

**Four E's of Excellence in Off-Leash Dog
Play**

Assessment Checklists

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Performing Your Assessment

Welcome to the Four E's of Excellence in Off-Leash Dog Play Assessment Checklists. The Assessments are a supplemental tool designed to be used with the ebook free member gift (The Dog Gurus members can access the download on the Members Resources page of our website: www.TheDogGurus.com). The Four E's of Excellence in Off-Leash Dog Play book is a guide to establishing the best quality care and service in your off-leash dog playgroups. You are benefitting from a combined 30 years of experience from Robin Bennett and Susan Briggs operating dog playgroups and consulting with off-leash dog play providers. The Four E's of Excellence compiles and shares our thoughts on what we consider the best practices observed in the industry so you can meet and exceed them in your organization.

Since partnering to author Off-Leash Dog Play: A Complete Guide to Safety and Fun we have focused on providing resources to keep dogs safe. You will help raise the bar of safety in the off-leash dog play industry by using the information in the guidebook and performing a self-assessment of you current operations. Whether you are just starting out or have operated for a decade or more, you will benefit from performing a self-evaluation of your center's off-leash dog play program. Be honest in your self-assessment as it is a tool for you to use as a self-improvement operational checklist.

Since this book represents a compilation of the best practices we've observed from many centers we do not expect any single center to be excellent in each of the four categories today. Our goal is to challenge our members to lead the industry in raising the bar of safety for the dogs.

Our commitment to members of our community is to support you as you strive to improve your program. You will get first and exclusive access to all the new tools we create as part of your monthly membership in our community. Additionally, we will help you share your commitment to safety with dog owners and your local community. We want to educate dog owners on the key components of off-leash play and how to select an excellent service provider. Through our website you will have access to media templates, website badges, and educational resources for your clients to gain an understanding of safe dog play.

Keep the Four E's a priority in your center and you'll see happier and healthier dogs and satisfied clients that keep coming back. We take pride in the positive response to our work and in playing a small role in creating safe off-leash playgroups.

Robin & Susan
The Dog Gurus

Environment Checklist

Practice	Specifics	Score 3 = Excellent 2 = Baseline 1 = Below Baseline
Facility Design	<p><u>Excellent:</u> Incorporates the 2 required aspects of facility design and all 4 of the recommended aspects</p> <p><u>Baseline:</u> Incorporates the 2 required aspects of facility design and at least 2 of the recommended aspects</p> <p><u>Below:</u> Incorporates less than 2 of the required aspects and less than 2 of the recommended aspects</p>	
Construction	<p><u>Excellent:</u> Incorporates the 2 required aspects of construction and all 4 of the recommended aspects into the facility</p> <p><u>Baseline:</u> Incorporates the 2 required aspects of construction and at least 3 of the recommended aspects into the facility</p> <p><u>Below:</u> Incorporates less than 2 of the required aspects and less than 3 of the recommended aspects</p>	
Cleanliness, Health & Safety Controls	<p><u>Excellent:</u> Good quality, well-maintained equipment to control all five of the systems listed. Defined written procedures for each control system and quality control checklists for maintenance and use.</p> <p><u>Baseline:</u> Good quality, well-maintained equipment to control climate, noise, odor and sanitation. Written procedures for these systems</p> <p><u>Below:</u> Equipment to control less than four of the systems and/or poor quality equipment that is broken or unserviceable</p>	
Equipment & Supplies	<p><u>Excellent:</u> Good quality, non-porous material and well-maintained condition for all three areas. Written procedures for each area. Crates/enclosures for 100% of the dogs. Quality control checklists for maintenance and use</p> <p><u>Baseline:</u> Good quality, non-porous material and well-maintained condition. Written procedures for at least two of the areas. Crates/enclosures for at least 80% of the dogs.</p> <p><u>Below:</u> Supplies/equipment for less than two areas and/or poor quality equipment that is broken or unserviceable</p>	
Possible Points = 12	Environment Score	

Evaluating Dogs Checklist

Practice	Specifics	Score 3 = Excellent 2 = Baseline 1 = Below Baseline
Establishing a Dog Acceptance Policy	<u>Excellent:</u> Written policy shared with dog owners, and compile statistics on results <u>Baseline:</u> Written policy of criteria and behaviors required of dogs accepted <u>Below:</u> No formal acceptance policy or criteria only (e.g., breed, size, age) without behavioral components	
Establishing a Formal Evaluation Process	<u>Excellent:</u> Baseline process plus use of scoring system, a focus on owner education and being advocate for dog with recommendations on the best environment for the dog <u>Baseline:</u> Evaluate dogs at separate session or on first day, introducing to one dog at a time using written process <u>Below:</u> No process or putting a dog into an existing playgroup of dogs	
Creating a Dog Profile for each dog	<u>Excellent:</u> Dog profile form is required prior to scheduling evaluation <u>Baseline:</u> Background information obtained on a dog profile form <u>Below:</u> No background or verbal interview that is not documented	
Introducing Applicant Dog to Multiple Evaluator Dogs	<u>Excellent:</u> Introduce to more than 3 dogs, observe in a small group and introduce into existing playgroup <u>Baseline:</u> Introduce to at least 3 dogs to decide and observe in a small group of 3 dogs <u>Below:</u> Introduce to 1 or 2 individual dogs to decide	
Documenting Evaluation Results Documented	<u>Excellent:</u> Complete form of evaluation results and have a process to share results with staff <u>Baseline:</u> Complete form of evaluation results <u>Below:</u> Pass or fail only documentation	
Possible Points = 15	Evaluating Dogs Score	

Education Checklist

Practice	Specifics	Score 3 = Excellent 2 = Baseline 1 = Below Baseline
Basic Dog Knowledge Base	<p><u>Excellent:</u> Owner/manager has knowledge and ensures all staff are trained in this information</p> <p><u>Baseline:</u> Key staff member(s) has knowledge and serves as “dog expert”</p> <p><u>Below:</u> Little to no formal training in basic dog knowledge by owner/manager or staff</p>	
Group Dog Play Knowledge Base	<p><u>Excellent:</u> Owner/manager has knowledge and ensures all staff are trained in this information</p> <p><u>Baseline:</u> Key staff member(s) has knowledge and serves as “off-leash play expert”</p> <p><u>Below:</u> Little to no formal training in group play knowledge by owner/manager or staff</p>	
Knowledge for Safety and Client Satisfaction	<p><u>Excellent:</u> First Aid, Safety and Customer Service training programs are completed for owner/manager and staff</p> <p><u>Baseline:</u> First Aid, Safety and Customer Service training programs are completed for key members of management</p> <p><u>Below:</u> First Aid, Safety and Customer Service training programs are provided on an “as needed” basis</p>	
Formal Training Program	<p><u>Excellent:</u> Formal training curriculum defined with checklists, logs and continuing education for management and staff as part of center’s staff training operating system</p> <p><u>Baseline:</u> Portions of formal training program are implemented including some continuing education, but lacks a defined staff training operating system</p> <p><u>Below:</u> Use on-the-job training format for staff training</p>	
Possible Points = 12	Education Score	

Excellent Operations Checklist

Practice	Specifics	Score 3 = Excellent 2 = Baseline 1 = Below Baseline
1. Dog Health Policies	<p><u>Excellent:</u> Written operating policies that cover vaccination/illness, dog admittance and rest/nap policy areas and at least 7 of the 9 sub-items listed, plus either a pet warranty or going green policy</p> <p><u>Baseline:</u> Written operating policies that cover vaccination/illness, dog admittance and rest/nap policy areas and at least 5 of the 9 sub-items listed.</p> <p><u>Below:</u> Lack of written documentation on policies or policies in less than three policy areas or 4 or fewer of the sub items listed</p>	
2. Dog Health Procedures	<p><u>Excellent:</u> Incorporates all 4 dog health items, and 10 of 13 sub-items. Utilizes a quality control process that checks staff compliance</p> <p><u>Baseline:</u> Incorporates 4 dog health items, and 7 of 13 sub-items.</p> <p><u>Below:</u> Incorporates 3 or fewer of the dog health areas or less than 7 sub-items.</p>	
3. Off-Leash Play Safety Policies	<p><u>Excellent:</u> Incorporates all 4 dog safety items, all sub-items</p> <p><u>Baseline:</u> Incorporates policies on supervision and collar safety including all sub-items listed and at least one additional policy.</p> <p><u>Below:</u> No policy on supervision and collar use.</p>	
4. Off-Leash Play Safety Procedures	<p><u>Excellent:</u> Incorporates all 3 dog safety items, and 6 of 7 sub-items. Utilizes a quality control process that checks staff compliance</p> <p><u>Baseline:</u> Incorporates all 3 dog safety items, and 5 of 7 sub-items.</p> <p><u>Below:</u> Incorporates less than 3 dog safety items, and 4 or fewer of sub-items</p>	
5. Dog Management Policies	<p><u>Excellent:</u> Use only positive methods of management and incorporates all 3 dog management items, and 9 of 12 sub-items.</p> <p><u>Baseline:</u> Use only positive methods of management and incorporate all 3 dog management items, and 6 of 12 sub-items.</p> <p><u>Below:</u> Incorporates fewer than 3 dog management items, or less than 6 of 12 sub-items. Or uses any harsh or physical management methods</p>	

Practice	Specifics	Score 3 = Excellent 2 = Baseline 1 = Below Baseline
6. Dog Management Procedures	<u>Excellent:</u> Incorporates all 5 dog management items, and 17 of 21 sub-items. Utilizes a quality control process that checks staff compliance <u>Baseline:</u> Incorporates all 5 dog management items, and 12 of 21 sub-items. <u>Below:</u> Incorporates fewer than 5 dog management items, or 11 or fewer of 21 sub-items.	
7. Business Practices & Customer Service Policies	<u>Excellent:</u> Incorporates all 6 business and customer service items, and 12 of 16 sub-items. <u>Baseline:</u> Incorporates all 6 business and customer service items, and 10 of 16 sub-items. <u>Below:</u> Incorporates fewer than 6 business and customer service items, or less than 10 sub-items.	
8. Business Practices & Customer Service Procedures	<u>Excellent:</u> Incorporates all 4 areas. Utilizes a quality control process that checks staff compliance <u>Baseline:</u> Incorporates all 4 areas. <u>Below:</u> Incorporates less than 4 business and customer service items.	
Possible Points = 24	Excellent Operations Score	

Scoring Your Assessment

Step 1: Enter your numeric score from each of the four assessments in the table below and calculate your overall numerical score.

Section	Numerical Score	Category Score
Environment		
Evaluating Dogs		
Education		
Excellent Operations		
Overall Total		

Step 2: Enter your category score for each section and overall by comparing your numerical score to the table below.

Section	Excellent	Baseline	Below Baseline
Environment	10 – 12	8 -9	7 and under
Evaluating Dogs	13 – 15	10 -12	9 and under
Education	10 – 12	8 – 9	7 and under
Excellent Operations	20 – 24	16 – 19	15 and under
Overall Total	53 – 63	42 – 52	41 and under

If your current operation rates as baseline or below in some areas, look at the opportunities to improve in safety and overall program performance. Honestly, you have not had access to the tools you need to create an excellent off-leash play program because they have not existed. We want to be your source for those missing tools and resources. Our list of new tools is long and many of them are still in development. Working as a team we believe we can achieve the goal of raising the bar of safety in off-leash dog play.

We hope you will register for our Four E’s of Excellence modular course that launches in January 2014 to work through each section of The Four E’s together. During the course you will gain a full understanding of section requirements, create and organize a “to do list” for each section to achieve the next level (baseline or excellent). We want to work as a team and create the first group of operators that achieve excellent status. Register today to be a recognized leader of excellence in off-leash dog play!