

FOR IMMEDIATE RELEASE

April 4, 2024

WESTERN CANADA HR STUDENTS COMPETE at HRC WEST 2024

On March 1 and 2, 2024, CPHR BC & Yukon, along with our partners at CPHR Alberta, brought together teams of students from post-secondary business programs across Western Canada to test classroom learning by merging theory with real-life simulations in a competitive environment in a case competition dedicated entirely to the field of HR. The HRC West two-day event provided post-secondary student teams with a unique opportunity to: access a unique platform for the exchange of ideas with HR students from across Western Canada; test what they have learned in the classroom with a comprehensive business case that explores a pressing HR challenge.

HRC West was first hosted in 2017 and alternates between the two provinces. The 2024 competition was held at Camosun College, situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and W̱SÁNEĆ peoples.

Schools competing from BC included Acsenda School of Management, Camosun College, College of New Caledonia, Douglas College, Melville School of Business, Kwantlen Polytechnic University, Okanagan College, Thompson Rivers University - Bob Gaglardi School of Business and Economics and Vancouver Island University.

And from our neighbouring province, Bow Valley College, MacEwan University, Mount Royal University, NorQuest College, Northern Alberta Institute of Technology, Red Deer Polytechnic, SAIT and University of Alberta.

Friday night opened with an impactful address by Songhees Nation Elder Dr. Skip Dick. Students were then mixed up, not knowing who was from where for some networking activities and the draw for the pool of teams.

Early Saturday, four pools of four teams competed in their first round presentations on a case study focused on implementing the recommendations of the Truth and Reconciliation Commission in workplaces. After three hours of preparation on a business case they were just setting eyes upon, they were ready to share their findings.

By afternoon Saturday, four teams remained to compete in the final round, once again presenting their ideas and strategies.

It was a tough competition, but the winning teams were determined:

- **First Place: *People Dynamics Solutions*** - Bow Valley College, Alberta - [photo](#)
- **Second Place: *GAIM Consulting*** - University of Alberta, Alberta - [photo](#)
- **Third Place: *Case Closed*** - Camosun College, BC - [photo](#)
- **Fourth Place: *Creative Minds Consulting*** - Mount Royal University, Alberta - [photo](#)

HRC West 2025 will be hosted in Alberta at the University of Alberta.

<https://cphrbc.ca/hrc-west/>

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About CPHR Alberta

CPHR Alberta is the professional association dedicated to strengthening the human resources profession and upholding the highest standards of practice. With 6,000 members in major cities across Alberta, the Northwest Territories and Nunavut, CPHR Alberta is the fourth largest HR Association in Canada. CPHR Alberta is the exclusive registration body in Alberta, the Northwest Territories and Nunavut for the Chartered Professionals in Human Resources (CPHR) designation, which is the professional standard in Canada. The CPHR demonstrates HR expertise, experience and ethical management of today's human capital. CPHR Alberta is a provincial member of CPHR Canada. www.cphrab.ca

About CPHR BC & Yukon

CPHR BC & Yukon is a non-profit organization dedicated to advancing the HR profession through education, advocacy, awareness, and professional development opportunities. Established in 1942, the association is the Voice of the HR Profession with a mandate to enhance the profession and advance member value. The organization provides leadership to more than 8,000 members and is both a founding member of the Chartered Professionals in Human Resources of Canada (CPHR Canada) and the exclusive grantor of the Chartered Professional in Human Resources (CPHR) designation in British Columbia and the Yukon. www.cphrbc.ca

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