2016 ADRIC ROSTER DEVELOPMENT SUB-COMMITTEE 6.6.1

INTRODUCTION. The Roster Development Sub-Committee (for purposes of this Plan, the "**Committee**") is a sub-committee of ADRIC's Membership and Marketing Committee (the "**MM Committee**"). The MM Committee has two mandates:

1. To increase and retain membership in ADRIC and, by extension, in the provincial and regional affiliates; and
2. To promote ADRIC to ADR professionals and users of ADR services.

The Sub-Committee exists to support part of the MM Committee's 2nd mandate above: Marketing ADRIC rosters to users of ADR services. Working collaboratively with the MM Committee, the Roster Administration Committee, and ADRIC's professional staff, the Committee's mandate is to:

1. Develop and implement both roster development and roster call response strategies, to market ADRIC, its services, and its ADR practitioner members to users of ADR services; and
2. Support roster development and roster call response efforts of ADRIC's provincial and regional affiliates.

PLAN OF ACTION:

MANDATE ITEM:	**INITIATIVES:**	**RESPONSIBLE/ TIMELINE:**	**COMMENTS:**
Develop and implement roster development and roster call response strategies, to market ADRIC, its services, and its ADR practitioner members to users of ADR services.	**A. Roster Development Strategic Initiatives to be developed and implemented**: 1. Review and update the ADRIC website and regional affiliate websites, as required, with easily accessed, helpful information on: (a) Advantages of rosters generally; (b) Benefits of ADRIC professional roster administration, including but not limited to ADRIC as neutral, quality assurance through designation-holders (Q. Arb, C. Arb, Q. Med and C. Med), and ADR consumer access to practitioner members with such filters as experience,	Tammy Borowiecki, Ken Gamble, David McCutcheon (post-Calgary conference) with support from ADRIC ED.	

	preferred areas of practice, and substantive knowledge or industry specialties, etc.; and (c) How ADR consumer organizations can establish rosters administered by ADRIC. 2. Optimize search engine searches to ensure key words like "roster" and "ADR" consistently place ADRIC at the top of consumer-initiated search results. 3. Convert materials developed for initiative #1 (above) into regular ads in *ADR Perspectives* and other communications to corporate members of ADRIC. 4. Regular communication with ADRIC practitioner members on ADRIC roster administration and development. 5. Survey corporate members on roster development. 6. With the ADRIC ED and MM Committee, identify strategically advertise in target markets. 7. Committee to establish and approach list of target organizations. 8. Committee Chair to liaise regularly with Roster Administration Committee Chair and ED to ensure, behind the Committee's marketing efforts, ADRIC is consistently providing the highest quality roster administration. 9. ED to establish benchline for roster development, establishing where we are now in terms of mandates and revenues. 10. Review for best practices in other organizations, including outside Canada.	Monit Sahota (staff). Same as #1. Committee Chair and ED. Jim Musgrave and ED. ED. Committee to brainstorm target nation-wide (or multiple-region) organizations and appropriate approach strategies. ED. Tammy Borowiecki, Ken Gamble, David	Budget implications? Budget implications? Budget implications?

		McCutcheon (post-Calgary conference).	
	11. Consult with the Roster Administration Committee.	Jim Musgrave.	
	B. Roster Call Responses Strategic Initiatives to be developed and implemented:		
	1. Liaise regularly with the Presidents' Roundtable working group (consisting of the ADRIC President and the 7 regional affiliate Presidents) to: (a) Reinforce the win/win of roster administration for ADRIC and the affiliates; (b) Identify what the regional affiliates need from ADRIC (such as materials, precedents and other national supports) to be able to respond quickly, consistently and professionally to roster calls in their jurisdictions; (c) Ensure newly identified national roster opportunities are made known to ADRIC's ED on a timely basis from anywhere across Canada; and (d) Other areas of collaboration and coordination concerning roster call responses.	Jim Musgrave.	
	2. ED to provide candid audit of ADRIC's in-house roster response capabilities, deficiencies, and proposed improvements.	ED.	
	3. ED to obtain recommendations from satisfied roster consumers for the website and promotional materials.	ED.	
	4. Committee to carry out short satisfaction survey (by mail or email) following each roster administration, with results to be regularly reviewed by the Committee as a whole.	ED, on behalf of Committee.	

	5. ED to identify and circulate roster response responsible staff member(s) within national office. 6. ED to establish benchline for roster call responses, establishing where we are now in terms of mandates and revenues. 7. Review for best practices in other organizations, including outside Canada. 8. Determine what practice areas are more likely to be the subject of roster calls, and sharpen marketing efforts based on that information. 9. Address conflict of interest by establishing appropriate policy in writing to cover roster-response volunteers. 10. Consult with the Roster Administration Committee.	ED. ED. ED. Glen Bell, Michelle Simpson, Wendy Scott. Glen Bell, Michelle Simpson, Wendy Scott. Jim Musgrave.	

Support roster development and roster call response efforts of ADRIC regional affiliates.	1. With appropriate input from the Roster Administration Committee, gather early input from the regional affiliates on this plan before it is finalized, to ensure regional affiliates are on board, the national plan supports and complements regional initiatives, their input on restrictions, if any, to be placed on roster memberships, roster criteria, diversity obligations, and to determine what role, if any, each region wants in matters such as responding to roster calls.	Chair, through ADRIC President and Presidents' Roundtable.	
	2. Provide information package to the Board of each regional affiliate, outlining the materials, precedents, and other supports available for use at the regional level (as developed through the Presidents' Roundtable consultations outlined above) to be able to respond quickly and professionally to roster calls in their respective jurisdictions.	ED.	
	3. Invite regional affiliate Boards to provide contact names and coordinates of Board members prepared to act as the liaison with the ADRIC ED and this Committee on roster matters, receive minutes of this Committee's meetings for communication to their Boards, etc.	Chair, through ADRIC President and Presidents' Roundtable.	Budget implications?
	4. Through these liaisons, receive updates (at least once a year) on roster development activities across Canada, and circulate initiatives and best practices from each of the regional affiliates through the liaison network and the Presidents' Roundtable.	Chair.	
	5. Through the regional affiliate liaisons, solicit other areas of collaboration, coordination and support among this Committee and the regional affiliates.	Committee.	
	6. Establish shared section of the ADRIC website for exchanges among liaisons, the ED, and this Committee.	Monit Sahota (staff).	
	7. Consult with the Roster Administration Committee.	Jim Musgrave.	