Executive Director's Report – October 2015

As it has only been 6 weeks since we last met, the ADRIC Conference and Committee work has been all-consuming, and we've added regular ADRIA Board video/teleconference meetings, this will be an abbreviated ED Report.

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

- 8 Q.Arb applications have been fully reviewed and forwarded to ADRIC
- 5 Q.Med applications with the MDC for review
- 1 C.Med and 1 C.Arb awaiting final documentation
- Alberta continues to lead the national ADRIC stats
- MDC & ADC appointments required, along with an ADC succession plan
- Next submission opportunity March 2016

Online ADR Directory

- Launched mid-summer, thanks to stellar efforts from Jennifer & Tammy.
- Currently 45 entries, with a target of 80-100
- Already more revenue potential for 2016 than older Directory format
- Promotion planned for Nov/Dec, with more staff assistance

Membership

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

525 Members (Full & Associate) - a new all time high! 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. 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 and we strive to build a Full membership list that exceeds 400.

Reporting date	**Full Members, which includes ADRIC memberships**	**Associate Members (non-ADRIC) + Student Affiliates (see note)**	**Total Members, including non-ADRIC learners**
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 Highs (Sep 2015)	**374**	145+2	521
(Oct 2015)	373	150+2	**525**
Previous recorded high (AAMS Apr 2010)	355	151	506
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

- September-October Courses
  - Communications in ADR course (Edmonton) had 18 registered, but with a few students cancelling (2) and others changing to our Calgary course (3) we had 14.

    I truly found my time with Paula to be inspiring.

    Cecile created a very almost loving environment, one in which I responded well to, and it was exactly the approach needed for the more stressful part of the course.

    The course actually exceeded my expectations. The course targeted me at a deeper level which ultimately led to me understanding why the tools they use could work.

    This is amazing work you do. It doesn't matter how it's packaged or sold - if you're product is superior it will sell itself. This is the best gift I've ever given myself.

  - Communications in ADR course (Calgary) had 5 students.

    Marjorie always demonstrated the distinctions clearly and was a pure delight to learn from. She was so respectful to all of us. She was professional with a twist of lightness and Joy. She made the course simple and practical to learn. I would love to have her again.

    Jan is amazing. She delivered what could have been (and what was) a very confronting process and continued to remind me that I was capable. She is non judgmental, kind, loving and very funny. She held the space for me to continue to practice even when I wanted to quit. I experienced being totally embraced.

  - Fort McMurray Communications in ADR course at the end of September had 11 students registered (10 were with the Municipality of Wood Buffalo).

Both coaches (Anita and Linda) were wonderful. They were supportive and encouraging but challenged us to grow and improve.

- The Communications/Negotiation course that we developed for the Professional Home Builders Institute ran for a second time in Calgary in September. There were 22 students in total.

- For fall 2015 we have cancelled the following Specialty Training due to insufficient enrollment:
  - Multi-Party Mediation (Calgary)
  - Separation and Divorce Mediation Modules 1 & 3 (Edmonton),

- Upcoming courses:
  - ADRIC's National Introductory Arbitration course (Calgary) in November has 6 students registered.
  - Interest in the fall National Introductory Mediation training remains low in Calgary. We currently have 3 students registered and 2 students from whom we are waiting confirmation for our course in November.
  - There are currently 8 students registered in the Edmonton fall National Introductory Mediation training.
  - There are currently 6 students registered for the Words That Change Minds: LAB Profile Practitioner Certification LAB Profile (Edmonton) in November
  - There are 9 students registered for the Communications in ADR course (Edmonton) scheduled this January. 3 Students registered for National Introductory Mediation (Edmonton) in March 2016. There are no students registered for Communications in ADR or National Introductory Mediation in Calgary after our fall courses.
  - Our core classes (Communications, Mediation, Arbitration and Separation & Divorce) are posted on our website up until Summer of 2016.
  - We have scheduled our National Introductory Arbitration courses in both Calgary and Edmonton for the winter-spring terms. There are 4 students registered for Edmonton's January offering, but no students for Calgary's April class.

- A considerable amount of Time was spent working with ADRIC for the National Conference.
  - Tammy will be on a panel presenting Training Best Practices
  - Joanne and Judith will be presenting Safety Screening in Separation and Divorce which will highlight content from our Separation and Divorce Mediation Course.
  - We will be bringing copies of our courses for reference at the conference
  - Jennifer has also prepared some marketing materials promoting our courses which will be available on the ADRIA table at the conference.
- Tammy and Paul continue to participate meetings for the Reforming the Family Justice System.
- Tammy and Paul met with members from ALRI to review recommendations for amendments of the Societies Act
- September was designation month which is always busy for PD as much time is spent answering designation questions and scheduling assessments or supervised role plays.

- Tammy (along with Pete Desrochers) met with Daryl Willets, Faye Morrison (Resolution Services, Alberta Justice and Solicitor General) – the discussion covered the following
  - The proposal that the GOA support mandatory membership in one of the Alberta ADR organizations for anyone who wishes to practise ADR/Mediation or call themselves a mediator.
  - The development of an information sheet that can be provided to Albertans who are interested in participating in mediation but do not qualify for GOA programs.
  - The sharing of relevant information on the ADRIA and AAMS websites and linking information from the AB Courts website to partner sites.
  - How we can better communicate to Albertans the considerations necessary when looking for a mediator/ADR Practitioner.

Professional Development & Education notes from the ED:

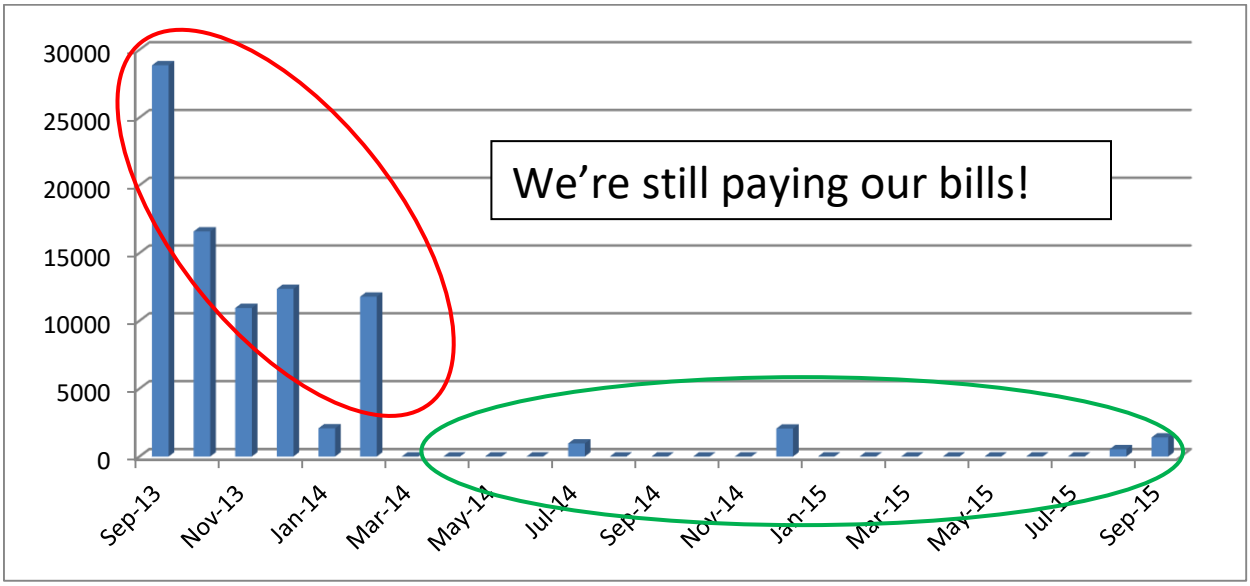
Many thanks to the Board for their assistance in finding a few more students for the fourth quarter training. Wile a few courses were still cancelled, others were salvaged and this has improved our fiscal projections. There are still seats available for the November Mediation course in Calgary.

Financial footnotes

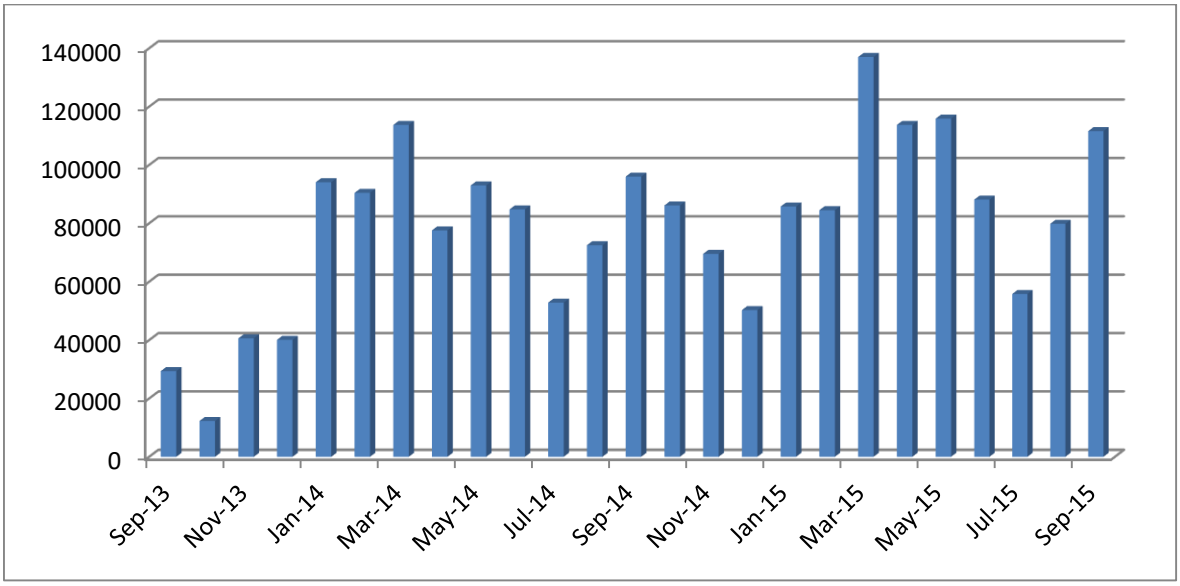
The Treasurer's report is included in your Board materials, and I have added some financial summaries. Monthly summaries and Business Unit reports all indicate excellent YTD performance. Our Q3 forecasting documents, however, still suggest a significant decline in December and a small loss for the year. Accounting practices have been introduced that will reduce this "December" effect for 2016, and we anticipate that new revenue streams will begin to take effect early in the new year. Deferred revenue for 2016 will protect us from experiencing any cash flow problems in Dec/Jan, and we are all working to reduce and monitor expenses for the balance of 2015.

Our website and database development projects will remain a priority, along with the development of promotional materials for Select & Appoint, Rosters and Organizational Memberships.

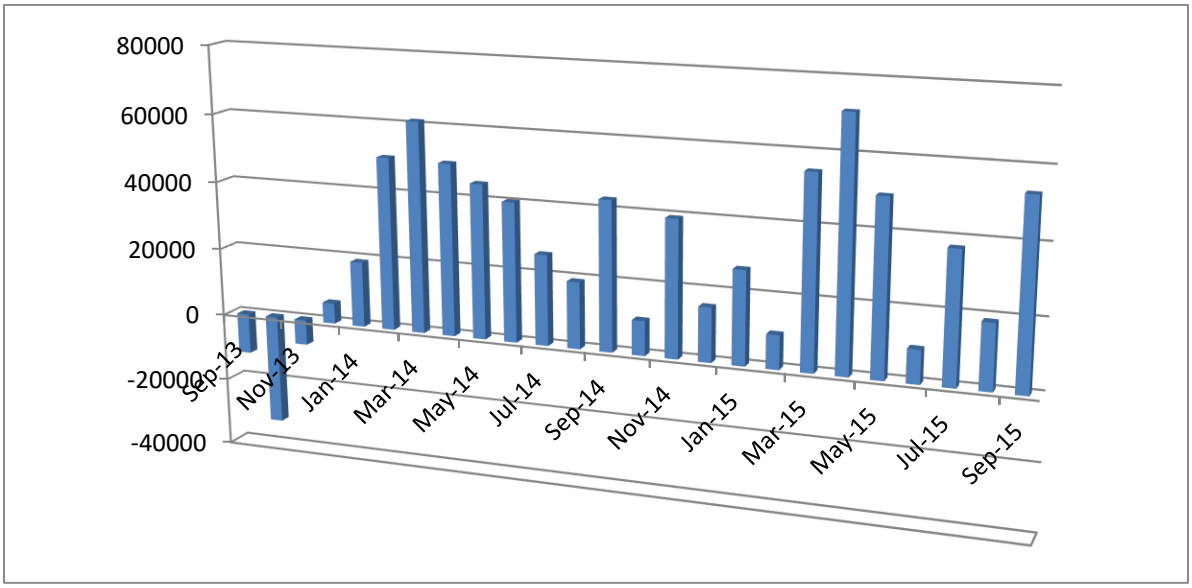
Accounts Payable:



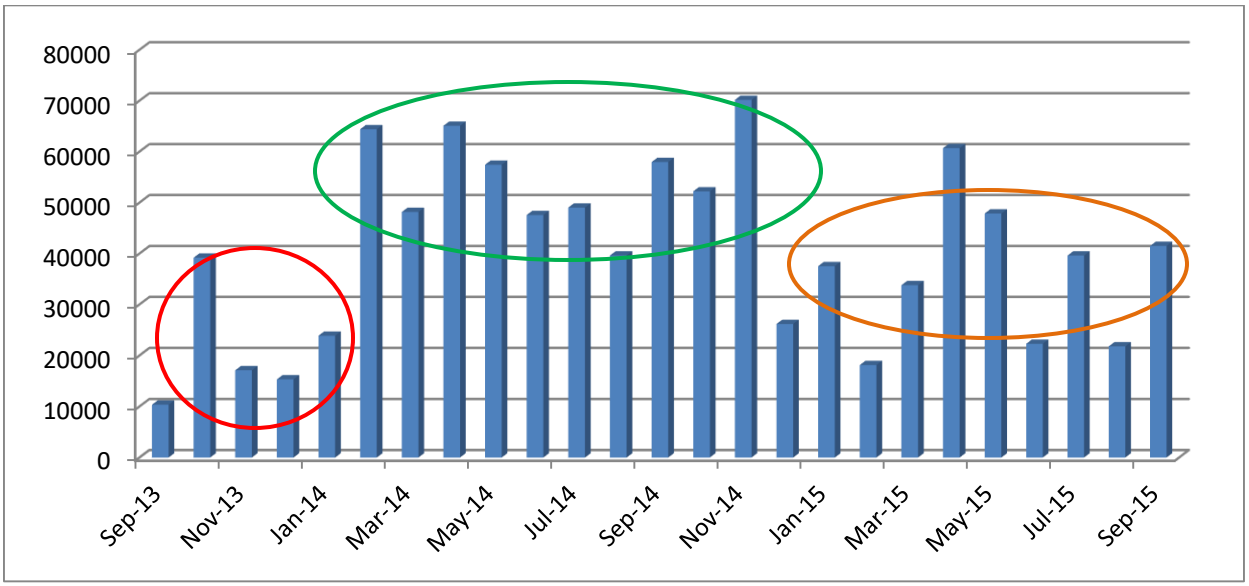
Cash+Reserves:



Cash+Reserves vs Deferred Revenue:



Total Member Equity:



Networking

We have a sponsor! Many thanks to Michelle for connecting us to Caplink Financial.
The ADR Networking event at the Conference is expected to draw 60+
An Edmonton ADR Networking event is tentatively scheduled for Nov 25th 6-8pm Yellowhead Brewery

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ADRIC Conference 2015

Fingers crossed
Expected to make a small profit (for ADRIC)
ADRIA support (and costs) substantial, but hopefully provides a meaningful, in-depth Professional Development opportunity for our Alberta membership.
For Board discussion and feedback
An ADRIA after-action report will be prepared in November, for ADRIC's benefit
2016 Conference will be in Toronto
Our own Conference planning for 2016 and 2017 has commenced.

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