



# Strategic Planning Priorities

2022 - 2025



**Animal Health  
and Behavior**



**Adoption**



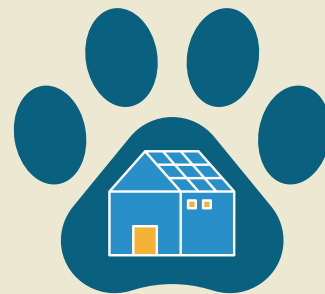
**External  
Communication**



**Better Together  
Programs**



**Staff  
Development**



**Shelter  
Optimization**

Foothills Animal Shelter inspires an empowered community of people and pets that builds and sustains relationships grounded in kindness and trust.



# Strategic Planning Priority Outcomes and Goals

## 2022 - 2025



### Adoption

**Goal:** *Foothills' adoption process is flexible, efficient, and evolving in its support of pets and people when there are fewer animals to adopt.*

- Foothills is prepared for the transition to when there are fewer dogs and cats to adopt. Foothills understands what services or programs Jefferson County residents need or desire beyond adoption.
- Foothills is not dependent on adoption revenue to fund other services and programs.
- Staff and volunteers provide consistent interactions and digestible information tailored to a client's needs throughout the adoption process.
- Clients find the adoption process to be a positive experience.
- Technology enhances the efficiency of the adoption process.
- Foothills employees and/or volunteers collect quality information regarding a pet's history, behavioral information, and medical background for placement decision making.
- The Foothills team considers the emotional wellness of companion animals as they move throughout the adoption process and adapts as necessary to support their needs.



### Animal Health and Behavior

**Goal:** *Companion animals in the Jefferson County community are emotionally and physically healthier.*

- Companion animal owners within the community have access to science-based behavioral, training, and medical resources.
- Companion animals are not surrendered due to a lack of science-based behavioral, training, and medical resources.
- Foothills provides and takes an integrated approach to animal health care and animal behavior.
- Foothills is a trusted resource for animal health and behavior.





## **Better Together Programs**

**Goal:** *Foothills will proactively support the people and pets within the Jefferson County community who are at risk of or are experiencing separation.*

- Community organizations and their clients are satisfied with their partnerships with Foothills.
- Foothills supports the needs of Jefferson County community members through the provision of or referral for needed programs and services.
- Foothills meets the companion animal-related services and needs of underserved individuals, children, youth, and families within Jefferson County.



## **External Communication**

**Goal:** *Foothills actively conveys information about companion animals and Foothills' programs and services.*

- The community Foothills serves recognizes, supports, and trusts Foothills as a resource, and the community trusts the advice that Foothills gives. Media outlets come to Foothills for animal welfare information because they see Foothills as a trusted source for information and resources.
- The community and Foothills share the same commitment to inspire an empowered community of people and pets that builds and sustains relationships grounded in kindness and trust.
- Foothills cultivates increased donor support and increased donation amounts.





## Shelter Optimization

**Goal:** *Companion animals and people have a positive experience at Foothills.*

- The emotional and physical wellbeing of companion animals is supported by the physical environment of the facility.
- There are effective and efficient programs to serve the needs of companion animals staying at Foothills.
- Foothills employees and volunteers are empowered to improve the effectiveness and efficiency of processes, programs, and the facility.
- Foothills' visitors learn about what companion animals need and how to take care of them during their time at the facility.
- Patrons appreciate their experience at Foothills.
- The facility is optimized for the effective and efficient work of staff and volunteers and the efficient use of resources.



## Staff Development

**Goal:** *Foothills staff and volunteers are trained, equipped with the tools and knowledge for success, and feel encouraged to grow within and outside of their roles at Foothills.*

- Foothills staff and volunteers feel valued, fulfilled, and supported in the work they do each day.
- Foothills' internal culture empowers staff to speak up for what they need, to be curious and creative, and to act independently within established frameworks.
- Foothills hires for alignment with internal values and actively seeks to match the right people with the right work or position.
- Foothills staff understand how they can develop and advance within the organization.
- Foothills will build and foster a culture of excellence, healthy conflict, teamwork, kindness, and resilience.
- Foothills demonstrates strong support for work-life balance for staff.

