



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GROWING STRONGER TOGETHER

STRATEGIC PLAN FOR THE WAPAKONETA FAMILY YMCA 2012 - 2015

Strengthening our community here in Wapakoneta. The Y is unparalleled in strengthening community because we are the community. Together with you, your family and your neighbors, the Y strengthens communities by promoting youth development, healthy living and social responsibility. The Y has done this for more than 160 years already—14 years right here in Wapakoneta—and we're determined to keep doing it. As the nation's leading nonprofit committed to strengthening communities, the Y works everyday side-by-side with our neighbors here and in 10,000 communities throughout the U.S. to make sure that everyone, regardless of age, income or background, feels welcome and has the opportunity to learn, grow and thrive.

Youth Development

Nurturing the potential of every child and teen

Healthy Living

Improving the nation's health and well-being

Social Responsibility

Giving back and providing support to our neighbors





STRENGTHENING OUR COMMUNITY

We want to help strengthen our community by...

... helping everyone in Wapakoneta develop the skills and relationships to be healthy, confident and connected to others. Parents desire a safe environment in which children can learn practical and social skills and develop positive values. Kids want to exert energy, discover who they are and what they can achieve, and be accepted among each other. Adults want to learn more, do more, and be healthier. We nurture life lessons in kids, foster health and well-being among people of all ages, bring people together to pursue passions old and new, and provide mutual support for everyone.

To begin, we'll focus on...

... retaining members ages 55 and over...developing and engaging youth ages 7-12...considering facility expansion...implementing Activate America.

By doing so, our strategies will include...

... more innovative and creative programming...stronger and more unique collaborations...more member and community feedback...unique approaches to our unique community.

For more information on specifics of the Wapakoneta Family YMCA Strategic Plan...read on!



MEASURING OUR SUCCESS

Based on December 2011 retention plan of ages 55 and over members, we will increase retention by 1.5% each year.

Develop a task force of members and non-members by January 2013 to come up with specific needs and activities for youth ages 7-12.

Extract maximum value from existing facilities.

Have at least 50% of our members recognize what Activate America is by 2014.

WAPAKONETA FAMILY YMCA

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Big Questions Facing Our YMCA

- How do we retain members ages 55 and over?
- How do we develop and engage youth ages 7-12?
- Do we consider facility expansion?
- How do we implement Activate America?

Big Question: *How do we retain members ages 55 and over?*

Goal: *Based on December 2011 retention plan of 55 and over members, we will increase retention by 1.5% each year (2012, 2013 and 2014) until the end of the plan for this category.*

Action Steps:

1. Collaborate with Auglaize Acres to offer Adult Wellness Checks at least 6 times per year with at least 15 participants at each check by January 2012.
 - a. Person Responsible – Program Director
2. Create metrics for the measurement of retention for those 55 and older by January 2012 and create a “Aged 55 and older” retention chart for analysis by the Program/Membership Committee by March 2012.
 - a. Person Responsible – Chief Executive Officer and Program/Membership Committee Chair
3. Offer at least one instructional class on healthy living or habits, twice per year, geared towards those 55 and older, with at least 10 participants by May 2012.
 - a. Person Responsible – Membership Director
4. Reach out to the Auglaize County Council on Aging by June 2012 for a possible collaboration on programming for those 55 and older.
 - a. Person Responsible – Chief Executive Officer
5. Introduce a senior outdoor adventure program that has at least 5 participants that will work with those age 55 and over in hiking, biking, running, etc. by January 2014.
 - a. Person Responsible – Membership Director and Program Director

6. Ensure there is always at least one member of the Program/Membership and Board of Trustees that is over the age of 55 to ensure a representative Board and Committee structure.
 - a. Person Responsible – Chief Executive Officer and Board Development Committee Chair

Big Question: *How do we develop and engage youth ages 7-12?*

Goal: *Develop a task force of members and non-members by January 2013 that will meet at least twice per year to come up with specific needs and activities for that age-group.*

Action Steps:

1. Pull a sampling of parents from past preschool program rosters to select for task force by April 2012.
 - a. Person Responsible – Program Director
2. Engage Youth Center and weekly dodge ball participants into a “Youth Task Force” and draft parents for adult task force by April 2012.
 - a. Person Responsible – Program Director
3. Contact Wapakoneta Elementary School, Cridersville Elementary School and Wapakoneta Middle School administrators who could appoint parents and/or students to the task force by May 2012.
 - a. Person Responsible – Chief Executive Officer and Program Director
4. Modify our current program evaluations to seek out participants who wish to serve on the task forces by May 2012.
 - a. Person Responsible – Chief Executive Officer, Program Director and Program Director
5. Have at least one youth (age 16 or above) on the Board of Trustees by June 2012.
 - a. Person Responsible – Chief Executive Officer and Board Development Committee Chair
6. Compile participants from the above action steps to complete a “Youth Task Force” of at least 8 youth and an adult task force of at least 8 parents no later than November 2012 that meets quarterly by January 2014.
 - a. Person Responsible – Chief Executive Officer and Program Director



Big Question: *Do we consider facility expansion?*

Goal:

- A. *Extract maximum value from existing facilities over the next 3 years (both inside/outside) prior to considering expansion.*
- B. *Conduct annual membership survey to evaluate current facilities and programming offerings.*

Action Steps:

1. Each Program/Membership Committee member will be assigned two like YMCAs to research by February 2012 and report back by May 2012 about how other YMCAs are best utilizing indoor/outdoor spaces that are unique to our YMCA.
 - a. Person Responsible – Chief Executive Officer and Program/Membership Committee Chair
2. Revisit our membership survey, and add more questions geared toward facility usage, programming options, ideas and youth programming starting March 2012.
 - a. Person Responsible – Chief Executive Officer and Program/Membership Committee
3. Using our email address bank, send out short surveys to members inquiring about their specific facility needs at least twice per year by May 2012.
 - a. Person Responsible – Chief Executive Officer
4. Add a new outdoor program/activity each year for the next three years with at least 10 participants in each activity by October 2012.
 - a. Person Responsible – Program Director
5. Seek input and possible funding for outside walking area by June 2014.
 - a. Person Responsible – Property Manager and Chief Executive Officer
6. Start a Y community garden on YMCA property and include educational components to the class by August 2014.
 - a. Person Responsible – Program Director

Big Question: *How do we implement Activate America?*

Goal: *Using our annual membership survey, measure the awareness of the membership about Activate America and by 2014 have at least 50% of our members recognize what Activate America is.*

Action Steps:

1. Have a section on our website dedicated to Activate America by March 2012.
 - a. Person Responsible – Chief Executive Officer and Program Director
2. By March 2012, have an in-house Activate America logo developed to identify the program and bring name recognition.
 - a. Person Responsible – Program Director
3. Have a section of our program brochure dedicated to Activate America by Spring 2012 brochure.
 - a. Person Responsible – Program Director
4. By June 2012, have a flyer developed to advertise Activate America, including one healthy fact for the month.
 - a. Person Responsible – Program Director
5. By January 2013, have the Activate America logo and four inspirational quotes placed on the stair risers leading up to the Aerobic Studio/Track.
 - a. Person Responsible – Property Manager and Program Director
6. The environmental assessment team will meet at least bi-monthly with at least 5 participants through 2014.
 - a. Person Responsible – Program Director and Environmental Assessment Team Chair