ADRIA Strategic Directions and DRAFT STRATEGIES - December 11, 2014

NOTE TO BOARD MEMBERS: ***The next step in the BOARD strategic planning process*** *is to review our Strategic Directions(SD) and Strategies. This proposed new format shows how each strategy can support more than 1 Strategic Direction vs. separating each strategy for each Direction .*
The following updated Strategies *have been developed by Paul, in consultation with Staff . (Our current strategies are noted at the bottom of this document- so you can compare) Please review and bring your ideas to the December 13th meeting . As part of this, please consider* ***how the strategies LEVERAGE ADRIA's Strengths, and Opportunities and OVERCOME Weaknesses & Threats (See Rick Moyes notes from our September Strategic Planning Session - on Board Suite)***

STRATEGIES	Strategic Directions	1 Enhance the value, awareness, reputation of and access to ADR services.	2 Strengthen our Profession.	3 Strengthen ADRIA as a membership organization.	4 Strengthen the long term sustainability of ADRIA as an organization.	OUTCOME ? PRIORITIES ?	2015 Priority	2015 as able	2016 & later
1. Increase ADRIA's Profile by Forging Strategic Partnerships		✓			✓				
2. Increase the Value of ADRIA/ADRIC Membership to Practising ADR Professionals		✓	✓	✓	✓				
3. ~~Promote High Standards and ADRIA Membership by~~ Engaging New ADR Practitioners			✓	✓	✓				
4. Promote ADR Training and the Q. Designations to Key Professions as a Valuable Secondary Qualification		✓		✓	✓				
5. ~~Lead~~ Provide Leadership to Strengthen Alberta's ADR Community		✓			✓				
6. Promote ADR Awareness within the General Public, Government and Business Sectors		✓			✓				
7. Promote Chartered Designations			✓	✓	✓				
8. Maximize the Potential of Technology					✓				
9. Develop New Revenue Streams					✓				
10. Adopt Best Business Practices					✓				

PLEASE REFER TO A SEPARATE DOCUMENT with brainstormed possible actions for each strategy as examples									
Our Vision - ADRIA is the strongest, most vibrant Appropriate Dispute Resolution membership organization in Canada - recognized for advancing excellence in the field of ADR, its practice, and its professionals. **Our Values:** Excellence, Collaboration, Leadership, Accountability, Uncompromising Ethics.		**Our Mission** - To provide leadership and services in Appropriate Dispute Resolution (ADR) to our members by: Fostering excellence in negotiation, mediation, arbitration, and restorative practices, Supporting the viable practice of ADR in Alberta, Providing excellence in ADR professional development, Promoting the ethical use of ADR processes, Maintaining accreditation standards, accountability and designations for the ADR profession, Encouraging those practicing in ADR to join our organization.							

FORMER STRATEGIES (15) - To help you cross reference

1a. Forge strategic [1]partnerships with government, courts, schools, businesses and other associations to support ADRIA members in working, teaching and coaching in the ADR field Maps to #1,5

1b. Increase the value of ADRIA membership to ADR professionals and industry leaders Maps to #2,6,8,9

1c. Develop and implement a roster development plan with defined deliverables Maps to #2,3,9

1d. Strengthen our partnerships with ADRIC and other ADR organizations to promote the practice of ADR Maps to #1,5

2a. Continue to work with ADRIC to support development & delivery of National Mediation and Arbitration education Programs for entry into the profession. Maps to #1,3,5,9

2b. Develop Partnerships with universities and colleges to integrate ADRIA accredited Appropriate Dispute Resolution courses into their Certificate and Degree programs. Maps to #3,4

2c. Integrate ADRIA accresited ADR courses into college and university certificate, diploma and degree programs. Maps to #3,4

2d. Increase partnerships with professional and industry associations to create and accredit ADR courses for their Certification programs that will lead to Q.Med

2e. Promote the value of ADRIC desginations with organizaions and the public swho access ADR services Maps to #4,6,7,8

3a. Increase access and value of designations to targeted groups to build membership (See # 1a - 2a & c) Maps to #4,9

3b. Develop and implement a plan for increasing ADRIA profile ~~and service delivery in centers with a high percentage of ADR professionals who are not members of ADRIA~~ Maps to #1,8

3c.. Develop and implement a plan to attract ADR professionals\practioners who are not members of ADRIA Maps to #2

3d. Increase ADRIA membership across Alberta Maps to #2,3,4

4a. Develop and implement a mid- to long-term revenue stream strategy and targets for ADRIA ~~founded upon 1-3 above~~ Maps to #9,10

4b. Develop and implement an effective mid-term organizational structure and human resources plan that aligns with 1-3 above Maps to #10