

**TAM STRATEGIC PLAN OUTLINE  
A 3 YEAR PLAN  
OCTOBER 2015 – SEPTEMBER 2018**

*Adopted on 9/25/2015 by Board of Directors*

**Definitions**

**Goal** – General statements of long-term outcomes in support of the organization’s mission. They are broad in scope.

**Strategy** – An action plan or method for achieving a particular goal

**Objective** – is a measurable step you take to achieve a strategy.

**Mission:** *The Texas Association of Mediators is a statewide, multidisciplinary organization whose mission is to provide leadership and education in the field of mediation.*

**Goal 1.0 Promote and encourage the use of mediation**

- 1.1 Create Public Awareness and Education Committee (PA&EC) to promote mediation and conflict resolution to external audiences
- 1.2 Develop ADR partnerships to assist in carrying out the public awareness and education plan
- 1.3 Develop a plan to educate other professions and user groups about the benefits of mediation and conflict resolution

**Goal 2.0 Promote cooperation and communication among organizations and individuals that affect ADR**

- 2.1 Increase communication and involvement among TAM members
- 2.2 Increase recognition of outstanding efforts in the field of mediation
- 2.3 Revise and execute the TAM Partnership Plan

**Goal 3.0 Promote the ethical practice of mediation through education.**

- 3.1 Educate TAM’s members about the Ethical Standards of Practice and Code of Ethics including those of TMCA, the State Bar of Texas-ADR Section, and the Supreme Court of Texas
- 3.2 Promote the Ethical Standards of Practice and Code of Ethics as stated in 3.1 to TAM’s members
- 3.3 Increase the awareness of ethical practice of mediation to the public/consumers

**Goal 4.0 Sponsor and promote professional development for mediators and other professional dispute resolution specialists**

- 4.1 Sponsor and promote high-quality CE programs through the annual TAM conference
- 4.2 Explore other formats/methods for TAM sponsored CE programs throughout the year
- 4.3 Provide mediators with information about resources, educational events, tools and forms to enhance their professional skills and development

**Goal 5.0 Fiscally sustain and grow the organization**

- 5.1 Retain and increase TAM membership
- 5.2 Explore and develop additional sources of revenue and fundraising that do not interfere with TAM’s non-profit status
- 5.3 Effectively manage a realistic budget for revenue and expenses for the conference and all activities