

## 11<sup>th</sup> World Administrators Summit COUNTRY REPORT

**COUNTRY:** Canada

**REPORT SUBMITTED BY:** Katherine Vaillancourt, National Director-President

**ASSOCIATION / NETWORK / ORGANISATION:** Association of Administrative Professionals (AAP)

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As stated in [Administra](#), monitoring and evaluating the World Action Plan is as important as identifying the objectives and strategies of your Association/Network. A major advantage of monitoring and evaluation is that Associations/Networks can learn a great deal about themselves, and how to lead, manage and improve their own activities and status by implementing this Action Plan. Another advantage is to ensure that the World Action Plan is helpful to Associations/Networks throughout the world in developing their own strategic or business plans.

Each country sending delegates to a World Administrators Summit is asked to report against a selected Goal in Administra.

The Country Reports will be shared on the WA-Summit website as pre-read for the 11<sup>th</sup> WA-Summit.

***Please explain how your Association/Network/Organisation is using Goal 1 to develop your activities:***

### Goal 1: Managing Administrative Skills

Objective 1.1: Enhancing the perceived value of administrative/office professionals:

AAP is currently actioning its 3-year strategic plan. Part of the development of this plan included a member engagement and taskforce review, a capstone project undertaken by one of our educational partners and facilitated sessions for both national and branch leaders. We have 3 main strategic goals as part of our plan. Each goal has a select number of objectives. This objective would fall under our Strategic Goal – Transform our Value Add; Objective #2 – Marketing & Partnership Development. We will continue to expand our marketing and partnership development component by introducing new partner organizations that will enhance the value of the administrative professional. Our vision as an organization is as follows: The Association of Administrative Professionals (AAP) provides opportunities for growth through education and community building, giving our members a better understanding of how important their role is to any business.

Objective 1.2: Increase awareness of the value of administrative skills in business:



This action item would fall under Strategic Goal – Transform our Value Add; Objective #1 – Attraction & Retention Activities. A taskforce will be organized (volunteer call-out to occur at the end of May 2021) to develop an attraction and retention plan to entice and retain new members through collaboration with businesses within Canada. Part of this is to work with HR organizations throughout Canada to increase awareness of the value of administrative skills in business, as well as the importance of belonging to an organization such as AAP. We have had some successes so far, as we have noticed that new job postings, particularly in the education and healthcare front, are now listing that those applying for administrative roles are members of AAP and/or have our CCAP designation.

**Objective 1.3: Have globally recognised credentialing/accreditation:**

AAP offers the professional certification of Canadian Certified Administrative Professional (CCAP). Our designation, recognized in the professional environment, can lead to greater challenges, opportunities, and financial remuneration for those who attain it. Our program partners with Universities and Colleges across Canada provide the educational component of our designation program. To further make our Association more marketable with the changing industries and landscapes, we have Strategic Goal – Enhance our CCAP Designation Program. Part of this goal encompasses Objective #1 – developing a new Tier System, redesigning our Renewal Program and adding a Learning Module to further expand our reach to Administrative Professionals everywhere wanting to take part in designation.

**Objective 1.4: To encourage businesses and the global community to view the administrative/office professionals' role as a career:**

This action item would fall under Strategic Goal – Transform our Value Add; Objective #1 – Attraction & Retention Activities and Objective #2 – Marketing & Partnership Promotion. Part of this involves the National Director-President to be a delegate as part of the WAS, work alongside with our like-minded international partners (such as IAAP and IMA) and promote the administrative professional as a career. Another portion of this involves the National Board's relationship with our educational partners, led by our Registrar, and for many of our board members sitting on Program Advisory Committees for Administrative Programs within our Canadian Universities and Colleges. This enables AAP to have a voice to help promote the administrative field as a career vs as just a job.

**Objective 1.5: Achieve common understanding between training providers, administrative/office professionals associations and employers about the value of a required qualification and/or credentialing/accreditation:**

AAP has made a conscious effort to recognize the importance of technology and training, and the value add for the admin professional. Our Strategic Goal – Invest in Technology encompasses our Board's commitment to invest in the technology needed to provide the training and resources our members want and need. Part of this links with our CCAP designation program, as we have invested in a learning module to offer our



designation program in a virtual environment by partnering with a Canadian organization to help make this happen.

**Objective 1.6: Associations contribute to recognise the professional and personal development of their administrative/office professional members:**

Our Association offers not just branch development opportunities. As part of our Strategic Goal – Transform our Value Add; Objective #1 – Attraction & Retention Activities, the National Board has also created a National Webinar Series for members. All of our sessions enable our designated members certain certification credits for attending these sessions. We have also offered certification credits for our partner events, such as ExecSecLive, #AdminsRock and many others.

**Objective 1.7: Investigate the logistics of forming an international body to look at developing a global framework in which qualifications, accreditation, certification and professional development could be recognized internationally.**

AAP has offered a resource to participate in the development of the WAS global framework. The knowledge and expertise of our National Director-Registrar would be a valuable resource for this international body. This will also allow AAP to work alongside our international community and participate in the development of a global framework for designations that could be recognized internationally.

