



**2nd Wrightslaw
Creative Ideas and
Website Satisfaction Survey**

SECTION 3: RATE OUR PRODUCTS

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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.

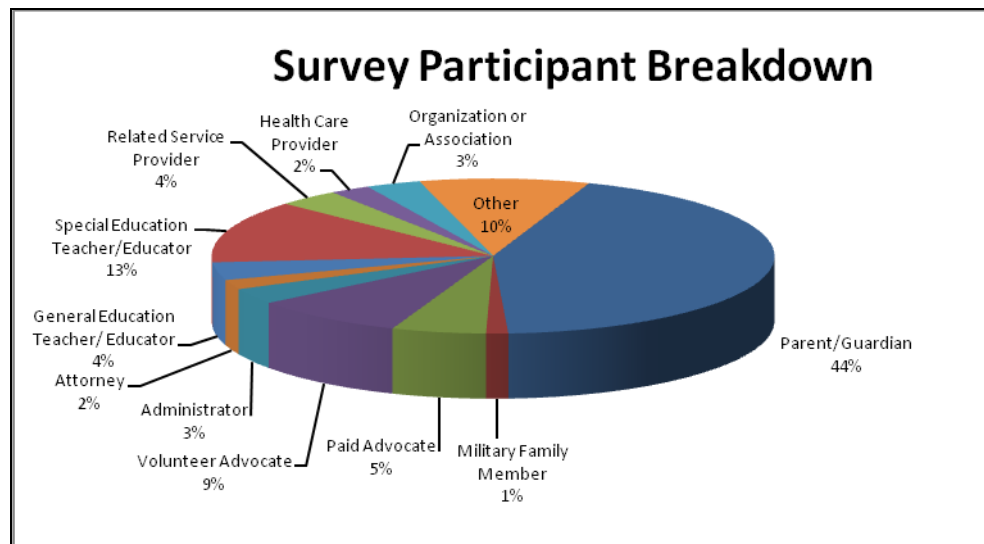
On June 22, 2010, we asked our visitors and newsletter subscribers to participate in our 2nd Creative Ideas and Website Satisfaction Survey. It was explained that the answers provided would help shape the future growth of Wrightslaw and will help us select new features and content for the website.

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:

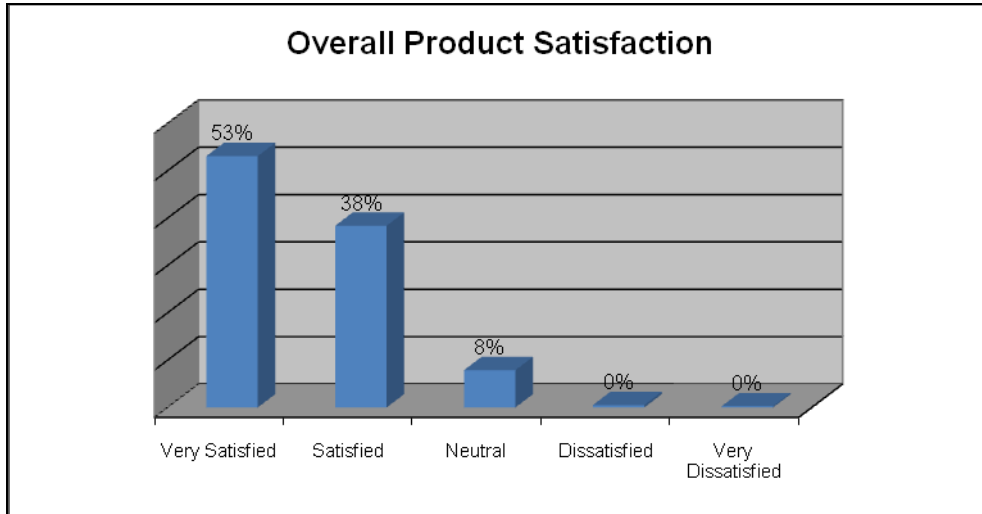
- *Specific Disabilities (i.e. Autism, Learning Disabilities, Mental Disorders, etc.)*
- *Response to Intervention (RtI)*
- *Writing Good/Effective IEPs*
- *Section 504*
- *Advocacy*
- *All Topics/Everything (we received MANY answers like this)*
- *Complaints and Compliance/Non-compliance*
- *Special 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 Products

Overall Satisfaction with our Product Line

When asked to rate overall satisfaction with our product line, 91% expressed satisfaction, as a whole. Less than 1% (0.7) expressed any form of dissatisfaction.

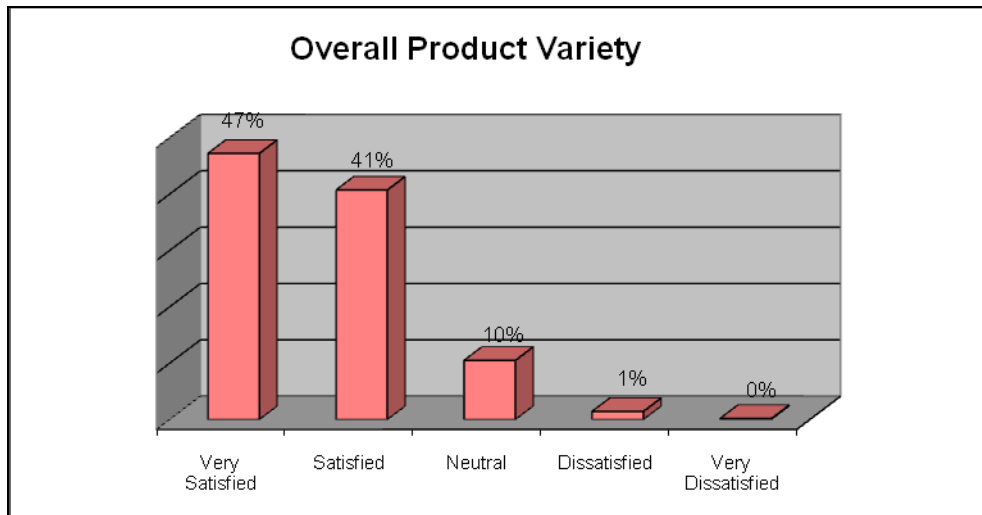
Graph 1



Types or Variety of Information Available in our Product Line

When asked to rate overall satisfaction with the information available in our product line, 88% expressed satisfaction.

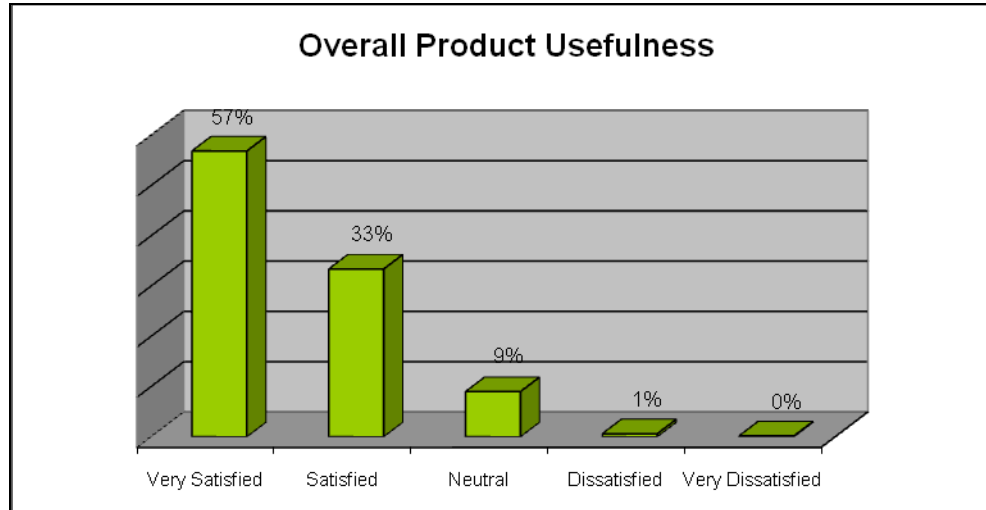
Graph 2



Usefulness of Information Provided in our Product Line

When asked to rate overall satisfaction with the usefulness of information provided in our product line, 90% expressed satisfaction.

Graph 3



What Additional Products Would You Like To See Come From Wrightslaw in the Future?

Of the 21 pages of suggestions offered to us in the product portion of the survey, here are just a few that stand out as being suggested more often than others:

- A Book From the Perspective of an Educator
- A Book or DVD That Helps Parents Through the Complaint or Hearing Process
- A Book of Goals and Objectives
- A DVD of an IEP Meeting
- Audio Books and CDs
- Products in Spanish
- Apps for PDAs or Smartphones
- Free Products/Downloads/E-books
- Books Geared Toward Kids
- More In-depth IEP Information
- Book or Resource on Laws by State
- Material Aimed at Other Groups: Attorneys, Educators
- Sample Letters, Templates
- More Seminars and Trainings
- More Training-type Videos
- Whitepapers on Specific Disabilities
- Information on RtI
- Short Booklets on Specific Topics
- Step-by-Step Books
- Transition Materials
- Updated Due Process DVD
- Webinars

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 books.

What Do You Like MOST About Our Product Line?

Of the 21 pages of suggestions and comments offered to us in this portion of the survey, here are a few of the recurring comments on our product line:

- Accuracy
- Availability
- Informative
- Clear, Concise, Comprehensive
- Easy to Read and Understand
- Price
- Variety
- The Books are Well Written
- Useful

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

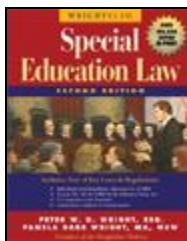
What Do You Like LEAST About Our Product Line?

Many users, when asked to list what they didn’t like, simply didn’t answer or answered with “nothing”, “can’t think of anything” or “n/a” as a response. Out of criticism and critique can come great progress and change in the many Wrightslaw products and offerings. Of the 17 pages of suggestions and comments offered to us on the product portion of the survey, here are a few recurring comments that stand out as being significant:

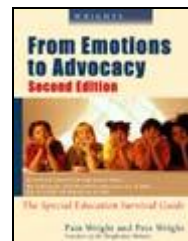
- Cost; Too Expensive
- Had to Download Software to View Training
- Need to Gear Products Toward Different Audiences
- Need More Variety of Topics
- Nothing Available in Spanish
- Too General; Need More Specific Information
- The Indexes Could Be Better

I Currently Own...

Users were asked to identify which Wrightslaw products they currently own. The following is a representation of the data provided:



1,066 own Special Ed Law



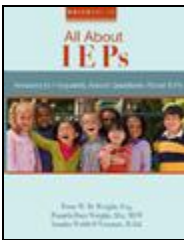
1,148 own From Emotions to Advocacy



517 own No Child Left Behind



184 own Surviving Due Process (DVD)



776 own All About IEPs

Review and Final Comments

The 2nd 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 had attended Mr. Wright's seminar years ago and it was the best thing we could ever do for our child. The books included were excellent and have been a constant reference ever since then. The newsletter is just a great way now to continue to educate ourselves!”

“I have taught special needs students for 32 years, always advocating for the students. Having your information available permits me to share it with others who often think I am not telling them the truth about the rights of disabled individuals.”

“I have purchased and provided your books to family members, friends, organizations, and even strangers. It is the one, rock-solid tool that I am confident will help others help their child.”

“I recommend Wrightslaw website, newsletter and products to all my clients.”

“I saw Pete and Pam Wright at a Boot Camp one summer weekend in 2004. I was so hungry for information and this was just what I needed. I felt very alone until that point. I began applying what I learned and other parents I didn't even know noticed my son's program that I fought for and what it was doing for him so they began asking me how I

was able to get that program. I helped those parents and they told other and we grew into a grass-roots organization that currently serves about 400 families.”

“It may seem odd, coming from a special ed. professional, but thank you for being a place I can refer parents to when I don't agree with what the district I work for is doing.”