



# Strategic Plan: Y-Vision 2022

at a glance

YMCA OF CENTRAL TEXAS • (254) 776-6612



## OUR MISSION:

To put Christian principles into practice through programs that build a healthy spirit, mind and body for all

## OUR CAUSE

To strengthen community through youth development, healthy living and social responsibility

## Our Priorities

### Impact

#### Community Health

by providing programs and opportunities to improve wellness in our city.

#### Community Health

##### Strategies:

- Reduce obesity rate in YMCA participants by expanding wellness programs
- Implement and expand medically-based programming to help decrease and better manage chronic disease in our community
- Collaborate with other service organizations to support community access for improved health and well-being
- Create, monitor and evaluate new programs and services that will positively impact membership growth/retention

### Improve

#### Academic Achievement

for children served in YMCA programming and services during out of school time.

#### Academic Achievement

##### Strategies:

- Strengthen the learning opportunities and proficiency for academic success for all children enrolled in After School Programs
- Create a pathway for children to become successfully prepared for kindergarten through a high-quality preschool program
- Minimize the achievement gap by offering academic opportunities that address summer learning loss
- Implement Out of School Time activities with a holistic approach to learn, grow and play

### Prepare teens

#### for Lifetime Success

by providing exposure, support and guidance so they learn, grow and thrive.

#### Prepare Teens for Success

##### Strategies:

- Collaborate with business sector to strengthen work ethic and job readiness soft skills for teens
- Provide opportunities for teens to engage in activities that promote post-secondary education
- Develop and implement teen programming, continuously including leadership and character development
- Create a pathway for teens to earn their YMCA membership through engagement in teen-related activities

### Improve

#### Our Reach by Expanding

our footprint of services, programs and facilities to underserved communities in our locality.

#### Improve Our Reach

##### Strategies:

- Improve service delivery to vulnerable and at-risk communities
- Increase opportunities to serve our neighbors in need by expanding our geographic reach and honing our programs and services (e.g. Doris Miller Family YMCA)
- Expand the reach of programs and services through facilities that extend beyond the YMCA's branches
- Establish and expand relationships with higher education institutions