



Gerard Farrell, MD

NLMA Needs Your Input: 2024 Strategic Planning Membership Survey

Dear Colleagues:

The Board of Directors is currently in the process of developing a strategic plan that will guide the work of the NLMA over the next three (3) years and provide greater clarity and focus. As part of the planning process, several research activities are being initiated to ensure the resultant strategic plan reflects the priorities of the membership, including an online membership survey. This membership survey is your opportunity to share your opinions regarding the direction you believe the NLMA should be taking on behalf of its members over the next three (3) years.

Narrative Research, an independent research firm, has been engaged to conduct this survey. All information collected will be confidential and no one other than Narrative Research will have access to the completed questionnaires.

You will receive an email from Narrative Research later this week with a link to the survey and I encourage you to complete it. The survey should take no longer than 10-12 minutes.

The deadline to submit the survey is **April 4, 2024**.

If you have any questions regarding the strategic planning process, please contact Jean Cook, NLMA Program Consultant, at jcook@nlma.nl.ca

All surveys submitted by April 4 will be entered in a random draw for one of three \$200 restaurant gift cards of your choice or a \$200 e-transfer. Please note, Narrative Research will administer the draw and distribute the prize. The NLMA staff and Board members will not be notified of those participating in the draw.

Your participation in the survey process is important to ensure we have a good representation of our members' opinions. Your thoughtful, honest, and fair responses will be of significant assistance. Thank you in advance for your cooperation.

Sincerely,

A handwritten signature in blue ink that reads "Gerard Farrell".

Gerard Farrell
President