Integrated Communications
A Senior Administrator's Perspective

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• What do Senior Administrators do?
  – How does this relate to animal welfare?
• Grow the research enterprise
• Grow the research enterprise
  – Attract new research

• Research grants - Universities
• Research sponsors - Industry - CRO
• Internal funding - Industry – Pharma and Biotech
• Administrators are attracted to bright shiny objects
• Animal Welfare is not a bright shiny object
• Animal Welfare is not a bright shiny object
  – Cost centre rather than a revenue centre
Senior Administrator may have responsibility for animal welfare but decisions may be made by the senior management team.
• Animal Welfare is not a bright shiny object
  – Cost centre rather than a revenue centre
  – Compete with other requests for resources
• Communication Strategies
  – No surprises
• Communication Strategies
  – No surprises

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SO WHAT IF THE SKY IS FALLING?
HEL-LO, IT’S MADE OF AIR.
• Communication Strategies
  – Build a relationship with mutual trust
• Communication Strategies
  – Build a relationship with mutual trust
  – Respectful communication
• Communication Strategies
  – Regular communication
• Communication Strategies
  – Regular communication
    • Regular update meetings
• Communication Strategies
  – Regular communication
    • Regular update meetings
      – May only be able to meet with someone from the Senior Administrator's team
• Communication Strategies
  – Regular communication
    • Regular update meetings
      – May only be able to meet with someone from the Senior Administrator's team
    • Follow up in writing if necessary
• Communication Strategies
  – Incorporate animal care and welfare in the overall risk management strategy
• Communication Strategies
  – Facility tours
• Communication Strategies
  – Facility tours
    • Can be helpful for non scientist administrators
• Communication Strategies
  – Facility tours
    • Can be helpful for non scientist administrators
    • Keep it brief and focused
• Communication Strategies
  – Facility tours
    • Can be helpful for non scientist administrators
    • Keep it brief and focused
    • Do not waste a moment of the Senior administrator’s time
• Communication Strategies
  – Early notice of problems as they are developing
• Communication Strategies
  – Update on successes and achievements
• Communication Strategies
  – Save the regulatory card for when you really need it
• Communication Strategies
  – Save the regulatory card for when you really need it
  – If you have a good working relationship in an ethical organisation you should not need to use it
• Summary
  – Communicate regularly
  – Develop trust
  – Ensure respectful communication
• Questions?