



# Executive Leadership Certification Program

presented in collaboration with Southern Utah University



**Animal services is an important profession and calls for proficiency with a complex skill set in order to be successful.** The ELC is intentionally designed to focus on the areas most critical to creating lifesaving organizations. The program strengthens connectivity with other animal services leaders across the nation and connects practitioners with experts for targeted support.

**The Best Friends Executive Leadership Certification (ELC) program strengthens leadership skills** and provides support for existing top-level animal welfare leaders. The program is also an opportunity for professionals who are transitioning into animal services from another field. Participants are nominated by Best Friends regional and national leadership and approved by a selection team.

**What makes the ELC unique?** The ELC program creates a learning community of skilled and committed executive shelter leaders working to achieve no-kill nationwide by 2025 and beyond. The university-endorsed, comprehensive six-month program is offered twice a year.

## **BENEFITS** include

**Clarity** on what it means to be a lifesaving-focused leader

**Inclusion** in a cohort community to learn from and support each other

**One-on-one meetings** with facilitators, small group sessions and accountability partnerships

**Regular access** to industry leaders

**Contemporary materials** with action and research-based examples from the field

**Activities and assignments** in every module that promote individual leadership development or the reduction of killing in their shelters

**Foundational focus** on personal development plans and leading change

**Admission to Mindhive**, a lifelong alumni group that meets quarterly after graduation

**An invitation** to contribute to future ELC cohort classes

**The satisfaction of being part** of the development of a nationwide community of no-kill leaders

**In addition, participants have the option to purchase credits equal to six master's level credits.**

These six credits can be applied to an SUU bachelor's or master's degree in a Master of Interdisciplinary Studies, Master of Public Administration or Master of Business Administration program.

**TO GRADUATE** from the program, all students must complete three final artifacts for university credit:

- 1 **Personal leadership model**
- 2 **Organizational action plan**
- 3 **Lifesaving business plan**

Upon graduation, all participants earn a **Southern Utah University Institutional Certificate in Animal Services Executive Leadership.**

## PROGRAM nuts and bolts:

**Fifteen digital learning modules** and several micro-modules

**Weekly cohort calls** to reinforce learning and support on improvement plans

**Weekly supplemental** digital learning:

- Knowledge check on each learning module
- Discussion boards
- Reflection journal submissions

**Monthly** data reporting

## MODULE topics include:

- The Evolution of Animal Welfare
- Well-Being and Resiliency
- Leadership Defined
- Personal Leadership
- Data-Driven Decision-Making
- Performance Metrics for Shelters
- Performance Metrics for Field Services
- Policies and Procedures
- Business Leadership
- Communication and Marketing
- Community Relationships
- Nonprofit Relationships
- Legislation and Advocacy
- Leading People

## A WEEK IN THE LIFE of an ELC participant:

**Module review** (60 minutes)

**Assignments, reflection journals, discussion** (1-2 hours)

**Weekly cohort call** (90 minutes)

## FINAL GRADUATION requirements:

**Completion** of all modules

**80% or higher attendance** and participation on weekly calls

**Final artifacts** submission

**Participation in the program is by nomination only.**

To express interest, please reach out to [edu@bestfriends.org](mailto:edu@bestfriends.org).

