ADR Institute of Alberta

Finalized 2016 Success Indicators

1. **Promote ADR Awareness within the General Public, Government and Business Sectors**
- **Website "public" hits (ADRIA, Directory, CR Day) details TBC**
- **More public content – website and promotional materials**
- **Running list of Engagements with the Public (invitations**
- **Public presentations (ED, Board)**
2. **Develop New Revenue Streams**
- **Ratio of "member" training to business* revenue (*includes private & public training)**
- **Number of and Earnings from Corporate/Organizational memberships**
3. **Increase the Value of ADRIA/ADRIC Membership to New & Practising ADR Professionals**
- **Member satisfaction survey**
- **Membership stats, Number of Associates retained and/or upgraded**
- **Job Board entries**
4. **Increase ADRIA's Profile by Forging Strategic Partnerships**
- **Number of partnerships, and success in finding conference partners**
- **2016 Targets: AFMS, CBA, LESA, HRIA, CAB, NCSA, ARJA, DRN, FOAJ, MRJC, CMCS**

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5. **Promote Chartered Designations, internally and externally**
- **Number of Chartered designations, and comparisons to national stats**
- **Increased demand from external hiring agencies**

6. **Provide Leadership to Strengthen Alberta's ADR Community**
- **ADRIA/Alberta representation on more ADRIC Committees**
- **Increase in collaborative projects**
- **Subjective assessment**

7. **Promote ADR Training and the Q. Designations to Key Professions as a Valuable Secondary Qualification**
- **Number of members holding dual qualifications (Law, HR, Engineering, RSW, etc)**

8. **Maximize the Potential of Technology**
- **On line practice groups, website enhancements, distance learning, videos, webinars**
- **Subjective assessment**

9. **Adopt Best Business Practices**
- **Business planning and quarterly review processes,**
- **Subjective assessment**