

# AZA Ungulates

## Marketing Homework

2017 AZA Midyear Meeting

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# Our mission

To work together to  
promote ungulates in  
AZA institutions, and  
provide ungulate resources  
to enhance management

# Follow-up

## Last year's Flooring Workshop

Anything to share?

Used any of the vendors?

Comments on successes or failures?

Information you wish you had gotten?

# Dedicated Fund

For the past several years, we have been fundraising for all of the Ungulate TAGs, but using the Antelope & Giraffe TAG's AZA Dedicated Fund.

In keeping with AZA's policies, we are in the process of creating a dedicated fund (hosted by The Living Desert) for the AZA Ungulate TAGs to house our joint funds.

# Fundraising

AZA Ungulate TAGs will be piloting a scholarship to attend next year's TAG meetings.

Application process is under construction.

Applicants will be required to present.

Stay tuned for details, but applications will likely be due in November.

# Communication homework

- Populate TAG pages on website with content.
  - Due June 30
- Volunteers for Facebook
  - one post per month
  - Education advisors?
- Identify database expert to help investigate mixed species survey searchability
- Keeper reps

# DISCUSSION

## Priority Species

### 2016 (past) species

Transcaspian urial

Eld's deer

Banteng

Pygmy hippo

Musk deer

Persian onager

Visayan warty pig

Speke's gazelle

Mountain Zebra

Kordofan aoudad

Arabian oryx

Slender-horned gazelle

# DISCUSSION

## New Promotions

- Using existing materials in new ways?
- Continue postcards?
- Posters?
- Promotional items?
- Advertisements? (CONNECT, AKF, other?)



# DISCUSSION

## New Marketing Ideas

e.g., "Collection planning" marketing

Highlight under-used habitats/regions with ideas for species. E.g., Asian savanna, west African woodland

What resources would help expand ungulate populations?

What information would be useful?

# \$\$ Marketing budget \$\$

- \$571 donated to the Marketing Committee in 2015

## 2015-2016 Expenditures

- Priority Postcard printing: \$166.99
- Postcard postage: **Donated**
- Ribbons: \$134.97

## 2016-2017 Expenditures

- Ribbons: \$123.31
- Banner: \$69.12

**REMAINING FUNDS: \$76.61**

We are requesting an additional \$250 for marketing efforts in 2017-2018  
\$250 is being donated by TAG members- Thank You!!

# Take Home Messages

- Get staff involved in workshops, conferences, etc.
- Share PRIORITY SPECIES + try to help
- Share communication resources
- Bank blood, plasma, semen
  - Linda Penfold, Budhan Pukazhenth, Liza Dadone
  - Send female pig repro tracts to Annie Newell-Fugate
- *In situ* projects: get involved where you can
  - (staff, expertise, equipment, funding)



If not us,  
then who?