



Date: 7-29-2013  
Topic: Update on *ICS Focus Group*  
7-27-13 10am - 12 noon  
Purdue North Central University, Westville, IN

Submitted By : Judy Dean, Secretary, ICS Board

**Intent:** A Focus Group for members and volunteers of the Independent Cat Society was initially planned to address the various concerns heard from volunteers at the Shelter as well as various individuals / groups who felt their input was seldom acknowledged. Thus, Staci Trekles, President of ICS developed two surveys - the first to determine interest in participating in a Focus Group and based on those results, a 2<sup>nd</sup> survey was developed and distributed to every member to determine the specifics of the Program. The original intent of presenting a Focus Group Format was to offer members and volunteers the opportunity to propose solutions to the current challenges repeatedly voiced by individuals.

Of the original five (5) topics offered to the respondent, the Health and Wellness and the Adoption Process received the most submitted response. Also based on the submitted responses, the day of the week, the time and length of the program as well as a centrally located facility were chosen.

**Marketing:** The program was initially announced on the ICS WEB page followed up with an e-mail sent to each member of ICS.

**Outcome:** Volunteers and / or members indicated they would participate. Those unable to attend did notify via e-mail of their conflicting schedules. Two individuals submitted concerns they wish to be discussed either by the Focus Group or by the Executive Committee.

Only one individual attended and came fully prepared to discuss the Adoption Process. Those potential solutions and concerns are attached for the Board's purview. Also attached is the Agenda and handout developed for the 2 hour program.

**Evaluation:** One would wonder if the extremely poor attendance was due to the date, time, location or that the Focus Group Leader is a current Board Member? Or was the Focus Group Program in conflict with the all-shelter cleaning which occurred the following day? Or, is all the negative complaining/comments really based on concerns about the Cat Care and the Adoption of the ICS Cats/kittens? Or is it we all like to complain but not be expected or challenged to come forth with solutions? So many possible reasons for not attending but needless to say, this was an excellent opportunity for everyone involved with ICS to truly voice potential solutions that could CHANGE FOR THE BETTER the lives of the Shelter's residents !