

STRENGTHEN YOUR Y BY STRENGTHENING YOUR STAFF

YMCA Professional Network (YPN) helps reduce turnover by keeping employees engaged and improving their skills through leadership training and peer-to-peer networking opportunities. YPN Prime memberships enhance these opportunities and are an affordable way to develop your workforce. YPN has more than 30 chapters nationwide led by local Y staff.

MAKING THE CASE

\$8,000 THE AVERAGE ANNUAL COST OF INDIVIDUAL STAFF TURNOVER¹

YPN reduces turnover by increasing employee engagement, which also:



AIDS RETENTION



IMPROVES PRODUCTIVITY



SUPPORTS INNOVATION^{2,3}

TWO WAYS TO INCREASE THE ENGAGEMENT OF YMCA EMPLOYEES⁴

1



Provide training

2



Show interest in your staff's career development



84%

of Generation Z employees expect employers to provide formal training⁵



71%

of millennials who are likely to leave an organization in two years are dissatisfied with how their leadership skills are being developed⁵

YPN Prime membership enables you to provide staff with access to training, peer-to-peer learning and leadership opportunities.

RETURN ON INVESTMENT

Your investment in YPN Prime memberships for key staff (\$65 each annually) is an affordable way keep them motivated:

NETWORKS

Prime members can connect with experts and peers to exchange new ideas and best practices. Knowledge sharing through networks increases:

- ⬆ Job satisfaction
- ⬆ Productivity
- ⬆ Innovation
- ⬆ Employee retention⁶

LEADERSHIP SKILLS

Prime members develop and refine leadership skills through interactive experiences with Y leaders and opportunities to serve in YPN leadership positions.

DISCOUNTS

A Prime member can potentially save over \$200 on the cost of training, registration fees and leadership recertification credits (see below).

Here is how a typical YPN Prime membership saves money on professional development:

SAVE UP TO \$30

Through free eLearning courses

SAVE UP TO \$70

20% discount off the cost of two events

SAVE \$50-\$100

On leadership recertification credits

Contact YPN@ymca.net for bulk purchase and other payment options.

VISIT LINK TO LEARN MORE

For details, go to the YPN Community on Link (link.ymca.net) or email YPN@ymca.net.

All Y staff—including part-time—are YPN general members upon hire and have access to YPN events and resources. They simply need to register on link.ymca.net. General membership is free.

Contact Information

Kim Moser
800-872-9622 ext. 4026
kim.moser@ymca.net

SOURCES:

¹ <https://www.americanprogress.org/issues/economy/reports/2012/11/16/44464/there-are-significant-business-costs-to-replacing-employees/>

² OWL Labs, 2017; TinyPulse, 2015 and 2018; Unemployment Services Trust, 2015.

³ GLINT, 2019; YMCA Staff Engagement, 2018.

⁴ Y-USA Research Survey

⁵ "Next Generation Recruiting: Proven Strategies to Connect & Engage Generation Z," Ryan Jenkins

⁶ Hildreth, Paul M., and Chris Kimble. Knowledge Networks: Innovation through Communities of Practice. Idea Group Pub., 2004.