ADRIA Strategic Directions & Strategies - January 2016

***Vision:* No Albertan Fears Conflict**

***Mission:* To provide leadership and services in appropriate dispute resolution (ADR) to our members and to the public by: Fostering understanding of, and excellence in, negotiation, mediation, arbitration, and restorative practices; Supporting the viable practice of ADR in Alberta; Providing excellence in ADR professional development; Promoting the ethical use of ADR processes; Maintaining accreditation standards, accountability and designations for the ADR profession; Encouraging those practicing in ADR to join our organization; Connecting Albertans with ADR resources and expertise.**

Key Marketing Messages

All: ADRIA is the source of ADR information, resources & expertise in AB
Members: ADRIA membership is valuable & beneficial
Public: ADR is the FIRST choice for preventing & managing conflict
Org's: ADR is the BEST choice for preventing & managing conflict

STRATEGIES		1 Enhance the value, awareness, reputation of and access to ADR services.	2 Strengthen our Profession.	3 Strengthen ADRIA as a membership organization.	4 Strengthen the long term sustainability of ADRIA.	Success Indicators include:
1. Promote ADR Awareness within the General Public, Government and Business Sectors		√	√			.Website 'public' hits (ADRIA, Directory, CR Day) details TBC .More public content - website and promotional materials .Running list of Engagements with the Public (invitations) .Public presentations (ED, Board)
2. Develop New Revenue Streams				√	√	.Ratio of 'member' training to business* revenue (*includes private & public training) .Number of and Earnings from Corporate/Organizational memberships
3. Increase the Value of ADRIA/ADRIC Membership to New and Practising ADR Professionals			√	√	√	.Member satisfaction survey .Membership stats, Number of Associates retained and/or upgraded .Job Board entries
4. Increase ADRIA's Profile by Forging Strategic Partnerships			√	√		.Number of partnerships, and success in finding conference partners .2016 Targets: AFMS, CBA, LESA, HRIA, CAB, NCSA, ARJA, DRN, FOAJ, MRJC, CMCS
5. Promote Chartered Designations, internally and externally		√	√			.Number of Chartered designations, and comparisons to national stats .Increased demand from external hiring agencies
6. Provide Leadership to Strengthen Alberta's ADR Community		√				.ADRIA/Alberta representation on more ADRIC Committees .Increase in collaborative projects .Subjective assessment
7. Promote ADR Training and the Q. Designations to Key Professions as a Valuable Secondary Qualification				√	√	.Number of members holding dual qualifications (Law, HR, Engineering, RSW, etc.)
8. Maximize the Potential of Technology		√			√	.On line practice groups, website enhancements, distance learning, videos, webinars .Subjective assessment
9. Adopt Best Business Practices					√	.Business planning and quarterly review processes .Subjective assessment