

Memorandum

To: Jingfang Ren; LeRita Allert
From: Kerrie Brown, Megan Cole, Melissa Wilber
Date: December 8th, 2011
Re: IMRD Report

The Copper Country Humane Society (CCHS) is the primary organization to provide care and support for animals not only in Houghton, but in the three surrounding counties as well. One hundred percent of the money that they use for the services they provide for the nearly nine hundred animals they care for annually is raised through monthly fundraising and donations. The majority of their residents are canines and felines, but they welcome other animals with open arms.

We decided to work with the Humane Society because we all feel a strong connection to such an organization because of what they do for those who can't do for themselves. We chose CCHS because it is a recognized organization and utilized by the entire community rather than a student organization, which is only used by those who attend Michigan Tech. Working with CCHS gave us the opportunity to give back to and show our support for the organization.

When we contacted CCHS, LeRita Allert responded and became our primary contact with CCHS. She has been a volunteer and board member of CCHS for the past 14 years. She is responsible for monitoring email, creating the newsletter and e-newsletter, and she is also an administrator for their Facebook page. These various mediums of communication made our research very diverse.

Methods

Our purpose for contacting LeRita was to obtain an interview to see firsthand what exactly her communication duties entail. Because we were unable to do an interview in person, we chose to send LeRita our queries and complete the interview through email.

After hearing what a large part Facebook plays in CCHS communication, we opted to survey our peers to see if they agreed. Through a short online questionnaire, we received nearly 200 responses.

We also analyzed their website, focusing on the design and ease of user navigation and readability. There was also a copy of the Fall/Winter newsletter for 2011, which we took the time to read and discuss.

Results

In the interview, we found a significant amount of inside information about the communication at CCHS. Email, phone, and Facebook are monitored daily by CCHS volunteers. On average, there are over thirty voicemails daily regarding anything from lost pets, volunteering questions, to pet care. Emergency situations are responded to as soon as possible; less urgent messages are taken care of during hours of operation. When appropriate, messages are forwarded to the most knowledgeable person.