

Maddie's Fund® Instructor-Led Online Course

Pet Support Services: Culture, Collaboration, and Case Management
DRAFT AGENDA



Course Completion Requirements

This course is eligible for 10 continuing education credit hours for CAWA and NACA.

The following are *required to be considered as having completed the Instructor-Lead Course and to receive the Certificate of Completion.

- Completion of online coursework and materials
- Attendance at 5 (of 6) virtual classes
- Final Project submission
- Completion of the Evaluation Survey

Virtual Classes and Online Coursework

Participation in virtual classes is an important part of the learning in this opportunity. There are (6) 90-min virtual (Zoom) classes, including time for Q&A. Students who miss more than one virtual class will be dropped from the course.

Zoom classes: Wednesdays from 11:00 AM - 12:00 PM ET on 3/6, 3/13, 3/20, 3/27, 4/3 and 4/10.

- Class 1: 3/6
 - ***To complete before class:***
 - Self-paced course: [Pet Support Services](#)
 - Review [Pet Support Services Implementation Checklist](#)
 - Facilitator introduction
 - What is Pet Support Services?
 - General overview
 - [Pet Support Services toolkit for reference](#)
 - Benefits of Pet Support Services
 - Components of Pet Support program
 - Proactive intake diversion
 - Organizational culture
 - Assessing community needs
 - Buy-in
 - Tracking case management data
 - External communications
 - Getting Started: Proactive Intake Diversion Basics
 - Direct support (supplies, financial, other resources)
 - Support through partnerships
 - Support through information sharing (ecosystem map)
 - Group Discussion: Get to know each other - What proactive intake diversion practices do you already implement?

- Class 2: 3/13
 - **To complete before class 2:**
 - *Begin work on Step 1 of Final Project*
 - Guest Speaker Introduction (Kelly Bremken)
 - The importance of positive organizational culture
 - Hiring the right people for pet support
 - Providing supportive training
 - Trauma-informed care
 - Crisis management
 - Conversational interviewing
 - Group Discussion: Success stories and challenges with hiring and training
- Class 3: 3/20
 - **To complete before class 3:**
 - *Begin work on Step 2 of Final Project*
 - Guest Speaker Introduction (Sarah McGoldrick)
 - Program Development Strategy I
 - Assess community needs
 - Heatmap data
 - Data collection via survey
 - pets.findhelp
 - Analyzing available services
 - Ecosystem mapping
 - Collaborating with external partners
 - Identifying partners and beginning outreach
 - Strategically prioritizing partners to fill resource gaps
 - Group Discussion: Current major resource gaps
 - Examples from facilitators
 - Group sharing
- Class 4: 3/27
 - **To complete before class 4:**
 - *Begin work on Step 3 of Final Project*
 - Guest Speaker Introduction (Tracey McQuarrie)
 - Program Development Strategy II
 - Internal Buy-in
 - Showing a program's effectiveness and impact on overall operations
 - Shoe-string budget considerations
 - Wishlists
 - Crowdsourcing
 - Outside the US example (Tracy)
 - Collaborating with external partners
 - Identifying partners and beginning outreach
 - Strategically prioritizing partners to fill resource gaps

- Group Discussion: Internal Buy-in and budget challenges
- Class 5: 4/3
 - **To complete before class 5:**
 - *Begin work on Step 4 of Final Project*
 - Guest Speaker Introduction (Kaycey Adair)
 - Program Development Strategy III
 - Case Management Data
 - Basics of data tracking for pet support
 - Optional technology solutions
 - Live Doobert example
 - Time management
 - Triage basics for case management
 - Clear protocols
 - When to escalate
 - Group Discussion: Case management data
 - Who's already doing it well
 - What challenges can you see collecting data
- Class 6: 4/10
 - **To complete before class 5:**
 - *Begin work on Step 5 of Final Project*
 - Buy - In (External) Public-Facing Communications
 - Communicating available programs and services to the public
 - Ensuring programs are easily accessible and understood
 - Multi-language options
 - Key messaging factors
 - How to position your organization as a support and resource hub
 - Collaborating with Marketing and Communications departments
 - Group Discussion: External communications questions
 - **Final Project Q&A**
- Post-Course / Additional Follow-Up Support
 - Review of final project (i.e. Implementation strategy)
 - One-on-one consulting