Executive Director's Report – January 2015

Happy New Year, and it's hard to believe that we're already at end January! It's been a relatively short time since last we met, but there's been a flurry of activity by both Board and Staff.

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

There has been no activity in this portfolio since the December report, aside from the administration of a few files. The Designation Committees are up to full strength, although some departures are anticipated this year. The ADC has yet to submit a succession plan, but this will be tracked down. 2014 designation recipients were recognized in recent Newsletters. Annually, our Spring applications are much higher in number and, as highlighted in the Strategic Plan, a marketing campaign will be launched in 2015, including leadership on ADRIC's Designations Marketing subcommittee. Designations continue to represent an important strategic opportunity to build and retain membership.

Membership

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

Wow! Who has as many Full members as there are days in the year? Well ADRIA does, for the first time in its recorded history. Last month we cautioned the Board that we might experience a slight drop in membership numbers in early 2015, due to the large number of Q1 renewals that would be due. Instead we have achieved another record in terms of Full memberships – **365 Full members and 518 in total!** We continue to enjoy a Full member retention rate of over 90%, and healthy roster of student/Associate members - now over 150. We still have lots of renewals to pursue in February & March, but 2015 is off to a great start. Strategically, 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 set our sights high as we strive to build a Full membership list that exceeds 400.

Reporting date	Full Members	Associate Members + Student Affiliates	Total Members
BoD Meeting Jan 2015	**365**	**149+4 (see note)**	**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
North/South June 2014			
Calgary & South	46%	40%	44%
Edm, Central & North	51%	57%	53%
Out-of-province	3%	3%	3%
ADRIA High (Jan 2015)	365	148+4	518
Previous recorded high (Apr 2010)	355	151	506
Previous recorded low (Sep 2012)	311	92	403
ADRIA/ADRIC Jun 2014 stats from ADR Connect			
Membership	363/1745		ADRIA 21%
C.Arb	21/170		ADRIA 12%
Q.Arb	18/44		ADRIA 41%
Designated Arbitrators	39/214		ADRIA 18%
C.Med	86/301		ADRIA 29%
Q.Med	75/193		ADRIA 39%
Designated Mediators	161/494		ADRIA 33%
Total Designations	200/708		ADRIA 28%
NOTE: The category of Student Affiliate Member is new for 2015 (it is similar to an Associate Member/Student – typically an ADRIC member from another province)			

Professional Development & Education

Tammy Borowiecki, Director Professional Development
Tasha Innes, Education Assistant

With Tammy travelling in South America until February 20th, and with the extraordinary efforts she made prior to departure to prepare her desk and address ADRIC requirements with respect to the National Mediation and Arbitration courses, I did not press her for a Board Report.

Professional Development & Education notes from the ED:

As mentioned, the Professional Development & Education team worked flat out through January to address ADRIC requirements, and to meet the information and administrative demands of our learners and clients. It's been a tough row to hoe, but we believe that the National programs are now almost completely finished, with Train-the-Trainers programs now being finalized. Registrations for Certificate and Specialty programs has been better than expected, with relatively few course cancellations and continued positive feedback from the students. ADRIA's PDev & Educational offering are slowly being projected out for 12-18 months, to allow for better planning and marketing efforts. Tammy is developing or exploring new Specialty courses for the year ahead, including a new 10-day Divorce & Seperation course, Mental Health Issues in ADR, Elder Mediation and a revised Oil & Gas course. We have also met recently with Concordia, MacEwan and Mount Royal Universities, and hope to pursue collaborative opportunities as they arise.

Directory of Arbitrators, Mediators and ADR Professionals

Now tied up with IT discussions involving ADRIC, and ultimately the development of a new Website & Member data management system. Jennifer has the lead.

Human Resources

Best Team ever! Tasha is carrying the workload during Tammy's absence, and has put in many, many additional hours to ensure we are delivering quality programs. Regrettably, Tasha and her family will be moving to Victoria this summer, so we will soon be looking for a talented replacement. Hers will not be easy shoes to fill, but Tasha has done an extraordinary job of organizing the Education portfolio.

Financial footnotes

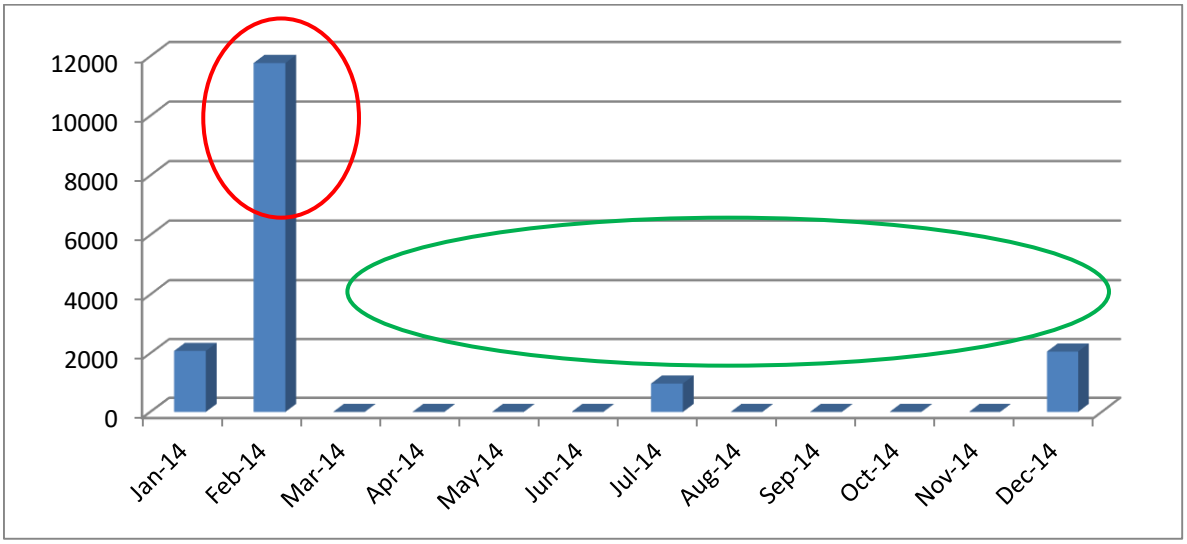
With Michael away, and the year barely started, there will be no Treasurer's Report this month.

Interim Year-end financial reports have been provided to the Board for reference, indicating a small profit for the year. This is reflective of sizable year-end expenses incurred with ADRIA's legacy issues, ED and fiscal transition costs, and our recent investment in a new hire.

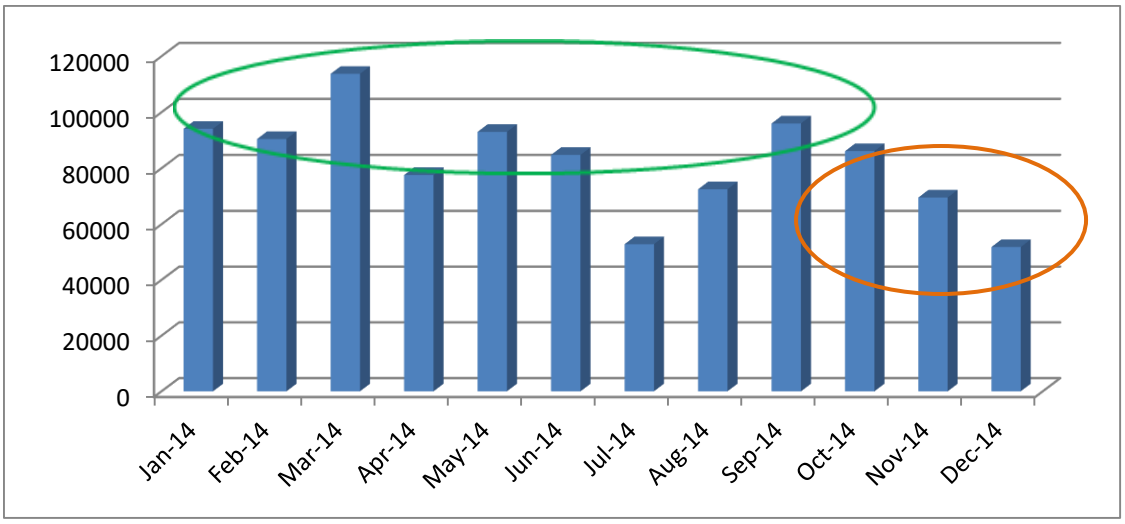
We have no further loan obligations to AAMS, and overall costs continue to be monitored closely. Our website and database development projects remain our largest potential strategic investment for 2015.

Using 2014 data, a sample of our re-aligned fiscal framework has been provided for the Board's review, providing insights into the true cost of ADRIA's various business lines. Commencing next month, Michael and the Board will have access to monthly such reports, illustrating the distributed costs in relation to the 2015 budget. Significant work remains as Karen and David complete their work to realign our 2012 through 2015 financial reports to fully reflect ADRIA's business activities, but this investment serves to significantly improve our long-term strategic planning, budget and membership reporting processes.

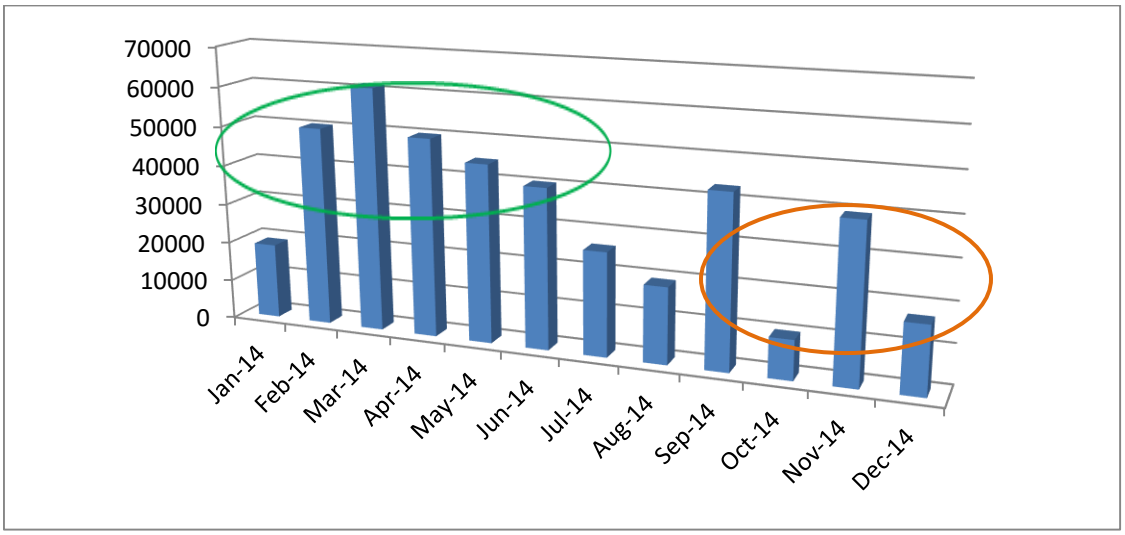
2014 Accounts Payable:



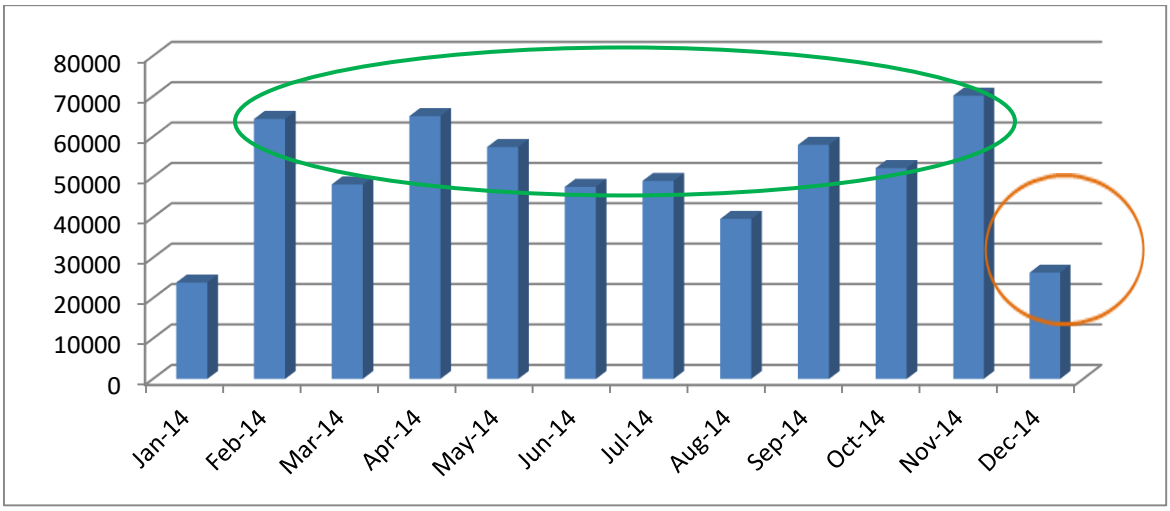
2014 Cash+Reserves:



2014 Cash+Reserves vs Deferred Revenue:



Total Member Equity:



Networking

There have been two collaborative ADR Networking Mixers, engaging ADRIA, AAMS, MRJC, AFMS, CMCS, ARJA, MRU, PMAST and Alberta Justice. The next Edmonton ADR Networking Mixer is booked for January 27th, at MKT in Old Strathcona. A Calgary event is being planned for February, and each city can expect to host three such events per year. ADRIA costs are minimal ($3K/year), although we are actively seeking sponsors to further reduce this cost (and/or the entry cost for attendees).

PDev & Networking Committees are being established in Calgary & Edmonton. Calgary currently has 3 volunteers, in addition to Jim Willson as he transitions, but Edmonton has had no volunteers to date.

Money has been put aside in the budget to provide our rural areas with access to PDev and Networking resources (a modest $2K). These efforts will be supported by staff, and coordinated through ADRIA's Bridging the Distance Committee, which meets again in January.

Newsletters

What else can be said? ADRIA has returned to a monthly Newsletter, and Jennifer has been doing an exceptional job if presenting a professional image. She is still hampered by the lack of an integrated membership/communications database, but is actively engaged in sourcing our options, including full participation in ADRIC's IT Committee.

Job Board

A valuable resource to our members, and its availability is becoming increasingly know to those potentially hiring ADR Practitioners.

AGM & Conference 2015/2016

As determined by the Board, the 2015 AGM is scheduled for Friday evening, June 5th using a virtual format. The Board also determined that the AGM would be immediately followed by the Board's annual orientation session on Saturday, June 6th. At this point it is likely that the Board will meet in Calgary, and be video linked to a membership assembly in Edmonton. They will also be connected to other individual members and assemblies across the province by means of dial-in and on-line tools. AGM documentation would be provided on-line in advance, and on-screen. The AGM would be scheduled for two hours, and greater overall interaction with the membership is anticipated. Board elections would be conducted electronically in advance of the AGM, in accordance with ADRIA bylaws. There will be no ADRIA Conference in 2015.

The 2015 National ADRIC Conference will take place at the Calgary Westin October 29-30th, with a pre-Conference day on October 28th. There is still considerable work to be done to establish a Regional Committee and jump start ADRIC's planning process.

Outreach

Outreach activities continue as ADRIA continues to provide leadership and explore collaborative opportunities with organizations and institutions of strategic interest.

Details include:

ADR Institute of Canada (ADRIC)

- The National Insurance Committee is preparing a 2105/16 RFP for improvements to the group insurance policy, a broader definition of ADR Practitioners, improved customer service, fewer added premiums, less expensive Board policies, and discounts for Chartered Practitioners (Paul)
- The National IT Committee is exploring ADRIC's database and website options, with a view towards linkages to the Regional Affiliates, bilingual capabilities, and reduced cost. Cost appears to be the stumbling block, and many Affiliates (ADRIA included) might still have to maintain

independent membership databases unless a solution is found. The Committee is also exploring how to regulate and improve member communications (Paul & Jennifer)

- The Marketing & Membership Committee has established 10 subcommittees, although only a handful are currently functioning. As strategic priorities, ADRIA is leading the discussion of ADRIC Corporate Memberships, and the Designations Marketing committee. (Paul , Graham, Jennifer)
- As mentioned previously, ADRIA has (by necessity) assumed the lead role in rolling out the National Introductory Mediation & Arbitration Courses – at considerable expense to ADRIA. It is hoped that we can negotiate some form of financial trade-off for our extra efforts in this area, noting that we are still holding back payment of the ADRIC 2014/2015 fees normally payable when these courses are delivered (Tammy, Paul).
- Continued linkage to the ADRIC Board meetings & Presidents' Round Table (Chuck, Wendy, Paul)

ADRIC Regional Affiliates, notably with the Western Provinces

- We remain connected to share information, best practices and collaborative opportunities. ADRIA continues to offer its training programs to other provinces. (Wendy, Paul)

Reforming the Family Justice System (RFJS) initiative

- ADRIA co-chairs as DR Sector Lead in this evolving discussion, with meetings resuming in February & March. An RFJS update has been made available to the Board. (Paul, Tammy, Joanne)

Conflict Resolution Day Planning & Marketing Committees

- ADRIA is an active member in the planning of CR Day October 15th, 2015, with a focus on including more Not-for-Profit ADR organizations, and enhancing the Public Education component of the committees' work (Jennifer, Paul)

Municipal Dispute Resolution Services Advisory Group

- Continued engagement and collaboration, with the next AG meeting scheduled for Feb 6th (Paul).

Mediation Inter-Agency Network (MIAN, Edmonton)

- Seemingly defunct, but we continue to monitor (Paul, Tammy)

Community Mediation Calgary Society (CMCS)

- Continued collaboration (Paul).

Peer Mediation and Skills Training (PMAST Calgary)

- With an MOU signed, we are now engaged in supporting this group with website and materials support. The February Newsletter will feature PMAST. Your ED has stretched outside of his comfort zone and agreed to be one of 11 would-be stand-up comics at a PMAST FUNdraiser on February 23rd. ADRIA Board members can expect to be approached to buy and sell tickets ☺

Alberta Restorative Justice Association (ARJA)

- ADRIA invited the ARJA President to speak at the January Calgary ADR luncheon, where she was warmly received. Further interaction is being pursued, notably in relation to conferences (Paul).

Alberta Family Mediation Society (AFMS)

- Identified as a key strategic partner, a meeting to discuss greater collaboration and a possible MOU is being arranged (Paul, Board)

Universities & Colleges

- As mentioned, meetings have been held with Concordia, MacEwan and Mount Royal Universities, and a proposal is being prepared for the Concordia School of Management (Tammy, Paul)