

To: Dr. Allison Hitt  
From: Anna Wainscott  
Date: 29 October 2021  
Subject: Muncie Animal Care and Shelter

## **Purpose**

The purpose of this report is to identify solutions for adoption issues at Muncie Animal Care and Services. The shelter is currently struggling with low supplies, a lack of volunteers, and a low budget, all of which are impacting their adoption rates.

## **Issue**

The shelter has plenty of areas that need improvement, but we found that most of their problems are rooted from not enough people adopting pets. Because they have so many pets, they are running out of food and other supplies quickly. This impacts the community as the shelter only has limited space; therefore, the less space the shelter has, the more stray animals left wandering the community. We propose that community events asking for volunteers and donations would benefit the animal shelter by bringing more awareness about the help they need. The shelter also has an Amazon wish list linked to their Instagram page for people to donate supplies.

Advertising this at community events would also be beneficial and an easy way for the community to make an impact. Making these changes is significant because it helps more animals find homes, which benefits the animals and the community. We want to focus our strategies for solutions towards the Muncie community because they are the ones who can immediately help the shelter. Right now, the director of the shelter, volunteers, and the community are all being negatively affected by the problems at this shelter, so making a few changes would benefit all of them.

## **Research**

Our primary research will be conducted by interviewing Ethan Browning, director of Muncie Animal Care and Services. We will also be sending out a survey to the community to gain feedback on the community's opinions about the shelter and adoption. Our secondary research will be conducted by reviewing the shelter's social media, news articles related to the shelter, the shelter's Amazon wish list, and by checking the library and researching statistics to better generalize our findings. We have listed a few of the interview and survey questions below.

Interview with Ethan Browning:

- *How can the community help the shelter?*
- *Does the shelter have specific needs at this moment? What are these needs?*
- *Do you have any upcoming opportunities for the community to get involved?*

Survey for the community:

- *Have you ever considered adoption/do you have any ethical issues with adoption?*
- *Are you aware of the services that Muncie Animal Care and Services provides?*
- *Are you aware of the adoption issues in the community?*

**Division of Work**

The research work is divided evenly throughout the group. Katelyn will be researching the website and the shelter's purpose to better gain an understanding of what the shelter stands for and what it hopes to achieve. Anna will be looking at news articles and the shelter's social media accounts to see how the community views the shelter and how the shelter communicates their values. Finally, Hannah will be researching the people related to Muncie Animal Care and Services and the shelter's audience(s) to see how effectively the shelter's communication strategy reaches its target audience(s).