My goal with this blog post was to communicate the meaning of no-kill and show how close to this definition the Louisiana SPCA is. I did not name the organization because I do not have the authority to publish their data, and I was not sure how far the Wix site would require me to go with publishing. I open the post with what the current dialogue is between community members and a shelter around the no-kill status and end with an answer to that question that is less divisive and more representative of the work being done. This could also serve as the beginning of a 3-minute pitch. I have the post subdivided into three sections. “The reality of a non no-kill shelter” provides the current statistics. “Trends and Potential Growth” show that the most recent numbers are not by chance but a result of consistent work in the right direction. “The answer to: Are you a No-Kill Shelter?” provides an alternate answer to the question and introduce the goal to 0 concept.

Visual 1:

After reviewing the feedback from the last milestone, I discarded the pie chart and used inspiration from Storytelling with Data Figure 9.31 in the form of a horizontal bar chart. I found myself looking back and forth from the axis to the bars on the example in the book, so I excluded the axis from my version. Instead, I decided to put the text calling attention to the main message within the bars. The 84% is much larger than the other text and other numbers to make it stand out more. I included a brief explanation of the grey 4% area.

Visual 2:

In my last milestone, I used a pie chart to represent the portion of animals euthanized that were considered unhealthy/untreatable. In this visual, I switched to a treemap to represent the proportion and added the reason for the classification. Just using the color orange did not give enough color variety so I shifted to a red-orange to orange scale which still goes with my general convention of using orange for euthanasia.

Visual 3:

I added a visual to demonstrate the channels through which animals are placed. My hope is to demonstrate that the shelter is not just waiting for people to come through their doors, but are actively going out into the community and investing in programs for the benefit of the animals.

Visual 4:

I wanted to show that the shelter has made progress in preventing animals from entering the shelter through intervention programs. After receiving feedback regarding color from the last milestone, I switched the blue to purple. I considered green, but I was not sure if that would cause issues for colorblind viewers.

Visual 5:

In the last milestone, I used a bar chart leveraging the positive and negative y-axis. After the last week’s readings and exercises, I realized it was too complicated and showed more information than was necessary. I changed it to a slope graph since the goal was to demonstrate the growth with the live release rate and the decline in animals euthanized.

Visual 6:

Because the shelter is so close to reaching the no-kill live release benchmark, I used the tableau forecast feature to predict when they would actually reach it. I used a line graph to demonstrate this estimation. I used grey to represent the actual live release rate and blue to represent the estimation. I added a blue circle at the point where the benchmark line and estimation intersected. I also used text to reiterate that reaching the no-kill benchmark was in sight as long as community support continued.