# Module 1

**1.0** Employees will be able to effectively explain the principles and key information of the Humane Society of Utah (***HSU***) to the public.

* **1.1 Define the Humane Society of Utah’s key principles and information.**
  + Create an introductory video about key information
    - Mnemonic strategies (chunking and grouping) to describe the following:
      * Founding date
      * Mission, Values, and Purpose
      * Location of building
      * Donors and Founders
    - Video content strategy: an aerial shot of the HSU building, with visuals of the old building, old inside of the building, and quick videos shots of the inside of the newly renovated HSU building. We will include our animated narrator/dog throughout that will supplement the videos/visuals with pre-scripted information and audio overlay.
  + Create an introductory video about the Humane Society of Utah vs other like organizations
    - Mnemonic strategies (chunking and grouping) to describe the following:
      * HSU vs BFF Society
      * HSU vs Humane Society of America
      * HSU vs Animal Control
      * HSU vs Animal Services
    - Video content strategy: initial list of similar organizations, visuals of each organization, with information from our animated narrator/dog throughout that will supplement the videos/visuals with pre-scripted information and audio overlay.
  + Create a repository for useful links and additional resources relating to organizations that are similar to the Humane Society for learners who want to engage in additional/more in-depth self-directed learning about these organizations that are not included in the training.
  + Create a video about frequently, frequently asked questions of the Humane Society of Utah.
    - Mnemonic strategies (chunking and grouping) to describe the following:
      * Local organization vs Worldwide
      * Funding
      * No-kill
      * Frequently, frequently asked questions
      * What the Humane Society of Utah DOES NOT DO
    - Video content strategy: short worded list of FAQs (listed above), then we will discuss each point individually with minimal on-screen text, supported with visuals (e.g. no kill certification badge), supplemented with pre-scripted information and audio overlay from our animated narrator/dog throughout.
  + Create a video about services provided by the Humane Society of Utah
    - Mnemonic strategies (chunking and grouping)

Define the following services:

* + - * Spaying and Neutering
      * Hours of Operations
      * Adoption Process
      * Price of Services
      * Vaccination
    - Video content strategy: initial on-screen list of services (listed above), then we will discuss each service individually with minimal on-screen text, supported with visuals—especially ones of the HSU building and where inside the building these services take place (e.g. spay/neuter), and supplemented with pre-scripted information and audio overlay from our animated narrator/dog throughout.
* **1.2 Provide learning support for the Humane Society of Utah’s keys principles and information**
  + Provide a map of the HSU so learners can refer to where specific services take place
  + Provide links to like organizations of the Humane Society of Utah
  + Include a button for watching the video again
  + Cognitive Prompt: Include hint button during knowledge check
  + Think about that “information” pop-ups with animated animal
  + Post-Assessment, *Quiz* (multiple choice, T/F, select all that apply)
    - Mission, values, and purpose
    - Key information about the Humane Society of Utah
  + Feedback on assessment
  + Opportunity to retake the assessment

# **Module 2**

**2.0** Employees will be able to deliver the HSU information effectively and efficiently to the public.

* **2.** Employees will understand and demonstrate best practices for public communication.
  + **2a.** Identify appropriate communication skills
    - Create an introductory video about basic positive communication skills:
      * Mnemonic strategies (chunking and grouping) to describe the following:
        + Body Language
        + What do do/say when you are unsure about information
        + Eye contact
        + Tone of Voice
        + Proper Terminology
        + Positive Language Use
  + **2b.** Identify non-examples of appropriate communication skills: body language, what to do/say when you are unsure about information, eye contact, tone of voice, positive language use, proper terminology, etc.

**AND**

* + **2c.** Apply examples of appropriate communication skills in a simulation: body language, what to do/say when you are unsure about information, eye contact, tone of voice, positive language use, proper terminology, etc.
    - Create a video that includes scenarios that has example and non-examples of positive communication skills.
      * Scenario based assessments

# **Module 3.0**

**3.0** Employees will be able to display proper bite prevention techniques when in contact with an animal.

* **3a.** Identify examples of red flag behaviors/ characteristics of dogs and cats that lead to bites: anxiety, fear, anger, shock, etc.
* **3b.** Classify non-examples of red flag behaviors/ characteristics of dogs and cats that lead to bites: anxiety, fear, anger, shock, etc.
* **3c.** Differentiate the examples and non-examples characteristics of dogs and cats in a variety of situations.
* **3d.** Appraise the situation to include: external environmental factors, potential triggers, animal behaviors, etc.
* 3e. Apply proper bite prevention techniques: approach vs. stand still, stand still vs. retreat, pet vs. don't pet,