



Strategic Plan

YMCA of Wichita Falls

MORE OPPORTUNITY. MORE IMPACT.

In 2015, the YMCA of Wichita Falls began a process of defining our vision for the next decade. Key leadership made up of YMCA Staff, Volunteers, Members and our Community provided input and perspective on the most critical issues that face our region.

They challenged us to:

1. Sharpen and expand our educational and sports programs for youth.
2. Address the health and obesity crisis facing our community.
3. Commit to developing broad-minded leaders for the future.

Under the leadership of YMCA Staff and Board of Directors we shaped and approved the 2020 Long-range Plan. From 2013 to 2017, the Capital Campaign Committee focused on meeting the first set of three-year objectives. We have made significant progress—but there is still critical work to be done. Meeting these goals is our top priority. We have charted our course for the next three years (2017 - 2020).

This work will require us to collaborate in new and innovative ways with other community organizations, stakeholders and advocates. It will challenge us to work differently as we reach constituencies we are not currently serving. We invite you to help us impact even more people.

2020 VISION: OUR GOALS

- Closing the Achievement Gap
- Improving Community Health
- Providing State-of-the-Art Facilities & Quality Programs
- Developing Community Leaders & Volunteers
- Expanding the Reach of the YMCA

YMCA Mission:

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

YMCA Board of Directors

Board Chair.....Kenny Haney
1st Vice Chair.....Mark Fleming
2nd Vice Chair.....Brian Blair
Secretary.....Gary Baker
Treasurer.....Lance Cannedy
Spec. Appt.....Larry Ayres
Spec. Appt.....Steve Borgman
Board Member.....Allen Patterson
Board Member.....Barry Plaxco
Board Member.....Krista Zimpel
Board Member.....Kris Germany
Board Member.....Teea Reed
Board Member.....Justin McKie
Board Member.....Eric Garner

Capital Campaign Committee

Board Chair.....Mark Fleming
Fundraising.....Dennis Cannedy
Board Member.....Larry Ayres
Board Member.....Gary Baker
Board Member.....Brian Blair
Board Member.....Steve Borgman
Board Member.....Dennis Cannedy
Board Member.....Lance Cannedy
Board Member.....Kenny Haney
Board Member.....Justin McKie
Board Member.....Barry Plaxco
Board Member.....Teea Reed
Board Member.....Krista Zimpel

Key Staff

President/CEO.....Brandon Brown
Mission Advancement Director.....Noel Filer
Early Childhood & Youth Education Center Director.....Belinda Cavitt
Marketing Director.....Andrew Steinly

2013-2017 ACHIEVEMENTS

Our Mission compels us to address and strengthen foundational community needs.



EDUCATIONAL SUPPORT

Implemented Texas School Ready Program for over 1,600+ kids.



FACILITY ENHANCEMENTS

Completed plans to expand on the Bill Bartley Family Y and renovations on existing branches.

Our 2020 Vision provides a road map for this critical work. Here are a few of our accomplishments from the first three-year objectives. We are pleased to share our progress with you.



CHRONIC DISEASE SUPPORT

Implemented the LIVESTRONG program for cancer survivors and their families.



INNOVATION & COLLABORATION

Expanded YMCA programming to include children with special needs with Miracle League and Special Needs Gymnastics.

2013-2017 ACHIEVEMENTS

Closing the Achievement Gap

GOAL 1

To become a regional leader, advocate and collaborator to strengthen the academic performance of youth – ensuring that every child in our service area has access to high quality learning.

2020 TARGET

100% of children in YMCA After School and Early Childhood Programs show academic growth. 75% of these children are reading at grade-level or above.

Three-Year Objectives

1. Expand outreach to ensure that children start kindergarten ready to learn.
2. Through collaborative partnerships, develop a strategy for deeply engaging families of children who attend our After School and Early Childhood Programs.
3. Create and execute a new vision and direction in Before and After school enrichment.
4. Reduce learning loss for children in low-income communities.
5. Develop a strategy to ensure that all children in Y after school educational programs seamlessly move through the YMCA program model, preschool through grade school and 12 months a year.
6. Develop comprehensive plans at the Association and branch levels to fully communicate our Annual Campaign story.
7. Develop a consistent strategy that ensures academic success in all of our educational support programs. This includes:
 - Strong, consistent program curriculum and delivery
 - Staff training
 - School-system relationships
 - Data collection and application



Improving Community Health

GOAL 2

To become a regional leader, advocate and collaborator to improve community health and wellness.

2020 TARGET

We will strengthen community health through YMCA membership, advocacy and healthy living program development. Grow Y membership by 15% and hold member retention above the national average. We will launch two Association signature healthy living programs.

Three-Year Objectives

1. Expand our corporate wellness program by 50%
2. Expand the YMCA LIVESTRONG Program to serve 200 individuals.
3. Expand programming for Older Adults.
4. Launch the 5-2-1-0=8 program.
5. Develop three new significant collaborative partnerships that promote health and wellness in our region.
5. Maximize our Healthways enrollment participation by educating individuals and businesses of the benefits.
6. Develop and package a wellness plan for YMCA members and their families.
7. Develop and adopt internal organizational policies that support the health and well-being of YMCA staff.
8. Implement the new member onboarding process



Providing State-of-the-Art Facilities & Quality Programs

GOAL 3

To ensure exceptional quality in all of our existing facilities and in our programs which will facilitate an individual's health and well-being.

2020 TARGET

All YMCA facilities are up to date and have state-of-the-art equipment and resources that meet members' needs. All core programs meet Association guidelines and quality benchmarks.

Three-Year Objectives

1. Develop the projects to be included in the next phase of 2 of capital construction at each branch of the Wichita Falls YMCA.
2. Determine a long-term, sustainable facility plan for the YMCA of Wichita Falls.
3. Develop a master plan for utilizing YMCA Camp Fillers.
4. Formalize and implement training for updated YMCA Program Guidelines.
5. Develop a long-range funding plan for future Capital needs.
6. Break ground Bill Bartley Family YMCA Expansion.





Expanding the Reach of the YMCA

GOAL 4

To develop and implement innovative means to deliver our programs to communities and constituencies who need and desire YMCA services and programs.

2020 TARGET

Expand our reach significantly through YMCA programs and facilities.

Three-Year Objectives

1. Break ground on the Bill Bartley Family YMCA expansion project.
2. Increase visibility and awareness of our existing programs by using a variety of marketing techniques.
3. Enhance collaboration through specific partnerships to increase opportunity and diversity of programs.
4. Expand programming for Older Adults and individuals with Special Needs.
5. Develop and implement two innovative, sustainable programs and services that support our YMCA's business plan.
6. Strengthen relationship with members, donors, and community leaders to increase annual campaign pledges.





Bill Bartley Family YMCA
5001 Bartley Drive
Wichita Falls, TX 76302
(940) 761-1000

Downtown YMCA
1010 9th Street
Wichita Falls, TX 76301
(940) 322-7816

YMCA Mission:

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



Early Childhood & Youth Education Center
2600 Spur 325
Wichita Falls, TX 76306
(940) 855-2301

East Branch YMCA
302 Tulsa
Wichita Falls, TX 76301
(940) 766-0259



YMCAWF.ORG