

Zoological Registrars Association 2012-2016 Strategic Plan

Building OUR Future, *the next phase*

October 2012

This ZRA Strategic Plan was developed through the combined activities of the Strategic Planning Committee and the participants of the Leadership Development Program, including the ZRA Board of Directors.

In September 2012, the 2012 ZRA Member Value Survey was launched just prior to the beginning of the 2012 ZRA Annual Conference in order to provide “real-time” results that could be used to update the ZRA’s Strategic Plan during the Leadership Development Program as part of the 2012 ZRA Annual conference. Our Leadership Development program facilitator and presenter, Jeff Randolph, helped our group work through the survey results and the beginnings of the Strategic Plan 2012-2016. The survey documents are available to members through our ZRA Website. The following is a summary of the discussions.

Our members told us their overall satisfaction with ZRA was 7.5 out of a possible 10, and told us they were not interested in being leaders. 8.5 of 10 members would recommend ZRA to others because they are satisfied with what we are currently doing.

Seventeen questions were set-up to reflect both importance and performance of the services and benefits the ZRA provides its members and how we are doing in our performance of those activities. 72 members responded to the survey.

Q1. Website with useful reference information? How important is it to you? How are we doing with our website performance? is an example of one of our questions to the members. The survey results were compiled and presented for review during our leadership Development Program, a Gap analysis and SWOT,

Strengths**W**eaknesses**O**pportunities**T**hreats analysis were performed and discussed during the Leadership Development Program.

Strengths

- + Skill, knowledge and expertise
- Caring and sharing community
- We help out
- Quick to respond
- High ethics/honesty
- Detail oriented
- Cheap dues/good value
- Longevity
- Diversity

Strengths, continued

- Great annual conference
- ++ Embrace new people
- Embrace new technology
- Hard working/strong work ethic
- ++ volunteerism is high
- Listserv community is vibrant
- Scholarship opportunities

Weaknesses (internal)

- Not enough volunteers
- Unclear or not enough agreement on our identity
- Lack of recognition of the association or ourselves as professionals
- Willingness/openness to collaborations with new partners or idea; new Organizations
- Many older members; need for succession planning
- Tunnel-vision – find it difficult to think outside the box.

Opportunities (external things we can take advantage of)

- ZIMS – setting standards for data entry/ this is a blank slate that could lead to a re-definition of the Registrar's role since keepers may be entering data.
- Market ZRA as a "Standards setting" organization
- Produce more training programs for others
- Move to develop partnerships/collaborations with AZA, ISIS, IDMAG
- + Advertise, Get the word out to others
- Bring new skills to ZRA
- Provide more value to ZRA
- ++ Develop more prospects as new members
- Develop connections with other records organizations or other regional Organizations
- Develop leadership for ZRA

Threats (external things that could harm us)

- ZIMS may expose some business practice problems; records management; time drain; will keepers be doing more data entry?
- Lack of job security
- Economy – level of support from our institutions; need for added member value
- Travel restrictions, changes in regulations to ship animals
- Permit processes – changes
- Changes in regulations/ requirements
- Need for more online training opportunities
- Disasters, all types
- ++ can do this, put together plan
- + Positive things ZRA provides
- Can't do anything about it, can't stop it from happening

You need to advocate for yourself; make yourself important to your institution, increase and show your value to the institution through your role as Registrar.

Our GAP analysis indicated we don't have a problem with volunteerism, however, we haven't had a full ballot of officer candidates in over five years. One of our survey questions asked...

What would it take for you to get involved at the board level?

- Funding to attend ZRA Annual Conference
- Make it less scary, educate members better
- Show the value of ZRA to my institution?
- Monetary reimbursement for conference travel expense
- Boost individual confidence

Ideas about what the problem actually is –

- realistic amount of time involved
- Afraid of being “Stuck” in position forever
- Unrealistic to get institutional support
- Structural changes in ZRA over past few years
- Financial support
- Decrease in current experience of 04 years to run for board
- What is benefit of being on board?

2007 Strategic Goals were reviewed

1. Increase Membership by enhancing member services and improving communications.
2. Training and continuing education
3. Professional Development
4. Educational Resources and Standards Development
5. Mentorship Program
6. Financial Stability

Summary: If we focus on items 2-4 and increase the value of what is being provided, membership will increase. We need to limit our focus and prioritize on what will create better member value to develop the 2012 Strategic Goals.

2012 Strategic Goals Prioritization – to create better member value.

1) Helping Registrars do their jobs

- Setting standards on how this job should be done
- Wiki, (A free **wiki** host providing community **wiki** spaces, visual page editing, and discussion areas.)
- accessibility to resources
- online education/training

2) Exchange of information between regional records organizations

3) Standards

- best practices for North America
- ZIMS is global, ZRA can't set standards
- add data standard codes
- be part of USERS Group to review ISIS definitions
- complete Registrar's Job Description, redefine Registrar's position

4) Mentorship

- more advertisement about mentorship program
 - Include information in member welcome letter/packet
- continue program and evaluate annually

5) Raise Profile of ZRA

- Market ourselves
- focus on shipping strategies to show value of ZRA to Zoo's
- provide some articles for Animal Keeper Forum
- provide some articles to AZA Connect that are themed in advance
- newest Marketing Campaign, where do we go next?