

**METRO EAST HUMANE SOCIETY
STRATEGIC PLAN
2023-2025**

Mission Statement: The mission of Metro East Humane Society is to improve animal welfare in the St. Louis Metro East by providing quality animal services including adoption of animals, advocacy and preventative initiatives.

	Status	Comments
Goal #1: PROGRAMS: Identify and Create a Consistent Revenue Stream for the long-term viability of the organization		
1) Develop a comprehensive development plan to increase outside donations a. <insert development plan>		
2) Develop a Comprehensive Long Term Marketing Plan a. <insert marketing plan>		
3) Expansion of existing programs and introduction of new services a. Low Cost Vet Services i. Increase public surgery days; offer monthly vaccine clinic dates; hire part-time veterinarian b. Adoption i. Continue transport initiative with out of state groups ii. Retention in home c. Foster i. Enhance foster program by offering a foster orientation, updating the foster manual and creating foster go home packs ii. Recruit more fosters for feral cat moms and adult dog special cases (heartworm positive, behavioral and medical) iii. Create a retention program in anticipation of post COVID d. Working Cats i. Continue finding creative alternatives for feral cat placement and funding ii. Continue working closing with Madison County Animal Control and Madison County government to expand program e. Community Education f. Volunteer i. Improve volunteer involvement and retention g. Riverbend Pet Food Pantry i. Increase public awareness through marketing efforts and by working closely with public service agencies ii. Create a more cost and time effective means of operating the pantry, i.e., volunteer recruitment		

	Status	Comments
Goal #2: FACILITIES: Develop both short term and long-term Facilities Management Plan to address Growth & Expansion Needs		
1. Facilities Growth and Expansion A. Create a stray hold agreement with the City of Highland and utilize the stray hold room at the Highland facility		
2. Organization and Maintenance of Current Facilities A. MEHS Edwardsville & Highland Building A. Evaluate and create action plan for maintenance needs B. Review and update job descriptions and cleaning protocols C. Create MEHS flow chart D. Schedule seasonal deep cleaning of interior and exterior of building		

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<u>Goal #3: PEOPLE: Increase Board Participation and Involvement and Staff Education to improve operational impact of MEHS</u>		
1. Teamwork <ul style="list-style-type: none"> a. Annual staff appreciation b. Organize and partake in team building exercises on a quarterly basis (staff) c. Become more aware of organizational flow and job functions d. Improve communication to <ul style="list-style-type: none"> i. achieve strategic intake and reduced overcrowding ii. become more aware of staff vs. workload 		
2. Develop a Continuing Education Program for Staff <ul style="list-style-type: none"> a. Create survey/crash course for each MEHS program in order to improve staff/program education b. Schedule public and/or staff training as necessary depending on season (for example, Kitten Bottle Feeding 101, How to Triage and Animal, etc.) c. Constantly evaluate each program to ensure optimal functionality d. Create a schedule of continued education for full-time, salaried employees and shift leads 		
3. Board Development <ul style="list-style-type: none"> i. Identify future board members ii. Expand membership to border areas iii. Expansion and growth of committees iv. Ensure all board members are well versed in all areas of MEHS (programs) v. Review strategic plan midyear during Annual Meeting 		

STATUS

AHEAD OF SCHEDULE

ON SCHEDULE

CAUTION

CONCERN

COMPLETED