

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, July 17, 2019 | 9:00am
Community Hall | Civic Centre

MEMBERS PRESENT Dave Eccles | Curtis Schmalz | Mike Schierz | Bev Morgan | Ed Hotchkiss | Alicia Mawhinney | Marie David

REGRETS Dave Hocking | Dave Ford

OTHERS PRESENT April Marshall | Brian Tocheri | Don Tedford | Brenda Goetz | Kendra Mantler | Breanna Becker | Aashima Verma

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Gemma Mendez-Smith, Four County Labour Market Board

Chair D. Eccles welcomed Gemma Mendez Smith. Gemma updated the Committee members with a PowerPoint presentation addressing findings by the Four County Labour Market Planning Board (FCLMB). The Employer One survey has been conducted for five years. 45 responses originated from Hanover. There seems to be a disconnect for skilled employee search. Between 2004 to 2016, the local labour market lost 18,000 people. The FCLMB is currently conducting an immigration study. In 2018, the unemployment level decreased to 3.7% representing the lowest rate for our economic region in the past decade, paired with one of the highest labour participation rates in the province.

Gemma stated that there is a push to modernize the apprenticeship program. Georgian College is an approved training centre for the apprenticeship program, offering 12-week in-class training for four different trades at the Owen Sound location. Other trades being offered at other Georgian College sites.

Moving forward, the FCLMB will be focusing on retention strategies, employer successes and skills training.

Chair D. Eccles thanked Gemma for her presentation.

DISCUSSIONS & DECISIONS

1. **Adoption of May 15th, 2019 Regular Meeting Minutes**

Moved by BEV MORGAN / Seconded by ED HOTCHKISS

THAT the minutes of the May 15th, 2019 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Business Arising from Minutes**

Nil

3. **Bruce Power Tour Discussion**

Feedback from attendees was very positive and informative. A. Marshall received correspondence from Bruce Power and OCNII representatives extending their appreciation of our interest to tour the facility and look forward to future relations with Hanover.

4. **Strategic Plan Goals & Action Plan Update**

4.1. **Cultural Plan**

A. Marshall reviewed Hanover Cultural Plan dated June 17, 2019 (as attached).

4.2. **Municipal Intern: Youth Engagement Strategies**

Aashima Verma highlighted the Municipal Youth Internship Plan of Action (May to August 2019, as attached).

Hanover is one of 10 communities across Ontario to partner with the Rural Ontario Institute (ROI). Plans will be available to other communities.

The Post is featuring articles about local youth every other week during the summer.

4.3. **Hotel Feasibility Study**

A. Marshall informed the Committee members that the RFP has been awarded to CBRE to complete feasibility for accommodations. It is anticipated that the study will be completed by October. A meeting was held with the Committee champions, and other stakeholders, as well on-site visits.

4.4. **Saugeen Connects**

Saugeen Connects will be receiving the Community Futures Development Canada Award of Excellence in September for Community Economic Development.

40 youth (Grades 6 through 12) will be receiving SSUP (Summer Start Up Program) funding for to try self employment this summer. Hanover students topped submissions. Hanover Raceway is providing promotional support by making announcements during race night, as well as offering complimentary program and vendor space.

A. Marshall stated that work is underway to create a Resource Guide for newcomers.

Follow-up is underway for the Labour Diversification event.

4.5. **Façade Incentive Program**

A. Marshall stated that 4 projects have been completed; Johnny K Sports and Giddy Goblin (that were carried over from last year) are currently having their work completed. Microage and the continuation of the Saugeen Artists Guild Downtown Street Banner Project are new projects finalizing completion as well.

One additional application has been received and is under review for approval.

5. **Launch Pad**

Summer camps are underway and many are at capacity.

Grey County will be supporting Launch Pad by providing free transportation to youth enrolled in skilled based programming.

Georgian College recently completed a video of Launch Pad, to be released soon.

6. **Grey County Economic Development Update**

A. Marshall stated that a developers forum was recently held in Hanover, with excellent speakers and conversation around the development process and investment attraction.

Grey County Community Improvement Plan Program will provide funding in the amount of \$20,000 per year for 4 years targeting specific types of growth and investment within member municipalities. Hanover will be researching other incentives and opportunities based on local priorities.

7. **Community Improvement Partnership Report and Chamber of Commerce Update**

K. Mantler introduced Breanna Becker, summer student. Sights & Sounds Festival is 8 days away. Notices have been delivered to all downtown businesses relating to noise bylaw requirements, road closures, etc.

K. Mantler stated that ticket sales for Sights & Sounds events are starting to move. Volunteers are still needed. Any students requiring hours are encouraged to offer assistance, especially for road closure areas.

8. **Saugeen Municipal Airport Update**

A. Marshall is pleased to announce that the Airport is partnering with Sights & Sounds Festival to offer helicopter rides.

9. **Hanover Chamber of Commerce Update**

C. Schmalz informed the Committee members that the next Chamber meeting is tomorrow.

10. **Correspondence**

10.1. **Cultural Plan Presentation**

Refer to Item # 4.1

10.2. **Municipal Intern: Youth Engagement Strategies Work Plan**

Refer to Item # 4.2

10.3. **Hanover Building Stats – 2nd Quarter Report 2019**

D. Tedford stated that the report reflects a reduction in building activity over the same time last year. He further stated that housing prices are increasing. E. Hotchkiss stated that realty listings are down by 60%, and volume is down by 20%.

10.4. **2019 Employer One**

This document was circulated for members' information.

10.5. **Local Lens – Agriculture, Tourism and Construction**

This document was circulated for members' information.

10.6. **Website and Social Media Statistics**

This social media tracking document was circulated for members' information.

10.7. **CBC Article dated July 12, 2019**

This article was circulated for members' information.

11. **New Business**

Nil

12. **Adjournment**

Moved by MIKE SCHIERZ

THAT this meeting now be adjourned at 10:45am.

Chair, Dave Eccles

Committee Secretary, April Marshall



Hanover Cultural Plan

June 17, 2019 - Council Presentation

Presented by:

Date: June 17, 2019



What is Cultural Planning?

- Cultural planning is a process for identifying and leveraging a community's cultural resources, strengthening the management of those resources, and integrating those resources across all facets of local decision making.



- Undertaking a Cultural Plan was a recommendation emerging from the Economic Development Strategy and Parks and Recreation Master Plan.
- The intent of undertaking a Cultural Plan is to produce a strategic guide on how Hanover can develop and invest in its cultural resources to advance economic and wider community development objectives



What Do We Mean When We Say Culture?

- With the help of community input and leading practices, the Town of Hanover Cultural Plan defines culture as the following (illustrated as a Cultural Resource Framework):
 - Industries that create and produce art, culture and heritage goods
 - Community organizations that provide arts, culture and heritage programming
 - Facilities and spaces that host arts, culture and heritage programming/activity
 - Festivals and events that showcase arts, culture and heritage
 - Cultural heritage buildings and stories that celebrate community history
 - Natural heritage assets that honour a community's natural history
-





The Town of Hanover Cultural Plan Planning Process

- The planning process began in August 2018 and concluded in June 2019 with a presentation to Council. The process was supported by a steering committee made up of residents, staff, community organizations and business representatives.





The Town of Hanover Cultural Plan

- The Cultural Plan consists of the following elements:
 - Vision
 - Town Roles
 - Strategic Directions and Action Plan
 - Governance Recommendations
 - Reporting and Monitoring Recommendations
- The Cultural Plan is grounded in 4 Strategic Directions, 2 Governance Recommendations and 2 Reporting and Monitoring Recommendations which establish a framework for 15 actions and 36 tactics. The timeline of the Cultural Plan focuses on development up to and beyond 5 years.



- The Town of Hanover envisions a community:
 - Where culture is a cornerstone upon which vibrant resilient, competitive and creative industries are built around;
 - Where there is commitment to support the growth and diversity of cultural activities and offerings in Hanover;
 - Where Hanover’s cultural fabric will continue to flourish because of its diversity and interdependence of its not-for-profit community, the creative industries and a wide range of cultural consumers;
 - Where diversity is welcomed as a source of strength and inspiration and celebrated by Hanover residents;
 - Where cultural awareness and understanding will be the hallmark of community development decision-making in Hanover;
 - Where recognition exists of our strong organizations that support artists and creators in order to drive the quality and perception of cultural value within the community.
-



Strategic Directions and Goals

- **Strategic Direction #1 – Enable Cultural Investments with Supportive Municipal Policy Structures**
 - Goal - The Town of Hanover embraces a model of government that integrates culture holistically and comprehensively into the way it does business every day. The application of this cultural lens requests that all decision-making across the Town consider the impact that any decision might make on the vibrancy and identity of the community.
 - **Strategic Direction #2 – Leverage Creativity and Culture to Attract and Retain People as Key Drivers of Innovation and Economic Growth**
 - Goal - The Town of Hanover will collaborate with its partners in the community to take actions which foster innovation in all aspects of cultural policies, programs and services that support the incubation of cultural ideas and expression. The Town of Hanover is home to strong and energetic cultural networks that inform, build, and mentor individuals and organizations on current opportunities within cultural development.
-



Strategic Directions and Goals

- **Strategic Direction #3 – Create an Environment Where Enhanced Cultural Activities Can Take Place**
 - Goal - The Town of Hanover will play a leadership role in finding practical ways to create an environment for collaboration and communication to create opportunities for continuing dialogue among cultural partners and to invite residents to engage and participate in cultural activities.
 - **Strategic Direction #4 – Implement a Recognizable Cultural Identity for the Town that Communicates an Innovative, Transformative and Authentic Experience**
 - Goal - Hanover's identity leaves a lasting legacy that will change the mind-set of the town and raise its creative talent profile for years to come. Hanover recognizes the richness of its heritage as a defining characteristic of the community; one which embeds openness, understanding, appreciation and shares cross-cultural expression in the daily lives of residents and provides individuals rich opportunities to expand and learn new skills. Hanover's identity solidifies as a performance and festival destination.
-



Governance Recommendations

- **Governance Recommendation #1 – Create a Cultural Council (Committee of Council)**
 - Goal - The Cultural Council would be responsible to meet on a regular basis to review the status of the implementation of the Cultural Plan, to forge partnerships and resources to address specific recommendations and to bring a range of perspectives to the goal of planning culturally. The Cultural Council requires leadership from its external partners and from individuals representing cultural, business, community and post-secondary interests.
 - **Governance Recommendation #2 – Establish a Municipal Cultural Team**
 - Goal - Establish a Municipal Cultural Team composed of Town of Hanover staff and meet semi-annually to share information and build understanding related to cultural development and to planning culturally.
-



Reporting and Monitoring Recommendations

- **Reporting and Monitoring Recommendation #1 – Create an ongoing Cultural Report Card**
 - Goal - Schedule a planning session with regional consultants from the Ministry of Tourism, Culture and Sport to determine a set of performance indicators that are well suited for Hanover (based on data collection capabilities). Some indicators may require external partners to track and provide data to the Cultural Council (e.g. number of tickets sold at a performance in the Civic Theatre).
 - **Reporting and Monitoring Recommendation #2 – Convene an Annual Cultural Summit**
 - Goal - Communicate achievements in implementing the Cultural Plan and to seek community input in identifying new and emerging issues.
-



Town of Hanover Cultural Action Plan Schedule

Action	Short Term (0-2 Years)	Short Term (3-5 Years)	Long Term (5+ Years)
GR 1.1 - Create a Cultural Council (Committee of Council)			
GR 1.2 - Establish a Cultural Team			
SD 1.1 - Raise awareness of the Cultural Plan across all departments			
SD 1.2 - Explore sources to support implementation of the Cultural Plan			
SD 4.1 - Implement a recognizable cultural brand for the Town that communicates an authentic experience			
SD 2.1 - Support the cultural sector with funding, grant and training programs			
SD 3.1 - Develop and implement an action plan to attract cultural tourism investments			
PM 1.1 - Select and Report on a consistent set of performance metrics			
PM 1.2 - Convene an Annual Cultural Summit			
SD 3.2 - Develop strategic communication tools to raise the profile of various cultural initiatives			
SD 2.2 - Implement an attraction strategy for people, business and investment in Hanover			
SD 3.3 - Growing and Supporting Cultural Organizations and Volunteerism in the Community			
SD 1.3 - Invest in cultural facilities as anchors for cultural development in Hanover			
SD 3.4 - Animate the environment with a variety of cultural programs and activities			
SD 2.3 - Advocate for the creation of spaces for cultural industries and organizations across the Town			



Thank you!

Lauren Millier,
Executive Vice-President
lmillier@mdbinsight.com
1.855.367.3535 x221



Municipal Youth Internship Plan of Action- May-August 2019

Review, Update, Create & Communicate

Municipal Youth Internship Plan of Action- May-August 2019

Table of Contents:

Table of Contents.....	Page 2
Mission	Page 3
Communication Plan.....	Page 4
Youth Storytelling.....	Page 5
Youth Employment & Volunteerism.....	Page 6
Exam Cheer-Up Event.....	Page 7
Youth Workshops.....	Page 8
Youth Engagement Survey.....	Page 9
On-Line Youth Survey with a Prize Draw.....	Page 9
Local Business and Organization Survey.....	Page 10
Municipal Youth Internship Wrap-Up Event.....	Page 11
Final Youth Demographic Report.....	Page 12

Proposed By: Aashima Verma

Municipal Youth Intern

Mission

With the goal to refocus our municipal priorities, we are taking a progressive step forward towards to promote community development and youth engagement. The Plan of Action focuses on three primary areas of interest, essential to engaging youth within the community. To this end, all events, programs and data collection will be tailored to the primary areas of interest. The first area is communication, which will consist of youth storytelling. Profiles of youth engaged in our community will be highlighted through our media sources, including socially. The second is youth employment and volunteerism and will be supported with programs, events, and data collection. The last one is overall youth engagement, which includes promoting mentorship, measuring interest to develop a youth action council and garnering community feedback. The overall purpose of the actions taken within the duration of the internship is to create a youth demographic report, which will aim to review, update, create, and communicate relevant youth focused opportunities within the community.

With this in mind, Launch Pad continues to be a valuable resource and will be utilized to further engage youth. This plan will build on their mandate to contribute to the economic and workforce development in our community. The following Plan of Action incorporates youth engagement strategies, to create a community based, evolutionary, developmental model, which is aimed at improving youth's opportunities in Hanover. It will also take into consideration all existing and relevant Town of Hanover assets, plans and guidelines, which have identified youth as an area of their focus, such as the Parks and Recreation Master Plan, the Corporate and Cultural Plans, as well as the Economic Development Strategic Plan. In particular Strategic Direction #2, as outlined in the Cultural Plan, which identifies leveraging creativity and culture to attract and retain people as key drivers of innovation and economic growth. Furthermore Strategic Direction #3 promotes creating an environment where enhanced cultural activities can take place. Overall, the goal is to make youth development recommendations, assist the Civic office in their political engagement efforts, execute youth based initiatives, and further engage youth in our community.

Youth Storytelling:

Purpose: To provide positive news stories on youth engagement, involvement, and participation within the community. To highlight their work and effort and to motivate them to do better, along with inspiring youth with opportunities and paths that currently exist within the community. These youth profiles are a great method to showcase the youth of Hanover doing exciting things within the community, which will essentially be a start of our social media campaign pertaining solely towards youth.

Timing:

- Beginning Thursday June 13th, 2019
- One story, bi-weekly
- 6 youth stories in total- Each story can cover more than one individual

Content:

- The aim is to keep the stories short and readable based on the mode being used
- **Social Media:** Facebook, Instagram, Town of Hanover Website (written content will be condensed to better fit the avenue being used)
- **News Media:** The Post, Atmosphere (written content will be more in depth)
- **Radio:** announce the articles that will be in The posts, provide them with a short blurb for the contents of the article
- Proposing the use of #, to track these stories: E.g. #HanoverYouthInHighlight

Questions:

- What it is they are doing
- Inspirations or motivations for getting involved
- Who is supporting them or partnering with them
- What they are learning
- How this is benefitting them
- Future goals
- Etc.

Current Recommendations: Hanover Library Pages, Hanover Fire Department volunteers, creators of HERStory empowerment initiative (Instagram), youth at Launch Pad, and St. John Ambulance employee

Action:

- It will require collecting nominations of individuals with stories to share
- Nominations will be collected through our existing networks, strategic project partners, local service organizations, local schools/high schools, and recommendations
- This will require that we get in contact with them through email, phone and in person to get those recommendations
- Schedule interviews with the youth

- Take detailed notes of the interview & Take picture of the youth/at work/play/etc.
- Create and administer the release form
- Write up formal interview, social media posts, Article for The Post, Atmosphere article, etc.
- Post online at regular intervals
- Investigate Youth Friendly Community status with Play Works and promote it

Youth Employment & Volunteerism:

Youth Job and Volunteer Fair:

Purpose: This area aims to create, raise awareness of youth employment and volunteer opportunities. This will also operate as networking opportunity for the youth in Hanover and for the community and the intern to share information and collect relevant data, on existing and future, youth engagement strategies.

Timing: TBC

Location: Launch Pad

Includes:

- Explore current youth job opportunities
- Explore current youth volunteer opportunities
- Resume drop-off
- Volunteer sign-up
- Networking
- Meeting community leaders/partners/organizations
- Opportunity to get professional headshots done
- Resume help

Marketing:

- Social media advertisements to let the youth and the community know of the upcoming event
- Facebook and Instagram for both the Town of Hanover and of Launch Pad highlighting the event
- Advertise on Instagram Story
- Pamphlet of what the attendees can expect, who is at the event, etc.
- Map of company placements in the building
- Printed signs for the event for Civic Centre, Launch Pad, P&H Centre, other popular community centred locations - includes timing, date, location, community partners, etc.

Action:

- Contact community partners & confirm participation
- Market to the youth and the community
- Organize with Launch Pad
- Create marketing material/signs/posts/pamphlets

Exam Cheer-Up Event:

Purpose: An opportunity for Mayor Sue Paterson to engage with the local youth in an in-formal setting. The event also provides the intern an opportunity to extract data, on existing youth engagement practices and programs, based on survey responses. The focus of the event is to boost the morale of the youth who are going into final exams in the upcoming week. We can also take this opportunity to present SSUP-Saugeen Student Start-Up Program.

Timing:

- Lunch Time (11:30-1pm)
- Before final exams begin
- June 12
- Exams Start June 19

Location:

- JDSS
- Grade 7 - 12

Includes:

- Treats
- Question & answer period
- Present SSUP
- Fill out youth engagement survey

Action:

- Present the proposal to the Mayor
- Confirm Mayor's attendance
- Contact JDSS with proposal
- Confirm date & time with JDSS
- Order treats
- Create youth engagement survey
- Have pens available to fill in survey
- Have SSUP pamphlets and presentation material
- Take pictures of event for final report

Youth Workshops:

Purpose: To provide immediate, no hassle, in-formal workshops to assist and educate youth at Launch Pad. The aim is it to have 8-12 workshops successfully implemented by the end of this internship. It will vary from the intern leading the workshops to having guest speakers to give advice based on their expertise and experiences. This is also a great opportunity where the intern can gather data on youth engagement in the form of surveys and question periods.

Timing:

- Thursdays- 5-6pm (6-10 workshops)
- Beginning Thursday July 1, 2019 -August 23, 2019.
- 1-2 hours depending on the workshop and question period

Location: Launch Pad

Marketing:

- Social media advertisements to let the youth and the community know of upcoming workshops
- Facebook and Instagram of both the Town of Hanover and of Launch Pad
- Schedule of workshops on Launch Pad Website
- Printed signs for the workshops and scheduling- community and Launch Pad poster boards
- Print offs for youth attending the workshops- of key notes and learnings

Example Workshops:

- Resume Building/Blitz
- University/College Life
- Essay Help
- Exam Prep
- Paint Night
- Ted talk

Example Guest Speakers:

- Businesses owners
- Banks
- Municipal Workers
- Musicians/Artists/Radio presenter

Action:

- Finalize workshops
- Invite and Finalize guest speakers
- Create marketing material- posters, online posts
- Includes: Online posts, take-away notes for youth
- Take pictures and notes of workshops for final report

Surveys:

Overall Purpose: To review and update recreation and occupational services as well as delivery methods based on the feedback from youth and business and organizations within the community.

Youth Survey:

Purpose: To explore and analyze what the current opinions of the youth in Hanover are. To take into consideration their proposed ideas on what they would like the Town of Hanover to do in order to better address their needs, which is currently not being addressed.

- Surveys to be used during youth events, workshops and programs
- Bi-weekly Instagram Polls on youth engagement review and program proposals

Timing:

- Survey administered at workshops, events, programs
- Instagram polling starts Wednesday June 5-
- Bi-weekly, every Wednesday (June 5-August 14)
- 6 Instagram polling surveys in total
- 24 hour response time period

Action:

- Prepare survey questions/format
- **Topics:**
- Youth engagement
- Youth programs
- Youth council
- Youth representation
- Activities
- Opportunities or work/volunteerism
- Communication

On-Line Youth Survey with a Prize Draw:

Overall Purpose: A wider opportunity to get the youth in the community to fill in the survey for a chance to win a prize. There can be two prizes to win, which gets the community interested in the survey and there will be more chances for people to complete it.

Timing: Have a two week period where the community has time to complete the survey. The survey will be released July 1st, 2019, with it being open for two weeks. Thus ending on July 12, 2019 with the winner being announced on July 15th, 2019 and July 16th, 2019 separately.

Draw: The prize draw can be made by the Mayor and the winner can be notified.

Potential Prizes: \$50 Visa-cards, gift card to local business, Launch Pad gift card, gift baskets, etc.

Communication: Have the link of the survey posted on our social media homepage for easier access. Announce the survey and draw on social media posts. Have daily reminders to complete the survey, with fun posts.

Social Media Schedule: Original posts for the survey and draw: June 24th, 2019. Communicating with the community ahead of time about the potential to be a part of the survey and for them to have a chance to win the prizes. After that the survey should be online on July 1st, 2019, thus there should be a post to highlight its beginning.

Marketing: Further marketing will entail, making the social media posts creative visually.

Action:

- Create survey questions
- Post survey questions on-line (Survey Monkey)
- Advertise survey and draw prize
- Create prizes/hamper of gifts, etc.

Local Business and Organization Survey:

Purpose: To assess and analyze the reach and extent of youth engagement and involvement in local businesses and organizations.

Timing:

- Send out a formal survey during the first week of July
- Provide them a month to get back
- Final response back by first week of August
- Send reminder email after two weeks of initial send date

Questions:

- Prepare survey questions/format
- Can be a paper survey or send an online link to local business and organizations for the online survey
- Online survey provides immediate feedback/less hassle option on both sides
- **Topics:**
- Youth employment rate within the organization
- What they look for in youth employees
- How can youth boost their resumes to better fit the organization's requirements
- Do they have any current youth mentees/volunteers

- Are they open to creating youth mentorship/volunteer opportunities

Municipal Youth Internship Wrap-Up Event:

Purpose: An inclusive wrap-up event, which will aim to present and highlight the work that was done during the course of this internship. It will also honour the community, and internal partners, which played an important role in making the youth orientated events or programs happen. It will also thank and acknowledge the participants of the youth profiles.

Timing:

- Proposed Date: Friday August 16th, 2019.
- 6-8pm

Structure:

- Thank you speeches
- Certificates for the youth in highlight participants
- Gifts/flowers for the community partners
- Food and drink catering- Pita Pit
- Pamphlet highlighting event and workshop overview and pictures
- Slideshow of pictures, youth in highlight, etc.

Action:

- Create invites
- Send out email invites
- Confirm attendance
- Organize with Launch Pad for space date and time
- Create slideshows
- Create pamphlet
- Create thank you speech
- Create certificates for youth profiles
- Buy thank you gifts/cards/flowers
- Order catering for the event
- Confirm catering drop off time and location
- Set up for event

Final Youth Demographic Report:

Purpose: The intent of creating a final youth focused report is to create and endorse a process in which youth are proactively and creatively engaged in determining the types of programs and services that best interest and are beneficial to them. It will encompass the entirety of the actions taken during the course of the project to address the current requirements of the youth in the community. It will also include recommendations based upon the data collection that will occur throughout and alongside the events.

Timing:

- The collection of data and research will occur throughout the next three months
- End of August, proposed submission date Monday August 19, 2019.

Structure:

- Formal report
- Include timeline of events
- Event and program outlines
- Pictures of workshops and events
- Data from surveys- in forms of charts and graphs
- Incorporate the Program Logic Model
- Recommendations based on data and experiences during the course of the internship
- The structure will alter during the course of the internship, as need be

Action:

- Take detail notes during the course of the internship to facilitate the report
- Take pictures of events and workshops to include in the report
- Create surveys, polls for data collection
- Administer the survey at every opportunity to have a wider audience and expand reporting potential