

January 23, 2017

Deaf & Hear Alberta Board of Directors Shares Results of Rebrand Consultation

We begin a new year at Deaf & Hear Alberta with determination to continue removing communication barriers for Deaf, deafened and hard of hearing Albertans. We are working hard to maintain high quality programs and services for the growing number of people who need our support.

When reaction to a 2013 name change to Deaf & Hear Alberta was met with mixed feelings, the Board responded and initiated a broad consultation with our Deaf and hard of hearing communities. This broad consultation concluded last fall.

The Consultation Process:

We engaged and heard from hundreds of people. 355 people responded to the survey alone.

2014/15

Engagement:
2 town halls
Deaf Community
Advisory meetings



2016

Analysis of:
Surveys
Interviews
Engagement sessions



2017

Next Steps:
Review name during
strategic planning

We Listened and Learned:

- In 2014 participants identified the brand as the highest priority issue at two Community Town Hall meetings held by DHA Interpreting Services
- In 2015 feedback on the rebrand was sought through DHA community events and Community Coffee focus groups and then reviewed by the newly formed Deaf Community Advisory Committee
- DHA received a grant to hire a consultant who conducted a series of in depth interviews and prepared a report of key findings for the Board of Directors
- 58% of survey respondents have a negative opinion of the name Deaf & Hear Alberta
- 57% of survey respondents would advise us to change the name again
- 31% want us to continue using Deaf & Hear Alberta
- 11% suggest using the "sub-brands" Deaf Alberta or Hear Alberta.

Next Steps: With the recent loss of United Way Calgary & Area funding, our immediate goal is to focus reduced funds on maintaining quality programs and services to our Deaf, deafened and hard of hearing communities.

The Board does agree that a review of a potential name change will fit well as part of strategic planning this Fall and broad consultation and engagement would support this activity.

Thank you: Your feedback has already resulted in numerous service improvements including the ASL online booking portal and improved stakeholder engagement. We know that our name is important to you. We appreciate your patience as we work through this process.

It is a privilege to serve an organization that fills such a vital role in our community.

The Deaf & Hear Alberta Board of Directors