

To: ETFO Thames Valley Teacher Local Members
From: Craig Smith, President, ETFO Thames Valley Teacher Local (ETFO TVTL)
Date: April 21, 2023
Regarding: **2023 ETFO Annual Member Poll: Online Polling Begins April 24, 2023**

Message from Lisa Mastrobuono, ETFO Provincial:

Presidents,

This is to inform you that the research firm Strategic Communications (Stratcom) will be sending out an email on **April 24, 2023**, to a random selection of ETFO members with a link to the *2023 ETFO Annual Member Poll*. This is the sixth year that ETFO has conducted this random sample member poll in conjunction with Stratcom.

The online poll should take members 15 to 30 minutes to complete. The results of the poll will help ETFO track issues and opinions over time, so some of the questions in this year's poll are the same as (or similar to) last year's poll. The data gathered from the *2023 ETFO Annual Member Poll* will also help the Federation with its development of programs, advocacy on behalf of the membership and identification of emergent issues.

Stratcom will be sending out emails to ETFO members in batches, starting on April 24, until it reaches the number of completed surveys required to provide a thorough sample. Stratcom and ETFO anticipate that this could take approximately two to three weeks.

If one of your members contacts you and asks you if the email from Stratcom is legitimate, please assure them that it is and encourage their participation.

If you have any questions about the *2023 ETFO Annual Member Poll*, please contact ETFO Researcher Garry Sran at gcran@etfo.org.

Thank you.

Lisa

For more information regarding this *Communiqué* please contact the Local office by phone at 519-474-3150, or by email at etfotvtl@etfothamesvalley.com