



REGIONAL ANIMAL SERVICES

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STRATEGIC OBJECTIVES

The purpose of strategic objectives is to establish a framework for coordinating action in pursuit of our vision.

1. **Greater Community Presence and Collaboration:** Raise awareness and support for our organization among those we serve.

As an organization that exists to serve our community, it is important that the public and our partners are aware of what we do and recognizes the value we bring to our community. We will take control of our public image by ensuring everything from our daily interactions with the public to our presence online and in the media reinforces the positive contribution we make to our community.

2. **Proactive Outreach Programs & Education:** Establish programs that address the root causes of animal welfare issues, such as free microchipping, to generate positive outcomes for our community.

The anticipated growth in our region means that we need to take proactive action to avoid being overwhelmed with service demands. We will implement new, preventative programs and provide increased education to our community that encourage responsible pet ownership and reduce the need for our services.

3. **Effective Regulation Compliance:** Make compliance with rules and regulations easy for citizens.

Most people want to be responsible pet owners and adhere to the rules and regulations governing animal welfare in our community. Through education, leveraging new technologies, and working with people to address their individual needs, we will do everything we can to make it easy for people to comply with the law.

4. **Engaged and Professional Team:** Unleash the knowledge, compassion, and energy of staff and volunteers by empowering them to make a positive impact on the community and its animals.

People come to work for us because they are passionate about the welfare of animals in our community. By providing the systems, resources, and tools they need we will create an environment that channels our team's energy towards the greatest positive impact on our community and its animals.

“Promoting responsible care of animals through education, proactive outreach, and regulation making Washoe County a safe community.”