



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ALWAYS HERE FOR YOU



Ozarks Regional YMCA Strategic Plan Summary

I. Facility improvements and upkeep

- A. Ensure facilities are clean, comfortable, and supportive of social development. To be measured by facility self assessments.
- B. Fulfill Y & community facility needs by fully funding through successful capital fund raising.

II. Continued focus on youth and families

- A. Improve program quality and participation as measured by enrollment increase of 5% annually in youth program registrations.
- B. Identify relative community needs and develop programming to fill those gaps in a financially responsible manner.

III. Continued refinement of Christian Purpose

- A. Branch boards will review annually their Christian Purpose position and status.

IV. Improvement on success of health seekers

- A. Score above the national average on percent of new members meeting with staff.
- B. Score above the national average on the percent of new members stating the meeting was helpful.

- C. Increase membership retention average of adults and family combined to 62%.
- D. Further develop all areas in supporting wellness and healthy living.

V. Renewed commitment to Strong Kids

- A. All campaigns will adopt YMCA Best Practices in conducting annual campaigns.
- B. Number of donors and funds raised will increase 5% annually.

VI. Strengthen key community partnerships and leadership in community

- A. Branch boards will annually review role in community partnerships.
- B. Actively seek out support and leadership on community health related initiatives.
- C. Other community activities to be involved when it is demonstrated to be in the best interest of the community.

VII. Improved budget performance

- A. New programs or operations will only be undertaken after a full financial impact analysis.
- B. Branches will exceed their approved budgets.

OZARKS REGIONAL YMCA

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