The Rise of the Animal Welfare Professional
The Role of Accreditation in the Rise of the Animal Welfare Professional

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i. Social process by which a group of workers transforms itself into an occupation of the highest integrity and competence

ii. Describes education, training, and other activities that transform a worker into a professional and social processes by which an occupation becomes a profession.
3 Threats to Long Term Success of Sector

1. Proliferation of organizations and individuals with animal welfare mandates.

2. Lack of commonly shared brand.

The Vision

Build a strong, professional industry through minimum standards and accreditation in the animal welfare sector.
Challenges to Accreditation

• Charities are already regulated by the government.

• Some Humane Societies and SPCAs already participate in existing standards programs.

• It takes time and resources from the organizations.

• Identifying measurable standards across a broad spectrum sector.
Accreditation is:

“A formal third-party assessment and verification of the attributes, characteristics, quality, qualification or status of individuals or organizations, goods or services, procedures or processes, or events or situations, in accordance with established internationally or nationally prescribed requirements or standards.”

Standards Council of Canada, 2017
Recruit Standards Advisory Committee

May – October 2018

Draft criteria

3 rounds of revisions of draft criteria by SAC members
Benefits of the Humane Canada Accreditation Program

External

• Improve practices and increase effectiveness of Humane Societies / SPCAs
• Promote transparency and accountability in the sector to help maintain public trust
• Solve the donor trust problem and increase funding
• Stave off further government regulation

Internal

• Increase efficiency and reduce costs and risks
• Measures compliance against criteria
• Focuses improvement efforts on quality issues by providing direction to achieve improvement
• Promotes a healthy environment by increasing communications and collaboration
• Promotes a ‘sense of pride’, celebrates progress and achieves a seal of quality
<table>
<thead>
<tr>
<th>Humane Canada Accreditation Quality Descriptors</th>
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<tbody>
<tr>
<td><strong>Best Practice</strong></td>
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<td><strong>Effective</strong></td>
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<tr>
<td><strong>Humane</strong></td>
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<tr>
<td><strong>Transparent</strong></td>
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<tr>
<td><strong>Community-Oriented</strong></td>
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<td><strong>Progressive</strong></td>
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<tr>
<td><strong>Accountable</strong></td>
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<td><strong>Leadership</strong></td>
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SAC members revised criteria based on feedback from national consultation.

National Consultation

Tested the standards and the process.
A. Governance and Management
1. Leadership
2. Governance
3. Financial Accountability
4. Fundraiser and Donor Relations
5. Staff Management
6. Volunteer Management
7. Fostering
8. Data Collection and Reporting

B. Sheltering and Animal Management
9. Facility Design and Environment
10. Sanitation
11. Biosecurity and Infectious Disease Control
12. Population Management
13. Physical Health and Well-being
14. Behavioural Health and Well-being
15. Adoption
16. Animal Handling
17. Transport and Importation
18. Euthanasia

C. Programs
19. Community Outreach, Education and Advocacy
February – April 2019

SAC convened Final Review of criteria

Results from test were shared with SAC and revised

Standard finalized in preparation for pilots
Self-Assessment

Electronic Submission

Readiness Assessment

Site-visit

Accreditation Decision

Steps to Accreditation
<table>
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<th>Quality Standards</th>
<th>Strong Reviewers</th>
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<tr>
<td>Specific but not prescriptive</td>
<td>Thorough recruitment process</td>
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<tr>
<td>Flexible to allow for uniqueness</td>
<td>In-depth training</td>
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<tr>
<td>between facilities</td>
<td>Performance management and feedback</td>
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<tr>
<td>Focus on quality, safety and</td>
<td>Maintain consistent quality of site visits</td>
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<tr>
<td>ethics</td>
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May – December 2019

Reviewers Selected and Trained

2 Pilot Accreditation Sites

Standard finalized and program released to members
NEXT STEPS
The PAST, PRESENT & FUTURE of Certification for Animal Welfare Professionals

Jim Tedford, CAWA
President & CEO
OUR MISSION

The Association for Animal Welfare Advancement develops strong leaders, promotes standards of practice, and cultivates collaboration to advance the animal welfare profession with a unified voice.
Perfection is not attainable, but if we chase perfection, we can find excellence.

Vince Lombardi
Our Board
circa 2002
Certification Committee: A certification program overview was presented. The program would aggressively pursue certification with an initial exam date October 2004. Certification would be examination based, and time limited. Each individual would be required to meet eligibility standards, and re-certification standards. This program will also involve the Development Committee, Membership Committee and Treasurer. A 3-year cost of $150,000-$200,000 was projected.

It was moved, seconded and approved to move forward with the certification program without a financial commitment at this time.

It was moved, seconded and approved to require that the Board of Directors appoint the Test Development Committee.
SAWA took a major step in promoting professionalism last year by introducing its Certified Animal Welfare Administrators (CAWA) program. The program received a very welcome reception, when more than 70 people traveled to San Diego in November to take the CAWA exam. There are now 40 animal welfare professionals proudly acknowledged with the initials CAWA as a mark of their accomplishment.

It took more than a year to develop the program, but we gladly made this commitment because of the profound and positive impact it will make the animal welfare profession and all of us who dedicate our lives to this important work.

Professional certification has been steadily growing in importance in the governmental and nonprofit worlds, and now, SAWA has made it available for animal welfare administrators.
## CAWA Program *REBOOT* Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
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<tr>
<td>June 2014</td>
<td>Job Analysis Action Team meeting – Brainstorm competencies required for high-level managers working in animal sheltering and field services</td>
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<tr>
<td>August 2014</td>
<td>Job Analysis Survey – broadly distributed</td>
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<td>September 2014</td>
<td>Job Analysis Action Team meeting – Recommend CAWA exam specifications, initial eligibility requirements, and recertification standards based on survey response data</td>
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<tr>
<td>November 2014</td>
<td>Certification Council meeting – Finalize CAWA exam specifications, initial eligibility requirements, and recertification standards</td>
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<td>November 2014 to February 2015</td>
<td>Exam Committee – Recruit and train item writers, draft new items, review existing items</td>
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<tr>
<td>April 2015</td>
<td>Beta-test new CAWA exam (100 candidates accepted)</td>
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<tr>
<td>May 2015</td>
<td>Application window opens</td>
</tr>
<tr>
<td>August 2015</td>
<td>New CAWA exam launched at computer-based test centers!</td>
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18 CAWAs Gather in Denver (Oct. 2019)
Goal: Write 350 new exam “items”
Outcome: Over 600 draft items written
Net Result after Review and Editing:
• 489 Items!
January 2020: Build and Review Exam Forms
March 2020: Launch Beta Exam
May 2020: Review Beta Results
June 2020: Launch Final Exam
1. A minimum of 5 years of work experience, within 10 years prior to the date of CAWA Program application, as a high-level manager of a not-for-profit or government organization, of which at least 3 years of work experience must be at an organization that provides sheltering and/or field services.

a) A “high-level manager” is either a CEO or other paid staff who are within the following degrees of separation from the CEO:
   
i. 2 Degrees, in organizations with fewer than 250 full-time equivalents (FTEs)
   
   ii. 3 Degrees, in organizations with 251-500 FTEs
   
   iii. 4 Degrees, in organizations with 501 or more FTEs
2) A minimum of 5 years of work experience managing paid staff in any field. Work experience satisfying requirements 1 and 2 can be concurrent. Educational experience may not be used to substitute for any of the work experience eligibility requirements.

3) Agree to abide by The Association Code of Ethics.
• Visit our Members-Only Facebook Groups to **connect** with other candidates and build informal study groups

• Watch for information on a **preparatory course** coming sometime in 2020ish

• Most importantly, don’t assume lots of years in the business will cut it... **study**... **study**... **study**

90% Preparation/10% Perspiration
The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their endeavor.

Vince Lombardi
Thank you!

jtedford@TheAAWA.org
865-360-6364
THE RISING PATH OF YOUR PROFESSIONALISM:
Close your eyes.

Where do you see yourself professionally... in 1 year? 5 years? 10 years?

Open your eyes...
Self-Education

is your responsibility. The Association can help.
Webinars – live and on-demand

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• Enrichment
• Veterinary Care in a Shelter Setting
• Transport
• Shelter Medicine
• Leadership
• Communication

learning.theaawa.org
Certificate in Organizational Leadership

Volunteer Management and Engagement Professional (VEP) credential in partnership with

The Association Learning Center

Academy of Prosocial Learning
Certificates from our training partner MindEdge

- Business Communications
- Creativity and Innovation
- Data Analytics
- Digital Marketing
- Finance Essentials
- Human Resource Management
- Nonprofit Management
Continue Your Education

Earn CEs, Credentials, Degrees

BA  DVM
CAWA  IAABC
CCPDT  MBA
CHES  MS
CFRE  SHRM

Did you know that most of the content on The Learning Center is approved for a variety of CEs?
You are not alone.

Networking

Join Online Communities

• The Association has two private Facebook groups (for members only)

Join Professional Organizations

Within Animal Welfare

• ASV
• NACA

Outside Animal Welfare

• Community groups
• Leadership clubs
ATTEND

CONFERENCES & WEBINARS
ANIMAL CARE EXPO
NACA
ASPCAPRO
MADDIE’S UNIVERSITY

READ

BOOKS ON LEADERSHIP & NONPROFIT MANAGEMENT
(SEE CAWA READING LIST)
HARVARD BUSINESS REVIEW
ANIMAL SHELTERING MAGAZINE
QUESTIONS?