Membership report – November 2013

- Substantial progress has been made in establishing new office and website protocols for membership administration and course enrollment. Significant website and relocation problems were resolved, and new staff have become comfortable with the existing IT applications (both its strengths and weaknesses).
- Ian Tuckey has joined the ADRIA staff on retainer, supporting many needed upgrades and offering ready expertise.
- No significant IT changes are envisioned for early 2014, noting that all barriers and wait-times for membership and course enrollments have been removed. That said, website improvements for 2014, including "look & feel" are being developed.
- Membership targets for 2013 will NOT be met. Membership remains relatively constant at 454 Full & Associate members as of Nov 22nd, and both ADRIA & ADRIC are working to reduce the rate of Full member non-renewals, notably those with national designations. The 2014 Budget projections call for 500+ members.
- The Board may wish to review membership pricing for 2014, and specific proposals regarding Corporate and Affiliate memberships have been prepared for Board consideration.
- ADRIC and ADRIA membership policies remain at odds with respect to renewal terms (annual vs anniversary), and efforts to reconcile with ADRIC continue. The Board might want to consider moving to a annual/calendar renewal period for 2015.
- Approximately 30 designation applications were processed this Fall. The Board may wish to review the application fee structure for 2014 and beyond.
- The Job Board has been reactivated, recent postings have been circulated, and Board recommendations have been forwarded to begin developing this revenue stream in 2014.
- Member communications have been purposefully constrained to ensure that mail-outs are viewed as high-quality, professional, and meaningful with a predictable frequency.
- A communications strategy will be more fully articulated in early 2014, but a proposed schedule of ADRIA & AAMS newsletters will be presented for Board approval.
- Member and student complaints have been dealt with informally as they arise. The current Board review of a comprehensive complaint resolution process is welcomed, and every effort will be made by staff to ensure that ADR principles are applied at all times when responding to member concerns.
- There are no current metrics for member satisfaction, and a new survey might be worth considering for late 2014.
- Staff capacity to administer the National Arbitration Rules has been regained, with a recent file earning $4000 (to be shared with ADRIC). ADRIC is in the process of updating the National Arbitration Rules, and it is recommended that ADRIA actively promote this business line in 2014.
- The BBB Edmonton contract for roster arbitrators and mediators has been well utilized, with three mediations and three arbitrations thus far. A training session for the BBB Marketplace Coordinators and our roster mediators is planned for December, in order to enhance the mediation referral opportunities.
- Calgary networking/professional development luncheons have continued on a monthly basis, organized by Jim Willson and supported by Truus. Networking sessions are envisioned for Edmonton, initially on a quarterly basis.
- Progress continues on the 5-day Conflict Management for HR Professionals course for delivery in 2014. AHS has been engaged into the HR design process, in the hopes that our previous AHS training delivery can be extended.
- Building on the HR program, a generic Conflict Management for XYZ Professionals is envisioned for marketing in 2014, where 2-3 days of the program will be tailored to meet the professional needs of any specific group. ADRIA was represented at the Alberta Congress Board (ACB) Annual Conference in Jasper, where ADRIA had a booth set up and hosted the breakfast speaking forum.
- AAMS and ADRIA met to discuss common grounds for collaboration, including a collaborative communication strategy of alternating newsletters – 4 each per year. The ADRIA newsletters would continue to have a member focus, while the new AAMS newsletters would have a public focus, with a page devoted to ADRIA messages. Common promotional materials are also being developed, to replace some existing ADRIA brochures.
- The next ADRIA newsletter will be released on or before December 15th, 2013.
- The 2014 Directory remains a work in progress. A web-based format is envisioned, with opportunities for advertising, added content, bios and web-links.
- AGM Planning for May 2014 has commenced, with Maureen Nowicki engaged as the Event Planner.

Prepared by Paul Conway, Director Member Services, 780-433-4881 ext 111, paul@adralberta.com