

# Our Employee Value Proposition



# Walk with us



Cree School Board  
Commission scolaire criee



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## Why this guidebook?

- to **identify** what an Employee Value Proposition (EVP) is
- to **explain** what the CSB's EVP is
- to **understand** how to use our EVP day to day



## An EVP is:

- **A reflection of the work culture** and what motivates and engages employees to join and stay with the CSB.
- **An understanding** of what we provide employees including work culture, benefits, commitment, and the request made by the organization in return.
- The EVP is represented by a **truthful, compelling, branded EVP statement** that communicates why we choose to work for and stay with the CSB.



An EVP defines  
the employee experience

## Our EVP statement

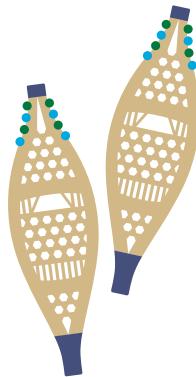
### **Knowing what our EVP is will:**

- provide a **foundation** for our programs and initiatives
- define our **commitment** to employees
- clarify our **expectations** of employees
- remind us of our **shared motivations**
- **engage** employees by understanding what is most important to them
- further our **commitment to student success**



## Our EVP statement represents us

Our **EVP statement** reflects our unique Cree School Board, our vision of student success, the unique job opportunity, and our community way of living.



## Walk with us

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THE JOURNEY TO ADVANCE OUR CREE NATION  
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**Snowshoes** were chosen as a symbol to represent the importance of our tradition and culture, and the forward momentum of our journey.

The **colours green** and **blue** were used to evoke our environment, the trees, sky and water.



## Employee role in creating the EVP

The EVP was developed by **consulting** a large cross section of employees from **all of our communities** and position levels. Through focus groups, interviews, surveys, test groups and analysis, the below **EVP motivators** were identified as the most important to our employees.

### OUR EMPLOYEE MOTIVATORS



### OUR EMPLOYEE MOTIVATORS

#### The CSB vision

Advance the Cree Nation through education

The CSB's vision of student success is a top factor in joining the organization. Education and lifelong learning are viewed as crucial in the development of the Nation. It nurtures our children, strengthens our community, and sustains our Cree language and culture.



## OUR EMPLOYEE MOTIVATORS

### Job opportunity

#### Rewarding jobs in a vibrant Cree culture

Work in our community and experience a vibrant Cree culture, innovative and unique programming, career training and development, challenging work, and a wide range of resources.



## OUR EMPLOYEE MOTIVATORS

### Environment

#### Community living, northern living, way of life

The environment is a key reason candidates join the CSB. The community living and natural surroundings mean an invigorating and peaceful way of life.

#### Community living

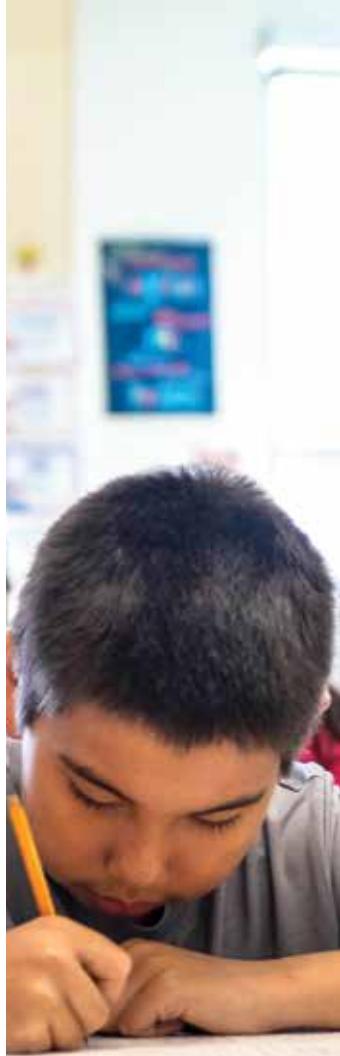
- close-knit community
- working close to home
- community activities

#### Northern living

- clean snow
- close to nature
- outdoor fun

#### Way of life

- short commute
- work/life balance
- peaceful surroundings



## Employee experience at the CSB

Our **dynamic work culture** provides employees with the chance to contribute to the **CSB Vision**, access meaningful **job opportunities**, and experience a **peaceful community environment**.



### CSB employees receive

Work in our community and experience a vibrant Cree culture, innovative and unique programming, career training and development, challenging work, and a wide range of resources.

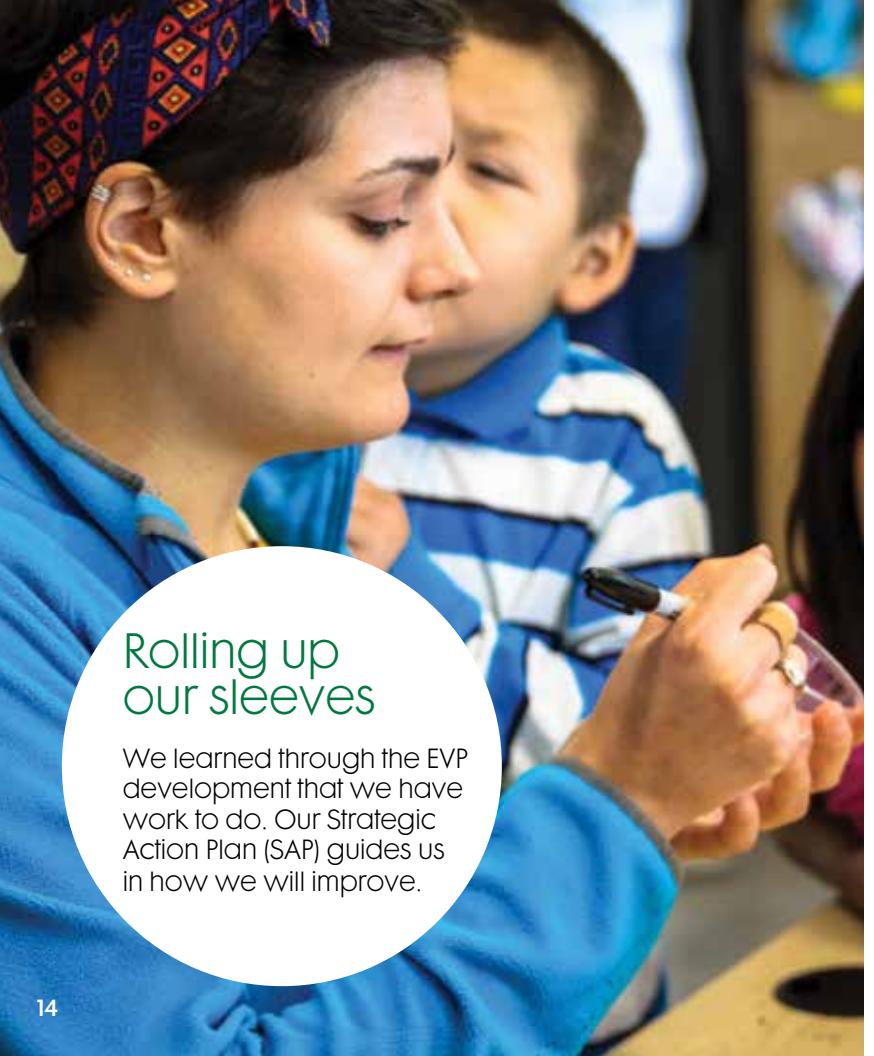
- contributing to the CSB vision
- competitive salary, allowances and benefits
- the chance to teach innovative programs and inspire youth
- rewarding work experience in the Cree Nation
- peaceful community living
- equitable time off



### CSB employees give back

- strong commitment to the CSB Vision
- dedication to the CSB Values
- desire to be challenged and improve
- openness towards new ideas and change
- respect work schedules, tasks, and priorities





## EVP link to our strategic action plan

### Communications

Improve communication and support and embrace cultural uniqueness (SAP section 4.4)

### Administration

Streamline and improve processes and efficiencies (SAP section 4.1, 4.2, 4.3)

### Resources

Enhance resources for children, skilled staff, appropriate training, and Cree resources (SAP section 3.3, 3.8)

### Onboarding

Prepare and support new employees in their integration (SAP section 3.4)



## Your EVP day to day

The employee motivators inspire our employees - the CSB vision, job opportunity and environment.

### How do we use this information to build engagement with our employees?

#### Understand the EVP and the employee motivators.

- **communicate** the Motivators to employees:
- **help** employees understand their role in the CSB vision.
- **support** non-local employees to integrate into the community.
- **ensure** employees feel challenged and valued.
- **provide** employees with quality resources to do their work well.
- **give** employees access to career development opportunities.



## Examples: How to use your EVP

Scenario	Incorporate EVP	HR Support
<b>Onboarding</b> Start new employees out on the right foot with appropriate integration.	Connect new hires with the CSB vision: share the history, mission, vision, values, and our SAP. Ensure they know what their role is as well as expectations.	HR will develop onboarding programs for all employees that will include the EVP.
<b>Learning, training, and development</b> Your employee wants to advance in their career.	If possible, provide employees with training. Provide opportunities to work on projects that connect directly with the CSB's vision/the SAP. Discuss on-the-job training options.	As part of our 5-year SAP, HR is developing a comprehensive learning and development strategy.
<b>Performance</b> Your employee's performance is inadequate.	Remind employee that their role is directly linked to student success and that their individual targets have impact on organizational results. Discuss training options and employer expectations.	HR is developing supplementary management tools to manage performance.



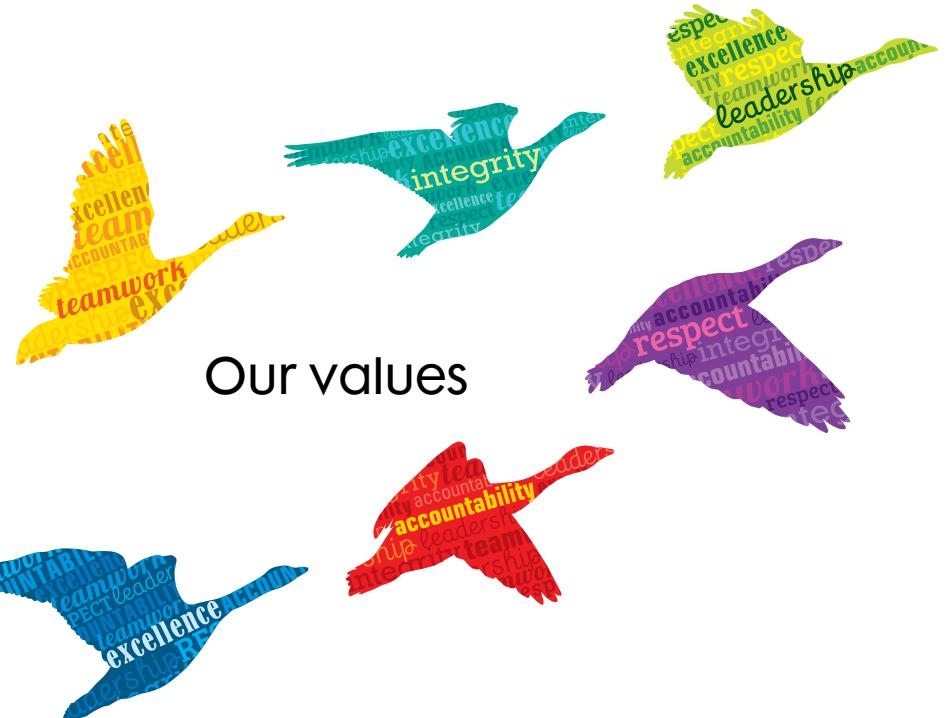
## Our mission, vision, values guide us

### Mission

To provide for life-long learning while instilling the Cree identity in partnership with our communities to allow each student to attain the qualifications and competencies to become a successful contributor to the Cree Nation and society at large.

### Vision

A well-educated and successful Cree Nation through inspired teaching and valued learning.



## Our values



# So... Let's walk together!



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