

# Old Colony Y

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Strategic Priorities  
2008 to 2011

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This Strategic Vision developed under the guidance of our Board of Directors in partnership with staff and volunteers will build on our legacy and strengthen our ability to meet critical needs and enrich the quality of life for all in the communities we serve.

During the period 2008 through 2011, we will focus on the following six strategic priorities:

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# Strategic Priority One Health and Wellness

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We will:

- develop and continuously improve systems and processes throughout the Old Colony Y based upon Activate America concepts
  - focus on combating obesity and inactivity, and improving the health of children, adults and seniors we serve
  - conduct creative membership initiatives designed to further outreach efforts
  - initiate and respond to opportunities for collaboration in order to achieve greater impact, and establish the Old Colony Y as a key partner for all health and wellness related efforts
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# Strategic Priority Two Youth Development

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We will:

- further our standing as the region's youth development organization through quality service provision to at-risk youth, their families, and their communities
  - continue our commitment to the research-based developmental asset model, character development, and mentoring
  - achieve measurable and sustainable positive change in young people
  - design programs and services to improve youth transitions and provide better linkages to community-based, faith-based, educational and vocational opportunities
  - establish the Old Colony Y as a workforce leader through the creation of employment, alternative education, and educational supports to improve outcomes for youth
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# Strategic Priority Three

## Family Supports

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We will:

- strengthen community partnerships and improve current systems to ensure that all families have:
    - a safe and nurturing place to live (affordable housing)
    - skills to earn (alternative education, financial literacy, and life skills)
    - supports to parent effectively
  - strengthen and support families through high quality service provision by our Mental Health Clinic
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# Strategic Priority Four

## Integrated Association Advancement

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We will:

- position the Old Colony Y as the charity of choice in Southeastern Massachusetts
  - affirm the critical role of volunteers in the advancement of the Association
  - consolidate the capital campaign, annual campaign, endowment, and all other financial development activities into one comprehensive initiative to significantly increase our capacity to raise funds and achieve greater impact
  - assess alternative financing opportunities when seeking to invest in current or future facilities, or undertake new projects
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# Strategic Priority Five Culture of Quality

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We will:

- exhibit superior customer service, develop and follow best practices that are consistent with the YMCA mission
  - maintain a culture of safety for all stakeholders
  - be the employer of choice where diversity is encouraged and welcomed, staff development is supported, and work is fulfilling
  - ensure staff has access to technology that enhances our efficiency, and provide the tools required to most effectively carry out our mission
  - establish and maintain continuous quality improvement systems and processes to measure effectiveness
  - ensure all Old Colony Y service delivery is informed and improved through the input of the youth and families we serve, our staff, and our volunteers
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# Strategic Priority Six

## Partnerships and Alliances

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We will:

- encourage alliances and partnerships that strengthen outcomes and respond to the ever changing needs of the communities we serve
  - seek out and initiate new strategic networks within the public sector, private sector, and YMCA movement
  - expand organizational capacity through collaborations with stakeholders and other community-based organizations
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