Executive Director's Report – June 2016

This will be an abbreviated ED Report, in light of the many AGM and Orientation materials presented. Welcome to the new Board members - I'm certain that you will find your tenure with the Board to be very rewarding, and a huge opportunity to advance the profession in Alberta. All past Board materials and ED reports are available to you on the Board website, and I invite you to visit the office or call me directly at any opportunity. For the returning Board members and new Executive, I know the year ahead will be both productive and collaborative. ADRIA is blessed with a dedicated Board of Directors, and I believe that you are leading the country in terms of engagement and advocacy.

Note - 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 topics, 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

- The last few March submissions are being processed. Our final tally for the Spring application period stands at 19:
    - Q.Arb – 6
    - C.Arb – 1
    - Q.Med - 10
    - C.Med - 2
- As presented at the AGM, the 2015 designation recipients included:
    - Q.Arb – 11
    - C.Arb – 1 (not finalized until 2016)
    - Q.Med - 22
    - C.Med - 3
- Alberta continues to lead the national ADRIC stats in terms of designations
- The ADRIC Designation Marketing Committee has continued its work, with the external (public) focus having a higher priority than the internal focus. The survey results confirmed that the national membership is not interested in new designations, but rather in seeing the current designations better recognized and sought after.
- An ADC succession plan is still required
- The next designation submission opportunity is September 2016

Membership

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

Currently at 546 Members (Combined Full & Associate) , which is down slightly from our record numbers end-January. 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 target 400 Full members! The balance of 2016 will be focussed on outreach to the AFMS, HRIA and the legal community - all considered rich sources of new members.

Reporting date	**Full Members, which includes ADRIC memberships**	**Associate Members (non-ADRIC) + Student Affiliates (see note)**	**Total Members, including non-ADRIC learners**
AGM June 2016*	**381**	**165**	**546**
BoD Meeting Apr 2016	377	165	542
BoD Meeting Jan 2016	**384**	158	542
End-2015	380	163+2	545
BoD Meeting Oct 2015	373	150+2	525
BoD Meeting Sep 2015	374	145+2	521
AGM June 2015	**369**	**150+2**	**521**
End-2014	361	144+4	509
AGM May 2014	**338**	**145**	**483**
End-2013	328	151	479
End-2012	329	102	431
ADRIA Sep 2012 (Stand-up of ADRIA)	**311**	**92**	**403**
AAMS (May 2012)	354	113	467
AAMS (May 2011)	333	104	437
ADRIA High (BoD Mtg) (Jan/Jun) 2016	**384/381**	**158/165**	**542/546**
ADRIA High End-Jan 2016	**385**	**168**	**553**
Previous recorded low (ADRIA start Sep 2012)	311	92	403
*** end-May stats**			
NOTE: The category of Student Affiliate Member (introduced in 2015) is similar to an Associate Member/Student – typically corporate or out-of-province members.			

Online ADR Directory

- Currently 56 entries. I'd like to see this grow to over 80.
- Effective January 2017, a national designation will be required in order to be listed.
- Revenue projection for 2016 > $5000
- Some Members still struggle with the concept and/or process
- Approval process will transfer from Marketing & Comms (M&C) to PDev & Membership
- A renewed marketing thrust will be discussed with the new M&C Manager

Professional Development & Education

Tammy Borowiecki, Director Professional Development
Jocelyn Christian, Education Assistant

<u>Q1 January – April 2016 Courses:</u>
(Note: there were no courses that started in May)

Edmonton

- National Introductory Arbitration (January) – 9 students
- Communications in ADR (January) – 15 students
- Communications in ADR (February) – 17 students
- National Introductory Mediation (March) – 12 students
- Separation and Divorce Mediation Module 1 (April)– 6 students
- Conflict Management for HR Professionals (April) – 6 students
- Specialty Courses:
    - Mediation Case Development (February) – 7 students

Calgary

- Communications in ADR (February) – 7 students
- National Introductory Mediation (April) – 6 students
- National Introductory Arbitration (April) – 12 students

Private Training

- Alberta Health Services contracted ADRIA to run the Conflict Management for HR Professionals course (5 days)
    - Edmonton - 24 students
    - Calgary - 22 students
    - Total contract $53,820
- Professional Home Builders Institute - Communications/Negotiation course (4 days)
    - Calgary (January) – 17 students
    - Edmonton (February) – 7 students
    - Total contract - $11,750

<u>Upcoming courses and student registrations as of May 16</u>

Edmonton

- Specialty Courses: Restorative Practices (June) – 6 students
- Separation and Divorce Mediation Module 3 (June)– 5 students
    - This will be the first offering of this course
- Communications in ADR (July) – 5 students
- National Introductory Mediation (July) – 8 students
- Communications in ADR (September) – 1 student
- National Introductory Arbitration (October) – 0 students
- Conflict Management for HR Professionals (November) – 0 students
- National Introductory Mediation (November) – 1 student

Calgary

- Communications in ADR (July) – 1 student
- National Introductory Mediation (August) – 2 students
- Conflict Management for HR Professionals (September) – 0 students
- Communications in ADR (October) – 0 student
- National Introductory Arbitration (October) – 1 student
- National Introductory Mediation (November) – 0 students

<u>Private Contracts</u>

We have had discussions with a few organizations regarding private training in the first quarter but we don't have anything that looks promising. The stumbling block seems to be the costs of our training.

<u>General Information</u>

- Our core classes (Communications, Mediation, Arbitration and Conflict Management for the HR Professionals) are scheduled until the end of 2016 and are open for registration on our website.
- Based on the success of our Edmonton courses, we have scheduled summer classes for Communications and Mediation in Calgary. So far, there has been little interest but we are going to keep trying.

- For specialty courses, we have created an area on our website for students to indicate an "Expression of Interest" in taking select courses. When we have six students from the same city that indicate they would like to take a specific course, we will work on scheduling the course so that it is convenient for the students that have expressed interest and post it on our website.
  The goal is to alleviate some of the administrative challenges we have when we need to cancel courses and to ensure we are offering specialty courses of interest to our members.
    - We tried this with Module 1 of the Separation and Divorce course this spring. We had expressions of interest from 6 members in Edmonton at which time we scheduled a class.
- We still haven't received any traction on the online practice groups. We continue to promote them on our website and to students that take our training.
- The How to Start an ADR Business course is now almost complete. Grace Baker has finished writing the book/workbook and we will be piloting the new program within a couple of months. The course is written in four modules. Students will read the content and complete the exercises on their own time and then will participate in a two-hour online zoom session to discuss the lessons. This will be ADRIA's first attempt at an online course. Tentatively the cost will be $450 for the course. Students will expect to attend the four online sessions of two hours each and will be granted 14 credit hours for the course. ADRIA has arranged to purchase the rights to the content from Grace.
- The education department is working with Bill Diepeveen to revise the Consensus Decision Making Course. The last time the program ran was in February of 2013 and it was delivered in five modules totaling 11 days. Three of the modules were specific to CDM and the other two were communications courses. We are redesigning the program such that students will only take two courses. Our six-day Communications in ADR course will be the pre-requisite and the Consensus Decision Making course will be 5 days of specific content. Our goal is that this course will be complete by fall so that we can offer it in late 2016 or early 2017. This is an opportunity for ADRIA to reach a different market as this course does not directly target ADR professionals. We continue to receive calls from the public that have heard about this course from previous participants and are interested in taking it. With marketing support, this program could be very successful.
- We are planning to offer a three-day Communications "reboot" course. This course will target:
    - Students that have previously taken the Conflict Management for HR course so that they can get the practice they need and the evaluation required in order to register in the Mediation course.
    - Students that have previously taken the Communications in ADR course and were unsuccessful in their evaluation.
    - Students that have taken communications courses from other education providers in which the course does not quite meet the pre-requisite for the mediation class.
    - This course will be offered first as an "expression of interest" to determine the level of interest.
- Tentative plans for new specialty courses
    - Conflict coaching – Erika Deines (Fall 2016)
- Jennifer has done some marketing of our courses on Social Media. Although the traction isn't there yet, we do get some calls regarding our programs immediately after the marketing push especially for the arbitration course. If we had a bigger budget for this, I know we could get more traction. We continue to have greater success with courses in Edmonton compared to Calgary and are struggling with our Communications and Mediation programs in Calgary.

- Rebranding to the new logo is moving along. While the website and much off the public material is complete, updates are still being made to the course materials and administrative documents. With any specific course there are many pieces (website automatic emails, pre-course material, course manual, activities manual, handouts, exams, PowerPoint , etc) that need logo updates.
- This past quarter, the Conflict Management for HR Professionals course was updated. The course initially ran as a pilot last spring and although successful, it did not meet our needs and needed a lot of work. Paul provided much of the HR content guidelines for this course and this proved to be one of the more challenging projects that we worked on in that consumed a lot more time than anyone expected. Jocelyn did a great deal of research and writing for the manual which she was able to pull together from a loose outline. We are happy to say, that the end result is that we have a great course and we have received positive feedback from participants. There are still some minor tweaks that will be made over the next couple of months to reflect student and instructor feedback but for the most part the course is set. This course is another great opportunity to reach past the traditional ADR professional as a target audience.
- The Conciliation and Arbitration Board (CAB) requested a review of their training curriculum to determine if their program meets the educational requirements to qualify for a designation. Tammy reviewed all of the course documentation and granted equivalency for their training. Two members of CAB in Alberta applied for their Q.Med this spring and the equivalency information is being forwarded to CAB members across the country.
- Evaluation consistency is a challenge for our courses due to the subjective nature of role-play evaluations. Evaluation documents and student/evaluator expectations are constantly being tweaked to minimize challenges. Tammy spent a great deal of time this past quarter reviewing the role-play evaluation recordings and grades to monitor consistency between evaluators and between Edmonton and Calgary. To further enhance consistency we will be testing a new way of grading the Mediation evaluations in the next Mediation course in Edmonton this July. (COM evaluations will not change.) Rather than coaches/evaluators grading the role-play on the last day of class, the final recordings will be provided to two evaluators who will grade all of the role plays. If this process works well, we will roll this out for the fall. Students will follow the same procedures for their skills evaluation role play so they will not notice the change.
- ADRIC has requested full application forms be filled out for all instructors and coaches for the National Mediation and Arbitration courses. We were hoping to provide a simplified application process requiring less paperwork but that was not accepted. The paperwork required will be cumbersome and time consuming but we hope to have all of that complete by the fall semester.

Professional Development & Education notes from the ED:

There has been a tremendous amount of work done in the Education department thus far this year, and many late hours. As you will note, there was a huge pick-up in training during the opening months, including the private AHS contract for almost 50 students. Registrations for the new summer courses in Calgary have not enjoyed the success we've seen in Edmonton, and are at risk. With a new M&C Manager, we will likely try again in Calgary next summer. It's too early to predict was the Fall registrations will look like. Overall, Calgary remains a prime target for course marketing and growth.

The move to engage evaluators to assess the pass/fail criteria for the National Mediation course is an important ADRIA initiative, and will be shared with ADRIC as a potential best practice. I remain concerned with the slow pace of progress within ADRIC in regard to national course committees, standards, evaluations, and upgrades to the two courses.

Communications & Marketing

ADRIA rebranding is now largely complete, and we are starting to receive new ADRIC branded marketing materials such as the banner. In general M&C efforts have slowed in recent weeks, as Jennifer commenced her work with the GOA.

As we transition to a new M&C Manager, the Board is reminded of the importance of our end-month submission deadlines. Early decisions regarding Board contributions, and early drafts will assist in this regard. All indications are that the Newsletter is viewed as a valuable resource by the membership.

An ad-hoc ADRIA member committee has made recommendations regarding member advertising. There are still many questions to be answered in this regard, and the Board can expect policy recommendations in the months ahead. Is there revenue potential? What fees should be imposed, for members and non-members? How do we best support our members' private ADR practices? How do we ensure that our members are made aware of other learning and professional development opportunities – particularly those offered by our own members? What about courses and programs that directly compete with our own course offerings?

ADRIA still support the Alberta Conflict Resolution Day Committee with website and promotional support. Jennifer will be transfer her website responsibilities to other members of the committee . Anita Slomp represents ADRIA's interests on a newly formed ADRIC CR Day Committee. She has reported that the ADRIC committee was "blown away" by the Alberta CR Day resources, and is very interested in building upon our model.

ADRIC continues to advance its new member database initiative, in concert with (or directly supporting) Ontario, Quebec, Manitoba & Saskatchewan. ADRIA continues to monitor, and will consider migration in due course once capabilities and costs are fully understood. Despite several encouragements, ADRIC has NOT been consulted during the implementation process, so it remains unclear if the application will support ADRIA's Education program needs in the future.

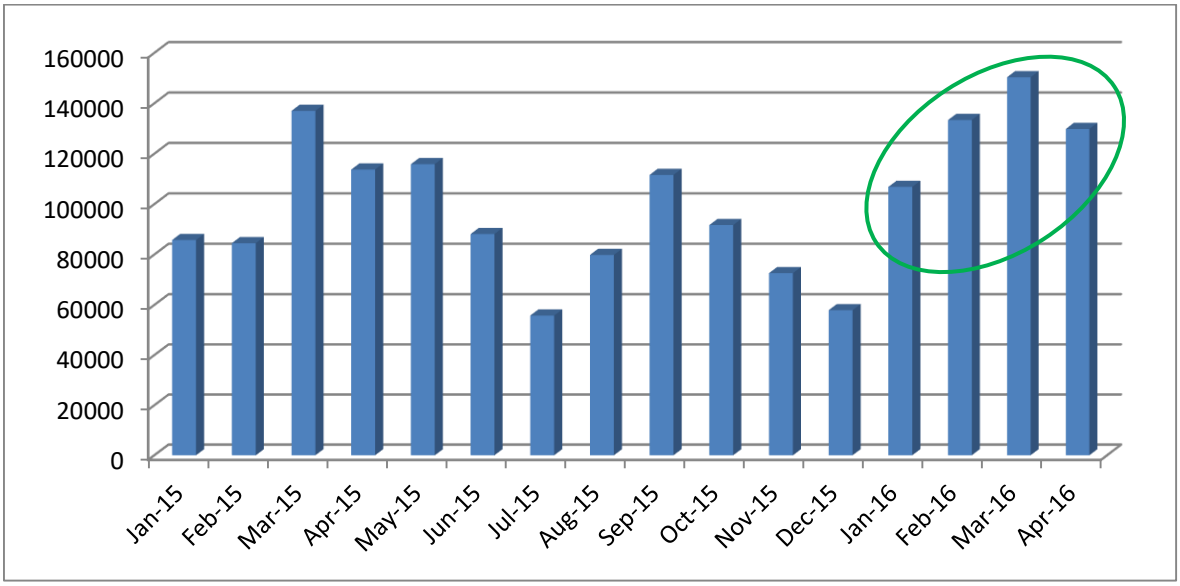
Strategic & Operational Planning

- I believe that the Board's work in this area has been key to our current success
- Membership has had ample access to the Strategic Plan and opportunities to provide feedback
- The Board's Strategic Planning cycle resumes in September 2016

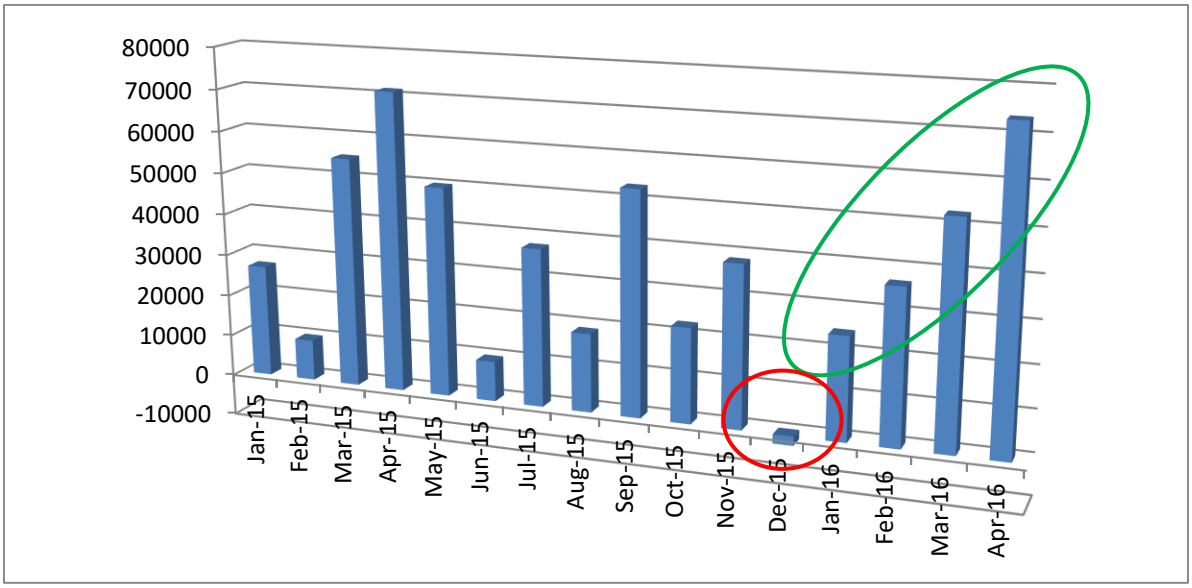
Financial footnotes

The Treasurer's report is included in your Board materials, and I have added some financial summaries.
As you recall, 2015 ended with ADRIA slightly in the red, but 2016 is off to an excellent start.
A balanced and conservative budget continues to be our touchstone for spending decisions
Quarterly reviews will continue, with a Q1 review scheduled for the third week of April.

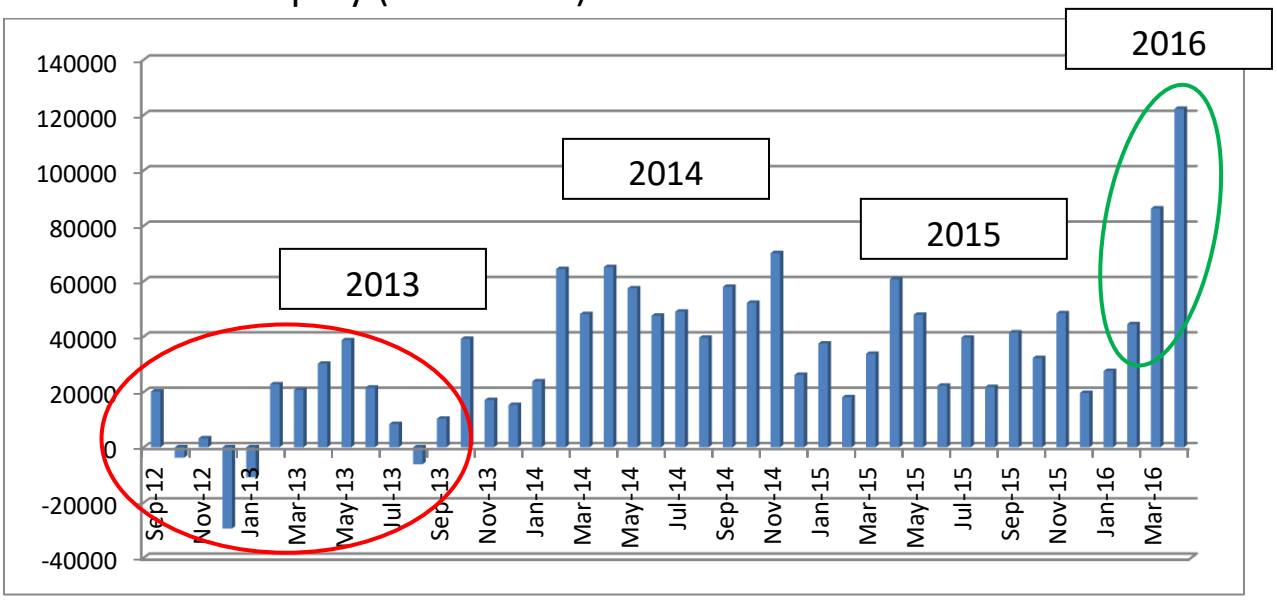
Cash+Reserves:



Cash+Reserves vs Deferred Revenue:



Total Member Equity (2012-2016):



Outreach

I will report verbally on recent Outreach activities that include:

- Reforming the Family Justice System (RFJS)
- Alberta Law Reform Institute (ALRI)
- Aga Khan Conciliation & Arbitration Board (CAB)
- Foundation of Administrative Justice (FOAJ)
- Alberta Family Mediation Society (AFMS)
- Alberta School Councils` Association (ASCA)
- Mediation & Restorative Justice Centre (MRJC)
- Peer Mediation & Skills Training (PMAST)
- Dispute Resolution Network (DRN)
- International Conflict Resolution Day Committee (CRDay)
- ADRIC Committees (Insurance, PRT, etc)

Networking

The April Networking events in Calgary & Edmonton were both successful, although we did not have a sponsor. Each drew about 25 participants, including non-members that were attracted to the event. It would appear that the "2 events per location per year (Spring & Fall)" format is working, and will continue planning for Sep/Oct 2016. Boston Pizza in Edmonton turned out to be an extremely suitable and affordable venue, with free parking, a downtown location, no room fees and no minimum food order. From a cost and suitability perspective, the venue was so good that we'll be seeking a similar option in Calgary, and would like to consider trialing a FREE Networking event in the Fall (perhaps with a charitable donation at the door). I'd still like to have a sponsor or two, and will approach Caplink Financial again soon. Sponsorship suggestions from the Board are also welcome, and Board representation at these events is essential.

The Networking Luncheons in Calgary continue to be popular, drawing 20-30 attendees each month. We are exploring options to record or live stream these presentations. We have an active Calgary Luncheon Committee, and still need to create similar opportunities in Edmonton.

Human Resources

ADRIA staffing continues to be 7 Full and Part time staff (2 employees, and 5 Contractors), plus a Special Projects officer available on demand. When practical, a part-time Business Development Officer is still envisioned (combination salary + commission). A staff retreat is planned for June, allowing us to time to reflect on the challenges encountered over the winter, and opportunities for the year ahead.

Jennifer has accepted a part-time position with the GOA, and we are in the final stages of selecting a new Marketing & Communications Manager. Jennifer will complete the AGM and June Newsletter, and will be available to oversee the transition. Parting gifts from the Board and Staff are in hand.

Conferences & Learning Events

2016 Learning events:

- DRN partnership Edmonton June 15&16 (Mediation focus)
- Calgary learning event TBA (Arbitration focus?)
- Potential for live streaming or recording the Calgary ADR luncheon presentations
- Potential launch of Edmonton ADR luncheons
- Networking events could commence with or include a speaker
- White Paper Mediation Advocacy feedback sessions
- By means of the Newsletter, Website and Social Media, the ADRIA membership will be kept informed of learning events, conferences and advertised learning opportunities as sponsored by our partners, members and (potentially) paid advertisers.

2017 Learning Events

- ADR luncheons, networking and member communications to continue as described above
- Planning for an all-Alberta ADR Forum continue (June?). DRN fully engaged
- ADRIA is committed to hosting or collaborating on a 2017 Conference
- ADRIC National Conference in October - likely in Newfoundland & Labrador

2018 Learning Events

- ADRIC National Conference in Western Canada?

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