

# ON *purpose*

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## Championing Animals by Engaging a Community

Jay Carpenter,  
Systems Support Specialist



# Where Purpose Meets Impact

On Purpose celebrates the transformative power of learning to uplift, inspire, and empower. Each year, we spotlight organizations using e-learning to drive meaningful change in their communities and beyond. These stories remind us that learning is more than knowledge—it's action, progress, and connection.

At Articulate, we're proud to stand alongside the people and organizations making this work possible. Together, we believe learning can shape a better world.

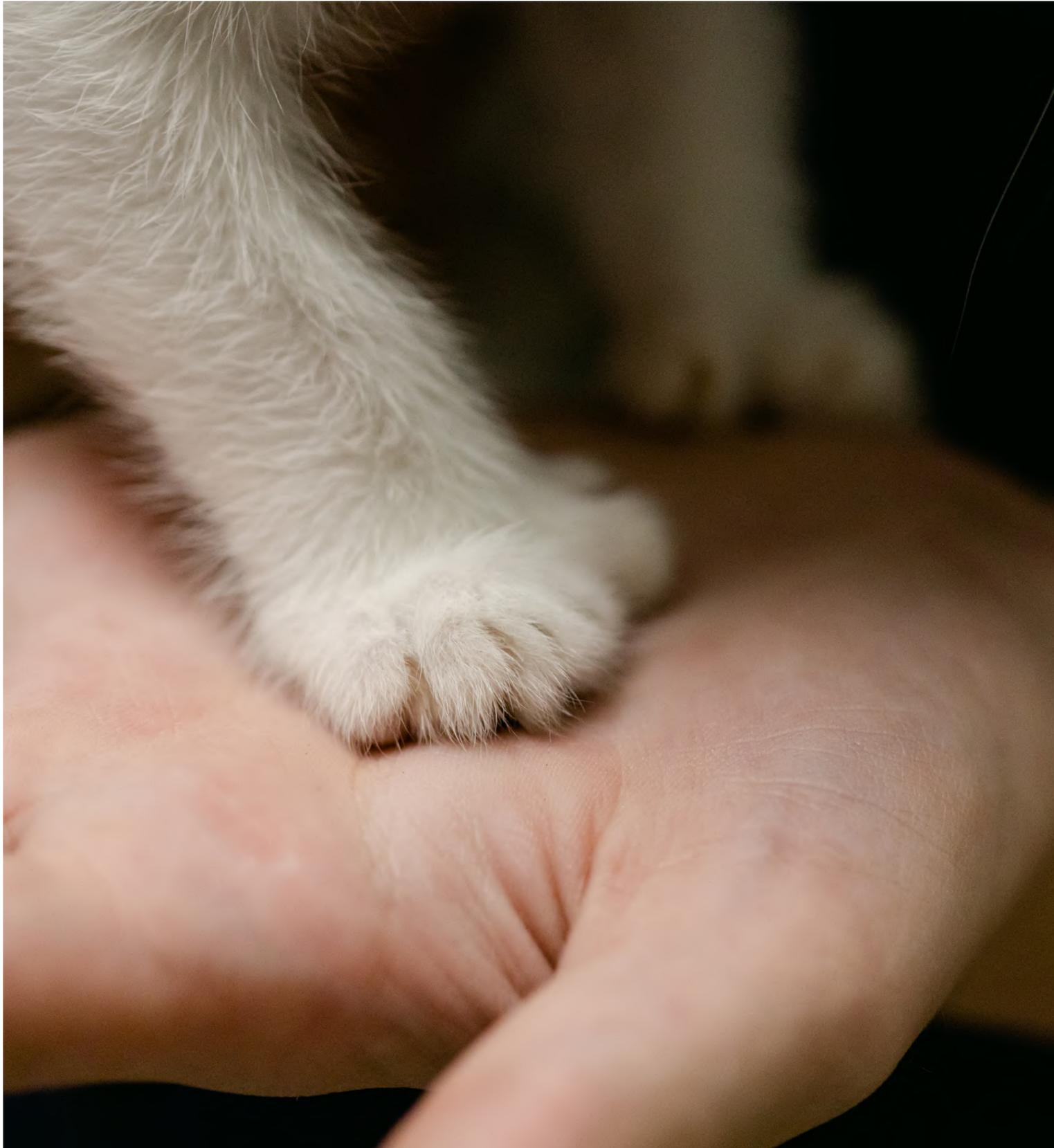


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“Learning is the **bridge** between *potential* and *possibility*.”

**Monika Saha**, Chief Commercial Officer

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By investing in training, the Animal Humane Society is creating long-term solutions to a critical staffing gap.

**ON** *purpose*



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**MISSION**

To engage the hearts, hands, and minds of the community to help animals

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**INDUSTRY**

Animal welfare

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**HEADQUARTERS**

Golden Valley, MN

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**FOUNDED**

1878

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**LEARNING AUDIENCE**

Employees, volunteers, fosters



**Jay Carpenter,**  
Systems Support  
Specialist  
**Nemo and Scout**

# Engaging hearts, hands, and minds

The Animal Humane Society is more than a shelter. It's a connecting force bringing together people and their pets.

But a few years ago, when a nationwide shortage of vet techs threatened this work, the organization knew it needed more than a bandage solution. After all, vet techs—essentially the nurses of the veterinary world—handle everything from animal exams to surgery assistance and everything in between.

“We can't do our work without them,” says Jay Carpenter, Systems Support Specialist. “They directly impact both the number of animals we can help in our shelters and the number of appointments available at our veterinary centers.”

What it needed, AHS realized, was a way to respond to the problem proactively at its source. And so, with a passionate community and in-house experts at its disposal, the organization looked within.

“We realized we could help fight the shortage with our training,” says Carpenter.



# Training to heal

Over the next two years, Carpenter's team worked with AHS's in-house veterinarians, vet techs, and other subject matter experts to develop a curriculum that would allow anyone to train to become a shelter vet tech, no matter their starting skill level. And in 2023, the Rachael Ray Foundation Career Program for veterinary technicians was born.

The eight-month paid program combined both in-person and online training to prepare future vet techs with all the skills they need to work with animals, conduct veterinary medical procedures, and interact with customers and volunteers.

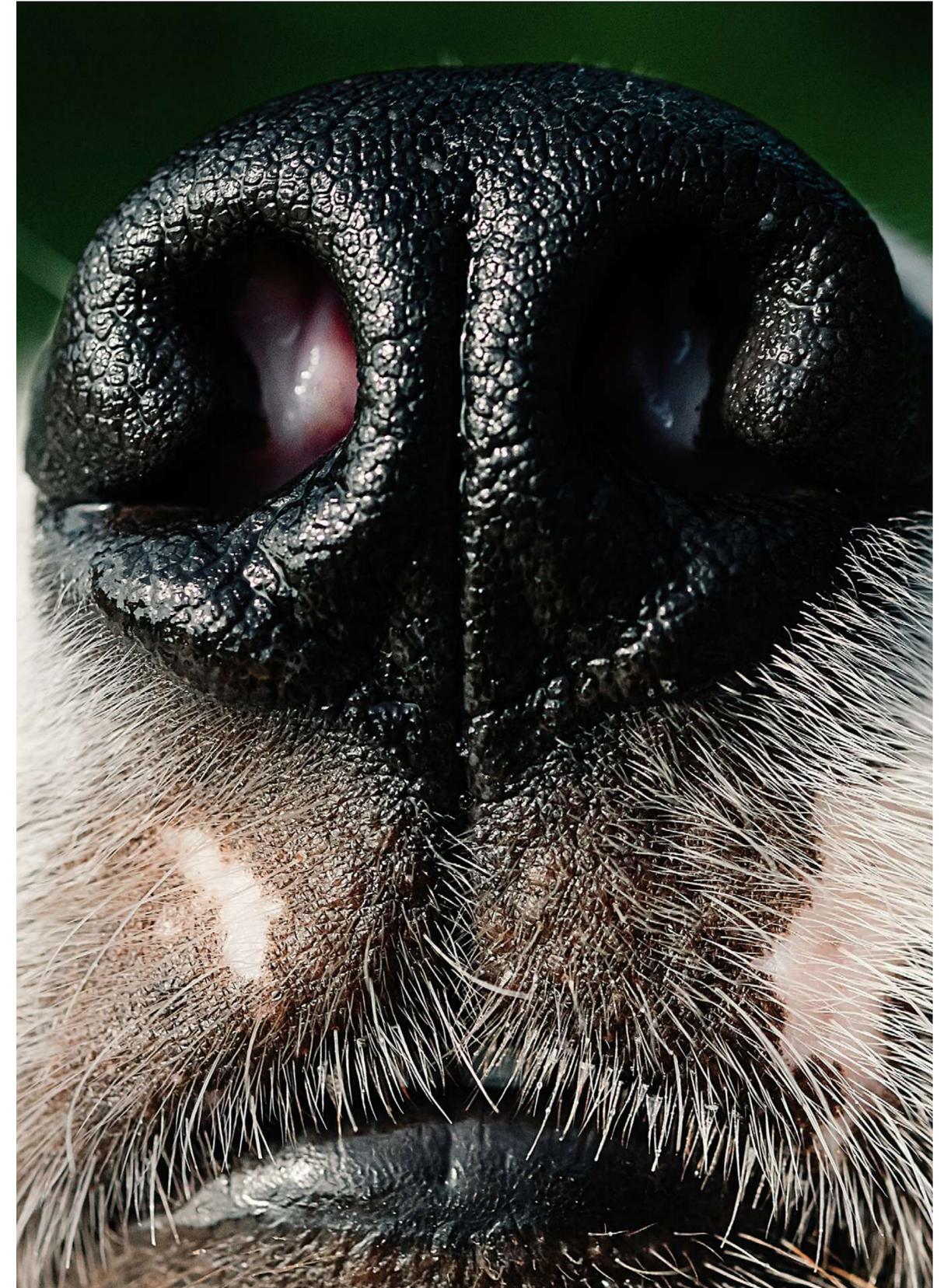


# Blending online and live learning

Carpenter knew that making the program flexible was key to its success. An online component was essential for this, helping learners prepare ahead for key in-person sessions and allowing them to get even more value out of live training. “E-learning made the training more flexible, and helped participants feel more prepared for live lessons,” he says.

In the end, the results speak for themselves. Twenty-two individuals graduated from the program in the first two years and were promoted to full-time AHS veterinary technicians. The program has now evolved to provide even more individualized training based on learners’ skills and learning needs.

“It’s increased our capacity to help more animals and their people,” says Carpenter.



# The Stories Don't End Here



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- 02 Discover additional content shaping the landscape of learning
- 03 Learn how to share your own story for next year

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