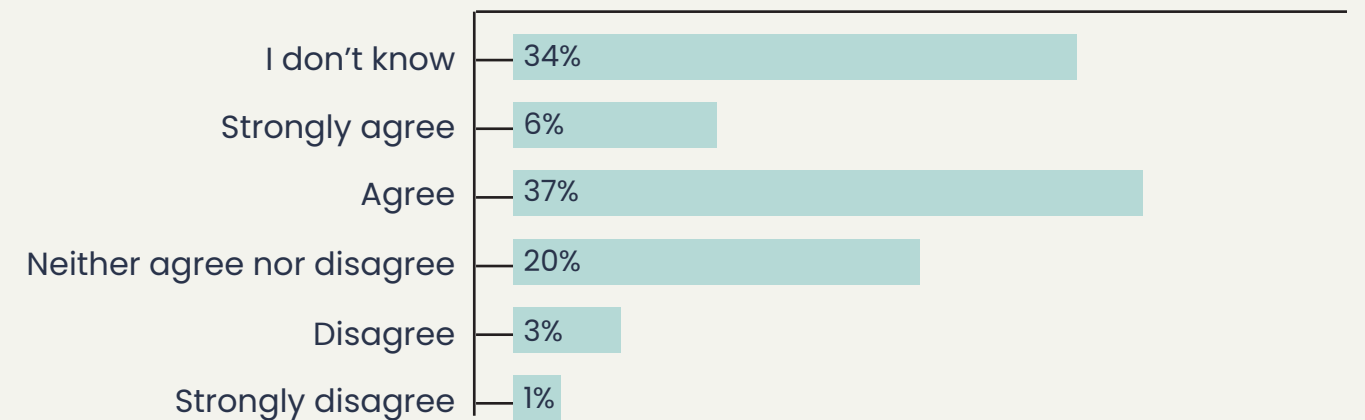
42% Of respondents **agree** that the public interest is clearly front-and-centre and at the forefront of all decision-making at HRPAs.

37% Of respondents agree that HRPAs Complaints Committee would investigate a complaint against them in a **thorough, fair and impartial manner**.

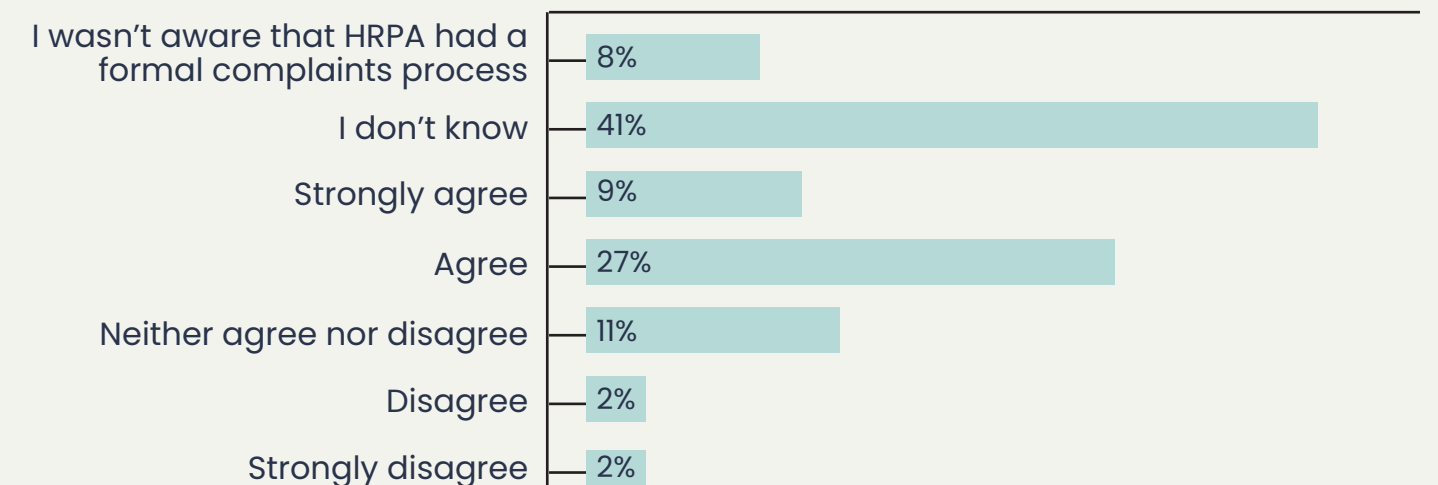
19% Of respondents believe that HRPAs **deals aggressively** with behaviours that may be causing harm to the consumers of professional services.

17% Of respondents are of the opinion that HRPAs has been **quite effective** or **very effective** in reducing the risks to the public stemming from the practice of the profession.

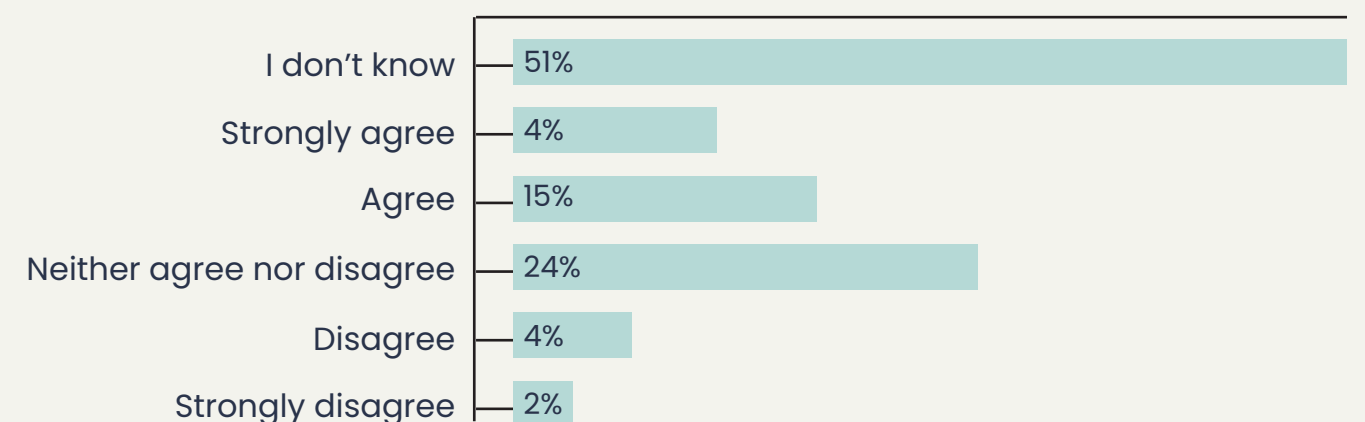
The public interest is clearly front-and-centre and at the forefront of all decision-making at HRPAs (n=836)



In your opinion, if there ever was a complaint filed against you, would HRPAs Complaints Committee investigate the complaint in a thorough, fair, and impartial manner? (n=851)



HRPAs deals aggressively with behaviours that may be causing harm to the users of HR services (n=858)



Member Experience

Survey respondents reported an overall positive view of HRPAs performance as a regulatory body, with responses indicating a positive increase from the 2021 survey.

Responses also suggest HRPAs can do more to strengthen its value proposition to members and students by increasing awareness of member benefits, and by doing more to increase public awareness of HRPAs and the HR profession.

Top Areas HRPAs should prioritize over the next three years (n=1,005)

55%

On demand Resources

53%

Professional development events & conferences

28%

Expanding resource groups amongst members

28%

Increasing public awareness of the HR profession

25%

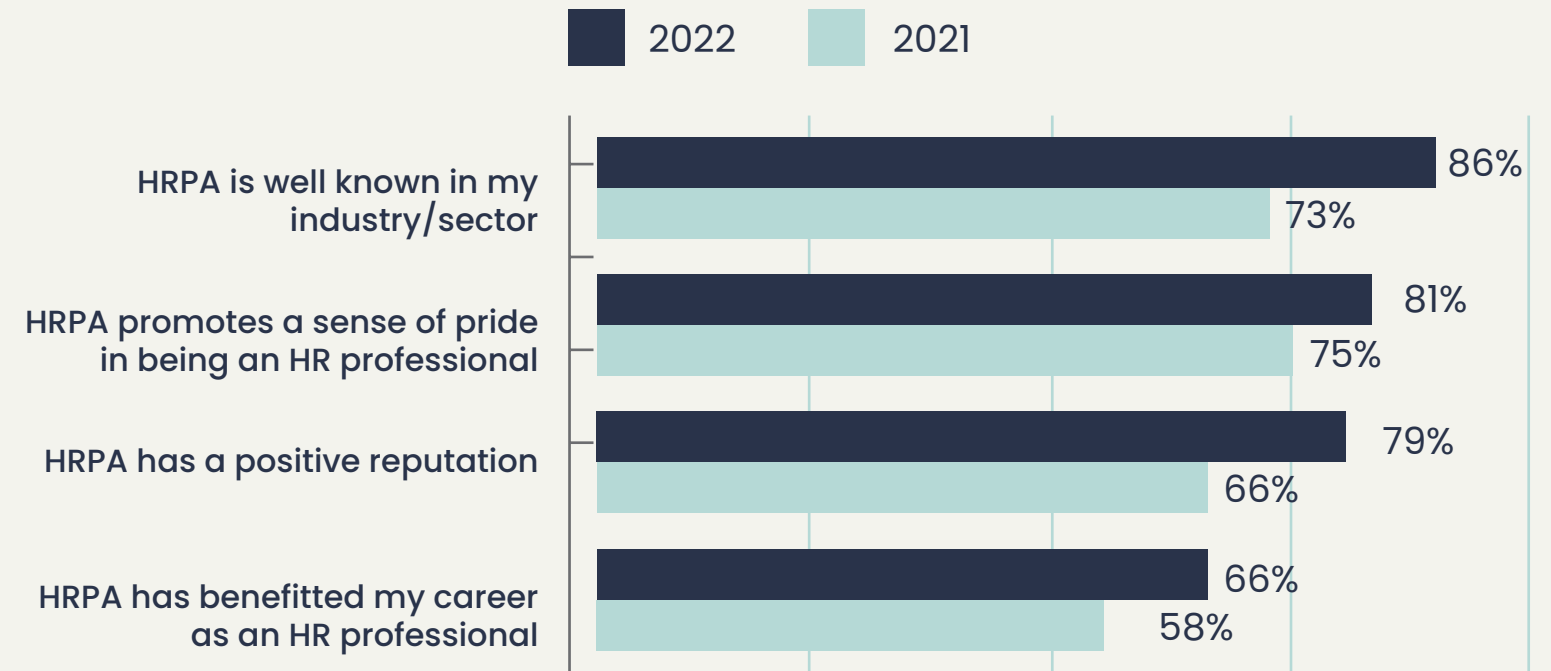
Networking opportunities

24%

Advocacy for employment related legislation change

Attitudes Towards HRPAs

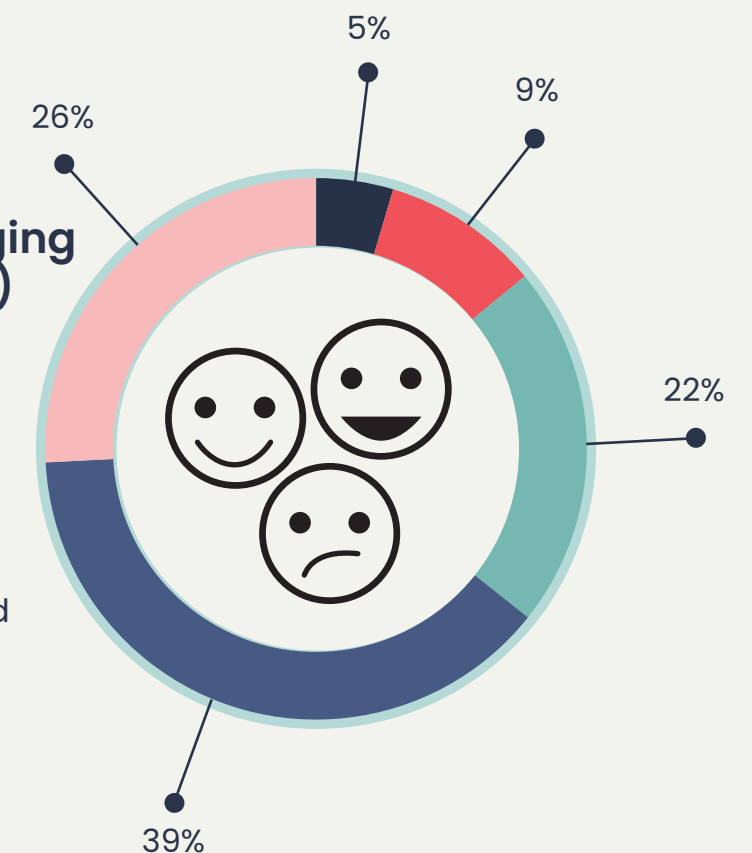
Q: To what extent do you agree or disagree with the following statements*:



*Percentages are a sum of the top two box responses for each statement, somewhat agree and strongly agree.

Q: How satisfied are you belonging to HRPAs as a member? (n=1,011)

- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied



Member Learning

Members continue to look to HRPA for learning and development opportunities

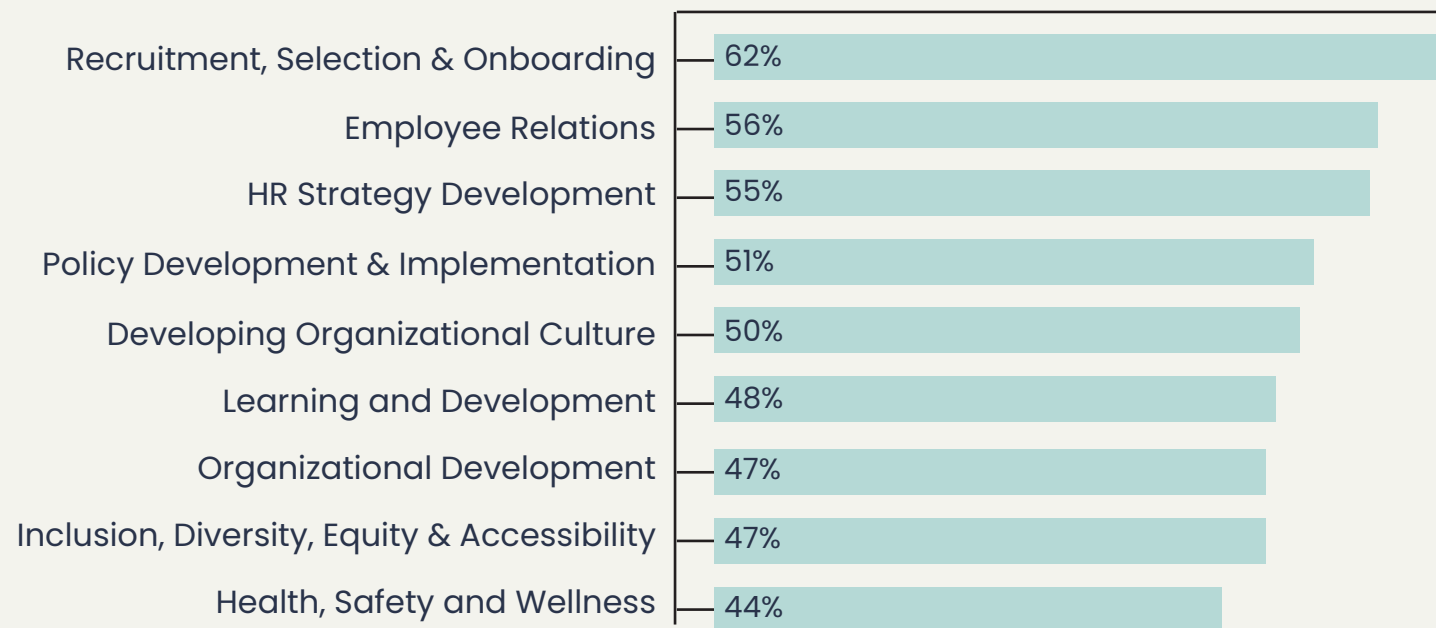
65% Of respondents **have attended** learning programs or events offered by HRPA over the last year.

76% Virtual learning continues to be a top preference for members with 76% of respondents selecting **webinars** as the learning event format they would most like to see HRPA offer more of in the future.

Respondents were asked to share the HR practice areas they are currently involved with in their work to help HRPA understand their underlying learning and development needs.

Overall, respondents were most involved with recruitment selection and onboarding, employee relations, and HR strategy development. Responses were also broken out by HR leaders and individual contributors.

HR practice areas involved in your work (n=837)



HR Practice Areas Involved in your Work:
HR Leaders or Department Heads (n = 313)

81%
HR Strategy Development

77%
Employee Relations

75%
Recruitment, Selection & Onboarding

73%
Policy Development & Implementation

Individual Contributors (n = 471)

52%
Recruitment, Selection & Onboarding

41%
Employee Relations

37%
HR Strategy Development

37%
Learning and Development

HR Professionals are wearing many hats in their workplaces

Respondents who manage a department or lead other HR professionals were involved with **9.4** HR practice areas on average, while those who are individual contributors averaged **5.2** HR practice areas.

Chapter Experience

HRPA members have benefitted from their Chapter experiences.

HRPA members and students reported an overall favourable impression of their local chapters in the 2022 survey:

- **61%** agree they have benefitted from their Chapter's professional development opportunities, and
- **57%** agree that they are proud to be a member of their Chapter.

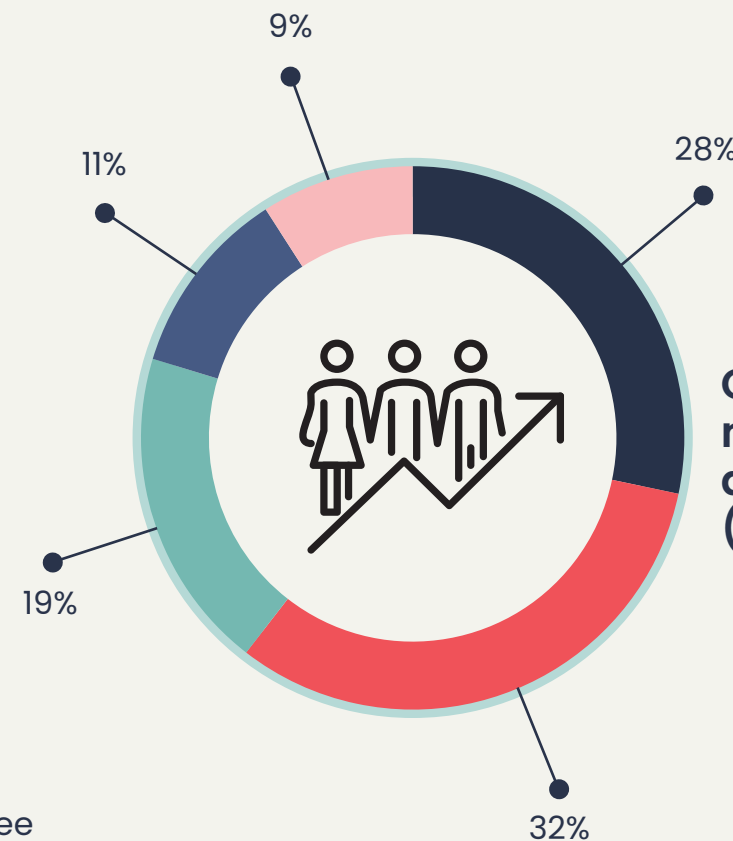
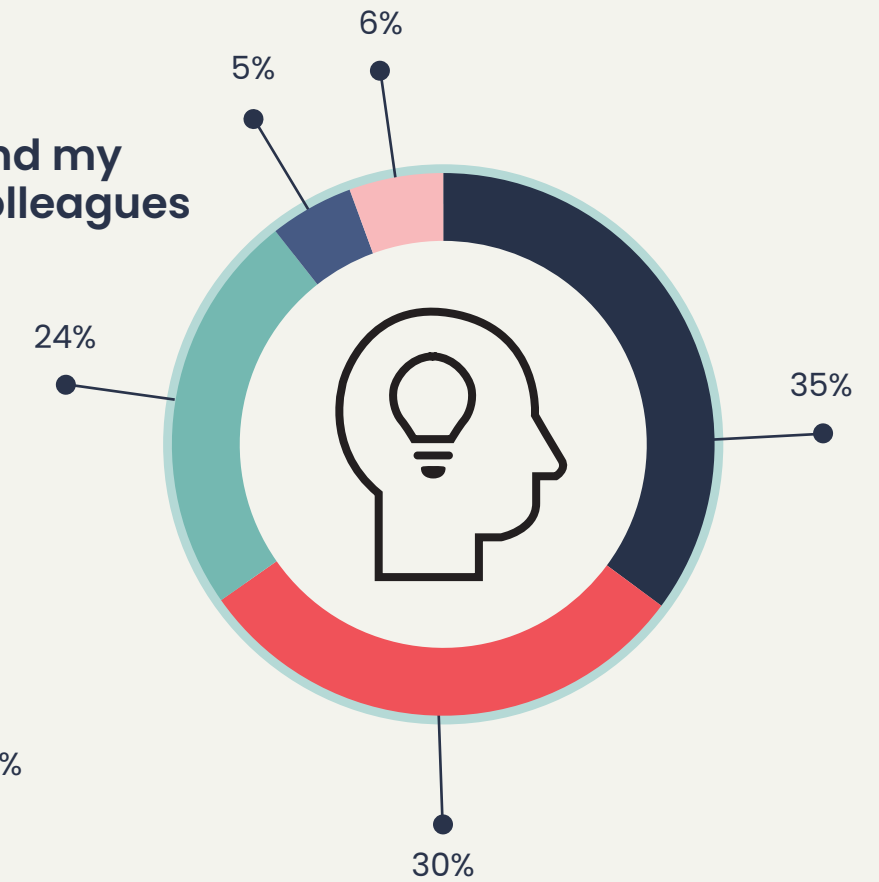
63%

HRPA members continue to report positive overall experiences with their local chapters, with **63%** reporting a good or excellent experience in the last year.

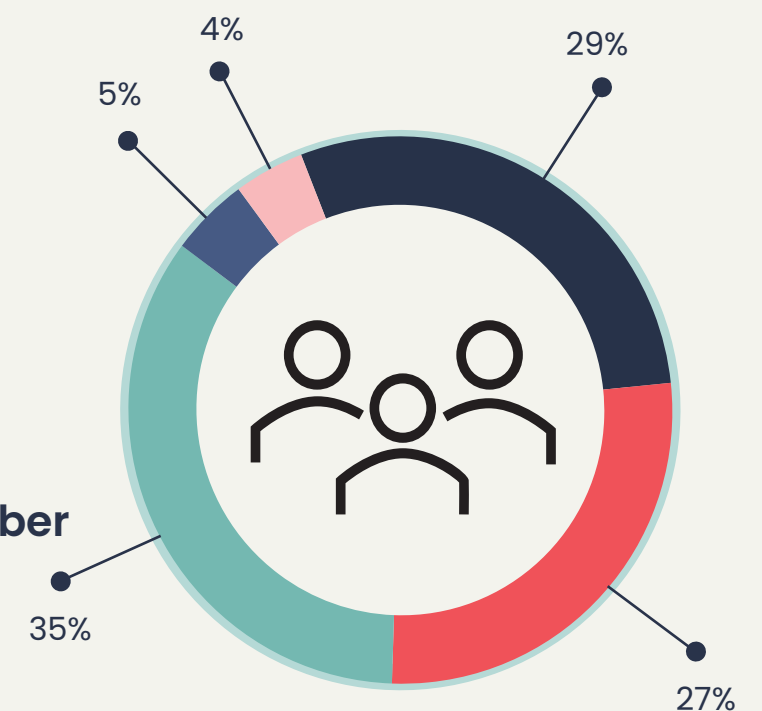
65%

Respondents who attend Chapters events in the last year found them to be valuable with **65%** somewhat strongly agreeing that they would recommend them to a colleague.

Q: I would recommend my Chapter events to colleagues (n=763)



Q: I have benefited from my Chapter's professional development opportunities (n=780)



Q: I am proud to be a member of my Chapter (n=793)

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Student Experience

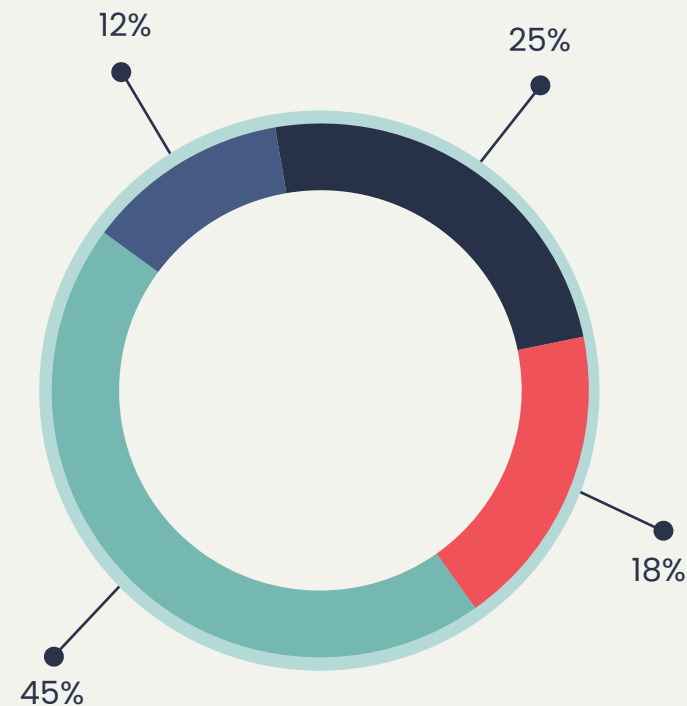
Students find value in HRPAs benefits, but more can be done to raise awareness about them.

Student survey respondents reported that the benefits they found to be very or extremely valuable are the **Hire Authority Job Board** (59%), **Volunteer Opportunities** (42%) and the **Online Communities of Practice** (41%).

The survey results also showed that HRPAs can do more to improve on communicating its available benefits to students, as many were unaware of programs such as **Resume Clinics** and the **Mentorship Program**.

Q: How did you hear about us? (n=49)

- Online
- HRPAs Student Presentation
- My Academic Educational Institute
- Other



100%

Of the Students who attended one of HRPAs Student presentations, **100%** said that they found the presentation to be valuable.

HRPA Students shared the most memorable Student and Chapter events they have attended, including topics on:



CHRP and CHRL exam prep courses



Remote interviewing



How to stay productive

When asked what types of events Students would like to see offered by HRPAs in the future, some of the top answers included:



Networking Opportunities



Designation Information/ Study Sessions



Mentorship Programs



Human
Resources
Professionals
Association

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