The Well-Being of our Animals in

SE Louisiana:

A Regional Roundtable

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#### October 10, 2014

#### New Orleans, La.

Designed and facilitated by

Val Uccellani, Owner, GLP Inc.



**The Situation**

Nine years ago, Hurricane Katrina forever changed the landscape of Louisiana and the trajectory of animal welfare nationally. A number of commemorative events planned for 2015 will once again bring global attention to SE Louisiana. This is a good time to reflect on our journey to reach this milestone, and on the lessons we have learned. We want to highlight, for others, how we hope to move together into the future and how they might help us on that path.

**Southeast Louisiana | Regional Conversations**

Here’s a general sketch of what’s completed and planned. The actual process – and what follows - will be shaped by all those who participate.

**Roundtable #1. Wednesday September 3, 2014**

This was a successful gathering of leaders from Municipal Animal Control agencies and Nonprofit Animal Welfare support agencies closely affiliated with municipal animal control.

**Roundtable #2. Friday October 10, 2014**

Invitations for this meeting were extended to Breed Rescues throughout the region. The full invitation list is attached. As the process unfolds, everyone on this list will be informed of progress and invited to participate at any point.

This event will take place at the Foundations Center | Lafreniere Park | 3000 Downs Blvd. Metairie, Louisiana 70003 <http://www.lafrenierepark.org/general/facilities.asp>.

**Roundtable #3. November 2014** (date TBN)

A third meeting will bring together all interested leaders from Animal Control Agencies, Animal Welfare Agencies, and Breed Rescues in the region. The goal will be to lay out what we see as priorities and explore ways we may work toward them, together.

**National Presentation. March 2015**

Our region has been awarded a panel presentation as part of the HSUS conference to be held in New Orleans in March (<http://www.animalsheltering.org/expo>). At that time we hope to share a bit about this series of regional roundtables, as well as insights, plans, and priorities we identify together.

**Desired Impact**

We expect this process to have a number of outcomes including the following:

* National visibility for the **successes of animal welfare efforts** in the region over the last decade
* A stronger **sense of connection among animal welfare groups** in the region, and a tighter network of mutual support
* An **agreed-upon set of shorter- and longer- term priorities**: *What does our region most need going forward? What’s the smartest way to get the support and resources we need, together?*

**Regional Rescue Roundtable | Flexible Agenda**

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| --- | --- |
| 9:30 | Introductions: Contributions to Animal Welfare |
| 10:15 | Framing Today’s Gathering  |
| 10:45 | Looking Back: Stories of Success |
| 11:15 | Break |
| 11:30 | Our Vision(s) for Animal Welfare in SE Louisiana |
| 12:30 | Lunch  |
| 1:30 | Ideas for Strengthening Our Work |
| 2:15 | Ideas | A Further Exploration |
| 3:00  | Continuing Work Together* Interests
* Opportunities
 |
| 4:00  | Closing |

9:30 **Introductions | Contributions to Animal Welfare**

Welcome. As you get coffee or tea, please introduce yourself to someone in the room you don’t know well. Share:

* *How do you see yourself / your group contributing to animal welfare in the region, in general?*
* *What’s one effort you’re involved with now that you feel proud about?*

In full group we’ll hear from everyone

* Your general contribution; or
* A current effort.

10:15 **Framing | Hopes and Concerns**

1. In full group review the situation, proposed process, desired impact, and (flexible) agenda for today.

A Few Guidelines

*Make Space*

*-in our minds*

*-in the room*

*Check assumptions*

*Think long-term*

At tables, exchange:

* *What’s one hope and/or one concern you have about the process?*

In full group we’ll hear a few hopes and/or concerns from each table.

1. Frame the day a bit further and develop guidelines for working together today.
* *What are your questions?*
* *What would you add to these guidelines?*

10:45 **Looking Back: Stories of Success**

1. Think of a success that you’d consider rather transformative on the level of your organization over the last 5 years. Prepare to tell these successes in the form of a story. Check out the “Success Storyboard” worksheet (and the tips for powerful stories, below.)
* *What are your questions?*
1. After you’ve sketched your storyboard, find someone else. In pairs, tell each other the stories. [If you prefer to tell the story first, ask the listener to use the storyboard worksheet to jot down each key part of the story in words and/or images as they hear it.]
2. In groups, hear a sample of the success stories.
* *What would you say are the key ingredients for success in these stories?*
* *What were the other, secret ingredients?*

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| 8 Tips for Memorable Stories* Be brief
* Be simple and deep
* Make it very personal
* Make it expose our vulnerabilities
* Include a dilemma
* Tap the senses
* Have a positive frame
 | Resources on crafting and telling stories* [The Six Things That Make Stories Go Viral](http://www.newyorker.com/tech/elements/the-six-things-that-make-stories-go-viral-will-amaze-and-maybe-infuriate-you)

<http://www.newyorker.com/tech/elements/the-six-things-that-make-stories-go-viral-will-amaze-and-maybe-infuriate-you>.* [*Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power and Impact*](http://www.amazon.com/gp/product/0814409148/ref%3Doh_aui_detailpage_o03_s00?ie=UTF8&psc=1)*.* Annette Simmons, 2007, American Management Association (Amacom).
* [*The Story Factor* (2nd Revised Edition)](http://www.amazon.com/gp/product/0465078079/ref%3Doh_aui_detailpage_o03_s00?ie=UTF8&psc=1). Annette Simmons, 2006, Perseus Books.
* [*Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire*](http://www.amazon.com/gp/product/0814420303/ref%3Doh_aui_detailpage_o03_s00?ie=UTF8&psc=1)*.* Paul Smith, 2012, American Management Association (Amacom).
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**Success Storyboard**

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| --- | --- | --- | --- | --- |
|  | **Frame 1** | **Frame 2** | **Frame 3** | **Frame 4** |
| **Frame****Title** |  |  |  |  |
| **Visual** |  |  |  |  |
| **Text/ Notes** |  |  |  |  |

**Success Storyboard**,*continued*

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| --- | --- | --- | --- | --- |
|  | **Frame 5** | **Frame 6** | **Frame 7** | **Frame 8** |
| **Frame****Title** |  |  |  |  |
| **Visual** |  |  |  |  |
| **Text/ Notes** |  |  |  |  |

## 11:30 A Vision for Animal Welfare

1. Imagine a highly functioning, healthy, supportive scene for animals in SE Louisiana. *What would it look like?* Jot your notes below.

**Vision Notes**

At your tables, write elements of your vision on cards and post them on our vision wall.

1. Keep this vision in mind as you reflect on the success stories you just told/ heard. In small or table groups:
* *How do you see the ingredients we named contributing to the vision?*
* *What have we already got going for us as a foundation for this vision?*
1. As time allows, review the results of a similar exercise done with a sample of Animal Control and Animal Welfare organizations in the region.
* *What do you see these visions have in common? How are they different?*

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| From Regional Roundtable | September 2014 **Essentials of a Healthy and Supportive Scene for****Animal Welfare in SE Louisiana**Our animal welfare community is flexible and respectful* *more “we” and less “us vs. them”*
* *more thoughtful and intentional with our communication*
* *supporting each other through networking*
* *one message as a community*

Strong relationship between NGOs and Government* *Work toward common goals*
* *It’s okay to disagree*
* *Understanding of restrictions (budget & resources)*
* *identifying partners in politics and working together toward common goals*

Tighter network and more collaboration among Rescues, NGOs & Government* *meeting with local groups on consistent and recurring schedule*
* *agree to work together through process*
* *agree to rules of engagement*
* *more local and partnered events (i.e. adoptions)*
* *working together on agreed-upon best practice moving forward*
* *seize exciting opportunities*

Local connections to State* *working together on laws & ordinances/ make sure we are all on the same page @state and local level*
* *advocating for partners in other parts of Louisiana*
* *increasing available resources for all*

Stronger collaboration with Veterinarians (gradual relationship- building)* *greater involvement of vets in our work*
* *mutual benefits are evident (including data re: return-on-investment for vets).*
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## 1:30 Ideas for Achieving Our Vision

1. This series of meetings is based on the premise that regional collaboration is a plus for the field of animal welfare. In short, animals and communities do better when we work across organizational and geographic boundaries.
* *What have you observed about collaboration in our region over the last 9 years?*
* *Where do you see it going?*
1. For the next 30 min, we’ll generate ideas for moving toward the vision on our wall.
* On each table is one of the elements of that vision. In equal groups, go to a table and spend 10 minutes generating ideas for achieving that vision.

*What would it take?*

[Everyone can write. Make it legible but any format is fine.]

* When you hear the bell, please move to the next table (moving clockwise, one table.)  Read the comments already written and *add new* ideas.
* When we are finished, walk around on your own and select up to 3 ideas that particularly interest you. Jot these down on the next page. We’ll get back to them in a minute.
1. In full group, reflect on the role of collaboration in achieving the vision.

*How much of a role does it play in your mind?*

1. As time allows, consider the following examples of collaborations that were suggested by the animal control and humane agencies. *What interests you here?*

***Draft* Collaborative Examples and Ideas**

Shared Transport to Safe Havens

Collaborative Mega-Events

Shelter Mentor Program (group – to - group)

Coaching and Shared Expertise (colleague – to- colleague)

Collaborative Advocacy / Legislative Power

Multi-Parish Trainings, approved and promoted regionally

Data Sharing and Pooling (based on agreed-upon guidelines for collecting)

Working beyond our field (i.e. with social services for prevention efforts)

2:15 **Ideas | A Further Exploration**

Focus on one or more ideas generated in the previous activity.

Take a walk with someone else - to the Bark Park or to Marsh Island, just outside. Together, explore:

* *What could we do to move that idea forward?*

When you come back, please use the space below to jot down some notes on what could be done by you, others in this room, or others outside of this room, to move the idea forward.

We’ll capture all these ideas and send them back out to folks.

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| **Idea** | **What could we do to move it forward?** | **What else would it take?** |
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## 3:15 Our Next Steps

Review the proposed process at the front of this packet. Narrow in on a proposed day, time, and location for the next roundtable.

* *What would you like to see happen as part of this proposed process?*
* *What are you personally interested in being a part of?*

4:00 **Closing | Building a Collective Message**

Reflect on our conversations so far today.

* *What do you see emerging that we’ll want the world to know about animal welfare in the SE Louisiana region?*

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**Valerie Uccellani** is co-owner and Senior Partner of Global Learning Partners, Inc. ([www.globallearningpartners.com](http://www.globallearningpartners.com)). Val has thirty (30) years of experience facilitating learning with individuals, communities, and organizations worldwide.  She has worked extensively in the fields of public health, international development, job readiness, financial empowerment and animal welfare. She is highly skilled at fostering collaboration within and across organizations. Val is fluent in Spanish, and has worked in 17 countries across the globe, and in numerous rural and urban communities around the U.S.A.

**Design & Facilitation Experience in the Field of Animal Welfare**

#### National Adoption Forum III, Florida 2014

Spay/ Neuter Conference, New York 2014

#### Euthanasia Roundtable, New York 2013

#### Theory of Change Process Meetings, ASPCA, Nationwide 2014

#### Departmental Strategic Planning Meetings. ASPCA, Nationwide, 2010 – 2014

* Community Outreach
* Governmental Affairs
* Animal Cruelty Group

#### Training of Animal Welfare Staff in Meeting Design & Facilitation. Nationwide 2006 - 2014

**A Sample of Client Perspectives**

*The ASPCA works extensively with GLP for both training and facilitation. We are delighted with their expertise and professional. We are particularly pleased with their quick understanding of the complexities, their recommendations, and facilitation to match our purposes.**Valerie is a joy to work with - she is organized, thoughtful, considerate, has an amazing learning curve and quickly grasps the concepts and keeps us on focus.* ***-* Julie Morris ASPCA, Executive Leadership**

*"Val is one of the best facilitators I have ever worked with.  She challenges us, and helps us to bring our best forward -- both as individuals and as a leadership team."* **– Ed Sayres, prior CEO, ASPCA**

**Regional Roundtable October 2014 | Replace with Invitation List**

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| **First Name** | **Last Name** | **Title/ Role** | **Organization/ Group** |
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**Regional Rescue Roundtable October 2014| Invitation List, continued**