

Community Engagement

Strategy: Provide consistent messaging to communities to promote understanding and awareness of animal well-being

Performance Metric Criteria: *Certified Communities*

- *Committed to 90% save rate*
- *Appropriately reporting data*
- *Committed to improving shelter programs*
- *Expanding community partnerships*

Secondary Performance Metric Criteria: *Common Bonds Community Builders*

- *Committed to animal lifesaving*
- *Committed to collaboration*
- *Committed to 90% save rate*

Objective 1: Implement a consistent messaging platform that emphasizes community ownership across Oklahoma

- Toolkit for animal welfare leaders to support consistent messaging (Community Unity, Spay/Neuter, Adopt First) by June 2023
- Toolkit for solutions to common issues (Supported Self-rehoming, Lost/Found Pet Resources) by Sept 2023
- Online access to toolkits via Common Bonds and partner organization websites by Dec 2023
- Tracking mechanisms for use of toolkits explored and in place as needed by Dec 2023

Objective 2: Identify and recognize communities through the Certified Communities program

- Final criteria by March 2023
- 7 communities certified by Dec 2023 (cumulative performance metric; 4 certified as of Dec 2022)
- 10 communities certified by Dec 2024 (cumulative performance metric)
- 13 communities certified by Dec 2025 (cumulative performance metric)

Objective 3: Identify and recognize Common Bonds Community Builders

- Final criteria by March 2023
- 6 community builders by Dec 2023 (cumulative secondary performance metric)
- 13 community builders by Dec 2024 (cumulative secondary performance metric)
- 20 community builders by Dec 2025 (cumulative secondary performance metric)