



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ENRICHING LIVES

WEST SUBURBAN YMCA
Strategic Plan 2018-2021



WEST SUBURBAN YMCA

276 Church Street | Newton, MA 02458
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FRAMES FOR ACTION

Delivering on our cause to strengthen community is more than a strategic plan for the Y. It defines what we want to achieve across the country in each of our three areas of focus—**youth development, healthy living and social responsibility.**

The West Suburban YMCA's Strategic Plan is rooted in these Y-USA **Frames for Action**, which articulate our collective goals as a movement. Each frame defines:

1. The critical social issues we believe the Y can and should address. These are issues that affect all or most of the communities we serve.
2. Our shared intent: a vision of what we seek to achieve.
3. Key desired outcomes.



YOUTH DEVELOPMENT

Nurturing the potential of every child and teen

CRITICAL SOCIAL ISSUES AFFECTING OUR COMMUNITIES:

- » Erosion in social-emotional development leading to negative youth behaviors
- » Increase in academic disparity among children and teens of different backgrounds
- » Inadequate adult and community supports

OUR SHARED INTENT:

To ensure youth realize their potential to become active, engaged, and thriving members of the community, the Y will nurture their social-emotional, cognitive and physical development through holistic youth programming, experiences and supports.

OUR DESIRED OUTCOMES:

- Youth in Y programs demonstrate improvement in the skills needed for successful living.
- Youth in Y programs demonstrate improvement in academic proficiency - from birth to career.
- Y's incorporate a holistic approach to development in their youth-serving programs.
- Y's advocate to make youth development a priority at the local, state and national levels.

HEALTHY LIVING

Improving the Nation's Health and Well-Being

CRITICAL SOCIAL ISSUES AFFECTING OUR COMMUNITIES:

- » High rates of chronic disease and obesity (child and adult)
- » Needs associated with an aging population
- » Health inequities among people of different backgrounds

OUR SHARED INTENT:

To improve lifestyle health and health outcomes in the U.S., the Y will help lead the transformation of health and health care from a system largely focused on treatment of illnesses to a collaborative community approach that elevates well-being, prevention and health maintenance.

OUR DESIRED OUTCOMES:

- People achieve their personal health and well-being goals .
- People reduce the common risk factors associated with chronic disease.
- The healthy choice is the easy, accessible and affordable choice, especially in communities with the greatest health disparities.
- Y's emphasize prevention for all people, whether they are healthy, at risk or reclaiming their health.
- Y's partner with the key stakeholders who influence health and well-being.

SOCIAL RESPONSIBILITY

Giving Back and Providing Support to our Neighbors

CRITICAL SOCIAL ISSUES AFFECTING OUR COMMUNITIES:

- » Increasing social isolation and disconnection from communities
- » Lack of community involvement and civic engagement (give, volunteer and advocate)
- » Community support systems not keeping pace with changing demographics and family structures

OUR SHARED INTENT:

To foster social connectedness, strengthen support networks and encourage investment in our communities, the Y will activate resources and engage people from diverse populations for individual and collective action.

OUR DESIRED OUTCOMES:

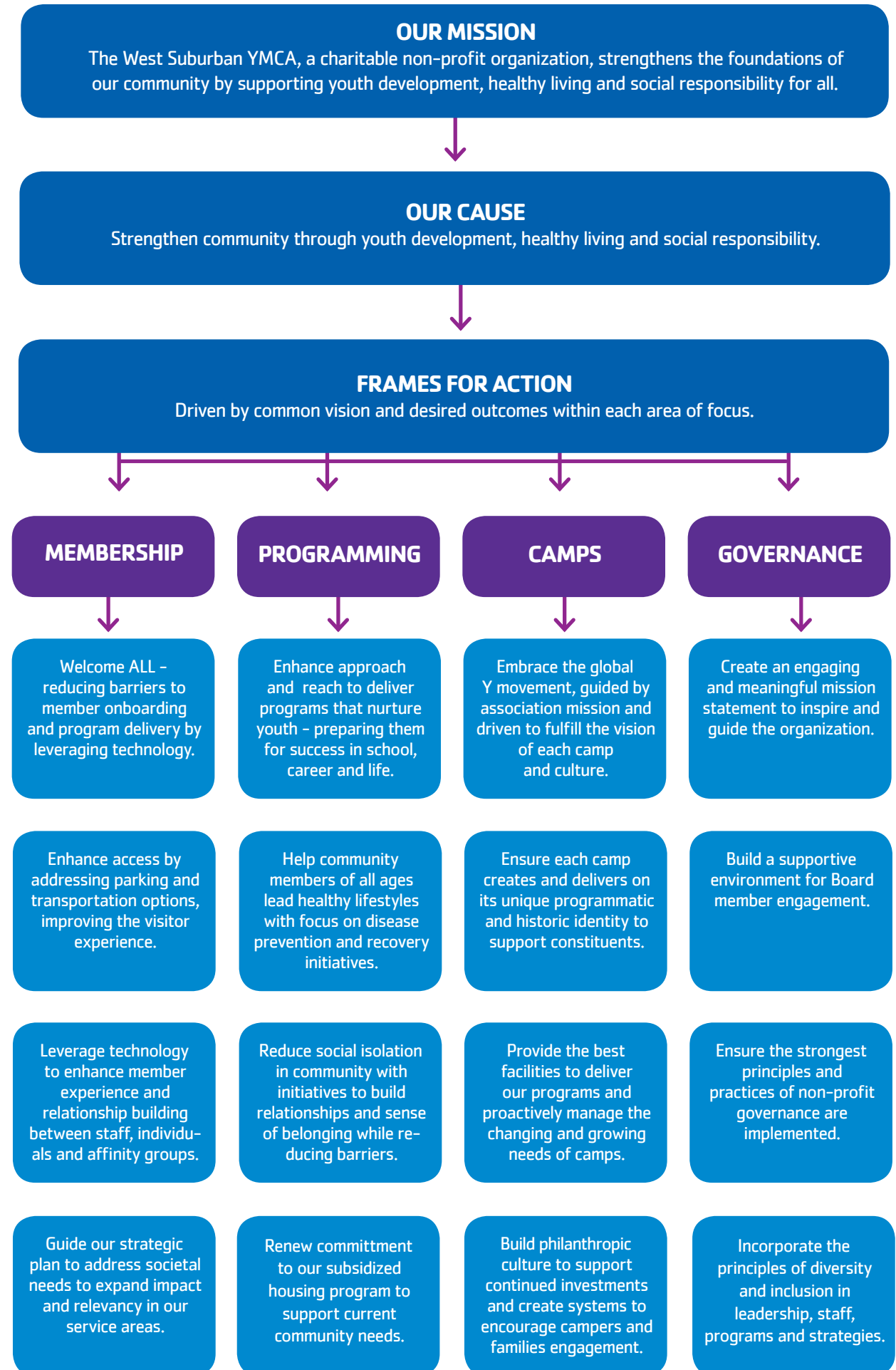
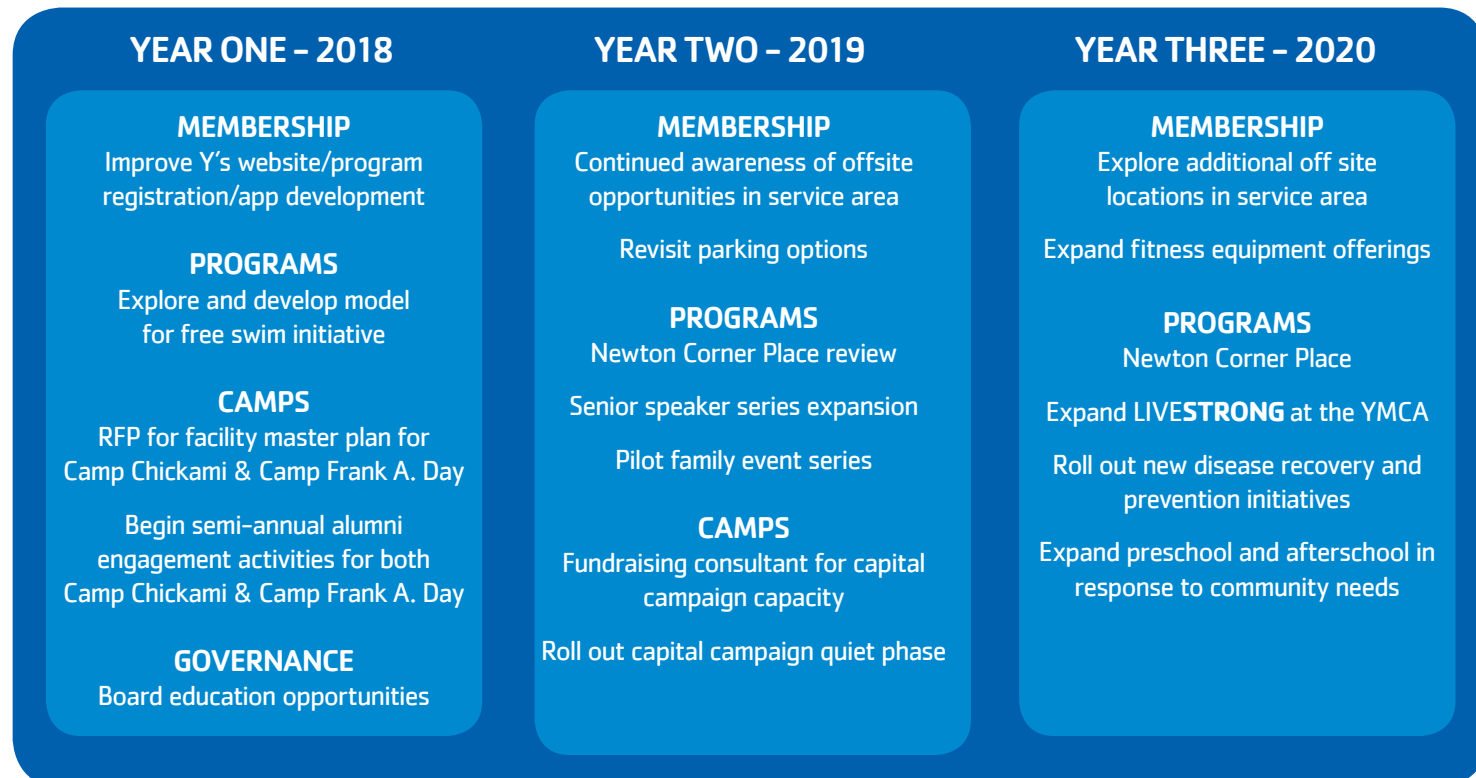
- People give their time, talent and treasure in support of community needs.
- Diverse, underserved and isolated communities feel supported by Y's.
- Y's support policies, laws and regulations that strengthen the well-being of communities.
- Y's convene and collaborate to develop local, state, national and global solutions that address key issues facing communities.
- Y's model the principles of diversity and inclusion in their leadership, staff, programs and strategies.

WEST SUBURBAN YMCA 2018-2021 STRATEGIC PLAN

The **West Suburban YMCA Strategic Plan** is built around **four strategic pillars** that we believe must guide our efforts during this time in order for our Y to deliver on our promise to help strengthen the foundations of the communities we serve. Our strategic pillars center around:



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The Y. For a better us.