

Big Question # 1

How can we educate and collaborate with other local organizations to more positively impact our community?

Strategic Challenge

As our community struggles, continued attention must be paid to working with others to strengthen our impact within our community, we cannot do it alone.

Organizational Strategy

By combining resources with other like minded organizations, we can best utilize our capacity and have a greater ability to impact our community.

Programmatic & Operational Strategies

- Education
- Reaching out to others
- Creating an action plan
- Implementing action plan

Big Question # 2

How do we maintain affordability and Access for all members?

Strategic Challenge

With a lack of community funds, we must work hard to continue to maintain a level of access and affordability for all members of our community.

Organizational Strategy

Through a growing donor base, scholarship program and increased programs, our member and program fees can continue to be the lowest possible.

Programmatic & Operational Strategies

- Maintenance and growth
- Comparing and investigating
- Developing and increasing awareness

Big Question # 3

How do we sustain leadership, both Volunteer and professional?

Strategic Challenge

As our Y grows, it is essential that our leadership is sustained so our associations goals and vision will remain the same regardless of turnover from staff and BOD.

Organizational Strategy

By creating a more positive staff and BOD relationship, each group will feel a sense of teamwork, thus creating a more positive, empowered and active workforce.

Programmatic & Operational Strategies

- Create a positive work environment
- BOD & staff relationship
- Board & staff recruitment and tenure

Our Mission Advantage

- Membership & program scholarships
- Only pool in town
- Family programs
- All inclusive
- Safety
- Quality Staff
- Participation & fun vs. competition
- Collaboration/community network
- Location
- Growing donor base
- Positive Environment
- Spiritual influence



Our Strategy Screen

- Be consistent with our mission
- Enhance our strategic advantage
- Include measurable impact & ongoing evaluation
- Meet valid, data driven current and future needs
- Ensure that we are uniquely qualified to meet community needs
- Be fiscally responsible for the association
- Favorable peer benchmarking "if available" should be explored
- Strengthen our impact in the community