



**New Brunswick Chapter
ANNUAL REPORT
May 2006**

Submitted by Heather Cossaboom



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President's Message

2006 was my first year as President of the New Brunswick Chapter and it has certainly been an exciting year. The Executive was strong and committed to moving the Chapter forward and to carry out the work from the strategic planning completed in 2005. . We have made strides in that effort and will continue to work toward further advancements in the next years.

I would like to thank Louise Cook who joined the Executive mid year with the resignation of Barb McClenaghan. Many thanks as well to the members of the Executive that will be completing their terms this year: - , Barb McClenaghan, Director of Certification , Sonia Grenier, Director of Communications and Julie Bourque, Director of Publicity.

Heather Cossaboom – IPMA CP
President
IPMA - NB Chapter



Membership

In May 1, 2005 the New Brunswick Chapter of IPMA had 85 members. This includes 52 individual members, 33 certified members, 1 Chapter Honorary Life Member, 1 National Honorary Member and 1 Emeritus.

As of March 2006, the New Brunswick Chapter of IPMA has 89 members. This includes 51 individual members, 34 certified, 1 student, 1 Chapter Honorary Life Member, 1 National Honorary Member and 1 Emeritus. This is a 5% increase over last year.

Over this year as apart of our actions in the strategic plan, the Executive has visited the universities, and meeting of HR professionals at the generalist and executive level to promote IPMA, certification and benefits of membership into this exciting organization.

The Director of Membership participated in monthly conference calls with participants across the country. The calls were lead by Greg Tuer, from the National organization and gave all of the Directors an opportunity to discuss issues and share ideas. In addition, the Director of Membership has developed a survey tool to send out to all our members to identify satisfaction levels and the needs of membership for next year. As outstanding memberships were not renewed, communication was attempted with those individuals to evaluate their satisfaction level as well. These activities will certainly assist us in future planning.

We will continue with this action in the 2006-2007 year.

Certification

Three new certified members this year. Heather Cossaboom, Elaine Lapointe and Ryan Jacobson. This is a 9% increase over last year and indicates that 39% of its members are certified.

As apart of the strategic plan this year, we made efforts to promote the benefits of the certification process through a variety of methods including: letters to HR leaders, emails to membership and presentations as HR meetings and forums at all levels. We had one successful Certification Training Program in the fall of 2005 and are communicating with our membership about a repeat workshop this fall. All participants (12 in total) completed the training and are in the certification process.

Professional Development

This year, we made strides in partnering with our HR partners in HRANB. They were invited to our Christmas Social where we had Paul Kearley, Dale Carnegie Group speak to 19 participants on "How to Conquer Stress During the Holiday Season". This was followed by a buffet and social hour. We will work with this group to have more joint sessions to discuss HR issues.

In May of this year we are planning a large professional development event with former NHL star, Ron Ellis. The executive has negotiated with Mr. Ellis to address HR Professionals as it relates to Mental Health and Coping skills.

For both the professional development and the luncheons with follow this is a 100% improvement over last year as timing did not permit us to hold sessions last year and is in keeping with our strategic plan.

Luncheon/Speaker Programs

On March 28, 2006, Claire Savoie of the Region 6 New Brunswick Health Corporation, spoke at a luncheon on "Pandemic Preparedness". This was attended by seventeen HR professionals and non-professionals due to the timeliness of the topic.

The annual meeting is scheduled for June 8th at Kilarney Lake Lodge. Plans are underway for an annual meeting followed by a supper event.

Partnerships

This year, the executive has worked to strength our partnerships with key HR professionals. I attended one meeting in the fall of all the HR Directors in the Provincial Government and received support and encouragement for the Association as well as Certification. The Past President attended another meeting in April of this year to seek support in filling vacant Executive positions.

As mentioned above, the Executive is working with the other HR Association in New Brunswick – HRANB- to promote joint activities and networking. We jointly communicate to our memberships professional development activities as our audiences remain similar.

Students

This year we have one student membership, which is 100% increase from last year. We also have resigned the Agreement with the University of New Brunswick, College of Extended Learning and IPMA – Canada, new Brunswick Chapter for a three year term. This agreement will recognize excellence in HR Management of one graduate in each of the classes in their HR Management Certificate Program. Recipients receive a trophy and a one year membership to IPMA – Canada. IPMA - Canada- New Brunswick Chapter will receive recognition at the University, at graduation and publicity on the www and newspapers. Members of the Executive are invited to present at graduation and promote IPMA- Canada to the students of the program.

Financial Stability

The last audited statement of March 2005 includes:

Assets of:

Cash & receivables	= \$8769
Term Deposits and Mutual Funds	= \$9250

Liabilities of:

Accounts Payable	= \$1
HST Payable	= \$34

Leaving a surplus of \$18,019

The account will be audited again in May 2006, however the unaudited statement indicates a continued favorable position.

Communication

This year the focus was to more effectively reach groups identified in the marketing plan for our professional development sessions. Publicity and Communications continue to work together to create promotional material and to explore other methods of distribution.

One of the additional objectives this year was to promote continued communication with both the Executive and membership. Meetings have been scheduled for the year as the fourth Thursday of each month and the Executive have been supportive in active participation.

The orientation handbook for the Executive which was implemented in 2005 has been a support for new members. The strategic planning completed in 2005 is apart of our Handbook and has been a useful tool in Chapter planning.

Each month, as President, a short message to the membership was written and translated and distributed. During the months when events were announced, this communication tool replaced a President's message. The Executive continues to stress the importance of effective communication with our members.

We have a New Brunswick newsletter which is ready to distribute, our volunteer translators have been working diligently to prepare this tool for membership.

Alignment of Chapter Plans with National Plans

The National Chapter had set five goals for this year and in keeping with this direction the New Brunswick Chapter concentrated on three of these five goals:

- ✓ Improving Service to Members
- ✓ Visibility to Stakeholders and
- ✓ Increasing our Membership.

Prior to our annual meeting in June 2006, the Executive will be reviewing these plans, discussing results of the actions this year and discussing the direction for 2006- 2007.

As mentioned previously, the Chapter Handbook has been a resource and this is reviewed and revised every September.

**IPMA New Brunswick
Action Plan**

Objectives	Suggested Actions:	Lead Position	Action Date
IMPROVING SERVICE TO MEMBERS AND VISIBILITY WITH STAKEHOLDERS			
To identify who we are, what members and potential members want, and what we want to offer.	Annually survey members that do not renew membership as to reasons for no renewal.	Director, Membership	As reports received
	Report annually as to results of survey to the Executive for possible action plans.	Director, Membership	Annually in February
	Survey existing members as to the : <ul style="list-style-type: none"> • services currently offered • potential services that could be offered • current challenges 	Director, Membership & Director Publicity	Annually in February
	Report results of survey to the Executive for possible action items.	Director, Membership	Annually in April
To identify our professional development schedule that is timely and pertinent to HR issues.	Identify challenges faced in the HR community to ensure professional development activities are relevant and timely.	Directors, Programs & PD	Ongoing at monthly meetings
	Develop full active year for PD sessions, Annual meeting, social events, etc starting in 2005/2006 and present this schedule at the annual meeting.	Directors, Programs & PD	Annually in May
	Discussion with IPMA – NS for Joint PD Session – HR Course for 2005	President & Past President	Summer 2005
	Identify list of potential sponsors to assist in PD efforts	Director, Publicity	Summer 2005
	Co-ordinate with IPMA- Canada some of the audio conferences on relevant topics – have individual HR Directors sponsor	Directors, Programs & PD	Fall 2005
	Explore partnerships with organizations who are providing HR training (eg.Saint Mary's University) and then explore co-sponsorships where we can offer our membership lists.	Directors, Programs & PD	Summer 2006
	Establish communications with HRANB to foster a partnership that would enable both organizations to recognize each other's certification.	President & Past President	Start 2005 and then ongoing

**IPMA New Brunswick
Action Plan**

<u>Objectives</u>	Suggested Actions:	<i>Lead Position</i>	<i>Action Date</i>
To develop a recruitment plan for IMPA and the Executive	Recognize at the Annual Meeting – all new members, member accomplishments	President	Annually at annual meeting
	Provide personal contact to new members to assist to clarify what commitment members were actually able to give.	President & Director Communications	Ongoing
	Approach members with specific requests for participation- eg - subcommittees	All Directors	Ongoing
	Provide networking sessions as an Executive and as a Chapter	President	Ongoing

INCREASING OUR MEMBERSHIP

To develop a marketing plan for the Chapter	Develop promotional document of IPMA to promote new members and to use as a marketing tool. Document to include: <ul style="list-style-type: none"> • What we have to offer • Certification 	Director, Publicity	Fall 2005
	Identify list of HR leaders to meet with and discuss IPMA. List to include: <ul style="list-style-type: none"> • HR Directors 	Past President	Fall 2005
	Set up meetings to discuss IMPA and services, including changes to accreditation process. Meetings will include groups such as: <ul style="list-style-type: none"> • HR Leaders – identified above • Chamber of Commerce – HR Forum • Labour/HR Forums • DM HR Committee • Federal Public Service • Educational Institutions 	All Executive	Winter/Spring 2006
	Communicate to members changes in the accreditation process and designation (over last 18 months)- Use PP presentation prepared by IMPA - Canada	Director, Communications & Publicity	Fall 2005
	Form a subcommittee to review and recommend changes to the newsletter. Areas to include in their research include: <ul style="list-style-type: none"> • Outsource formatting and printing of the newsletter (NB Power) include member and employer profiles. • E- format • Articles published by members 	Director, Communications	Annual Meeting - completed by Winter Spring 2006

**IPMA New Brunswick
Action Plan**

<i>Objectives</i>	Suggested Actions:	<i>Lead Position</i>	<i>Action Date</i>
	Establish a practice that documents will be forwarded to the web of IPMA – Canada – to include: Educational sessions and newsletters	All Directors	Ongoing
	Laminate copy of IPMA Certification poster to be used for displays – as passed at IPMA – Canada	Director, Publicity	January 2006
	Establish a Marketing/Promotion Sub-Committee to do the following: Develop a marketing plan/strategy for partnerships – why should you sponsor / partner with us? What can we do for you? Identify areas of potential new members (private sector, consultants, students etc.) Develop marketing strategy for these new members Develop intensive communication strategy for current membership Actively promote certification Contact National for pre-drafted marketing materials Contact other jurisdictions for ideas on what they've done Identify potential opportunities to market (i.e., UNB HR program certificate, Harvest Jazz and Blues volunteers, Bowl for Millions etc.)	Director, Publicity	Fall 2006
	Identify conferences where IMPA could be marketed in the Province.	All Executive	Ongoing
	Sending out regular (bi-weekly?) thought-provoking quotes to our members via e-mail	Director, Communications	Ongoing

Strength of Executive Council

The list of Executive which follows indicates the commitment of members to work towards meeting our strategic plans set last year. We have a full complement of positions this year and look forward to continued support for next year by both HR employers and members.

Chapter Executive 2005-2006

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<p>CO-DIRECTOR, PROGRAMS & PROFESSIONAL DEVELOPMENT Kim Jardine, Chief Human Resources Officer NBEP 515 King Street PO Box 2000 Fredericton, NB E3B 4X1 Phone: (506) 458-4885 Fax: (506) 458-4249 kjardine@nbpower.com</p>	<p>CO-DIRECTOR, PROGRAMS & PROFESSIONAL DEVELOPMENT Paula Trites, Human Resources Advisor Department of Public Safety Province of New Brunswick P.O. Box 6000 Fredericton, NB E3B 5H1 Phone: (506) 457-7501 Fax: (506) 453-7481 paula.trites@gnb.ca</p>
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