

Animal Care & Control



AD HOC TASK FORCE

OUTREACH & MARKETING SUBCOMMITTEE

January 21, 2015 from 5:30 pm – 7:00 pm

The Chair opened the meeting and the first item was to accept the notes from 1/7/2015. It was noted that *item "e. What is the expected outcome / benefit (state the outcome in a measurement)?"* had been left out of the measures that should be considered when making recommendations. The notes will be revised and posted.

Dr. Rodrigo Silva updated the members on staff's input related to the preliminary list of developing recommendations.

The Chair suggested that each of the recommendations be given a rating of 1 through 5, with 1 being most important.

1. Changing the Name and Rebranding MCACC.
 - a. From rebranding websites, the costs could range between \$15K to 100K.
 - b. In the 3 renaming / rebranding efforts he has been involved, he shared the effect was low. To get a punch in the effort, a marketing plan with a budget would be needed.
 - c. A member stated a name change can help to change the culture of an organization.
 - d. A member suggested that a name change may spark media interest.
 - e. A member stated for this level of expenditure, they would prefer "it go to the animals."

The Chair offered that the developing recommendations should be grouped or categorized into a more understandable format. #1 above will be moved to a Marketing subcategory.

2. A.R.S. text change – Move to Marketing.
3. This item regarding contacting volunteer organizations should be combined with #15.
4. Promoting the needs for and the roles of volunteers on the website should have a rating as 1 since this is most important. This should be combined with #10.
5. Recognize volunteers from newer volunteers. All should receive name tags and stars based on a years of volunteer service scale.
6. Streamline the process to become a volunteer.
 - a. Develop a 2-day, weekend process
 - b. Consider online training tools, i.e., orientation
 - c. Offer the volunteer class 2x per month

- d. Easier or Faster access to buddy day.
- 7. Recognition/Appreciation for volunteers
 - a. Consider Volunteer of the Month program
 - i. Post the awardee's photo in the lobby.
 - b. Combine this item with #5 #8, #9, #10, #11 under Volunteer Retention efforts.
 - c. A suggestion was made about creating a Docent Program – an elite volunteer squad.
 - i. This should be a new and separate recommendation.
 - ii. Information will be requested on the AZ Humane Society's docent program.
- 8. Completed
- 9. Completed
- 10. Posting volunteer testimonials on the website is retained.
- 11. Establish and annual forum or brown bag lunch with Director (more often if needed) open to both staff and volunteers.
 - a. A member who is also a volunteer shared they “Loved the Lunch & Learn session with Dr. Durgin” and would like more of them.
 - b. This item should be listed under Volunteer Retention.
- 12. Volgistics Software will be reviewed by Volunteer Coordinator.
- 13. Volunteers from New Hope partners.
 - a. Some may be experiencing their own difficulties with getting and retaining volunteers.
 - b. It was suggested that the contract read as “strongly encourage” rather than require a volunteer commitment.
 - c. It was stated that some groups may not sign up to be New Hope partners if a commitment is required.
 - d. Twice a year, there could be a plea to encourage New Hopes partners for volunteer hours.
 - e. This should be in the Outreach subcategory.
- 14. Additional Staff for Volunteer efforts.
 - a. The Volunteer Coordinator will review requests and provide a proposal.
 - b. Members are included to recommend at least 1 additional position.
- 15. Campaigns – combine along with #3
- 16. Day Foster at West – Members agreed to remove this from the working list.
- 17. Speakers Bureau – Docent program use the more trained volunteers

Given the time remaining, the Chair closed the meeting and explained we will hear updates and work on developing items under Education at the next meeting.

Action Items

- ◇ Review updates from staff on preliminary recommendations list – Volunteer Program.
- ◇ Review any available information on Docent Program.

Next meeting, Wednesday, February 4, 2015