

March 2008

## **An Open Letter to the Membership**

I am writing you as President, and on the occasion of the opening of our new Website. The subjects of this message are Growth, Communication and Engagement. We trust that this new website will assist us in reaching out to our current members, and will also assist us in connecting with those who are considering membership, or who are interested in the work of HRANS.

### ***Our Recent Past***

#### **Growth:**

Going back nearly twenty years, a small group of members, less than 100, met regularly, as a Personnel association. Over the past ten years HRANS has grown significantly. In the early 1990's membership was under 500. Currently we are well over 1100.

#### **Focus:**

Since inception, our name has changed from a Personnel Association to the broader and more outcome focused functions of HR.

#### **Certification:**

Our association now offers certification, and more recently preparatory courses for the certification process and over 350 members are presently certified.

#### **National Affiliation:**

We are connected to all the other HR associations in this country, and we affiliate with HR Associations internationally through our connection to the World Federation, and NAHRMA.

### ***Our Current Position and Moving into the Future***

Together, your President, the Executive and the Board believe we can be proud of what we have achieved and what we offer to Members. But we also believe there is more to be built, more to be developed and more to be learned as we add value to the many businesses, government organizations, and not for profits in which we work. By serving you and others who might become members, we will not only bring value to each of you. We will all be helping to build stronger organizations, sectors and provincial economies that will be attractive to talent.

Some of the questions we will be considering as we seek new ways to strengthen our programs and serve you:

- What are the needs and priorities of our future HR leaders who are in early and mid career roles now?
- What are the needs and priorities of those who are studying HR now and want to enter the profession?
- What are the needs and priorities of those who are in leadership and senior HR roles now?
- How can we better serve members who are not in the three centers where we presently have Chapter activities?
- How can we connect our Association with other related Professional Associations, and other organizations with similar interests and mandates?

We believe that these are among the important questions that must be asked as we allocate our time and develop our programs and services. Over the next few months, we will be considering these questions, aided in part by a few task groups. In addition, we as members of the Board, invite you to speak to us as we attend various events and functions, or drop us a line with your ideas and thoughts. We are listening!

### ***Concluding Comments***

It is true that we are stronger when we stand together. We are, acting together as an Association, a community. And together, we build stronger work and professional communities, ready to face the challenges of the future. In a real sense, I and your current Executive and Board are not only concerned with how we serve you now, the members of today, but also how we build a stronger association – Community - for the future needs. We believe that by responding to the diversity of our membership, and those who are not yet members we can continue to grow, continue to deepen our relationships with you, and help you make the most of your career in HR and our shared profession.

Patrick Hartling, CHRP,  
President