



# ROUNDUP

The latest news and  
resources on Link

Roundups are published every two weeks--Link post followed by Roundup email.

► indicates new or updated content from the Link post.

## Tell Me Something Good



Devin McCourty  
New England Patriots

April was National Child Abuse Prevention Month. The **Alliance of Massachusetts YMCAs** developed a PSA to help to prevent child sexual abuse. As part of Five Days of Action, a campaign that ran from April 24-28 this year, the Massachusetts alliance released a PSA that featured area celebrities sharing the warning signs of child sexual abuse and tips for preventing it. Celebrities included New England Patriot Devin McCourty, Boston Red Sox broadcaster

Tom Caron and Massachusetts Gov. Maura Healey.

## Highlight



### Explore New Features and Functionality of Praesidium Assessment Tool.

The Know Your Score! assessment tool from Praesidium has been rebuilt. The new tool launched May 1 with additional features and enhanced functionality to improve the performance and user experience. Review a recorded demo or join an office hours session to troubleshoot or learn how to make the most of your assessment experience.

## Child Safety

**View Creative Ways Ys Have Promoted Five Days of Action.** Nearly 600 Ys registered to participate in Five Days of Action from April 24-28. Link highlights some creative ways that Ys and partners across the country promoted this initiative (one highlight is featured in **Tell Me Something Good** above).

## Leadership Development

**Listen to New 'Why I Lead' Podcast Episode.** Learn how increasing employee effectiveness through development improves retention. Join Y-USA's Michelle Rodriguez as she talks with Bobby Mandell of the **Greater Green Bay YMCA** for the latest Why I Lead podcast.

## Marketing and Communications

**Read the Latest Y Collective Marketing Initiative (YCMI) Update.** The YCMI Steering Committee emailed an update to all Y Marketing and Communications leaders. The update features new toolkits for promoting youth sports, aquatics and Safety Around Water.

**Review Marketing and PR Tools for May.** The latest Marketing & PR Tools from Y-USA are posted to Link. The topics for May include Summer Camp, National Water Safety Month, Older Americans Month and Summer Food Program.

## Sports

**Read About Soccer Collaboration.** The **YMCA of Greater Seattle** and 15 other Ys across the country have collaborated with the U.S. Soccer Foundation to increase access to soccer and improve the health and well-being of at least 1 million young people by 2026.

## IMPORTANT

**Celebrate Asian Pacific Islander Heritage Month.** The Asian Pacific Islander Leadership Network (APILN) invites you and your Y to celebrate API Heritage Month in May. Join APILN for a panel discussion on May 18 (see events) and share the Fred Hoshiyama Scholarship Fund application with your team.

## Hot Topics: Conversations on Link

Does anyone use Slack, or another communication platform, for **internal communication**? What are some of the pros/cons you have seen as a result?

[#Communications](#)

We have a very **long waitlist for private swim lessons**. What are new ideas to help get some of these people off of the waitlist and into the water?

[#SwimLessons](#)

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## Webinars, Events & Deadlines

(All times CT)

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Wednesday, May 3

- 11 a.m. [Building an Antiracist Foundation at Camp](#)
- 2 p.m. [Chronic Disease & Social Determinants National Peer Community Call](#)

Thursday, May 4

- 11 a.m. [Teens National Peer Community Call](#)

- 12:30 p.m. [Financial Development National Peer Community Call](#)

Monday, May 8

- 1 p.m. [Finance National Peer Community Call](#)
- 2:30 p.m. [Marketing Communications National Peer Community Call](#)

Tuesday, May 9

- 12:30 p.m. [Leadership Development National Peer Community Call](#)
- 1 p.m. [Community Development Financial Institutions Webinar](#)

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