



BUILDING FOR STRONGER COMMUNITIES ALL

STRATEGIC PLAN 2020 - 2024



YOUTH DEVELOPMENT

Academic Achievement with a Technology Focus

Ensure academic success in youth with opportunities for a healthy, balanced relationship with technology:

- Foster positive experiences with technology
- Increase college/vocational readiness
- Provide educational experiences in the summer

Mental Health, Belonging and Well-Being

Create stronger and more confident youth/young adults through welcoming, safe environments:

- Create safe spaces in and out of Y facilities
- Select areas of focus that need mental health support
- Train staff/volunteers to recognize mental health and/or substance abuse issues



HEALTHY LIVING

Community Health and Wellness

Expand our collaborations and partnerships in the medical community to grow and elevate existing healthy living programs:

- Collaborate with healthcare organizations
- Cross market health, wellness and nutrition programs into current offerings

Expand Healthy Living Programs

Meet the health and wellness needs of our members by creating an encouraging environment:

- Expand existing well-being programs
- Integrate nutrition education into Y programs
- Use innovation to reach unserved clients



SOCIAL RESPONSIBILITY

Connecting and Convening Communities

Leverage the Ys reach to bring the community together on important issues of youth, health, equity and quality of life

- Be a convener on social issues around youth and health
- Create Equity Centers for vital services and programs

Deliver Programs "Outside the Walls"

Take our offerings outside our walls

- Develop partnerships to increase the visibility of Y programs and services
- Engage volunteer role models and mentors

Safety Around Water

Become the leading provider in swim safety/instruction to eliminate childhood drowning in North Texas

- Expand Safety Around Water to be year-round
- Expand swim enrollment
- Include parents as Safety Around Water Participants



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ORGANIZATIONAL CAPACITY



Diversity, Equity & Inclusion

Ensure the Y is welcoming, safe and accessible for all

- Annually evaluate D&I trainings to ensure they are up to date
- Ensure staff and volunteers reflect and understand the culture and diversity of our service areas
- Make D&I a business imperative

Membership

Expand the Ys reach to serve and impact more people

- Enhance member experience through facility/equipment improvements
- Expand the Y's reach and messaging
- Use technology to enhance member experience

People

Diverse staff and volunteer generations of changemakers are recruited, developed and retained to create welcoming communities

- Develop part-time staff for career growth to Full-time in the Y
- Recruit diverse, talented volunteers and staff

Programs

Programs and services consistently deliver impactful experiences that result in personal growth

- Assess community needs
- Ensure that staff and program volunteers are equipped to be successful YMCA ambassadors
- Maintain high-quality programs to ensure strong growth

Resources

Financial and philanthropic efforts are solid, sustainable and growing

- Actively seek community partners to build collaborations
- Create a Finance Strategic Plan
- Grow the Annual Campaign and Dallas YMCA Foundation

STRATEGIC PLAN CALENDAR AT A GLANCE

Strategy Area ● Growth and Sustainability ● Healthy Living ● Social Responsibility ● Youth Development

