

2026 CPHR Alberta

CAMPUS AMBASSADOR RESEARCH REPORT

Northwestern Polytechnic

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Preamble

Land Acknowledgements

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Métis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land, and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

Confidentiality Acknowledgement

Participation in this study will be voluntary. Students will be informed that their participation or decision not to participate will have no impact on their course standing or academic evaluation.

Participants will be informed that all responses shared during the study will be used solely for the purposes of informing CPHR Alberta outreach and programming initiatives. Individual responses will not be attributed to specific participants in any reports or summaries produced from the research. Responses collected during the research will be summarized to identify common themes and insights while maintaining participant confidentiality.

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Proposal

Scope & Purpose

This qualitative study is an analysis of students at Northwestern Polytechnic within the Department of Business and Office Administration with an interest in pursuing the discipline of human resources following post-secondary education.

This study is intended to analyze current knowledge gaps among post-secondary students at Northwestern Polytechnic surrounding the association of Chartered Professionals in Human Resources of Alberta (CPHR Alberta).

This study works to develop awareness surrounding CPHR Alberta programming and gather insights into what current programs targeted to post-secondary students are impactful, utilized, or noticed by students at Northwestern Polytechnic.

Specified Objectives

The following are specific objectives which are hoped to be achieved as part of the scope and purpose of this focus group:

Number	Specified Objective
1	Assess student awareness of CPHR Alberta programs and services among Northwestern Polytechnic business students.
2	Identify knowledge gaps related to CPHR Alberta programs, services, and pathways to professional involvement.
3	Explore student perceptions of the value and relevance of CPHR Alberta for individuals pursuing careers in human resources.
4	Examine the extent to which existing CPHR Alberta student initiatives are recognized or utilized by Northwestern Polytechnic students.
5	Gather student recommendations on how CPHR Alberta could improve outreach and engagement with post-secondary students.

Facilitators & Responsibilities

Nate Evans will be responsible for the facilitation of discussion with Mandy Ingraham, a human resources business instructor, in facilitation, note-taking, and group management.

Location, Timing & Sample

The focus group will be held in a classroom at Northwestern Polytechnic. This will primarily target individuals in BA2240, Human Resource Management; however, the opportunity to participate will be extended to all business students.

Please note, this meeting will be conducted in the final few minutes of class, therefore negating any need for emails or external communication. Participants will be informed that their participation is voluntary and that they are permitted to leave.

Proposed Questions

The following are questions to be asked of the participants in the focus group.

Number	Question
1	How familiar are you with CPHR Alberta and the CPHR Designation?
2	How aware are you of CPHR Alberta student-targeted programming?
3	How interested are you in exploring CPHR Alberta student-targeted programming?
4	How interested are you in pursuing the CPHR Designation?
5	Have you attended a CPHR Alberta program or sponsored event?
6	What types of on-campus events are you interested in seeing regarding the field of human resources?

Results

Sample

19 students participated from across Northwestern Polytechnic's Department of Business and Office Administration. The sample was predominantly comprised of students from HR3200, Recruitment in Organizations, and BA2240, Human Resource Management.

Study Findings

Findings suggest that participant awareness of CPHR Alberta varied across the sample, with responses reflecting a mix of both limited and stronger familiarity; however, the small sample size constrains the extent to which these patterns can be generalized. Awareness of student-targeted programming appeared to be somewhat lower overall, with many participants indicating only minimal to moderate familiarity. In contrast, interest in engaging with CPHR Alberta programming was consistently strong, with most participants expressing moderate to high levels of interest. Similarly, interest in pursuing the CPHR designation was generally high, indicating a clear inclination toward further professional development within the field.

Participants emphasized the importance of networking opportunities that enable direct interaction with human resources professionals, as well as career-oriented events such as job fairs, recruitment initiatives, and interview opportunities. There was also a strong interest in skill-building experiences, including workshops, conferences, and training sessions. In addition, some participants expressed a preference for informal, low-pressure engagement formats, such as “snack and chat” sessions, suggesting that accessible and approachable events may support greater participation.

Collectively, these findings indicate that while awareness of CPHR Alberta and its programming remains variable, there is a clear and consistent desire among participants for practical, interactive, and career-relevant opportunities that support both professional development and meaningful connection within the human resources field.

Key Takeaways

The following are the three main takeaways:

Number	Takeaway
1	Students have limited awareness of what is offered.
2	Students have a strong interest in programming.
3	Students want practical-career-focused programs.

Recommendations

Study findings clearly illustrate that students are interested in opportunities that closely align with current CPHR Alberta student programming. Therefore, expanding or developing new programming seems ill-advised, as current demands are met; however, programming is not utilized due to a lack of awareness or barriers to engagement. Based on this research, a few recommendations include:

CPHR Alberta should increase promotion of its student programming through established NWP channels. A consistent presence across these channels would help address current gaps in awareness while reinforcing program visibility throughout the academic term. Quick-to-implement communication channels include:

- The Department of Business and Office Administration's Instagram page.
- In-class announcements within HR-related courses.
- Course communication platforms such as D2L/MyClass.
- Internal digital screens across campus.

In addition, CPHR Alberta should explore opportunities to become a sponsor or active partner of the annual Student Lead Business Conference held each March. This would provide direct access to a concentrated group of engaged business students and position CPHR Alberta as a visible and relevant presence within the student community, including the potential to provide a keynote speaker from CPHR Alberta. Additional lower-cost opportunities are purchasing a booth on the concourse on the day of the conference for some visibility without major investment.

Finally, in-class information sessions should be scheduled earlier in the academic year. This would allow students sufficient time to explore opportunities, complete applications, and engage meaningfully with CPHR Alberta programming over the course of the semester and likely make engaging with CPHR programming less intimidating, particularly as early exposure may reduce perceived barriers to engagement, especially when coming from a peer.

