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Canadian Council of Human Resources Associations
Conseil canadien des associations en ressources humaines

Working together: Supporting the growth of CHRPs and the HR profession

Research Results

2008

Three pieces of research in 2008:

- **Awareness Survey of Business Leaders**
- **HR Professional & CHRP survey**



Business Leader Awareness Survey



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Methodology

- Telephone survey of Canadian businesses with more than 10 employees
- Respondents mostly in senior positions
- Sample of 1,129 businesses
- Conducted by EKOS research, May-June 2008.

Business Leader Awareness Survey

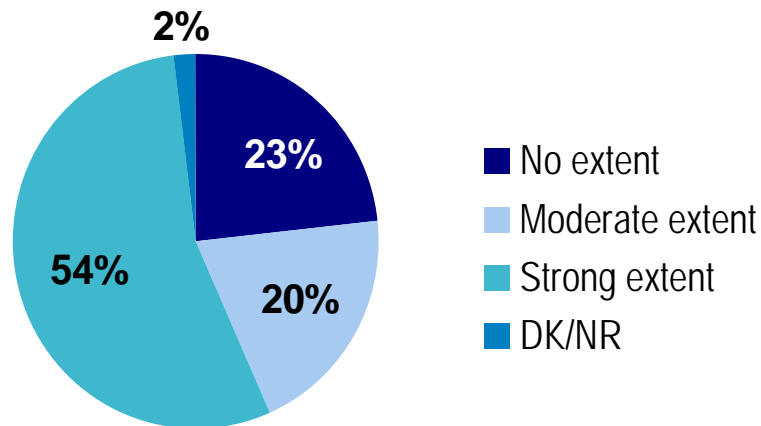


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Contribution of HR Function

“To what extent do you believe that there is a strategic advantage in having a human resources professional on staff in your organization?”



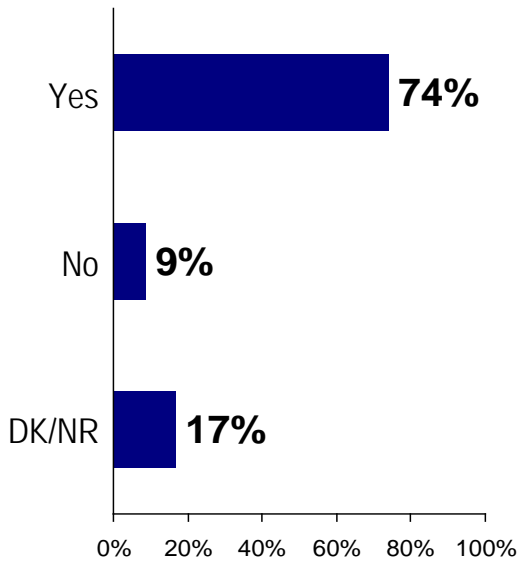
74% say strong advantage

n=1129

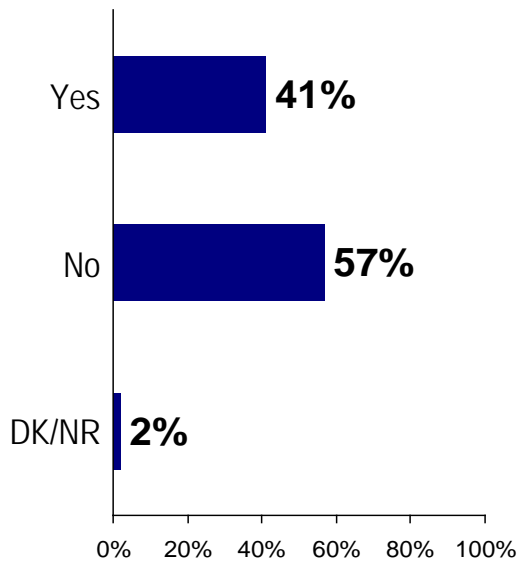
Business Leader Awareness Survey

Recognition of CHRP Designation

To the best of your knowledge, can human resource professionals obtain a professional certification?



Have you heard of CHRP or a Certified Human Resources Professional?



n=1129

Business Leader Awareness Survey

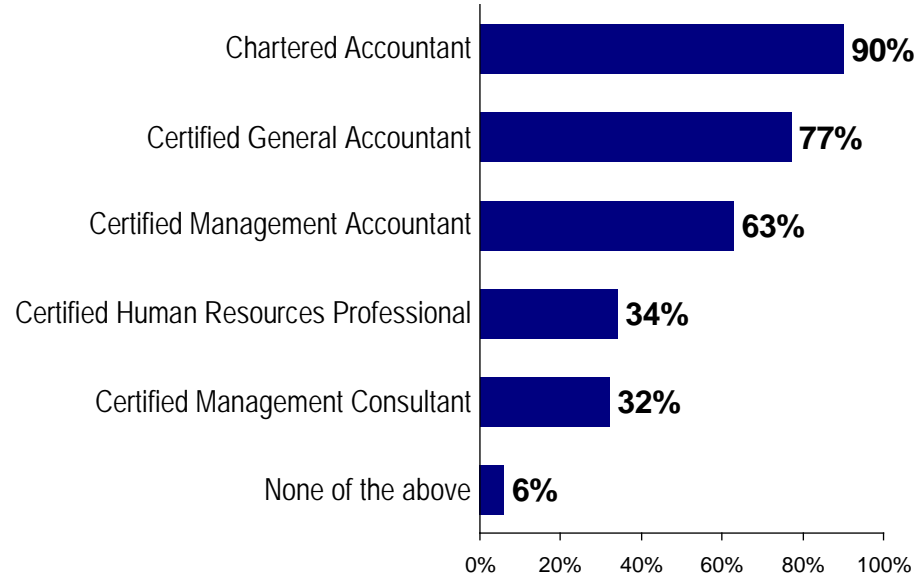


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Adjusted Recognition of Other Professional Designations

“Which of the following designations have you heard of?”



n=679

Business Leader Awareness Survey

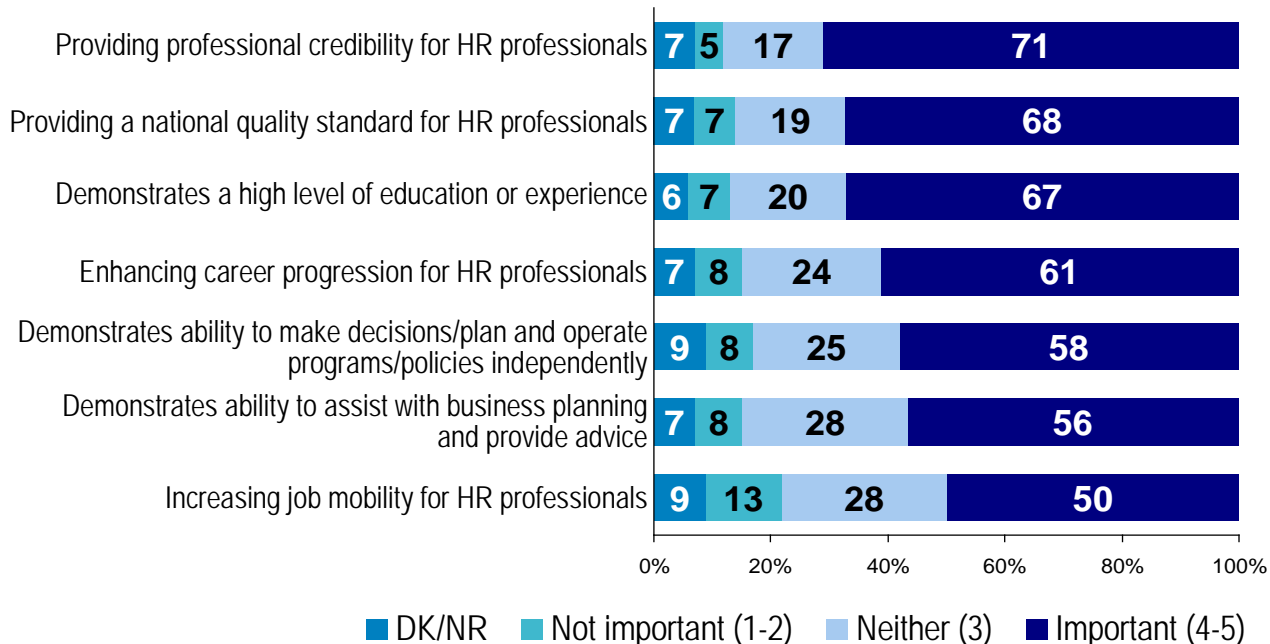


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Important Aspects of CHRP Designation

“In your opinion, how important is each of the following aspects of the CHRP designation?”



n=532

Business Leader Awareness Survey

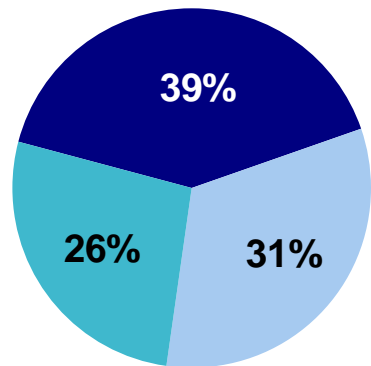


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Importance of CHRP Designation

“How important do you feel it is for your organization that human resources personnel have the CHRP designation?”



■ Not important
■ Somewhat important
■ Very important

“What would you say is the main advantage, if any, of having a qualification such as the CHRP designation?”



57% say important

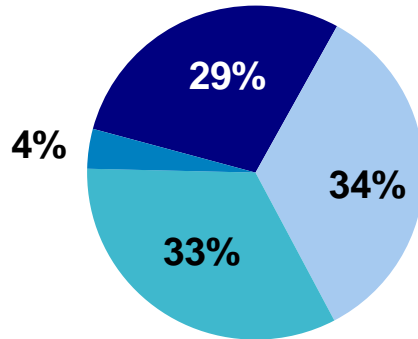
n=532



Organizational Commitment to CHRP Designation

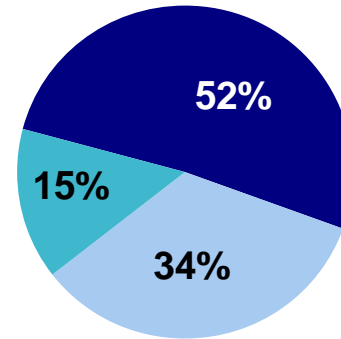
“If you needed to hire an HR professional in your organization...”

...how much of a priority would it be that they be a CHRP?



- Not a priority (1-2)
- Moderate priority (3)
- High priority (4-5)
- DK/NR

...would you be willing to offer a higher salary or additional benefits to attract a CHRP?



- Yes
- No
- DK/NR

67% CHRP Priority

n=532*
Question asked only of those who were aware of CHRP



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Business Leader Awareness Survey

Preliminary conclusions:

- Business overwhelmingly values the importance of HR
- Respondents say it's important for their HR staff to have a certification, and most would pay more to hire a CHRP.
- CHRP is far less known than other professional designation.

**Value for HR and interest in the designation are
rated highly among business leaders,
but awareness is lagging**



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CHRP Survey

Methodology

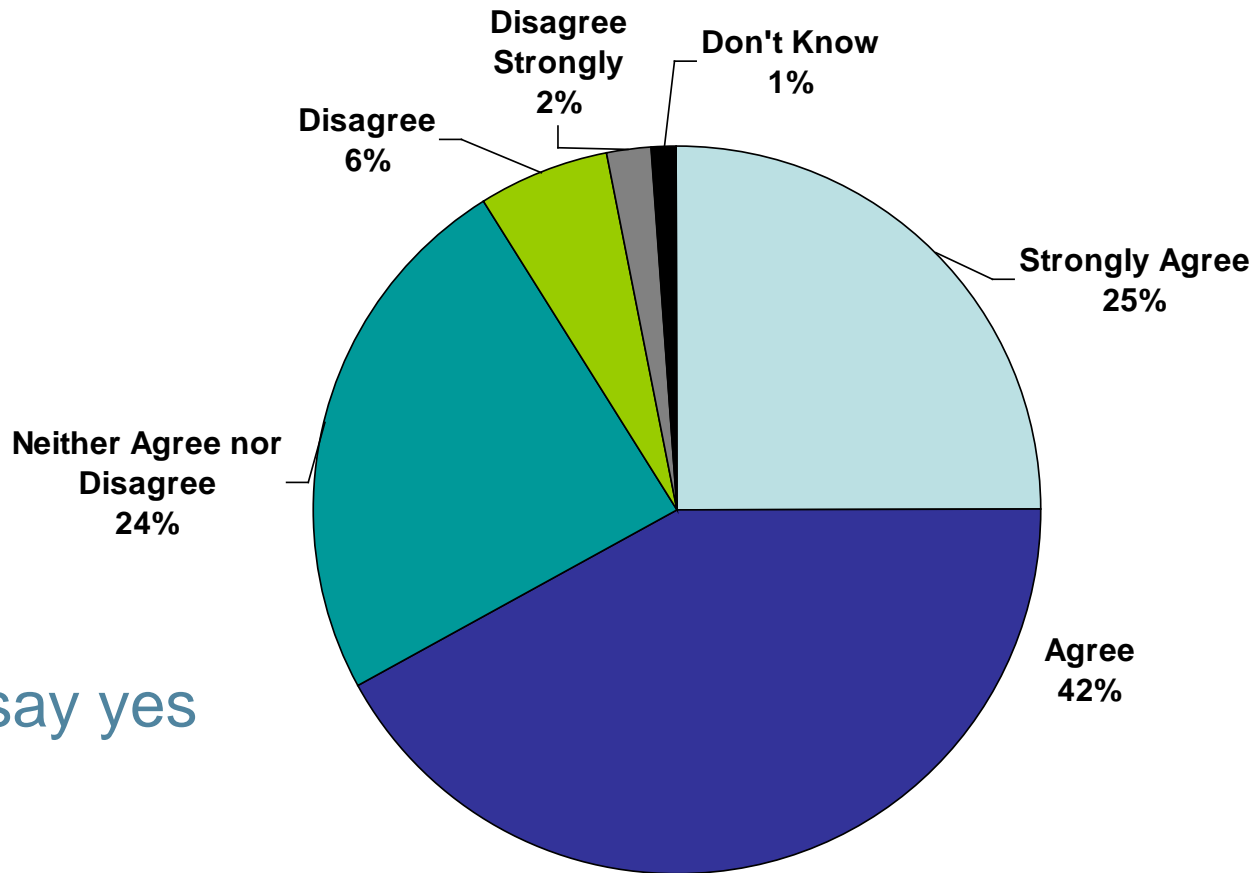
- 5,918 members in all provincial associations
- Included demographic questions, and questions about the perceived value of the CHRP
- Conducted by Vision Research in Fall 2008

VISION
RESEARCH A Delta Media Company



CHRP Survey

High-Quality Designation?

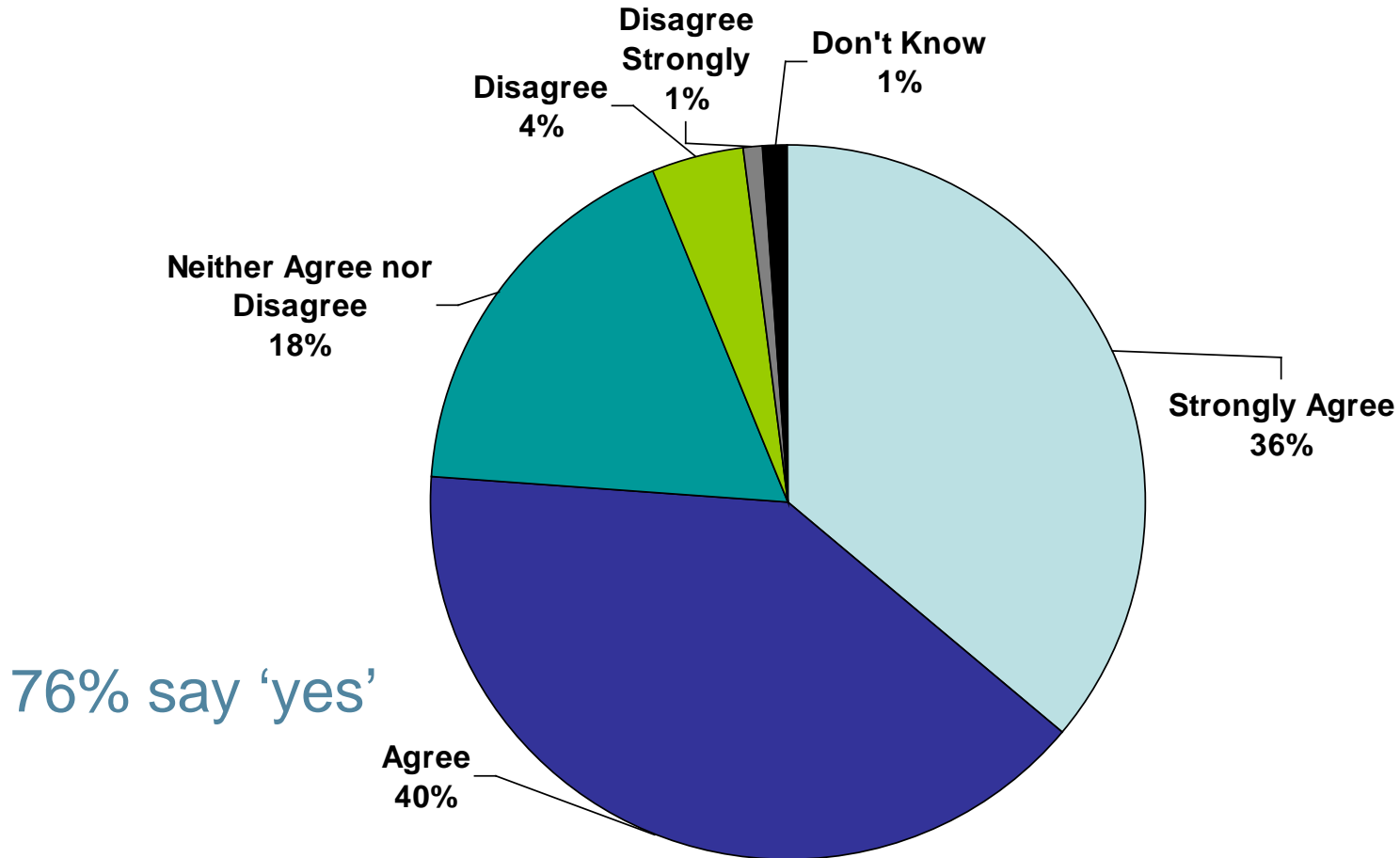


67% say yes

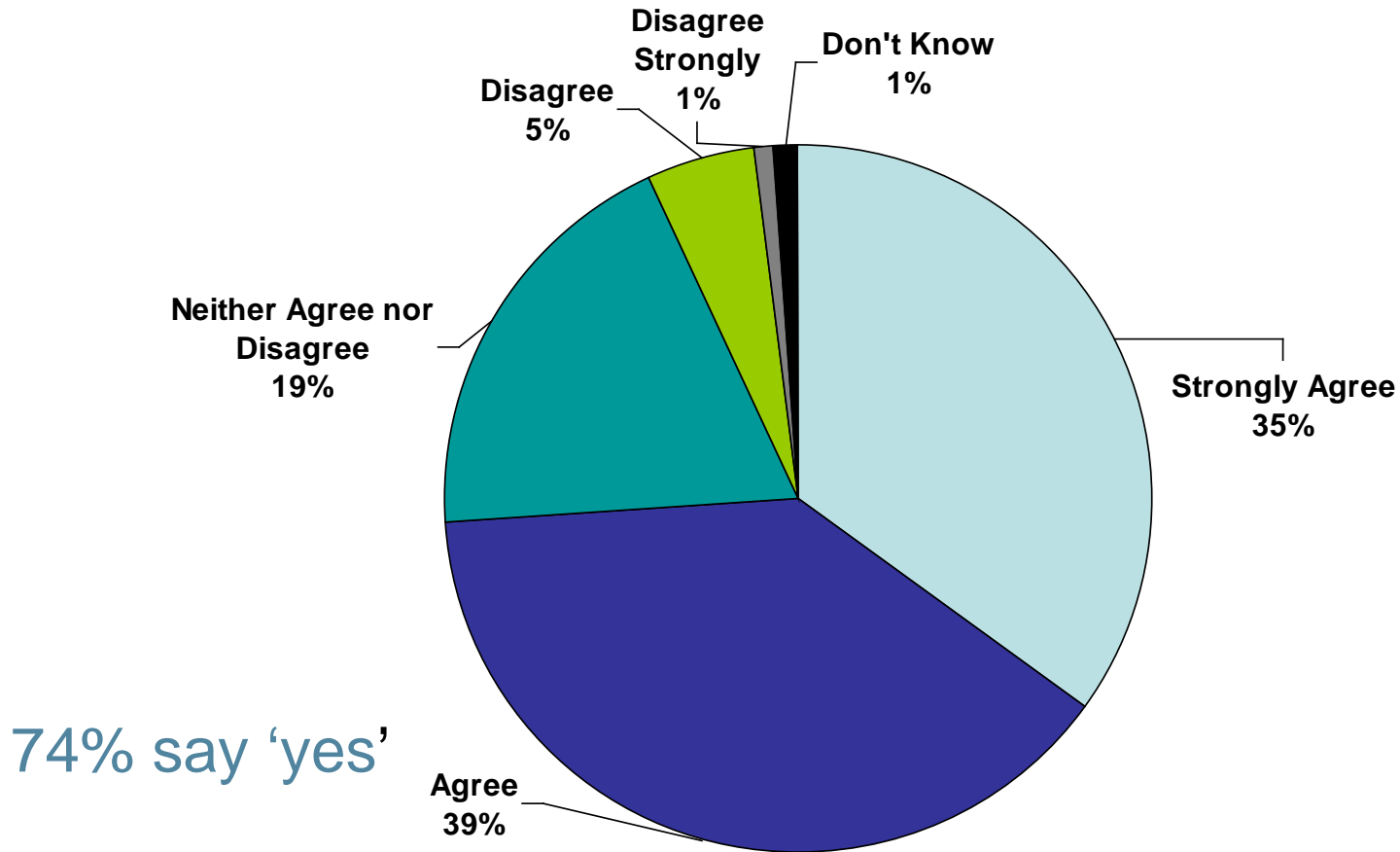


CHRP Survey

Good Career Investment?



Would Recommend the Designation?





CHRP Survey Summary

- The member survey on the CHRP brand revealed that the brand – **within** the profession – is strong.
 - A solid career investment
 - A quality designation
 - Professionals recommend it to others
- Recognition of the CHRP brand **outside** the profession, however, is not as strong.