

Survey lends insights to NNHS board in crisis

By Staff reports

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As board members for the New Nodaway Humane Society reach crunch time in the local animal shelter's current debt crisis, they turned to student assistance Thursday.

Conducted as part of a class assignment, six marketing/advertising students at Northwest Missouri State University put together a survey to gain knowledge into public opinion of the no-kill shelter, located in Maryville.

The survey included questions pertaining to animal ownership, knowledge of local laws and licensing, animal control needs and whether the person would financially support the shelter.

While a majority of the surveys were taken by Northwest faculty, staff and students, members of the group also collected surveys outside of the Maryville Walmart.

NNHS board members reviewed the information and findings with the students on Thursday, following the board's regular meeting on Wednesday. During the meeting, discussion as to animal euthanization was met with some public kickback.

While the NNHS recently took over dog licensing responsibilities from the city of Maryville as a way to generate income, few licenses have been sold.

The survey concluded that 26.3 percent of those pet owners questioned do not have licenses for their dog. Another 24.3 percent either live in a community where it is not required or believe it is not required.

The board also learned that of those surveyed 57 percent would be willing to support the shelter financially, something the board desperately needs as they remain a month behind in expenses.

Also providing suggestions, the student group proposed better marketing and advertising strategies across campus and the community to promote more volunteer involvement and membership opportunities. The students learned some respondents were unaware as to the shelter's existence.

While the board doesn't look to make any official decisions about the shelter's future until the next meeting in January, members plan to review the survey results along with community feedback with an eye toward improving marketing and