



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

SECTION 1: RATE OUR WEBSITE

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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.

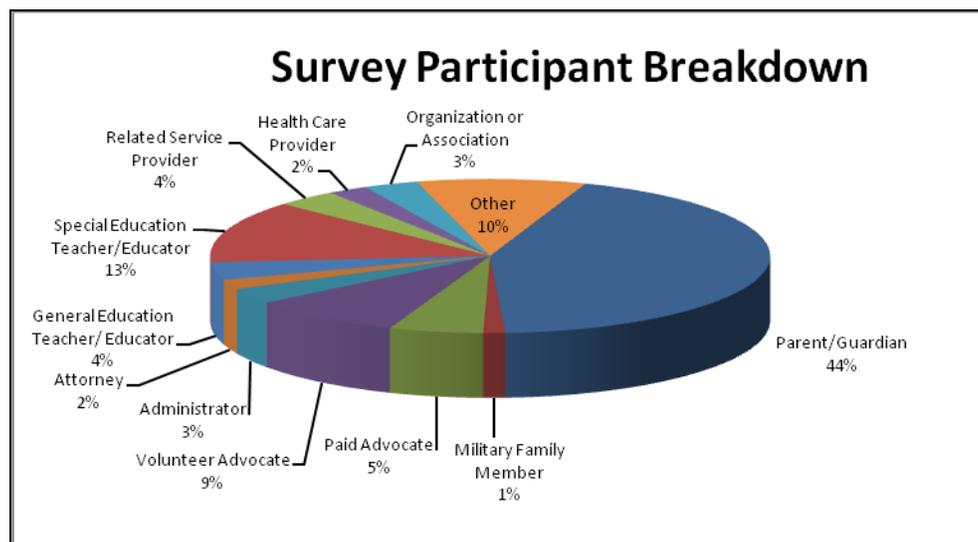
On June 22, 2010, we asked our visitors and newsletter subscribers to participate in our 2nd Creative Ideas and Website Satisfaction Survey. It was explained that the answers provided would help shape the future growth of Wrightslaw and will help us select new features and content for the website.

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:

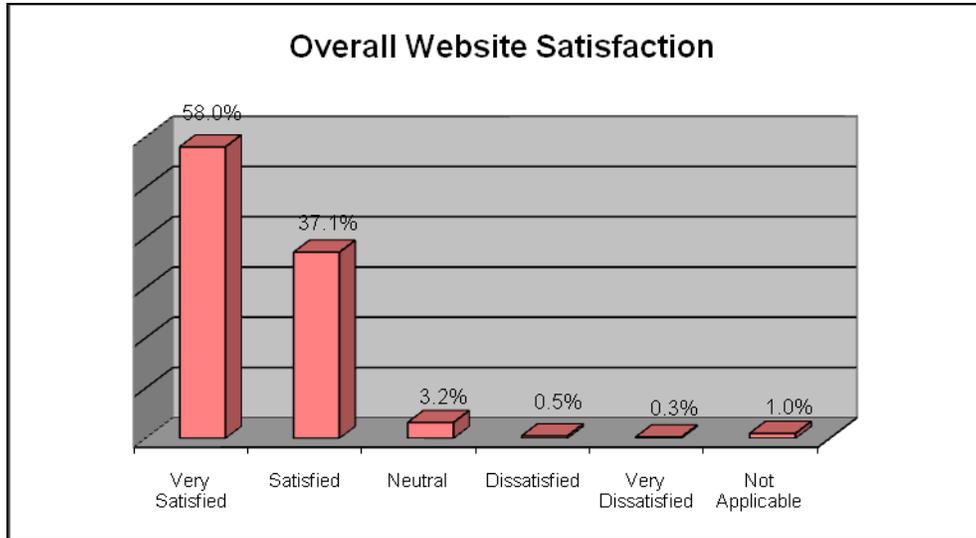
- *Specific Disabilities (i.e. Autism, Learning Disabilities, Mental Disorders, etc.)*
- *Response to Intervention (RtI)*
- *Writing Good/Effective IEPs*
- *Section 504*
- *Advocacy*
- *All Topics/Everything (we received MANY answers like this)*
- *Complaints and Compliance/Non-compliance*
- *Special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

Overall Satisfaction with the Website

When asked to rate overall satisfaction with Wrightslaw.com, 2,599 people responded to this question. Of those respondents, 95% expressed satisfaction with the website, as a whole. Only 0.8 (less than 1%) expressed any form of dissatisfaction.

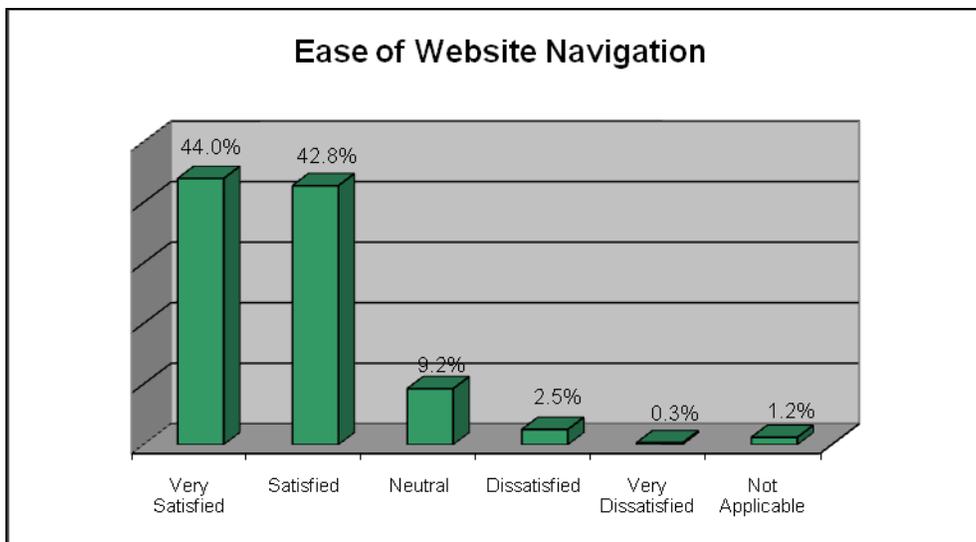
Graph 1



Overall Ease of Navigating the Website

When asked to rate overall satisfaction with the navigation of Wrightslaw.com, 2,586 people responded to this question. Of those respondents, nearly 87% expressed satisfaction with the website’s navigation system.

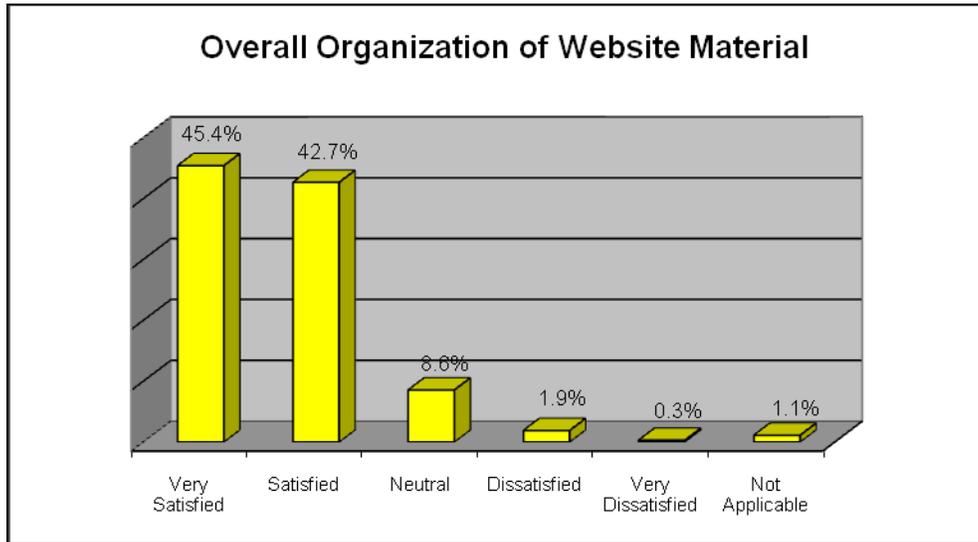
Graph 2



Overall Organization of the Material

When asked to rate overall satisfaction with the organization of the materials at Wrightslaw.com, 2,580 people responded to this question. Of those respondents, 88% expressed satisfaction with the organization of the website.

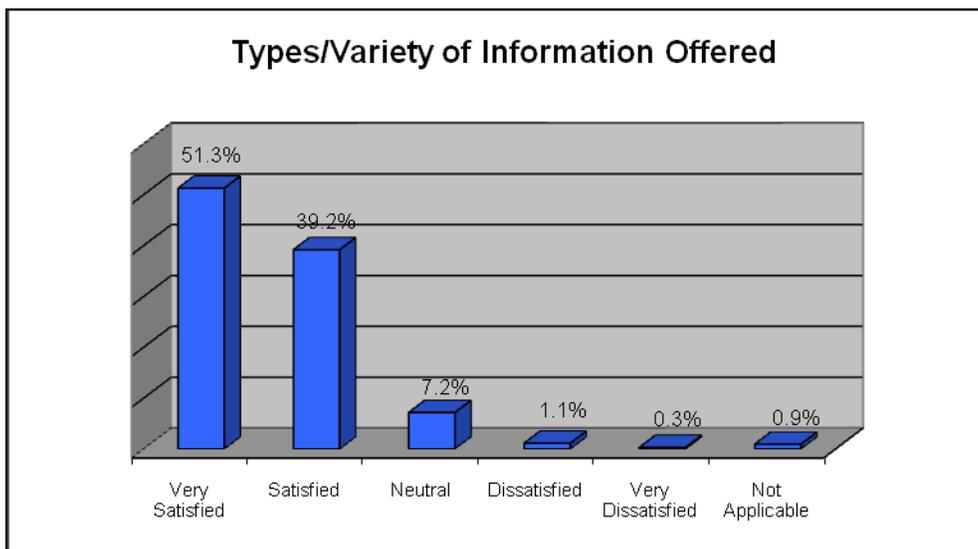
Graph 3



Types or Variety of Information Offered

When asked to rate overall satisfaction with the variety of information offered at Wrightslaw.com, 2,578 people responded to this question. Of those respondents, over 91% expressed satisfaction with the variety of information provided.

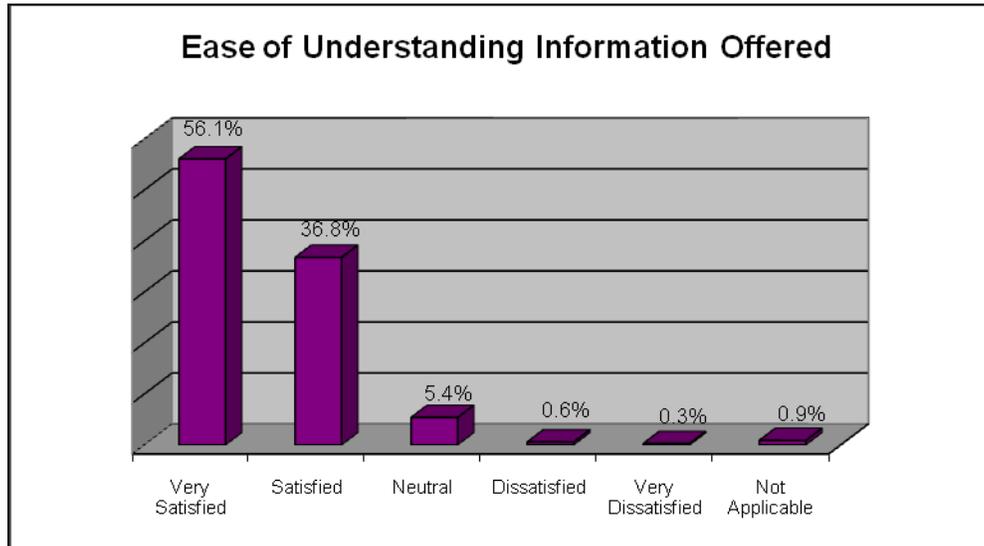
Graph 4



Ease of Understanding the Information

When asked to rate overall satisfaction with the ease of understanding of the information offered at Wrightslaw.com, 2,578 people responded to this question. Of those respondents, 93% expressed satisfaction with the ease of understanding of information provided.

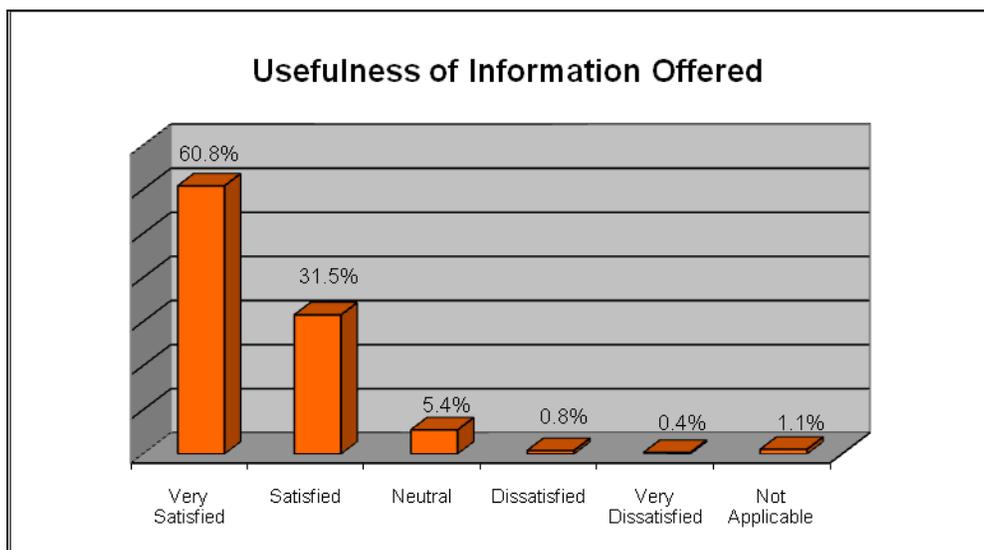
Graph 5



Usefulness of Information Provided

When asked to rate overall satisfaction with the usefulness of the information provided at Wrightslaw.com, 2,552 people responded to this question. Of those respondents, over 92% expressed satisfaction with the usefulness of information provided. Only 1.2% disagreed.

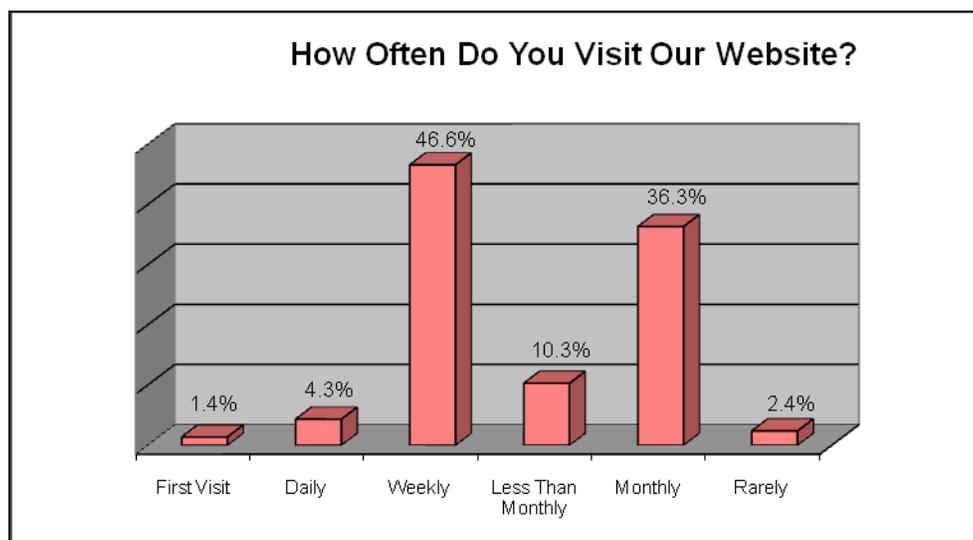
Graph 6



How Often Do You Visit Our Website?

We asked participants to let us know how often they visit our website. Of the 2,588 people who responded to this question, 46% indicated that they visit at least once each week, while nearly 96% indicated that they visit at least monthly – that's 2,492 out of 2,588 respondents!

Graph 7



What Additional Topics Would You Like to See on Our Website?

Of the 53 pages of comments and suggestions offered to us on the website portion of the survey, here are just a few that stand out as being suggested more often than others:

- State Comparisons
- Materials for Professionals
- Sample IEP Goals and Objectives
- Early Childhood/Intervention
- Information on Helping Kids in Foster Care
- Articles/Information in Spanish
- More on Specific Disabilities
- Info on Behavior Issues
- Building Collaboration/Relationships Between Parents and Schools
- Bullying
- More Case Law, Court Decisions
- Explanations of Special Ed and Case Law in Parent-friendly Language
- Forum/Blog
- Information on Higher Learning
- Information on Special Ed Funding
- How to Deal with Schools/Administrators/Teachers/Parapros
- How to Encourage Parents to Participate
- Information on Homeschooling
- Information on Discipline
- More Information on Filing Complaints
- More State-specific Resources
- Parent Training and Support

- Success Stories
- Teacher’s Rights
- Twice-exceptional Children
- Topics for Teachers
- More on Transition

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 website.

What Do You Like MOST About Our Website?

Of the 54 pages of suggestions and comments offered to us on the website portion of the survey, here are a few:

- Accurate/Trustworthy Source
- Always Something New; Up to Date
- Easy to Use, Read, and Understand
- Accessibility and Availability
- Articles; Broad Range of Topics
- Case Law, Court Cases
- Clear, Concise, Comprehensive
- Lots of Good, Interesting, Useful Information
- Empowering
- Legal Advice and Information
- Parent-friendly
- Yellow Pages for Kids

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

What Do You Like LEAST About Our Website?

Many users, when asked to list what they didn’t like, simply didn’t answer or answered with “can’t think of anything” as a response. Out of criticism and critique can come great progress and change in the many Wrightslaw products and offerings. Of the 46 pages of suggestions and comments offered to us on the website portion of the survey, here are a few recurring comments that stand out as being significant:

- Advertising/Product Promotion
- Negative Towards Schools/Teachers/Administration; Geared Mostly Toward Parents
- Difficult to Navigate; Hard to Find Things; Site Organization
- Homepage is Too “Busy”
- Need Someone to Talk to Personally; Someone to Answer Questions
- Too Many Links Within Articles
- Not Enough About Specific Disabilities
- Not Enough Depth, Detail, Examples, Guidance
- No Seminars in My Area
- Seems Adversarial: Parents vs. Schools
- Too Technical; Too Hard to Understand
- Overwhelming Amount of Information

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:

“My son has an IEP which I was able to obtain through the research on this website and use of your books. I can't thank you enough!”

“The website is the most important site for the special needs community because of the huge archive of materials. I refer clients and audiences to it all of the time as the site to go to in addition to the site of the major national organization on the disability of concern, e.g. Wrightslaw and Autism-Society, or Wrightslaw and CHADD rather than a confusing Google search which ends up with an overload of information, much of which may be contradictory.”

“Pete and Pam, thank you so very much for all you have done to support families and school staff to develop good special education services for students with disability labels. We are proud to be on the planet and in the field at the same time as you all.”

“Thank you for having this site. I know it takes a lot of time to keep the site updated. The best is that it's free. Economic status does not impede anyone from finding help on your site. Very important in this economy when everyone is after money.”

“This is a great website and resource tool to use in the education field. Although, I am not currently working as an administrator I refer to this website often to keep my knowledge and skills updated in this topic area.”

“We began actively using Wrightslaw in the midst of a crisis wherein the school had concluded it was not worth the effort to teach our son. The variety of material (and media) and the "on point" advice contained within allowed us to quickly master the system and ultimately achieve a satisfactory outcome. We're not done but at least now have a much better idea of what lies ahead.”

“Whenever there is an issue or question - your site is the go to place for an answer!”

“Wrightslaw is the first recommendation to my students and parents. I am using All About IEPs with my graduate students.”