



**2<sup>nd</sup> Wrightslaw  
Creative Ideas and  
Website Satisfaction Survey**

**SECTION 2: RATE OUR NEWSLETTER**  
*The Special Ed Advocate*

**July 2010**

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## Introduction and Rationale

In 2009, more than 2.8 million people visited Wrightslaw. During that same time period, there were over 8.6 million page views and 75.6 million hits, making Wrightslaw the top-ranked special education website on the Internet today. Since websites continue to grow by meeting the needs of visitors, we realized that we need to know more about the people who visit: their interests and their needs.

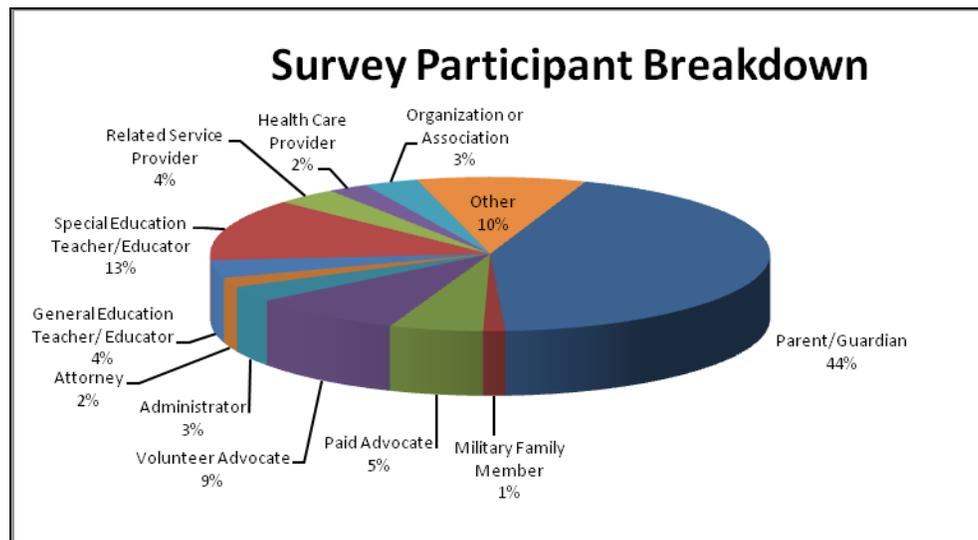
On June 22, 2010, we asked our visitors and newsletter subscribers to participate in our 2<sup>nd</sup> Creative Ideas and Website Satisfaction Survey. It was explained that the answers provided would help shape the future growth of Wrightslaw and will help us select new features and content for the website.

The response to our request for participation was overwhelming.

## Survey Results - Highlights, Graphs and Data Tables

The written highlights, graphical illustrations and data tables together provide a thorough picture of the information gained from the participant survey. A total of 2,614 surveys were collected over a 3 week period, from June 22, 2010 thru July 11, 2010. We received nearly 1,000 more responses this year than when we conducted the survey in 2007. Not all of the respondents elected to provide a rating for each item. As a result, the percentages cited in this report are based on the number of responses indicated within each item.

*Of the 2,614 people who responded to this survey, the breakdown of participants is as follows. (Note: there is duplication between categories. Some participants indicated having dual roles.)*



Parent/Guardian	1,863
Military Family Member	54
Paid Advocate	231
Volunteer Advocate	378
Administrator	141
Attorney	86
General Education Teacher/ Educator	159

Special Education Teacher/Educator	559
Related Service Provider	153
Health Care Provider	98
Organization or Association	135
Other	418

*Not all participants elected to provide location information; however, of those who did, all 50 states were represented, as well as Puerto Rico and International locations.*

*When asked “What topic area(s) are you most interested in?” The common themes were:*

- *Specific Disabilities (i.e. Autism, Learning Disabilities, Mental Disorders, etc.)*
- *Response to Intervention (RtI)*
- *Writing Good/Effective IEPs*
- *Section 504*
- *Advocacy*
- *All Topics/Everything (we received MANY answers like this)*
- *Complaints and Compliance/Non-compliance*
- *Special Education Law and Case Law*
- *Functional Behavioral Assessments (FBA) and Behavior Intervention Plans (BIP)*
- *Goals, Objectives, Accommodations*
- *Individuals with Disabilities Education Act (IDEA)*
- *Free and Appropriate Public Education (FAPE)*
- *Least Restrictive Environment (LRE)*
- *No Child Left Behind (NCLB)*
- *Inclusion*
- *Transition*
- *Parental/Legal Rights*
- *Testing and Assessments*

## Rate Our Newsletter: The Special Ed Advocate

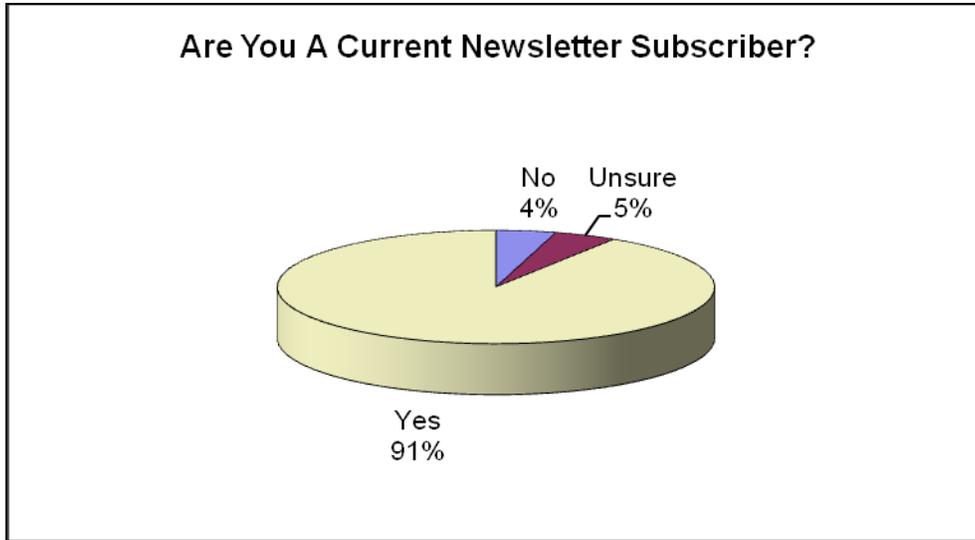
### Newsletter Basics

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#### *Do you currently subscribe to the newsletter?*

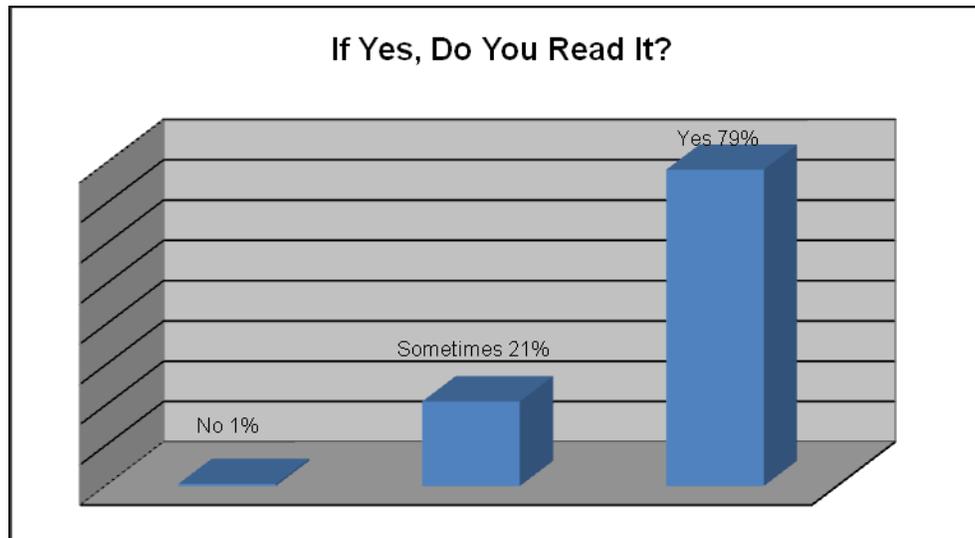
Of the 2,578 participants who answered this question, 91% indicated that they were newsletter subscribers – that’s 2,344 participants!

**Graph 1a**



*If yes, do you read it?*

**Graph 1b**

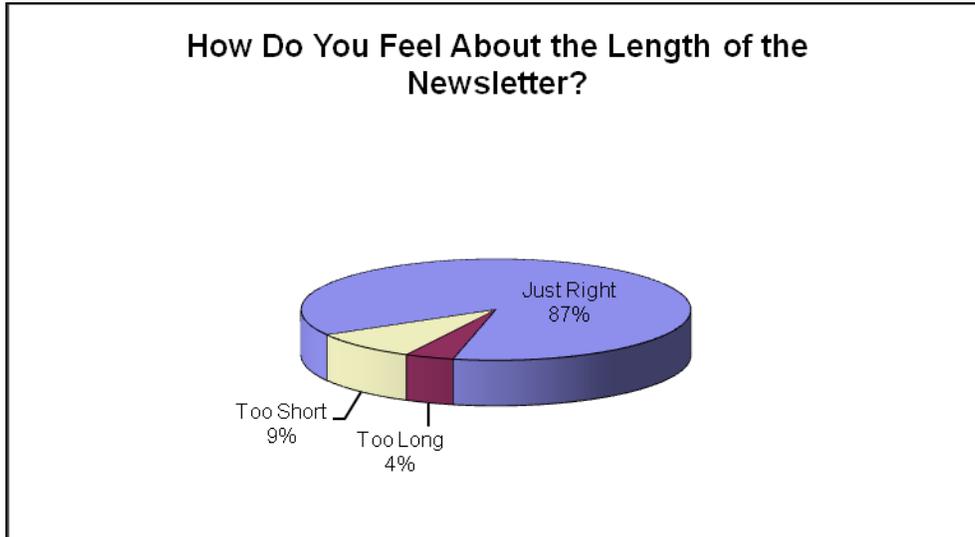


*If no, why?*

- I don't have time to read it. (12)
- I used to but not anymore. (8)
- It just stopped coming. Email problem? (9)
- Other reason. (24)
- The information does not pertain to me. (3)
- What newsletter? I didn't know you had one. (88)

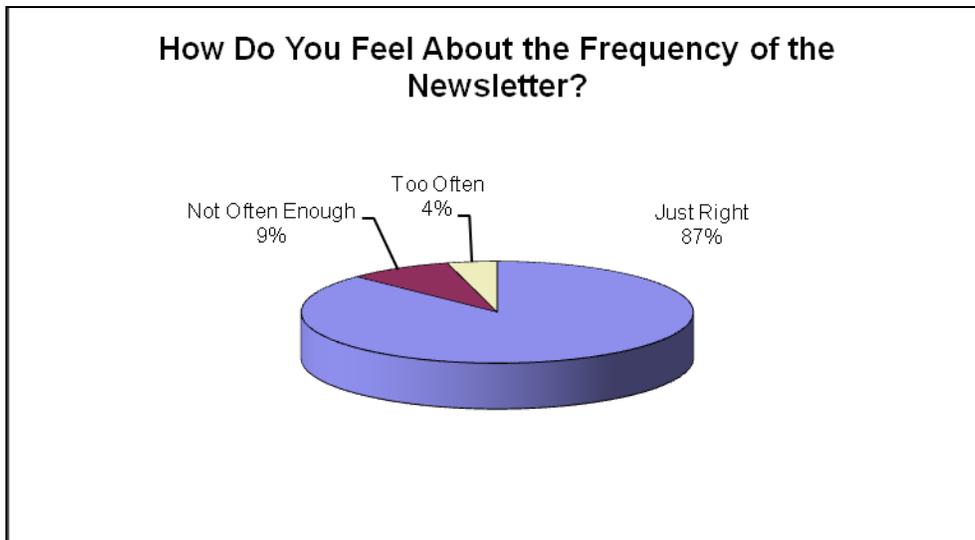
*How do you feel about the length of the newsletter?*

**Graph 1c**



*How do you feel about how often the newsletter is sent out?*

**Graph 1d**

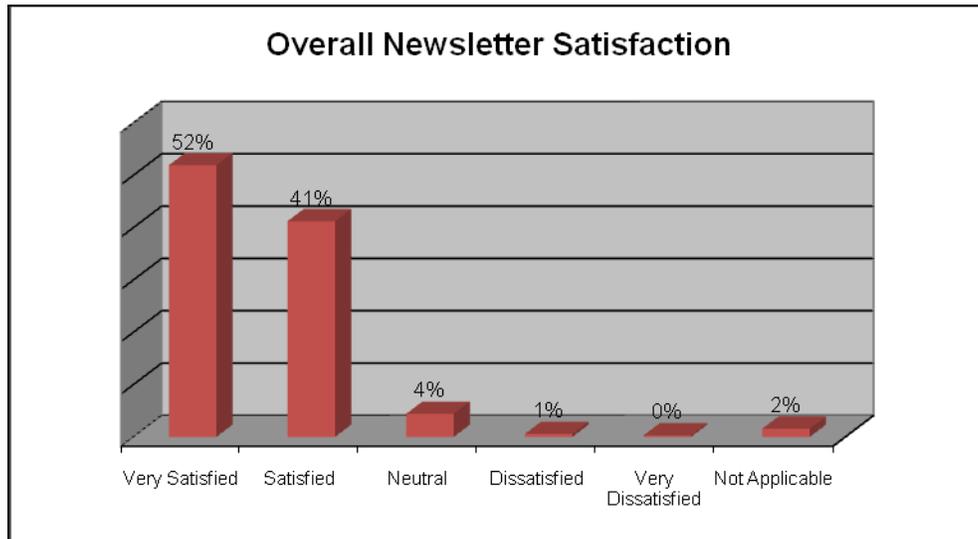


## Overall Satisfaction with the Newsletter

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When asked to rate overall satisfaction with *The Special Ed Advocate*, 2,421 people responded to this question. Of those respondents, 93% expressed satisfaction with the newsletter, as a whole. Only 1% expressed any form of dissatisfaction.

**Graph 2**

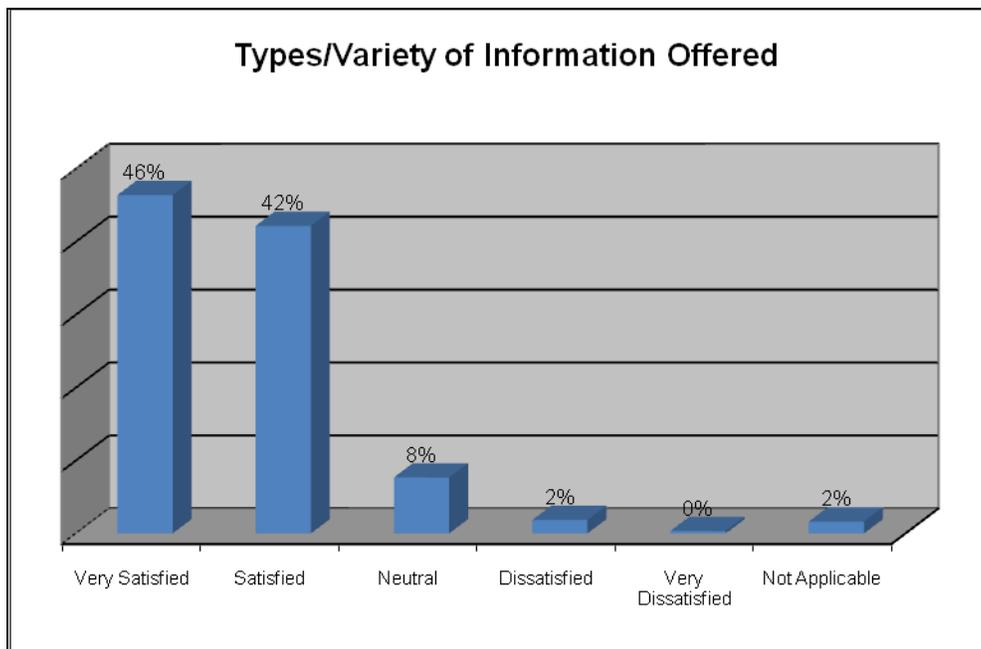


## Types or Variety of Information Offered

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When asked to rate overall the types and variety of information offered in *The Special Ed Advocate*, 2,412 people responded to this question. Of those respondents, 88% expressed satisfaction with the types and variety of information offered.

**Graph 3**

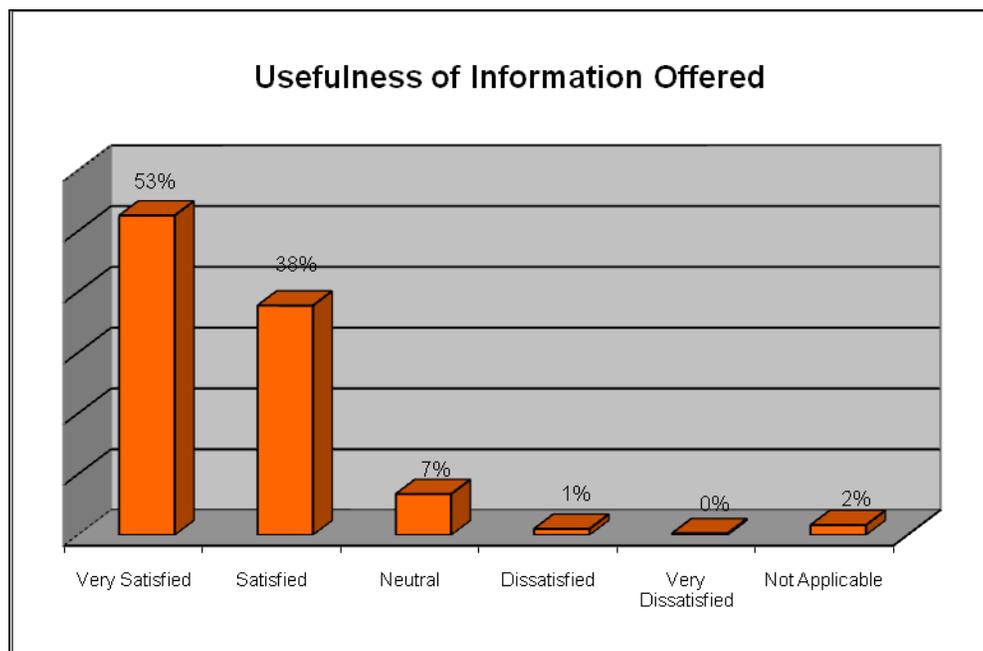


## Usefulness of Information Provided

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When asked to rate overall satisfaction with the usefulness of the materials contained in *The Special Ed Advocate*, 2,389 people responded to this question. Of those respondents, over 91% expressed satisfaction with the materials contained in the newsletter.

**Graph 4**



## What Additional Topics Would You Like to See on Our Newsletter?

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Of the 34 pages of topic suggestions offered to us on the newsletter portion of the survey, here are just a few that stand out as being suggested more often than others:

- Specific Disabilities (Autism, ADD, Learning Disabilities, etc.)
- Inclusion
- State-specific Issues
- Case Law and Opinions
- Positive Stories/Examples
- Teen/Young Adult Issues
- Transition
- Topics for Educators
- Ways Schools and Parents Can Work Together

While Wrightslaw already offers information on many of these topics, the feedback gleaned will help shape future topics and will help “beef up” pre-existing sections of our newsletter.

## **What Do You Like MOST About Our Newsletter?**

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Of the 31 pages of suggestions and comments offered to us in this portion of the survey, here are a few:

- Relevant Information
- Easy to Read and Understand
- Accurate and Reliable Information
- Variety of Information
- Usefulness of Information
- Very Informative
- Timely Information
- It Keeps Me Informed

We received hundreds of comments that simply stated “everything”, “accuracy”, and “because it exists.” Pete and Pam Wright were overwhelmed to hear such wonderful things said by hundreds of participants.

## **What Do You Like LEAST About Our Newsletter?**

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Many users, when asked to list what they didn’t like, simply didn’t answer or answered with “what’s not to like?” and “can’t think of anything” as a response. We received multiple pages full of comments that simply stated “n/a”, “nothing”, “none”, and “not sure”. Out of criticism and critique can come great progress and change in the many Wrightslaw products and offerings. Of the 22 pages of suggestions and comments offered to us in this portion of the survey, here are a few recurring comments that stand out as being significant:

- Articles/Newsletter are Too Short or Too Long
- It’s Geared More Toward Parents Than Professionals/Schools
- More Local Information
- Have to Click Too Many Links
- Too Much Information/Not Enough Information
- Not Enough Variety
- Too Generic/General
- Repetitive/Redundant
- Sales Pitch for Books/Workshops
- Advertisements
- Need More In-depth Information
- Redundant Links Within Articles

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## **Review and Final Comments**

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**T**he 2<sup>nd</sup> Creative Ideas and Website Satisfaction Survey was an overwhelming success. Participants noted that they have learned many valuable skills from the website, newsletter and Wrightslaw product line. Users are always welcome to email, call or write to Wrightslaw to offer comments and suggestions.

We received 47 pages of general comments as a result of the survey. Some final comments from participants include:

*“I always feel that this is your passion and not just a job. Your commitment motivates me.”*

*“After reading some of the information in your books, website, newsletters, and attending a seminar I feel that I am better equipped to advocate for my son and to provide resources for parents and their children who are in the special education system.”*

*“I just wish that in my son's earlier years that I had known about these valuable tools. My life and his would have been so much easier.”*

*“Thank you for providing a balanced viewpoint. Please continue to remind and encourage parents and advocates to join with educators in "problem-solving" together during these incredibly difficult times. Thank you for soliciting responses from your readers.”*

*“I found your information/website to be one of the few places I could count on for correct, valuable information.”*

*“As a special educator I believe we need to form a partnership between the student, the parent, and the teacher. All three need to be working together for the success of the student not one of them can do it alone.”*

*“Great newsletter, beneficial for anyone concerned about what's happening in the area of Special Education.”*

*“I always eagerly await the newsletter and own the special ed book, the NCLB book, and the FETA book. I've even read them cover to cover because they're so readable! I direct people to Wrightslaw all the time! Thanks for all you do for families and students with disabilities!”*