DETAIL (Possible Activities) FOR EACH STRATEGY – As At December 3, 2014

1. Increase ADRIA's Profile by Forging Strategic Partnerships

- Too many to list – see whiteboard
- Must list by category
- Previously listed as "government, courts, ~~schools~~, businesses and other associations", but there are many more .....
- Identify strategic targets (eg AFMS, HRIA. Law Firms) & targets of opportunity (eg MRJC, PMAST)
- Also, ADRIC and the Regional Affiliates

2. Increase the Value of ADRIA/ADRIC Membership to Practicing ADR Professionals

- Directory of ADR Professionals
- Networking opportunities
- Improved group insurance plan. Discounts for those with Designations?
- Professional Development
- ADR Conference
- Enhanced public perception of ADRIA as the Source of ADR information and expertise in Alberta
- Discussion with Educational institutions to explore Degree & Master's Program opportunities?
- Access to National Designations? Deliver, Enhance, Promote?
- Rosters & Appointment Processes
- Opportunities to Design Training, Instruct & Coach, including contract placements
- Opportunities to Design, Develop and Deliver ADR programs, including contract placements
- Job Board
- Opportunities to volunteer (including Pro Bono ADR services)
- Advocacy work for the profession within the Government and Business sectors
- Webinars and/or Podcasts?
- Serves to Regulate the (unregulated) ADR Profession and Protect the Public
- Conducts ADR reserach? and/or make ADR research available to its members and the public
- Promotes ethical practices through a Code of Ethics and Codes of Professional Conduct
- Membership and Training discounts for organizations (perhaps this only relates to Corporate members?)
- Access to ADR articles and discussions.
- Recognition? Pins? Fellows? Champions? Life-time achievement awards? Honorary memberships?
- Training and Accreditation processes for Trainers and Coaches?
- Participates and provides Leadership to ADRIC Committees (Membership & Marketing, IT, Insurance, etc.)
- Provide a Calgary presence?
- Support to ADRIA's rural membership
- Attract high-profile ADR Professionals. Waive designation requirements? Free memberships? Recognize?

3. Engage New ADR Practitioners to Promote High Standards and ADRIA Membership

- Promote the delivery of high quality, nationally recognized ADR training
    - Deliver ADRIA certificate training programs and ADRIC National Introductory ADR courses

    - Expand or support ADR training in Calgary and rural Alberta
    - Complete the development and delivery of ADRIC's National introductory ADR programs, and offer refinements
    - Influence and manage emerging new ADR training opportunities within Alberta to encourage national standards of practice and ethical conduct are adopted, and that students recognize the value of ADRIA membership and ADRIC designations.
    - Engage the Educational Institutions and serve on Advisory Groups where practical
    - If practical, integrate ADRIC programs into Universities, Colleges and Learning organizations that offer Certificate, Diploma, Degree and Post-Graduate Programs through Prtnerships
    - Explore the potential of Distance Leaning and on-line practice sessions
- Mentorship and/or Practicum Programs?
- Explore Degree and Master's Programs?
- Accreditations for Educational Institutions and Private ADR training (is this a National or Provincial responsibility?)
- Provide opportunities to provide community service in the ADR Sector to gain experience (Roster?)
- Training and workshops to help develop an ADR practice
- Professional Development and Certificate Programs in Conflict Leadership

4. Promote ADR Training and the Q. Designations to Key Professions as a Valuable <u>Secondary</u> Qualification

- Connect with key professional associations
- Develop, deliver and accredit ADR training that will enhance their certification and professional development programs, supporting and potentially leading to Q. Designation applications
- Marketing & Promotional materials

5. Lead Alberta's ADR Community

- Be recognized by our Members, Government and Business as:
    - Alberta's primary Professional Association for ADR Practitioners
    - The Source of ADR information, education and expertise in Alberta
    - The leading ADRIC Provincial/Regional Affiliate in Canada
    - Supportive of all other ADR organizations and training institutions in the Province
- Board attendance at ADR conferences and events
- Support other Western provinces and the Territories?
- Alberta ADR Forum (Conference, and/or Round Table forum)
- ADR Speaker's Bureau (influence, roster, employment)
- Community Mediation Initiative
- Reforming the Family Justice System initiative – DR Sector
- High-profile ADR Advisory Panel(s) to influence Government, Legal & Business communities
- University and College Advisory Groups

6. Promote ADR Awareness within the General Public, Government and Business Sectors

- ADR First
- Protect the Public (Code of Ethics / Code of Professional Conduct / Complaint process / Disciplinary proceedings)
- Conflict competent individuals, teams and organizations

- ADR as a Leadership attribute, and as a Life Skill
- The Business Case for ADR – a better alternate to litigation and the Courts
- ADR Clauses for contracts
- ADR policies for Labour Relations, HR and the drafting of contracts
- National Rules (world class)
- Corporate Memberships (ADRIA/ADRIC)
- The value of Professional Associations, National ADR Designations, recognized Training and proper Credentials

7. Promote Chartered Designations

- Promotional materials targeting members (Supply)
- Advocacy and promotional materials targeting the Public (Demand)
- Discounts on Insurance
- Recognition by those seeking and hiring ADR Professionals (Government, Business, etc)
- Greater recognition within our own ADR community
- Preferential selection, roster, hiring and referral processes within ADRIA
- Pins, signature logos, etc.

8. -Maximize the Potential of Technology

- Explore on-line ADR technologies ..... Embrace? Adopt?
- Directory
- ADR Connect
- Website
- Social Media
- Webinars
- Virtual AGM
- Single Member portal, database and point of payment

9. Develop New Revenue Streams (Should this just be considered a Best Business Practice?)

- Develop new business lines to augment or replace ADRIA's Certificate ADR Education programs
    - Develop roster programs (CAMVAP, BBB, etc.) (Rosters are about more than just revenue generation)
    - Promote ADRIC's National Arbitration and Mediation Rules, and supporting contractual clauses?
    - Promote ADRIA's Select & Appoint process, and supporting contractual clauses
    - Promote Private contracts for ADR Programs & Training, both Development & Delivery
    - Promote Corporate Memberships (both National & Provincial) and the follow-on business opportunities
    - Deliver Out-of-Province training?
    - Explore the potential for Casino Revenues

10. Adopt the Best Business Practices

- Compliance issues – Board accountabilities (BoardSuite), CASL, Privacy
- Comprehensive and up-to-date Board Policies
- Present a realistic ADRIA Business Plan, showing the true cost of ADRIA's activities and individual business lines
- Develop and implement an effective Marketing & Communications Strategy

- Build and maintain an operating reserve of $150K by 2020
- Organizational structure and effective HR planning, including evaluations and succession planning (Board/Staff)
- Effective Strategic and Operational plans, including an Operational Plan for the Board