

2008 IPMA-Canada Alberta & North Chapter Membership Survey Results

Hello Everyone,

I am pleased to present you the results of our annual membership survey. This is the first year we launched an online survey and it was a remarkable success. 68 HR practitioners participated in the survey: 46 members and 22 non-members.

With the online survey, most of the questions were mandatory. This was done purposefully to collect accurate feedback to better address your professional development needs. The professional development activities we offer are driven by IPMA-Canada's belief in furthering the development of solid, leading edge human resource practises. Your input will not only influence our programming, but will also ensure we deliver relevant professional development sessions based on current challenges and emerging trends in the HR field.

In reviewing the survey results, please note the following:

- In Question 4, Section B (Membership Information), the survey split into two separate sections, based on the participant's response. Participants who indicated they were members of IPMA-Canada completed one section of the survey, whereas non-members completed a different section. The members and non-members converged at the last section of the survey (Planning for the future).
- There was a dip in the last section of the survey – 51 participants completed this section. As we welcome all feedback, we included the results from 17 partially completed surveys.

I sincerely thank you for taking the time to complete the survey. The information you provided us will be used to gain a better understanding of what our members and non-members need from the Alberta & North Chapter. IPMA-Canada is focused on ensuring that our members receive excellent programming and opportunities to learn.

Warmest regards,
Aminata N'Doye
Membership Director
Alberta & North Chapter, IPMA-Canada

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A. Demographic Information

1. Which province/territory are you currently working in?		
Answer options	Percentage	Total number of responses
Alberta	95.6%	65
Yukon	0.0%	0
North West Territories	2.9%	2
Nunavut	1.5%	1
Answered question: 68		

2. How many years have you worked in the Human Resources field?		
Answer options	Percentage	Total number of responses
Less than 1 year	4.4%	3
Between 1 and 3 years	13.2%	9
Between 3 and 5 years	8.8%	6
Between 5 and 10 years	16.2%	11
Between 10 and 20 years	26.5%	18
Between 20 and 30 years	23.5%	16
More than 30 years	7.4%	5
Answered question: 68		

3. In what sector are you currently employed?		
Answer Options	Percentage	Total number of responses
Federal government or agency	8.8%	6
Provincial/territorial government or agency	29.4%	20
Municipal government or agency	4.4%	3
Education sector (including academia)	17.6%	12
Health sector	1.5%	1
Consulting	8.8%	6
Private sector	29.4%	20
Answered question: 68		

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4. You are an HR practitioner in which specialty?		
Answer Options	Percentage	Total number of responses
HR Generalist (multiple specialties)	35.3%	24
HR Manager/Executive	25.0%	17
Recruitment/staffing	10.3%	7
Job evaluation/classification	2.9%	2
Compensation/benefits	5.9%	4
HR planning	0.0%	0
Occupational health and safety	0.0%	0
Training/learning/development	7.4%	5
Diversity/employment equity	1.5%	1
HR research	1.5%	1
Employee/labour relations	0.0%	0
Employee assistance programs	1.5%	1
Organizational effectiveness	5.9%	4
HR information systems	2.9%	2
		Answered question: 68

5. Do you currently hold certification in the HR Field and if so, which one(s)?		
Answer Options	Percentage	Total number of responses
IPMA – CP [certified professional] (as offered by IPMA-Canada)	16.2%	11
IPMA – CS [certified specialist] (as offered by IPMA-Canada)	0.0%	0
CHRP (as offered by some of the other HR associations)	25.0%	17
Do not have any HR certification	55.9%	38
Other certification (please specify)	2.9%	2
		Answered question: 68

B. Membership Information

1. How did you first learn of IPMA-Canada?		
Answer Options	Percentage	Total number of responses
Colleague	38.2%	26
Through my employer	23.5%	16
IPMA-Canada chapter	10.3%	7
IPMA-Canada website	7.4%	5
Magazine or other publication	10.3%	7
Attended an IPMA-Canada conference	19.1%	13

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1. How did you first learn of IPMA-Canada?		
Answer Options	Percentage	Total number of responses
Attended an IPMA-Canada luncheon and/or professional development session	16.2%	11
Answered question: 68		

2. Please indicate your membership category:		
Answer Options	Percentage	Total number of responses
Individual	33.8%	23
Certified	16.2%	11
Student	5.9%	4
Agency	0.0%	0
Corporate	7.4%	5
National	0.0%	0
Honorary Life member – national	0.0%	0
Honorary Life member – chapter	1.5%	1
Emeritus	0.0%	0
Do not have a membership with IPMA-Canada	35.3%	24
Answered question: 68		

3. Do you currently belong to an HR association and if so, which one(s)?		
Answer Options	Percentage	Total number of responses
IPMA-Canada	44.1%	30
A provincial association that offers a CHRP designation	36.8%	26
Do not belong to an HR association	22.1%	15
Other HR-related association	14.7%	10
Answered question: 68		

4. How long have you been a member of IPMA-Canada?		
Answer Options	Percentage	Total number of responses
Less than 6 months	16.2%	11
6 months to one year	8.8%	6
1-3 years	13.2%	9
4-5 years	10.3%	7
6 years or more	19.1%	13

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4. How long have you been a member of IPMA-Canada?		
Answer Options	Percentage	Total number of responses
I am not a member of IPMA-Canada	32.4%	22
Answered question: 68		

C. Feedback from members

1. Using the list below, please indicate the top reason(s) you are an IPMA-Canada member:	
Answer Options	Percentage
Networking opportunities	73.9%
Professional designation	37.0%
Education opportunities	60.9%
Employment notification/job board	13.0%
HR research	23.9%
HR newsletters	19.6%
HR student programs	4.3%
Conferences	45.7%

2. Overall, how well does IPMA-Canada meet your expectations as a member in the following areas?						
Answer Options	Excellent	Good	Fair	Poor	Not applicable	Total number of responses
Overall customer service	22.7%	56.8%	6.8%	0.0%	13.6%	44
Event discounts	4.5%	52.3%	11.4%	0.0%	31.8%	44
Discount benefits	2.3%	23.3%	18.6%	2.3%	53.5%	43
Networking opportunities	18.2%	65.9%	9.1%	0.0%	6.8%	44
Online membership directory	4.9%	46.3%	17.1%	0.0%	31.7%	41
Employment notification/job board	2.3%	18.6%	30.2%	9.3%	39.5%	43
Newsletters	9.1%	50.0%	20.5%	4.5%	15.9%	44
National conferences	18.2%	43.2%	9.1%	4.5%	25.0%	44
Certification program (IPMA-CP and IPMA-CS)	14.3%	35.7%	9.5%	0.0%	40.5%	42
Education opportunities	9.3%	51.2%	16.3%	0.0%	23.3%	43

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2. Overall, how well does IPMA-Canada meet your expectations as a member in the following areas?						
Answer Options	Excellent	Good	Fair	Poor	Not applicable	Total number of responses
HR research	0.0%	34.1%	13.6%	9.1%	43.2%	44
HR student programs	7.0%	44.2%	7.0%	2.3%	39.5%	43
Answered question: 46						

3. Please select the ONE statement that best describes your feelings toward your IPMA-Canada membership.		
Answer Options	Percentage	Total number of responses
I value my IPMA-Canada membership and plan to continue as long as IPMA-Canada meets my needs	73.9%	34
I'm not sure I will renew my IPMA-Canada membership	26.1%	12
Answered question: 46		

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D. Feedback from non-members

1. Whether or not you belong to an HR association, how would you rank the following key benefits to such membership?						
Answer Options	No value	Limited value	Of value	Important	Essential	Total number of responses
Overall customer service	4.5%	13.6%	27.3%	50.0%	4.5%	22
Event discounts	4.5%	13.6%	54.5%	13.6%	13.6%	22
Discount benefits	9.1%	22.7%	45.5%	9.1%	13.6%	22
Networking opportunities	0.0%	9.1%	13.6%	50.0%	27.3%	22
Online membership directory	4.5%	13.6%	45.5%	31.8%	4.5%	22
Employment notification/job board	0.0%	13.6%	31.8%	40.9%	13.6%	22
Professional designation	0.0%	13.6%	27.3%	31.8%	27.3%	22
Education opportunities	0.0%	0.0%	31.8%	54.5%	13.6%	22
HR research	0.0%	4.5%	36.4%	45.5%	13.6%	22
HR newsletters	0.0%	9.5%	33.3%	47.6%	9.5%	21
HR student programs	0.0%	28.6%	28.6%	38.1%	4.8%	21
Conferences	0.0%	9.1%	45.5%	31.8%	13.6%	22

Answered question: 22

2. If you considered being a member of IPMA-Canada but decided against it, or were a member and did not renew, what was/were the reason(s) for your decision?		
Answer Options	Percentage	Total number of responses
Was not aware of IPMA-Canada	13.6%	3
The cost was too high	13.6%	3
The designation was of limited value	18.2%	4
There is no chapter close to me and/or unable to access the services	9.1%	2
My HR leaders do not support membership	4.5%	1
I am ready to retire so see no benefit	4.5%	1
Not sure what the benefits are and/or the services were not what I wanted	50.0%	11

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2. If you considered being a member of IPMA-Canada but decided against it, or were a member and did not renew, what was/were the reason(s) for your decision?		
Answer Options	Percentage	Total number of responses
Other <ul style="list-style-type: none"> • Timing • Already belong to two other HR associations • HRIA + IPMA-Canada should merge – paying two memberships is not worth it 	13.7%	3
Answered question: 22		

3. Are you interested in becoming a member of IPMA-Canada?		
Answer Options	Percentage	Total number of responses
Yes	36.4%	8
No	63.6%	14
Answered question: 22		

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E. How Can IPMA-Canada Improve?

1. If you currently or previously belonged to an HR association, whether IPMA-Canada or another, what do you feel IPMA-Canada could do differently to better serve its membership?		
Answer Options	Percentage	Total number of responses
Changes to programs	41.7%	15
Frequency of events	38.9%	14
Other <ul style="list-style-type: none"> • Collaborate with other HR Associations for national conferences and educational events • Merge with other HR associations • Offer more information and networking opportunities • IPMA-Canada needs more publicity as it is a viable organization • More professionalism and polish for conferences and networking sessions – there is a lot of potential IPMA-Canada can tap into 	19.4%	7
Answered question: 36		

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F. Planning for the Future

1. Which topic(s) would you like to see in workshops/programs offered by your local chapter?		
Answer Options	Percentage	Total number of responses
Change management	52.9%	27
Diversity	27.5%	14
Employee engagement	72.5%	37
Employee retention	78.4%	40
Employee relations	29.4%	15
Innovative practices	68.6%	35
Leadership development	60.8%	31
Occupational health and safety	25.5%	13
Organizational culture	51.0%	26
Recruitment	39.2%	20
Workplace interventions	27.5%	14
Other <ul style="list-style-type: none"> • Labour Market Information • Best practices around the world • Student networking • Organizational development • Strategic HRM • Organizational Development • Trends in labour law and/or case law decisions affecting HR 	5.9%	3
Answered question: 51		

2. Which HR topic areas would you like to receive more training/development in? Rating scale: 1 being Least Important and 5 being Most Important.						
Answer Options	1	2	3	4	5	Total number of responses
Change management	2.3%	11.6%	23.3%	41.9%	20.9%	43
Diversity	2.6%	35.9%	33.3%	20.5%	7.7%	39
Employee engagement	0.0%	6.4%	17.0%	42.6%	34.0%	47
Employee retention	0.0%	4.4%	6.7%	48.9%	40.0%	45
Employee relations	5.3%	10.5%	28.9%	36.8%	18.4%	38
Innovative practices	2.0%	10.2%	14.3%	30.6%	42.9%	49
Leadership development	0.0%	4.3%	23.9%	39.1%	32.6%	46
Occupational health and safety	5.3%	7.9%	42.1%	34.2%	10.5%	38

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2. Which HR topic areas would you like to receive more training/development in? Rating scale: 1 being Least Important and 5 being Most Important.						
Answer Options	1	2	3	4	5	Total number of responses
Organizational culture	4.3%	10.6%	27.7%	38.3%	19.1%	47
Recruitment	0.0%	17.5%	22.5%	37.5%	22.5%	40
Workplace interventions	4.8%	23.8%	21.4%	33.3%	16.7%	42
Answered question: 51						

Other HR topic areas

- Succession planning
- Group dynamics
- Leadership through learning/learning organizations/staff learning and development
- Cultural integration
- Environmental impacts on the workplace
- Benefits
- Work/life balance and wellness
- Strategic HR partnership with clients
- Competencies
- Standardized HR metrics
- HR research
- Current trends

3. Do you know someone, with expertise in an HR specialty area, who would be interested in presenting at a program/workshop? If so, please provide a name, contact information, and the specialty area.	
Answer Options	Total number of responses
Total number of referrals	5

4. Are you interested in mentoring HR students?		
Answer Options	Percentage	Total number of responses
Yes	33.3%	17
No	66.7%	34
Answered question: 51		