

**NAFTA 2022 COMMITTEE**  
**2017 ANNUAL REPORT OF OUTREACH SUB-COMMITTEE**

At the 2016 annual meeting, it was agreed that as part of the proposed Outreach Framework, the Outreach Sub-Committee was going to recirculate the surveys that were originally circulated in 2015 with minor changes (i.e., the survey now identifies each respondent by name and country) as part of the Sub-Committee's outreach and in-reach efforts. The Outreach Framework was developed after all members agreed that implementing some sort of strategy moving forward would be useful so that outreach could be maximized with little funding. Outreach was defined as what the Committee would like to do with those outside of the Committee and in-reach was defined as the goal to increase the flow of information between those within the Committee between meetings.

**1. Survey Questions**

The survey circulated by the Sub-Committee to all Committee members asked the following questions:

- What is your Name?
- What is your email address?
- What country do you represent at the NAFTA 2022 Committee?
- What other associations/organizations are you a member of that work to promote ADR or have an ADR component in their programming?
- Would any of these associations/organizations be a good forum for collaboration with the NAFTA 2022 Committee?
- In the past two years, what presentations or speaking engagements have you given on ADR?
- Did your presentation mention the NAFTA 2022 Committee or use any of the resources developed by the NAFTA 2022 Committee?
- Would the creation and distribution of a packet of NAFTA 2022 resource materials be helpful for you when attending these speaking events?

**2. Summary of Survey Responses**

As of April 20, 2017, a total of 19 Members answered the surveys. Their answers were compiled into easy-to-read document and sent to Committee members for comments. Some preliminary conclusions regarding the information collected indicate:

- i) that Committee Members are interested in speaking about the NAFTA 2022 Committee in their speaking events;
- ii) that most members consider that the organizations they belong to could be good forums for collaboration with the NAFTA 2022 Committee; and
- iii) that an information packet will be helpful for Committee Members attending speaking events.

The answers to these surveys are included as Outreach Sub-Committee Report Annex I. The Sub-Committee hopes to briefly review these answers during the 2017 Annual Meeting and use them to formulate next steps.

### **3. Information Packet**

A preliminary Information Packet has been compiled. The Information Packet is formed by (1) a power point presentation imparted by NAFTA 2022 Committee Members at the Arizona Bar Convention, (2) hand-out that mirrored some of the information from the NAFTA 2022 Committee website, and (3) three approved NAFTA 2022 Committee flyers in each language. The Information Packet can be found as Outreach Sub-Committee Report Annex II.

### **4. In-Reach**

The Outreach Sub-Committee proposed to the U.S. Co-Chair using a private Google Group for maintaining an updated list of all Committee Members. With Google Groups, changes done by the administering entity will be automatically reflected in the spreadsheets of all Members and only Members will have access to the information available there. Creating a Google Group will require the establishment of a NAFTA 2022 Gmail account that will be used first to set up the private Google Group and then to update Members' info every time a change occurs. The U.S. Co-Chair suggested that the other Co-Chairs be involved in the decision of setting up a Google Group, because the decision as to which government will keep it current, or if the Outreach Committee will keep it current, is a decision that all Co-Chairs need to make.

## **Outreach Sub-Committee Report Annex I**

## **Outreach Sub-Committee Report Annex II**