Executive Director's Report – September 2016

I'm hoping that this week marks the end of a great summer for Board and staff alike. It is also the real start of the full Board's engagement in policy revisions, strategic and budgetary planning. I've appreciated the opportunity over the summer to meet and work with several of the Board members, and I encourage every Board member to engage on issues of personal interest, and projects that will benefit the entire membership.

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 September application has begun, and ADRIA has issued numerous reminders to the membership.
- Already, 6 applications have been received, representing a good start.
- Alberta continues to lead the country in terms of growth in designations. The PRT recently asked for a report from Alberta how we've achieved this success, and this has been attached to the PRT feedback (agenda item 6.6)
- ADRIA staff continue to note and observe upon differences in how each province administers and qualifies those with designations. Ontario, it appears, accepts co-mediations for Q.Med applications - a practice that appears to contravene the ADRIC Q.Med criteria.
- In part to address the observation above, an ADRIC workshop is being scheduled for the Toronto Conference, with the goal of having all designation assessment committees across the country working at the same level. Alberta has been directly asked to bring forward its best practices. This workshop will also be made available by webinar.
- Designation fees (payable to ADRIC in January) and membership fees (payable to ADRIA on the anniversary date) continue to cause some confusion to our membership.
- At ADRIA's request, ADRIC has adopted a 25% Q2 discount for designations approved in the April thru June timeframe.

Membership

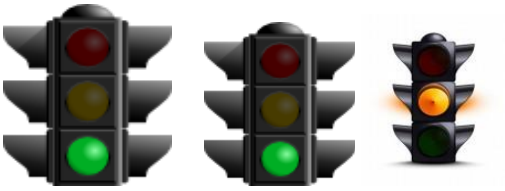
Paul Conway, Executive Director
Truus Souman, Executive & Membership Coordinator

The ADRIA membership stood at 563 Members (Combining Full, Associate & Link) . 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 on having 400 Full members as soon as possible! Outreach efforts to the AFMS, HRIA and the legal community will continue, as these are considered to be rich sources of new members.

Reporting date	**Full Members, which includes ADRIC memberships**	**Associate Members (non-ADRIC) + Student Affiliates + LINK members (see note)**	**Total Members, including non-ADRIC learners**
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 (BoD Mtg) 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 Student Affiliate Member (introduced in 2015) is similar to an Associate Member/Student – typically corporate or out-of-province members.			

Online ADR Directory

- We've had a big jump in numbers, and now feature 77 members on the directory
- Effective January 2017, a national designation will be required in order to be listed.
- We will likely lose some listings as a consequence.
- Anyone approved before end-December 2016, but not holding a designation, will be allowed to maintain their listing until their membership renewal date (but not beyond).
- Members have been repeatedly notified by newsletter and email of this policy change
- ADRIC is contemplating a similar policy for its ADR Connect feature
- ADRIA revenue projection for 2016 > $5000
- Revenue projection for 2017 > $7000
- Approval process recently streamlined, and vested in Truus & Tammy



Professional Development & Education

Tammy Borowiecki, Director Professional Development
Jocelyn Christian, Education Assistant

<u>May – August 2016 Courses:</u>
Edmonton

- Communications in ADR (July) – 10 students
- National Introductory Mediation (July) – 10 students
- Separation and Divorce Mediation Module 3 (June) – 7 students
- Specialty Courses:
    - Restorative Practices (June) – 6 students

Calgary

- Communications in ADR (July) – 5 students
- National Introductory Mediation (August) – 6 students
- National Introductory Arbitration (June) – 12 students

Private Training - There was n*o Private Training from May to August 2016*

Upcoming courses and student registrations as of August 31, 2016

Edmonton

- Communications in ADR (September) – 4 students
- Conflict Coaching (September) – 5 students
- National Introductory Arbitration (October) – 2 students
- Mediation Case Development (October) – 4 students
- Conflict Management for HR Professionals (November) – 3 students
- National Introductory Mediation (November) – 2 students
- Multi-party Mediation (December) - just posted, in response to 11 expressions of interest
- Communications in ADR (January) – 0 students
- Separation and Divorce Mediation: Module 1 (January) – 0 students
- National Introductory Mediation (February) – 0 students
- Separation and Divorce mediation: Module 2 (March) – 0 students
- National Introductory Arbitration (April) – 0 students
- Conflict Management for HR Professionals (April) – 0 students
- Restorative practices (June) – 0 students

Calgary

- Conflict management for HR Professionals (September) – 2 students [now cancelled]
- Communications in ADR (October) – 1 student
- Conflict Coaching (October) – 0 students
- National Introductory Arbitration (October) – 5 students
- National Introductory Mediation (November) – 0 students
- Communications in ADR (January) – 0 students
- Conflict Management for HR Professionals (February) – 0 students
- National Introductory Mediation (March) – 0 students
- National Introductory Arbitration (April) – 0 students

Private Contracts

Edmonton

- PHBI (November) – unknown #
- ECVO (Edmonton Chamber of Voluntary Organizations)
    - 1 half-day conflict management training
    - 2 days Custom Consensus Decision Making training (pending)

Calgary

- PHBI (November) – unknown #

General Information

- Our core classes (Communications, Mediation, Arbitration, Separation and Divorce Mediation (Modules 1&2), and Conflict Management for the HR Professionals) are scheduled until the end of summer 2017 and courses are open for registration on our website up to June 2017. Summer 2017

courses (Communications in ADR and the National Introductory Mediation will be open for registration this fall.

- Calgary summer courses (Communications in ADR and National Introductory Mediation) ran with a minimum number of students (5 and 6, respectively). This was the first year we scheduled summer classes in Calgary.
- Our Expression of Interest forms have met with some success. We are currently trying to book a Multi-Party Mediation course for this fall using the expression of interest forms and a Doodle Poll in order to schedule the most convenient date for the students [update: now scheduled for December].
- 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. At the end of August we informed students, via the forum, that participating in online practice sessions (as mediator) will help students earn educational credit hours (up to a maximum of 10 educational credit hours).
- The How to Start an ADR Business and the Consensus Decision Making courses are not ready for student enrollment, however those are high on our priorities to launch.
- CAB (Conciliation and Arbitration Board) has inquired about presenting some of our existing course content as webinars for their members. This option is being explored.
- Rebranding to the new logo is almost complete. Separation and Divorce Mediation: Module 2 is not yet updated, but will be ready for the spring delivery of the course.
- This past spring the Conflict Management for HR Professionals course was updated. Paul is working on minor tweaks that will be completed in the coming week 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.
- Evaluation consistency is a challenge for our courses due to the subjective nature of role-play evaluations. To further enhance consistency we have tested a new way of grading the Mediation evaluations in the summer Mediation courses in Edmonton and Calgary. The students still complete their Skills Evaluation Role play (SER) in class on day 6, however instead of having the coach/evaluator that is in the room grade the SER, the coach completes an new observation sheet and that sheet along with the audio recording of the SER is submitted to a our new evaluation team for grading. The goal is to improve consistency in our grading of the SERs.
- ADRIC has requested full application forms be filled out for all instructors and coaches for the National Mediation and Arbitration courses. The paperwork required is cumbersome and time consuming but we hope to have all of that complete by the fall semester. Tammy has requested applications from 32 instructors and coaches and we have received 10 applications at this point.
- We have been working with ADRIC to smooth out the administrative challenges required of the National courses with some success. We are still working on a more efficient process for printing materials and more collaboration on survey information.
- Tammy has been appointed to two ADRIC National course committees. One for course approvals and another for trainer approvals.
- In collaboration with GOA Resolution Services we have launched a practicum program for students that complete our Certificate in Separation and Divorce Mediation. This will support the development of newly trained mediators and hopefully increase interest in our Separation and Divorce mediation courses.

- Truus and Tammy have reviewed and updated the designation website content and forms to ensure accuracy and so that the information is easier to understand. All forms have also been updated to allow to be completed electronically.
- We have finally completed the Training and Professional Development Contractor Manual. This has been an extensive project as we wanted to provide a thorough outline of all expectations and responsibilities. The manual and all related appendices will be posted on our website in a secure section only accessible to our Training and Professional Development Contractors. The website will also have a private forum in which contractors can share information and ask questions. We will also be requesting that all contractors read the manual and sign an updated contract for services in September.

Professional Development & Education notes from the ED:

There have been improvements in the ADRIC/ADRIA interface on several levels. As mentioned above, course administration processes are more streamlined, and ADRIC is being cooperative in this regard. There is still an impasse regarding some printing issues (operational). Deborah Howes, Tammy, Joanne and Michelle now have roles on various influential ADRIC Education Committees, so I am satisfied that the ADRIA Board & Staff perspectives on this important subject will be heard at the national level.

While we had banner Winter, Spring & Summer sessions, and our financial situation is positive, we have been surprised by the low Fall registrations. Some are understandable (for example, the HR courses are still not being actively marketed thru the HRIA), but others are not so easily understood (eg core mediation and arbitration programs). We have expanded our marketing efforts, adjusted our expectations, and will continue to explore new ways to fill these sessions.

We have taken steps to enhance our capacity to market private ADR training. The 2016 AHS contract was a huge boost to our revenues, but we need to find more such opportunities in the future.

Strategic Planning

- The Board's work in this area has been key to ADRIA's recent successes
- A review of ADRIA's 2016 accomplishments will be presented at the Board's November meeting, as a preamble to a review of the strategic plan and priorities for 2017
- No Albertan Fears Conflict, and no Board member fears strategic planning!

Communications & Marketing

With Jennifer officially departed, and Kristy Rhyason quickly coming up to speed, we are starting to regain any marketing momentum lost over the summer and, in fact, begin taking ADRIA to a new level in terms of website presentation, social media, targeted marketing and the development of new marketing materials. The Board will get a chance to meet Kristy in November, and share their ideas and energy.

ADRIA rebranding to the new logo is virtually complete, and a restructuring of the website has commenced. Board feedback on what works and what doesn't is greatly appreciated.

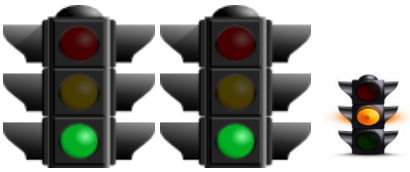
ADRIC continues to advance its new member database initiative, in concert with (or directly supporting) Ontario, Quebec, Manitoba, Saskatchewan and (most recently) BC. This leaves only Alberta and Atlantic outside of the national database. The new ADRIC database and website will be announced and introduced at the Toronto conference in October. ADRIA continues to monitor the roll-out, and will consider migration in due course once capabilities and costs are fully understood. Best estimates place the entry cost at $8-12K, based on our size. Acting upon our request, ADRIC has begun sharing implementation details with ADRIA again, so that we may more fully understand our future options.

Outreach

The bulk of our summer outreach activities have been focussed on the Mediation Advocacy White Paper.

Other outreach contacts have included:

- 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)

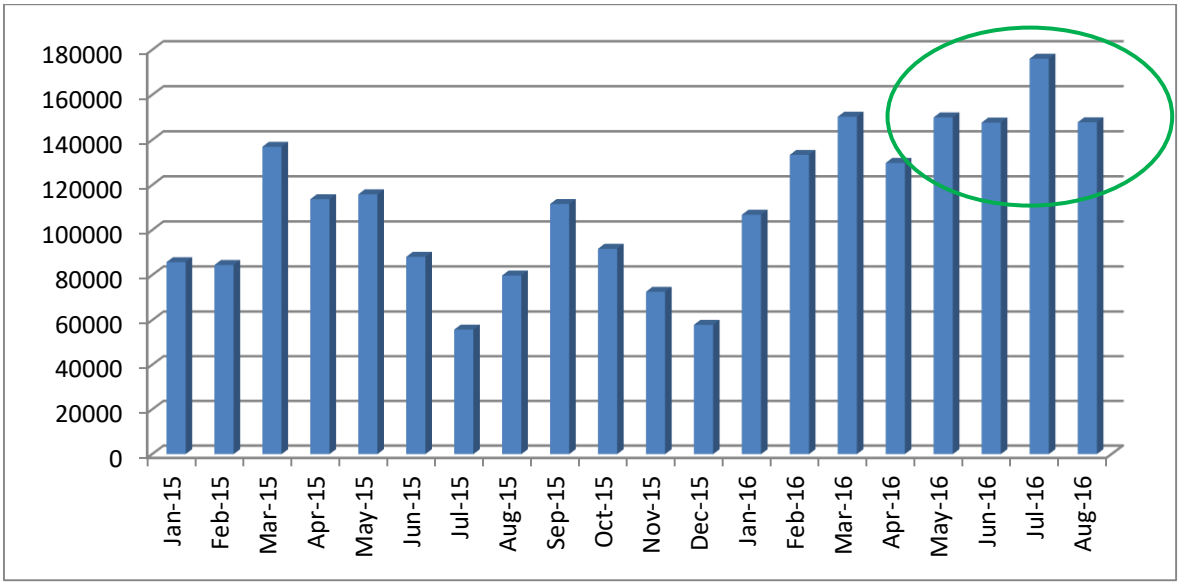


Financial footnotes

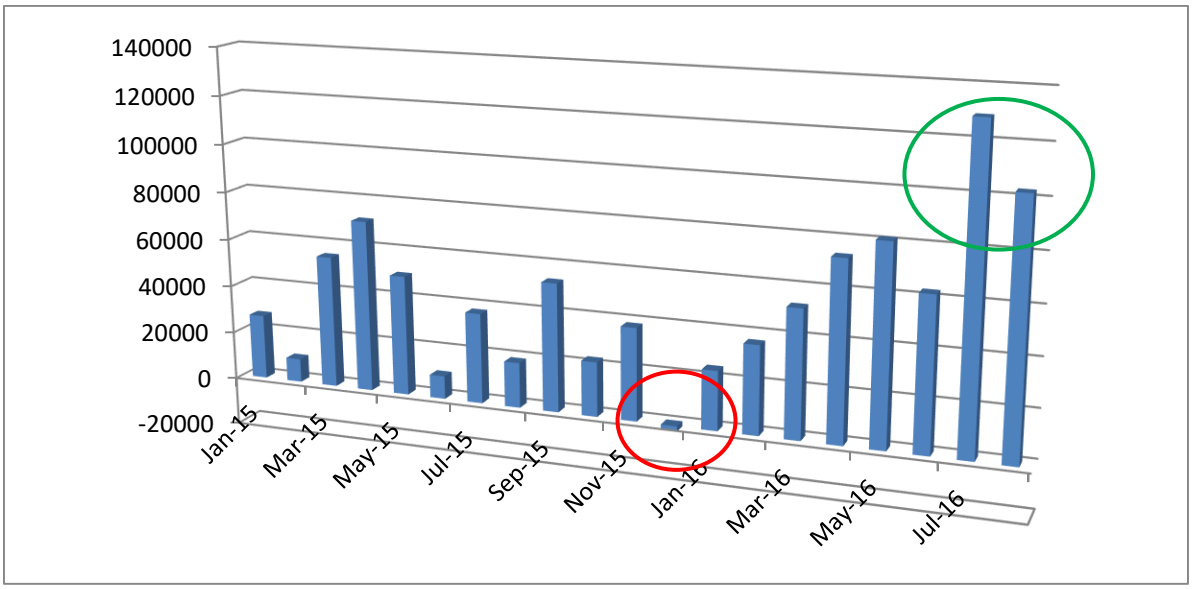
The Treasurer will provide a verbal report, accompanied by the end-August financial reports from Karen. I have added some financial summaries in the graphs below. A balanced and conservative budget continues to be the touchstone for all important spending decisions. We got a nice bounce in the first half of the year, but registrations are unexpectedly down for the Fall. We are not rushing into any new hiring or expenditure decisions until we better understand the dynamics currently at play. Quarterly reviews will obviously continue, with the important Q3 review coming up shortly.

Some positive developments that will influence our finances: We completed our contractual obligations to AAMS ($1000/yr), our phone system has been paid off ($2000/yr), memberships are up (by approx $4000/yr), directory listings are up (adding an extra $2000/yr), CAMVAP has proposed a 5% increase over the next 2 years (a $1300 increase in 2017), and our current insurance negotiations should save us appox $3-4000/yr. It all adds up! In fact it adds up to over $10,000 in added revenue or reduced costs for 2017.

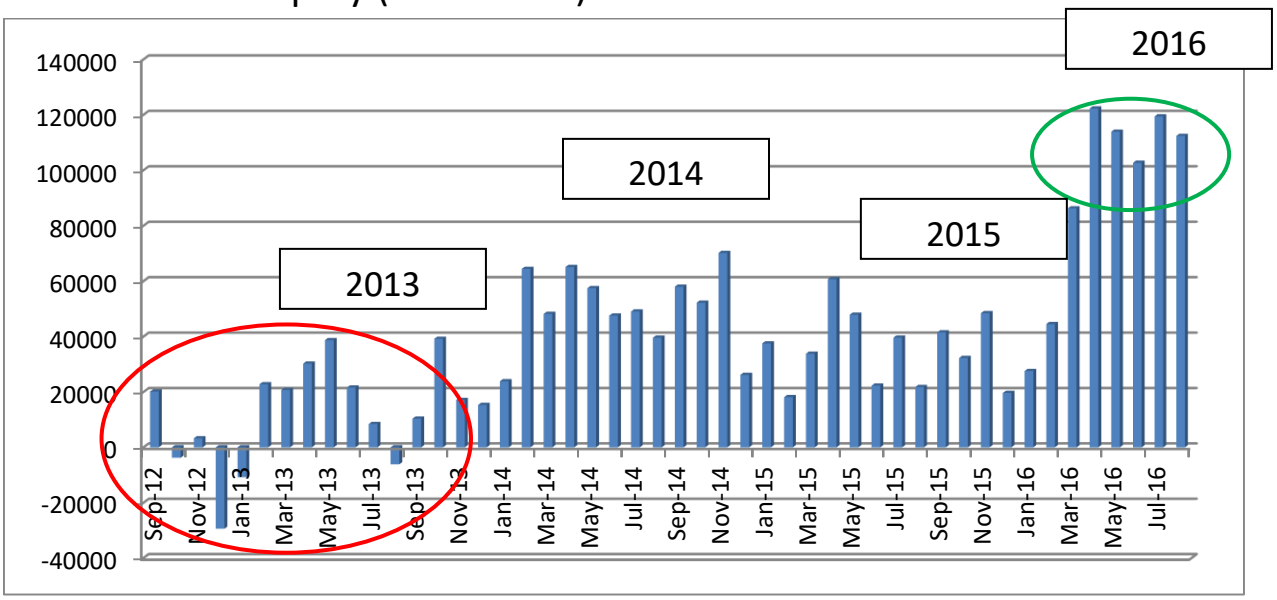
Cash+Reserves:



Cash+Reserves vs Deferred Revenue:



Total Member Equity (2012-2016):



Human Resources

ADRIA is once again at full strength with 7 Full & Part time staff (2 employees, and 5 Contractors). When finances seem secure, our future hiring options include, a part-time Business Development Officer (stipend + commission), a volunteer coordinator (1 day/week?), and consideration of a Calgary presence.

Networking

We have not managed to secure a sponsor for our Fall networking events, so suggestions from the Board are welcome. CAPLINK has asked to be contacted again for sponsorship in the Spring of 2017. In the meantime, ADRIA will move to lower cost venues to eliminate the entry fee and encourage greater participation from the ADR community (notably non-ADRIA members).

The Edmonton networking event is again scheduled for Boston Pizza on Jasper Avenue on Tuesday October 18th, 5:30 to 8pm. A similar Calgary venue is being sought and, to accommodate the search, the event might slide into early November. Board participation is very important, so please note the dates.

Conferences & Learning Events

2016 Learning events:

- Edmonton learning event - the DRN conference was well received by those attending
- Calgary learning event (Arbitration focus? November? unlikely at this point)
- 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 (Sept 13th and 22nd)
- Potential collaboration with the CAB for an October speaker/event (CR Day)
- ADRIC NAtional conference in Toronto, October 2016

2017 Learning Events

- ADR luncheons, networking and member communications to continue as described above
- ADRIA is committed to hosting or collaborating on a 2017 conference. Discussions continue with the broader ADR non-profit community, with the DRN emerging as a key partner.
- 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)**