



Meeting Notes
February 23, 2009

Agenda:

- Review goals
- Review “parking lot” issues for potential goals and/or objectives
- Prioritize goals
- Add more objectives to goals (if necessary)
- Modify objectives to ensure they are S.M.A.R.T.
- Next Steps

Goal One: As a result of our efforts, guide dog users and potential guide dog users are well informed.

Objectives:

- 1.1 Inform/promote value of a license
- 1.2 Increase outreach & education
 - A. Speak to consumer organizations and officials at Guide Dog Schools
 - B. Be more in touch with instructors and law enforcement
 - C. Coordinate outreach events with DCA Outreach Unit when appropriate
 - D. Develop a communications plan.
- 1.3 Enhance electronic communication
 - A. Increase subscription to ListServe
 - B. Keep Web site updated
 - C. Conduct feasibility study on using social networking sites such as Facebook, YouTube, a forum and blog
 - D. Develop and conduct periodic surveys on relevant issues.
- 1.4 Develop a plan for information and referral



Goal Two: As a result of our efforts, service providers are competent and ethical.

Objectives:

- 2.1 Establish and maintain minimum standards of competency for instructors.
- 2.2 Maintain a comprehensive testing process
- 2.3 Maintain inspection process for schools
- 2.4 Revise regulations and statutory language to ensure practice is competent and ethical.
- 2.5 Define & increase enforcement capabilities
 - A. Cite and fine capabilities

Goal Three: The Board is a recognized leader in promoting standards of practice

Objectives:

- 3.1 Set and maintain model professional standards in licensing, regulation and enforcement.
- 3.2 Achieve voluntary compliance through education and enforcement.
- 3.3 Increase outreach efforts
- 3.4 Establish partnerships with local, state & federal law enforcement, media, and policy makers
- 3.5 Maintain existing and develop new partnerships with national and international service dog organizations.

Goal Four: The Board is a recognized leader in protecting and advocating on behalf of guide dog users.

Objectives:

- 4.1 Work with guide dog consumer groups and issues of mutual concern.
- 4.2 Perform community outreach
- 4.3 Promote, monitor and take positions on local, state and federal legislation and regulations and become a resource for policy makers.
- 4.4 Develop relationships and advocate and work closely with local, state and federal law enforcement.



Goal Five: The Board is a recognized leader in collaborating with stakeholders

Objectives:

- 5.1 Obtain mutual support on regulatory and legislative goals.
 - A. Invite stakeholders to our meetings/events and go to their meetings/events.
- 5.2 Foster reciprocal relationships with guide dog stakeholders
- 5.3 Establish joint task forces
- 5.4 Share communication tools.
 - A. Establish, maintain, and increase web linkage to other websites (stakeholders)
- 5.5 Facilitate special events such as “Guide Dog Day.”

Goal Six: The Board is a recognized leader in interacting with parallel industries.

Objectives:

- 6.1 Monitor service dog and service animal industries.
- 6.2 Communicate and collaborate with other service dog organizations.
- 6.3 Share best practices.



Parking Lot Issues to be addressed:

- Enforcement
 - Better define enforcement, different levels and unlicensed activities

- Unlicensed activity
- Does the BGDB want to monitor non dog service industries?
- Donors (possible stakeholders)
- Add appendix with definitions for
 - Service animal
 - Service dog
 - Stakeholder

Discussion about stakeholders

What is a stakeholder?

A stakeholder is a person, groups or organization that either directly or indirectly may be affected by the BGDB.

Who are our stakeholders?

Guide dog users, instructors, schools, donors and public

Next Steps:

- Address “Parking Lot” issues
- Identify tactical and operational elements for objectives in goals two through six.