



Tewatohnhi'saktha

2024 General Survey Report

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Executive Summary

This report provides an overview of the 2024 Tewaohnni'saktha General Survey (Appendix A), administered by PlanIt Consulting and Communications (PlanIt) from January 31st, 2024, through March 10th, 2024. The mixed-method survey is comprised of 40 questions seeking community feedback on Tewaohnni'saktha's Mandate and Role, Business Services, Workforce Development, and Marketing and Tourism services. The purpose of the survey is to gather information from individuals who reside in Kahnawà:ke about their perceptions and awareness of Tewaohnni'saktha as an organization and their confidence in it. Tewaohnni'saktha would like to continue to improve its services and programs based on the data provided in this report.

The objectives of the survey are to:

- Increase the level of trust among community members
- Increase transparency of Tewaohnni'saktha activities for the community and other stakeholders
- Increase awareness of Tewaohnni'saktha programs and services
- Increase community support for Tewaohnni'saktha.

Feedback from this survey will determine whether objectives have been achieved, facilitate improvements, and develop recommendations for the future.

COMBINED DATA

1. **Mandate & Role:** The average rating totals for questions 1-5, concerning the public's PERCEPTION of Tewaohnni'saktha's Mandate & Role, are:

Answer Choices	2021	2022	2023	2024
Strongly Agree	18%	22%	25%	23%
Agree	60%	58%	59%	61%
SA/A COMBINED	78%	80%	84%	84%
Strongly Disagree	1%	1%	1%	<1%
Disagree	8%	6%	6%	6%
SD/D COMBINED	9%	7%	7%	7%
N/A - Don't Know	13%	10%	8%	9%

Note: In the 2023 General Survey the Mandate and Role questions were represented in questions 2-6. The Kahnawà:ke public's positive perception of Tewaohnni'saktha remained steady in relation to communications, transparency, trust, and positive role in 2024.

2. **Workforce Development** The average rating totals for questions 6-12, concerning the public's AWARENESS of Workforce Development Services are:

	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
Yes	73%	78%	74%	76%
No	27%	22%	26%	24%

3. **Business Services:** The average rating totals for questions 14-20, concerning the public's AWARENESS of Tewatohnhi'saktha Business Services are:

	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
Yes	79%	84%	73%	74%
No	21%	16%	27%	26%

4. **Marketing & Tourism** The average rating totals for questions 22-31, concerning the public's AWARENESS of Marketing and Tourism Services are:

	<u>2023</u>	<u>2024</u>
Yes	70%	71%
No	30%	29%

Note: Marketing and Tourism overall data is not 100% comparable to 2023 results, due to the addition of four questions and changes to the survey in this section. Question-by-question comparison is available in the Results section of this report.

SURVEY RESPONDENTS CONFIRM THAT TEWATOHNHI'SAKTHA DOES MANY THINGS WELL...

The three questions with the highest ratings for awareness in Business Services are:

1. 91% Question 14: We provide information on how to start/operate a business. (Formerly question 15)
2. 86% Question 17: We post job offers on our website. (Formerly question 18)
3. 85% Question 15: We provide information on and assistance with grant or loan applications. (formerly question 16)

Compare to 2023 Business Services results:

1. 91% Question 15: We provide information on how to start/operate a business.
2. 86% Question 18: We post job offers on our website.
3. 83% Question 20: We sell Shop Kahnawà:ke Certificates.

The three questions with the highest ratings for awareness in Workforce Development are:

1. 92% Question 7: We provide clients with financial support to take training programs. (Formerly question 8)

2. 90% Question 6: We help prepare action plans for pursuing and completing education and training. (Formerly question 7)
3. 82% Question 9: We connect businesses with people looking for work and guide people to job opportunities. (Formerly question 10)

Compare to 2023 Workforce Development results:

1. 87% Question 7: We help prepare action plans for pursuing and completing education and training.
2. 87% Question 8: We provide financial support to take training programs.
3. 83% Question 10: We connect businesses with people looking for work and guide people to job opportunities.

The three questions with the highest ratings for awareness in Marketing and Tourism are:

1. 86% Question 26: Kahnawà:ke Tourism shares information with visitors on our history and culture. (formerly question 25)
2. 86% Question 30: Kahnawà:ke Tourism offers guided tours to visitors and the general public. (Formerly question 27)
3. 81% Question 28: Kahnawà:ke Tourism's role includes improving the community's image by promoting awareness of our history and culture from our perspective.

Compare to 2023 Marketing and Tourism results:

1. 82% Question 25: Kahnawà:ke Tourism shares information with visitors on our history and culture.
2. 80% Question 27: Kahnawà:ke Tourism offers guided tours to visitors and the general public.
3. 77% Question 26: Kahnawà:ke Tourism promotes and participates in community events open to the public.

FINDINGS THAT MERIT FURTHER ACTION . . .

The two questions with the lowest ratings for awareness in Business Services are:

1. 41% Question 20: We sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center. (Formerly question 21)
2. 60% Question 16: Question 17: We provide business assistance with accounting needs/ matters. (Formerly question 17)

Compare to 2023 Business Services results:

1. 41% Question 21: We sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center.
2. 57% Question 17: We provide business assistance with accounting needs/matters.

The two questions with the lowest ratings for awareness in Workforce Development are:

1. 59% Question 12: Tóta Ma's Café sells products for other Kahnawà:ke businesses that do not have a store front. (Formerly question 13)
2. 66% Question 11: Tawatohni'saktha operates Tóta Ma's Café as social enterprise? (Formerly question 12)

Compare to 2023 Workforce Development results:

1. 62% Question 11: We assist businesses with industry-specific training programs to help with their human resource needs.
2. 70% Question 9: People looking for a job can submit their name and contact information through our electronic job seekers form.

The two questions with the lowest ratings for awareness in Marketing and Tourism are:

1. 49% Question 24: Tourism Development is a mandate of Tawatohni'saktha.
2. 59% Question 25: One of Kahnawà:ke Tourism's goals is to increase the number of tourists that visit Kahnawà:ke.

Compare to 2023 Marketing and Tourism results:

1. 44% Question 24: Tourism Development is a mandate of Tawatohni'saktha.
2. 67% Question 28: Kahnawà:ke Tourism partners with local businesses in various events and activities.

Awareness of Tawatohni'saktha's Business Services, Workforce Development, and Marketing and Tourism activities is therefore generally high and has improved since last year. Recent additions to the survey will allow for future analysis and comparison.

Methodology

The survey format and questions were developed by Tewaohnnhi'saktha in collaboration with PlanIt. The following changes were made to the 2024 version of the General Survey.

Removed from the 2023 Tewaohnnhi'saktha General Survey:

- Question 1
- Question 23
- Question 30

Additions to the 2024 Tewaohnnhi'saktha General Survey:

- Question 22
- Question 23
- Question 25
- Question 27
- Question 28
- Question 33

Web link collectors generated on Survey Monkey were provided to PlanIt surveyors for individual data collection. Three hundred and sixty-seven (367) responses were collected by telephone, kiosk, or email and input into the Survey Monkey Program by PlanIt. Respondents were selected from a sampling frame of 3,693 community member names, compiled, maintained, and updated by PlanIt.

Names were electronically randomized before being distributed to individual surveyors. No distinction was made to include or exclude any specific community member, apart from Tewaohnnhi'saktha employees, who are not eligible to participate in the survey. Confidentiality was observed at all times. PlanIt Consulting and Communications employed (10) surveyors who contacted at least 50% of respondents by telephone, email, or social media. Other respondents participated at in-person kiosks or responded to social media advertising.

Telephone calls were done mainly during weekday business hours, and to a lesser degree evenings until 8:00 p.m. and weekends. Facebook and email were sometimes used to initiate contact and obtain telephone numbers. The data collected from completed surveys was processed using the Survey Monkey analytics features and results are displayed in bar graph format, along with the total response count for each question. Data collected from previous survey years is displayed for comparison, when available.

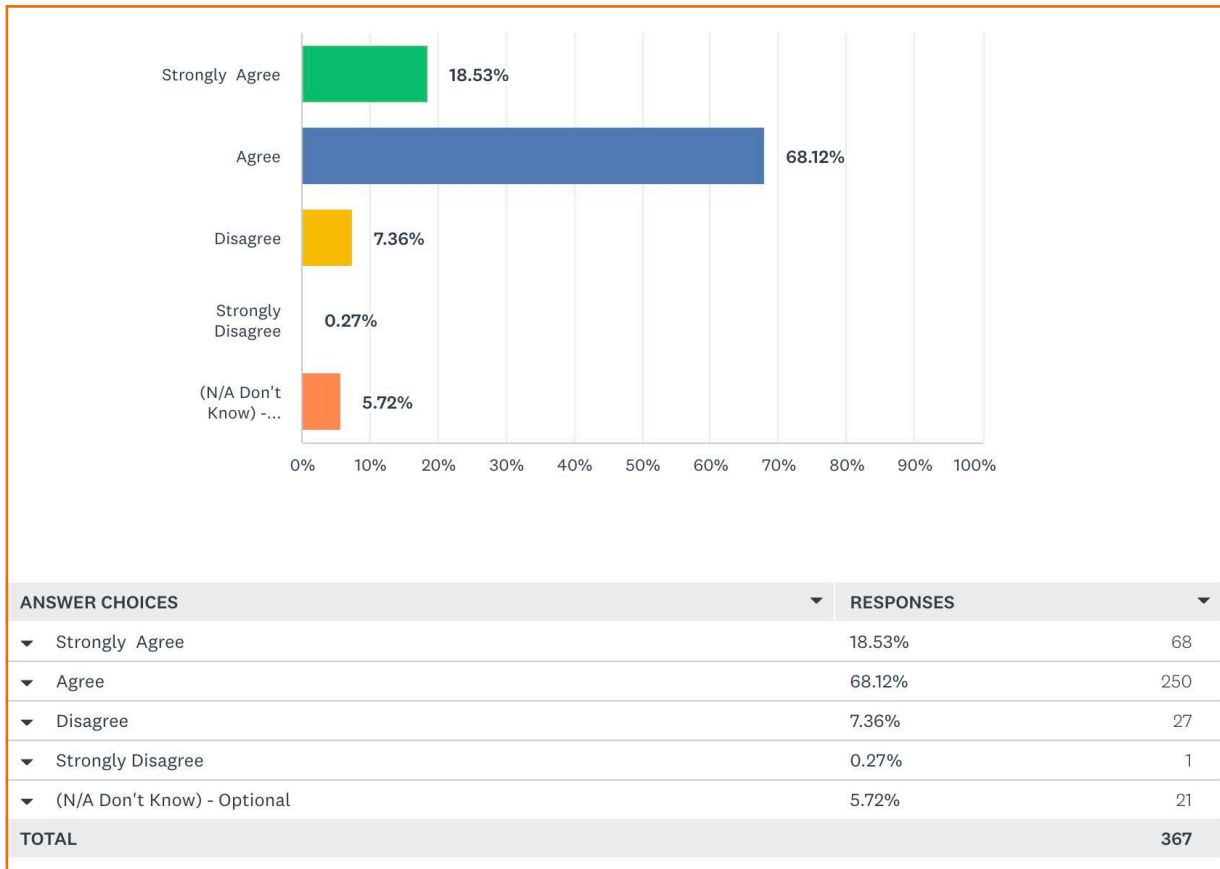
Survey Results

The survey results include 40 questions employing the following scales:

- 25 Dichotomous
- 6 Multiple Choice
- 8 Likert Scale
- 1 Open-ended

Analysis and recommendations are based primarily on survey results. Where applicable, comments are transcribed on the page following the corresponding question. Included with graphs are response percentages and the number of responses for each possible answer. Questions for which no data analysis is available were newly added or amended in the 2024 version of the General Survey, and therefore cannot be compared with data from previous years.

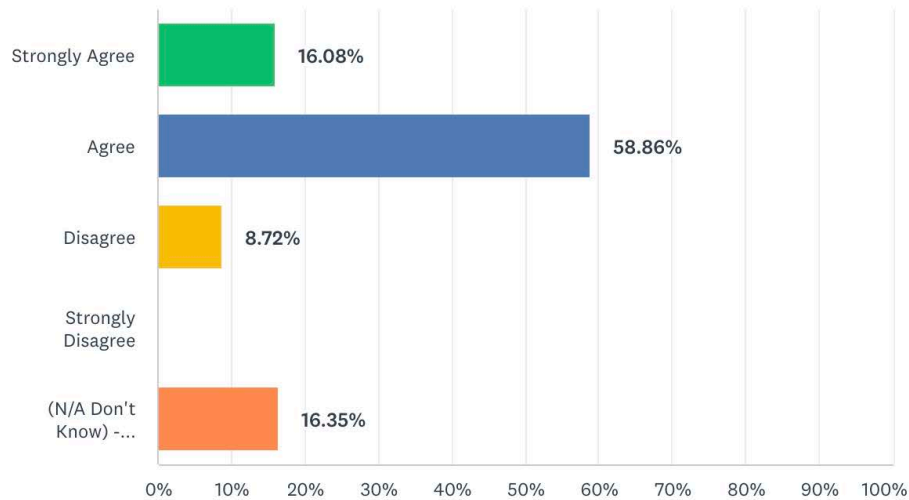
Question 1: Tewatohnhi'saktha effectively communicates their activities to the people of Kahnawà:ke.



Data Analysis

Question 1					
		2021	2022	2023	2024
<i>Tewatohnhi'saktha effectively communicates their activities to the people of Kahnawà:ke.</i>	SA/Agree	79%	84%	83.38%	86.63%
	Neither A/D	9%	8%	5.99%	5.72%
	SD/Disagree	12%	18%	10.62%	7.62%

Question 2: Tewatohnhi'saktha is transparent with community members.

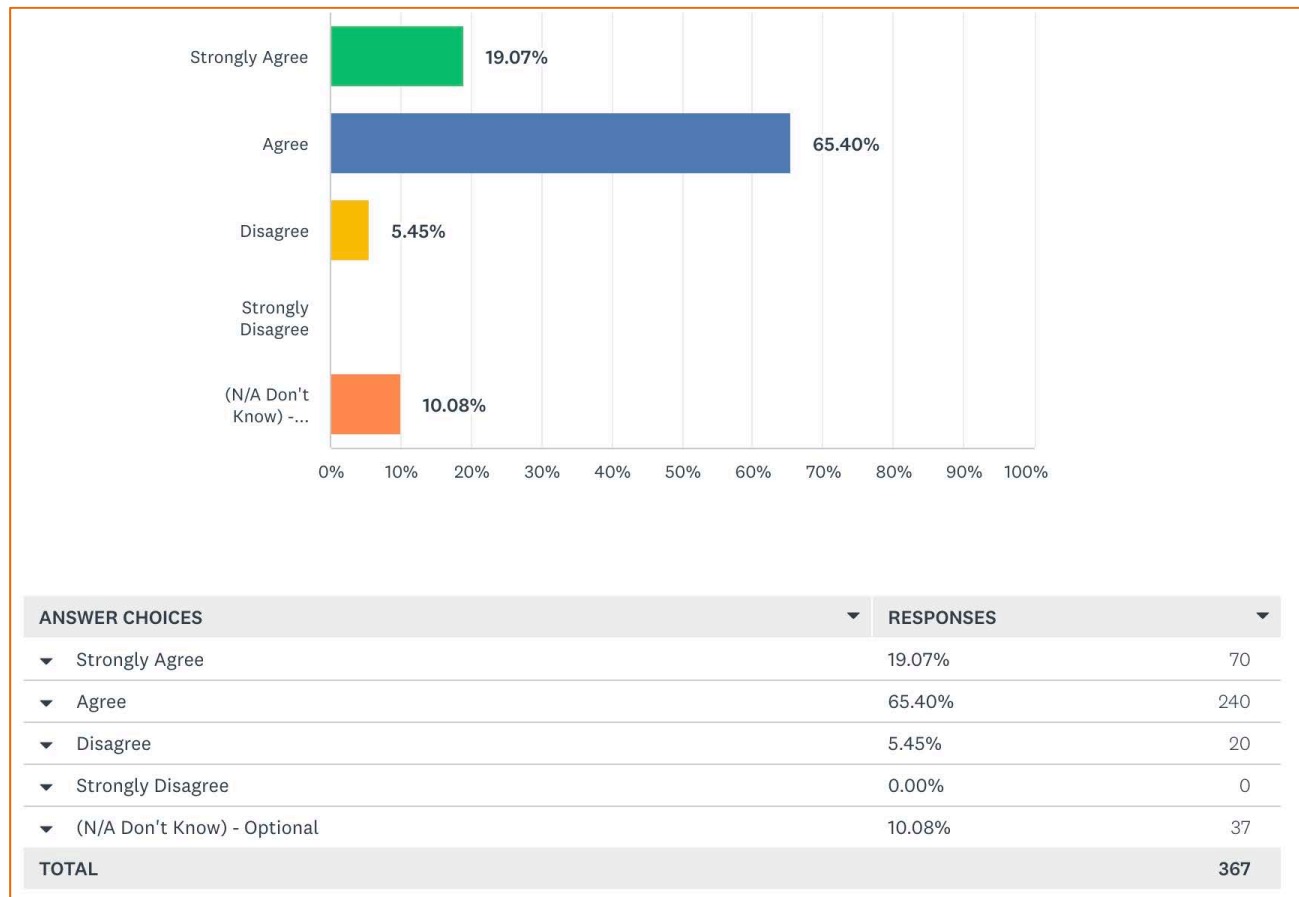


ANSWER CHOICES	RESPONSES
Strongly Agree	16.08% 59
Agree	58.86% 216
Disagree	8.72% 32
Strongly Disagree	0.00% 0
(N/A Don't Know) - Optional	16.35% 60
TOTAL	367

Data Analysis

Question 2		2021	2022	2023	2024
<i>Tewatohnhi'saktha is transparent with community members.</i>	SA/Agree	67%	69%	76.57%	74.94%
	Neither A/D	17%	19%	13.90%	16.35%
	SD/Disagree	16%	12%	9.53%	8.72%

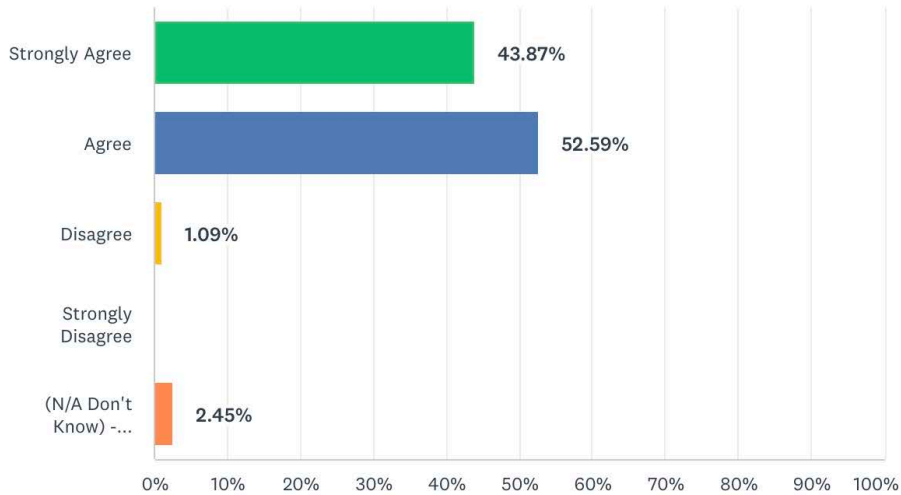
Question 3: Tewatohnhi'saktha's activities are consistent with creating collective prosperity for Kahnawà:ke.



Data Analysis

Question 3		2021	2022	2023	2024
<i>Tewatohnhi'saktha's activities are consistent with creating collective prosperity for Kahnawà:ke.</i>	SA/Agree	76%	85%	85.02%	84.47%
	Neither A/D	16%	10%	8.99%	10.08%
	SD/Disagree	8%	6%	5.99%	5.45%

Question 4: Tewatohnni'saktha's plays a positive role in the community.

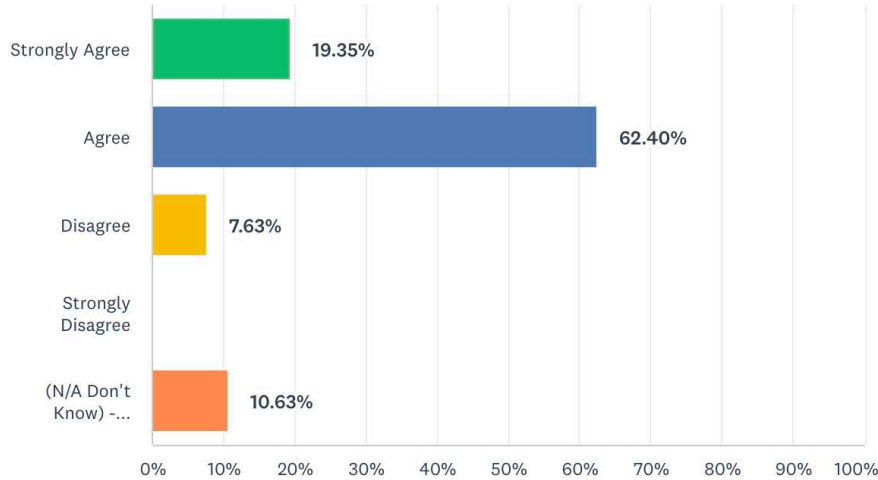


ANSWER CHOICES	RESPONSES	
Strongly Agree	43.87%	161
Agree	52.59%	193
Disagree	1.09%	4
Strongly Disagree	0.00%	0
(N/A Don't Know) - Optional	2.45%	9
TOTAL		367

Data Analysis

Question 4					
		2021	2022	2023	2024
<i>Tewatohnni'saktha's plays a positive role in the community.</i>	SA/Agree	89%	96%	96.46%	96.46%
	Neither A/D	7%	3%	1.63%	2.45%
	SD/Disagree	4%	1%	1.90%	1.09%

Question 5: Tewatohnhi'saktha can be trusted to work in the best economic interest of the Kahnawà:ke people.

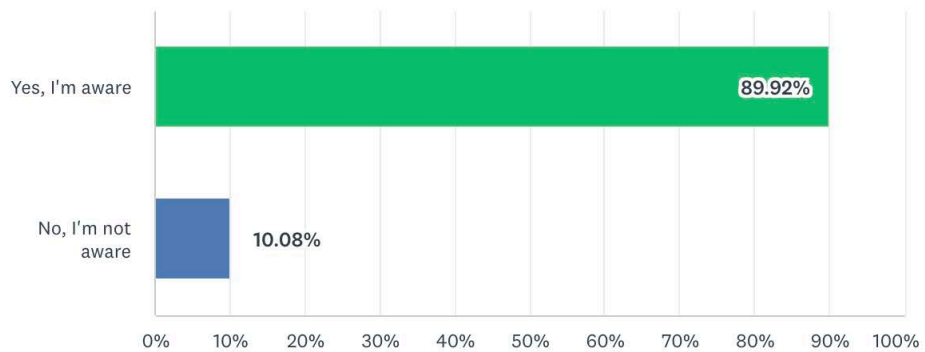


ANSWER CHOICES	RESPONSES
Strongly Agree	19.35% 71
Agree	62.40% 229
Disagree	7.63% 28
Strongly Disagree	0.00% 0
(N/A Don't Know) - Optional	10.63% 39
TOTAL	367

Data Analysis

Question 5		2021	2022	2023	2024
<i>Tewatohnhi'saktha's can be trusted to work in the best economic interest of the Kahnawà:ke people.</i>	SA/Agree	82%	82%	81.74%	81.75%
	Neither A/D	14%	14%	1.63%	10.63%
	SD/Disagree	5%	5%	8.17%	7.63%

Question 6: Are you aware we help people prepare an action plan for pursuing and completing their education and training?

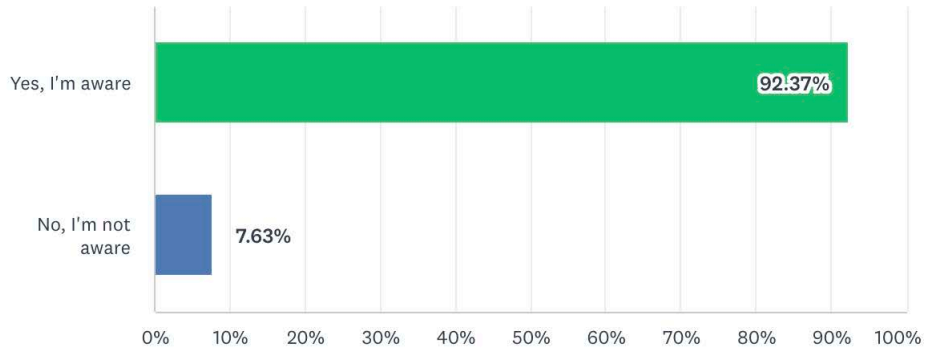


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	89.92%	330
No, I'm not aware	10.08%	37
TOTAL		367

Data Analysis

Question 6					
<i>Are you aware we help people prepare an action plan for pursuing and completing their education and training?</i>	Aware	72%	75%	86.92%	89.92%
	Not Aware	28%	28%	13.08%	10.08%

Question 7: Are you aware we provide clients with financial support to take training programs?

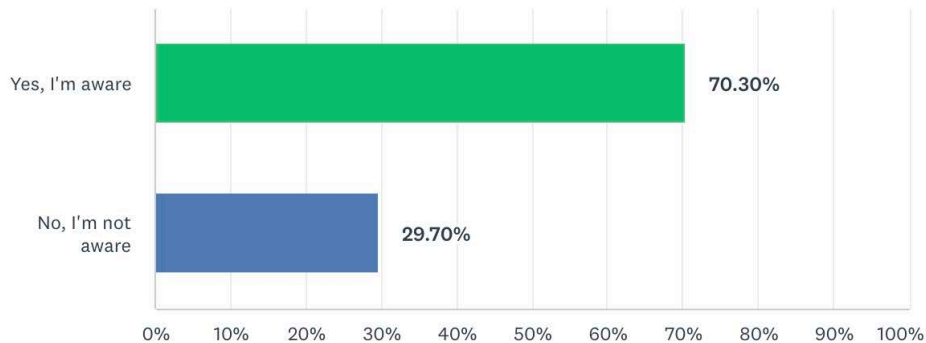


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	92.37%	339
No, I'm not aware	7.63%	28
TOTAL		367

Data Analysis

Question 7		2023	2024		
<i>Are you aware we provide clients with financial support to take training programs?</i>	Aware	86.65%	92.37%		
	Not Aware	13.35%	7.63%		

Question 8: Are you aware that people looking for a job can submit their name and contact info through our electronic job seekers form?

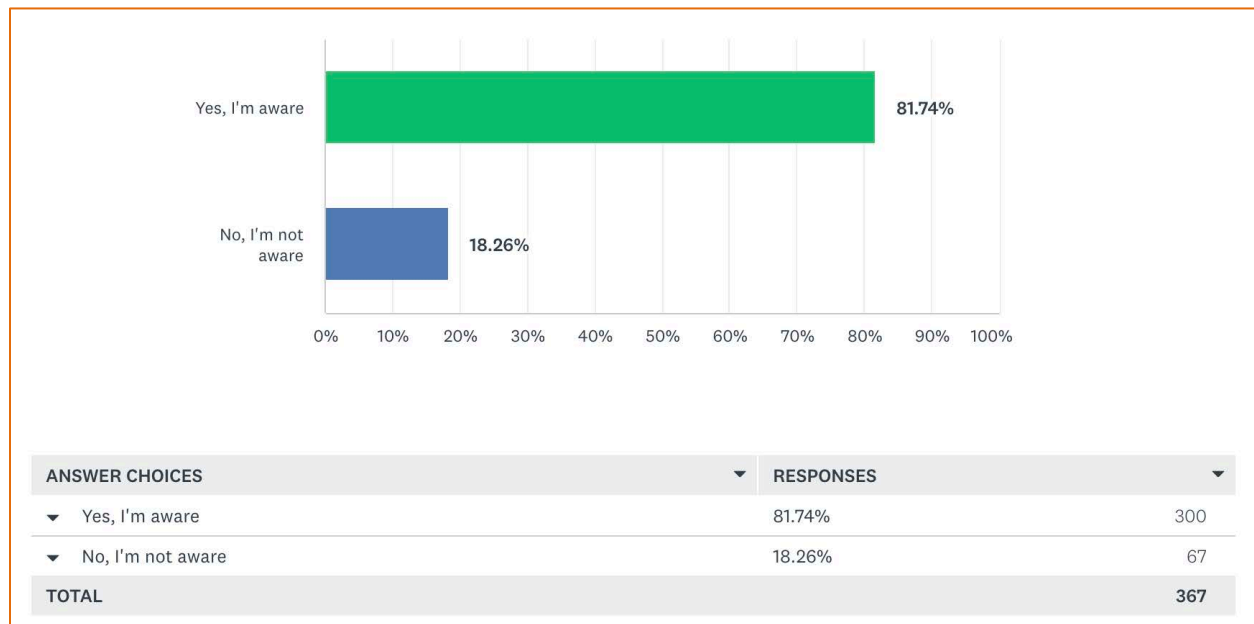


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	70.30%	258
No, I'm not aware	29.70%	109
TOTAL		367

Data Analysis

Question 8		2021	2022	2023	2024
<i>Are you aware that people looking for a job can submit their name and contact info through our electronic job seekers form?</i>	Aware	45%	48%	70.30%	70.30%
	Not Aware	55%	55%	29.70%	29.70%

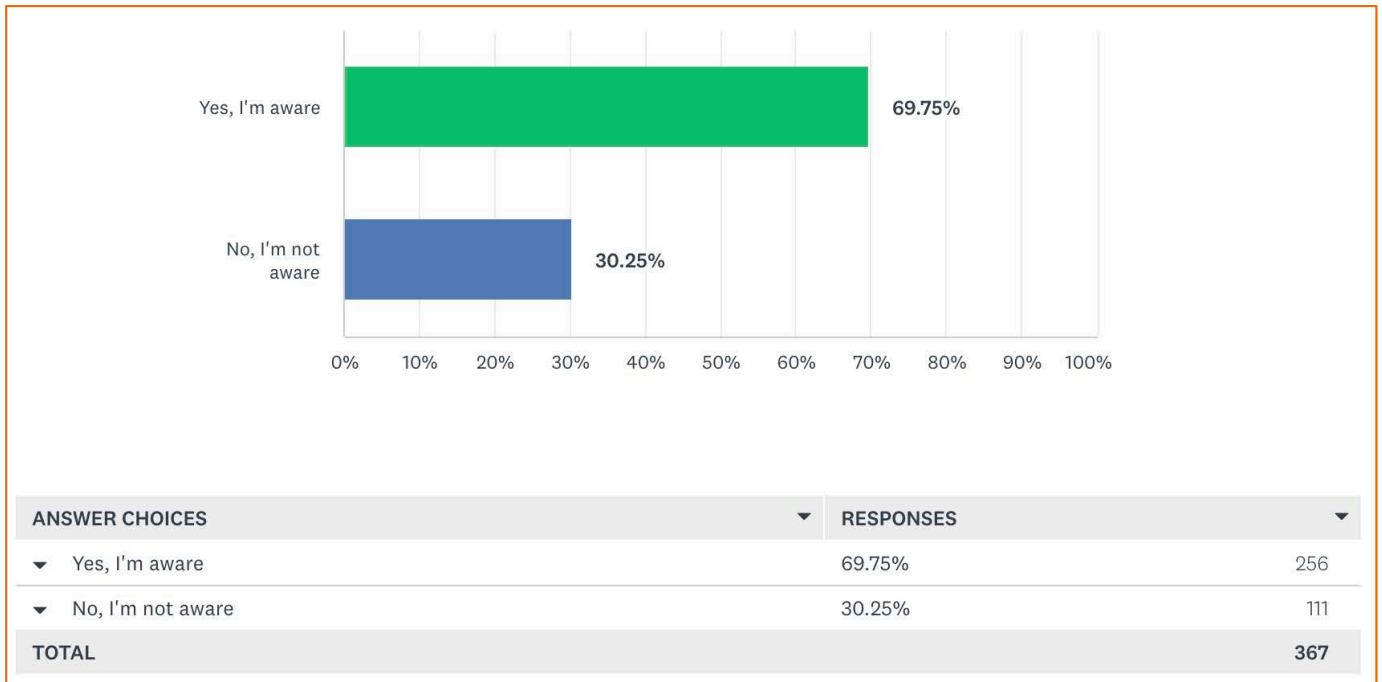
Question 9: Are you aware we connect businesses with people looking for work or guide people to potential job opportunities?



Data Analysis

Question 9		2021	2022	2023	2024
<i>Are you aware we connect businesses with people looking for work or guide people to potential job opportunities?</i>	Aware	74%	77%	82.83%	81.74%
	Not Aware	26%	23%	17.17%	18.26%

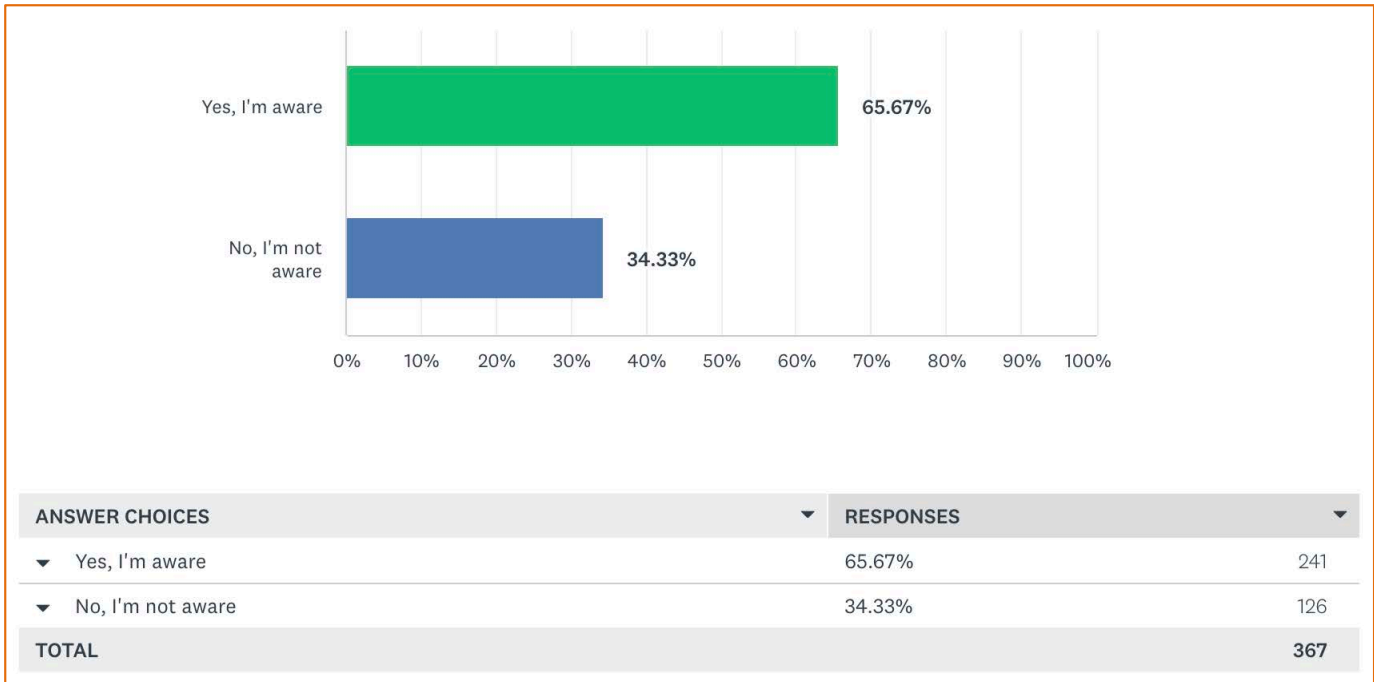
Question 10: Are you aware we assist businesses with industry specific training programs to help with their human resource needs?



No Data Analysis

Question 10		2023	2024		
<i>Are you aware we assist businesses with industry specific training programs to help with their human resource needs?</i>	Aware	62.40%	69.75%		
	Not Aware	37.60%	30.25%		

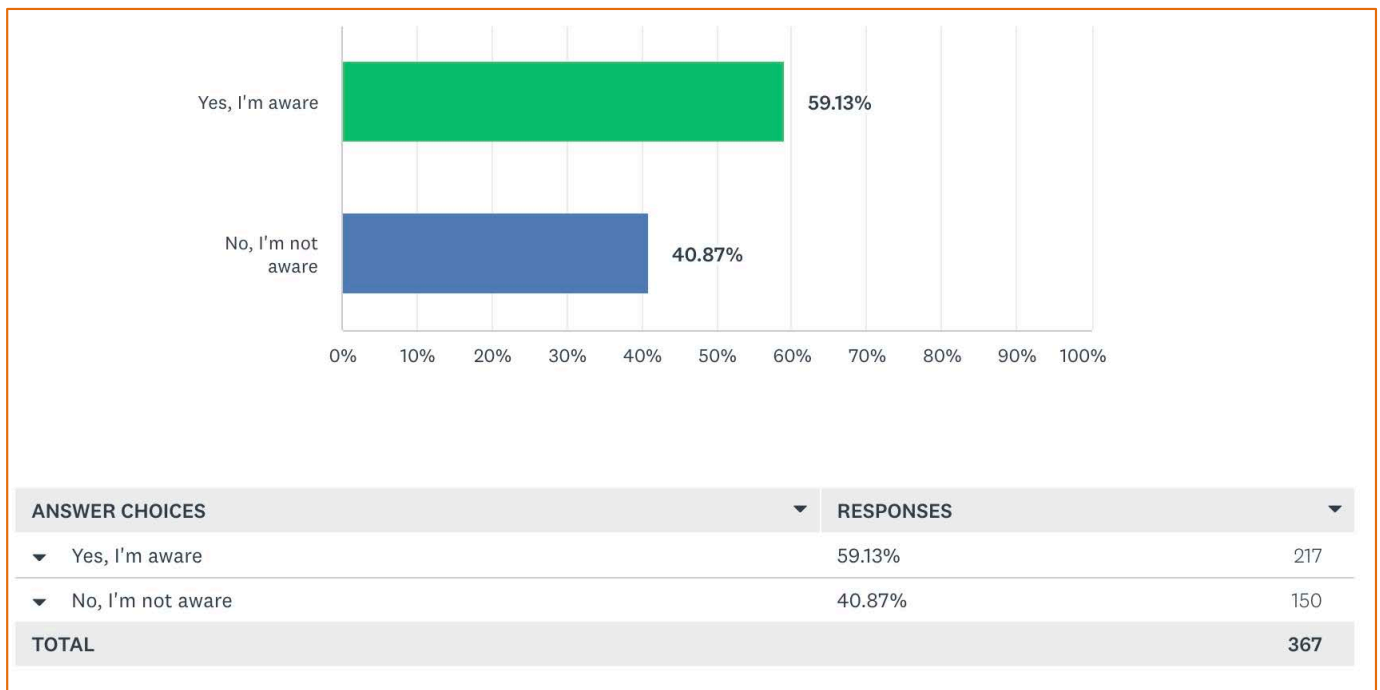
Question 11: Are you aware that Tawatohnhi'saktha operates Tóta Ma's Café as social enterprise?



No Data Analysis

Question 11		2023	2024		
<i>Are you aware that Tawatohnhi'saktha operates Tóta Ma's Café as social enterprise?</i>	Aware	63.03%	65.67%		
	Not Aware	31.97%	34.33%		

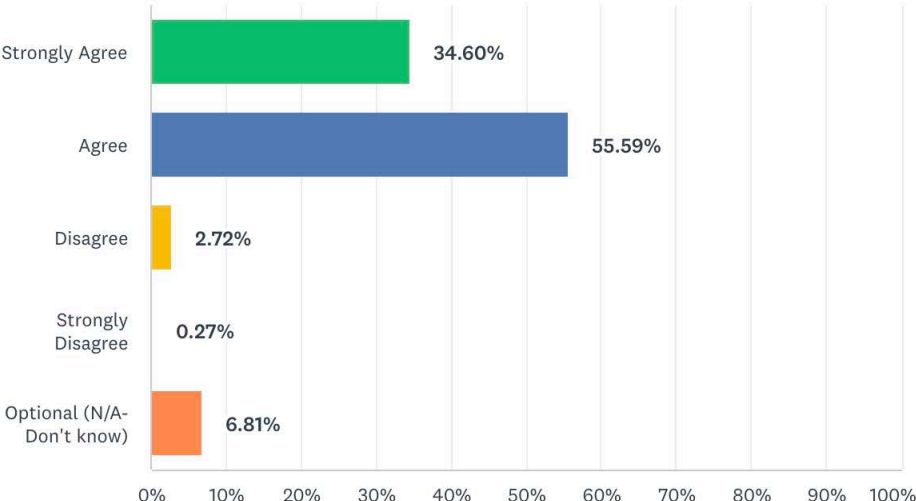
Question 12: Are you aware that Tóta Ma's Café sells products for other Kahnawa:ke businesses that do not have a store front?



No Data Analysis

Question 12					
<i>Are you aware that Tóta Ma's Café sells products for other Kahnawà:ke businesses that do not have a store front?</i>	Aware	2023	2024		
		59.45%	59.13%		
	Not Aware	40.55%	40.87%		

Question 13: To what extent do you agree that Tewatohnhi'saktha effectively carries out these Workforce Development programs and services?



ANSWER CHOICES	RESPONSES
Strongly Agree	34.60% 127
Agree	55.59% 204
Disagree	2.72% 10
Strongly Disagree	0.27% 1
Optional (N/A- Don't know)	6.81% 25
TOTAL	367

Data Analysis

Question 13					
		2021	2022	2023	2024
<i>To what extent do you agree that Tewatohnhi'saktha effectively carries out these Workforce Development programs and services?</i>	SA/Agree	85%	89%	87.46%	90.19%
	Neither A/D	11%	8%	8.45%	6.81%
	SD/Disagree	4%	3%	4.09%	2.99%

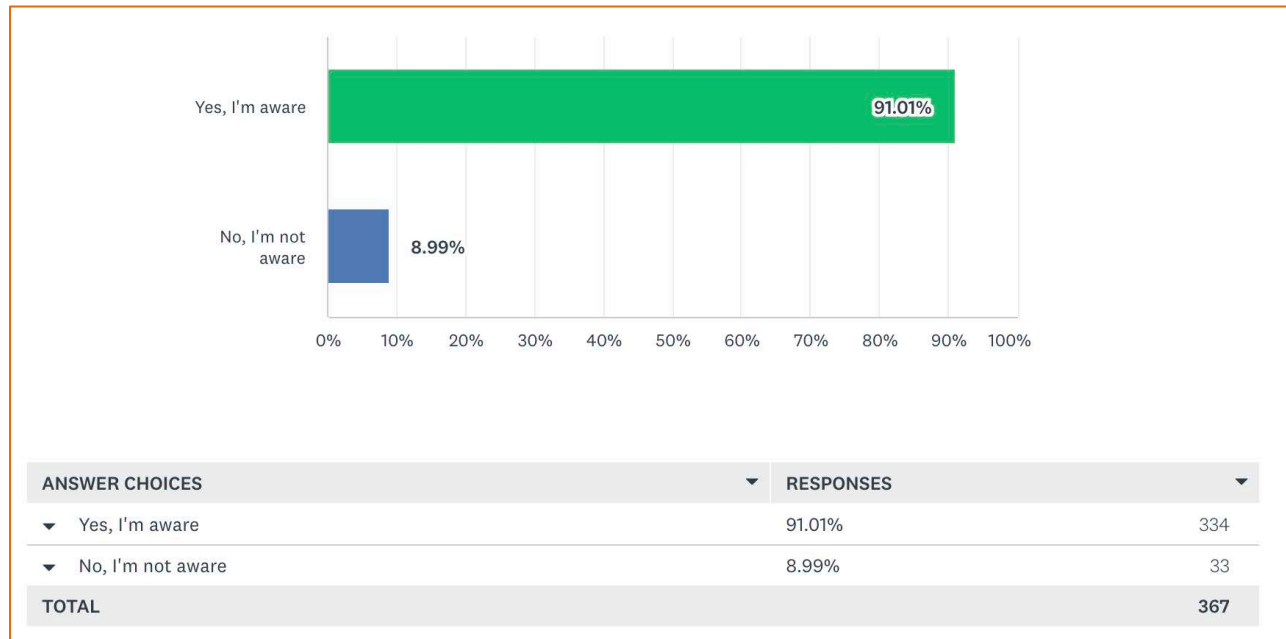
Q13 – OPTIONAL COMMENTS

1. Keep up the good work. (2)
2. Tewaohnhi'saktha is doing a great job. (4)
3. Through my work, I've met with Tewaohnhi'saktha before and had a good experience with them sharing various opportunities for our youth. They were very helpful.
4. Workforce Development is one of Tewaohnhi'saktha's strengths.
5. I got a job using Workforce Development services and have had it for 4 years. I took training and it was positive and helpful.
6. Workforce Development is a great opportunity for people to get training.
7. Tewaohnhi'saktha is doing a good job putting out the information to the community. They provide good training and workforce development. I've seen them personally counselling students.
8. I've heard good things about their programs and especially about Tota Ma's.
9. Tewaohnhi'saktha should recognize the tobacco trade as a legitimate industry. It is the number one independent generator of jobs.
10. Target individual businesses. I would like to get a call from someone to let me know what is available to my business in the workforce development sector. I don't listen to K103 and often hear about programs through the grapevine.
11. I appreciate this open comment section, but all sections should have it. The structure of the survey is important to how answers are collected.
12. Working with community schools is critical. Economic outcome is very often determined in school, lifelong success is determined by how well one does in school.
13. Intergenerational trauma directly affects workforce development. Welfare numbers are not dropping. Tewaohnhi'saktha is pumping millions into programs to have 10,000 hairdressers.
14. I'd like to see better collaboration with the Executive Directors Committee organizations to learn more about what they offer. I work in Human Resources, and this would be beneficial to us.
15. I would like to see more collaboration with the Education Center to support advanced learning in various professional areas not currently offered.
16. I work for a large business in the community and when we applied for training for employees we were turned down and not given a reason why. I think it's beneficial for our younger people to have training to give them higher qualifications for good employment.

17. There should be more to uphold social structure. Some people don't do as well in school and need this kind of training. This is a good way to gain experience and build resumes.
18. Does Tewatohnni'saktha have workforce programs and services specifically to accommodate our special needs community members? (Physically handicapped, neurodevelopmental disorders, visually challenged, sensory based motor disorders, and mental health issues.) If not, why? We are part of the community.
19. I'm curious to know if evaluations of the programs are being done. For example, the number of people that have successfully completed certain programs, or whether the programs are meeting the needs of the community.
20. More support in job seeking for high schoolers is needed. They need help finding part time employment that ensures they stay in school and not have to quit for work. Some teens need work now and others need financial support during the job search upon graduation. Reach out to graduates about all initiatives, including trades. Follow up with our children instead of waiting for a phone call.
21. My awareness of "activities" is from an accumulation, over many years, of personal contact/exchanges with staff.
22. Tewatohnni'saktha needs to do more PR. I'm on social media and I like to keep my ear to the ground about events. But I've missed out or not heard about them until after they happen.
23. Information about these programs is not funneling to small business. Outreach needs to be enhanced. The summer student program is a well-greased wheel, other programs don't get same energy.
24. Tewatohnni'saktha doesn't communicate enough.
25. More presence on social media.
26. Notify smaller businesses that they can sell products at Tota Ma's.
27. I had no idea about Tota Ma's being a social enterprise.
28. Tota Mas' prices are high and the people who work there could be friendlier.
29. We need more social enterprises in the community like Tota Ma's.
30. It would be great to have Tota Mas' hours extended to after supper time.
31. I believe a registered nurse program would greatly benefit our community and encourage our youth to consider a career in healthcare.
32. More innovative programming. It's the same year after year, a bit stale.
33. More efforts in career exploration and what is available.
34. Will Tewatohnni'saktha do other social enterprises?
35. Leave room for improvement.

END COMMENTS

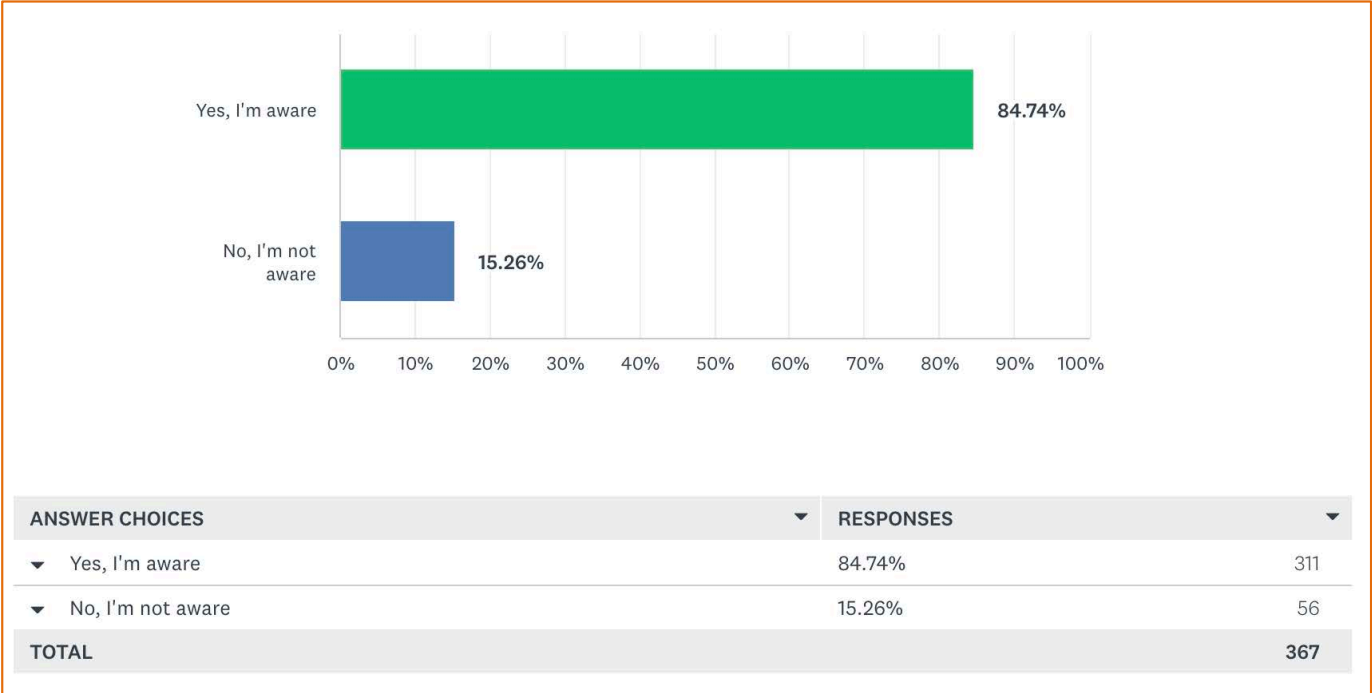
Question 14: Are you aware that Tewatohnni'saktha Business Services provides information on how to start/operate a business?



Data Analysis

Question 14		2021	2022	2023	2024
<i>Are you aware that Tewatohnni'saktha Business Services provides information on how to start/operate a business?</i>	Aware	92%	96%	91.01%	91.01%
	Not Aware	8%	4%	8.99%	8.99%

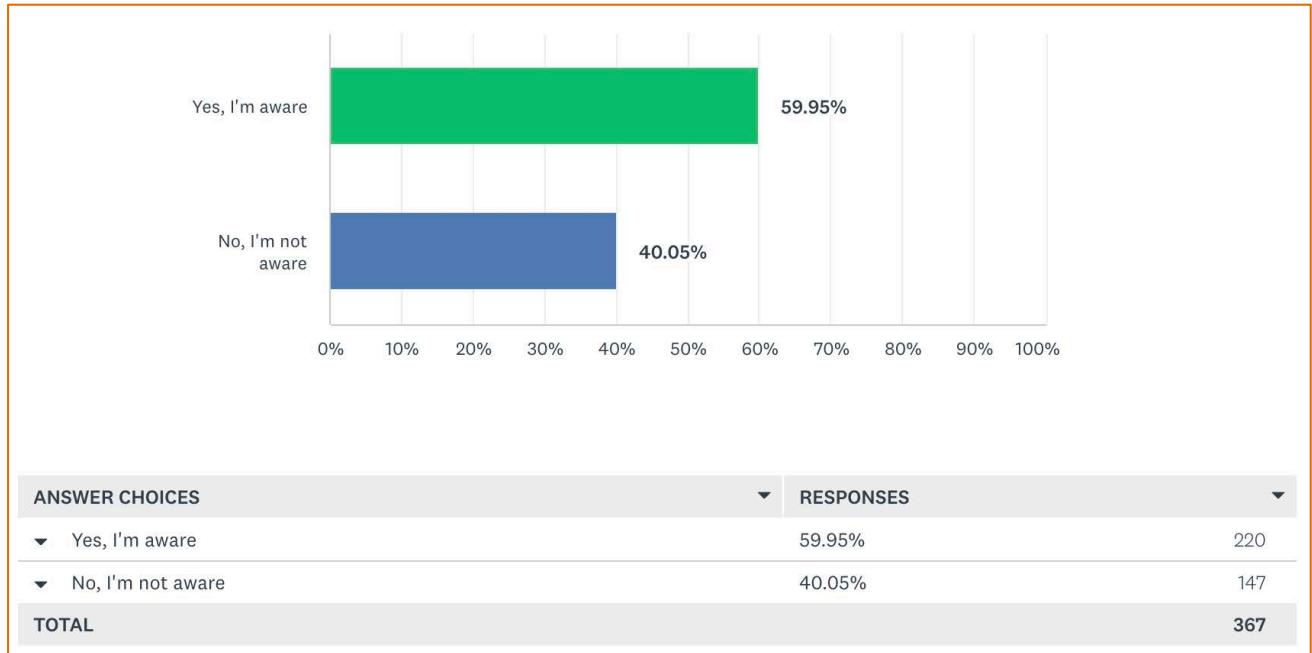
Question 15: Are you aware we provide information on, and assistance with, grant or loan applications?



Data Analysis

Question 15		2021	2022	2023	2024
<i>Are you aware we provide information on, and assistance with, grant or loan applications?</i>	Aware	82%	87%	78.47%	84.74%
	Not Aware	18%	13%	21.53%	15.26%

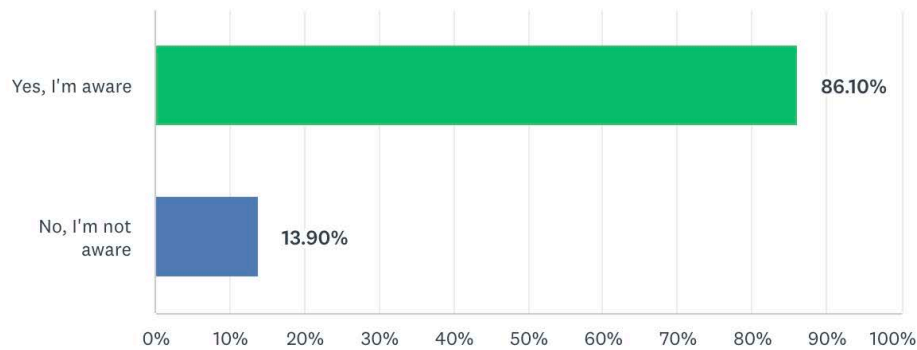
Question 16: Are you aware we provide business assistance with accounting needs/matters?



Data Analysis

Question 16		2021	2022	2023	2024
<i>Are you aware we provide business assistance with accounting needs/matters?</i>	Aware	66%	68%	57.22%	59.95%
	Not Aware	34%	33%	42.78%	40.05%

Question 17: Are you aware we can post job offers for local businesses and organization on our website?

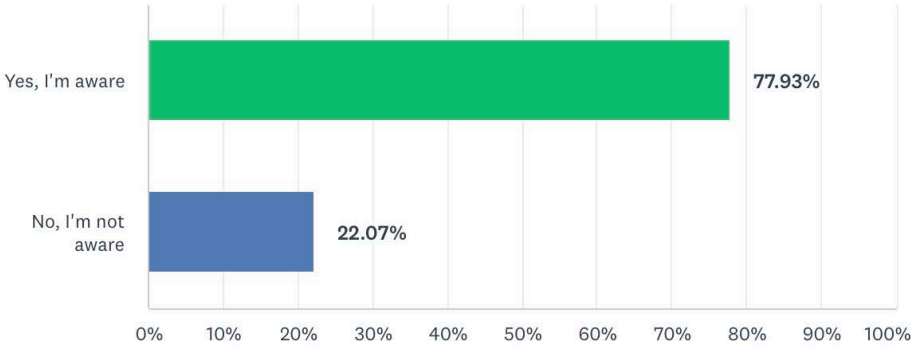


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	86.10%	316
No, I'm not aware	13.90%	51
TOTAL		367

Data Analysis

Question 17					
		2021	2022	2023	2024
<i>Are you aware we can post job offers for local businesses and organization on our website?</i>	Aware	79%	86%	85.56%	86.10%
	Not Aware	21%	14%	14.44%	13.90%

Question 18: Are you aware we share job opportunities on our Facebook page?

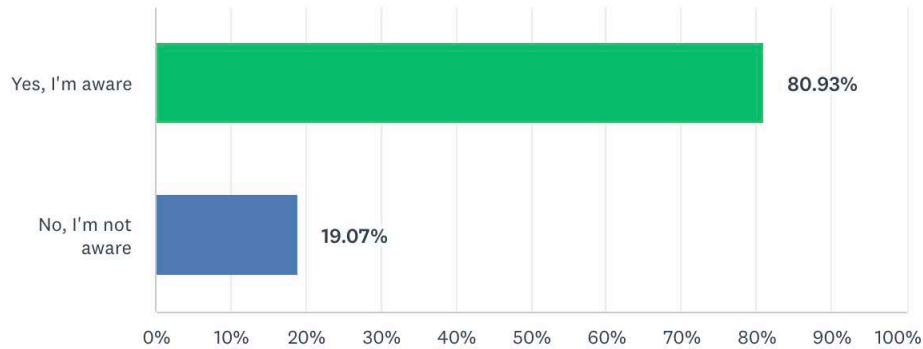


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	77.93%	286
No, I'm not aware	22.07%	81
TOTAL		367

Data Analysis

Question 18					
		2021	2022	2023	2024
<i>Are you aware we share job opportunities on our Facebook page?</i>	Aware	71%	76%	76.57%	77.93%
	Not Aware	29%	24%	23.43%	22.07%

Question 19: Are you aware we sell Shop Kahnawà:ke Certificates at Tewatohnni'saktha?

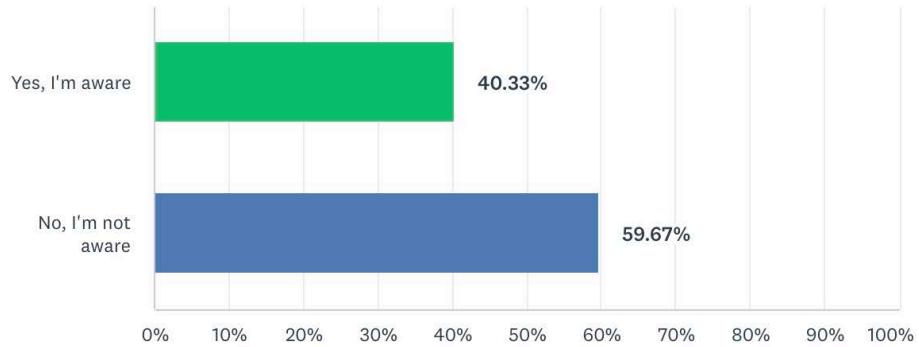


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	80.93%	297
No, I'm not aware	19.07%	70
TOTAL		367

Data Analysis

Question 19		2021	2022	2023	2024
<i>Are you aware we sell Shop Kahnawà:ke Certificates at Tewatohnni'saktha?</i>	Aware	82%	88%	83.38%	80.93%
	Not Aware	18%	18%	16.62%	19.07%

Question 20: Are you aware we sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center?

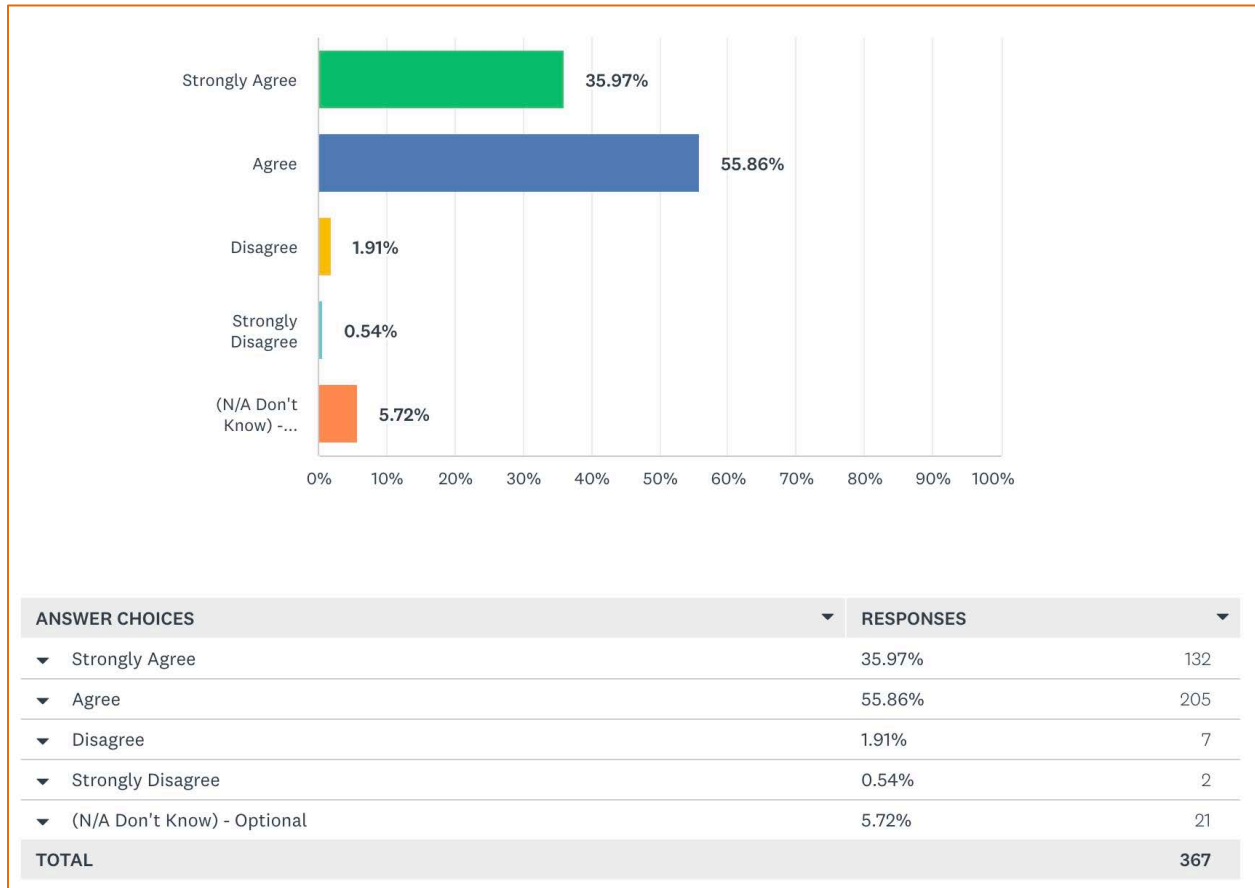


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	40.33%	148
No, I'm not aware	59.67%	219
TOTAL		367

Data Analysis

Question 20					
<i>Are you aware we sell Shop Kahnawà:ke Certificates at the Kahnawà:ke Welcome Center?</i>	Aware	2023	2024		
		41.26%	40.33%		
	Not Aware	58.74%	59.67%		

Question 21: To what extent do you agree that Tewatohnhi'saktha effectively carries out its business programs and services?



Data Analysis

Question 21		2021	2022	2023	2024
<i>To what extent do you agree that Tewatohnhi'saktha effectively carries out its business programs and services?</i>	SA/Agree	86%	91%	86.93%	91.83%
	Neither A/D	11%	6%	7.90%	5.72%
	SD/Disagree	4%	4%	5.18%	2.45%

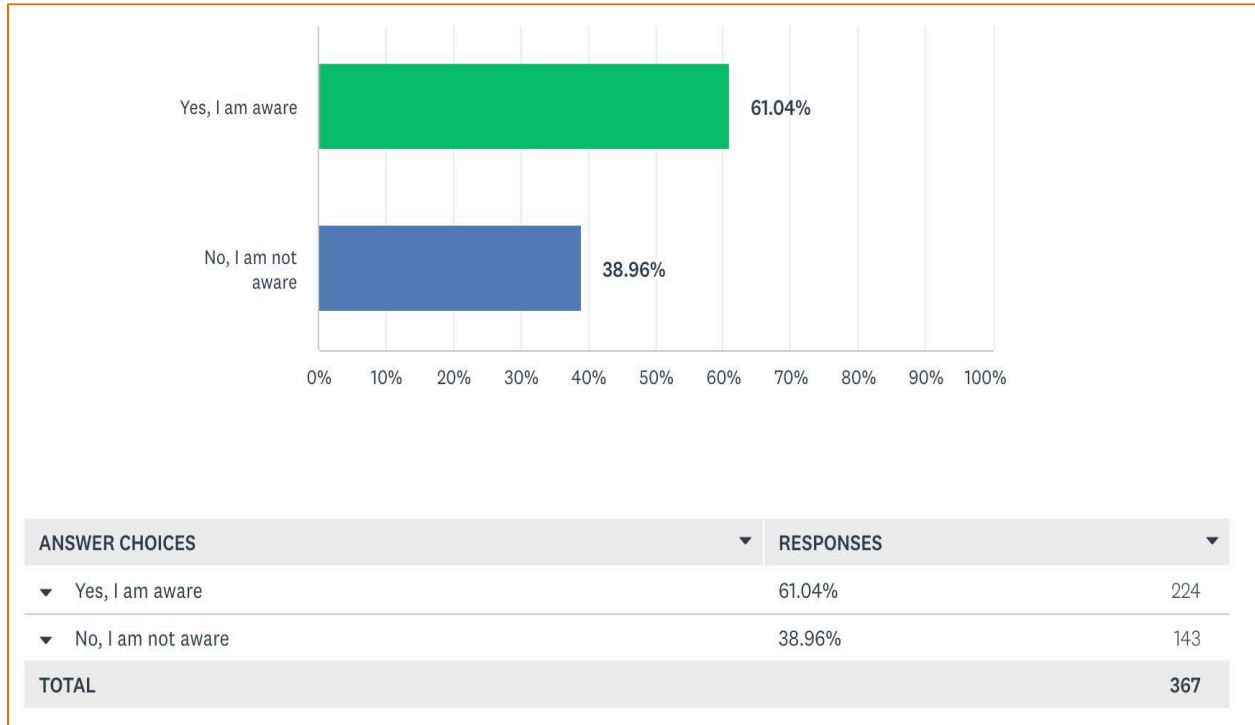
QUESTION 21 – OPTIONAL COMMENTS

1. We're fortunate to have this resource in our community. I've been to a lot of other First Nations communities, and many do not have a Tewaohnni'saktha.
2. I've accessed their services before, and I was very happy with the results.
3. Tewaohnni'saktha is a positive thing, I have used these services in the past.
4. Tewa is doing a great job of creating steadiness for small businesses.
5. Keep up the good work and make sure your services are always available for future generations.
6. I follow the Tewaohnni'saktha Facebook page and I always see the job postings. It's very easy to follow/navigate.
7. The organization is very consistent.
8. They've been a constant in the community for years. That's a good sign. I remember them from KJETA days.
9. This service has helped many beginners and am glad this program and organization exists. They need to have more ways to present what they offer out to the community.
10. Business Services could also use some fresh ideas. Same info over and over.
11. Communicate your Business Services to more of the businesses. Some businesspeople don't feel confident to use the services or feel intimidated because they are not really aware how to approach.
12. Small businesses are not reaching out like they could. Keep processes simple for employers. People could benefit from tech support also. "Cross pollination" with the social enterprise, contact the other stores. What happens after they move on from the social enterprise program with their skills; there is a disconnect here.
13. From conversation with people who I know who use the business services, there is still room for improvement.
14. Could use improvement on getting this info to the community especially small and new business owners.
15. Get a social media manager. This will help manage and promote all services to members via TikTok, Instagram, etc.
16. Entrepreneur program needs to be more informative and hands on and to up their setting and materials. Give more visuals and relate more to the actual participants. Do more 'recognition of completion' on social media and follow up on their progress. Councilors need to be more consistent and in touch with their clients. Improve support and outreach, to really know clients and help them succeed.
17. I'm interested to know more about their bookkeeping services as well as if they can help with setting up Employment Insurance for businesses.

- 18.** Promote and defend the tobacco industry. Promote them outside the community aggressively, but positively. Even the gaming and alcohol industries, “sin industries,” need to be addressed. Consult with the businesses directly, and they will tell you what they need. Then develop a ‘chamber of commerce.’ On the website, include a 2nd tier/portal for Kahnawà:ke businesses and one for community members, so that information is always available.
- 19.** I'd like to know if the ACE program will be coming back.
- 20.** Do you assist business services and programs to hire those with special needs and provide them with the necessary tools or monies to address their needs? If not, why? We are part of the community.
- 21.** Need to have more options for purchasing Shop Kahnawà:ke Certificates especially after hours and weekends.
- 22.** You should sell Shop Kahnawake certificates at Tota Ma's.
- 23.** Funding is not accessible for low-income people due to down payments required for loans/grants.
- 24.** I hear complaints about the grant applications. More training or explanation of the programs is needed. Sometimes people leave feeling discouraged from moving forward with their ideas.
- 25.** I'm not really involved with businesses. so I can't comment on how effective it is.
- 26.** I'm afraid to get denied, so I've never even tried to get help. It seems non-locals get half the opportunities.

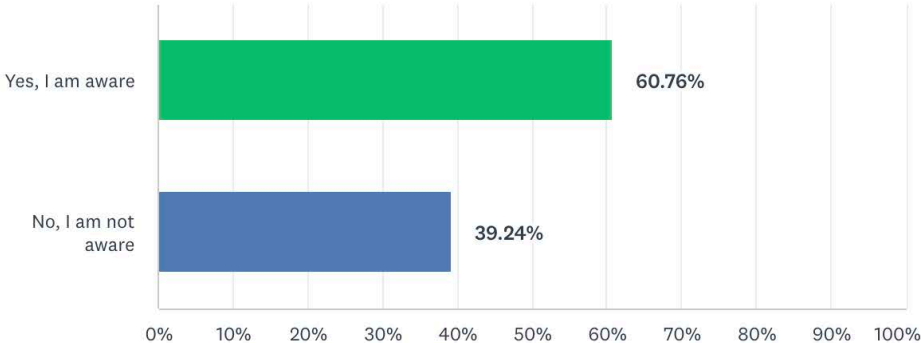
END COMMENTS

Question 22: Are you aware that Tewatohnhi'saktha's role includes promoting the community of Kahnawà:ke externally?



No Data Analysis

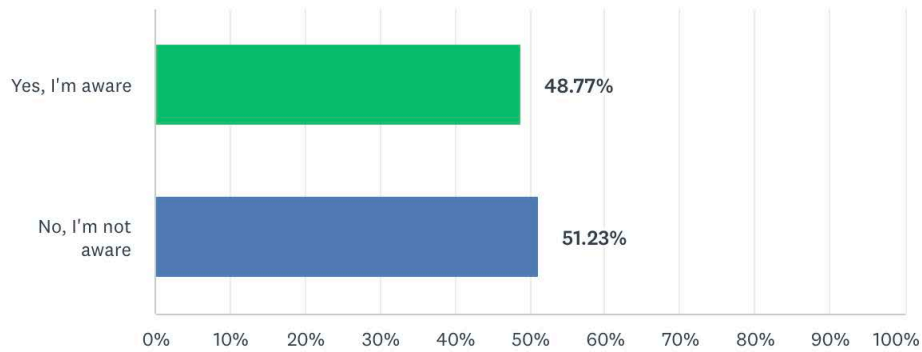
Question 23: Are you aware that Tewatohnni'saktha's role includes sharing what Kahnawà:ke businesses have to offer, with the external public?



ANSWER CHOICES	RESPONSES	
Yes, I am aware	60.76%	223
No, I am not aware	39.24%	144
TOTAL		367

No Data Analysis

Question 24: Are you aware that Tourism Development is a mandate of Tewatohnhi'saktha?

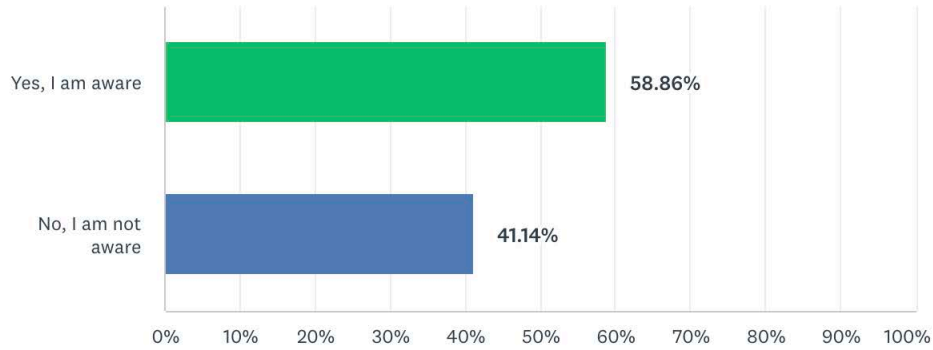


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	48.77%	179
No, I'm not aware	51.23%	188
TOTAL		367

Data Analysis

Question 24					
<i>Are you aware that Tourism Development is a mandate of Tewatohnhi'saktha?</i>		2023	2024		
	Aware	44.41%	48.77%		
	Not Aware	55.5%	51.23%		

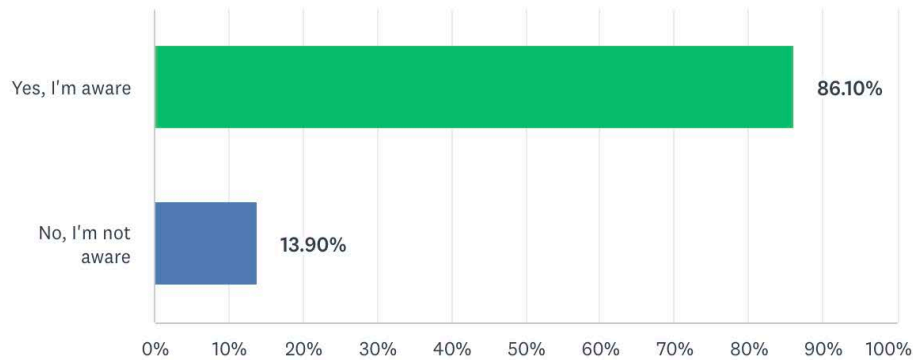
Question 25: Are you aware that one of our goals is to increase the number of tourists that visit Kahnawà:ke?



ANSWER CHOICES	RESPONSES
Yes, I am aware	58.86% 216
No, I am not aware	41.14% 151
TOTAL	367

No Data Analysis

Question 26: Are you aware that Kahnawà:ke Tourism shares information with visitors on our history and culture?

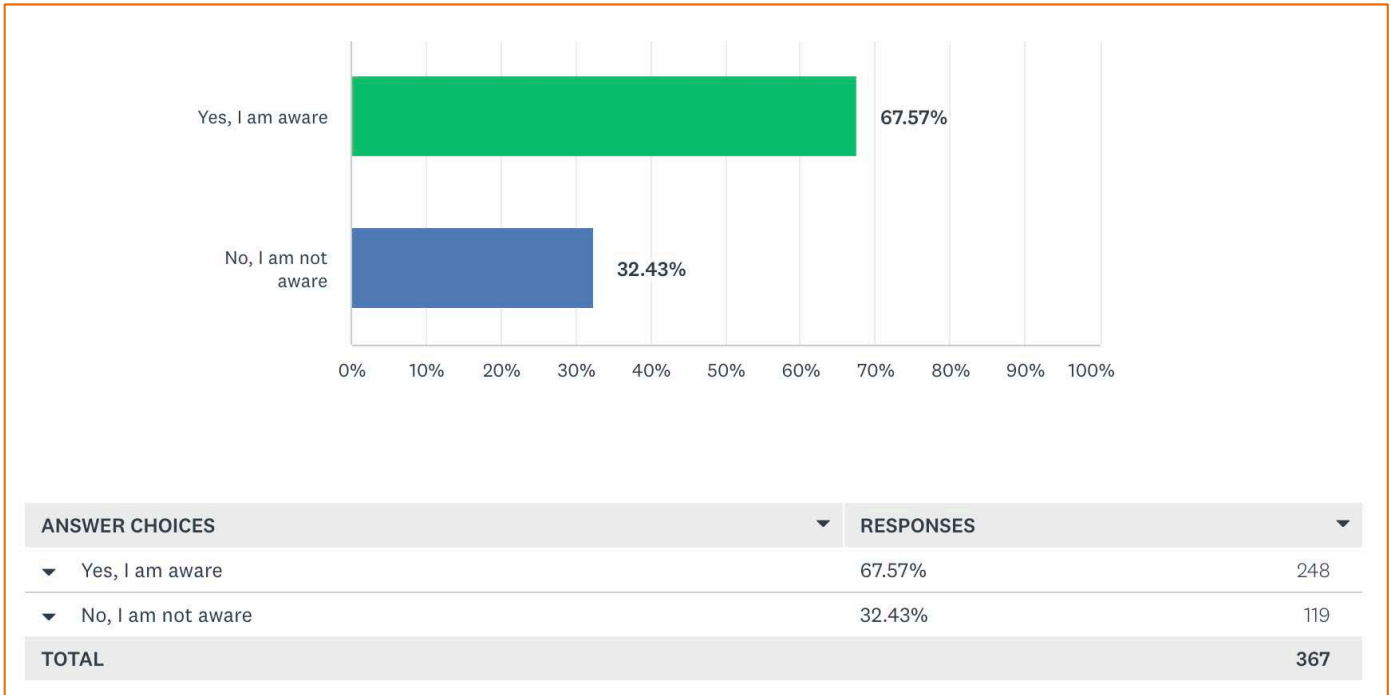


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	86.10%	316
No, I'm not aware	13.90%	51
TOTAL		367

Data Analysis

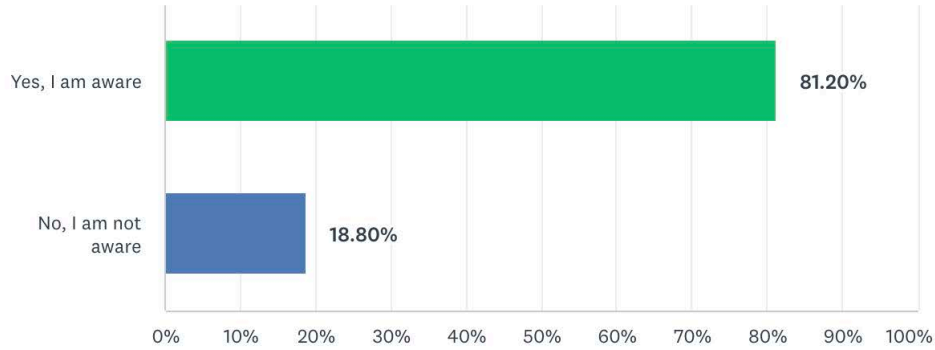
Question 26					
<i>Are you aware that Kahnawà:ke Tourism shares information with visitors on our history and culture?</i>	Aware	2023	2024		
		82.29%	86.10%		
	Not Aware	18.53%	13.90%		

Question 27: Are you aware that one of Kahnawà:ke Tourism's goals is to improve the community's image locally, nationally, and internationally?



No Data Analysis

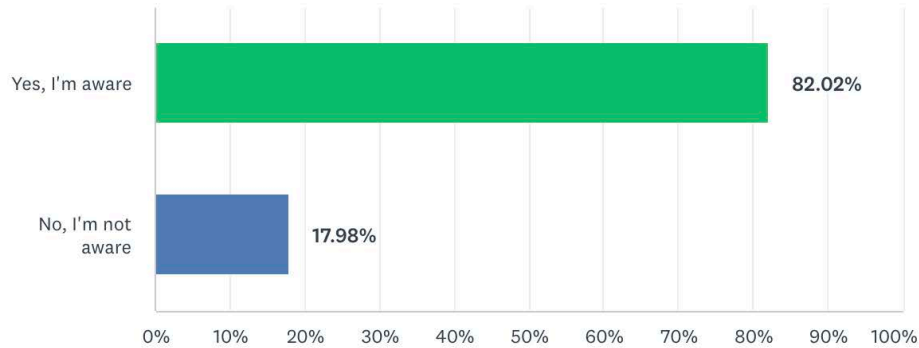
Question 28: Are you aware that Kahnawà:ke Tourism's role includes improving the community's image by promoting awareness of our history and culture from our perspective?



ANSWER CHOICES	RESPONSES	
Yes, I am aware	81.20%	298
No, I am not aware	18.80%	69
TOTAL		367

No Data Analysis

Question 29: Are you aware that Kahnawà:ke Tourism promotes and participates in community events open to the public?

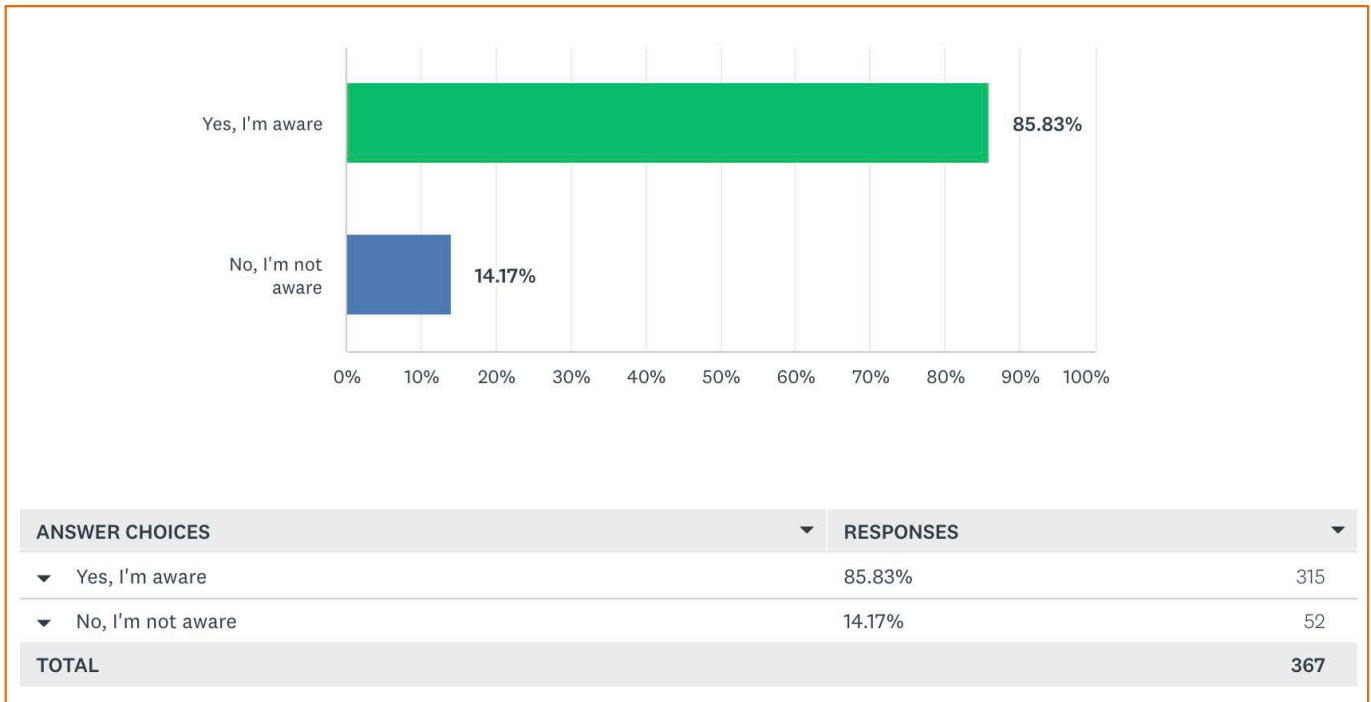


ANSWER CHOICES	RESPONSES	
Yes, I'm aware	82.02%	301
No, I'm not aware	17.98%	66
TOTAL		367

Data Analysis

Question 29		2023	2024		
<i>Are you aware that Kahnawà:ke Tourism promotes and participates in community events open to the public?</i>	Aware	76.57%	82.02%		
	Not Aware	23.43%	17.98%		

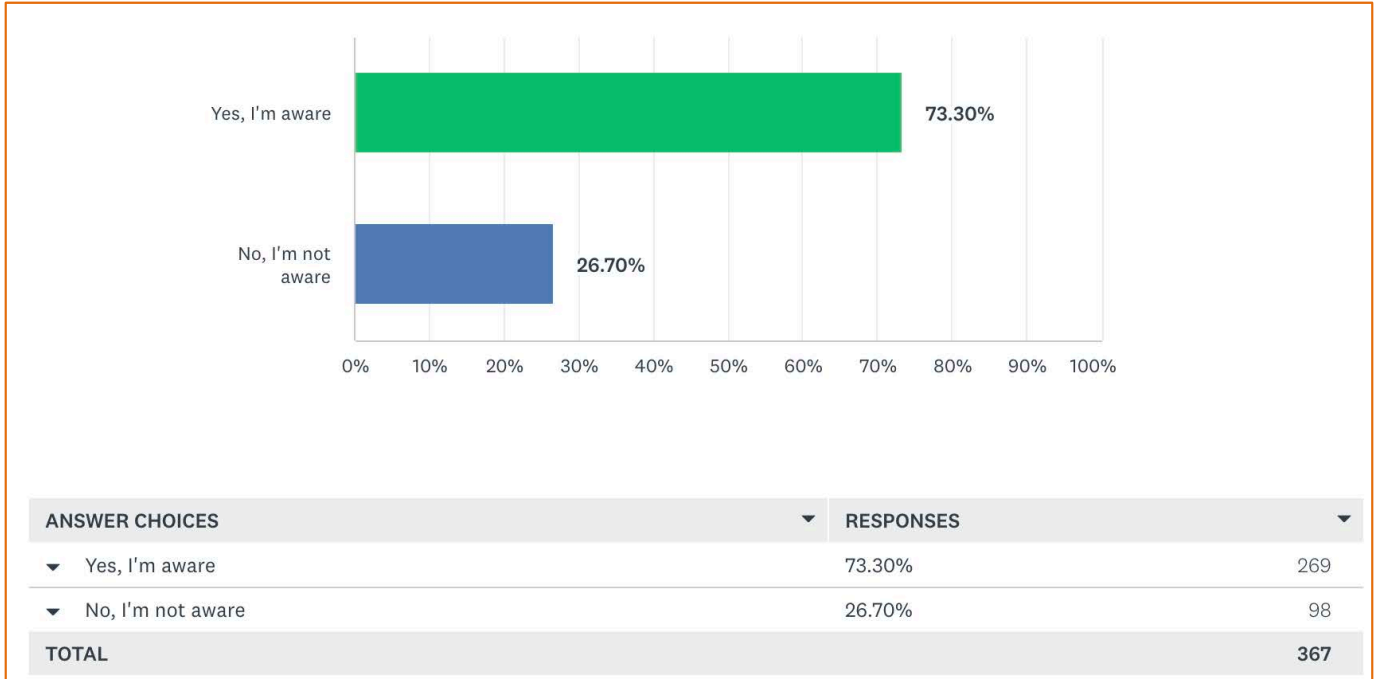
Question 30: Are you aware that Kahnawà:ke Tourism offers guided tours to visitors and the general public?



Data Analysis

Question 30		2023	2024		
<i>Are you aware that Kahnawà:ke Tourism offers guided tours to visitors and the general public?</i>	Aware	80.33%	85.83%		
	Not Aware	19.67%	14.17%		

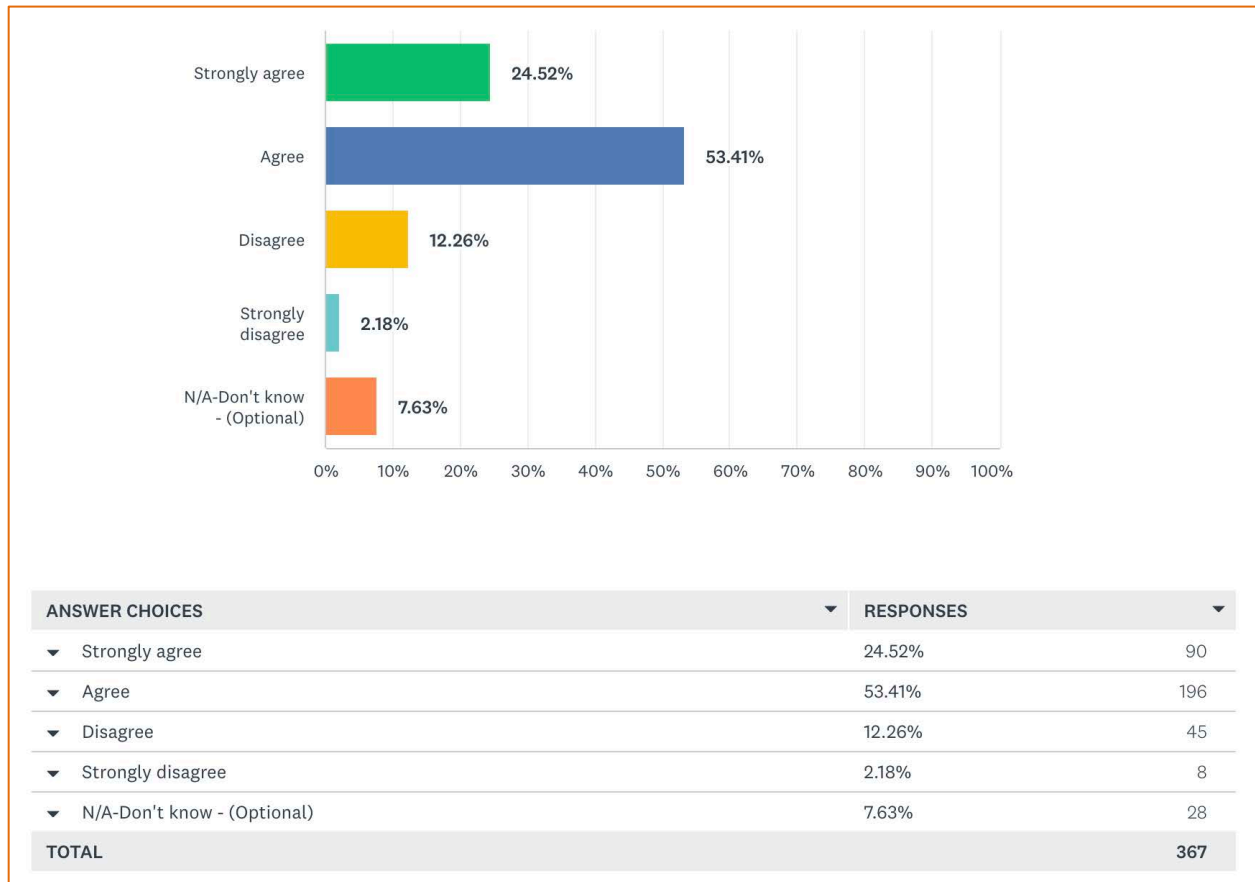
Question 31: Are you aware that Kahnawà:ke Tourism partners with local businesses in various events and activities to help boost our economy?



Data Analysis

Question 31		2023	2024		
<i>Are you aware that Kahnawà:ke Tourism partners with local businesses in various events and activities to help boost our economy?</i>	Aware	66.76%	73.30%		
	Not Aware	33.24%	26.70%		

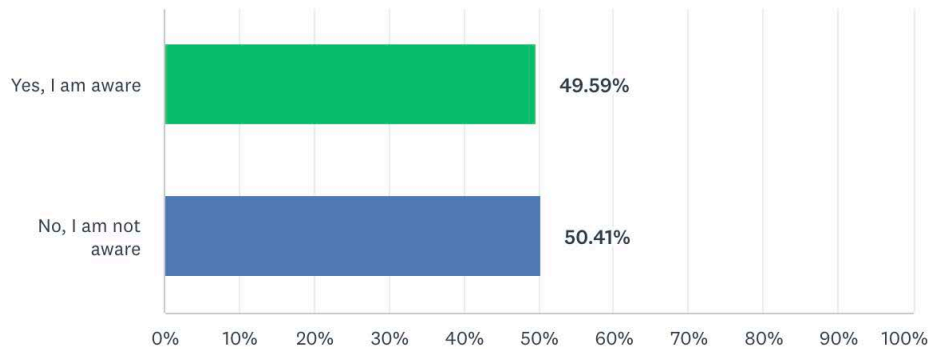
Question 32: To what extent do you agree that Kahnawà:ke Tourism effectively communicates their services and activities?



Data Analysis

Question 32		2023	2024		
<i>To what extent do you agree that Kahnawà:ke Tourism effectively communicates their services and activities?</i>	SA/Agree	86.93%	77.93%		
	Neither A/D	7.90%	7.63%		
	SD/Disagree	5.18%	14.44%		

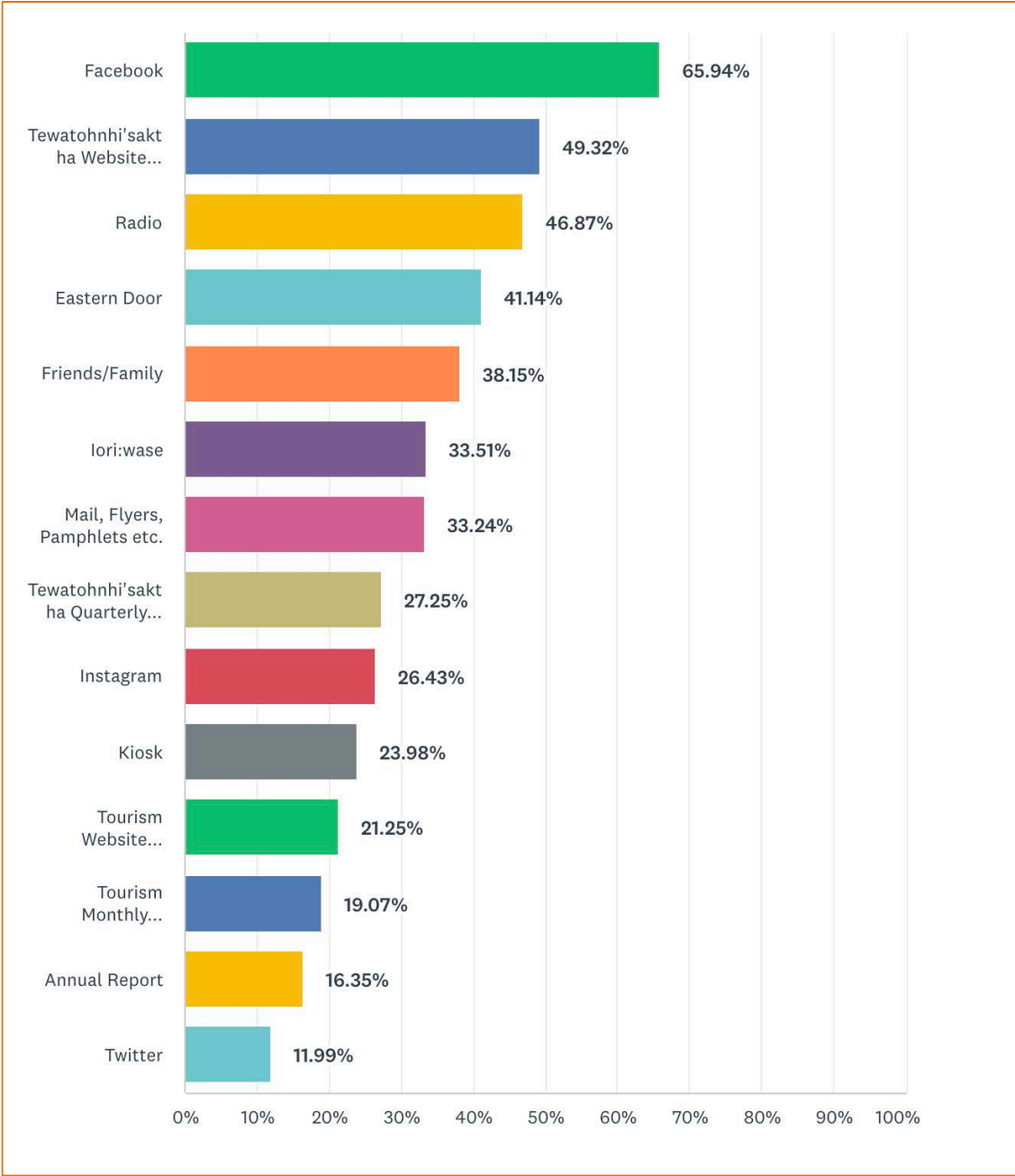
Question 33: Are you aware that Tewatohnni'saktha's role includes researching policies and trends that could impact Kahnawà:ke economy and businesses?



ANSWER CHOICES	RESPONSES	
▼ Yes, I am aware	49.59%	182
▼ No, I am not aware	50.41%	185
TOTAL		367

No Data Analysis

Question 34: How would you like to receive information on Tewaohnni'saktha activities?

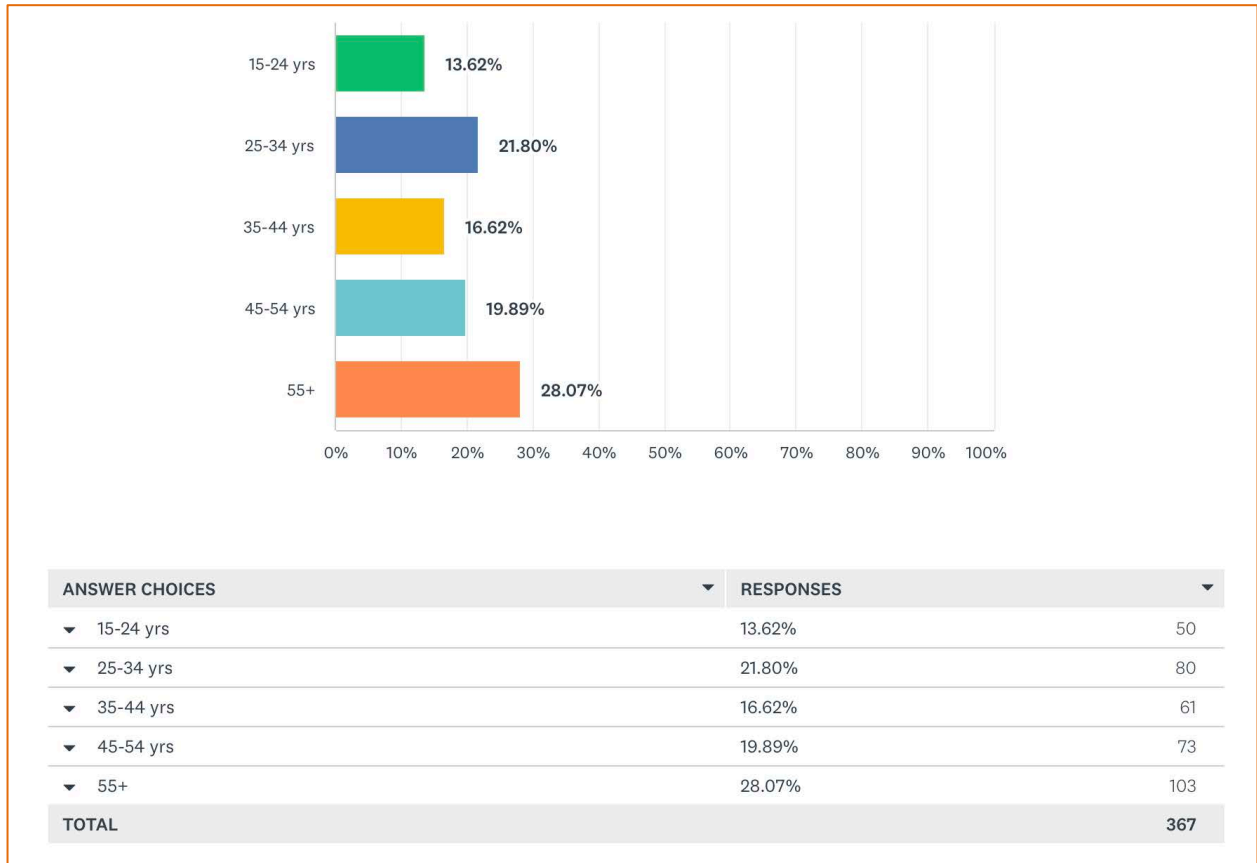


ANSWER CHOICES	RESPONSES
Facebook	65.94% 242
Tewatohnni'saktha Website (tewa.ca)	49.32% 181
Radio	46.87% 172
Eastern Door	41.14% 151
Friends/Family	38.15% 140
Iori:wase	33.51% 123
Mail, Flyers, Pamphlets etc.	33.24% 122
Tewatohnni'saktha Quarterly Newsletter	27.25% 100
Instagram	26.43% 97
Kiosk	23.98% 88
Tourism Website (kahnawaketourism.com)	21.25% 78
Tourism Monthly Newsletter	19.07% 70
Annual Report	16.35% 60
Twitter	11.99% 44
Total Respondents: 367	

Data Analysis

Question 34				
<i>How would you like to receive information on Tewatohnni'saktha activities?</i>		2022	2023	2024
	Facebook	63%	67.30%	65.94%
	Tewa.ca	32%	57.49%	49.32%
	Radio	34%	56.95%	46.87%
	Eastern Door	33%	49.59%	41.14%
	Iori:wase	31%	43.05%	33.51%
	Mail, flyers, pamphlets etc.		42.78%	33.24%
	Friends/ Family		41.96%	38.15%
	Instagram	16%	35.42%	26.43%
	Kiosk		34.88%	23.98%
	Quarterly Newsletter	18%	33.79%	27.25%
	Tourism Website		29.16%	21.21%
	Annual Report	12%	24.80%	16.35%
	Tourism Monthly Newsletter		23.98%	19.07%
Twitter	4%	16.08%	11.99%	

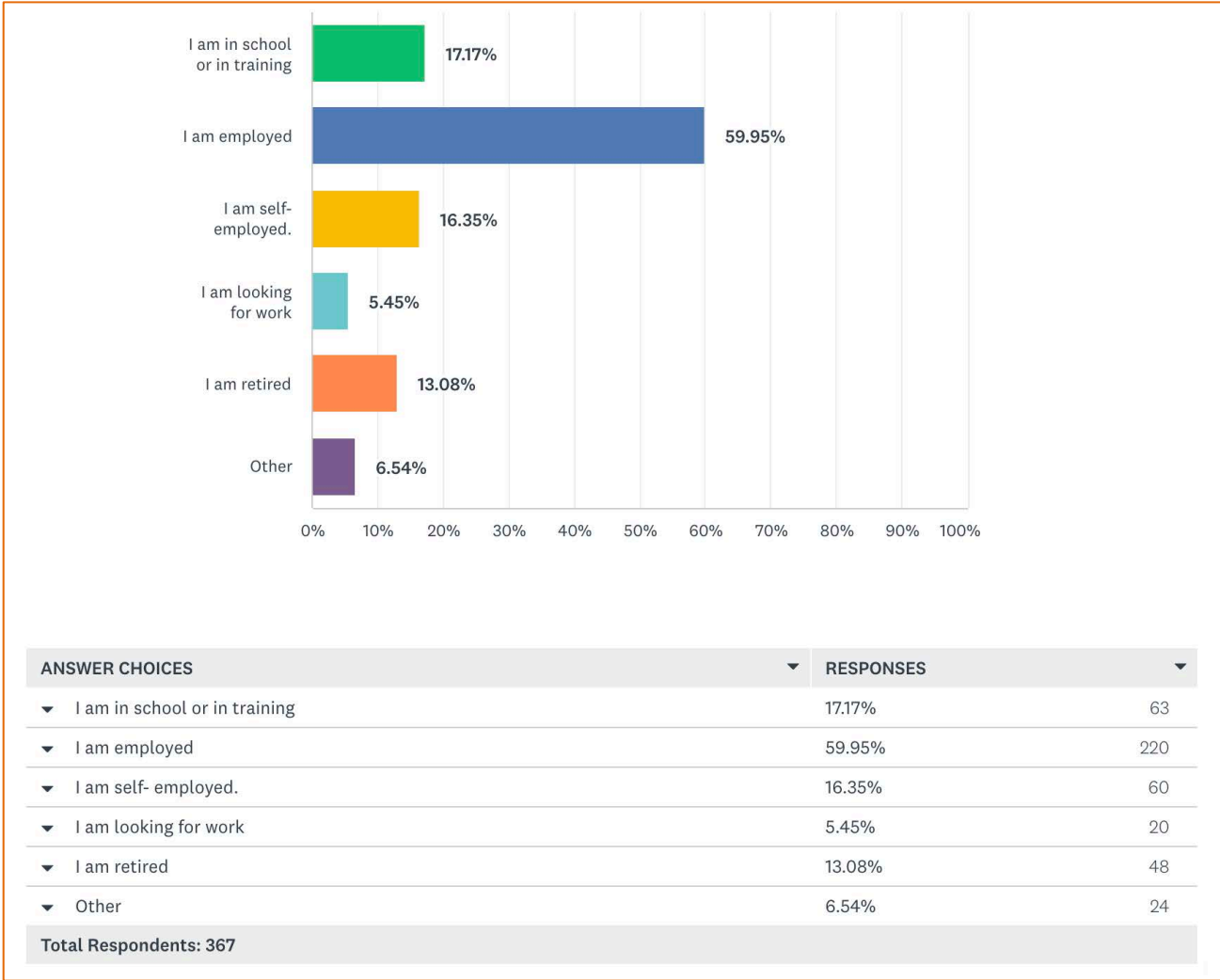
Question 35: Please indicate your age.



Data analysis

Question 35					
Please indicate your age.		2023	2024		
	15-24	15.80%	13.62%		
	25-34	20.44%	21.80%		
	35-44	17.17%	16.62%		
	45-54	19.62%	19.89%		
	55+	26.98%	28.07%		

Question 36: Please indicate the situation(s) that best describes you.



Data Analysis

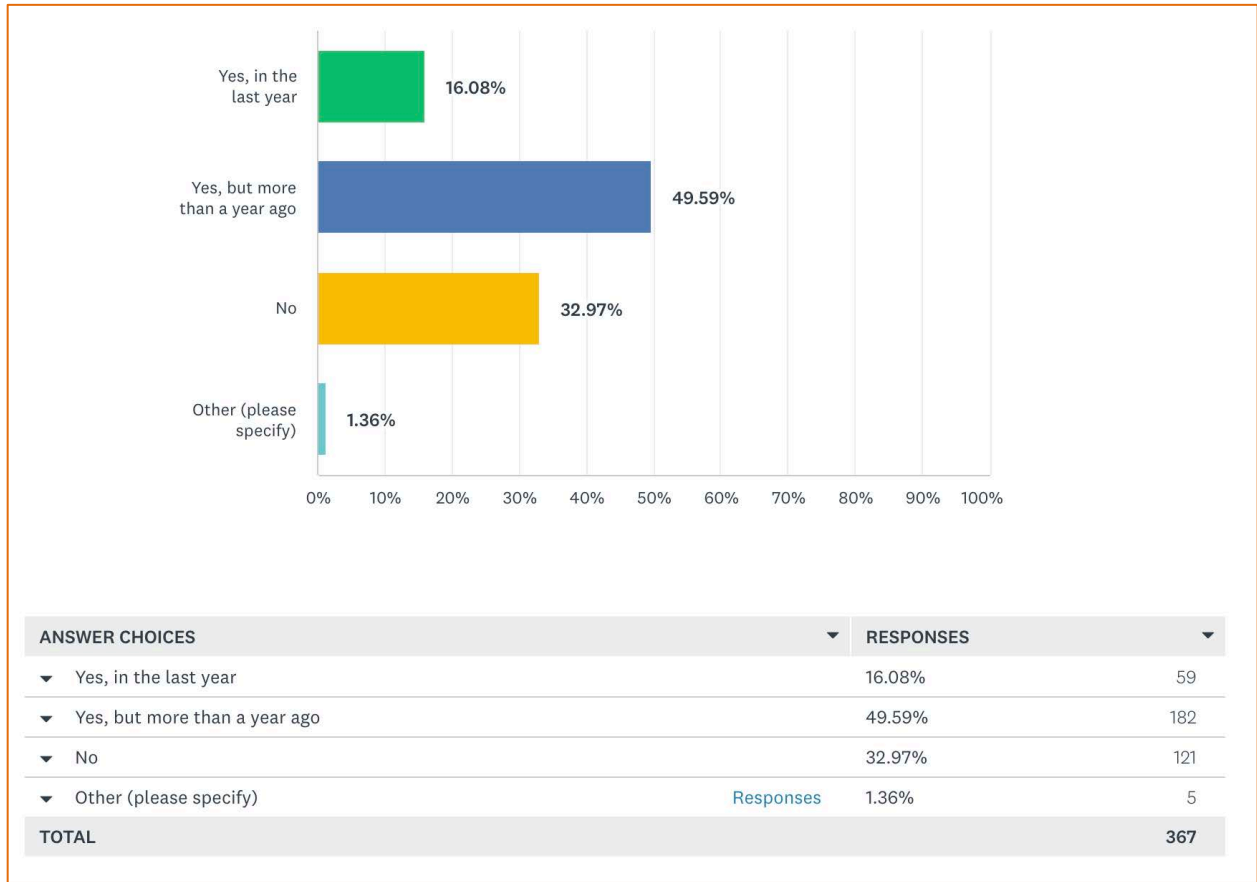
Question 36				
Please indicate the situation that best describes you.		2022	2023	2024
	I am in school or in training	7%	16.89%	17.17%
	I am employed	60%	60.22%	59.95%
	I am self-employed	19%	16.89%	16.35%
	I am looking for work	4%	4.63%	5.45%
	I am retired	17%	14.71%	13.08%
	Other	6%	3%	6.54%

QUESTION 36 – COMMENTS

1. I am a stay-at-home mom (6 Similar)
2. Care giver (3 similar)
3. Maternity leave. (2 similar)
4. Part-time (2 similar)
5. Business owner.
6. Seasonal work.
7. I take on contracts now and then.
8. Cannot work due to health, but I volunteer.
9. Semi-retired.
10. I am going back to school soon.

END COMMENTS

Question 37: Have you ever used Tewatohnhi'saktha's services?



Data Analysis

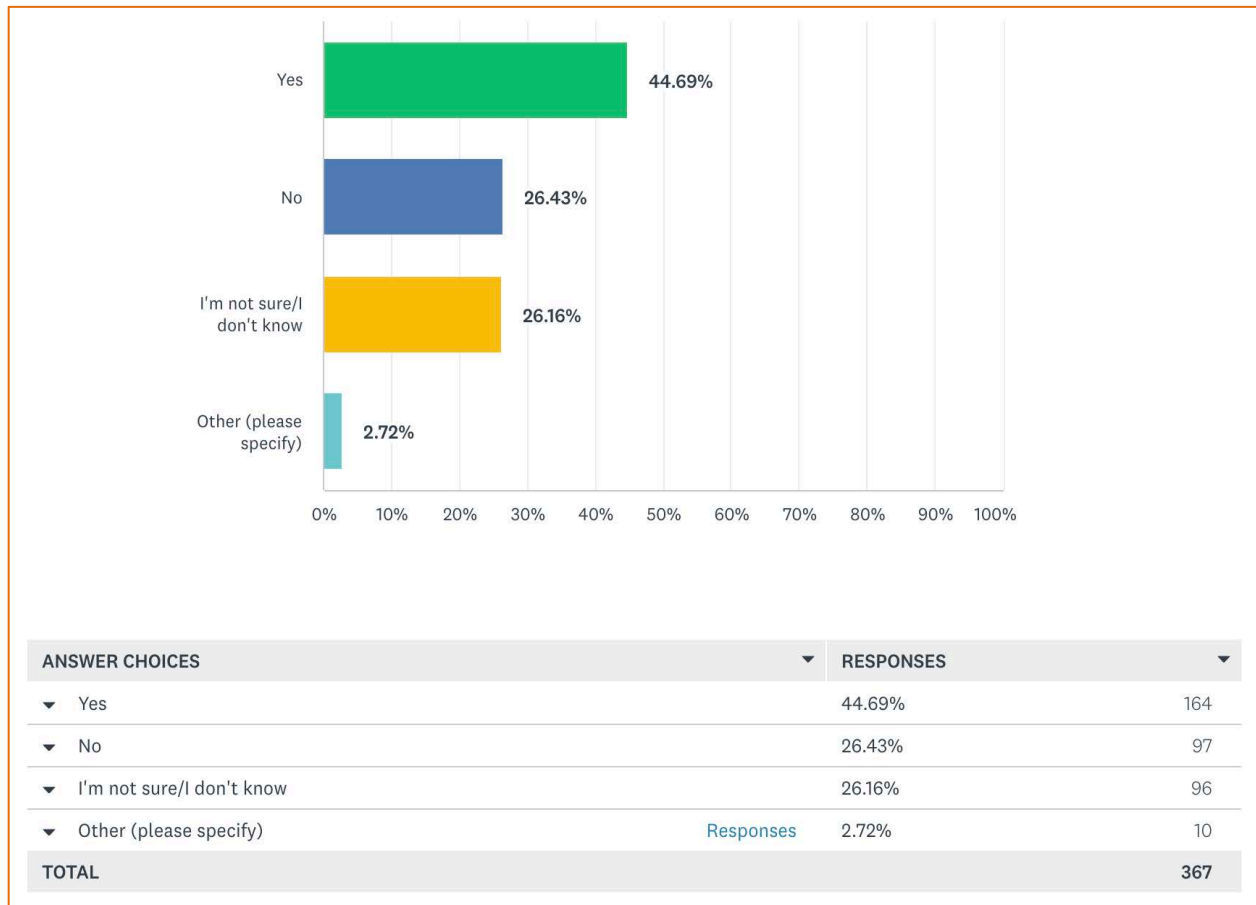
Question 37				
Have you ever used Tewatohnhi'saktha's services?		2022	2023	2024
	Yes, in the last year	19%	18.80%	16.08%
	Yes, but more than a year ago	51%	52.32%	49.59%
	No	27%	26.98%	32.97%

QUESTION 37 – 'OTHER' COMMENTS

1. I did Heads-Up.
2. I've used Shop Kahnawà:ke dollars, that's it.
3. I worked at the water drum, and my family has used Tewatohnhi'saktha before.
4. Hard to reach and hard to set up an appointment. I never got a response.
5. I haven't yet, but plan on starting a small business.

END COMMENTS

Question 38: Would you consider using Tewatohnni'saktha's services in the next 12 months?



Data Analysis

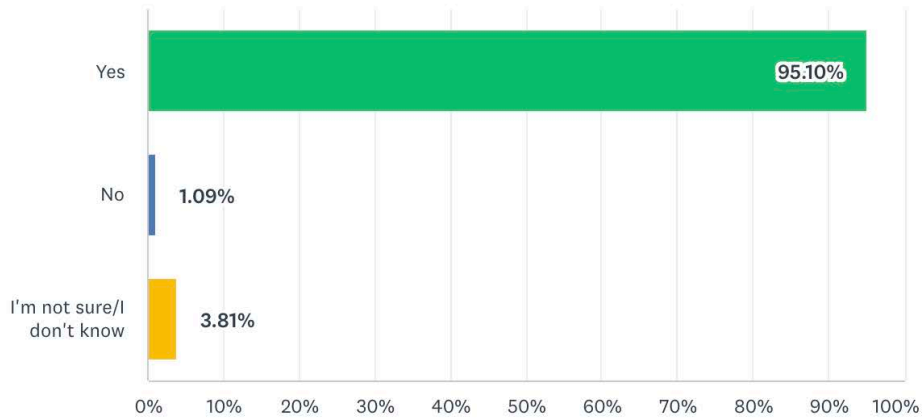
Question 38					
Would you consider using Tewatohnni'saktha's services in the next 12 months?		2021	2022	2023	2024
	Yes	33%	41%	41.14%	44.69%
	No	43%	34%	25.61%	26.43%
	Not sure/ I don't know	24%	25%	31.06%	26.16%

Q38 – ‘OTHER’ COMMENTS

1. For my son; job placement.
2. Possibly, for a job opportunity.
3. I will be using their services when I begin school in September.
4. Yes, for growing a business.
5. Tourism events, or Shop Kahnawà:ke.
6. Not personally, I'm retired.
7. No need currently. **(2 similar)**

END COMMENTS

Question 39: Would you recommend Tewatohnni'saktha services to others?



ANSWER CHOICES	RESPONSES	
Yes	95.10%	349
No	1.09%	4
I'm not sure/I don't know	3.81%	14
TOTAL		367

Data Analysis

Question 39					
Would you recommend Tewatohnni'saktha services to others?		2021	2022	2023	2024
	Yes	93%	95%	94.82%	95.10%
	No	1%	2%	1.09%	1.09%
	Not sure/ I don't know	6%	3%	4.09%	3.81%

QUESTION 39 – COMMENTS

1. I always highly recommend Tewatohnhi'saktha. **(3 similar)**
2. Most definitely, I recommend Tewatohnhi'saktha to all my nephews and nieces! Keep up the great work!
3. Very helpful for my children regarding jobs.
4. I would recommend their services, but I'd like to know exactly what I'm referring to before I do it.
5. I always recommend them for marketing and professional programs, summer student, and employment programs.
6. I tell my sons to go and use the services.
7. I always promote the Tewatohnhi'saktha marketing fund.
8. I would encourage others to take advantage of these services.
9. I've made recommendations to others who were happy with positive outcomes.
10. KLO refers clients to Tewatohnhi'saktha.
11. Keep up the good work. I know people in the community will complain about anything, but they need to take the initiative and contact you for services.
12. Tewatohnhi'saktha does an amazing job and they helped me so much.
13. Within the tobacco industry, there is concern that information collected by Tewatohnhi'saktha, to access services, will be shared with MCK and used to weaponize against the industry. Tewatohnhi'saktha needs to recognize the unique needs of the tobacco industry and clarify that information about businesses stays confidential and will not be shared with MCK.
14. Consider offering workshops for entrepreneurs, like 'lunch and learns.' This information should be from someone who has been through their programs and is successful. I think having this message conveyed by real people will be very effective.
15. The survey feels like a Turing test. A more human approach is needed.
16. This survey was helpful/informational.
17. The CBS program should be brought back!

END COMMENTS

Question 40: If you would like to share additional comments about Tewatohnhi'saktha or make suggestions, please do so here.

Encouraging Feedback

1. Great job (9 similar)
2. Keep up the great work! (9 similar)
3. I always hear positive things from others (3 similar)
4. I highly encourage others to use Tewatohnhi'saktha's services (2 similar)
5. Tewatohnhi'saktha does a great job promoting to the public. (2 similar)
6. I recommend Heads-Up to many people. It is a useful route to employment.
7. I really liked the Heads-Up program.
8. They helped my son out with his training opportunities, we were very pleased.
9. Great programs and services. Nià:wen for all you do for our community!
10. You guys are very helpful.
11. I am a big supporter of Tewatohnhi'saktha.
12. I am happy with their services. They are very accessible.
13. Nià:wen for the opportunity to share my input.
14. It's a vital service to the community. More people need to know about grants and loans. Your funding for school and training is great, it gives the youth options and adults a second chance for more opportunities with extra schooling and training.
15. Tourism is doing incredible bringing in tourists who are learning about our culture and art. This helps to keep our traditions alive and grow Kahnawà:ke's economy.
16. Love all the help they offer for starting a business! It helped me a lot.
17. They offer a valuable and important service to the community. It's very nice to see the women staff wearing ribbon skirts, observing cultural traditions.
18. Tewatohnhi'saktha has helped myself and my family in the past. very happy they offer great programs and trainings, while helping small businesses flourish.
19. I appreciate the various ways Tewatohnhi'saktha reaches all demographics.
20. I use the website frequently, and it is sufficient for my needs.

Room for Improvement & Suggestions

21. Sent an email but got no response. (2)
22. I think they should open a daycare center in the community to help working-mothers transition back into the workforce.
23. Enhance the Entrepreneurship Program. Don't just show a slideshow.
24. I feel that the Entrepreneur Program courses should have more teaching tools, bring back a training guide, and be in-person.
25. I find Tewaohnhi'saktha discourages kids to leave KSS and pursue trades.
26. I previously asked how to get QST/GST numbers from the government, all I got was a phone number. I thought Tewaohnhi'saktha would be able to provide more help on this matter.
27. Tewaohnhi'saktha can do better with being transparent. There is unfair hiring going around, at Tota Ma's for example. Be more aware with this to avoid clique mentality.
28. Councilors should have better understanding of what each department offers to the client within Tewaohnhi'saktha.
29. I haven't really seen the fruits of Tewaohnhi'saktha efforts, especially regarding building up the economy and businesses. I think Tota Ma's is great, but I'd like to see more high-end projects.
30. More opportunities for our special needs community. Workshops, programs, have businesses help get them in the workforce. This also applies to schooling and training programs.
31. Hire more business services officers.
32. I feel there is some confusion about Tewaohnhi'saktha and their connection with MCK. Perhaps that should be made clearer.

Communication

33. Post more on social media. (2)
34. Consider having a snapchat.
35. When it comes to communicating services, human contact is preferred. Sometimes Tewaohnhi'saktha seems out of reach. Have an open call to businesses to sit with us. Be available, be more involved. It's not user friendly.
36. Host info sessions to make services clearer. Knowing more about your services can make the community better.
37. I'd like to see Tewaohnhi'saktha out there more. Hit all the platforms available and advertise your information excessively, especially tourism related activities.

38. I think Tewaohnni'saktha could be more transparent. I'd like to see reporting of how effective certain programs have been and how they are achieving goals.
39. Tewaohnni'saktha is too quiet. They need more transparency.
40. I'm in disagreement with their statement that they promote businesses externally. I suggest they have articles about successful programs, rather than just an ad in a newspaper or on social media.
41. More information about the exact purpose of Tewaohnni'saktha. I'm aware of KSSEP, but that's it. Is it the business side of MCK? This is not clear to me.
42. Advertise about how to apply for services and if there are any classes/workshops that are offered after normal working hours (9am-5pm).
43. More information on summer jobs and the Heads-Up program because it's not seen enough around the community.
44. Needs way better outreach and closer follow up with clients.
45. Business Services needs way better promotion to reach different demographics.
46. Tewa could improve on reaching out to the community about all services. Especially to new and existing small business owners.
47. Some small businesses have trouble accessing services, not getting calls back, and then giving up. Have better communication with small businesses. Use radio, TikTok, go directly to the businesses, knock on doors. Employability programs should get same energy as summer student programs. More testimonials would inspire local businesses to hire through the programs.

Youth & Students

48. Provide a program to our youth coming out of high school and beyond. Help change the mind-frame about exploring outside work due to fear/ low confidence. Fantastic job with the current programming that is offered to the youth financially and academically.
49. Consider reaching out to younger students to plant the seed that owning your own business is a possibility.
50. Please bring back the ACE program for our youth. Our young adults need this. It validates, encourages, and connects them.
51. Tewaohnni'saktha needs to focus on supporting youth aged 18-24 and single parents by creating innovative training programs.
52. More visibility to highschoolers about higher education, business courses, career options etc.
53. Not everyone can go to school while working. I'd like to see evening classes for nursing programs or full paramedic programs.
54. Separate their job promotions to different studies and job fields. Create job opportunities remotely for students living outside of Kahnawà:ke.

55. More postings should be available to university students.

Collaboration

56. Initiatives should be shared with other organizations and the 'KHRDG' should be brought back so all organizations can participate in the growth of Kahnawà:ke.
57. Connect with KMHC and others who have scholarships offered. The Joanie Lacroix Award has not been given out in 6 years.
58. The Caisse Populaire, MCK, and Tewatohnhi'saktha need to provide tools and paths of action to people to defend against workplace mismanagement.

Financial Assistance

59. Increase support payments for families with children.
60. More financial support for students attending language and culture programs.
61. It would be ideal if allowances were higher, so people aren't making such a financial sacrifice when valuable opportunities arise.
62. Provide larger amounts of grants and low interest loans to help new businesses, especially for the first year.
63. Overall, I feel they do a good job according to their mission, however, as with anything there's always room for improvement. They need to work on helping low-income entrepreneurs access funding.
64. Create a comprehensive data base/ resource list of grants online and in paper form.

Tourism

65. I think that the benefits of tourism need to be promoted more within the community.
66. More promotion of what Tourism does and why. I feel like a lot is flying under the radar. I learned a lot of information about what they do in this survey.
67. Have a special communications plan for Tourism.
68. Create a Tourism calendar for the community to track all related events.
69. I agree that tourism communication is successful in town, but externally could be better. Facebook is a place that makes sense for me to get more information.
70. Tourism promotes some events externally that are just for the community. We need to determine what should/ should not be promoted outside.
71. I come across a lot of tourists who ask for places to eat, shop, visit, and also for public washrooms. Have an on-call person available by phone to direct them to.

72. I think it would be good to have another welcome center site in the community. Also, I understand that Tourism is working with the new cultural center building. That is great, as there are endless opportunities for people in the community.
73. Collect feedback from the community about where tours should be. Non-natives entering community could pose a safety threat. I am against the opening of the North Wall. It should be identified as an environmental protection zone.
74. I don't understand how tourism will boost our economy. I believe it gives criminals access to exploit/ explore resources from Kahnawà:ke. I've witnessed several non-locals down my road. One attempted to litter. More non-locals will lead to economic littering.
75. I do not support/agree with the tourism initiative. (3)

General Feedback

76. Why don't surrounding businesses employ our students? It's a great way to learn French. After all, we help boost their economy. An opportunity for dialogue?
77. We need a "stay in school" campaign so more people can access services and less non-locals will need to be hired. But it shouldn't all fall on Tewatohnhi'saktha.
78. I suggest longer opening hours for Tota Ma's and also opening earlier in the morning.
79. Shop Kahnawà:ke cards should be smaller to fit into cash. They are difficult to handle and carry as a shopper.
80. It's very concerning that the cannabis industry is launching through MCK without collaboration with Tewatohnhi'saktha. Tewatohnhi'saktha has virtually no input on the economic and social impacts of the cannabis industry. The arm's length approach needs to be readdressed. Get out of silos and collaborate with all community organizations to work in a more equitable way.
81. Workforce Development and Business Services should be on the first floor of the building. They should be more approachable, accessible, and inviting. The first floor could have waiting areas and workspaces for students.
82. Didn't notice much about the 'wind farm,' changes in mandate, or direction of activities. What about wealth development and management? What's new or on the horizon?
83. Are the heavy equipment courses still available?
84. I'm sure you're putting the info out there; I'm just not actively looking for it.
85. I will be looking for part-time work soon and intend to use Tewatohnhi'saktha.
86. There was a lot of stuff regarding Business Services that I wasn't aware of.
87. A lot of businesses don't know how to get a business started.
88. Paper advertising is preferable/ social media alternatives. (4)

89. Continue bootcamps in accounting, admin, human resources, and bookkeeping.
90. Propose some kind of internship programs for golf clubs.
91. Please give the community a market scale for plumbers, carpenters, and electricians, so we know prices to make sure we are not getting ripped off!
92. I need clarity regarding free-lance help, not much on website.

Survey Questions

93. There should be a “somewhat” reply answer.
94. The first section of the survey should have a comment box.

END COMMENTS

Comments & Recommendations

General Recommendations

1. Continue efforts to make overall information, services, and staff more accessible. Create more opportunities for visibility for Tewaohnni'saktha. This can be accomplished by informative videos, advertisements, targeted outreach, and in-person kiosks around the community.
2. Identify several key challenges Tourism faces amongst community members. Create a communications plan which will address these community questions, concerns, ideas. Maintain an open line of communication with the community via promotion of Tourism's contact information.
3. Continue to publish testimonials and success stories. Diversify participants and brainstorm various ways to share the success stories. *Example: K103 Talk Show, video interviews, newspaper articles, high quality posters etc.*
4. Consider what programs and services can be evaluated within the next year. Set in place tools (surveys, interviews, stats etc.) that will allow Tewaohnni'saktha to measure the impact of specific offerings by next year.
5. Conduct further research on grant and loan services with current and past clients to identify whether various needs are being met, what improvements can be made, and potential gaps.
6. Create new/ improve existing partnerships with other community organizations. Potential collaborations could involve career planning, shadowing, training etc.
7. Regarding the Marketing mandate and Economic Development Policy, discuss ways Tewaohnni'saktha can make the community more knowledgeable about their purpose and existence.

Workforce Development:

1. Consider laying the groundwork for developing special needs programming. Potential collaborators are Collective Impact, Connecting Horizons, KSCS.
2. Create promotional materials surrounding what workforce development's purpose is and what services are offered. Reintroduce this department to the community based on data from questions 6 – 13.
3. Investigate new approaches regarding outreach to youth. Consider personal outreach, specialized advertising, interviews with students, more collaboration with Kahnawà:ke Survival School.

Business Services:

1. Strategize ways to tackle more personal outreach to businesses. One-on-one opportunities, check-ins, etc. Consider setting a goal to personally engage with a certain number of businesses per quarter, particularly those who do not already have a relationship with Tawatohnhi'saktha.
2. Reintroduce Business Services to the community. Include its purpose and services offered, especially using data collected from questions 14 – 21.
3. Work on improving follow-ups, communication, and counselor/ client relationships.

Survey Recommendations

1. Consider adding optional comment sections after the Mandate and Role section and the Tourism section.