



Partnering on Career and Professional Development Activities

Document 223131

Context and purpose

Career development is the process of identifying, choosing, and committing to lifelong learning towards a particular career path. Professional development is learning to maintain a professional credential, as well as more informal and experiential learning. The CIA is committed to supporting both as important member value offerings through its own programs as well as through sponsorship and partnership with other organizations.

Scope

This policy applies to Head Office staff for use in the consideration of partnership opportunities related to providing career and professional development opportunities to CIA members. Partnership may include financial or in-kind contributions. In-kind activities could include providing speakers for a conference program or marketing support.

Policy statements

1. Criteria

The following general criteria must be met in the evaluation of all sponsorship and partnership opportunities:

- a. It must provide relevant content or networking opportunities for prospective or current members.
- b. It must appeal to a reasonable number of CIA members but does not have to be relevant for most members.
- c. It must not compete with, or conflict with, any existing CIA programs or services.
- d. The benefit to the Institute or its members should be clearly defined.
- e. Consideration should be given to the history of success of partnering with the same or similar organizations.
- f. It must be budgeted for as part of the annual professional development or career outreach budget if financial commitment is expected. Unbudgeted requests will be dealt with in accordance with established policies and procedures of the CIA.
- g. Financial or other evaluation metrics must be established prior to entering into any agreements and post-event analysis and reporting must be conducted.

2. Approval processes

- a. The Director of Education and International Affairs will maintain a list of organizations with whom the CIA may enter non-financial partnership agreements, as approved by the Education and Qualification Council (EQC).

- b. The Director of Education and International Affairs has the authority to approve and sign non-financial sponsorship or partnership agreements with these organizations. The Director may reach out to other staff and volunteers to seek input on content relevance for CIA members before making a final decision. No further approvals shall be required.
- c. For organizations not on the EQC approved list, the Director of Education and International Affairs shall consult with the Executive Director, who will make a final decision.
- d. Sponsorship or partnership agreements with financial implications should be anticipated and budgeted for during the normal budgeting cycle as part of planned career outreach activities. Agreements are to be reviewed and signed in accordance with established policies and procedures.
- e. Unbudgeted activities will be subject to a cost-benefit analysis by the Director of Education and International Affairs who will consult with the Director of Membership, Finance, and Operations, prior to making a recommendation to the Executive Director. This analysis will include expected revenues and expenses, and shall identify the financial risk to the CIA.
- f. Approval of unbudgeted activities will be done in accordance with established financial policies and procedures of the CIA.

3. Marketing

- a. The CIA will use its normal distribution channels, including emails to members and the website, to communicate career and professional development opportunities to members.
- b. Under no circumstances will the CIA provide its membership list to other organizations for marketing or other purposes related to the promotion of education and professional development opportunities.

Exemptions

N/A

Escalation procedures/management of non-compliance with this policy

N/A

Definitions and abbreviations

N/A

Associated documents

N/A

References

N/A

Monitoring, evaluation and review

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