Executive Director's Report – April 2016

Welcome back! Better weather is upon us, and I was struck by how many Board members & Staff got away for an extended break since we last met in January (Tammy & myself included). Within the ADRIA offices, everyone is back working at full tilt and making progress on some important initiatives. Board members too have been active with Task Forces and Committee work.

Potential elements of this report that have been adequately addressed elsewhere in the Board's agenda are, for the most part, not included herein. Dashboard display elements continue be incorporated slowly into Board presentation materials, and will progressively linked to ADRIA's strategic plan and success indications. Dashboard metrics are intended to provide Board members with clear, succinct and meaningful data, charts and indicators upon which they may base their decisions, establish new initiatives, and provide strategic direction. It is important that all Board members provide feedback and suggestions regarding the materials and metrics presented – what's useful, what's not, and what might be needed in the future.

Designations

Tammy Borowiecki, Director Professional Development
Truus Souman, Executive & Membership Coordinator
Jon Souman, Chair MDC
John Welbourn, Chair ADC

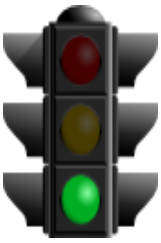
- One C.Arb application from September remains under review
- For the March 2016 application period, just ending:
  - Q.Arb applications – 6
  - C.Arb applications – 1
  - Q.Med applications – 7 (expecting 5 more)
  - C.Med applications - 2
- Alberta continues to lead the national ADRIC stats
- The ADRIC Designation Marketing Committee has continued its work, with the external (public) focus having a higher priority than the internal focus
- An ADC succession plan is still required
- Next designation submission opportunity is September 2016

Online ADR Directory

- Currently 55 entries.
- Revenue potential for 2016 higher, as development and admin costs are now very low
- Some Members still struggle with the concept and/or process

Membership

Paul Conway, Executive Director
Truus Souman, Executive & Membership Coordinator



Still at 542 Members (Combined Full & Associate) , but I believe our numbers are a touch higher, as Truus is chasing down a number of overdue memberships (some of whom also have designations), which we are confident will renew. As a membership organization first and foremost, our focus remains on attracting and retaining new FULL members and, given the number of non-member ADR Practitioners in the Province, we continue to target 400 Full members!
We will be discussing shared membership data, ADRIC database upgrades and new membership categories at this meeting.

Reporting date	**Full Members, which includes ADRIC memberships**	**Associate Members (non-ADRIC) + Student Affiliates (see note)**	**Total Members, including non-ADRIC learners**
BoD Meeting Apr 2016	**377**	**165**	**542**
BoD Meeting Jan 2016	**384**	158	**542**
BoD Meeting Oct 2015	373	150+2	525
BoD Meeting Sep 2015	374	145+2	521
AGM June 2015	**369**	**150+2**	**521**
BoD Meeting Apr 2015	368	146+3	517
BoD Meeting Jan 2015	365	149+4	518
BoD Meeting Dec 2014	363	148	511
BoD Meeting Sep 2014	352	157	509
BoD Meeting June 2014	341	143	484
AGM May 2014	**338**	**145**	**483**
End-2013	328	151	479
End-2012	329	102	431
ADRIA start (Sep 2012)	**311**	**92**	**403**
AAMS (May 2012)	354	113	467
AAMS (May 2011)	333	104	437
ADRIA High (Jan/Mar) 2016	**384/377**	**158/165**	**542**
Previous recorded low (ADRIA start Sep 2012)	311	92	403
NOTE: The category of Student Affiliate Member (introduced in 2015) is similar to an Associate Member/Student – typically corporate or out-of-province members.			

Professional Development & Education

Tammy Borowiecki, Director Professional Development
Jocelyn Christian, Education Assistant

Internal priorities have prevented the production of a full report this month, but an update will be circulated to the Board in April.

Professional Development & Education notes from the ED:

Meeting our contractual obligations to PHBI, AHS and others, along with the coordination of classes, has been the focus the PDev & Ed staff these past two months. The AHS/HR course in particular has consumed more hours than anticipated, but a quality product is emerging.
The demand for the Communications course was so high over the winter, that an extra Edmonton class was offered. While Calgary classes have been scheduled and delivered, filling these classes remains a challenge, and will continue to be the focus of 2016 marketing efforts.

Strategic & Operational Planning

- A one page Strategic Plan summary is being prepared for Board reference, and will be referred to at this and all future Board meetings as a tool to gauge Board performance towards the Strategic Goals.
- Success Indicators are being baselined, and membership survey options are being explored
- The Vision, Mission, Values & Strategies are posted on the ADRIA website
- A Board Communiqué was launched to connect our membership with the Strategic Plan and the specific strategies.
- The Board's Strategic Planning cycle resumes in September 2016

Communications & Marketing

ADRIA rebranding continues, and we are starting to receive new ADRIC branded marketing materials in support of our efforts. There will be a continued focus on building our education programs in Calgary, optimizing our website, expanding our social media outreach, and developing new revenue streams - notably Rosters, Organizational Memberships, Select & Appoint processes, etc. Jennifer has recently mounted our first online marketing campaigns through Facebook & LinkedIn, and we are encouraged by the results.

The Newsletter continues to be a powerful tool for connecting with our membership, and contributors have been reminded that end-month is the deadline for the subsequent month's Newsletter – targeted for release on the first Wednesday of each month.

A committee has been struck to deal with the long-standing and thorny issue of member advertising. There are many questions to be answered in this regard, and the Board can expect policy recommendations in the months ahead. Is there revenue potential? What fees should be imposed, for members and non-members? How do we best support our members' private ADR practices? How do we ensure that our members are made aware of other learning and professional development opportunities – particularly those offered by our own members? What about courses and programs that directly compete with our own course offerings?

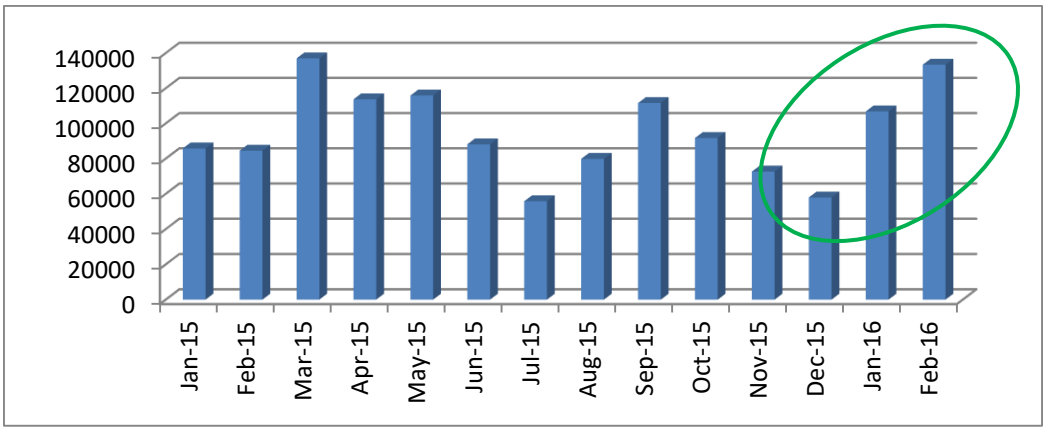
ADRIA continues to support the Alberta Conflict Resolution Day Committee with website and promotional support. Paul & Jennifer are engaged provincially, in concert with the DRN and other ADR non-profits. Anita Slomp represents ADRIA interests on a newly formed ADRIC CR Day Committee.

ADRIC continues to advance its new (expensive) member database initiative, in concert with (or directly supporting) Ontario, Quebec, Manitoba & Saskatchewan. ADRIA continues to monitor, and will consider migration in due course once capabilities and costs are fuly understood.

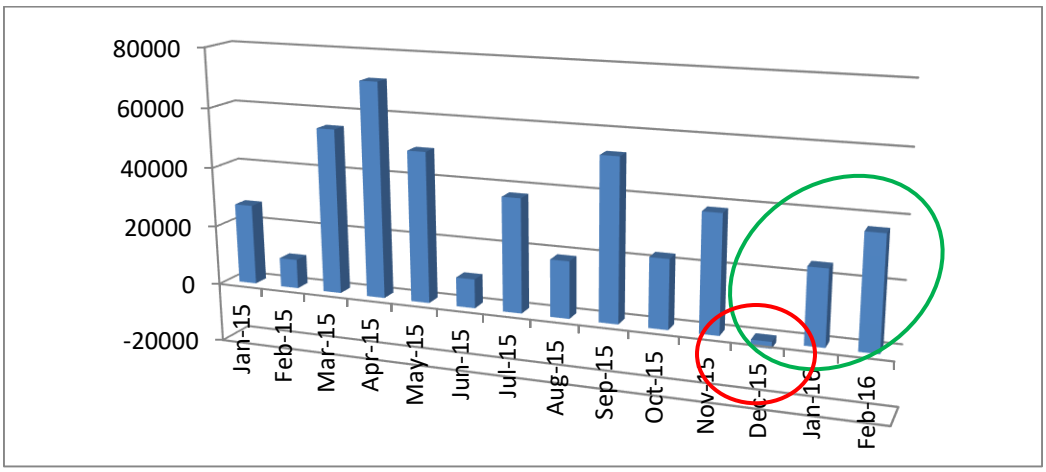
Financial footnotes

The Treasurer's report is included in your Board materials, and I have added some financial summaries.
As you recall, 2015 ended with ADRIA slightly in the red, but 2016 is off to an excellent start.
A balanced and conservative budget continues to be our touchstone for spending decisions
Quarterly reviews will continue, with a Q1 review scheduled for the third week of April.

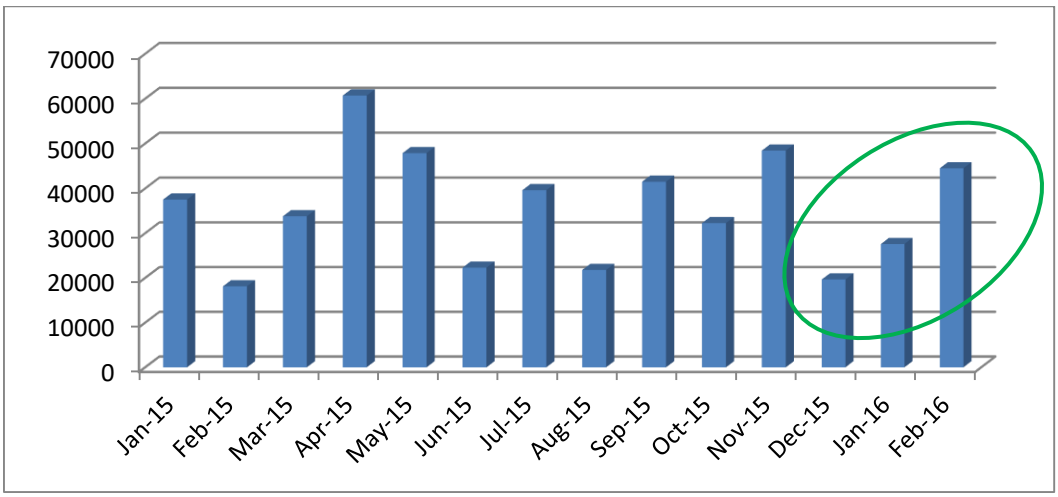
Cash+Reserves:



Cash+Reserves vs Deferred Revenue:



Total Member Equity:



Outreach

I will report verbally on recent Outreach activities that include:

- Reforming the Family Justice System (RFJS)
- Conciliation & Arbitration Board (CAB)
- Eckerd College / Mediation Training Institute (MTI)
- Alberta Association of Paralegal Professionals (AAPP)
- Foundation of Administrative Justice (FOAJ)
- Alberta Family Mediation Society (AFMS)
- Alberta School Councils`Association
- Mediation & Restorative Justice Centre (MRJC)
- Peer Mediation & Skills Training (PMAST)
- Dispute Resolution Network (DRN)
- CR Day 2016
- ADRIC Committees (Insurance, Designation Marketing, PRT, etc)

Networking

While we are planning May Networking events in both Calgary & Edmonton, we do not have a sponsor. Please mark May 4th (Edmonton – Boston Pizza, Jasper Ave) and May 10th (Calgary – location TBA) in your personal calendars. As previously presented, ADR Networking events will be scheduled for Spring & Fall (ie 2 per year).

The Networking Luncheons in Calgary continue to be popular, drawing 20-30 each month

We have an active Calgary Luncheon Committee, and still need to create similar opportunities in Edmonton. One option being explored is to transform the Calgary (and Edmonton?) luncheons into webinar format and live stream.

Human Resources

ADRIA staffing continues to be 7 Full and Part time staff (2 employees, and 5 Contractors)
An MBA student/member will be hired ApréMay to advance the TF follow-up work
When practical, a Business Development Officer is still envisioned (combination salary + commission)
Most everyone got a winter break, but the pace of work has been heavy.

AGM & Conference Update 2016/2017

AGM 2016 planning continues for June 2nd 6pm:

- Wine & Cheese Networking
- Calgary & Edmonton video linked
- Live streamed elsewhere in Alberta (and anywhere else)
- Self-Connection Books Calgary
    - Concordia University Edmonton
    - Board members can gather in either location
- Agenda:
    - President & ED Reports
    - Mediation Task Force update
    - Financial Reporting
    - Recognition & Awards
    - New & Departing Board member, and Board Executive
- Board Orientation & Meeting in Edmonton June 3 & 4

2016 Learning events:

- DRN partnership Edmonton June 15&16 (Mediation focus)
- Calgary learning event TBA (Arbitration focus)

2017 plans for an all-Alberta ADR Forum continue (June?)

Yours in ADR, **Paul Conway** | ***Executive Director*** **ADR Institute of Alberta (ADRIA)**