

## Cross-functional problem-solving to increase feline life-saving capacity

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## Kitten Season

*"Hello all! Just throwing up my first red flag regarding our abundance of adult cats currently on site. Not an emergency, but definitely not desirable and clear sign we are getting in more than we are currently getting out. Perhaps some sort of adult cat promotion? Adult cat foster homes full as well."*



- FACT Manager



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## Previous Kitten Seasons

Fiscal Year	Live Kitten Intake	YOY Increase	Live Release Rate
2014	1919	7.2%	82.9%
2015	2293	19.5%	88.5%
2016	2920	27.3%	86.2%



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 **The Shelter is an Ecosystem**

- One small change in one area of the shelter, often leads to effects elsewhere
- Success in bringing in lots of new kittens, opening the flood gates, created new challenges in flow
- Kittens that go to foster – they have to come back
- Adults compete with kittens



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 **Kitten Council**

End-to-End Process - From intake to outcome

- Get the right people in the room together
- Bring the data we care about
- Share all ideas as possible solutions
- Try, fail small, evaluate, try again



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 **Kitten Council**

Right people in the room together

- Decision-makers in the organization
- Each brought data important to their team
- Committed to work together for a common solution



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 **Kitten Council**

**METRICS**

- Feline foster inventory
  - By age group & available or not available for adoption
- In-shelter inventory
  - Available for adoption by age and location
- Vacancies in adoptions
- Adoption & Financial results
- HSSV Promotions & Market Information
  - What's going on in the community




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 **Kitten Council**

**GOALS**

1. Find homes for kittens in foster before they reach 3 months old.
2. Preserve revenue.




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 **Kitten Council**

**PROBLEM**

- Shy Teenage Kittens
  - Hissy spitty babies on intake
  - Require additional socialization program
  - Extended length of stay
  - Older than 12 weeks
  - Not as cute as younger kittens
  - More difficult to adopt




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## Kitten Council

**RESULTS**

- Targeting works – not all or nothing
- Testing & tracking price -> predict adoptions:
  - No discounts: 50 – 60 adoptions
  - \$50: ~70 adoptions
  - \$10 or \$20: ~90 adoptions
- Managing “inventory” ~250 was the sweet spot
- Increased adoptions and increased adoption revenue
- Freed up more time to do more!

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## Key Take-Away

- The right people with a commitment to solve problems.
- Track the right data.
- Make decisions based on good data.
- Don't be afraid of failure – course-correct when necessary, then try again.




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## The Journey Continues ...



THANK YOU!

ANY QUESTIONS?

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