



NATIONAL ASSOCIATION OF ADMINISTRATIVE PROFESSIONALS OF TRINIDAD & TOBAGO (NAAP)

COUNTRY REPORT - TRINIDAD AND TOBAGO

FOR 12TH SUMMIT OF THE WORLD ADMINISTRATOR'S ALLIANCE

GOAL 4: MARKET ASSOCIATION MEMBERSHIP TO ENCOURAGE ACTIVE PARTICIPATION OF YOUNGER PEOPLE

I. Background

The National Association of Administrative Professionals of Trinidad & Tobago is in its 53rd year of existence and there are several milestones to celebrate.

These include:

- a) The initiation of the Administrative Professional Secretaryship (APS) Programme in conjunction with the University of the West Indies. This programme was designed to offer Administrative Professionals in Trinidad and Tobago and the region, Certification specific to our profession.
- b) The Secretary of the Year exercise (Madam SOTY) which provided a platform for Administrative Professionals in several Organizations to compete for this title. This was a nationally recognized exercise and was held on Administrative Professionals Day (APD).
- c) The Launch of the Future Administrative Professionals Programme (FAPP). This provided the opportunity for Business Students and persons employed in our discipline who had not yet attained the designation of "Secretary" (even though they were performing those functions) to join a professional body and participate in training programmes in the field of Office Administration.
- d) The annual observance of Administrative Professionals Week (APW) which provided an avenue for training to all levels of Administrative Professionals. There were times when we observed April as Administrative Professionals Month and several workshops were staggered during the month.

The Association is at the stage of an ageing membership where 80% of members are either middle aged or retired.

2. Marketing the Association during and post Pandemic

Our Association renewed its marketing thrust in 2020 however, the Pandemic crippled most of our efforts; but we persevered.

Some of the strategies undertaken included:

- a) The hosting of a One (1) day workshop, **free of charge**, to both members and the Public for APW 2021 in an effort to attract younger members.
- b) Online socializing on Administrative Professionals Day. This format was used due to the Government's policy during the Pandemic.
- c) Encouraging heightened awareness of the Association and its activities through a quarterly newsletter publication.
- d) In 2022, during Administrative Professionals Week (APW 2022), as the country slowly re-opened, the Board undertook an intense marketing of the Association through appearances by the then President on the Radio and Television media houses. Additionally, several articles were published during that week which positively impacted the visibility of the Association.

2.1. Increasing Membership

The strategies listed above at 2 (a) to (d) proved to be quite successful and resulted in heightened awareness and interest in persons becoming members of the Association.

We are proud to note that between April 2022 and June 2022 Fourteen (14) new members between the ages of 20 to 30 years were initiated into the Association.

3. The Future of Active Youth Participation

3.1. Business

In order to encourage youth participation and attract a more youthful membership; the Association is proposing to employ the following strategies:

- a) Visit business students in schools and tertiary institutions to bring awareness to the Association. This will be done in conjunction with our Education Committee.
- b) Market the Association to the public sector in Trinidad and Tobago.
- c) Establishment of a mailing list for both APs in the Public Sector and Executives in their organizations. This will be similar to that already in use for Members.
- d) Participate in Career Fairs which will be used for promoting the Association and acquiring data on potential members.

- e) During APW of 2024, the Association would host a “Business Student of the Year” exercise for Business Studies Students in Secondary Schools. This is intended to make the Association more visible and attractive to this population.
- f) In the 1st quarter of 2024, the Association intends to re-visit secondary schools and tertiary institutions to continue the work started in 2023.
- g) Partner with Corporate T&T to market the benefits of becoming a member of the Association.
- h) Utilize the Global Skills Matrix as a tool to inform Administrative Professionals of their level within the Organization and what may be required to improve and prepare them for readiness and eligibility for upward mobility within their own organization.
- i) Encourage the use of the Global Skills matrix in Organizations with the assistance of the Local Liaison on the World Council.

3.2. Technology

We currently live in a digital world; social media platforms are now part of our daily lives and therefore there must be a heightened focus on the use of Technology to attract a younger membership. The Association has embarked on a partnership with the Ministry of Digitalization to assist with the rebuilding of our Website.

A presence will be maintained on the various social media platforms, such as Facebook, LinkedIn, Instagram and Twitter in an initial attempt to connect with both the local and international public. It is expected that this will yield a fruitful outcome, especially with the younger demographic.

However, not to alienate the senior members from where our professionalism and guidance originated, classes will be held in the use of smartphones and other devices to enable easy access to the platforms mentioned above.

At present our meetings are held in a Hybrid format via the Microsoft Teams platform. This permits social interaction by those so inclined and preferred virtual attendance by others. We are a twin island state, and this also allows for attendance by our Tobago counterparts.

Our Strategies are not cast in stone and can be easily flexed to adapt to environmental changes at any given time. However, these strategies, will be used in the interim as it will cover our renewed thrust to promote the Association while attracting a youthful membership.

We are of the view that Administra is still relevant and since it is continuously developing, the Association will always be in a state of readiness to expose Administrative Professionals (APs) to Goal Setting and Development Planning by exposing State and Private Companies to Administra's purpose of building membership with young APs. if required going forward, it can

be amended/revised to suit the changing global landscape for Administrative Professionals and adapted for Organizations and their Executives.

Gainder Maharaj (Ms)
President – 2022-2024
02 October 2022