



YWCA ROCK COUNTY STRATEGY | 2024 - 2026

CULTURE OF YWCA

MISSION

YWCA Rock County is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

VISION

Transforming lives and communities through education and action to empower women and dismantle racism.

PEOPLE & CULTURE

YWCA STRATEGY

Engage people to create a culture of diversity, equity, inclusion and empowerment.

COMMUNITY

1. Improve staff retention through the implementation of Staff Engagement Practices.
2. Implement an Organizational Culture Assessment to better align with our mission, vision and values.



HIGHER IMPACT

YWCA STRATEGY

Deliver consistent, quality, outcome-driven programs.

PROGRAM/DELIVERY

1. Improve the system for tracking and measuring Program Impact.
2. Elevate the CCP experience by implementing new licensing Best practices.
3. Deepen relationships with our Community Program Partners and Volunteers.

INCREASED INVESTMENTS

YWCA STRATEGY

Increase Rock County's investment in Eliminating Racism & Empowering Women, and through Inter-generational education.

FUNDING

1. Build Donor Relationships to better strengthen and envision the future of our organization.
2. Research and implement innovative and new programming.
3. Develop a financial plan that measures and sustains the health of the organization.

eliminating racism
empowering women



EFFECTIVE OPERATIONS

YWCA STRATEGY

Embrace technology expansion projects to further our learning and grow capacity.

PEOPLE, PROCESSES & SYSTEMS

1. Execute Phase II of our Human Resources Customer Relationship Management system migration.
2. Implement the Child Care Program On-Line Registration Process.
3. Launch the new YWCA of the USA Website.



STRONGER BRAND

YWCA STRATEGY

Shares information like one movement, speaking with one voice.

MARKETING/COMMUNICATIONS

1. Improve Stakeholder engagement by evaluating and implementing new Marketing Best practices.

YWCA IS ON A MISSION

