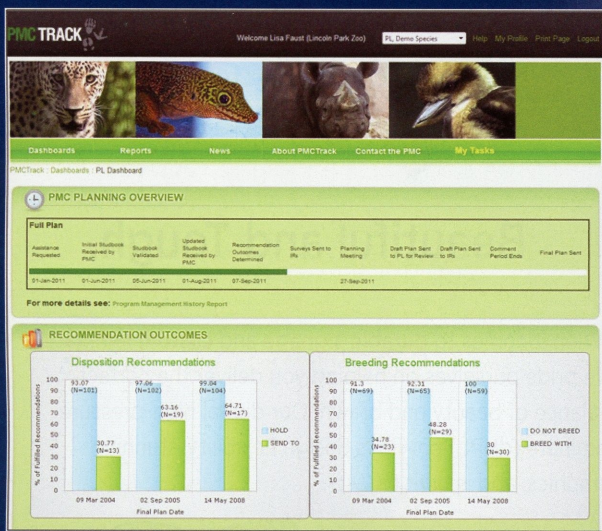


# PMCTRACK



If you're involved in AZA's Animal Programs – Species Survival Plans® (SSP) or Red Programs – you're aware of the huge amount of energy and resources invested in them. Maybe you lie awake at night wondering “Hey, is this system even working? Does anyone pay attention to those breeding and transfer recommendations? Is all this work helping create better long-term futures for our populations?” Until now these questions were difficult to answer without a pack of interns and piles of data, but a new website, [www.PMCTrack.org](http://www.PMCTrack.org), is now available to help provide answers.



## PMCTrack.org Evaluating the Outcomes of SSP Recommendations

**W**ith an Institute of Museum and Library Services (IMLS) grant, collaborators from Lincoln Park Zoo, the Population Management Center (PMC), and AZA created PMCTrack, a website that tracks AZA breeding and transfer recommendations, their outcomes (whether they occurred or not), and reasons why they did not occur. With these data, individual SSPs, institutions, and AZA will better understand what is working, pinpoint challenges, and make necessary changes.

How does this work? Suppose the Dodo SSP sends a breeding and transfer plan to Lincoln Park Zoo in 2011 with a breeding recommendation for dodo #423 and dodo #512. Fast forward to 2012 – the Dodo Program Leader is preparing to plan with the PMC again. The PMC will upload the 2011 plan and the updated 2012 studbook into PMCTrack, which checks the studbook data to see which 2011 recommendations occurred. Because Lincoln Park Zoo's pair did not produce a baby dodo (no wonder they're extinct!), their institutional representative would receive a PMCTrack Outcomes Survey providing an opportunity to explain why the recommendation didn't occur using multiple choice reasons that fall into broad categories like communication, animal biology, or logistics. Submitting these surveys is where you as a community are essential to success, because with these responses, program leaders can begin to understand what is and isn't working. This will result in institutions receiving better, smarter recommendations and assistance in completing them. Ultimately, it will result in more sustainable and efficient Animal Programs.

Depending on your role in AZA's Animal Programs, you'll log in to PMCTrack and access role-restricted subsets of data:

- SSP program leaders/Red Program studbook keepers will view their program's historical outcomes, use PMCTrack's survey

tools (including wants/needs surveys), and view the reasons for unfulfilled recommendations that institutions submit.

- Institutional liaisons will view outcomes for all of their institution's recommendations and their program leaders' and institutional representatives' participation in the system.
- Institutional representatives will respond to wants/needs surveys and submit reasons for unfulfilled recommendations.
- Taxon Advisory Group (TAG) Chairs will see patterns and milestones for their TAG's programs.

Part of the power of PMCTrack is a centralized aggregation of these data, so that we can look across Animal Programs to diagnose system-wide challenges and propose solutions based on data rather than hunches. PMCTrack will help us to understand, monitor, and improve AZA's cooperative management system.

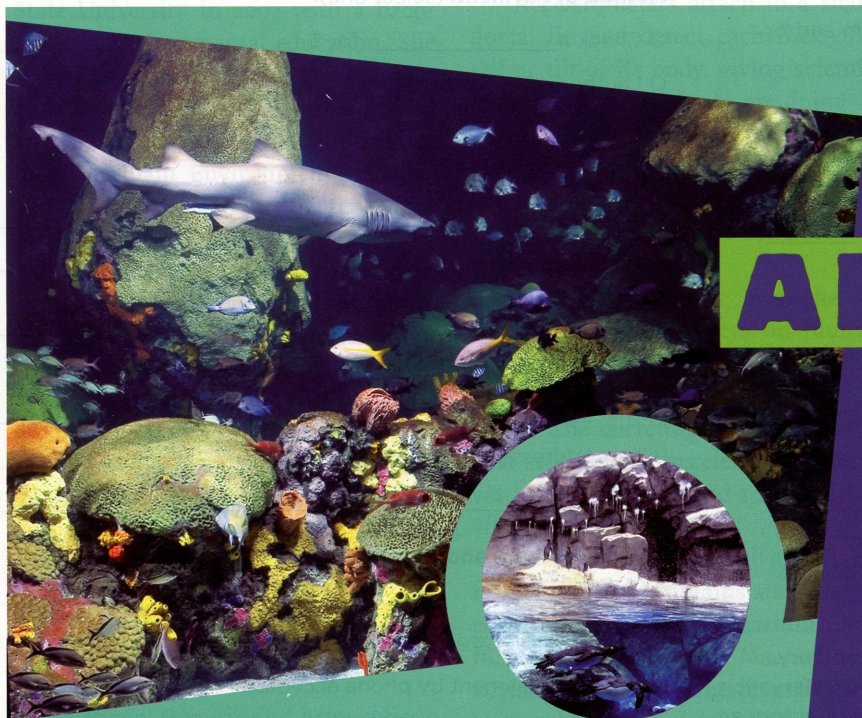
For questions or to learn more about PMCTrack, visit [www.pmctrack.org](http://www.pmctrack.org) or e-mail us at [pmctrack@lpzoo.org](mailto:pmctrack@lpzoo.org).

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