

LDANR Strategic Plan 2021 – 2024

To help guide our strategic planning efforts for the years 2021 – 2024



Idanr • Learning Disabilities
Association of Niagara Region

The right to learn, the power to achieve





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About the LDANR

The Learning Disabilities Association of Niagara Region (LDANR) is a Charitable Non-Profit organization (Charity Registration #732919097) whose mission is to *provide resources and support to individuals who are affected by learning disabilities within the Niagara Region*. We accomplish this mission by focusing on several main pillars. These pillars include:

Learning Disabilities Advocacy

The LDANR has representatives that sit on the Special Education Advisory Committees (SEAC) for both Niagara Catholic and the District School Board of Niagara.

This committee is a platform that allows us to voice special-education concerns to other community members and school officials in the hopes of identifying and rectifying systemic issues that affect students with learning disabilities. We distribute a SEAC survey every program season to allow us to gather the concerns of our families and ensure they are heard.

Research

The LDANR strives to use evidence-based programming and continually evaluates the effectiveness of its programs by hiring independent research assistants, and by partnering with Brock University. This research informs us about any changes that are required, and also how effective and engaging the programs are to our students. For a list of research reports examining our programming, please visit [here](#).





Education & Services

The programs and services that the LDANR runs form the basis of the work that we do. We offer a number of programs that serve children and youth in Niagara with an identified or suspected learning disability. These programs are focused on three main areas which are numeracy, literacy, and self-advocacy. For a full list and information about the programs we offer, please visit this link [here](#).

We also offer the learning disability community an extensive resource library pertaining to relevant topics such as The Disability Tax Credit, Numeracy/Literacy/Self-Advocacy Activities, Psycho-Educational Assessments, and IEPs/IPRCs, for example.





Mission, Vision, and Values

Guiding the work that the LDANR does is a clearly defined mission and vision. We also have a core set of values that are prioritized in every interaction and with every decision made. Our office staff, program staff, and volunteers exemplify these core values when they are carrying out their responsibilities, which are in line with our mission and vision. We also strongly encourage the LDANR community to uphold these values when they participate in our programs and services and out in the broader community.

Mission

The LDANR's mission is to provide resources and support to individuals who are affected by learning disabilities within the Niagara Region. We provide leadership in learning disabilities advocacy, awareness, research, education and services.

Vision

Our vision is that of a strong and inclusive society where individuals living with learning disabilities are confident, successfully educated, resilient and self-sustaining.

Values

Our core values at the LDANR include:

Respect – We respect the experiences and opinions of those that we work with and those that receive our services. We advocate for our community to extend this level of respect to others.

Support – We provide a supportive working environment for our office and program staff and volunteers, and provide support to individuals affected by learning disabilities.

Innovation – We seek to be creative and flexible, and utilize current research to enhance our programming. We encourage feedback from all LDANR stakeholders and incorporate different ways of thinking into our agency.

Dedication – Our office and program staff are dedicated to the success of our program participants. Our program volunteers dedicate their free time to building relationships with our participants to help them be successful.

Inclusiveness – We provide a safe space for all of the LDANR community. We value the differences amongst our volunteers and participants and believe that contributes to the success of our programs.



Empowerment – We provide the tools necessary to promote personal responsibility, initiative, and accountability in staff, volunteers, and program participants which allows them to maximize their personal potential.



Who We Support

As a regional chapter of the Learning Disabilities Association of Ontario (LDAO), the Learning Disabilities Association of Niagara Region (LDANR) supports individuals and families in Niagara Region impacted by a learning disability. Although the term learning disability often gets confused for any difficulty a student may experience with their learning, we like to refer to the Ontario Ministry of Education's Definition of a Learning Disability to ensure that we are staying consistent with other LDA chapters across Ontario. According to PPM-8 from the Ministry, a learning disability affects an individual's ability to perceive or process verbal and non-verbal information, whose intellect is in the average or above-average range.

They also experience academic underachievement that is inconsistent with their intelligence, *or* they are required to put forth extremely high amounts of effort to achieve adequate grades. They typically experience difficulties in reading, writing, mathematics, work habits, learning skills, and executive function skills, and may also experience difficulty processing social information. The individuals with learning disabilities that we serve are not experiencing difficulty learning due to attendance, socio-economic status, English as a second language, or other factors, but rather they experience a difficulty learning due to the individual's neurobiology.

We serve individuals themselves who have a learning disability, and we offer support to families and caregivers who have been impacted by a learning disability in some way whether it is their child's or their own learning disability. We also serve individuals throughout the community such as employers, educators, health professionals, or business people who have questions about learning disabilities or are looking for support for their employees, students, or clients.





The Strategic Plan

In May and June 2021, LDANR Stakeholders had an opportunity to provide input about the strategic direction of the organization. The stakeholder groups that were asked for feedback were: program staff and volunteers; board members; office staff; program families; individuals with learning disabilities from the community who inquired about our programs and services; and community partners. The feedback that these groups provided were both qualitative and quantitative in nature and form the foundation of the strategic goals that the LDANR will focus on executing beginning in July 2021 through to July 2024, with a review of the goals and action items taking place each July between that time period.

The remainder of this section will outline the strategic goals organized by thrusts, which include: Programs & Services; Human Resources; Marketing & Communication; Fundraising; and Board Governance. There will also be a high-level summary of the goals that we hope to accomplish under each thrust, which come directly from the stakeholder feedback survey completed over the months of May and June, 2021.



Programs & Services

As mentioned previously, we prioritize the programs and services that we provide to our families, and it makes up the bulk of the work we do here at the LDANR. By focusing on providing affordable, quality programming, it ensures that the learning disability community here in Niagara feels supported. Using the quantitative and qualitative data collected from our programs, we are continually revising the programs and services wherever we see fit, and listen to feedback from our stakeholders about programs and services that they wish to see in Niagara.



Goals

1. **Increase social support opportunities for the LDANR community.**

Social support is essential to individuals and families impacted by a personal challenge such as a learning disability. The LDANR recognizes the value of being able to talk to other parents or peers who may be experiencing challenges related to living with a learning disability such as low self-esteem, academic difficulty, or executive functioning difficulty. To provide the LDANR community an opportunity to connect with others in similar situations, we will prioritize increasing the number and scope of social touch points amongst LDANR community members. Specifically, the LDANR will create actionable items that will allow youth to connect with other youth living with a learning disability, parents to connect with other parents in formal and informal avenues, and create a more comprehensive list of community resources available where our community can connect with others.

2. **Streamline the programs and services experience for all stakeholders.**

Delivering high quality programs and services does not just consist of the program itself, but also entails the processes required leading up to the program or service such as the application and communication. To this end, the LDANR will focus on streamlining the procedures required to sign up for our programs or services, limiting the time spent submitting information and reducing the amount of information that is required each time. By creating more streamlined processes for program and service registration, it will ensure that all eligible program families are equally likely to secure a spot in our programs, and that delays in gathering required documents do not hinder participation. It will also free up our office staff's valuable time which can be spent enhancing other areas of our programs and services.

3. **Improve information sharing on topics relevant to the LDANR community.**

Aside from inquiries about our programs, the LDANR receives a number of inquiries from various individuals across Niagara regarding programs, services, and support available to individuals with learning disabilities. These topics include tax credits related to learning

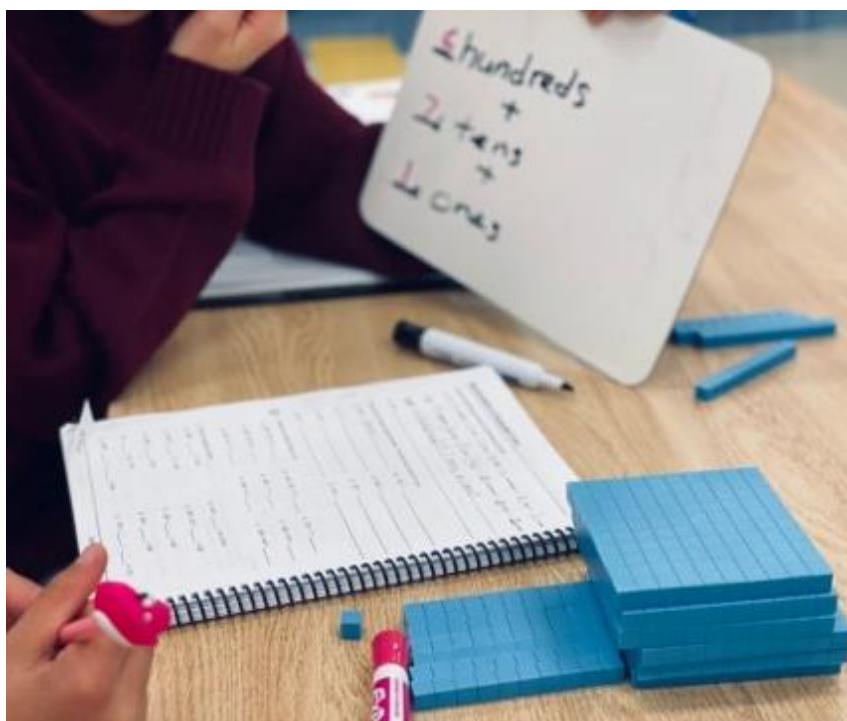


disabilities, counselling supports for adults with learning disabilities, and general tips for increasing well-being and productivity for individuals with learning disabilities. Presently, the LDANR has an extensive resource library that can be made available to those who inquire, but we understand that it may be difficult to process the breadth of information individually. To help spread information pertaining to learning disabilities throughout Niagara and to provide a more thorough description of specific topics, the LDANR will focus on providing information to the community and enhance the way that it is shared through media other than email (I.e., in-person, social media etc.).

4. Increase the accessibility of our programs and service outreach.

The accessibility of our LDANR programs and services is paramount to the agency. Many of our families already experience barriers to special education programming such as cost, location, or lack of an official diagnosis so we want to ensure that the LDANR is a barrier-free environment for students with learning disabilities as much as possible. We understand that many families are not in receipt of any other support, and subsequently, we do not take the accessibility of our programming lightly.

Although the LDANR has a number of processes in place to increase access such as offering subsidies for families who are unable to provide our programming and not requiring a formal learning disability diagnosis, we understand that there are other ways we can improve access. To accomplish this goal, our agency will seek out ways to offer our programs to a larger audience each season and to reach more remote communities in Niagara. We will also continue to explore ways to serve a larger demographic by incorporating small group programs or one-off workshops where possible.





Human Resources

In order to be able to offer effective programs and services, it is imperative that we are recruiting, training, and rewarding passionate, high-quality staff and volunteers. To do this, we have begun the process of revising all of our policies to be in line with applicable legislation. We have well thought-out procedures in place for all tasks required to hire and retain staff and volunteers, and emphasize connection to boost retention by being approachable, grateful, and offering tokens of appreciation both large (such as our annual appreciation event) and small (such as writing reference letters or giving thank you cards).



Goals

1. **Ensure comprehensive policies and procedures are in place.**

With the dramatic shift to remote work and virtual service delivery, we need to ensure that our policies and procedures are reflective of this environment's demands. Policies regarding intellectual property or information sharing were important, but not as crucial as they are in this virtual environment so we will make sure that all of our current policies reflect this change or create new ones where appropriate. Further, as we intend to scale our programs and services, we will have more individuals employed by or volunteering with our agency. This urges the LDANR to create more comprehensive policies and procedures to ensure the safety and enjoyment of these individuals and reduce our liability.

2. **Enhance our staff and volunteer pre-program experience (i.e., onboarding and training).**

Similarly to how we wish to enhance the pre-program process for families, we wish to do the same for our program staff and volunteers. Over the next three years, the LDANR will be examining ways to reduce the length of our intake process, and will find ways to centralize information collection. We will also enhance our training for both staff and volunteers to be more detailed in our rationale for certain expectations, and to help our staff and volunteers feel more confident to interact with both their child and the caregivers where applicable. By requiring less from our staff and volunteers and providing them with more training and information, we anticipate that this will increase interest and retention, ultimately contributing to high-quality programs and services for the LDANR community.

3. **Focus on staff and volunteer engagement and retention.**

At present, the LDANR has a number of ways that we try to engage and retain our high-quality, committed staff and volunteers. We prioritize engagement and retention currently by building meaningful relationships, rewarding our staff and volunteer for their hard work verbally, and demonstrating our appreciation through small tokens and our large-scale



appreciation event. However, with the recent expansion of our Reading Rocks program, and a desire to scale the remainder of the LDANR programs, we will need to analyze our efforts to promote engagement and retention to ensure that we are continuing to only work with high-quality staff and volunteers. This will also free up valuable time for the LDANR office staff, specifically by reducing interviewing and onboarding of *new* staff and volunteers.





Fundraising

Fundraising encompasses all ways the LDANR brings in funds to operate and continue offering our programs and services. This includes securing grants, raising funds through fundraising events, charging a fee for service, and soliciting donations and sponsorships.



Goals

1. Enhance the scale of our fundraising initiatives.

The LDANR's beloved fundraisers such as our trivia night and our golf tournament are our third largest source of revenue behind community-based funders and program revenue. However, the revenue from these events is much smaller in comparison than the previous two. Over the next three years, the LDANR will seek out ways to enhance the scale of our fundraising initiatives both by enhancing the fundraisers we already have and offering new fundraisers which cater to the diverse families and the community that we serve. We will also find ways to increase the number of donation opportunities, as families may wish to give more but do not feel that they have a clear way to do so. With the enhancements made to our fundraising, it will allow us to better sustain ourselves through the next three years and focus on increasing access to programs and services for our community.

2. Increase participation at fundraising initiatives.

Although we do have a committed group of individuals who regularly attend our fundraising events, we want to find ways to attract new participants and increase participation itself at our events. This would counterbalance our reliance on sponsorship packages, which make up the bulk of our revenue from these events.

Within the next 3 years, the LDANR is hoping to grow our fundraising initiatives to increase the amount of fundraising revenue received from participation. We also hope to offer more fundraisers of varying size throughout the year which will cater to the diverse families that we support. In order to attract participants, which is crucial to increasing participation, we will also find creative ways to promote the event both in written form and in actionable items such as silent auctions or gift card give-aways leading up to the event, also enhancing community awareness of our events on social media.

3. Improve fundraising and donor relations policies and practices.

As a non-profit, charitable organization, we are indebted to the generous individuals who support us at our fundraising events or donate to our agency throughout the year. Given our intent to scale our agency in terms of programs and services, fundraising, and marketing and communications, we will be reaching a larger audience than ever before which means more potential donors and fundraising participants. With this growth of our agency community and the potential for more financial contributions from individuals outside of our funding agencies, we want to make it clear how valuable you are to us. Therefore, we



will be putting policies and procedures that pay respect to your time and contributions and continue to ensure that your confidentiality is maintained throughout the process.





Marketing & Communication

Our marketing and communication strategy has changed significantly over the years with the rise of social media, a shift to remote work, and enhanced partnerships with individuals who often communicate on our behalf. We prioritize consistent communication via email and social media, and are in the process of creating branded marketing and communication templates to streamline and reduce the time required to create quality content, and to disseminate useful information about our programs and services and general information pertaining to learning disabilities.



Goals

1. **Build the LDANR brand to make us more recognizable in the community.**

No different than a recognizable clothing brand, the LDANR would like to enhance their brand to be more recognizable on social media, in emails, and on physical promotional materials. Creating a company 'brand' is essential for increasing community loyalty and interaction with our content in various media. We will focus on creating regular content, writing emails, and showing pictures or information that are consistent with our mission to become more easily recognizable to those in the community. We will also ensure that our communication is explicit and that it all ties back to our mission.

2. **Enhance our communication strategy with local schools.**

Given that the students we serve are primarily from the Niagara Catholic District School Board (NCDSB) and the District School Board of Niagara (DSBN), we regularly provide program information to these boards to ensure that they are aware of our programming. However, the sharing of program promotional materials is the extent of our current relationship in terms of programs and services. What we aim to do over the next three years is expand this relationship to not only be comprised of sharing of our program information, but to examine ways where we can be more equitable partners in the programs and services that are offered. We want to make sure that what we are offering meets the needs of students and staff at both NCDSB and DSBN and will foster a more open relationship with them to ensure that this is happening.

3. **Provide clearer communication around who we support.**

As part of our charity mandate, we are restricted to exclusively serving individuals in Niagara, and to provide services to individuals who have a learning disability and not other forms of disabilities or difficulties such as intellectual disabilities, or behavioural difficulties.



The challenge with this is that many families have not been clearly told what a learning disability is, and the term is often used to summarize many individuals who have difficulty learning due to issues such as attendance, behaviour, or intellect. To help prospective families, we will make sure that our eligibility criteria is communicated more effectively, and that we are promoting awareness of what a learning disability is and what it is not more regularly. Using the information provided in PPM-8 from the Ontario Ministry of Education, we will ensure that we are adhering to our charity mandate and ultimately our mission to provide resources and support to individuals who are affected by learning disabilities within the Niagara Region.

4. Optimize our website.

Our agency website is crucial for sharing important information about programs, events, and contact information with our clientele. For individuals who are new to the agency, or who may be looking for support for a learning disability, this is often the first place that they will check. In order to better serve both new and returning individuals, we will optimize our website to be more accessible (e.g., larger font). We will also seek out ways to enhance the information presented on our website so it is more visually appealing and easier to find for individuals who have never visited our website before. Ultimately, in reviewing our website, it is our hope that our user's experience is easier and that it will reduce the amount of time spent on behalf of our office staff answering questions related to items that should be presented on our website.

5. Diversify the ways in which we promote our programs and services.

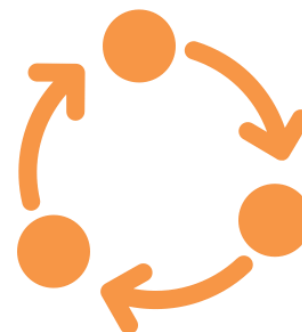
A big part of our marketing and communication strategy is spreading information about our programs. Presently, we focus on updating our program information on our website, Instagram, Facebook, and through our individual contacts at the school board. This is often effective for returning families as they know where to find the information already. However, with our goal of scaling our programs, and with the desire to serve more families across Niagara Region, we need to seek out new ways to promote our programs and services to reach new and diverse families across the region. Seeking out new ways to promote our programs and services ensures that we are being equitable and not limiting participation to individuals who use social media or are tech savvy.





Board Governance

Our Board of Directors is responsible for providing governance to our agency, ensuring that we are carrying out our mission ethically, responsibly, and in line with all applicable legislation and policy. They review and approve policies to help guide our agency and manage risk, they provide financial oversight to ensure we can continue to maintain and expand our operations, and they hold us accountable by ensuring that we are meeting our strategic goals. While it is important that the Board of Directors monitors and evaluates the performance of the organization, it is equally as important that they do so at the Board level.



Goals

1. **Ensure By-Laws are revised to comply with anticipated Ontario Non-Profit Corporation Act (ONCA) legislation.**

The LDANR is a registered non-profit in Ontario, regulated by the current Ontario Corporations Act. The new legislation – ONCA – is scheduled to come into effect soon, and the LDANR must be in a position where we are prepared to make any necessary changes to our By-Laws as a result of the new legislation.

2. **Improve Board governance practices.**

With the past two years behind us and with the important decisions that the board has had to make in collaboration with our Executive Director, it is evident that we need to safeguard our agency against any possible unexpected scenarios and to emphasize the importance of the roles of our board members. To ensure that we are staying compliant with any regulation changes, and that there are no gaps in governance due to unforeseen circumstances, we will focus on enhancing the current Board policies and procedures to allow for a more robust response to these challenges.





LDANR Strategic Plan 2021 - 2024

A Summary of the stakeholder data collected May & June, 2021

Appendices



Demographic Information

Which Municipality are you located in?	
St Catharines	65
Welland	11
West Lincoln	5
Thorold	3
Wainfleet	1
Port Colborne	1
Pelham	4
Niagara Falls	24
Niagara on the Lake	6
Lincoln	5
Fort Erie	3
Grimsby	7
Total Respondents	145

What is your role with our agency?	
Program Staff or Volunteer	49
Caregiver of child with diagnosed or suspected learning disability	67
Individual with diagnosed or suspected learning disability	7
Community Partner	22
Total Respondents	145



Human Resources

Elaborate on how we can better support you in your role at the LDANR.
More training with ethics and reasons for why certain things are done.
More check ins.
Ice breakers with volunteers.
Shorter program assessments.
More resources for working with older students.
Clearer training on the amount of different content areas that should be delivered during program.
More volunteer recognition.
Sharing information about children with volunteers.
More clear training just for staff.

What are some of the ways that the LDANR makes you feel supported and valued in your role?
Approachable.
Providing check ins.
Clear expectations.
Appreciation event.
Good communication.
Provided resources.

Please rate how satisfied you are with each portion of your volunteer or staff role.

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Does not apply to me
The amount of training received	41	7	2	1	0	2
The intake process	44	6	1	0	0	2
Orientation	39	9	3	0	0	2
Explanation and breadth of human resource policies	36	11	3	0	0	3
Ability to approach office staff or program facilitators for assistance	46	5	0	0	0	2
Clarity of expectations of your role	43	6	1	1	0	2



Do you feel that:

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
your role is important to the LDANR?	45	6	2	0	0
you are adequately appreciated or recognized for your contributions?	42	6	4	1	0
your role is fulfilling?	48	4	1	0	0



Fundraising

How can we improve our fundraising events?
More Social Media promotion.
Hold more events.
Remember to ask for money! I always feel like I'd be happy to give more but there isn't the venue to do that at the event itself.
Bigger prizes.
Gift card for sharing event on social media – entice people to register.

There are many different community fundraisers available for members of Niagara to attend. What sets our fundraising initiatives apart from other agencies within Niagara?
That you support local.
Focus on having fun instead of formality.
Supports a clear need for the attendees (i.e., program families).

Please describe any other fundraising initiatives that you would be interested in attending/contributing to.
50/50
Auctions
Movie night
Online gaming
Bake sale
Online raffle
BBQ
Christmas basket raffle
Story book walk The turn out was very small but the event was AMAZING.
Scavenger hunts
Flower drive
Fundraising run/walk
Art night
Bus trip (e.g. medieval times)
Boston pizza night
Wine selling fundraiser



Which fundraising initiatives would you be interested in attending?	
Golf Tournament	21%
Bowling Night	43%
Trivia	41%
Formal Gala	21%
Fun Fair	63%
Fundraising Walk	43%
Total Number of Respondents	145

Overall, how would you rate each aspect of the LDANR fundraising initiatives?

	Excellent	Good	Neutral	Satisfactory	Poor	Does not apply to me
Affordability	18	4	0	0	0	1
Promotion of Event	15	7	0	1	0	0
Number and type of prizes	15	4	1	0	1	2
Range of events	14	4	2	1	0	2
Registration	15	6	1	0	0	1
Engaging	17	4	2	0	0	0
Recognition of Event Sponsors	19	1	2	0	0	1



Community Partnerships

What about some of our areas for improvement when compared to other Niagara Region community organizations?
Stronger communication.
More spots offered to participants.
Communicate to school progress of students.

As an organization or individual in the Niagara Region who has interacted with other Niagara organizations or agencies, what do you think some of our strengths are?
Research based.
Organization and communication.
Affordable.
Offer a variety of programs.
Communication of programs and attending school events.
Dedication to students.
Commitment to our mission.
Connections with other community agencies.

What are some ways that our agency could enhance our partnership with you?
Better communication about students in programs to schools/teachers.
Having community partners come speak (i.e., school board professionals).
Holding an info night.

As a community partner, do you feel that:

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Does not apply to me
You are adequately recognized by our agency?	15	1	2	1	1	2
our relationship is mutually beneficial?	17	1	2	0	1	1
Your relationship with our agency is appreciated?	18	1	1	0	1	1
the LDANR shares your information regularly and appropriately?	14	2	1	1	1	3



Programs & Services

Please provide specific detail about the services you would like to see the LDANR offer.
Behavioural workshops (help child find appropriate outlets for their emotions)
Virtual and in person programs and services.
ELL/ESL.
List of other agencies online programs that are relevant and can be accessed by the LDA community.
More group settings.
Advocacy.
Parent support groups.
Small groups for younger children.
STEM programs.
Older age group summer program.
Parenting support.

What are some suggestions you have for enhancing the programs that the LDANR offers?
Year-round JUMP.
Writing skills.
More program spots.
Follow up interview with parent.
School support.
Longer programs.
ESL.
Early literacy.

If given the option, you would be more likely to choose programming that is:	
Online	16
In-Person	37
No Preference	21
Total Number of Respondents	74

What other programs would you be interested in seeing the LDANR offer?
Life skills.
Kindergarten programs.
Orton-Gillingham.
French.
Spelling and writing.
Anxiety support.
Mental health/self-esteem support.
More Summer programs.



More teen programs.
School break camps (March etc.).
Youth group.
Technology supports.
Services connecting individuals with counselling recommendations.

What sets the LDANR programs apart from other programs offered in the community?
Staff with learning disabilities (exemplify our target demographic).
Accessible.
Supportive to parents.
Affordable.
Thorough/comprehensive programming.
Personalized to each participant.
One-one-one.
Inclusive.
Welcoming.

Please list any other comments you have about our programming
Connect more with schools re: programs (promotion and offering spots).
Guest speakers.
The application is very long, consider condensing.
Program location (try to vary it to serve all municipalities).
Get info out to pediatricians as well.
Send reminders to parents and staff about programming.

Please rank how satisfied you are with each component of our programming.

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Does not apply to me
Affordability	58	10	7	0	1	4
Accessibility (e.g. location)	47	16	9	2	2	5
Content covered in program	57	13	7	0	0	4
Application process	40	26	9	2	0	3
Program promotion	47	13	15	1	1	4



Webinar Topic Interest
Total Respondents - 57

Topic	# Interested	%
Advocacy	22	39%
Mental Health	39	68%
IEPs/IPRCs	26	46%
Learning Disabilities at Tax Time	24	42%
Psycho-Educational Assessments	29	51%
LD Support in the Workplace	7	12%
Study Skills	23	40%
Supports for Adults with LDs	7	12%
Assistive Technology	21	37%
Other	2	4%



Communications & Marketing

What are some ways we can enhance our communications and marketing?
attend parent teacher interviews
clear eligibility communication (e.g. for people not diagnosed)
more stats/research on SM
testimonials
More colour
meet the team
recap of programs periodically
volunteers share our posts
advertising to parents
communication with schools and attend school events
bolder fonts
enhance logo
brand specific colours
promote to community groups involved w/ parents (may not be on the internet)
encourage SM use/subscribe
teacher report only filled out if accepted?
advertising and partnership with cogeco
ask schools to share our posts
interactive SM content e.g. polls, trivia etc.

What makes the LDANR communications and marketing strategies (i.e. Facebook posts, flyers etc.) effective?
logo recognizable
posts are simple
bright colours
emojis/images
enhance awareness of our SM
I have not seen any marketing on Facebook or Instagram....
frequent emails
same colours
clear comm of volunteer position/requirements
communication is timely
clear graphics
like how there is multiple different media (flyers, pictures etc.)

Is the LDANR Brand recognizable?	
Yes	74
No	51
Unsure	18
Total Respondents	143



Please identify how often you interact with the LDANR through these different channels:

	Always	Frequently	Neutral	Infrequently	Never	Does not apply to me
Facebook	10	19	21	22	67	15
Instagram	8	9	12	19	81	24
Twitter	3	5	7	15	85	38
Mass emails (i.e. Newsletter)	43	61	23	15	8	4
Personal emails (i.e. emails to program coordinators)	57	43	16	19	11	10
Telephone	6	8	19	30	66	24
Website	15	51	25	36	18	11
Google	11	38	35	27	29	14

How effective do you think we are at communicating:

	Highly effective	Somewhat effective	Neutral	Somewhat ineffective	Highly Ineffective
What learning disabilities are?	107	31	14	3	0
Our Program information?	111	31	12	1	0
Important agency dates? (i.e. applications, fundraising events)	90	43	16	6	0
Helpful, factual information (i.e. information about assistive technology, tax credits etc.)	50	42	46	10	2
Who our agency serves?	90	35	24	2	0
Administrative information (i.e. how to pay for programs, purchase memberships etc.)	81	38	28	4	1
Our agency's mission	121	18	13	2	1