

^M00:00:00

Okay, thank you.

Hello everyone.

I'm sorry, I am [inaudible] here, but I do, I'm very excited to have an opportunity to share with you the YMCA Y-Space

How many of you, I guess, you can tell me verbally how many of you had a chance, I sent the email out to you earlier, so that you could have a sneak peak of the YMCA Y-Space, simply because there are so many pieces to it, and we certainly can not view everything, and I wanted to give you an opportunity to look at some of the video, and to look at some of the messages, simply because our time allotted is just not enough.

I'm hoping that some of you were able to do that.

Let's see.

So, what I'd like to do is, let me share with you the very first slide.

You see the YMCA Y-Space logo, and I want to share with you some of the premiss of the program.

First of all, if you all have learned that this YMCA Y-Space is literally, it is as you see it innovative interactive web tool, and one of the things that I noticed in listening to the presentations, even though I have only been on a couple of your conference calls, that the presentations I have heard so far seem to be more directed towards the youth and one difference that I note in our presentation in our website is that it is very much directed towards the YMCA staff and volunteers who work with our team leaders.

And, you see in the second bullet point here where it says it provides local staff volunteers with a powerful tool to support the holistic development of youth, and this is very much a part of our strategic planning for the YMCA of USA.

It is really very interesting, it's very exciting for us to be working with partner and agencies, because the development of youth is an absolute must, and an absolute direction that we are in with the YMCA, and this tool has given us an opportunity to provide our staff leaders and our volunteer leaders with assistance in being able to be effective with those tools.

I did, I know you were talking a little bit earlier Kristen, that I left a segment in so that everyone could understand the strategies when we first wanted to do this project.

This has been a long time coming, as with you all, in some of these things that have been learned and I would like to kind of just jump down and just share with you here what we are trying to do, so the goal was literally to develop this tool, so that we could engage more teenagers in servant leadership, and a lot of our program has the YMCA staff has been doing this, and I venture to say in some purposeful ways that therefore, YMCA directors and leaders were also asking for some direction so that they could be effective.

And, you see in the second bullet point, in regards to streamlining, we have so many YMCA trainings. We have so many materials that we provide to our leaders that we wanted to do it in such a way that not only we streamline, but also the folks could collaborate around one single area, and be more effective.

So here is the results of what we've done.

After we identified the need, and how to put together the tool, and some of you may be aware of [inaudible] which is a phenomenal group that we worked with in developing this entire website, and developing all the tools, little tools, and developing whistles to allow people to maneuver through.

Test types.

We did alpha test groups, and we also did beta test groups.

We had about ten YMCA's who tested the original concept, and we got excellent feedback of course from those YMCA's and they talked about the ease of using the materials for the teenagers, but we did learn that we needed to, number one, make sure that it was available electronically as well as on paper,

simply because all of our YMCA's do not have computers, and all of our leaders do not have access, some of the folks have to go to the library, and so we did learn that we had to make is to that everyone could have access, and not just electronically.

The Y-Space guide is one of the very first things which I want to share with you in regards to developing a guide that was downloadable, something again that people could access, not just on the internet, and it provides point-by-point instructions, not only on how to use the web tools, but also how to, how an adult leader, even if it's a volunteer, if it's not a staff, how they can incorporate and implement service learning.

The survey itself, which is really quite exciting, we are going to review in just a bit, is something that was designed so that the kids would enjoy doing it, so that they wouldn't get bored, and that those were some of the comments that we did receive from the alpha and then from the beta tests which as well identifying that this was something that was pretty cool for the teenagers to do.

One of the things that I will be showing you on the website, and I'm hoping that you did have any opportunity to glance at it yourself, is the video reflection.

This tool was very widely crafted so that it is not just something that somebody will open up, look at a couple of times, and then forget about.

This is a very fluent tool which will allow individuals to be able to mount their own reflections in regards to the success regard to what they experience, and it is going to be something that I can't wait to see what will happen a little bit longer in the way.

We've just launched this tool, and we are in the process of making everyone aware of it, and everyone already are receiving rave reviews in staff leaders who are now starting to take the tool and utilize it.

One of my favorite parts also on this website are the resources.

In the YMCA, and when you are working with our staff leaders, and volunteer leaders, it's helpful to be able to provide people with materials and information, and there is an entire segment on this website which leads leaders to resources and information so that they can study more so that they can research more, so that they can be more confident and do more with their team.

With that, what I'd like to do is go to the website, and I am hoping everybody can see that.

This is the YMCA Y-Space website, and one of the first things I'd like to point out to you is that the website was very specifically and purposefully designed to attract adults.

Hang on Carol, hang on Carol.

Let me make sure, are other folks seeing the website?

No.

No not yet.

No.

Okay.

Help you make that, toggle over to that.

You have to click on the quick search first.

Your quick search up?

Okay.

Share an application.

Okay.

And then select the application that has the website on it.

And then go down to.

And then quick share.

Share.

There you go.

Yeah!

We are.

I'm sorry.

Okay.

I thought I had to click on the bottom [laugh].

Are other people seeing it now?

[Audience response: yes]

Super.

Was everybody able to see the slides that I was clicking for.

Yes.

Okay.

This is the web page, and I wanted to point out to you, and that we did spend some time with our marketing department, and with the [inaudible] media, making sure that the presentation was something [inaudible], but was something that would be attractive to adult leaders, and so I wanted to point out very specifically that this was not designed specifically to be attractive to teens, because ideally this is not who is really going to be coming to this website on a regular basis, and use it as a tool. One of the first thing's I would like to do is I want to show you our YMCA guide.

Now, am I assuming that you are not seeing this, or do I click on sharing?

No it doesn't help.

This is good.

We saw it.

Oh, I'm sorry.

Okay, so you did see it?

Yeah.

Okay.

I wanted to point out for you, this is the YMCA's guide, and you see this is a lot of spaces here, which gives a very nice picture of who we are serving.

Close your eyes if you are getting dizzy, but I wanted to go down to a couple of pages just so you can see, this whole web guide is about twenty-seven pages in length.

What I'm doing right now, is going down to page ten, because I want you to be able to see a couple of very specific points.

Okay, now first of all, I want you to see that there is, this is very detailed, and we start off with the five basic steps in utilizing the YMCA Y-Space.

You saw, there is a table of contents and you saw the basic steps in regards to internet safety, which we thought was very important.

As I scroll through here, I wanted you to see that the part of the tool the leaders are explained what their kids are going to be surveyed about.

They are going to be surveyed in regards to their personality.

They are going to be surveyed about how they like to spend their time, what their talents and their skills are, their interest in service and what motivates them, and this is really, really very important so that the adult leaders who are going to be implementing this tool, with their young people will know ahead of time, here's what we are looking for.

As the YMCA website web page guide explains in the beginning the whole purpose of this tool is to help adult leaders work with their young people to identify their passion, and what gives them spark.

The personal, number two area here, the YMCA Y-Space personal profile, this is the actual tool, the results of what's going to happen after a young person takes the survey, they will be able to have a profile, and again this helps the section explain to the adult leaders what the profile is going to share with them.

Then, because we [inaudible] the tool, it's like so what.

Here's the so what.

Here's the number three part which is the interview.

When the young people take the survey guide, or the actual survey, the adult leaders have an opportunity to sit down, either one on one, or in an entire group setting, and be able to identify and kind of like dig down deeper in regards to the results of the profile.

When a teenager actually takes the survey guide, they will actually have a print out that will come, and they will be able to see exactly what their profile is, what areas of interest they have, and they will be able to identify perhaps, you know, are you interested in social justice?

Are you interested in environment and determine what area that they should go about working with their staff leaders and their team leadership group and determine what kind of service or projects that they would like to create.

Another thing that I really like about this tool is the fact that it is designed not only so that you can work with groups who have computers, but it is also designed so that you can work with groups of young people who do not have a computer.

Because recently I conducted this project with a group of our YMCA youth and government leaders.

We have a program which allows our young people to serve literally in the role of governor for their state, and we had a session in Washington, D.C. literally at the Capitol.

We did the YMCA Y-Space as an entire group, and it was really very exciting watching the young people be excited themselves about what they learned about their interests, and we were able to even gather them together in individual groups based on their interests and it was exciting about the projects that day, on the spot, identify that they could possibly develop.

Further, again if you get dizzy, close your eyes, and let me go down to the bottom, because I want to share with you what the actual tool looks like.

Again, sometimes there are some individuals who do not have access to the internet, and so therefore, what I am sharing with you now, is the actual worksheets.

If you are in a situation where we do not have computers for every student to learn, this is an example where we were in D.C. at the Capitol.

Also, I was at another conference where we had five-hundred teenagers.

We did not have five-hundred computers, but what we did, was I shared with them this form, which is called the personal profile sheet, and so each student was able to follow the profile sheet, and complete the profile sheet and identify and answer all the questions, even though it was not quite as snazzy, but using an LCD projector they could still see the picture active surveys taking place in front of them on a big giant screen, but then instead of being able to log in their responses directly on the computer, they were able to use this profile sheet.

And then the other thing I would like to share with you on this guide is another two pages down, I wanted to share with you this quick start tip sheet.

Because we are trying to be very sensitive to our YMCA leaders, you see the entire guide here is twenty-seven pages.

What we also did, was we developed a very snazzy tool kit that we have identified approximately 400 YMCA's where we know that they have limited access to the internet, and so we put together a package, and where the tool kit and several other sheets below have been printed and have been published, and they are being sent out to the YMCA's so that they can have something in their hands, so again, for someone if they can not print out or publish an entire guide, and so therefore, we're trying to be very sensitive to the needs and the abilities of our YMCA staff, and I just wanted to share with you how we are trying to use the lessons that we learned.

And here's an example of where it talks about [inaudible].

It gives everyone, step-by-step instruction on what to do, and then how to do it.

Any questions in regard to the YMCA web space guide that I just shared with you, before I go through the actual website itself, of the survey itself?

Okay.

Okay, you all see where it says YMCA Y-Space, where it says, this is the black survey here?

Can you all see this?

Yep.

Okay, great.

I just wanted to make sure before we I continue on.

In this web page, this is what you will see after clicking on the icon that says take the survey.

I'm going to click on it where it says enter online, and one of the things that's really neat again, you can not hear, but there is music that plays in the background, and as you see this whole, this whole presentation, all throughout this survey.

someone is coming up and popping in front of the kids and talking to them, you know, what the purpose of the website is, and what it is that they will be doing.

For example, this gentleman is explaining to them the first segment.

Remember, there are five different segments, and the young people have an opportunity, again this is if they do it online to be able to answer questions.

And so they are talking about what describes your personality.

They get to move this cute little thing up to the left or the right, to identify what their personality is, and again, as you see, I am just going to click through it.

There's an explanation and a kid gets an opportunity to rate themselves.

The explanations, and all of these young people were designed to reflect the different kinds of teens that we have, so as the kids [sound effect] listen to the presentation, they see somebody who looks like them, or they see someone who they can identify with.

And so now of course we can not go through the entire, you know presentation, because there are again, there are five segments that as you see, the entire survey does take about ten minutes, and actually from what I have learned, it can be a little bit more or a little bit less because it gives you an opportunity to be able to think.

Now with this guide, again, I wanted to wait until I got to the next segment, sometimes, some people's computer's are a little bit slower, some are faster, this is another reason why I did want to send you all this sneak peak, so you could see in advance, and possibly view a little bit of this in advance, so that we wouldn't have to [inaudible] by the little bar we are waiting for now.

But as you go through segment's and segment's, every segment is different, and again it is specifically designed to be very colorful, specifically designed to be very attractive to the young people, so that they would continue and click onto the next part.

After our conferences that we had with the youth, there were many youths, even though they took the survey, and did it in a group setting, they wanted to go back and because they saw how neat it was, and they wanted to go back when they got home, they wanted to take the survey on their own, so that they themselves could play with their little areas.

And again, this is an example as you see how when the question is asked, how do you spend your time, and it is really kind of interesting that, you know, if you put your cursor on certain areas, it explains, okay what are we talking about being creative and what are we talking about entertainment, what are the kinds of things that you like to do, and let me give you some examples.

And the kids, what they do is after they see something that really reflects them, oh let's see, I like to spend time on the internet, let me click on that.

Oh, I like to, oh I definitely love music, let me click on that, and yes, I absolutely love sports. And so, therefore, again from section to section, they're able to identify what they like, and how they are able to go back and eventually have an entire profile by the time they finish taking the survey.

And while they take the survey, they have fun doing it, and that's the whole concept.

Any questions on that segment?

I might have missed this earlier.

Yeah.

What age group is this for?

I saw the pictures for kids.

Well these are for teenagers.

Ideally in the YMCA, as my title, youth development specialist, we identify youth ages twelve to seventeen.

Okay.

And so this is the focus group, but majority of the young people who have taken and utilized this survey, majority of them have been high school age teens, and then secondarily are middle school age teens.

And the more of our YMCA programming, they use specific programs in regards to service learning community service, and specific engagement with their teams, but as you all know in many of our high

schools, and in some middle schools, but more high schools, that service learning is a requirement, or community service is a requirement for them in regards to their courses that they take at school.

The next thing I'd like to share with you, and please let me know if I'm talking like way to fast [speaker laughs], because I get excited about our tool.

I wanted to share with you the video wall, which I think is so cool.

As you see, every time you click on a picture, you see someone's picture is emphasized, that each of these photos is a video of someone talking about service.

And like for example, I will click on this gentleman, and again, I know you can not, you know hear what he is getting ready to say, but ideally every time you click on a video, you get to hear the comments of an adult leader.

Every leader is not someone with the YMCA, but it is an adult leader who works with teams in the area of service and engagements.

One of the things that I think is really neat about this tool is if you look down here in this area where it says view all, these are the different topics that all of these leaders are discussing.

And so for example if I want to look at youth benefits, I click on benefits, and it identifies here are the [inaudible] of people talking about youth benefits.

If I want to talk about, if I want to hear people talking specifically about the greater game to their local YMCA, again it shows me here are what the folks are saying about that, you know engagement, and I just think it is really neat because this video wall, again as I said, this is very specifically designed more so for adult leaders, it really is a tool to help them present specific engagement service leadership to their young people getting as much resource as possible.

And the other segment on here, you see where it says teen videos, this is what is going to be happening as our project is launched out to the area.

The first stage is leaders using this with their teenagers.

The next stage which we will be seeing in the next couple months, a teenager will actually be able to go on to this site, and you see here where it says share your reflection?

A teenager will be able to, I'm not going to click on it because I don't want to be on T.V. [speaker laughs], but they will be able to actually share their experiences about their projects, how they reflected, you know how it affected them, how they feel they will take the next step.

Often times, some teens have identified that after conducting or concluding a project with a group of teenagers, not only do they talk about the leadership that they learned, or how to be a part of a team, but also many have even identified perhaps a career field that they wanted to go into.

So, one of the things that is really neat about this site is that again this is something that will be able to utilize for quite sometime, and young people will be able to now start seeing themselves, and as we see right now, adult leaders sharing their reflections in regards to the different topics you see listed.

Very soon, we will actually be able to let them see photos of a teenager sharing their reflection.

Now one of the things with mighty media and work with our YMCA USA IT department, there will be screamers, so we will be able to, if there is anything appropriate, you know it will not be placed up there, but our IT department will be working to review each of the pieces that are shared, and then will put up the appropriate ones and they will be like no more than three minutes in total when the teams begin sharing their videos, and so this is the upcoming piece that I am really looking forward to.

And then, the other thing that I would like to share with you are the resources, and this to me is very, very important.

Our YMCA staff and our adult leaders, many of you have probably heard so many times that the YMCA is a volunteer driven organization, and it is very true.

So for example in the state of Kentucky for example with their YMCA youth and government program, they have over five-hundred volunteers who are the leaders of the segments of that program which

provides them instructions and takes use to this judicial legislative process, and so we need to make sure that we are providing [inaudible] resources.

To the left here you see how you can click, and it gives you explanations, we talk about asset building and you see resources to help them explore asset building more.

Specific engagement, again resources to help them explore more, and let me go to one of those resources, so for example if you see under specific engagement the steps to promoting specific engagement.

Our leaders can click on here, and you see it gives, and this is you have two pages here, but it helps them understand the six steps to promoting it and it gives them a little bit of a description, you know step one, step two and all the way down, it would help them help the leaders along their way as they are working with their team.

Again, our goal is to help our leaders be as effective as possible.

Let's see again, youth and adult partnership.

One of the things I would like to share with you is that you see on a couple of the segments where there is an asterisk, we have, the YMCA staff are able to access a national website called YMCA exchange and on YMCA exchange, all of these tools are available to staff, so whether you are looking at the YMCA Y-Space guide or not [speaker laughs] these tools are available to YMCA staff. And so for example I can open up the piece in regard to specific engagement, and so even if I wasn't on YMCA Y-Space I would be able to receive assistance in being able to review specific engagement and again, like for example this booklet here is like 112 pages, and of course I am certainly not going to go through all of that, but I just wanted to share with you the multitude of tools that we have made available to our staff leaders, and then also available on this website as well.

Well one of my favorites is going to be international involvement so that leaders can identify when they are working with their global teams or their international team, and as you introduce international work in their different segments of the team programming.

Again, these give some really neat guides in regards to what is available with our other YMCA's.

Our YMCA in New York does some pronominal work and it shares with them what they can do.

Now this is not loading really fast, I want to get out of that because I want you to be able to see the work without having to wait too long.

But again, you see the diversity, character development, everything, as it will make it available to them, and even member involvement.

We are trying to be very comprehensive and we're trying to help our leaders so they can say, I've got excellent resources that are available to me, thank you for guiding me, so that I am able to work even more, but also that I know where I can go to continue to do research.

So again, you see the YMCA membership model in regards to helping our young people become connected, go through casual, to connected to committed and their relationship, and then again how to do that, and you see the design in youth and government when you take them to the different team programs that we have and we help lead them to how to make sure that young people are connected through their service money in every program that we offer.

And let me go back to the homepage.

Gail.

Uh huh.

Is there like a couple more things that you could feature.

That's the last thing.

Oh great.

Go back to our, how do I go back to the screen where the slides are?

If you put, click on the sharing.

Um hum.

You want to go back to your presentation, right?

Yes, please.

Click on sharing, and then exit, sharing application.

Application, share, do I go to [inaudible] media?

Click exit.

Okay, click sharing?

Yeah.

Okay.

I'm sorry.

And then click on.

Very good.

Okay.

Then the last parts are the archives, the website itself and these are designed to attract adults [inaudible].

Materials needed, has been used to be very easy, to be accessed by those who do not have computers as well as those who did, and also we will learn that we need to have a purposeful promotion that we can launch to our YMCA directors outside the traditional method, and we have been working very extensively in educating our leaders not only through newsletters and websites, but through media and working with our leaders more out there in the movement, on the ground to introduce this tool.

So we recognize that we needed to make sure that we had precautions and guide us for volunteer organizations, and also be interested in utilizing the website, because this such an excellent tool for many people to use.

Then finally, the opportunity for [inaudible] engagement.

Number one, purposeful development of that systematic servant leadership experiences in all of our team programming we are now looking at how to link all of our team programs together, even though we have several through service leadership, and the development of key projects that all of our YMCAS' can participate in such as the program that is being worked upon now called Y cores.

And we are still making sure that we are bridging the gaps so that there is some consistency with all of our programming.

Deepening our core values in a measurable way of wanting an opportunity that we are looking forward to so that instead of just saying it felt good and it was a nice project, you will be able to benefit measurable outcome.

And also, as I said, it will increase, networking between agencies as we have already had a couple agencies to express interest in working with us and also utilizing this tool.

And also one of the key areas of interest is helping to literally deepen the values of our own team in regarding to giving back to their community.

So, where do you want to take this exercise?

Again, incorporating and utilizing servant leadership in a purposeful manner, we want to make sure that this servant leadership is in the stages with all of our youth programming, we want to make sure that all of our YMCA's are using this website as a tool, and teams will be exposed to future career opportunities, because we really are working with, we love that book [inaudible] and we want to continue to ignite the spark, and also having this entire service and learning the department that Ellen was speaking about. This is something that Ellen will be working with us as we expand our measurement holistic development of youth throughout our movement.

I believe that was the last slide.

That would be Monica.

Monica, I'm sorry [laughing].

Oh no, I'm sorry Monica.

We have a lovely group of people who use my favorite name, even though it's my last name [laughing].

Okay, and I do apologize if I was taking way too long.

I just get so excited about this website tool, but I do welcome special questions.

We've got a couple of minutes that want to talk about ideas and feedback on the help desk too, so thoughts from folks that are sort of soaking up the Y-Space tool?

It's just amazing Gail.

I can't wait to start downloading stuff and sharing stuff with our folks here.

I love the survey and I love the way to use videos, it's just really a miracle.

And again, this is a great effort for this three year project, and naturally, I have to give that commission to Sharon Williams who really worked with this and put this together. [Silence]

Any other questions I might be able to ask?

Oh, I see a question, I was wondering if you see this work as a stepping stone to a broader or a fuller youth generated content in social media tool?

I absolutely see this as a stepping tool.

This website is only the beginning, absolutely.

^M00:34:25

[Silence]

^M00:34:33

I will make a quick note of something again, often conversation that people might take a look at, we have some very sophisticated YMCA's in terms of how they are able to in their welcome community engage partners around social media, and one of the groups that helped test out Y-Space has been

engaged in this learning in the Seattle area and if you look at a website off of this, called [inaudible]soundoff.org.

You'll see that the Y-Space tool is something that can be connected to the sites that already generate really large involvement.

This site's been around, it's youth developed with adult volunteer support using a service learning model, and they have over a thousand members and it is a very active site and it's kept active by the youth, and monitored by the youth with support from a staff person of the metro center YMCA which has a really wonderful technology web that was a gift from Microsoft. So, that's just a quickie for others in this conversation.

One last thing I can share is that as a result of one of our final tests with our group, we have one of our YMCA directors we have worked to developing another tool where YMCA leaders and teams will be able to log on the project that they are working on.

They will be able to track their progress, that we will be able to begin to share and report to YMCA leaders across the movement.

The different service learning projects that have been developed, and where they are and again the results, and the reflections of the young people which is really quite exciting.

Thank you very much everyone.

Oh, thanks Gail.

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