Executive Director's Report – January 2016

Happy New Year! We last met by phone in early December and, Christmas break notwithstanding, it's been an exciting start to the year. The Friday night AAMS meeting will, I'm sure, give us lots to discuss, and there are a number of Board issues to finalize, determine and resolve.

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

Tammy Borowiecki, Director Professional Development
Truus Souman, Executive & Membership Coordinator
Jon Souman, Chair MDC
John Welbourn, Chair ADC

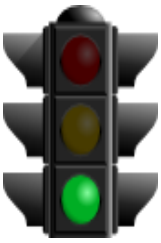
- Successful designation applicants were announced in the Newsletter
- I C.Arb designation remains under review
- Alberta continues to lead the national ADRIC stats
- A new Chair has been found for the Designations Marketing Commiittee, and the ED continues to represent ADRIA (although there is room for another ADRIA Board member, if interested)
- ADRIC conducted a survey over the summer month focused on designations, utilizing some University students on assignment
- MDC & ADC appointments required, along with an ADC succession plan
- Next designation submission opportunity is March 2016

Online ADR Directory

- Now six months old.
- Currently 52 entries, with a target of 80-100
- Already more revenue potential for 2016 than the older Directory format
- Promotion planned for the next few months, with more staff assistance for the members

Membership

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



What a great way to start the year! 542 Members (Combined Full & Associate) , and better yet, 384 Full members - both figures are new all time highs!
We continue to enjoy a high Full member retention rate (last assessed at 90%), and healthy roster of Student/Associate members which ultimately generates new Full members and designation applications. 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 are starting to believe that we might achieve a major milestone this year - 400 Full members!**

Reporting date	**Full Members, which includes ADRIC memberships**	**Associate Members (non-ADRIC) + Student Affiliates (see note)**	**Total Members, including non-ADRIC learners**
BoD Meeting Jan 2016	**384**	**158**	**542**
BoD Meeting Oct 2015	373	150+2	525
BoD Meeting Sep 2015	374	145+2	521
AGM June 2015	369	150+2	521
BoD Meeting Apr 2015	368	146+3	517
BoD Meeting Jan 2015	365	149+4	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
ADRIA High (Jan 2016)	**384**	**158**	**542**
Previous recorded low (ADRIA Sep 2012)	311	92	403
NOTE: The category of Student Affiliate Member is new for 2015 (it is similar to an Associate Member/Student – typically corporate or out-of-province members)			

Professional Development & Education

Tammy Borowiecki, Director Professional Development
Jocelyn Christian, Education Assistant

November –December 2015 Courses:

- ADRIC's National Introductory Arbitration course (Calgary) in November ran with 7 students.
- We struggled to fill the National Introductory Mediation course in Calgary but decided to move forward despite only have 4 students registered. Edmonton ran with 8 students.
- The specialty course the Words That Change Minds: LAB Profile Practitioner Certification (Edmonton, instructor: Erika Deines) ran with 5 students in November

Upcoming courses:

- Just before Christmas we scheduled a second offering of the Communications in ADR course in Edmonton. We had reached capacity (18) for the class five weeks before the class was scheduled to run. The first course is scheduled for a January start date and the second class four weeks later. Some students have shifted between the two offerings and we had a couple of cancelations early this year but we are sitting at 26 students between the two Edmonton classes.
- Also before Christmas, we realized the Calgary offering of Communications in ADR course was in jeopardy of being cancelled so we rescheduled the class to start several weeks later (3rd week of February). At this point we still only have 6 students registered which is the minimum to proceed.
- National Introductory Arbitration course in Edmonton scheduled for the end of January has 7 students registered. There are currently no registrations for the April offering in Calgary.
- The National Introductory Mediation course in Edmonton (March) has 8 students registered and only 2 registrations for Calgary (April).
- The specialty course Mediation Case Development has 5 students registered in Edmonton and no students in Calgary. Restorative practices has 2 students registered for June in Edmonton.
- We are still trying to get traction for the Separation & Divorce Mediation courses and have decided to post a wish list on our website. Students that are interested in taking these courses can register for the wish list and as soon as we have 6 students interested, we will contact them to schedule a class. Hopefully this will alleviate some of the administrative challenges we have when we need to cancel courses.
- Our core classes (Communications, Mediation, Arbitration and Conflict Management for the HR Professionals) are scheduled until the end of 2016. We expect these courses to be posted on our website by the middle of January.

Private Contracts

- The Communications/Negotiation course that we developed for the Professional Home Builders Institute will run January in Calgary and February in Edmonton.
- We have a private contract with Alberta Health Services to deliver the 5-day Conflict Management in HR course in Edmonton and Calgary in March/April. There will be 24 students in each city.

General Information

- Despite the many requests from students, Online Practice Groups have not taken off. We had high hopes for this program and are unsure why there is a lack of follow through by the students.
- I have some tentative plans for specialty courses in the works: An online course for How to Start an ADR Business (A revival of the old course but with new content and online); Conflict coaching, Elder Mediation; Consensus Decision Making. My hope is to have a couple of new specialty courses in 2016.
- The arbitration class in November/December in Calgary ran in our new classroom. Feedback from students and instructors were that they liked the facility. While we don't have an office at the location The Commissionaires allowed us to place a locked storage cabinet on site so we can store our class supplies and extra materials. The facility has 24 access and is secured.
- We continue to have greater success with courses in Edmonton compared to Calgary and we are exploring ways to promote our courses outside our current membership.
- We plan to do a marketing blitz to law firms in both Edmonton and Calgary to promote Arbitration and other courses.
- Several students have participated in the Canada-Alberta Job Grant program to take our courses. This program reimburses up to 2/3 of an organization's training costs (up to $10,000 per individual). We have included that information on our website in the hopes that it may lead to increased student registrations.
- The online directory is slowly growing with several new applications each month.
- Jennifer has updated the logo on the website and we are still working on matching all of the education pages and back end email pages.
- Tammy and Paul met with Alberta Schools Councils in December to provide them with information and advice on setting up a mediation roster. They also plan to conduct a trial mediation in January.
- Tammy participated in Conflict Resolution Advisory Committee for Mount Royal University in November and will be working with them for the next two years.

Professional Development & Education notes from the ED:

Contract training opportunities that were first explored last summer are now being approved, notably AHS ($58K), providing a solid launch for our 2016 fiscal outlook.

Strategic & Operational Planning

- The ADRIA Strategic Plan, Success Indicators, Vision, Mission & Values are now being operationalized and baselined
- Member survey options are being explored
- The Vision, Mission & Values are posted on the website
- A Board Communications Plan should be launched to connect our membership with the Strategic Plan.
- The Board's Strategic Planning cycle resumes in September 2016

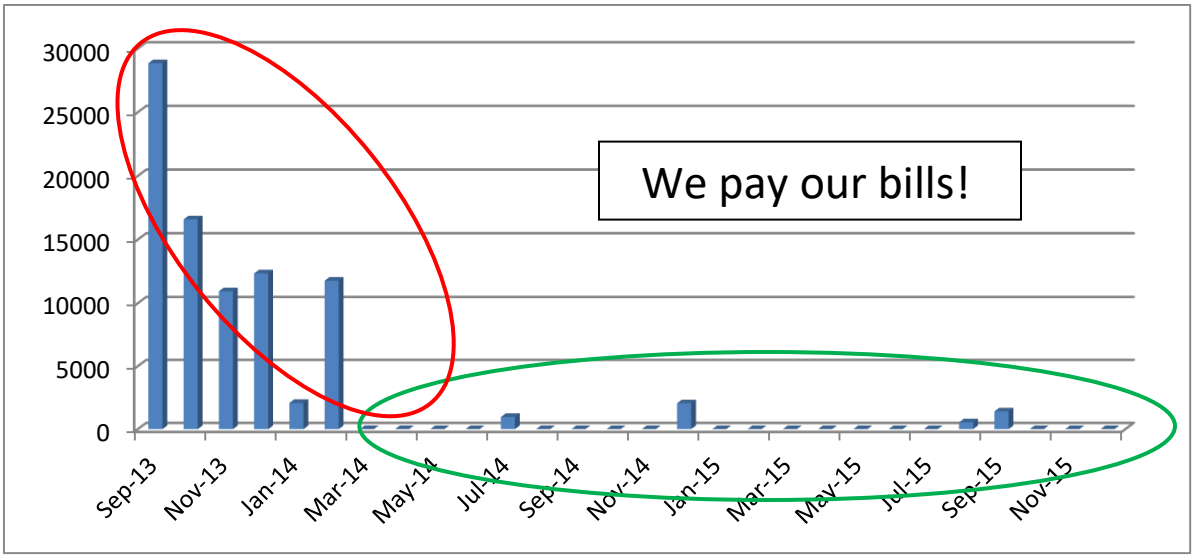
Communications & Marketing

The new ADRIA Logo has been launched, and rebranding will continue over the next few months
New marketing materials will be launched over the next six months, including new Board & Staff name tags, signage, banners, and print materials
There will be a focus on building our education programs in Calgary, and developing new revenue streams - notably Rosters, Organizational Memberships, Select & Appoint processes, etc.

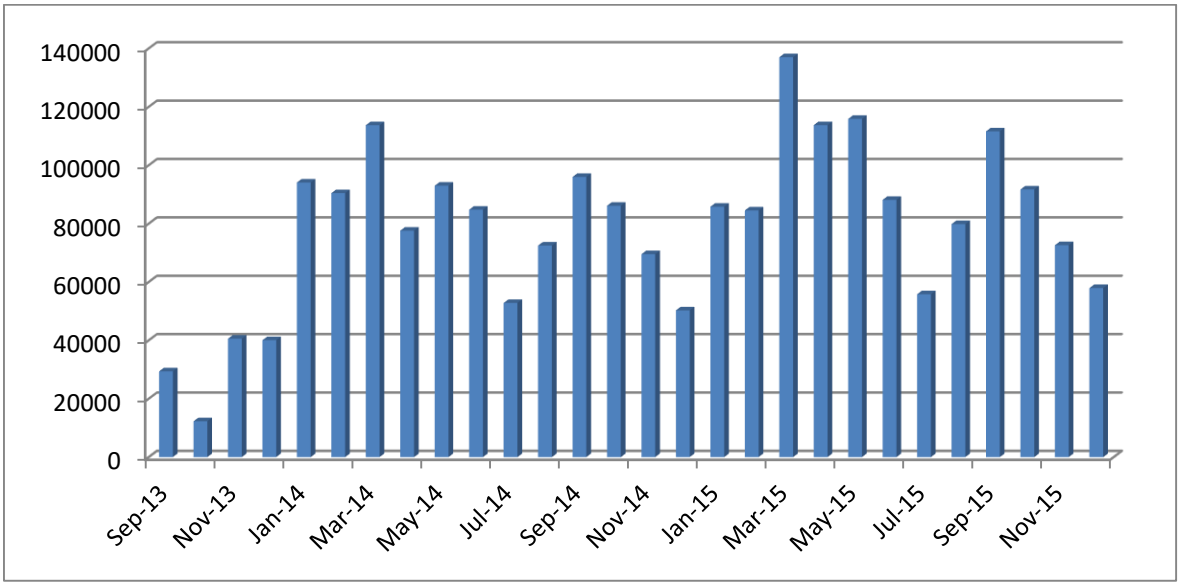
Financial footnotes

The Treasurer's report is included in your Board materials, and I have added some financial summaries.
As expected, 2015 ended with ADRIA slightly in the red, but January is off to a record start.
A balanced and conservative budget has been prepared, but not yet finalized.
Quarterly reviews will continue, and the "December fiscal hit" has been mitigated.

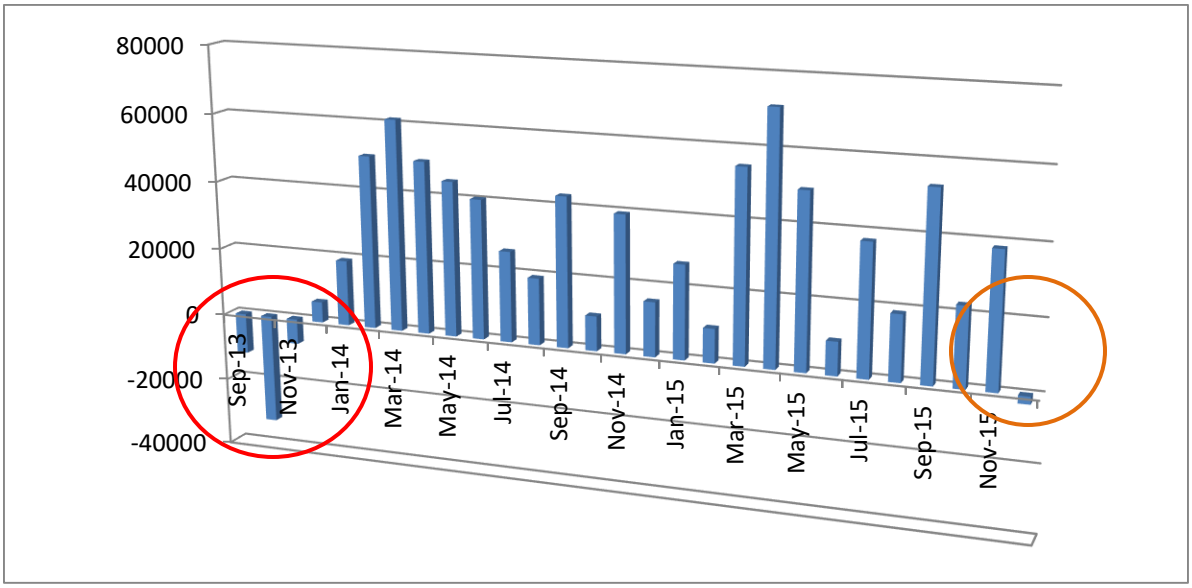
Accounts Payable:



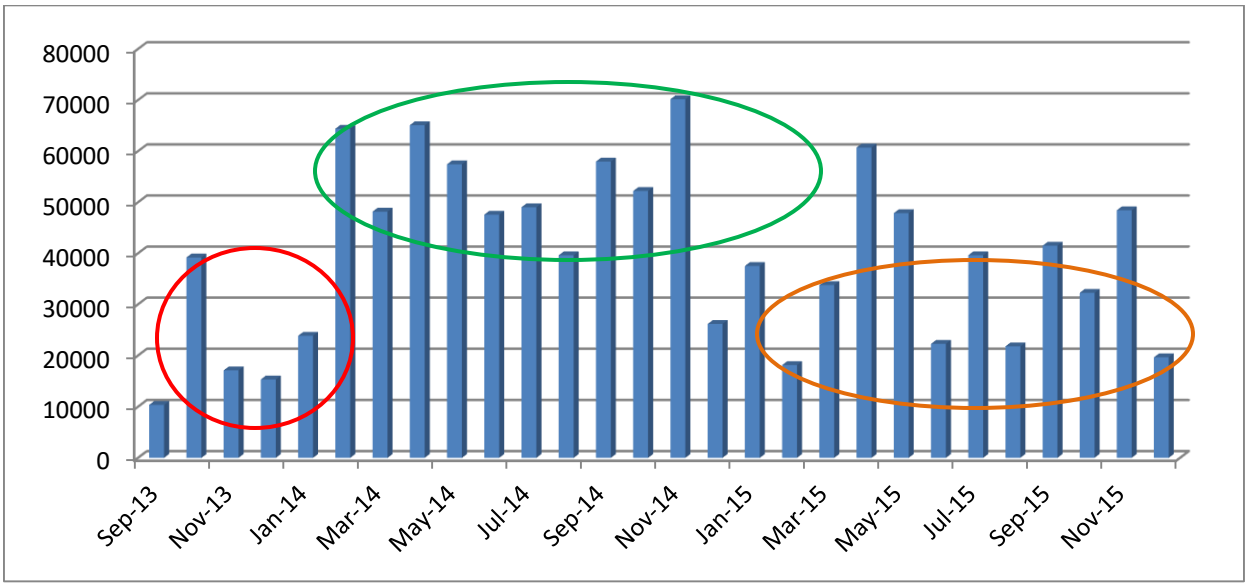
Cash+Reserves:



Cash+Reserves vs Deferred Revenue:



Total Member Equity:



Outreach & Committee Work (verbal)

Networking

Many thanks to Michelle and Caplink Financial for our Fall 2015 Networking events.
The months of November through March will NOT feature Networking events moving forward.
Fopr Calgary & Edmonton, Networking events will be scheduled for Spring & Fall (ie 2 per year)
The Networking Luncheons in Calgary continue to be popular, drawing 20-30 each month
We have two new volunteers for the Calgary Luncheon Committee

Human Resources

The staff held their Holiday luncheon on January 5th at Sloppy Hoggs
The Board's Christmas gifts were greatly appreciated
ADRIA staffing continues to be 7 Full and Part time staff (2 employees, and 5 Contractors)
When practical, a Business Development Officer will be hired (combination salary + commission)
For most staff, a 2% COLA was added effective 1 January 2016
An incentive bonus program will also be introduced this year, tied to the Strategic Goals
A CAMVAP bonus was paid to Brenda Davidson
Added flexibility will be built into ADRIA's HR structure for 2016 (reduced hours/surge capacity)

AGM & Conference Update 2016/2017

2015 Conference feedback currently being drafted.
2016 AGM & Conference options to be presented and discussed by the Board at the January meeting
2017 plans for an all-Alberta ADR Forum are in preliminary discussions

Yours in ADR, **Paul Conway** | ***Executive Director*** **ADR Institute of Alberta (ADRIA)**