



## Annual Report 2011-2012

Dear CIPS Provincial Societies,

A lot has changed since our last AGM seven months ago in November 2011. The CIPS National Referendum led to the approval of the new National Constitution and By-laws, which most notably has changed CIPS National from a society of individual members, to a society of societies, with CIPS Provinces acting as the voting members of CIPS National, and individuals acting as members of their CIPS Provincial association.



Since the last AGM there has also been an urgency to *Spark the Growth and Relevance of CIPS and I.T. as a Profession*. In October 2011 CIPS began undertaking a strategic planning review, with the help of the services of Western Management Consultants, who contacted CIPS members at random to conduct a short survey to see how CIPS can improve its member value and experience. In January 2012, CIPS members from across the country came together to create a plan for a renewed and enriched CIPS.

The priority areas to be addressed include: improving CIPS' value proposition, our static membership growth, appeal to youth, employer recognition, our structural complexity, strong market competition, our small staff complement and volunteer burnout. To address these issues CIPS will focus on *Advancing and Positioning the I.T. Profession* by improving our Identity, Relevance, Value, Voice, and ability to Educate. Along with this CIPS will have to focus on *Creating a Vibrant and Sustainable Society* by improving our Resources (staff, volunteers, sponsors, revenue), Internal Alignment, Partnerships/Collaboration, and Expanding our Membership.

CIPS has already made significant progress over the last few months to guide us in the right direction and build momentum. In particular CIPS' voice and member engagement have noticeably increased recently. This past October CIPS asked its members on the CIPS Facebook and LinkedIn groups what Canada could do to stop its fall in global IT ranking, which led to great insights and debate. The comments from this discussion were then used to spread CIPS' voice externally through releasing an article entitled "As Canada's Global I.T. Ranking Falls, the I.T. Community Speaks out". This discussion was then followed up with the question "What Does I.T. Professionalism Mean to you?", which also received great contribution from both members and non-members, and indirectly provided input from the community about why it is important to join a professional association like CIPS and hold professional designations like the I.S.P. and ITCP.

This winter, CIPS revitalized its Advocacy Committee approving an updated terms of reference and Pat Glenn, FCIPS, I.S.P., ITCP as the Director of Advocacy. Recently CIPS created the position paper "CIPS Responds to Bill C-30", which again utilized member input from LinkedIn and Facebook, along with email. An initial draft position paper was provided to members, which was then updated with their input, and formally released with letters being sent to all MPs and Privacy Commissioners. CIPS has already received responses from a number of MP's and also had a dialogue with the Official Opposition's critic for digital affairs, Ms Charmaine Borg.

The Advocacy Committee and Professional Standards committees are working together to also look at roles for CIPS with respect to immigration, foreign credential recognition and helping Canada retain foreign students after graduation. A number of meetings will be held this summer with government officials to look at carving an important role for CIPS in all of these areas.

Along with increasing CIPS' voice and member engagement it was important that we recognize volunteers for their great contributions, and encourage other members to get involved. In January the 2011 CIPS Achievement Award Winners were announced, along with the new CIPS Fellows. In order to provide more ongoing member recognition CIPS also brought back the "CIPS Volunteer of the Month",

featuring a different CIPS volunteer every month on the CIPS website and CIPS Connections e-newsletter. Members have also been encouraged to volunteer through the creation of a new Volunteer Job Board and dedicated volunteer section on the CIPS National website.

Along with enhancing CIPS' online presence, CIPS Provinces held some great in-person events this year, full of very interesting topics and discussions. During the first week of November CIPS held its yearly *I.T. Professionalism Week* to increase awareness about the importance of professionalism in the I.T. industry, spreading this message both at in-person events and online. Along with these CIPS held events CIPS has continued to create partnerships with other organizations to provide opportunities for our members to attend additional interesting events, often at a discounted rate.

In order to create more partnerships and opportunities for exposure, CIPS National recently launched its new CIPS Corporate Partnership Program, with the goal of addressing the strategic priorities of improving employer recognition of CIPS and its members, and increasing CIPS' available resources. The CIPS Corporate Partnership program will require close collaboration between CIPS National and CIPS Provinces so that our partnership and sponsorship programs can coexist effectively, and be combined when required, to provide optimal benefits for both CIPS and our partners.

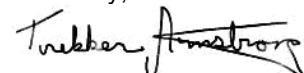
CIPS has also already begun taking steps to enhance our Professionalism products and services, as well as lay the foundation for new offerings. In particular CIPS has started forming taskforces for the re-engineering of the CIPS Certification Program to keep up with the changing word of IT and provide our certified members with increased value and professional recognition. While the current certification program recognizes a practitioner's current capabilities, experience, and responsibilities, CIPS will look to enrich its certification program to a state where it can also identify gaps between current and desired competency, and identify ways of moving from current to desired recognition. In addition CIPS will be exploring the recognition of certification related courses and training materials to fill specific skills competency and/or knowledge acquisition gaps that are identified in the marketplace.

Additionally CIPS recently published a new *Guide to the Common Body of Knowledge (CBOK)* in April, which is a more comprehensive document that better reflects the current state of the ICT market. A CBOK Committee was formed to undertake this project, with representatives from across Canada and a variety of stakeholder groups taking part, and input initially being obtained from the IT community through a CBOK survey. Following on this work, CIPS is now entering a partnership with the IEEE-CS and the Australia Computer Society to an international Guide to the Common Body of Knowledge.

Along with all these good new initiatives underway, CIPS continues to do what it does best. This include being a leader in the fields of accreditation and certification. CIPS appreciates the efforts of its members who continue to show leadership in these important programs. CIPS would like to recognize Peter King, FCIPS, I.S.P., ITCP for his many years of service with the Accreditation Program. Peter has stepped down in his role as Director of Accreditation and we are thankful that Ken Takagaki, has agreed to assume this vital leadership position within CIPS.

The level of planning and urgency to create change and value for CIPS and its members is at a new high, and while it has led to some great work to date it is critical that CIPS collaborates at all levels to keep up this momentum and achieve our goals to provide growth for CIPS, the I.T. profession, and the professional careers of our members.

Sincerely,



Trekker Armstrong, I.S.P., ITCP  
Chair National Board