



Sheryl A. Woods, President/CEO

YMCA of Broward County.....

MARCH 2010

Board Governance - What Does This Mean?

In last month's newsletter, I stated that volunteers are the heartbeat of our organization. Your involvement, leadership and passion for the mission of the organization drives our ability to positively impact the community.

Today, we have over 120 board members involved in the YMCA of Broward County via the Association Board and across our Family Centers Advisory Boards. Although 120 members seem like an impressive number, we must continue to develop a larger, stronger, and more expansive volunteer base to ensure that our YMCA is meeting the needs of our communities.

For the past year, YMCA board members from across the county have been working together to develop a process to become the "BEST BOARD" in Broward County. This process began by asking some simple questions:

- Are we meeting the needs of our members, program participants and community? How?
- How will we measure our success?
- What does it mean to be the "BEST BOARD" in Broward County?
- What is the role of the Association Board versus the Family Center Board?
- What are the expectations of a Board Member?

A governance "think tank" was established, comprised of eight board members and a consultant. We discussed the topics of board governance, expectations of board members, and the role of the family center boards. We received feedback from the group stating that family center advisory boards needed more definition and direction to be more effective. Through the work of some of the members of the "think tank"; efforts of the association board development committee; discussions with the family center board chairs; and meetings with the Executive Director from each family center, the team developed a Seven Step Process to better define the vision, roles, goals, expectations, and protocol for family center governance. In November 2009, over 100 board members and staff throughout the county participated in the Fall Retreat where we discussed and adopted the Seven Step Process as our guiding principles for effective organizational governance.

Meeting our mission, demands that we challenge ourselves to become the "BEST BOARD" in Broward County; prioritize our areas of focus; expand our outreach in the community; take responsibility, ownership, and accountability in evaluating our program offerings, determine community needs, measure our effectiveness as a governing board and/or operation; have diverse member representation and opinions; and most importantly, ensure that no one is turned away due to their inability to pay.

Seven Steps of Family Center Board Governance

Each step includes both a specific set of expectations and a general set of guidelines to define and develop the family center leadership team (volunteer/staff). Each family center board has the responsibility to use these steps to: evaluate the current board structure, set measurable goals, and focus on program priorities..... with the goal to create the "BEST BOARD" in Broward County.

- Step 1: Define the Role of the Family Center Boards (What We Do)**
The purpose of the Family Center Board is to serve as the voice of the local community and to provide leadership, financial support and guidance to the staff at the local Family Center YMCA.
- Step 2: Set Specific Expectations for the Family Center Boards (How We Do It):** Simply stated, we expect that each of our FC Boards will work hard to be the **Best Board** in their community.
- Step 3. Fill your Board strategically and with the best people to serve the Board's functions. (Who We Do It With)**
- Step 4. Set Specific Expectations for Individual FC Board Members**
- Step 5. Set Specific Expectations for FC Board Chairs** (in addition to the expectations they already have as Board members under Step 4).
- Step 6. Set Specific Expectations for FC Executives**
- Step 7. Incorporate "One Y" in all of your work.** We all are a part of the YMCA of Broward County, and we need to avoid thoughts or acts that separate us from the rest of the Association.

Board Governance - Step 1:

For the next three months, I will provide an overview of the Steps. Let's begin with Step 1: **Define the Role of the Family Center Boards (What We Do)**. The purpose of the Family Center Board is to serve as the voice of the local community and to provide leadership, financial support and guidance to the staff at the local Family Center YMCA.

Questions to consider:

- Are we meeting the needs of our members and program participants?
- What additional programs or services does our community need?
- Are we maximizing our facilities and assets?
- How do we serve more people in our community?
- Are we serving our special interest groups – teens, seniors?
- Are we inclusive in everything we do?
- How can we open doors and provide influence in our community?
- How can we best spread the word and build passion about the YMCA throughout the community?
- Are we ambassadors from the YMCA to the community?
- Do we fully understand what we do and how we do it so that we can spread the word?
- Have we developed and communicated a compelling case statement ?
- Have we maximized our fund raising efforts?
- Does everyone in our community know us, our mission, and the good work we do?

I challenge you to discuss these questions at your next board meeting. Invest the time in evaluating your answers. Identify your strengths and identify your opportunities to become the "BEST BOARD" in South Florida.



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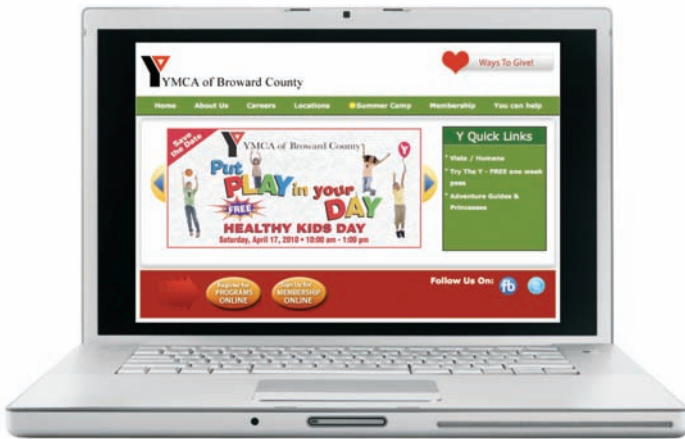
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Y-Partners Scholarship Campaign

March is the time of year that the YMCA of Broward County kicks off the "community phase" of our fund raising program. This is the time of year where we reach out to our members, program participants, and community businesses and ask for their support in raising dollars to send a child to camp, provide swim lessons, enroll in a sports program, and/or provide a membership to the Y. Our goal is to "ask" as many people as possible to consider making a donation to the Y. A donation of \$25, \$50, \$100, \$150 will make a difference in the lives of others. This is also a great opportunity for us to communicate our mission, educate others about the positive impact the YMCA has on our local community, and remind others that the YMCA is a charitable, inclusive organization, focused on providing quality programs and services for ALL.

"ON-Line verses IN-Line"

The YMCA of Broward County has launched our online registration. Individuals can now sign up for membership, programs, and/or make a donation online. Check out our new web site at www.ymcabroward.org



American Express Sponsors "YMCA Rising Stars Leadership Program"

Thanks to a \$25,000 grant sponsorship from American Express, Pam Jones, VP of HR /Leadership Development is initiating a staff development training program for 20 full time, middle management team members. The six week training program will include sessions on goal setting, program development, staff supervision, utilizing volunteers, budgeting, fund raising, and leadership development. Staff will be expected to attend sessions, complete reading assignments, and develop a program business plan by the end of the course. The goal of the program is to strengthen the leadership team and continue to "build our bench" for the future. This program will be offered each year to the staff team.

YMCA Prepares to Open Pembroke Falls Aquatic Center

As part of our partnership agreement with the City of Pembroke Pines, the YMCA of Broward County will also be taking over the Pembroke Falls Aquatic Center located at . This free standing aquatic center includes an 8 lane 25 meter swimming pool, large fun pool with water slides, and a kiddie pool for toddlers. Also on property is a 4000SF indoor space with multipurpose room, bathrooms, and office space plus separate locker room facilities and a large concession area. There is a permanent shade structure and a large deck area to accommodate multi-use purposes. Needless to say, the YMCA will be offering swim lessons, water exercise, recreational swim team, open swim, rentals, and much more programming throughout the April – September calendar year. We are excited about this new program opportunity. We will keep you posted on upcoming events and announcements related to the Grand Opening Celebration for this center.

Important Dates

Spring Break Camp

March 26 - April 5, 2010

ONLINE Incentive Program

for our Members and Program Participants – April 1, 2010

Healthy Kids Day

Saturday, April 17 from 10:00 am – 1:00 pm at our Family Center locations

Summer Camp

June 14 – August 20, 2010

Summer Camp Board Meeting

June 30, 2010 @ Pembroke Pines YMCA Aquatic Center (Formerly Pembroke Falls Aquatic Center)

Save the Date

YMCA of Broward County

Put PLAY in your DAY

FREE

HEALTHY KIDS DAY

Saturday, April 17, 2010 • 10:00 am - 1:00 pm

Join us at 12 noon to "Blow the Whistle" on Childhood Obesity

Put Play in your Day! Enjoy fun and interactive family time by visiting your local YMCA for **HEALTHY KIDS DAY**. Participate in games, a family obstacle course, sports clinics and fitness challenges. Learn about health & wellness. Sign up for summer camp, swim lessons, youth sports and membership.

Call for more information or visit www.ymcabroward.org

Greater Hollywood YMCA Family Center 954.989.9622	Pembroke Pines YMCA Family Center 954.727.9622	Parkland YMCA Family Center 954.384.9622	Sheinberg Family YMCA of Weston 954.424.9622	L.A. Lee YMCA Family Center 954.467.2444	Lauderhill Community YMCA 754.322.3642	Children's Advocacy YMCA Family Center 954.623.5555
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The YMCA is a non-profit charitable organization (501c3) will invest over \$1M in financial assistance and program subsidies to those in need in 2010.