

Daycare Program Monthly Report Card Guidelines



The purpose of the Daycare Program Monthly Report Card is to provide a big picture overview of performance. A comprehensive summary of information provides a snapshot of the key components for maintaining dog safety and employee engagement. It can also provide early warning signals of risk areas in your program so corrective action can be taken before injuries happen.

The report card has been designed so that an assigned Program Supervisor/Manager can complete information to keep the Owner or General Manager updated on key activity. The Owner or General Manager can also complete the form themselves to provide a high level summary to monitor program activity month-by-month.

The Daycare Program Monthly Report Card provides a summary of key data including:

- Key Performance Indicators: Units, Occupancy, Revenue per Dog and Color Ratios
- Dog Evaluations Completed for New & Existing Dogs
- Dog Incident Report Summary
- Daycare Counselor Performance Assessments
- Daycare Counselor Training Status
- Program Strengths & Areas for Improvement
- Red Dog Details
- Daycare Counselor Details for Low Assessment Scores & Training Pending
- Staff Shining Stars

KPI: Key Performance Indicators

Information for this section should be available in your Point of Sale (POS) software system. If not, we do recommend creating a method of tracking the key data elements outlined. We also advise separating data by the type of off-leash play program offered (e.g., regular daycare, specialized daycare, Daycare 2.0 and/or other off-leash playgroups).

Dogs – Total number of dogs serviced that month in the program; count a dog for each visit whether or not they paid for it

Occupancy % - Calculation: Total # Dogs divided by Capacity and expressed as a percentage. Your capacity is set as maximum number of dogs allowed into each program for the month (use safety guidelines of square footage and staff-to-dog supervision ratios to set your capacity). *Example: If you have capacity for 25 dogs per day, Monday thru Friday and there are 4 full work weeks this month your capacity is 500 dogs. If total number of dogs served was 382 your occupancy percentage calculates as: 76%.*

Revenue per Dog – Calculation: Total Revenue or sales for the program (from POS or accounting system) divided by Total # Dogs serviced. Compare this number to your full service rate to see impact of discounts offered (e.g., second dog, package sales, coupons, etc.).

Best Ratio Day, Green: Yellow – The Dog Guru Dog Evaluation Checklists assign a color code to each dog that we recommend you keep in your systems. Each day of the month review and keep a record of the ratio of green to yellow dogs that participate in your program. Report highest or best ratio here. Keep in mind your specific program goal or use our recommendation of 80% Green to 20% Yellow. Remember that “Red” dogs are not considered good fit to regular dog daycare programs.

Low Ratio Day, Green: Yellow – The Dog Guru Dog Evaluation Checklists assign a color code to each dog that we recommend you keep in your systems. Each day of the month review and keep a record of the ratio of green to yellow dogs that participate in your program. Report lowest or worst ratio here. A high ratio of “Yellow” dogs can be more difficult for staff to manage and lead to dog incidents.

Total # Free Dog Days – There can be good business reasons to provide free daycare services, but recommend this number be monitored so it is clear how much revenue is being lost. Each day note how many dogs attend daycare and do not pay for services (be sure to count them in the # Dogs totals). Free days are frequently provided as a benefit to employees, to rescue groups or to keep clients happy when something has gone wrong (e.g., client recovery).

Dog Evaluations

Information for this section summarizes the Dog Evaluations performed during the month for new and existing program dogs. If you use The Dog Gurus Evaluation forms it is easy to tally the total by each type and the numbers that scored:

- Green
- Yellow
- Red

For each dog scored as Red, provide additional details in the Red Dog Summary section of the Report Card. Additional data to include from the form:

- Dog Name
- Breed
- Age
- New Dog Evaluation or a Dismissal of Existing Dog

Additionally, summarize if the client is retained for other services and the recommendations made to pet parent (e.g., obedience training, individual play, referral to veterinarian or behaviorist, etc.).

Dog Incident Reports

Information in this section summarizes the Dog Incident Reports completed during the month. If you use The Dog Gurus Incident Report forms it is easy to tally the information from the forms:

- Number of Dogs Involved by their role (e.g., Victim – Green, Participant- Yellow or Instigator – Red). You should have more dogs reported on this line than the type of incidents summarized next as one incident likely involved at least two dogs.
- Type of Incidents Reported (e.g., Snark or Tiff – Green, Inappropriate Behaviors listed as Yellow, Dog Aggression or Inappropriate Behaviors listed as Red). In this row only report each incident once in lowest category assessed (e.g., Red, Yellow or Green). Yellow and Red incidents are a red flag warning that something serious may be wrong in your program and if you have these on a monthly basis suggest spending time reviewing each one individually for trends. Review the Dog Evaluation and Daycare Counselor sections for additional clues as to why your program has numerous Dog Incidents of a serious level.
- Each incident report that included a bite, reflect the level of bite based on the scale outlined in the Dog Incident Checklist. Data in this row is a red flag warning that something serious may be wrong in your program. Review the Dog Evaluation and Daycare Counselor sections for additional clues.
- Summarize the Energy Level prior to the Incident from each form to assess if your staff are intervening early enough or appropriately to prevent arousal.

For each dog scored as Red, provide additional details in the Red Dog Summary section of the Report Card. Additional data to include from the form:

- Dog Name
- Breed
- Age
- New Dog Evaluation or a Dismissal of Existing Dog

Additionally, summarize if the client is retained for other services and the recommendations made to pet parent (e.g., obedience training, individual play, referral to veterinarian or behaviorist, etc.). Also note if medical treatment was required for an incident and the nature of the injury. All injuries requiring medical treatment are a red flag warning that something serious may be wrong in your program. Review KPI dog ratios plus the Dog Evaluation and Daycare Counselor sections for additional clues.

Daycare Counselors

Information in this section summarizes staff performance and training by their experience level. Using The Dog Gurus Daycare Counselor Performance Checklist for New and Existing Employees and Leadership Exercises, Setting Goals charts will help in completing this section.

Note the mix of staff member experience levels; dog incidents can increase when there are several novices in training. Additionally, note their assessment levels and the details provided for staff scoring “Needs Improvement” or “Unacceptable” in the Staff Summary Section. Additional data to include:

- Hire Date
- Date in Position (may differ if existing employee transfers)
- Assessment Date
- Issue that caused low score

- Current status of issue – steps staff member and supervisor are taking to improve score

The lack of assessments of existing staff for 2 months in a row is a red flag that Daycare Counselors may not be getting timely feedback from their supervisor. If there are other red flags from the Report Card request that Existing Staff Assessments be performed as a priority.

The second chart provides an overview of training that is required for staff and dogs to stay safe in your program. Red flags in this chart are key training curriculum that is “Pending” versus in process or completed. Delays in training staff can result in more dog incidents and injuries. For this reason there should be details provided in the Staff Summary section on when training is planned to commence and comments regarding the delay.

Keep in mind that some of the training items listed may be provided annually to all staff members at the same time. We also recommend that ongoing Continuing Education topics be a part of your curriculum and recommend including the topic covered that month in the chart with the number of staff that participated.

You also want to recognize and reward your Staff Shining Stars so the last section of the Staff Summary provides a place to share good news. Personal recognition of these achievements by the Owner or General Manager directly with the staff member is valuable to retention and engagement.

Program Assessment

This section provides prompts to highlight your program strengths and achievements. These can be good items to provide recognition and rewards to your Program Supervisor or Manager.

There are also prompts for the Supervisor/Manager to list areas where they have concerns and know the program can improve. This is a great starter conversation for one-on-one meetings to confirm proper action is taking place or determine what resources are required from you.

The last prompt is to ensure you are made aware of any facility or equipment repairs needed or items that need to be replaced. These can also be safety risks for dogs and your staff, so ensure all high-risk items are corrected timely.