

Big Questions Facing the Cook County YMCA

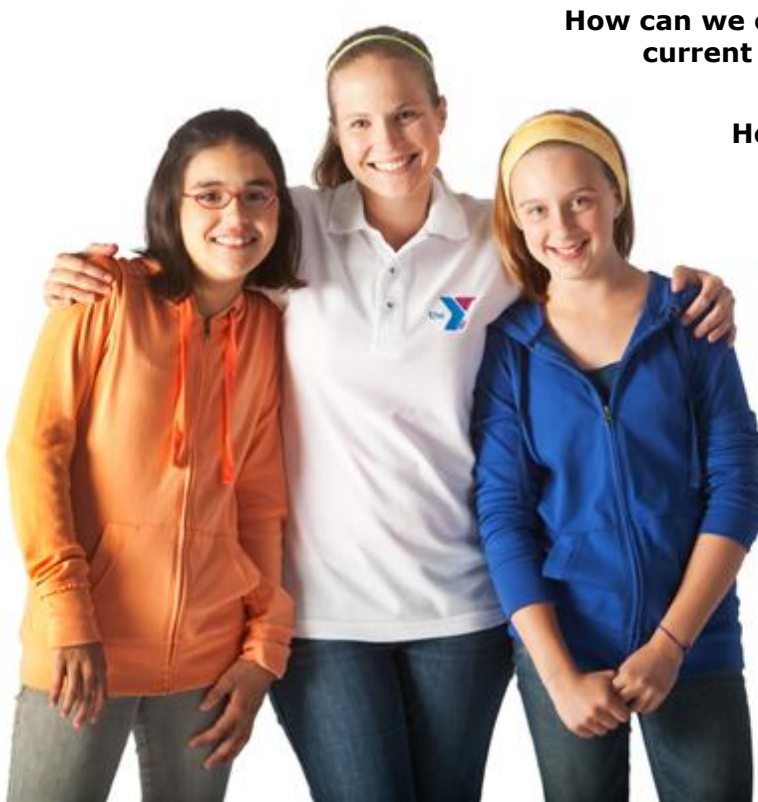
How can we use our expertise to promote our mission to a broader community?

Does the Ys program mix address the changing demographics and lifestyle of the community?

How can the Y tell its story better and can we change the community's perception as a cause driven organization?

We will change the perception in the community through internal and external education and communication.

Additional Important Questions



How can we engage more people beyond our current facility?

How do we continue to ensure that we have a solid operating model to facilitate sustainable growth?

How can we better position the Y as a community leader in health and wellness, youth development, and social responsibility?

How can we build new partnerships while building on existing relationships?