

LAS CRUCES SUN-NEWS

Animal shelter has new Web site

By Diana M. Alba/Sun-News reporter

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LAS CRUCES — The Animal Services Center of the Mesilla Valley has a new Web site, officials announced last week.

The site, www.ascmv.org, is the first since Doña Ana County and Las Cruces officials began directly overseeing the facility in early 2008.

It gives access to meeting agendas and information about how to adopt pets, volunteer at the facility and search for a lost animal.

The main Web page will feature one new adoptable pet per week, officials said. It also has a link to a second Web site, Petango.com, where other of the shelter's adoptable animals are shown.

Shelter director Beth Vesco-Mock said the Web site will be helpful because it's another way to get information to the community.

"We've become a technologically driven society," she said. "Many people look up stuff on the Web site before they come in; they'll be able to look animals up ahead of time."

Don Bustamante, director of the city of Las Cruces information technology department, said though the shelter's Web site is new, it will soon undergo the Web redesign process that's taking place on all city-owned Web pages. He said it's a shift from a "pull" sort of technology, in which Internet surfers must go to the city's Web site to get their information, to a "push" type, in which people can subscribe and "get information without visiting the site."

"We can get information out very quickly," he said.

Also, Bustamante said, the redesign will give the shelter more direct control over the site's content.

Currently, changes must be routed through the technology department.

Vesco-Mock said she doesn't know whether the site will lead to more adoptions. But, along with out-of-shelter adoption events, she said it's another "avenue" in improving the pet overpopulation problem in the county.

"What we're going to do is put all our avenues together to reach success, but it's going to take many different roads to get there," she said.

The animal shelter, 3551 Bataan Memorial West, is governed by a six-member board of Las Cruces and Doña Ana County elected officials.

Diana M. Alba can be reached at dalba@lcsun-news.com; (575) 541-5443

On the Web

Animal Services Center of the Mesilla Valley: www.ascmv.org