

Diversification to meet the needs of the World

- Marny Mansfield, MS, MS,
OTR/L
- Associate Professor, SUNY
Cobleskill
- PATH International Master
Certified Instructor, CTRI,
ESMHL



Welcome and Introduction

- Thank you
- Background





Diversification

How has COVID impacted programs?

- College program
- Shut down services due to lock down
- Quick action to change modes of service provision
- Catalyst for change





Initial impact:

- Decrease in services initially
- Time to re-assess programming
- Re-assessment of space utilization
- Time for projects
- Shift in volunteer support and duties
- New protocols and policies in place

What happened next?

- Virtual Programming/ volunteer training
- Family/ Community Involvement
- Mobile programs
- Increased Ground Programming
- New Models
- Return to individual or semi-private lessons





Populations served

Increases:

- Mental Health Programming: kids, teens, isolated groups
- Frontline/ Health care workers
- Families, siblings, volunteers, able bodied community riders

Decrease:

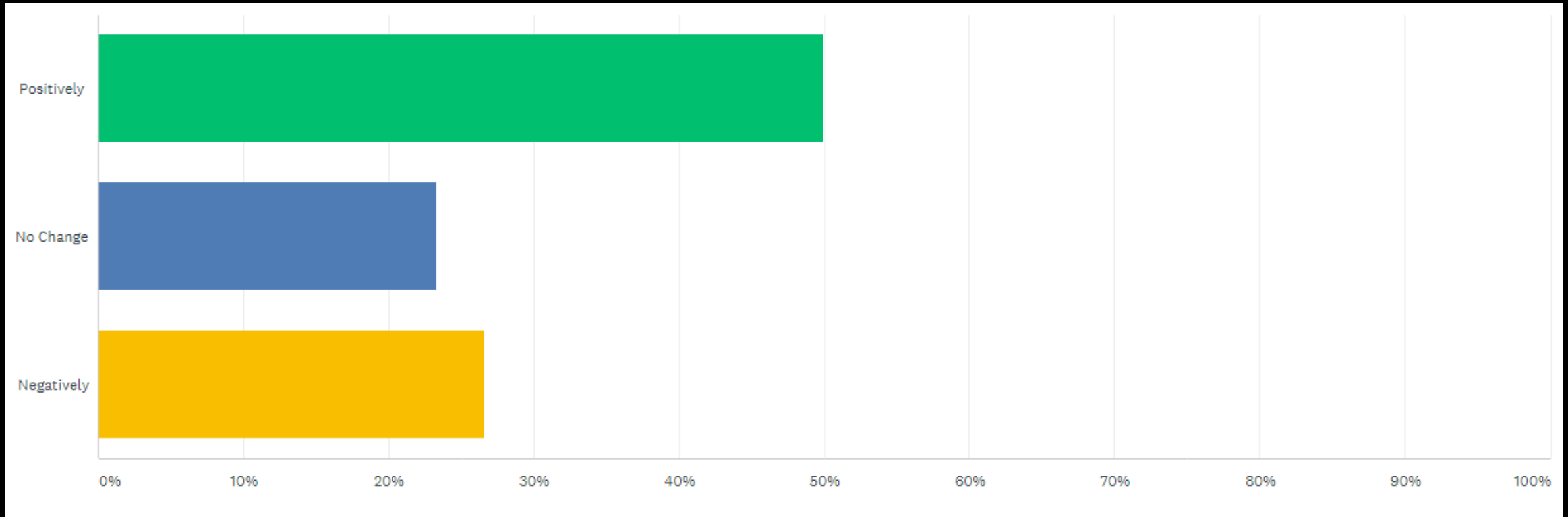
- More involved participants and those who could not tolerate face masks.



Other aspects that impacted diversification of program:

- Finances
- Restrictions
- Increase in discussions of Diversity, Equity, and Inclusion
- Equine Care and Welfare

Financially programs were impacted:



- 50% indicated they were positively impacted
- 23.3% saw no change
- 26.7% indicated a negative impact

Funding

Negative

- Reduction in riders = Reduction in revenue

Positive

- In the US– COVID relief funding, Payroll Protection Program (1,2), Small business loans
- Grants (less limitations)
- Supportive Donors
- Reductions in costs (office, herd reductions, etc.)
- Creative new fundraisers
- New services = New revenue



Steps in the right direction: Diversity, Equity, and Inclusion

- Discussed on many levels- staff and board
- Programs enhanced language in mission statement, vision statement, core values, and policies.
- Grants written to support diversity initiatives.
- Partnerships with community organizations increased diversity and inclusion
 - Scholarships allow for reduced barriers

Diversity and inclusion, which are the real grounds for creativity, must remain at the center of what we do.

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Equine Care and Welfare

- 93% indicated Equine CARE and WELFARE as being a topic of discussion at their program
- Standards (PATH, Intl, IAHAIO) were positively identified.
- Horse selection, ability to find new horses (for expanding programs)

TOPICS of INTEREST

- Turn Out/ Herd dynamics/ Rest
- Workload/ Varied work Routine
- Weight Limits
- Conditioning/ Enrichment programs
- Handling- staff and volunteer
- Feed/ Forage/ Weight
- Routine and supportive health care
- Assessment/ Retirement



Summary

- Due to ability of the industry to assess, adapt, and change – many programs come out of the pandemic in a better position than when they went in.
- Diversification of services, finances, and supports, decreases risk.
- Equine welfare is paramount to the success of the industry.
- Inclusion and diversity plans for the success of all.



Thank you

- Marny Mansfield, MS, MS
OTR/L
- mansfimr@cobleskill.edu

