

ZRA 2025 Z-CAP Workshop Minutes

November 4, 2025

9:00am- 12:00pm

The focus of the 2025 Z-CAP workshop was to evaluate the 2020-2025 Strategic Plan, what was accomplished, what wasn't, what we want to roll over into the next plan and what we want to work on over the next 5 years. Survey results were reviewed and then Z-CAP attendees broke into small groups of interest, led by committee chairs or representatives. Each group tackled the discussion prompts below. Followed by a discussion period, and then the group rejoined and started mapping out a plan for the coming years!

- What was not completed from the 2021-2025 Strategic Plan? Should this item roll over into the 2026-2030 Strategic Plan? If not, why?
 - o *What was the original goal of the project?*
 - o *Is the goal still valid?*
 - o *Can the goal be accomplished in another way?*
- What are 1-3 additional goals that each committee encompassed by this group would like to strive for in the next 5 years?
- If there was nothing holding us back, time, money, etc., what major things would you like to see ZRA accomplish?

Below are how the groups were established and anyone not currently on a committee, choose a group to join. Also, below comments from the group discussions.

<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>	<u>Group 7</u>
Standards History	Marketing & Outreach Newsletter	Ethics Bylaws	Membership Services Annual Conference	Training Nominations & Elections	Professional Development Transportation Taskforce	Strategic Planning Website Taskforce
<u>Board Liaison</u>	<u>Board Liaison</u>	<u>Board Member</u>	<u>Board Liaison</u>	<u>Board Member</u>	<u>Board Member</u>	<u>Board Member</u>
Donna Bear	Deniele Brown	Jayne Hardwick	Joann Watson	Shelly Roach	Ian Shelley	Jenn Wilson
<u>Leaders</u>	<u>Leaders</u>	<u>Leaders</u>	<u>Leaders</u>	<u>Leaders</u>	<u>Leaders</u>	<u>Leaders</u>
Adrienne Horrigan, Chair Jasmine Alvarado, Chair	Anna Pelc, Incoming Chair	Mary Noell, Chair Rebecca Hoover, Vice Chair	Vickie Edel, Chair Kaylin Dunn, Vice Chair	Lindsey Herron, Chair Kristy Edelen, Chair	Lily Moore, Chair Rae Lynn Haliday, Incoming Chair	Stephanie Eller, Website Sheri Bradley, Website Management

Group 1 - Standards and History

- Standards Committee
 - Redefine the purpose - we should not write standards
 - Store documents that are resources? IDMAG is members only
 - Permits: We like the Cincinnati permits workshop. Add a day to the conference? Virtual workshop?
- History Committee

- How does the HC get their documents? How do members know what HC wants?
 - HC to create help documents for this
- Software storage opportunities - provide training
- Pie in the Sky (PITS) Goals
 - Enable more folks to attend Annual Conference
 - Virtual conference or conference presentations
 - Topic-driven virtual events / Q&As
 - Standards: decide not to create standards, but create document guidance ("Could" vs. "must") and communicating/explaining standards
 - Update Data Standards Manual for ARKS3
 - Website: Calendar for upcoming events - other conferences, ZRA deadlines

Group 2 - Marketing & Outreach and Newsletter

- Newsletter Committee
 - Update formatting so its easier to update
 - New ways to ask for info (done!) - more informal which we like
 - Mentor/mentee spotlight
 - Add expertise info into website (coming soon!)
- MOC → P.I.T.S - Regional meetings, maybe aligned with USFWS regions
 - Involve/recruit more non-registrar folks (keepers, vet techs, curators)
 - Going to other conferences (AZA, CAZA, etc.)

Group 3 - Ethics and Bylaws

- Bylaws Goals: Be responsive to anything that comes up
 - Maybe more communicative to members?
 - What is an ethics violation?
 - Do Bylaws need to change?
- Ethics Committee
 - Could review bylaws to check against COPE
 - Goals: A lobbyist with ZIMS, Tracks, ACS

Group 4 - Membership Services and Annual Conference

- Membership Committee
 - Honorary membership for government officials
 - Target medical professionals + nutritional
 - Target college students, interns, volunteers
- Annual Conference Committee
 - Did meet a lot of goals
 - More vendors + More sponsors (utilizing institutional members)
 - Change sponsorship levels so each gets something or does something specific
 - Find better way to communicate conference costs
 - Presentation @ conference
 - Provide tool for members to make better asks (something more generic)
 - Need to ask for sponsors earlier
 - Compare conference final prices against other conferences and what you get - we are actually way cheap
 - Promote better attendance - highlight the activities, benefits, tailor agenda so it's more tempting
- PITS goals - ZRA Social media committee - ista, tiktok, emails are easy to miss

Group 5 - Training and Non+elec

- Training Committee
 - Mentorship survey (Evaluation)

- Remind new members or mentorship
- Scholarship pool
- "ZRA Ambassadors" - ask people in the city to attend other conferences (not sending for \$)
- Broken links on website - take ownership
- Social media presence

Group 6 - Professional Development + Transport

- Professional Development Committee
 - Updated TCP!!! Now let's market it
 - Zoological specialist certification through ICRM
 - Salary Survey - do more frequently (q. 3 years)
 - Social media - badges (like linkedin)
 - Inform members re: educational opportunities (no links)
 - "How to convince your boss to send you to ZRA"
 - Partner with ARMA Education Foundation - more financial options
 - Use Thinkific for other (Non-TCP) training tools
 - Something about AI - what it is , what it can do, what it shouldnt do
- Transport Task Force
 - Not in old Strategic plan - too new
 - Directory of state agencies - living doc so not published (need to ask TTF for it)
 - Directory of Transport Vendors (haulers, crate manufacturers, brokers, etc.)
 - Keep presence in AZA Transport Class as instructors

Group 7 - Strategic Planning Committee and Website

- Monitoring website functionality - evaluate, review
 - Standing Z-CAP Discussion
 - Create a timeline for regular website text/links/resources review
 - Website update requests all go through board liaison
 - Review website is on the Committee Standing Rules

The workshop wrapped up with next steps:

1. The Strategic Planning committee will review all the group thoughts.
2. Pull out themes/pillars and begin to formulate objectives.
3. Review the Strategic Plan format and revise or create a new format.