



CHIEF OPERATING OFFICER (COO)

Position Profile & Description

Crossroads YMCA

OUR YMCA

Crossroads YMCA is proud to serve Northwest Indiana with six vibrant locations and a sprawling 140+ acre day camp, creating spaces where individuals and families thrive. With a steadfast commitment to inclusivity, we offer financial assistance to ensure that no financial barrier prevents anyone from experiencing the life-changing opportunities we provide. From wellness programs to youth development initiatives and community-building activities, we are dedicated to fostering a stronger, healthier, and more connected community for all.

Members by branch:

- Griffith: 4,000
- Hammond: 22,000
- Hobart: 6,200
- Schererville: 20,500
- Southlake: 45,500
- Whiting: 7,200

As we celebrate our growth and resilience, the future of Crossroads YMCA shines bright. With over \$100 million in capital projects on the horizon, including the development of a new YMCA in Gary, Indiana, we are poised to expand our reach and deepen our impact.

Current Capital Projects:

- Hammond Outdoor Waterpark: \$10 million
- Tollestons Opportunity Hub (Gary YMCA): \$40 million
- Triangle Hills Camp & Retreat Center: \$8 million
- Schererville YMCA: \$15 million
- YMCA SportsCenter: \$30 million

These investments represent our promise to continually adapt and serve the evolving needs of Northwest Indiana, building vibrant spaces where everyone belongs, thrives, and succeeds. Together, we are shaping a brighter future for generations to come.

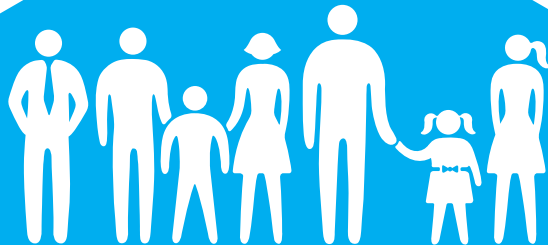
MISSION

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all

AREAS OF IMPACT

The YMCA is an organization that serves all people, from all backgrounds and all walks of life. Our purpose is to strengthen community. Our areas of impact include:

- **Youth Development:** Empowering young people to reach their full potential through early learning, out of school time, teen education and leadership, swim, sports and more.
- **Healthy Living:** Improving individual and community well-being through traditional wellness and fitness programs, evidence-based health initiatives, water safety and swimming, and sports and recreation.
- **Social Responsibility:** Providing support and inspiring action in our communities through empowering young people and supporting diverse communities.

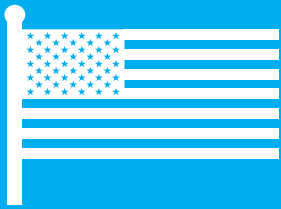


WHO WE ARE

STRENGTHENING OUR COMMUNITY TOGETHER THROUGH MEMBERSHIP AND COMMUNITY



3,503,655
visits in our facilities.



128,214 people served through our locations where everyone has access to learn, grow and thrive.



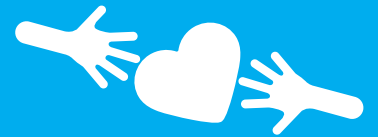
6,900+ youth embarked on safety around water experiences.



\$1,775,876
financial assistance
provided to families in 2024.



1,000+ children attended Y
Early Learning Centers.



26,956 young people
participated in high-quality
youth development programs.

TRANSFORM LAKE COUNTY IN



24,769 families and kids
were served by our
Income Based Assistance.



3,000+ lbs of food donated
through the Y to the foodbank
and **500+** coats donated
throughout the community.



2,220+ people participated
in Y day camp, adventure and
specialty camps.



1,100+ employees carrying out
the mission of Crossroads YMCA.

KEY WINS

- Navigated US Department of Labor laws to enhance work-life balance for leaders.
- Exceeded Annual Campaign Goal and raised over \$1.5 million.
- Expanded financial assistance, now supporting families with household incomes up to \$70K.
- Launched MOSSA Group Exercise Training to elevate the member experience.
- Transitioned CRM system from Daxko to Pulse seamlessly.
- Rolled out 4 BEs Service Standards Training for all staff.
- Restructured the aquatic department with two District Aquatic Directors for greater stability.
- Pivoted swiftly to establish a new summer camp site at Jefferson Elementary.
- Introduced Active Older Adults Cabinet and certified more Silver Sneakers instructors.
- Strengthened support teams across branches and association resource offices.

EXCITING DEVELOPMENTS

- Implemented membership rate changes without pushback.
- Completed major renovations at Griffith, Hobart, and Whiting branches.
- Added an amphitheater at the day camp for community events.
- Opened our stunning 120K sq. ft. destination YMCA in Hammond.
- Offered tours, programming, and marketing in Spanish.
- Launched Purposeful Play, inclusive programs for children with diverse abilities.

INCREASED IMPACT

- Boosted branch usage and cross-branch utilization across Lake County.
- Net Promoter Scores (NPS) improved at 4 out of 6 branches.
- Recognized with the Mental Health Silver Bell Award for creating a mentally healthy workplace.
- Presented at the Urban League of NWI Annual Symposium.



OUR 2024 SUCCESS

POSITION SUMMARY

Lead Change. Transform Lives. Be Our Next COO!

We're seeking a passionate Chief Operating Officer (COO) to drive our mission of transforming lives and creating lasting impact. If you're a visionary leader with a heart for community and the skills to elevate our thriving organization, we want you on our team!

The Chief Operating Officer (COO) will oversee the daily operations of the organization, ensuring alignment with the company's strategic goals and objectives. The COO is responsible for optimizing operational efficiency, fostering collaboration among departments, and driving growth and innovation. The COO is accountable for the success of each of each operating unit while driving financial results. This position is critical to achieving the organization's vision and requires a results-driven, forward-thinking leader who can inspire teams and drive success.

AREAS OF RESPONSIBILITY

- **Membership and Program Growth Strategies:** Develop and implement innovative strategies to grow membership and enhance program offerings, ensuring alignment with the YMCA's mission and community needs.
- **People and Culture Development:** Champion a positive, mission-driven organizational culture that attracts, retains, and develops top talent.
- **Facility Development and Management:** Oversee the management and development of YMCA facilities to ensure they meet the highest standards of safety, functionality, and member satisfaction.
- **Managing Growth and Innovation:** Develop and execute operational plans to support the YMCA's strategic growth objectives.
- **Leadership and Organizational Effectiveness:** Serve as a key member of the executive leadership team, contributing to the overall strategic direction of the organization.
- **Community Engagement and Advocacy:** Act as a visible and active ambassador of the YMCA in the community, building relationships with key stakeholders, donors, and community leaders.



THE ROLE

QUALIFICATIONS

- Bachelor's degree in Management, Business Administration, non-profit Management, or related field; Master's preferred.
- 10+ years of executive-level experience required, preferably within the YMCA or similar nonprofit organization.
- Key competencies: strategic thinking, operational excellence, leadership development, and financial acumen.
- Exceptional leadership, communication, and interpersonal skills.
- Extensive experience in operations, including staff supervision, membership practices, program development, volunteer management, facility oversight, and financial stewardship.
- Understanding of the YMCA's mission and the roles of staff and volunteers.
- Proven success managing budgets and fiscal resources of \$15M or more.
- Strong communication skills with diverse community groups with a track record of building authentic, positive relationships.

BENEFITS & COMPENSATION

At Crossroads YMCA, we believe in supporting our team members holistically, ensuring your well-being inside and outside of work. The salary range for this position is \$150,000-\$200,000 and will commensurate with the selected candidate's experience. With our comprehensive benefits package, you'll enjoy peace of mind and security. Our benefits include access to UnitedHealthcare Medical coverage, along with complimentary dental and vision care for full-time employees. Additionally, we provide free Long-Term Disability (LTD) and Life Insurance coverage, safeguarding you and your loved ones. We understand the importance of work-life balance, which is why we offer a generous Paid Time Off (PTO) policy, allowing you to recharge and enjoy quality time with your loved ones. Planning for your future is essential, and we're committed to helping you build a secure retirement. That's why we proudly offer a 12% employer contribution to your retirement savings, ensuring a brighter tomorrow. At Crossroads YMCA, your well-being is our priority, and our benefits reflect our dedication to supporting you every step of the way.

Interested? Visit crymca.org/jobs to learn more and submit your application.



THE ROLE