ADRIA Board of Directors Communications Strategy

March 30, 2016

RE: Mediation Advocacy Task Force White Paper and Recommendations

Key Objectives

- Provide an opportunity for the Board to obtain input from members and key stakeholders about the recommendations before responding to or priorizing them
- Gauge the level of support and interest from key stakeholders in working with ADRIA to implement various recommendations
- Use the paper to build more awareness of mediation, ADR and ADRIA in Alberta
- Thank Task Force members and organizations who contributed to the paper

Strategy

Phase 1: Consultation: April 1 – Sept 15

Develop stakeholder list (See preliminary draft below) and communications sequencing	April 1-30
Determine type, level and method of communication for each stakeholder type (e.g., with Government connect President to Minister and ED to Administration)	
Have the Paper professionally designed for circulation/posting on web (Note: May provide Executive Summary with link to full report)	
Send communications out	By April 30
Presentations/meetings as applicable (follow up to letters, etc.) Presentation to the June 2, 2016 ADRIA AGM	May/June
Deadline for input to be received	July 15
Input consolidated by a Board working group (?)	July 15 - Sept 15

Phase 2: Board review and response to recommendations Sept 15, 2016 – January 15, 2017

This will involve

- Board review of input from stakeholders including identifying areas partners would like to collaborate
- Board determining response to each recommendation (accept in whole or part; reject; or review at some point in future)
- Board determines directions for moving forward including short-, medium- and long-term initiatives

Phase 3: Implement and Monitor Actions - January 15, 2017 onward

PRELIMINARY STAKEHOLDER COMMUNICATIONS LIST /APPROACH

Stakeholder Group (Identified in W. Paper)	**Stakeholder**	**Approach**	**Notes**
The Courts and Justice	**Minister of Justice**	Letter from ADRIA President thanking ministry for its help with research and inviting input on specific recommendations. Meeting?	Copy to officials
	Speaker of House	Letter from President to share paper if of interest	
	Chief Justice	Letter from ADRIA President inviting input on specific recommendations. Meeting?	Need to check protocols
	Justice Staff (DM\ADM)	Letter from ED providing a copy of letter to Minister	
	Other		
Other Government of Alberta Ministries	**Ministers with programs (Justice, Municipal Affairs, etc.)**	Letter from ADRIA President thanking ministry for its help with research and inviting input. Copy to department officials	
	DRN Network	Letter from ED to Michael Scheidl (Chair) asking for group	Creating discussion and

Stakeholder Group (Identified in W. Paper)	**Stakeholder**	**Approach**	**Notes**
		to review and provide input	formation of GOA input through DRN preferable to separate ministry input
	Government staff we work with	Thank them for input and copy of letter to Michael Sheidle	
Business and Professions	**Law Society**	Stan to President requesting a meeting to discuss?	
	LESA	Stan to President?	
	National Judicial Institute (NJI)		
	HRIA/CCHRA		
	AFMA	Letter from Stan to President	
	Chambers of Commerce?		
	Organized Labour? (AFL/BTA)		
	Better Business Bureaus		
	Health Care Associations		
ADR ASSOCIATIONS & Partners	**ADRIC and Affiliates**	Send a letter to all President Round Table members, thanking for support, inviting input and setting time on PRT agenda to discuss	Need to send survey results to all affiliates
	AAMS	President to President letter – thanks for Pete's time and inviting input	
	AFMS	President to President letter –	

Stakeholder Group (Identified in W. Paper)	**Stakeholder**	**Approach**	**Notes**
		thanks for help with survey and inviting input (meeting)	
	Community Mediation Societies	President to President – copy in ED	
	FOAJ, ARJA, FMC, AFCC, NCSA		
ADRIA Members and Resources	A priority group to share information and invite input (Newsletters, posting information on web sites, lunchtime presentations in Calgary, time at June 2, 2016 AGM, focus group meetings, etc. all need to be considered)		
	Mediation Designations Committee?		