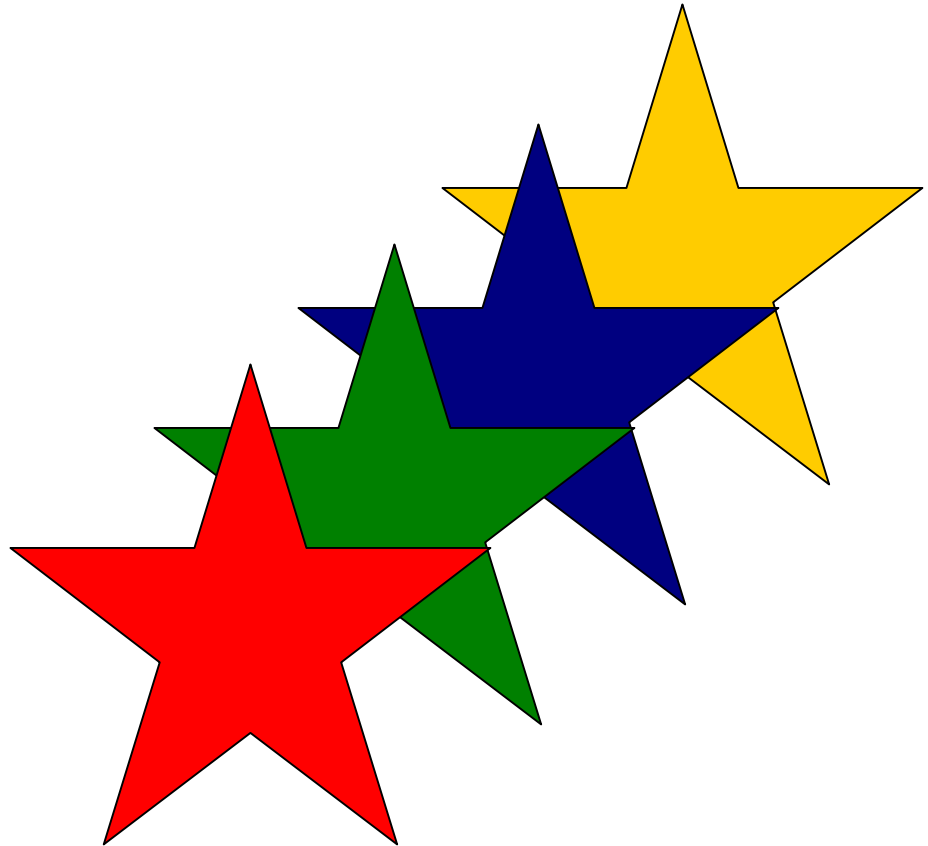


# *Administra*

**2007-2009 INTERNATIONAL STRATEGIC PLAN  
FOR OFFICE PROFESSIONAL ASSOCIATIONS**



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### **INTERNATIONAL SUMMIT — BACKGROUND**

In 1992 Professional Secretaries International (now International Association of Administrative Professionals) brought together the leaders of the various Associations throughout the world to participate in an International Summit to discuss global issues affecting office professionals. The first two *International Secretarial Summits* were hosted in the United States. Since then they have been hosted in South Africa, New Zealand the United Kingdom and now most recently Australia. They have been held every three years and at each Summit a Bid has been put forward for hosting the following International Summit.

A Purpose Statement was developed in 1992, which was —

*To bring together representatives from secretaries', administrative professionals' and management assistants' associations throughout the world for the purpose of sharing ideas and information, and establishing action plans to positively impact on issues and concerns facing the profession.*

### **NEW NAME FOR THE INTERNATIONAL SECRETARIAL SUMMIT**

Discussion was held by the Delegates at the 2006 International Secretarial Summit with regard to the Purpose Statement and value of International Summits. From this discussion the Purpose Statement and name of the International Summit were reviewed, along with how an International Summit should be conducted in the future.

The new name for future International Summits was discussed by Delegates and Participants and all present at the 2006 International Summit voted on the new name.

The new name for future International Summits will be —

**International Office Professionals' Summit**

## REVISED PURPOSE STATEMENT

The revised Purpose Statement for International Professionals' Summits is as follows —

***A global meeting of office professional Associations for the purpose of developing and maintaining action plans, which will guide and influence Associations, to positively develop the profession.***

Goals and objectives must always inform and shape the way Associations set day-to-day priorities and make business decisions. The objectives and strategies therefore set ambitious, but realistic milestones for progress towards the long-term realisation of goals.

The International Strategic Plan provides a framework for Associations to accomplish and organise their priorities. The International Strategic Plan will spark the energy and commitment of Associations connected and provides the opportunity for collegiality and co-operation.

## GOALS

### 1. MANAGING THE OFFICE PROFESSIONALS' SKILL SHORTAGE

#### Objective

1.1 *Enhancing the professional image of the office professional.*

#### Strategies

- Increase awareness of the role of the office professional as an appealing career option among all stakeholders.
- Collaborate with other like-minded Associations.
- Promote the requirement of formal qualifications for office professionals.
- Research what business requires from the office professional now and in the future.

#### Objective

1.2 *Increase awareness of the value of administrative skills in business.*

#### Strategies

- Communicate the importance of being a member of a professional Association – highly qualified, motivated, and experienced.
- Consult with employers and recruitment agencies to provide training, mentoring, and coaching programmes for administrative staff.
- Encourage employers to acknowledge skills gained from being involved at committee level or above within professional Associations.

#### Objective

1.3 *Increase the number of highly skilled office professionals.*

#### Strategies

- Develop connections with secondary schools, training providers, colleges and universities.
- Increase recognition of credentialing/accreditation programmes.
- Assess skill gaps to help guide training requirements.

## Objective

1.4 *To encourage businesses and the global community to view the office professionals' role as a career.*

## Strategies

- Work towards Government support in ensuring a school curriculum that creates awareness of and support for office administration as a valuable career option.
- Create recognition in Government and business that office professionals are vital contributors to supporting economic growth.
- Provide mentoring, coaching and development programmes to other office professionals within the profession.

## Objective

1.5 *Achieve common understanding between training providers, office professionals' Associations and employers about the value of a required qualification and/or certification/accreditation.*

## Strategies

- Market the importance of the office professionals' qualification and/or certification/accreditation and the benefits to employers and employees.
- Establish a Taskforce that brings training providers, office professionals' Associations and employers together.

## Objective

1.6 *Associations contribute to the professional and personal development of office professionals.*

## Strategies

- Create a process for reward and recognition of professional skills, efforts and achievements.
- Improve skills through training, professional and personal development.
- Encourage all office professionals to belong to a professional Association.

## **2. HANDLING SENSITIVE ISSUES AND ETHICAL OFFICE DILEMMAS**

### **Objective**

2.1 *Identify codes of conduct used by other Associations.*

### **Strategies**

- Provide a resource for assisting members in dealing with ethical dilemmas.
- Identify values common to all cultures.
- Recognise legislation regarding privacy, etc.
- Work to include updates on applicable laws/regulations.

### **Objective**

2.2 *Develop international policies/procedures which incorporate ethical behaviour as part of our office professional Associations' codes of conduct, demonstrating standards required of office professionals.*

### **Strategies**

- The International Advisory Committee develop and publish a clear and concise Code of Conduct for office professional Associations.
- The International Advisory Committee reviews the Code of Conduct.

### **Objective**

2.3 *Play a pivotal role in educating office professionals about professional ethics.*

### **Strategies**

- Encourage professional ethics to be a part of all educational activities.
- Develop and promote training on professional ethics.
- Provide mentoring for ethical dilemmas.

### 3. MOVING WITH THE TIMES IN THE 21<sup>ST</sup> CENTURY

#### Objective

3.1 *Take a leadership role in the effective use of technology for the office professional.*

#### Strategies

- Establish "Train the Trainer" programs for information technology.
- Establish mentoring programmes, which include using information technology effectively.
- Provide opportunities within Associations for technology training programmes for all office professionals.

#### Objective

3.2 *Embrace and leverage future trends including technology to advance office professionals.*

#### Strategies

- Advocate industry best practices and process improvements.
- Market technology opportunities to attract more individuals into the administrative profession.
- Inform and train members and office professionals to shape the future.
- Link with technology providers to have a voice in the development of products.
- Use knowledge derived through professional Associations to keep at the 'leading edge' of technology.
- Advocate that office professionals be consulted when purchasing new office technology.
- Support information sharing for advanced tips and tricks regarding software.

#### Objective

3.3 *Keep up with technology and change*

#### Strategies

- Research and promote latest technologies in the work place.
- Promote mentoring and teaching of other office professionals and colleagues in the latest technology.
- Propose and gain agreement with management in performance development discussions about technology training opportunities.
- Promote the need for regular training and professional development to employers.

## **Objective**

3.4 *Improve the office professional's life balance through the effective use of technology.*

## **Strategies**

- Seek out beneficial technology, to assist with day-to-day tasks, organise time more effectively, by prioritising tasks to gain balance.
- Promote the benefits of self-care behaviours/activities.
- Support the ability to work remotely.

## **Objective**

3.5 *Evolve the office professionals into an information portal within their organisation.*

## **Strategies**

- Increase awareness of, and influence available training in, educational establishments.
- Be open minded and willing to change within the business environment.
- Actively pursue training opportunities in business and participate in Associations' development opportunities.

## 4. ACTIVE PARTICIPATION OF YOUNGER MEMBERS/OFFICE PROFESSIONALS

### Objective

4.1 *Create awareness of professional and personal benefits of belonging to an internationally recognised Association.*

### Strategies

- Encourage all office professional websites to be optimised for easy search results.
- Review benefits of membership to ensure that they remain relevant and current for today's needs.
- Inform and impress on members the benefits of participation in their Association's activities.
- Review benefits of other office professional Associations' memberships to see what works and what does not.
- Look towards having co-ordinated local and national marketing initiatives.
- Investigate the feasibility of having one name internationally.
- Regularly survey existing members and run exit surveys of departing members.
- Investigate establishment of different systems: student membership, 'Buddy System', 'Mentoring System' for new and existing members to provide support for different needs.
- Provide opportunities to promote contribution from new members.

### Objective

4.2 *Proactively seek support from corporations and businesses. Create awareness of, and encourage members and their employers to, recognise and support certification/accreditation of all office professionals.*

### Strategies

- Review current marketing material to use as a tool, to attract new members within companies.
- Encourage members to invite employers to relevant events to showcase the office professional Association.
- Contact employers of prospective and existing members to promote benefits and encourage support of their applications.
- Encourage members to become Accredited/Certificated Office Professionals.
- Promote dialogue between office professionals and management.

## **Objective**

*4.3 Attract high quality speakers with relevant topics to Associations' events.*

## **Strategies**

- Pinpoint topics of interest from members.
- Offer reciprocal promotional opportunities to speakers and members.
- Seek guidance from experienced members/non-members regarding speakers and encourage members to use their own networks.

## **Objective**

*4.4 Obtain corporate sponsorships for office professional Associations.*

## **Strategies**

- Identify and market benefits to sponsors.
- Utilise members' corporate contacts.
- Stage activities with recognisable sponsorship benefits.
- Provide members with strategies to gain employer sponsorship.

Monitoring and evaluating the International Strategic Plan is as important as identifying the objectives and strategies. One advantage of monitoring and evaluation is to ensure that the Strategic Plan is following the direction established during strategic planning. A major advantage is that Associations can learn a great deal about their own Associations and how to manage by continuing to monitor and evaluate their own planning activities and the status of the implementation of this Strategic Plan.

The International Strategic Plan is only a set of guidelines; it is not a set of rules. From time to time we will deviate from this Strategic Plan, but we should also understand the reason for the deviations and update the Strategic Plan to reflect the new direction.