

A Year of Transformation

Redefining Success

Annual Report

Fiscal Year: July 1st, 2023 - June 30th, 2024



TABLE OF CONTENTS

01 MESSAGE FROM THE CHAIR

02 BOARD MEMBERS

03 MESSAGE FROM THE CEO

04 YOUR CPHR NEW BRUNSWICK TEAM

05 ANNUAL HIGHLIGHTS:
CONNECTING WITH OUR MEMBERS

06 FINANCIALS

MESSAGE FROM THE CHAIR

Over the past year, CPHR New Brunswick has experienced significant growth and restructuring, focusing on strengthening the foundation of our organization for future success. The appointment of a new CEO at the start of the fiscal year brought fresh energy, and we have seen positive developments take shape across the association.

Our efforts centered on refreshing our strategic plan, with a focus on governance, member experience, financial stability, and increasing the visibility of the HR profession. We also began work to improve board governance, streamline onboarding for new members, and align policies to ensure long-term sustainability.

As Chair, I've been privileged to represent New Brunswick at the national level, ensuring our province's voice is heard in discussions impacting HR professionals across the country. As I complete my term as Chair, I am excited to continue serving as Past Chair for 2024/2025.

Looking ahead, the focus will remain on strengthening our governance and supporting our members through the evolving HR landscape.

Thank you for your dedication to the future of HR in New Brunswick.



JUDY VAN TASSEL
BOARD CHAIR

BOARD MEMBERS



**Judy
Van Tassel**
.....
Chair



**Marie-Pier
Martin**
.....
Treasurer



**Shaun
McBride**
.....
Secretary



**Francis
White**
.....



**Elizabeth
O'Keefe**
.....



**Blessing
Njoku**
.....



**Carolyn
McCormack**
.....



**Deepa
Khosla**
.....

MESSAGE FROM THE CEO

This past year marked a transformative period for CPHRNB as we continued to advance our mission of supporting HR professionals and addressing workforce challenges in New Brunswick. We initiated a 3-year operational plan that aligns with our updated strategic vision, setting a clear path for future progress.

Our achievements included modernizing infrastructure, launching new professional development programs, and enhancing member services. We also worked to elevate the CPHR brand and highlight the critical role HR professionals play in driving organizational success.

In terms of advocacy, we engaged with provincial and federal governments, as well as economic organizations, to tackle workforce development and shape strategies for the future of our province.

Membership growth, new partnerships with academic institutions, and expanded professional development opportunities were all highlights of the year. We also added two key team members, further enhancing our capacity.

Looking forward, our focus will be on building strong partnerships, expanding mentorship and networking opportunities, and ensuring CPHRNB's influence in shaping workforce strategies across the province.

Thank you for your continued support as we build a strong future for HR in New Brunswick.



TINA THIBODEAU
CPHRNB CEO

The Chartered Professionals in Human Resources of New Brunswick (CPHRNB) plays a vital role in advancing the HR profession by offering its members education, advocacy, and support. As the voice of HR in New Brunswick, we are committed to empowering HR professionals across our province.

Since its founding in 1996, CPHRNB has built a robust network of HR professionals. We are proud to be the sole authority in New Brunswick to grant the Chartered Professional in Human Resources (CPHR) designation.

As part of the Chartered Professionals in Human Resources Canada, CPHRNB helps shape and uphold the national standards for the CPHR designation. We also provide professional development, networking opportunities, and resources to support HR professionals at every stage of their careers.

Your CPHR New Brunswick Team



TINA THIBODEAU
CEO



LIS TRITES
MEMBERSHIP



JILL HICKSON
MARKETING

ANNUAL HIGHLIGHTS

CONNECTING WITH OUR MEMBERS

This year, CPHRNB focused on delivering value to our members through innovative programs, professional development, and enhanced communications.

01

LAUNCHED NEW LEARNING

HR Midday Development Series and HR Rise & Learn Series to provide accessible learning opportunities.

02

MARKETING OVERHAUL

Initiated the redesign of our website, revamped the newsletter, and implemented a social media strategy. We developed and added new marketing tools such as banners, kiosks, and branded materials.

03

MEMBERSHIP MANAGEMENT

Organized our membership database and overhauled the membership management system to ensure accuracy.

04

GROWTH AND EXPANSION

Increased membership and added new CPHR designates and candidates. We signed two new designated programs with UNBSJ and Crandall University.

05

ADVOCACY AND PARTNERSHIPS

Engaged in conversations with provincial and federal governments on workforce development and launched a training partnership with the provincial government. We actively participated in discussions on workforce issues with economic organizations across New Brunswick.

06

NEW TEAM MEMBERS

Welcomed two key additions: **Jill Hickson** as Marketing and Events Coordinator and **Lis Trites** as Membership Coordinator.

ANNUAL HIGHLIGHTS

PROFESSIONAL DEVELOPMENT & EVENTS

We emphasized quality over quantity, offering a range of high-impact professional development opportunities.

October

Workplace Coaching Program for HR
Law Conference

December

AI in the Workplace – What to Know and How to Prepare

March

International Women's Day: Inspire Inclusion

April

Leveraging Technology to Manage a Hybrid Workplace
Optimizing Talent Strategy for Attraction and Retention

May

Health, Work, and Worklessness
Workplace Culture Intelligence (WCI) Certificate Program

ANNUAL HIGHLIGHTS

PROFESSIONAL DEVELOPMENT & EVENTS

HR MIDDAY DEVELOPMENT SERIES

January: Planning a Workplace Investigation

March: Disability Management & Duty to Accommodate

April: Organizational Culture & Employee Experience

May: Creating Inclusive Job Postings

June: Hiring People with Disabilities & the Value They Bring

HR RISE & LEARN

Feb/March: Unraveling the Blurred Lines of HR in a New Era

May: HR Response to a Changing Work Environment

NEW DESIGNATIONS

Over the last year, we've added **18 new CPHR designations** to our organization.

ANNUAL HIGHLIGHTS

PROFESSIONAL DEVELOPMENT & EVENTS

NEWLY DESIGNATED PROGRAMS

UNB Saint John: Bachelor of Business Administration (BBA) with a major in HR, Bachelor of Applied Management (BAM), and HR certificate graduates can now conditionally waive the National Knowledge Exam (NKE) upon degree completion.

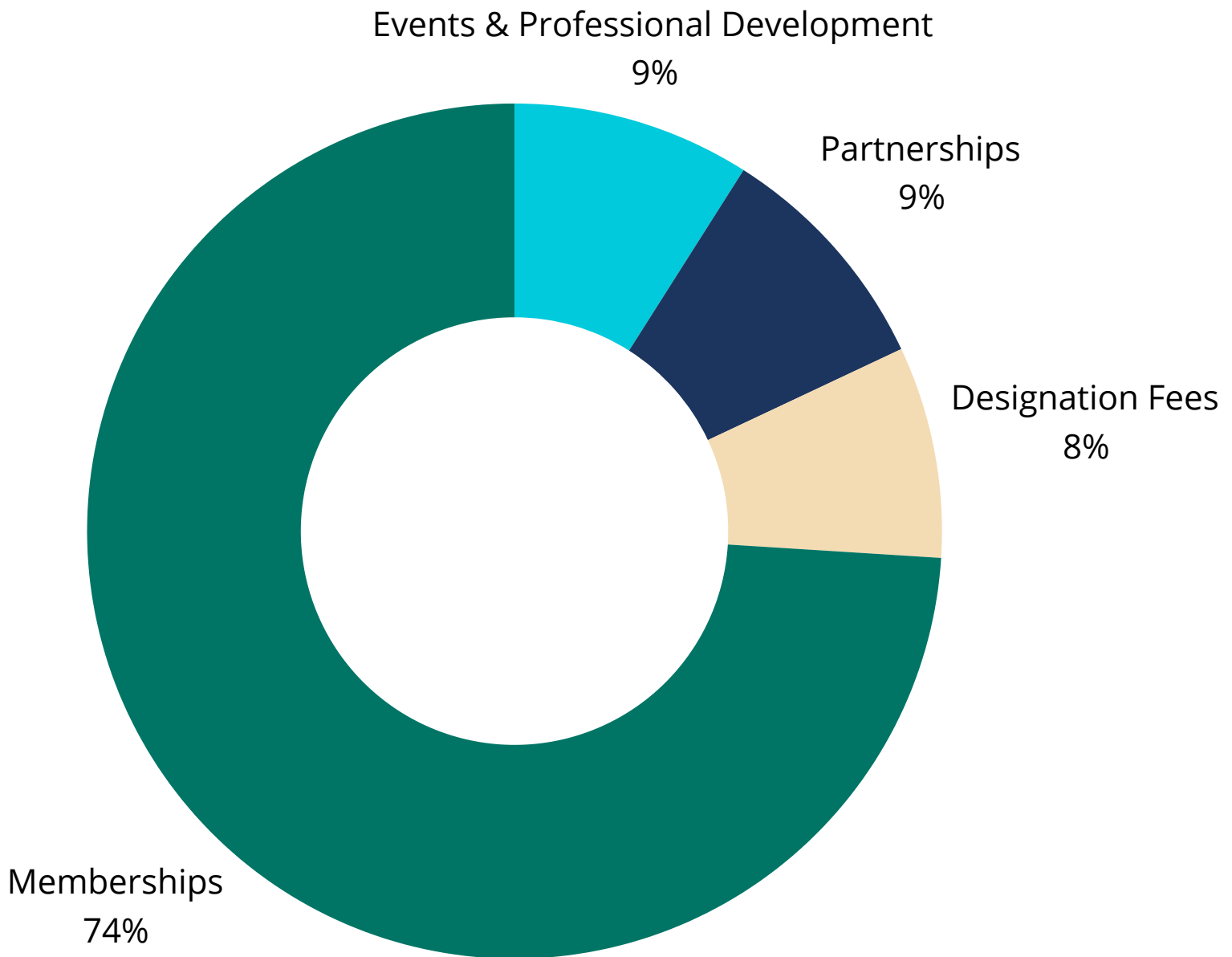
Crandall University: Master of Management program with a concentration in HR Management, graduates from May 2024 onwards can conditionally waive the NKE, streamlining their path to accreditation.



NEW CANDIDATES

Over the last year, we've added **30 new candidates** to CPHRNB. We look forward to supporting these new candidates throughout their HR journey!

FINANCIALS: REVENUE



FINANCIALS: EXPENSES

