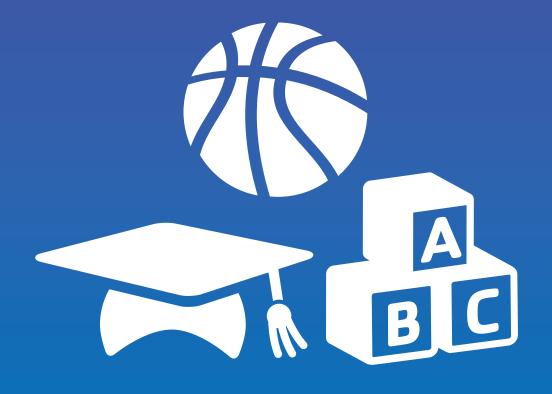


# SUMMITAREA YMCA STRATEGIC PLAN







### YOUTH DEVELOPMENT

Help children and teens make connections and empower them to make positive life choices while having fun.

#### HEALTHY LIVING

We will support those in the community who seek healthier lifestyles and greater well-being.

## SOCIAL RESPONSIBILITY

Adapt our programs and services to the changing needs of our community, ensuring maximum impact and promoting community cohesion.

# WE PLAN. WE DO. WE HAVE IMPACT.

- Uplift and prioritize our youth and teens, targeting character development, leadership, academic achievement, and healthy living.
- Create a culture of belonging, sense of community and acceptance in all programs.
- Increase engagement, socialization, and develop mental health practices with students.
- Support the importance of positive relationships between oneself, peers, mentors, and family.
- Provide children and teens with opportunities to meet, socialize and learn about multicultural diversity.

- Create opportunities for adults to socialize and form connections while staying active.
- Promote a culture of physical and mental wellness among adults and seniors by encouraging cross participation in other departments and externally with partner organizations.
- Customize corporate health and wellness initiatives based on the health metrics and organization needs.
- Develop and implement initiatives to improve member retention, engagement, loyalty, and experience.

- Expand and increase access and programming to underserved areas and populations through partnerships and initiatives.
- Increase community participation in chronic disease programs through partnerships.
- Foster inclusion and diversity through cause driven language in all forms of communication and outreach.
- Engage, empower, and strengthen the pipeline of staff and stakeholders.
- Enhance our operational effectiveness with the changing needs of our community through the use of new technology systems.

BERKELEY HEIGHTS YMCA | SUMMIT YMCA | THE LEARNING CIRCLE YMCA | SPRINGFIELD COMMUNITY POOL