

Common Bonds

2019-2020 Community Leadership Plan

Goal: Create a vibrant grassroots network of citizens to enable effective communication and collaboration on important issues of animal welfare and help facilitate the successful implementation of the Save Lives Unite Oklahoma Initiative.

[Group Roster and Calendar](#) (click on this to see calendar, roster and take attendance)

Working Group Action Plan (see Aligned Action: Strategy #4 in [2019-20 Strategic Plan](#))

Meetings

Date	Location (in-person, video call, conference call, etc.)	Agenda Items AND Notes	Tasks to Complete (before next meeting) and By Whom
3/5/19	SLUO Working Group Launch (Zoom)	<ul style="list-style-type: none"> ● Review membership ● Select co-chairs ● Review Year 1 and 2 Objectives ● Plan next meeting (date/location) 	
4/5/19	Zoom		
5/7/19	SLUO Meeting OSU Vet School	<p>Jeff, Vickie, Cynthia, Kristy, Shane</p> <p>Goal is to reach out to smaller communities and groups to give them hope, resources, information.</p> <p>Models of other communities that have networked successfully, especially when getting municipal shelters “on board” with working with nonprofits.</p> <p>Promote finding common ground</p> <p>There may be some municipalities that don’t want any outside interference, hypersensitive to criticism from “outsiders”. Sometimes it takes a change in personnel.</p> <p>Community leadership and engagement, pull from Shane’s knowledge in other community efforts.</p>	<p>Send out email to see if committee members are available on July 19th</p> <p><u>For next meeting, identify people and draft email introduction</u></p> <p>Committee members will review sources for potential key people:</p> <p>Oklahoma Shelter Directory (available online SLUO resources)</p> <p>Cynthia will share participant</p>

		<p>Helps to be of assistance to shelter, they need to find value in working with rescue groups,</p> <p>Hard to change a culture, they like good publicity and getting “atta boys”, some of your staunchest adversaries can become best advocates. No public shaming.</p> <p>“Vetting” before assigning “regional captains”, need diplomats, articulate and firm but not confrontational (video submitted as done by HSUS legislative district leaders), volunteer application and short video submitted online?</p> <p>May get interest from people we do not expect when marketing campaign goes out, example of Hydro newspaper editor from Cynthia</p> <p>Best practice suggestions on what has worked for other small communities regarding promoting animal welfare</p> <p>Cooperative agreements among OK counties/cities would be very helpful, is there a model agreement for different municipalities to work together?</p> <p>District captains to accompany Kelly on his “tour” of the area, if we know when, we could make that linkage before he gets there</p> <p>Creating a conduit where spay/neuter and best practices can move in through advocates and champions in those regions. Places and people who would welcome information and assistance. Message will come through S/N and Best Practices, this committee will provide the conduit for transmission of the message.</p> <p>Cynthia will share the people who participated in HSUS trainings who may be “key” people in the regions. Start with those people who have already demonstrated an interest by participating in HSUS trainings or have attended the SLUO meetings.</p> <p>May want to come at it from top down (municipal leadership) to get shelters onboard. Need to promote our efforts through this level of city management as well. ACOG? Avoid negative perceptions of communities.</p>	<p>list from HSUS trainings in Oklahoma to review for key people</p> <p>SLUO April participants created by Kristy</p> <p>Kristy will email out notes from this meeting to entire committee</p> <p>Ask Matt to draft an initial email introduction</p> <p>Try to have “District Captains” identified by August.</p> <p>Next meeting July 19th, either via Zoom or in-person, perhaps in Stillwater</p>
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		<p>Messages and models to communicate include S/N and Shelter Best Practices, but also “Pets for Life” type <u>services</u>, pet’s as part of family, help with pet food, fencing, etc.</p> <p>Example of KIND News (newsletter) for schools that teachers can incorporate into their classrooms. Coloring books, activity books, promoting responsible pet ownership.</p> <p>Making connections, creating cultural change</p> <p>Review OK Shelter list and identify potential “key” people in regions. Well crafted email to those people asking if they have interest in more information. Matt may be good person to craft that email.</p> <p>Kristy will email out notes from meeting to all committee members and action items to be done before next meeting.</p>	
7/19 (Zoom or in-person)			

Save Lives. Unite Oklahoma Common Agenda

We work together toward our shared goal and vision, guided by our principles of collaboration, inclusion and accountability and our theory of change.

Shared Goal

By 2025, the save rate for cats and dogs in Oklahoma animal shelters will be 90% or greater.

Vision

We envision Oklahoma united to save the lives of all cats and dogs in which:

- Oklahomans value the human-animal bond and recognize the impact of animal well-being on the quality of life in Oklahoma communities;
- Resources, best practices and data are coordinated and shared statewide; and
- Community stakeholders are valued partners to enhance the health and well-being of dogs and cats.

Guiding Principles

Collaboration: We are a partnership of passionate collaborators. We collaborate to share resources, ideas and innovations to inspire change and achieve our common goals.

Inclusion: We welcome all individuals, organizations and volunteers into our efforts toward saving all dogs and cats in Oklahoma.

Accountability: We embrace a common data set and reporting method to increase responsible pet ownership while decreasing pet homelessness and the euthanasia of dogs and cats.

Theory of Change

We believe that if we provide and coordinate resources statewide for animal welfare; engage communities across Oklahoma and meet people where they are; make spaying and neutering services affordable and available; increase responsible pet care and awareness about saving lives; and advocate for policy and enforcement as needed- then we will achieve a 90% save rate of cats and dogs in Oklahoma shelters and improve the quality of life for pets, pet owners and their communities.

The theory of change is based on a shared understanding of the root causes of the problem- the high euthanasia rate for cats and dogs in Oklahoma (see **Figure 1**).

Figure 1- Shared Understanding of the Problem



Table 2 - Performance Metrics

Metric (type)	YEAR ONE (2019)	YEAR TWO (2020)	YEAR THREE (2021)	YEAR FOUR (2022)	YEAR FIVE (2023)	YEAR SIX (2024)	YEAR SEVEN (2025)
Save Rate (Impact)	Establish baseline	65% To be adjusted based on baseline	70% To be adjusted based on prior year	75% To be adjusted based on prior year	80% To be adjusted based on prior year	85% To be adjusted based on prior year	90% To be adjusted based on prior year
Spay/Neuter (Progress, Strategy #3)	Establish baseline	Cumulative goal; to be adjusted relative to save rate	Cumulative goal; to be adjusted relative to save rate	Cumulative goal; to be adjusted relative to save rate	Cumulative goal; to be adjusted relative to save rate	Cumulative goal; to be adjusted relative to save rate	Cumulative goal; to be adjusted relative to save rate
Networked District Captains and Community Advocates (Progress, Strategy #4)	10 (total: districts [5], county [77] and municipal level [597])	30	60	90	120	150	180
Shelters w/TBD threshold of Best Practices (Progress, Strategy #5)	10 (total municipal shelters= 136)	25	40	55	70	80	90

