Promoting Designations in Alberta 6.6.2

- Perspectives from our Past President and the ADRIA staff

Stan Galbrath, ADRIA Past President:

The growth of designations [in Alberta] is a direct result of a long history of providing training directly through our organization and emphasizing the value of the designations throughout the training. We have then taking every opportunity to remind the user community of the value of the designation. It is a simple process and the key is consistency on both sides: the practitioners and the user community.

ADRIA Executive Director & Staff:

Two key strategies in the ADRIA Strategic Plan have sustained the steady growth in Alberta designations. These two strategies guide Board and Staff alike in determining ADRIA practices, policies and priorities.

- #5 Promote Chartered Designations, Internally & Externally:
    - Internally, to encourage seasoned Practitioners to secure their designations, AND to encourage those with Q. designations to progress to Chartered status.
    - Externally, to educate and encourage government, businesses and the general public to recognize, hire and seek out practitioners with national designations.
- #7 Promote ADR Training and the Q. Designations to Key Professions as a Valuable <u>Secondary</u> Qualification.
    - Specifically Lawyers and HR Professionals, but also Engineers and other professionals
    - This involves engagement with other professional associations and labour unions

ADRIA maintains a robust Basic and Specialized ADR professional development program, including ADRIC's National Introductory courses. Enrollment in any course requires an ADRIA membership, and the designations are actively promoted by instructors, coaches and staff communications.

Most ADRIA referral processes and opportunities favour those with designations. This includes the online roster, select and appoint processes, job board listings, and opportunities to instruct or coach.

Office staff are available on a daily basis to take calls, answer questions, and assist members in obtaining their designations. A roster of coaches is made available to members, and practice groups are available.

Collaborative outreach to Government Ministries and Agencies that hire ADR professionals, and to Educational Institutions that offer ADR training, have been key to linking practitioners to memberships to designations to rosters and hiring opportunities.

Collaborative outreach has also been the cornerstone of ADRIA's advocacy work, most recently evidenced by the publication and distribution of the Mediation Advocacy White Paper, and the positive responses it has generated from an exhaustive letter writing campaign. Keeping the membership informed and engaged in this effort builds confidence in the future of our national designation program.

ADRIA believes it is important to "Walk the Talk". In spite of their many qualifications, for example, Board members are rarely identified by more than their ADRIC designations in member communiqués.