

Example of Continuing Professional Development Activity Plan Member in Industry – Non-financial Position*

As CEO of a not-for-profit trade association in the tourism and hospitality sector, Jim is responsible for the overall success of the organization.

When he heard about the new CPD requirements, Jim believed he would have to take formal prescribed PD courses on topics not relevant to his industry or executive role. Under the new standards, a minimum of 120 hours of CPD must be completed over three years, including at least 60 hours of verifiable learning and at least 20 hours each year. But when Jim reviewed the new requirements, he realized that most of his current PD would qualify. He quickly identified a number of his current activities and combined them with his plans over the next few years to map out a PD program that easily meets the new minimum requirements.

Year 1

Jim attends several tourism and hotel industry conferences each year where he attends specific workshops and seminars for a total of 24 hours. In addition, he will present a workshop on member retention in trade organizations at an upcoming conference, which will take about 15 hours to prepare and present. Including the eight one-hour local Chamber of Commerce speaker series sessions he attends, Jim completes **47 hours** of verifiable PD. Jim also reads several trade publications related to his industry and the Canadian Society of Association Executives (CSAE) regular publication. When he adds reading CAmagazine articles of interest and bulletins and updates from the organization’s auditors, his unverifiable PD easily reaches **25 hours**.

Year 2

Jim plans to attend the International Society of Hotel Association Executives five-day conference and the CSAE National Conference where he will complete 32 hours of workshops. Jim will also prepare and present a lecture on current trends in the hotel industry to hospitality students at his local college, which he expects will take about 12 hours to research, write and present. His verifiable PD for year two should therefore total **44 hours**. Jim’s organization plans to implement a new software database system to manage its member information and, although Jim is not involved with the details of its implementation, he expects to spend three hours figuring out how to access information. This training, coupled with his regular reading, will provide **30 hours** of unverifiable PD.

Year 3

Jim plans to pursue the designation offered by the CSAE, which requires him to complete five 12-week courses over two years. In year three of his plan, Jim plans to complete three of the required courses, which will take about 350 hours of study. He will be able to attend only one conference, but will continue to attend the Chamber of Commerce speaker series, so his verifiable PD for year three will total **366 hours**. His ongoing reading of trade and other publications this year will total **24 hours** of unverifiable PD.

With a projected total of 536 PD hours over three years, including 457 verifiable hours, Jim easily meets the new CPD requirements.

	Verifiable	Unverifiable	Total
Year 1	47 hrs. (Conferences, prepare/present paper, speaker series)	25 hrs. (Reading)	72 hrs.
Year 2	44 hrs. (Conferences, prepare/present lecture)	30 hrs. (Reading, computer training)	74 hrs.
Year 3	366 hrs. (CAE designation, conference, speaker series)	24 hrs. (Reading)	390 hrs.
Total (compared to 3-year requirement of 120 hours, including 60 verifiable)			536 hrs.

**This example is for illustrative purposes only – for more information, contact your provincial CA Institute/Ordre*