

### Who are we trying to reach?

1. **Registered members** of the organization (not necessarily regular users/beneficiaries but support the organization with a formal or paid membership)
2. **Users and Beneficiaries** of the organization’s activities and programs (may or may not be registered members)
3. **English speakers who are not members, users, or beneficiaries** (to their knowledge) of the organization or its activities and programs
4. **Organization partners**, informal and those with signed partnership agreements

### How will we reach them via survey?

The survey(s) will be open from \_\_\_\_\_ to \_\_\_\_\_

1. **Registered members**
  - via survey link sent to registered members from the Executive Director or President via the email list (once)
  - via survey link in newsletter
  - via survey link available on our website
  - via pinned survey link on our social media pages.
2. **Users and Beneficiaries**
  - via survey link in newsletter
  - via survey link available on our website
  - via pinned survey link on our social media pages.
3. **English speakers who are not members, users, or beneficiaries**
  - via survey link available on our website
  - via pinned survey link on our social media pages.
4. **Organization partners**
  - via direct email to partners
  - partner specific survey link in e-newsletter.

### What are we trying to learn from our surveys?

1. **Registered members**
  - the reason(s) they have a formal membership
  - how many years they’ve been a member
  - frequency of use/participating in activities/programs
  - if they agree with the proposed objectives for \_\_\_\_\_
  - what their communications preferences are (how do they consume their information? web, social media, email, print, etc?)
  - if they have suggestions for activities to pursue that relate to our mission/mandate.

### 2. Users and beneficiaries

- if they are members
- if they aren't members, the reason(s) why not
- frequency of use/participating in activities/programs
- if they agree with the proposed objectives for \_\_\_\_\_
- what their communications preferences are (how do they consume their information? web, social media, email, print, etc?)
- if they have suggestions for activities to pursue that relate to our mission/mandate.

### 3. English speakers who are not members, users, or beneficiaries

- level of knowledge of our organization and our mission/mandate
- level of knowledge of our organization's activities and programs
- what their communications preferences are (how do they consume their information? web, social media, email, print, etc?)
- what would make them attend an activity or become a member?
  - do they have suggestions for activities to pursue that relate to our mission/mandate.
- what they think of the proposed objectives for \_\_\_\_\_.

### 4. Organization partners

- what is their reason for partnering with our organization
- level of knowledge of our organization, mission/mandate
- their level of participation in our activities and programs
- what they think of the proposed objectives for \_\_\_\_\_
- what their communications preferences are (how do they consume their information? web, social media, email, print, etc?)
- if they have suggestions for collaborations based on our mission/mandate.

## What are other sources of information available/required to inform our planning?

- Community profiles (2020 Census and National Household Survey data)
  - CHSSN, RDN, PERT
- Most recent organizational needs assessment
- Most recent baseline data report from CHSSN
- Community priorities documents
  - CHSSN, RDN, PERT, QCGN, Literacy Quebec
- Canadian Heritage funding priorities
  - 2023-2028 Action Plan for Canada's Official Languages
- SRQEA funding priorities
  - ERCC objectives
  - Employment Strategy objectives
  - OVT objectives