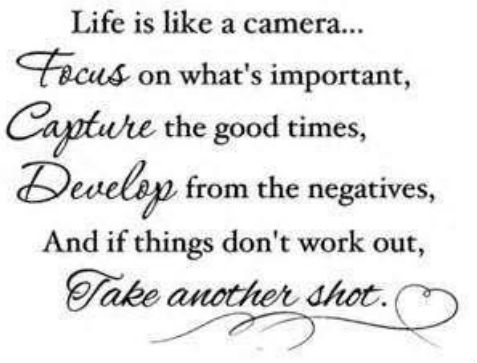
Executive Director's Report – March 2017



As expected, 2017 is off to a challenging start, offering success stories, some anticipated challenges, and a few unforecast setbacks. Fewer available staff hours, increasing demands for our time, and a general sense from all sectors that money is tight …. yet there is still such a wealth of potential for ADR in Alberta. The challenge for ADRIA; Board, staff and members alike, is how to leverage our numbers and resources to capitalize on the opportunities that lie before us.

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.

Membership

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

This is perhaps the first time I've posted an amber light for Membership, but the news is not alarming. We are fortunate to have Truus on the membership desk, as she persists in tracking down lapsed members and securing their continued patronage. This does add, however, to our administrative overhead. There are a lot of memberships that renew in the first quarter, and a higher percentage than normal have been slow to renew (or have decided against, or have been unable to afford). Certainly the LINK membership category has attracted eight (8) previously Full members, due to retirement or employment circumstances, and Alberta's economic downturn has also caused members to carefully consider their professional expenses (memberships AND designations). Organizational memberships remain a key priority for 2017, but we still await the finalization and posting of the ADRIC Corporate membership program, and our own marketing drive.

Reporting date	Full Members, which includes an ADRIC membership	Associate Members* (*non-ADRIC Mbrs) + Org Learner Mbrs* + LINK members (see note below)	Total ADRIA Members, including non-ADRIC Mbrs	Paid Organizational Members
BoD Meeting Mar 2017	**374**	**146 + 8 + 6**	**538**	**4**
BoD Meeting Jan 2017	**378**	**160 + 8 + 3**	**549**	**4**
End-2016	**385**	**161 + 4 + 3**	**553**	**3**
BoD Meeting Nov 2016	**388**	**160 + 2 + 3**	**553**	**3**
BoD Meeting Sep 2016*	**388**	**173 + 2**	**563**	
AGM June 2016**	**381**	**165**	**546**	
End-2015	380	163+2	545	
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 (BoDMtg) Sep 2016*	**388**	**173+2**	**563**	
Previous recorded low (ADRIA start Sep 2012)	311	92	403	
*** end-Aug stats ** end-May stats**				
NOTE: The category of Organizational Learner Members is similar to an Associate Member; typically Organizational Member employees or other ADRIC Affiliate members. LINK members are connected to ADRIC and include full-time students, retired members and those without employment income.				

Online ADR Directory

Truus Souman, Membership Coordinator
Tammy Borowiecki, Director Professional Development

- We currently feature 87 members in the Directory, and member feedback remains positive.

Designations

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

- We are now in the March application window. Eleven (11) applications have already been received [3 Q.Med, 7 Q.Arb, 1 C.Arb and zero C.Med]. More applications are expected by month's end.
- As most are aware, the Civil Claims Mediation Program is now identifying solo mediation opportunities for those on the roster that wish to pursue an ADRIC national designation. This policy initiative was instigated by ADRIA, and shared with ADRIC as a potential best practice in other provinces.
- Aside from accurately reflecting our concerns, we have received no new updates from ADRIC regarding their efforts to standardize designation approval criteria across Canada.
- The Board will continue its discussion of the Q criteria this weekend.

Professional Development & Education

Tammy Borowiecki, Director Professional Development
Jocelyn Christian, Education Assistant

- Still being prepared. Will be sent under separate cover. See accompanying chart.

Professional Development & Education notes from the ED:

- The Education team has been extremely pressed for time in recent weeks, and ADRIA should be extremely grateful for their dedication and ability to support competing demands for their time.
- Our Education programs and student feedback are included on this week's Board agenda, and Tammy will be present to update the Board and answer questions.

ADR Networking Events & Luncheons

- The FOAJ has now committed to supporting both the Edmonton & Calgary ADR luncheons.
- **ADRIA Board members are strongly encouraged to support these Calgary, Edmonton and Rural professional development activities.** For the Spring session ending in June:
    - Calgary ADR luncheons – second Tuesday of the month (Danish Canadian Club)
    - Edmonton ADR luncheons – second Wednesday of the month (venues vary)
    - Bridging the Distance (online Community of Practice) – dates and times vary
- Networking Events have not announced, although both AGM gatherings will feature wine &

IT, Communications & Marketing

- The ADRIC iMIS membership database system continues to pose significant challenges, and our members have been frustrated by difficulties in accessing the portal, renewing designations, and obtaining receipts. The ADRIC IT Committee did host a conference call to discuss to Affiliate concerns, and is actively engaged in sorting out the issues. Generally, we believe that ADRIA dodged a bullet, but our Full members are clearly frustrated with the ADRIC online experience.

- In January/February ADRIA was impacted by a significant attack of ransomware that necessitated many hours of unforecast work from staff and our IT support to rectify. Fortunately, no ADRIA data was lost, but we continue to experience problems and slowdowns that flow from the interruption. Since this attack we have further improved our internal safeguards and backups.

- We continue to invest in Kristy's marketing efforts, social media outreach, website redesign and email communications. While we still believe that this will pay dividends in the long run, course registrations remain low. In addition to enhanced website content, the marketing focus for 2017 will remain on our education programs, organizational memberships and private training contracts.

Outreach

A verbal report will be presented, but outreach activities since January have included:

- Aga Khan Conciliation & Arbitration Board (CAB)
- Foundation of Administrative Justice (FOAJ)
- Alberta Family Mediation Society (AFMS)
- Mediation & Restorative Justice Centre (MRJC) – see below
- Dispute Resolution Network (DRN)
- Ministry of Justice, Resolution Services
- Reforming the Family Justice System initiative (RFJS)
- International Conflict Resolution Day Committee (CRDay)
- Bell's Let's Talk Mental Health campaign (featured in ADRIA communications)
- Alberta Law Day organizing committees
- University of Alberta, School of Business, SMO competition (ADRIA sponsorship)
- Cannabis @ Work Conference (ADRIA sponsorship)
- JUNA Consulting – Management series / Conflict Management (ADRIA sponsorship)
- ADRIC Affiliates (of note ADRIO, BCAMI)
- ADRIC Committees (IT, M&M,

The MRJC has now fully relocated to the ADRIA classroom, with minimal impact to ADRIA operations thus far. At this time of the year, the MRJC workload is light, and the transition is proceeding well. Concordia University has been fully advised and is supportive. The MRJC has provided proof of insurance, and up to four (4) part-time contractor/employees will sustain MRJC operations (and hopefully their funding). An MOU has been drafted, which primarily establishes our shared expectations over this period of support, and which will be finalized this month.

Human Resources

- ADRIA remains at full staff with reduced hours. Truus had an extended absence due to some elective surgery, but was able to work from home, and returned to the office this week.

- ADRIC hiring and office relocations continue in Toronto, and we are beginning to work with some of the new staff. It will take several more months before all of the ADRIA/ADRIC staff interactions can be considered routine. In some cases, processes might actually improve.

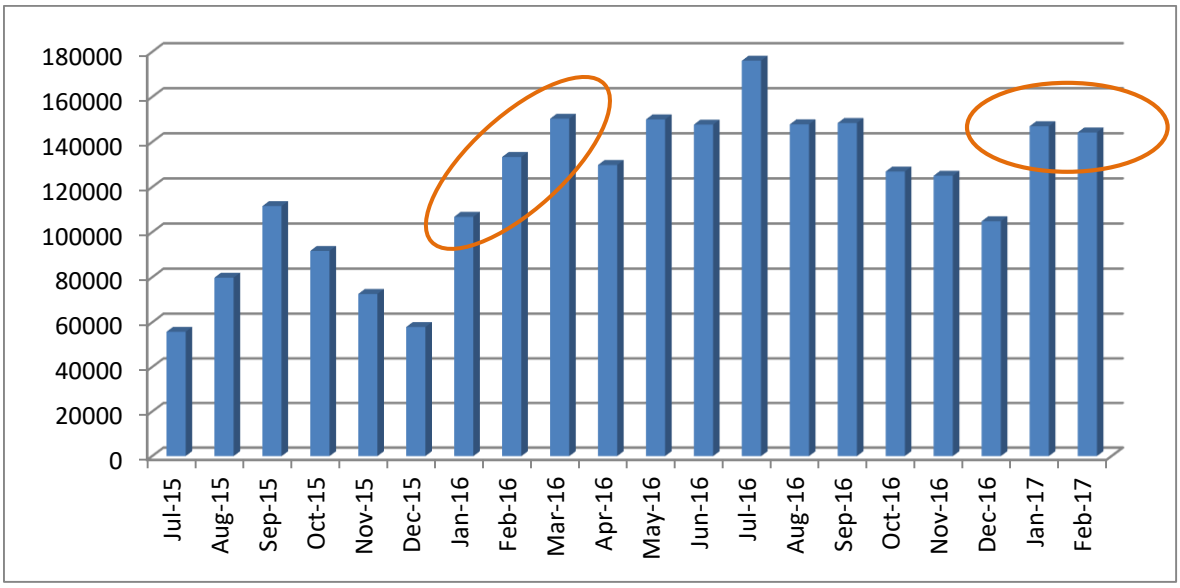
Financial footnotes

These notes will augment the Treasurer's attachments and verbal report. From the Business Unit Report you will note that membership revenues are down, as reflected in (A) the number of lapsed or overdue renewals, and (B) in the reduced number of courses and Associate members (learners). I have added some financial summaries in the graphs below.

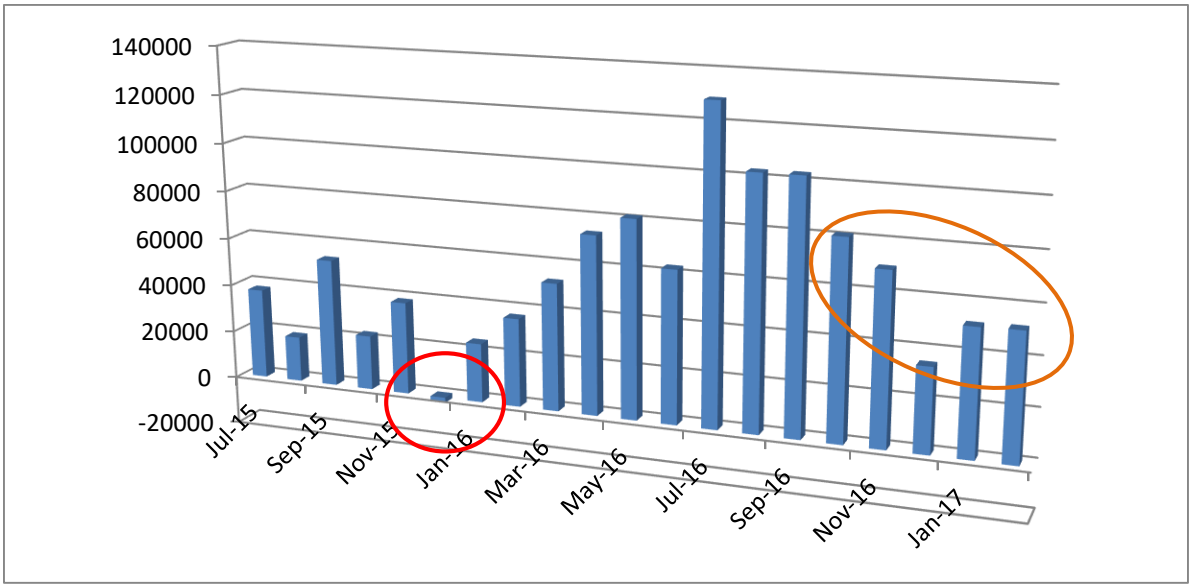
As expected, we have experienced a boost in the first quarter, although not to the degree experienced in previously years. Managing our expenses over the full year will prove to be a challenge. A Q1 review will be initiated soon, to see if further adjustments are required to our activities and expenditures.

The 2016 audit has commenced, with a Draft report expect in early April.

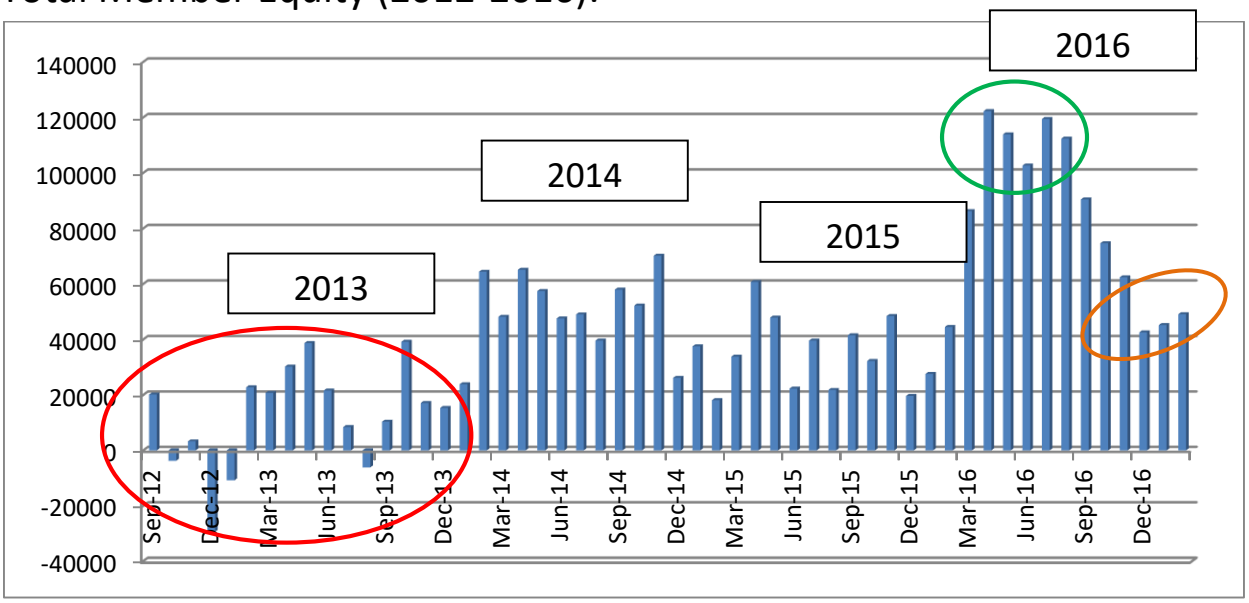
Cash+Reserves:



Cash+Reserves vs Deferred Revenue:



Total Member Equity (2012-2016):



Conferences & Learning Events

A change of plans from the GOA/DRN has now situated the 2018 Alberta ADR Symposium & Learning Event May 2018, specifically Tuesday/Wednesday 15/16 May (with pre- and post-symposium activities occupying the balance of the week 14-18 May). **Even at this early juncture, ADRIA Board members are encouraged to note these dates on their long-term planning calendars.**

The response from our non-profit partners has been disappointing, with the AFMS and ARJA not formally participating. The FOAJ has been an active partner, and more groups are expected to engage over time.

ADRIA has announced one-day Learning Events in Edmonton (June 1st) and Calgary (May 25th) – Mental Health Works for Arbitrators & Mediators. The Calgary event will be combined with our AGM, and offered to our partner organizations. Fall Learning Events are also envisioned, potentially in partnership with the GOA/DRN.

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