

the insider

Birthdays in October

Nicole Browner – Oct. 18
Trent Owens – Oct. 24
Kim Buchanan – Oct. 24
Kristina Holtzclaw – Oct. 25
Lee Ann Luxenberger– Oct. 27
October Work Anniversaries
Dr. Tamara Goforth - 30 years
William Allen – 7 years
Kristina Holtzclaw – 2 years
Dane Merkle – 2 years
Denishea Gooden – 1 year

UPCOMING EVENTS

- Barks & Broomsticks – (YPCA Event) - Oct. 22
- Cincinnati Panorama Book Signing with Tom Schiff - Mercantile Library – Nov. 9
- Tom Schiff Book Signing & Gallery Show – SPCA Sharonville– Dec. 2
- Reindog Parade – Dec. 9

GUIDING PRINCIPLES

The following are the guiding principles which I have seen build amazing non-profits and animal welfare facilities. I believe that our team can do anything if we hold true to these attributes. – Jake White

Commitment
Continuous Improvement
Courage
Empowerment
Initiative
Innovation
Integrity
Leadership at every level
Openness
Teamwork
Technical knowledge
Timeliness

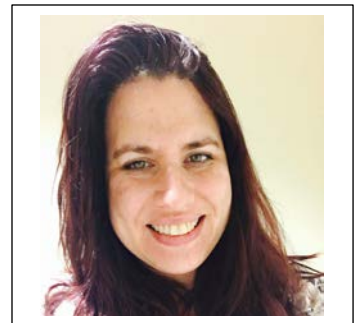
WELCOME

Welcome to the inaugural issue of **sPCA cincinnati's** Team Member newsletter: **the insider**.

Each payday, you will be receiving this newsletter to keep you informed about what is happening with you and your fellow team members. If you have any potential articles, stories or updates, please forward to Valerie Jamison – **the insider** Editor - vjamison@spcacincinnati.org

TEAM MEMBER SPOTLIGHT

Lisa Neal, our Annual Fund Manager, has been with **sPCA cincinnati** for 16 years and manages our donor database. She also edits the website and designs many of our invitations, flyers, and promotions. Married with 2 teenagers, Lisa doesn't really get their taste in Anime, but she will happily be involved with anything related to Pokémon. Lisa often roller skates with her daughter who is in junior roller derby. Lisa has three cats and a partially hairless dog that may be half pig.



STAFF QUESTIONNAIRE

Your opinion counts! Please go to <https://www.surveymonkey.com/r/TT6GT2T> and complete the anonymous and quick survey. Your honest and thoughtful answers will help our organization grow and thrive. You don't have to answer all the questions, but the more answers we receive, the better picture we have of our team.

Remember, this is completely anonymous – the more candid and specific your answers, the greater our ability to improve! Here are the questions...

Look at the good we are doing:

- 1) What are the things you don't want changed?
- 2) What are the good things about the SPCA that we should build on?

How can we improve:

- 3) What are the biggest challenges the SPCA is facing?
- 4) What is the most promising untapped opportunity for improvement?
- 5) What are the things you secretly hope will change?
- 6) What impediments do you have in doing your job?

You are important:

- 7) What are your professional goals for your employment here at the SPCA?
- 8) What are your personal goals for life?
- 9) What are your hobbies?
- 10) What is the best thing the SPCA can do for you?

90 For Life!

90%. That is the “Live Release Rate” benchmark that SAWA (Society of Animal Welfare Administrators) designates as a no kill shelter. The **spca cincinnati** is at 84.58%. We are close. Real close.

Together, I believe that we can increase our Live Release Rate and save more lives... which also allows us to earn the title as no kill shelter.

So, how do we do make the change...

- More adoptions per week per shelter. As little as 2 more adoptions per day, per location, can get us to that 90%.
- Keep customers in the kennels a bit longer. The longer that an adopter stays in the kennels, the better the chances of them finding an animal family member. Here are some great techniques to keep customers longer:
 - Kennels that smell better have longer customer visits
 - Pets in clean kennels (fecal free) are more likely to be adopted
 - Having conversations about the type of pet someone is looking for reduces adoption anxiety. Then showing the customer that specific pet is essential.
- Less pets in our kennels. “Surrender Prevention” is a successful tool for open-door shelters to help reduce the number of pets in the kennel while keeping the pet in a loving home. Less pets in the shelter increase the odds of our current pets to find a forever-home.
- Behavior training for dogs and cats... well... mostly for dogs.
- Backstories for the pets
- Explaining why each pet is unique
- Names for all the pets
- Decrease the wait time from surrender to sterilization to general population

We can do this. Our work here is very important. YOU save lives every day. Let’s save more.

