



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE MEMBER EXPERIENCE



What Is the Member Experience?

We believe the **Member Experience** is important in developing the *trust* foundational to the relationship development and operational success that makes it possible to live our cause of strengthening the foundations of community. The member experience is the composite of a member's involvement with the Y, starting with the initial engagement and including participation in programs and activities that address individual wants, needs and interests. It includes the ongoing support through relationships with staff and other members, communications with members, and the member's involvement with small communities of members. Simply put, the member experience is the culmination of everything the member comes into contact with at a Y. This includes how the member is greeted on the phone, the appearance of the facility, the support they receive from staff members, and more. It is making sure that our members have the resources and support needed to learn, grow and thrive.

To provide staff with a way to categorize the various ways in which the member experience is created, Y-USA has developed **the Circle of Membership** composed of five areas:

- the atmosphere we create
- the **support** we give
- the **connections** we facilitate
- the **options** we provide, and
- the **inspiration** we offer.

Atmosphere We Create

Our goal is to help everyone that comes into contact with the Y to learn, grow and thrive. We start by creating an atmosphere that is inviting, positive and safe.

This means:

- Staff warmly greet (by name) and welcome (with a smile) each other and members
- Staff are encouraging and positive in their words and interactions with other staff and members
- The facility is kept clean, safe and appropriately decorated
- Individual workspaces are kept neat and attractive
- Equipment is properly maintained
- Staff seek positive and collaborative approaches to engage and support members and resolve situations

Support We Give

The Y is a place where members should feel that staff sincerely care for them and are committed to helping them succeed. Their success is our success. With the support we give, Y staff have a variety of unique opportunities to make a real difference in the lives of the people and the communities we engage.

This means:

- Staff, through words and actions, encourage and support members to reach their goals (i.e., casual words of encouragement, a written note or e-mail, or more formal one-on-one coaching session, etc.)
- Staff are prepared to step in with care and concern to provide assistance to members at any time. Supporting members takes priority over other tasks.
- Staff demonstrate an attitude and approach that giving the minimum is not enough when it comes to supporting members.

Connections We Facilitate

The work of the Y is accomplished through open and honest relationships that we build with members. To support our members' goals we facilitate connections by seeking opportunities to link members to other members and member groups.

This means:

- Staff strive to develop their relationship building skills through the various formal and informal learning experiences offered at their Y, Y-USA training, individual coaching, or other opportunities offered outside the Y
- Staff proactively get to know members beyond the high-level greetings and well wishes and seek to understand their needs
- Staff remain informed about what's happening in their Y, e.g. formal group program options and informal member groups

Options We Provide

Our work to strengthen communities is rooted in the variety of programs and services we provide. From teen leadership programs to aquatics classes, the Y is dedicated to nurturing the potential of children and teens, promoting healthy living, and fostering a sense of social responsibility. As such, we are responsible for connecting members to the options that best meet their needs.

This means:

- Staff listen attentively to members about their needs and goals
- Staff identify the needs of members and help direct them to Y programs and service options to meet their goals
- Staff recognize gaps in program and service offerings and present them to their supervisor or Y leadership

Inspiration We Offer

The YMCA is a cause-driven organization of members joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. This commitment and the unique ways that each Y demonstrates that commitment inspire members to partner with us to influence and impact the larger community.

This means:

- Ys provide unique volunteer and giving opportunities and engage members to participate in them
- Staff foster an environment that supports positive, lasting change in well-being and individuals actively involved in bettering the community
- Staff model and share with members the Y values of caring, respect, responsibility and honesty as well as the meaning and work of our mission