

# FAPM™ Goals and Strategies Committee Committee Analysis and Recommendation

## PREVIOUS COMMITTEES (from CAUCUS)

Adopt-a-School – Bob Jett – merged into Mediation Advocacy Committee  
Forms/Tool Kit – Ed Ahrens – to Professional Development Committee  
Budget – Ted Deckert – to Finance and Budget Committee  
Historian – Dan Warner – to Academy Development Committee  
Community Involvement – Bruce Blitman – to Mediation Advocacy Committee  
Librarian (Tapes) – Renie Levin – to Professional Development Committee  
Diplomate – Charles Damsel – to Academy Development Committee  
Technology – Dave Wolfson – to Technology and Website Committee  
Diversity – Carline Emanuel – to Academy Development  
Workers Comp – Anthony Harper – to Professional Development

**NOTE:** We recommend that chairs of the committees that have existed previously should be contacted and invited to provide input about merging their committees as shown here, or if they believe that there is a need to keep their committees separate to support our stated organizational goals.

## PROPOSED COMMITTEES

The Goals and Strategies Committee propose the following committees:

### Committee: PROFESSIONAL DEVELOPMENT

---

Goal 1 – Support the professional objectives of FAPM™ Mediators.

Consider matters relating to the professional needs of our member mediators.

Strategies –

- A. CME - Provide Continuing Mediation Education (CME) training that compliments the training offered by many other providers. This and other strategies can include website-based services available only to members.
- B. UPDATES - Provide legislative and judicial updates to keep members current about mediation matters.
- C. LIABILITY INSURANCE - Negotiate for mediator liability insurance that is a better value for FAPM™ members.
- D. DISCOUNTS – Negotiate membership discounts for mediation equipment, supplies and learning tools.
- E. PACKAGE DEALS - Prepare and sell standardized mediation packages, including settlement wording on disc, business cards with FAPM™ logo, etc.) Links to 2-B below.

Previous committees that could be merged into this one - Forms/Tool Kit, CME Librarian, Workers Comp

### Committee: BUSINESS DEVELOPMENT

---

Goal 2 – Support business objectives of FAPM™ Mediators.

Consider matters related to operating a for-profit mediation business.

Strategies –

- A. WEB CAPABILITY - Improve FAPM™ website capability to permit potential mediation clients to view the credentials of FAPM™ members, determine the mediator's schedule availability, schedule a mediation and confirm it, all within the FAPM™ website.
- B. MARKETING - Support FAPM™ mediator marketing through the use of brochures that are generic, or are customized for the individual member.
- C. SOLICITATION– Offer Continuing Education about mediation for Paralegals and Legal Assistants who schedule mediators for parties in disputes, as a draw to get them familiar with how FAPM™ can make their jobs easier.
- D. KEY OPPORTUNITIES – Investigate and inform members of opportunities to develop foreclosure mediation options.
- E. MARKETING EDUCATION – Offer information and programs to FAPM mediators focusing on how to market their services to potential clients.
- F. BUSINESS PLAN – Provide information to FAPM mediators that would help them create a business plan.

Previous committees that could be merged into this one -

### Committee: ACADEMY DEVELOPMENT

---

Goal 3 – Develop FAPM™ programs that enable the organization to be recognized as providing the support and programs that are meaningful to mediators.

Grow FAPM™ as a professional association.

This goal is focused 'inward' to FAPM™ mediators as well as non-FAPM mediators throughout the state. May also apply to non-mediators who are active in the mediation process or business.

Strategies –

- A. BRAND – Define how FAPM™ mediators and services can be distinguished from generic mediation, to add value to FAPM™ membership. Business card logo.
- B. SURVEY – Survey our membership and other mediators to determine what support and programs are not now offered, but would be valuable for FAPM™ to provide.
- C. DEVELOP – Utilize internal survey and feedback to develop programs that are responsive to our members' needs.
- D. RECRUIT – Recruit new FAPM™ members by offering the support and programs that mediators desire and don't get elsewhere.
- E. INFORM – Inform members about the services and programs FAPM is providing for them, including activities of the committees.

Previous committees that could be merged into this one - Historian, Diplomate, Diversity,

### Committee: MEDIATION ADVOCACY

---

Goal 4 – Promote mediation as a superior process for resolving disputes.

Educate the public and specific stakeholders about mediation as a process.

This is an 'outward' focused effort to raise awareness of mediation as an excellent dispute resolution tool.

Strategies –

- A. SOLICIT – Offer FAPM™ mediator services to help resolve the thousands of foreclosure and related actions that are pending in Florida. Make specific solicitations to other groups, such as County Realtor™ organizations, small businesses that encounter disputes (car repair, etc.) and other likely groups. Provide a free “mediation clause” that mediation clients can include with their sales and service contracts.
- B. PREPARE – Build a PowerPoint and/or overhead projector presentation about how mediation can help resolve disputes, and make it available to FAPM™ members who wish to make presentations to various parties and groups in their communities.
- C. MEDIA – Develop a media package for use by print or broadcast media related to various mediation topics and link the package to FAPM™ for further information.
- D. WEB SITE – Website contains pages that explain mediation and that will draw search engine queries.

Previous committees that could be merged into this one - Adopt-a-School, Community Involvement

### Committee: ADMINISTRATION AND FINANCE

---

Goal 5 – Evaluate and develop the best ways to most effectively and economically conduct the day- to- day business of FAPM.

Strategies –

- A. MEMBERSHIP - Develop membership activities for recruitment and retention of members.
- B. COMPLIANCE - Review bylaws and written policies and procedures to insure compliance with all legal requirements and best practices applicable to non-profit organizations.
- C. EVALUATE - Review job descriptions and evaluate the Administrator, Resource Librarian and other support people as well as other details pertaining to record keeping, mail handling, etc.
- D. SUPPORT - Insure the 2010 budget supports implementation of Goals & Strategies adopted by the BOD.
- E. PRIORITIZE - Maintain solvency of the Academy by prioritizing budget items.
- F. COMMITTEE BUDGETS - Solicit budget requests from each committee chair for 2010.
- G. 2010 BUDGET - Prepare and define budget items for 2010.
- H. DUES - Consider different dues level options.
- I. INCOME - Consider how to increase income to support the new goals and strategies.

Previous committees that could be merged into this one - Budget

### Committee: TECHNOLOGY AND WEBSITE

---

Goal 6 – Create technology and website strategies that are needed to support the goals of the Academy.

Strategies –

- A. RESOURCE - Serve as a resource committee for the Committees and Strategy Leaders.
- B. TOOLS - Assist in discovering and evaluating various technological tools that may be used to execute the strategies.
- C. IMPLEMENT - Work with the Administrator to implement and maintain the technical aspects of particular strategies.
- D. WEB - Investigate the capabilities and the potential of our current website and our web server (host/master).
- E. UPGRADE - Consider and propose an upgraded tape library system to make it more relevant, current, accessible, and at a reduced total cost to FAPM.

Previous committees that could be merged into this one – Technology,

### Committee: GOALS AND STRATEGIES

---

Goal 7 – Facilitate the development of FAPM™ goals and strategies to guide the organization's activities and resources in both the short term (1 year) and long term (5 years).

Strategies –

- A. DEVELOP - Develop proposed goals and strategies and modify as directed by the BOD.
- B. PROPOSE - Propose committees to execute the strategies and perform other required activities that support the established goals.
- C. SURVEY - Conduct surveys and other feedback processes as needed to define members' expectations, and incorporate them into future goals and strategies.

### Committee: RESOURCE DEVELOPMENT

---

Goal 8 – Identify and evaluate resources, programs and services available from other organizations or sources that the committees can utilize.

Strategies –

- A. INVESTIGATE - Investigate various sources such as Mediate.com and Maryland Mediation & Conflict Office (M ACR O) in order to accumulate information that would be helpful to the various committees.
- B. DATABASE - Establish a database or listing of resource organizations and sources that committees can use, and informs the Committee Chairs of these resources.
- C. RESEARCH - Conduct research for Strategy Leaders when they request potential resources for their use.

## COMMITTEE GOVERNANCE

We recommend that each goal and strategy be governed with the following principles:

1. Committee Chairs are accountable to the Board for the achievement of the stated goal.
2. Each approved strategy will be led by a named Strategy Leader who may or may not be a member of the committee that sponsors that strategy and who is accountable to the Committee Chair and the Board for the achievement of the strategy outcome.
3. Each Strategy Leader will prepare a written report to the appropriate Committee Chair each month, in time for the Committee Chair to consolidate the report and send it to the Administrator at least a week prior to the next Board meeting. We're not suggesting a lengthy report here. It can be a simple e-mail outlining what you're doing. The Administrator will be responsible for assembling the Committee reports and submitting them to the Board.
4. The Board will decide what information from the Committee reports should be shared with the membership in the next issue of the CAUCUS, on the Website, or in an e-mail distribution.
5. The Board will review the committee and strategy reports to assure that progress is being made, and that outcomes will benefit our membership, and will exercise governance in any situations where goal or strategy outcomes are not as expected.