



WORLD ADMINISTRATORS  

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SUMMIT

COUNTRY REPORT FOR 12<sup>TH</sup> WA-SUMMIT

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# GOALS FOR PROFESSIONAL ASSOCIATIONS AND NETWORKS

## Executive Summary of IAAP Progress:

IAAP experienced significant impacts from COVID-19 on all aspects of the association. Our premiere focus from March 2020 – present day has been on sustainability of our association and by extension the profession at large. We have spent most of our resources (human and financial) on accessibility of IAAP's resources to members and admins during the global pandemic, all while managing the greatest financial crisis IAAP has experienced in its 80 years of existence. While some of our IAAP pandemic response included some work on this Administra Goal 4, we have found the need to reimagine how IAAP does business. As we continue to experience impacts from COVID, we see a very distinct but limited window of opportunity to truly empower administrative professionals to rise to a new challenge and definition of the administrative role while also encouraging employers to create an inclusive and developmental environment for admins to work. This is the work that will establish a true career trajectory, making the administrative profession a career of choice for those entering the workforce.

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

### **OBJECTIVE 4.1: CREATE AWARENESS OF PROFESSIONAL AND PERSONAL BENEFITS OF BELONGING TO AN INTERNATIONALLY RECOGNISED ASSOCIATION**

#### IAAP Updates:

IAAP focused time and efforts on promoting community during a time when many people were experiencing extreme isolation. This was a priority for us beyond any generational scope or focus but did inherently allow us to promote IAAP's benefits and

value to a wider audience including younger admins. Through our 6-month free introductory membership as part of our pandemic response, we did see an increase in younger admins participating in membership and signing up for CAP.

### Strategies

- Make the [Global Skills Matrix](#) a critical tool in all marketing to younger people as it shows a clear career pathway within an international profession.
- Nationally review benefits of membership to ensure that they remain relevant and current for today's needs.
- Individual Associations/Networks to inform and impress on local members the benefits of participation in their Association/Network's activities.
- Nationally review benefits of other international administrative/office professional Association/Networks' memberships to see what works and what does not.
- Co-ordinate local and national marketing initiatives.
- Within national organisations, regularly survey existing members and conduct exit surveys of departing members.
- Nationally provide opportunities to promote contribution from new members.
- Nationally provide encouragement to existing members to understand (e.g. through a survey) what young people want from a career:
  - Get involved with local Career Days at secondary schools.
  - Partner with administrative programmes in tertiary schools.
  - Educate the younger generation in networking.
- Nationally investigate establishment of different systems: student membership, 'Buddy System', 'Mentoring System' for new and existing members to provide support for different needs.
  - Promote the initiative amongst members for them to offer internship to administrative professional students within their companies.

### OBJECTIVE 4.2: MAKE USE OF MODERN TECHNOLOGY TO PROMOTE ASSOCIATION MEMBERSHIP

#### IAAP Updates:

IAAP spent a considerable amount of time creating a fully virtual experience during the height of lockdowns and a hybrid experience for association members to access training and development in the modality that best suits their needs and ability to participate. We offered IAAP Summit 2022 both in-person and virtually for the first time and we have received phenomenal feedback from attendees of both experiences. Creating a truly integrated experience for all participants was our goal and while we have areas to improve, we believe we are doing this differently and better than most and have considerable knowledge we can share with others who want to redefine what a hybrid meeting/training experience should be. We have found this use of technology has allowed us to promote community and value of IAAP in ways traditional marketing cannot.

Secondarily, we are future focused on updates to our website, new social media strategies, and enhancements to our publications.

### Strategies

- Internationally and nationally encourage all Associations/Networks to have a website and recommend they be optimised for easy search results.
- Internationally and nationally encourage all Associations/Networks to use social media technologies to access potential younger members and to maintain contact with younger members.
- Along with electronic media encourage all Associations/Networks internationally and nationally to have hard copies of newsletters and/or magazines available as a marketing tool to new members.
- Through your strategic partnerships seek HR support for mentoring/job shadowing/position descriptions to foster development and growth in younger and “new to the role” employees.

**OBJECTIVE 4.3: PROACTIVELY SEEK SUPPORT FROM CORPORATIONS AND BUSINESSES. CREATE AWARENESS OF, AND ENCOURAGE NATIONAL MEMBERS AND THEIR EMPLOYERS TO, RECOGNISE AND SUPPORT CREDENTIALING/ACCREDITATION OF ALL OFFICE PROFESSIONALS**

IAAP Updates:

IAAP offers an organizational membership which provides discounts to employers if they sign up a minimum number of admins together. We offer bundled discounts for training and CAP as well. Those offerings have allowed us to enter into conversations with companies who already support admins belonging to IAAP. We have made progress with many of those companies in adding CAP as a preferred qualification of employment and/or including CAP in performance evaluations, annual goal development and promotion opportunities.

**Strategies**

- Review current marketing material nationally to use as a tool, to attract new members within companies.
- Encourage members locally to invite employers to relevant events to showcase the administrative/office professional Association/Network to build an expectation that administrative staff will be members of a professional association.
- Locally contact employers of prospective and existing members to promote benefits and encourage support of their applications.
- Encourage members nationally to become accredited/certificated/credentialed Administrative/Office Professionals.
- Nationally promote dialogue between administrative/office professionals and management.

**OBJECTIVE 4.4: ATTRACT HIGH QUALITY SPEAKERS WITH RELEVANT TOPICS TO ASSOCIATION/NETWORK EVENTS**

IAAP Updates:

IAAP's structure encourages building community at the local level and our branches and regions are doing an excellent job of that by providing members with relevant and timely education, leadership and growth opportunities, peer discussions and roundtables, engagement events, and promotion of IAAP programs like CAP and Summit.

**Strategies**

- Locally pinpoint topics of interest from members.
- Locally offer reciprocal promotional opportunities to speakers and members.
- Associations/Networks locally to seek guidance from experienced members/non-members regarding speakers and encourage members to use their own networks.
- Utilise people locally with relevant experience who may not be qualified speakers e.g. own members or members from other Associations/Networks locally, nationally or internationally.
- Hold a round-table event for executives/HR/administrative professionals focussed on attracting the younger generation.
- Hold panels for students with professionals/industry leaders who started as administrative professionals.

**OBJECTIVE 4.5: OBTAIN CORPORATE SPONSORSHIPS FOR ADMINISTRATIVE/OFFICE PROFESSIONAL ASSOCIATIONS**

**IAAP Updates:**

IAAP has spent considerable time and effort reimagining things like advertising, sponsorships, and external vendor marketing. We no longer found value or benefit beyond a monetary transaction from our advertisers and sponsors. In fact, we were often disappointed in how little our vendors knew about the profession or how often they embody a devaluing perception of the administrative profession. We are spending much more time and energy on creating value for members/attendees through empowering and developmental experiences. We continue to expand our partnering with other admin associations, with all sectors of business/employers, and with thought leaders who align with IAAP's vision and values.

**Strategies**

- Nationally identify and market benefits to sponsors.
- Locally utilise members' corporate contacts.
- Nationally stage activities with recognisable sponsorship benefits.
- Provide members locally with strategies to gain employer sponsorship.
- Partner with technology companies to determine how social media can attract the younger generation to this profession.

# GOALS FOR INDIVIDUAL ADMINISTRATIVE PROFESSIONALS

## GOAL 4: ENCOURAGE AND INVOLVE YOUNGER PEOPLE IN YOUR ROLE

### OBJECTIVE 4.1: THE VALUE OF YOUR PROFESSIONAL ASSOCIATION/NETWORK

#### Strategies

- Discuss the [Global Skills Matrix](#) as a valuable guide to a clear career pathway showing the levels and the required skills to achieve each level.
- Discuss the value of joining a professional Association/Network with your younger work colleagues.
- Take/invite younger colleagues to a local Association/Network meeting (as your guest), to a seminar or professional development opportunity, a webinar or conference and help them build a business case to have your workplace pay for it.
- Become a mentor.

### OBJECTIVE 4.2: CREDENTIALING

#### Strategies

- Ensure younger colleagues know about relevant qualifications, certifications and credentialing, both national and international.
- Support younger colleagues to attain qualifications, certifications and credentialing.
- Become a mentor.

### OBJECTIVE 4.3: TECHNOLOGY

#### Strategies

- Seek younger colleagues' skills with technology especially social media if you need it.
- Direct younger colleagues to webinars of relevance to them (not only on technology but the wide array of skills and knowledge that the administrative role requires).
- Become a mentor, be known as willing to share your skills and knowledge.