Best Friends Animal Society
Finding Success in Animal Services (FCAS)

Program Director, Course Contributor

Aimee Charlton, MIS
National Director
Learning Advancement
Best Friends Animal Society

Course Contributor and Course Facilitator

Meaghan Colville
Director of Lifesaving Operations
Cincinatti Animal Care

Instructional Designer, Course Contributor

Caitlin Gill, BS, MA
Instructional Designer
Learning Advancement
Best Friends Animal Society

Content Course Contributors

Cathie Myers
Senior Manager
Learning Advancement
Best Friends Animal Society

April Moore
Senior Manager
Learning Advancement
Best Friends Animal Society

Jess Roper
Sanctuary Operations Support Coordinator
Best Friends Animal Society

Jessica Gutmann
Regional Strategist
Best Friends Animal Society

Content Course Contributors, con't.

Shelley Delahoussaye
Shelter Supervisor
Lafayette Animal Shelter & Care Center

Christine Colvin
National Community Engagement
Coordinator
Best Friends Animal Society

Jennifer Toussaint
Chief of Animal Control
Animal Welfare League of Arlington

Donell Randolph
Community Programs Coordinator
Friends of Oakland Animal Services

José Ocaño
Founder and CEO
Hatching LLC

Michelle Dosson
Executive Director, Salt Lake City
Best Friends Animal Society

Jordan Craig
Executive Director
Spay Neuter Network

Akisha Townsend Eaton
Chief of Policy
Companions and Animals for Reform
and Equity

John Graves
Regional Strategist
Best Friends Animal Society

Valerie Robinson
Animal Shelter Director
Terrebonne Parish Animal Shelter

General Information

Rationale

The animal services field is evolving rapidly, and lifesaving is increasing, however the field itself does not have an accreditation process in place and there is still ambiguity around the purpose of animal shelters and animal control. The community expects that their animal shelter and control organizations save pets lives, keep pets with their families and ensure lost pets are returned to their homes.

The killing of pets makes up approximately 65% of the unnecessary deaths of companion animals in animal shelters across the nation. If we solved for this fact and found lifesaving solutions, the country would be a No Kill nation. This program will give students the understanding of how to do that. Each module will provide the learner with background and practical information for the student as well as the practitioner in the profession.

Program Vision/Mission

Vision: The Best Friends' Finding Success in Animal Services course (FSAS) is a prestigious and comprehensive course that increases lifesaving for pets in communities across the nation.

Mission: The Finding Success in Animal Services course facilitates the lifesaving knowledge and skills of practitioners, community members, advocates, and volunteers.

Program Components/Benefits

- The FSAS focuses foundationally on understanding why pets are losing their lives in animal shelters and how lifesaving can be increased
- Activities and discussions in every module are designed to facilitate increased lifesaving
- The FSAS creates a cohort community of animal services advocates and professionals for support
- Students are empowered to lead their communities in lifesaving strategies and programs
- Advocates and professionals are better prepared for supporting or leading programs
- The FSAS develops a network of pet lifesaving advocates and professionals
- Each successful graduate will earn one credit and a Studies of Contemporary Animal Services Course digital badge from Southern Utah University (SUU).

Course Prerequisites

None required. Introduction to Animal Services is suggested, especially for those new to the field.

Participant expectations

During the 7 week program, participants will:
- Complete all 7 comprehensive modules
- Actively participate in all online discussions

- Complete all assignments
- Anticipate spending about 45 total hours on all the above
- Understand why data is crucial to lifesaving decision making
- Complete a professional portfolio

Student Learning Outcomes:
- Identify barriers to pet lifesaving in shelters
- Create understanding of how to increase pet lifesaving in a community
- Acquire the skills and knowledge to implement what is learned in the course as relevant to the profession
- Understand the value of and participate in networking, building coalitions/partnerships and working together to save lives.

Program Success Measurement
- Pre-course survey: assessment of current knowledge
- Modules, assignments and discussions completion
- Successful completion of a professional portfolio
- Post-course survey: assessment of knowledge gained
- Track participant data post course to measure lifesaving efforts

Course Materials

Required Materials

Humane Animal Control: Effective Enforcement, Shelter Management, Local Government Support and Community Engagement Best Friends Network Partner Resources (Vol. 1), Best Friends Animal Society, Retrieved 2022

Conflict Resolution for the Animal Welfare Field. Karen Green, Retrieved 2023.

Optional Materials
- Think Again: The Power of Knowing What You Don't Know by Adam Grant

- Animal Behavior for Shelter Veterinarians and Staff 2nd Edition by Victoria A. Cussen (Editor), Pamela J. Reid (Editor), Kristen A. Collins (Editor), Brian A. DiGangi (Editor)

- Reimagining Animal Sheltering: Support Services and Community-Driven Sheltering Methods by Julie Levy (Editor), Kevin Horecka (Editor), Peter Wolf (Editor), E Susan Amirian (Editor)

Program Outline

Program Introduction

The Finding Success in Animal Services course explores the foundations of the field of animal services and prepares participants to lead change and meet professional goals. The course layouts what an effective animal services department looks like programmatically and operationally and presents an opportunity for students to deepen their understanding of what professional excellence is in this field.

Animal Services Organizations and Careers - Week 1
- Scope: This module provides an overview of career pathways and advancement opportunities across the field of animal services and sheltering.
- Learning Objective: After completion of this module, participants will have a greater awareness of professional opportunities in animal welfare and be able to execute methods that advance their current career and/or facilitate entry into the field of animal services as a new professional.

Lifesaving Programs - Week 2
- Scope: This module provides an overview of the programs that support lifesaving work at animal services organizations and how community engagement is crucial to the success of these programs.
- Learning Objective: After completion of this module, participants will be able to demonstrate how lifesaving programs support positive outcomes for pets in shelters and the community and identify community engagement strategies that empower animal services programs.

Understanding the Importance of Data - Week 3
- Scope: This module defines key data metrics in animal services and how this data is used to measure outcomes and communicate with stakeholders in a way that builds support for programs and operations.
- Learning Objective: After completion of this module, participants will be able to interpret key animal services metrics and how they relate to measuring outcomes of animal services programs and operations. Participants will also be able to practice basic methods of using data in communication and outreach.

Finance and Advocacy - Week 4
- Scope: This module explores funding sources for each of the specific types of animal services organizations and outlines the importance of advocating for resources amid the challenges animal shelters and other organizations face.
- Learning Objective: After completion of this module, participants will be able to classify animal services revenue sources, describe tactics for strengthening advocacy efforts and demonstrate basic skills in advocating to stakeholders for further resources.

Working Together - Week 5

- Scope: This module explores the many ways that animal services can engage with other organizations and the public to amplify the positive impact on pets in the community and save more lives.
- Learning Objective: After completion of this module, participants will be able to identify ways to partner with other animal services organizations, promote programs or processes that increase community engagement and outreach, and repair previous relationships as needed. Participants will also form an understanding of community-supported sheltering and how it affects pets in their care.

Well-being in Animal Services - Week 6
- Scope: This module outlines factors that affect personal and team well-being in the field of animal services as well as strategies for cultivating resilience and positive workplace culture.
- Learning Objective: After completion of this module, participants will be able to identify potential symptoms of work-related burnout or compassion fatigue, practice techniques that build resilience and describe effective methods for conflict resolution.

Supporting Change – Week 7
- Scope: This module explores using data, examining current legislation and garnering stakeholder buy-in to become champions of lifesaving and sustainable change in your community.
- Learning Objective: Upon completion of this module, participants will also be able to recognize the importance of data and how to use it to identify gaps in current lifesaving policy, procedures and programming and present this information to decision makers.

Course Methodologies

Modules
The cornerstone of this course are self-study modules. Each one will take between 60 - 90 minutes. Full completion is required to earn full credit.

Discussions
During this course, you will have weekly opportunities to discuss ideas gained from the modules online. This is a great forum in which to share strategies and learn from one another. Please make an initial post and respond to at least one classmate's post. Full completion is required to earn full credit.

Assignments
For assignments, it is up to you to decide how to share your thoughts. You can submit a more traditional paper (1 - 2 paragraphs), a brief video or audio recording, etc. When a template or document is required, they should be completed per individual instructions. Full completion is required to earn full credit.

Please note: All assignment submissions must be original and created by the submitter specifically for this course. Generative Artificial Intelligence (AI) tools, such as ChatGPT and BingAI, may be used on all assignments in this class. You are responsible for the final product submitted, so make sure your submission is accurate and your sources are reliable. If you decide to use AI, please include that information in your submission.

Quizzes

These are designed as knowledge checks. You are welcome to use your notes and/or the module itself while taking the quiz. Each quiz contains 5 questions worth 1 point each.

Office Hours

The course facilitator will be available live each week for questions and support.

Grade Scheme

The following grading standards will be used in this class. Assignment due dates are designed to help the student with time management. Late assignments will be eligible for full credit when completed prior to the end of course.

Complete	100 % to 80.0%
Incomplete	< 80.0 % to 0.0%

Program Tenets

The Finding Success in Animal Services course is the first of its kind in the nation that offers university recognition for completion. To ensure the integrity of the experience and program here are the **program tenets**:

- **Participatory** - Your voice and perspective are important, and your full participation will be important for your colleagues. The cohort class is comprised of different personalities and communication styles so it's important to be mindful of making space for all to contribute.
- **Confidentiality** – The FSAS is a safe space for sharing and learning and confidentiality is assumed.
- **Transparency** – Transparency is a key to developing trust and accurately assessing areas for improvement and developing effective improvement plans.
- **Trust and respect** – We all come from different backgrounds and various environments which produce a different set of challenges and successes. Trusting that we're all in this together for the greater good and working for the same larger goal will be key. Ensuring we respect each other's voices even if at times we don't always see situations in the same light will make for an invigorating and intellectually stimulating environment.
- **Growth mindset** – Leading change is a theme woven throughout all the modules presented in the FSAS, and in order to thrive in a program which encourages living a bit outside of your comfort zone, a growth mindset is required.

- **Intellectual curiosity** - Intellectually curious people challenge the status quo to help create new ways to increase lifesaving and meet the expectations of the community. Intellectually curious people are positive risk-takers. They are entrepreneurial, but not rash. They promote experimentation, often testing the boundaries of possibilities without fear of failure.
- **Well-being** – Well-being includes taking care of the whole self – mind, body and spirit. Embodying this concept and modeling balance with how you care for yourself as an animal advocate or professional is important.

ACADEMIC INTEGRITY:

Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood Policy 6.33 Academic Integrity and the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights.

ADA STATEMENT:

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 206F of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

EMERGENCY MANAGEMENT STATEMENT:

In case of emergency, the University's Emergency Notification System (ENS) will be activated. Students are encouraged to maintain updated contact information using the link on the homepage of the mySUU portal. In addition, students are encouraged to familiarize themselves with the Emergency Response Protocols posted in each classroom. Detailed information about the University's emergency management plan can be found at: https://www.suu.edu/ad/em/.

HEOA COMPLIANCE STATEMENT:

The sharing of copyrighted material through peer-to-peer (P2P) file sharing, except as provided under U.S. copyright law, is prohibited by law. Detailed information can be found at: https://www.suu.edu/heoa/index.html.

DISCLAIMER:

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.