



# THE WASHINGTON FEDERATION

## OF ANIMAL CARE AND CONTROL AGENCIES

### STRATEGIC PLANNING BY THE FEDERATION

The Federation is engaged in a Strategic Planning process to develop a 3 to 5-year plan. We started this process by completing a stakeholder engagement survey to help these stakeholders understand how The Federation can best support the animal protection community in Washington State.

The Federation was successful in securing several grants to support the process and underwrite the cost of hiring Lauren Glickman of Foray Consulting to facilitate the process.

#### The process included the following steps:

1. Determine which stakeholder groups to include
2. Create and issue surveys for each stakeholder group
3. Evaluate data from received surveys to draft outline of the Strategic Plan
4. Small teams are working to finalize sections of the plan; and another team will ensure there is continuity within the final plan.
5. Once the plan is completed and accepted by the board, it will also be shared with our members.
6. An annual operational plan will be developed to ensure there is progress on the goals

#### The stakeholder groups that The Federation survey included

1. Members of The Federation
2. Prospective members of The Federation
3. Key informants (i.e., people who have been involved with The Federation in the past)
4. Spay/Neuter proponents in WA State
5. Stakeholders who have an interest in the legislative work of The Federation - like the Washington Animal Control Association, Washington State Veterinary Medical Association, Northwest Animal Rights Network, animal law section of the WA State BAR Association, and many other groups involved in animal welfare within Washington

Total number of respondents was 75, made up of: 55 Member and Prospect Agencies' Responses; 6 Spay/Neuter Responses; 14 Legislative Responses

A major goal of this survey was to also **learn more about member and non-member agencies** across the state; and to **get feedback and insights** from these agencies/groups as well as other stakeholder agencies.

#### What we learned from the survey:

- A general overview of members and non-member agencies/groups by location, type of agency and types of services they are offering
- What motivates an agency to become a member of the Federation
- What kind of professional development opportunities agencies were interested in having the Federation provide

- Awareness, participation in and interest about the “We Love Our Pets” license plate program that funds the Spay/Neuter Grant Program
- Specific trainings related to laws and policy agencies that members and non-members would like the Federation to offer
- Level of interest in and current participation in legislative activities – local, state and federal
- Animal welfare/protection policy issues that agencies would like the Federation to address

Using these insights, a plan is being developed around key goals related to:

1. Membership Engagement – including professional development trainings
2. Marketing – to engage members and prospective members, as well as potential funders
3. Fundraising (to maintain sustainability and impact)
4. Legislative Endeavors
5. Spay/Neuter Efforts

Stay tuned to [www.wafederation.org](http://www.wafederation.org) for updates and a copy of the final plan!