

# Creating and Implementing a Pet Evaluation Matrix

# Asilomar Accords

- Background
- ISSUE - apples and oranges
- SOLUTION - apples and apples

# Benefits of a Pet Evaluation Matrix

## Individual Agency

- **Definitions**
  - Consistent vocabulary
  - Consistency & clarity
  - Greater specificity
  - Takes guesswork away

# Benefits of a Pet Evaluation Matrix

## Individual Agency

- **Monitoring and measurement tool**
  - Trends
  - Focus resources
  - Targeting programs and services
  - Shows progress
  - Data diligence

# Benefits of a Pet Evaluation Matrix

## Individual Agency

- **Communication tool  
(staff/volunteers)**
  - Guidelines
  - Practical document
  - Community standard

# Benefits of a Pet Evaluation Matrix

## Individual Agency

- **Communication tool (public)**
  - Promotes transparency
  - Communicates to constituents
  - Increases public confidence
  - Forges stronger relationships
  - Is a consensus document
  - Creates stakeholders

# Benefits of a Pet Evaluation Matrix

## The Community

- **Monitoring and measurement tool**
  - Assists targeting programs and services
  - Facilitates data sharing
  - Shows community progress

# Benefits of a Pet Evaluation Matrix

## The Community

- **Communication tool**
  - Fosters consistency and clarity among shelters
  - Develops consistent language
  - Communitywide transparency
  - IDs community trends
  - Underscores importance of animal welfare partnerships



# Benefits of a Pet Evaluation Matrix

## The Nation

- Tracks lifesaving progress nationwide
- Provides meaningful comparisons among communities across the country

# Creating the Dane County Matrix

- Designed Public Survey
- SurveyMonkey.com
- Distributed Public Survey
- Summary of findings

# Creating the Dane County Matrix

- Designed Veterinary Survey
- Distributed Veterinary Survey
- Summary of findings

# Creating the Dane County Matrix

- Advisory Board review
- Final draft submitted
- Cost

# Implementing the Dane County Matrix

- Finalizing the matrix
  - Meetings with ED and Leadership Team
  - Meeting with partners
  - Modifications

# Implementing the Dane County Matrix

- Implementation
  - Presented matrix
  - Entered into software
  - Posted matrix
  - Distributed for use

# Implementing the Dane County Matrix

- What we like about the matrix
  - Universal stats
  - Standardization
  - More objective
  - Better understanding
  - Easier to measure success

# Implementing the Dane County Matrix

- Problems fixed by the matrix
  - Better guidelines
  - Everyone on same page
  - Better classification based on our community



# Creating the Richmond Matrix

- Medical classification
  - Assembled veterinary panel
  - Reviewed conditions
  - Compared findings
  - Discussed differences
  - Reached consensus
  - Assigned conditions to appropriate categories
  - Shared with partners for review

# Creating the Richmond Matrix

- Behavioral Classifications
  - Assembled panel of behaviorists and admissions counselors
  - Developed list of pet behavior conditions
  - Wrote descriptions
  - Assigned conditions to appropriate category
  - Shared with partners for review

# Implementing the Richmond Matrix

- Drafted final document
- Trained Richmond SPCA staff
- Trained partner management and staff

# Evaluating the Richmond Matrix

- Conduct year-end review
- Modify matrix to address changing community standards
- Incorporate matrix into staff education and training

Questions?