YMCA of McKeesport
Student Consultant, Sirisha Pillalamarri
Community Partner, Sandra Carnahan/ Louis J. Mazzini

Executive Summary:

Sirisha Pillalamarri is the technology consultant for the McKeesport YMCA, located at 523 Sinclair Street in McKeesport, PA. They can be contacted at (412) 661-9168. The YMCA's mission is to put Christian principles into practice though programs that build healthy sprint, mind, and body for all. The YMCA of McKeesport is an open association to enhance the physical, mental, and spiritual well being of its members, and to be responsive to the diverse community it serves. To this end, the YMCA of McKeesport provides programs and services and address community issues in concert with other organizations. The association is a not-for-profit organization guided by volunteer and staff leadership. The organization provides programs and services in four basic areas: Outreach Youth Guidance and Development, Health & Wellness, Housing and Camping.

The community partner Sirisha worked with is Sandra Carnahan, scarnahan@mckymca.org, who is the finance director for the YMCA. Sandra is a highly motivated person who wanted to take on the job of making the YMCA website with Sirisha from the start. She learned new software very quickly and took responsibility of the website, ensuring its sustainability in the future.

The consulting task for the Y was to create a website that has such functionality as availability of online registration forms, and up to date information on the current programs. The main part of the task was to make sure the staff at the YMCA understands every part of the creation of the website. As of right now, the website is created, and most importantly, Sandra knows how to update the website and how to create one from scratch using Microsoft Front Page. However, the website is not published on the World Wide Web as of yet. The target date for publishing is sometime in the next two weeks. Acron Host was bought recently as the web hosting company. After payment for a yearly plan is secured, the website that was created will be put online. So it will be online soon and will be able to view it at http://www.mckymca.org. With the completion of this consulting task, it can be seen that the YMCA has an efficient, working website which will soon be on the web. Sandra has gained knowledge on how to use Microsoft FrontPage to create, and manage a website. Furthermore, having the website will allow easy access to all the programs and other information for the YMCA. It allows for customers to be able to find programs, dates, times easier. Likewise, having registration forms online allows the customers to print out and fill out the forms at convenience and come only once to the Y to submit and make payment. The YMCA has gained immerse capacity by acquiring new Microsoft FrontPage skills and a website that allows them to be more professional among peer organizations.

Even though the staff at the YMCA knows how to update the website, there are some other risks to the sustainability of the website that should be addressed. The primary risk to sustainability is if the website is not published online. As of right now, the steps toward publishing it online have started; however, if they choose not to or forget to complete it though to the end and the website is not published, the entire consulting task will not be sustained. Furthermore, after publishing, if the website is not updated by the staff, an outdated website will be available to customers. An outdated website is worse to have online than not having a website at all.

The consultant offers some recommendations for sustainability and other technological practices that the YMCA can do to further increase their capacity. For instance, to counter bad file naming practices and back up failures at the YMCA, it should create a Computing Skills Workshop that teaches those skills to the staff. Sandra would be an ideal person to lead the class. Likewise, in order to use the website to its fullest capacity, the YMCA should include online fundraising.

More detail and other recommendations in the full report.

I. The Consulting Situation

Organization

YMCA Mission Statement: To put Christian principles into practice though programs that build healthy sprint, mind, and body for all.

The YMCA of McKeesport is an open association to enhance the physical, mental, and spiritual well being of its members, and to be responsive to the diverse community it serves. To this end, the YMCA of McKeesport provides programs and services and address community issues in concert with other organizations. The association is a not-for-profit organization guided by volunteer and staff leadership.

The organization provides programs and services in four basic areas; Outreach Youth Guidance and Development, Health & Wellness, Housing and Camping.

Its mission states: To put Christian principles into practice though programs that build healthy spirit, mind, and body for all.

Some interesting Facts:

- Worldwide – 120 countries
- It is for everyone – race, income, etc. They don't turn down people if they can't pay.
- Each Y is on their own to decide on programs.

Facilities

YMCA McKeesport has three offices and a camp. The downtown office is the largest one. They took over a building that is around 100 yrs old. They have an office for Sandra and Dawn, an office for the CEO, and an office for the rest of the heads of departments. Furthermore, they have a fitness center which is two rooms with full facilities for cardio as well as toning. Also, they have a lap pool, going from 3 ft deep to 8 ft. Also, they have a basketball gym with a walking ring on the outside and a racquet ball court and a small gym for older people. Also, they are one of the rarest YMCAs that still have housing on site. They host homeless/drug addicted people for free on site. They have around 40 rooms. The housing people have 3 washers and dryers as well.

The other two offices are in Harrison and Crawford respectively. These offices also run programs like the downtown office does but it better serves the people in that community. It saves them from driving all the way to McKeesport. They also have a camp site that they own. They host kids there and summer camps. All of the sites are sharing the same network. The server is in the McKeesport office.

The McKeesport YMCA serves all of McKeesport and that is its main service area.

Programs

All YMCA programs are tools YMCAs use to accomplish their mission, achieve their vision of building strong kids, strong families and strong communities, and reinforce the YMCA core values of caring, honesty, respect and responsibility. Each association is different, reflecting the needs of the local community. All YMCA may or may not offer a particular kind of program. These programs usually fall under one of these categories:

Below are some of the specific programs for this YMCA, McKeesport site:

- Camp, Teen Leadership,
- After School Outreach,
- Housing Programs,
- The New Art & Soul (Art & Literature),
- Gym,
- Aquatics,
- Outdoor Soccer,
- Deck Hockey,
- Basketball,
- Flag Football,
- Parent Meeting,
- Gymnastics,
- Tumbling Toddler,
- Fitness Memberships,
- Health classes,
- Tang Soo Do(Korean Martial Arts),
- Personal Training,
- Body Composition,
- CPR Cass,
- First Aid Class,
- Kids Club,
- Abs classes,
- Pilates,
- Water Blast,
- Aqua Size,
- Hydro fit,
- Arthritis fitness,
- Silver Sneakers, fitness for senior members
- YMCA Financial Assistance, and many more

Staff

I am uncertain of the exact number of people the YMCA of McKeesport employs. They have a CEO, Lou Mazzini, a Finance Director, Sandra Carnahan, few front desk staff, a camp director, and head directors for each major programs they host. I will be working with Sandra, Finance/Technology director and Lou, the CEO. There are a lot of departments in the YMCA since they do a lot of different events.

They have no IT Staff. Moreover, they don't have any volunteers. Some of the reasons include the area the Y is located in, publicity, and no volunteer plan.

Technical Environment

YMCA McKeesport includes:
- 27 workstations
    - Dell Dimensions
    - 1.6 GHZ
    - 20GB
    - 1 yr warranty
    - Microsoft Windows 2000
    - Microsoft Office XP.
        - Publisher
        - Front Page
- 2 Server computers
- 7 HP printers
- Choice One for Cable internet

This technology is used for various reasons. The computers at the front desk are used to run Y-Ware (sort of CRM program). Sandra uses her computer for most of her tasks. She uses it to run budget/finance tracking programs, as well as for Outlook and other basic applications. The situation is similar for Dawn or Lou or the department heads. The rest of the staff use email provided by Choice One. The use of technology makes tasks more efficient and faster and thus they can serve their mission better. Thus not using it for its full extent hurts them.

The technology that is required by the front desk people to use is called Y-Ware, given to them by the National Y to all its branches. It is a CRM type of software. They have to use the Y-Ware that's on the computers. However, they don't know how to use anything else on the computer. They do not specifically need anything else to do their job. They know the basics of what they need. They just start up that software. Each member of the staff has an email address but even though they can check it outside of work, they don't know how to do that and usually don't.

Technology Management

They do not have any specific technician to manage the technology on site. They call Choice One if they have any trouble with their internet or phones. If something happens with their network, they will call Compu Com (formally GE). However, anything that goes wrong with the computers, they don't have anyone to call. They usually call Sandra. She's the 'technology person' on site. If she however doesn't know what to do, they usually call all their options like Compu Com, or Choice One or National Y (Y-Ware problems). They might even use external sources such as their families for help on fixing some problems.

Technology Planning

There is no official technology plan at the YMCA, McKeesport and they are not planning on creating one as well. They had gotten a technology grant about four years earlier and they sat down and discussed and planned what was needed, etc. They drew up a plan but a short term one. They, currently, do not have a technology budget as well. They do it on a need to basis from money that is for the entire YMCA and all its needs. For instance, they are spending time, currently, researching about the different Y-Ware type of software that's available out there. Because they are using outdated MS-DOS based software, they are getting some errors such as billing errors or registration errors, etc. Thus, they are trying to update to a newer, Windows based program. They are curbed by their budget, so they are researching and trying to find one that best fits their needs. They have researched a multitude of companies already and have eliminated some. The CEO and Financial Advisor decide on what they need and then take input from the staff and buy technology.

Internal & External Communication

Communication, externally or internally, is done at YMCA though the means of a telephone, email, fax, and personal contact. However, internal communications are highly restricted to personal contact and telephone. They do try to communicate by email but it is hard to get everyone to use it. I do not know about their meeting schedules. However, I tend not to meet inter-departments, i.e., swim team does not communicate with the housing department. Sometimes because of this, customers for one

department do not know anything about the programs of the other departments. This is a publicity issue and can be addressed.

External communication is done primarily though email, telephone, fax and letters as well. Flyers, donor requests, and billing information are sent out though mail. They also meet with their customers and request them to come on-site for registration.

Information Management

The YMCA McKeesport and all its offices share the same network. Therefore, they can use the network HD to save their data there and share it. However, Sandra was saying that no one does that even though she had told them how to do it and why it is easier to share documents that way; however, the staff does not know or understand how that can be done. Instead, they use their computer local hard drives for storage.

The server has backup. Therefore, it is safer to put data on server machines than on local hds. However, server backup (Not Mag Tape, or CDs, but some thick disks) is a manual process and is given to Sandra. She does forget every so often.

Consulting Task 1: Develop website for the YMCA to target low publicity

Problem

YMCA McKeesport has several programs and numerous facilities that were instituted to fulfill their mission of having programs that build healthy spirit, mind, and body for all. However, their programs have low attendance, and even worse, they do not have enough funding to run them sometimes. Primarily, their problems can be attributed to the poor publicity. With better publicity, they will get more funding, more donors, more customers, more volunteers, and a lot more. Currently, they have flyers that they send out to families through mail and also leave them here on-site to be picked up. However, the flyers are really busy with information and they are not very appealing for the reader's eye. They have another one that was made professionally and this is sent out across Pittsburgh not just in McKeesport. Also, word of mouth and loyal customers are used as publicity. They also have an ad in their local, McKeesport, paper about the YMCA. They have very little to no publicity outside of McKeesport; however, within it, they try to do as much as they can with their given budget. They do not particularly need publicity outside of McKeesport since most of their stockholders are within that area. However, they feel like they are missing out on a lot of the youth in the area.

Furthermore, they feel very behind to the other YMCAs and they feel they need to be a bit more professional. Their swim team has online data about themselves but the main office does not.

Likewise, they current require customers, donors to come down to the site to fill out forms. This discourages some potential clients.

Opportunity

Create a website that parallel many other YMCA websites, meaning, have most of the functionality of the other websites, such as the availability of online registration forms. They will then not only be on par with most YMCAs, they will then also target their publicity problem directly. This

will allow for many of the younger kids in the area, who have access to the internet and use it regularly to view and know about the Y and its programs. They will use this website as a place of information such as schedules and locations. Furthermore, it will have online registration form available for customers. Currently, customers are having to come to the YMCA twice: once to pick up the forms, and once to drop them off. The website will have the forms available, allowing the customers to print out and fill out the forms at convenience and come only once to the Y to submit and make payment.

Approach

- Design and draw out the web page layout with the executive director, Lou, and Sandra
- Create it using Microsoft FrontPage with Sandra.
- Work with other staff and Sandra to have the latest program information online
- Working with Sandra from the start, I hope to have her understand how to do it entirely
- Sandra and I will hold a class where we can show others how to use the website, update it, etc
- After website is done, add it to the bookmarks of all the local libraries
- Add it to Google search listings so that it shows up under "activities in McKeesport", "fitness in Pittsburgh", etc
- Local school advertisement

Expected Outcome

- A website that is professional and has all the needed functionality
- Sandra will understand a lot about webpage design
- Staff will understand the basics of website design
- Sandra and some of the other staff will be able to maintain it in the future
- It will attract more youth to the Y
- It will increase their donor/membership
- Each department in the YMCA will now understand what programs are being offered throughout the Y.
- Other YMCAs will know and link to this YMCA website

Feasibility
- Looking at the work plan I drew up, it is going to be doable by the end of the consulting period.
- Everyone at the YMCA-McKeesport is very excited about having a website and thus they are highly motivated to helping me in any way I can.

II. Outcomes and Recommendations for YMCA of McKeesport

A. Outcomes:

Task 1: Website

One of my primary tasks with the YMCA was to create a sustainable website using Microsoft FrontPage which displays information about all the YMCA's programs, has corresponding registration forms, and their contact information. The website was created. It consists of 25 separate pages highlighting all the different programs they have, along with volunteering, donations information. The graphics on the website are pictures taken at events, some from the national YMCA, and some Microsoft clipart. It was entirely created in Microsoft FrontPage with no frames, layers, or flash; each is very simple. However, as of December 9th, 2005, it has not yet been published. The target date for publishing is sometime in the next two weeks. Acron Host was bought recently as the web hosting company. After payment for a yearly plan is secured, the website that was created will be put online. So it will be online soon and will be able to view it at http://www.mckymca.org. Currently, some screen shots of the website can be viewed at Appendix B. With the completion of this task, it can be seen that the YMCA has an efficient, working website which will soon be on the web. Sandra and Dawn have gained knowledge on how to use Microsoft FrontPage to create, and manage a website. To help further realize the help of website to the YMCA, here is a contrast of state the YMCA was before the consulting partnership began with regards to certain aspects:

- Publicity:
    - o Before: The YMCA used flyers to publicize their events and programs. The flyers they created are very cumbersome with a lot of words and no white space. They have flyers inside the main 3-fold flyer and when customers open it up to read, the other flyers inside usually fall and no one is ever a witness to what they were advertising.
    - o Now: The website alleviates this problem. The website contains the same content that's on the flyers in a more organized format and in more depth. It allows for customers to be able to find programs, dates, times easier because the website is organized in a more hierarchical fashion so it is easier to find. The flyer is actually also available online so it can be easily compared. The URL of the website will in the future be on all the newly printed flyers.
- Website:
    - o Before: There was no website at all earlier. Their swim team had a website, so when you went to a search engine and typed "YMCA, McKeesport", you would get the swim team website and from there if you wanted to go their main homepage, you would find nothing. It was impossible to find out about any other programs the YMCA hosted. This was more frustrating then not having a website at all.
    - o Now: They have a website. When the same search string is typed in Google, the YMCA website should show up in the future. It is currently not online yet. The steps for getting it online have been started and will be finished within the next two weeks. The main YMCA website has a link to the swim team website and departments they have.
- Registration:
    - o Before: Customers had to come to the YMCA to get paper forms that have to be filled out and then they have to come to the Y again to submit them. Therefore, this required them to come all the way down to the McKeesport office twice.

- Now: Online Registration forms allow the customers to print out and fill out the forms at convenience and come only once to the Y to submit and make payment.

Furthermore, since the website has not been launched there are numerous outcomes that are actually not yet observed with concrete evidence. Those outcomes that are expected after the website will be online and running for a few months are noted in the appendix A.

The task is definitely sustainable. For instance, Sandra and Dawn both know how to use Microsoft FrontPage, which is used to update the website. On the website, Sandra created the pages publicizing all the Sports programs and Dawn created all the Housing and Youth Development pages. Together they designed and implemented19 pages on the YMCA website. Furthermore, the swim team department also uses Microsoft FrontPage to update their webpage. Thus, Sandra and Dawn have someone they could go to for help on how to use Microsoft FrontPage if needed. Likewise, there are a lot of manual pages on MSDN, http://www.msdn.com, for Microsoft FrontPage. MSDN is an online database of information that Microsoft created for all its products. So you can find help on Microsoft FrontPage and how to use it. This again gives them a lot of places where they could go for help if needed. Thus, they should always be able to update and change the website themselves. Furthermore, the web hosting used to host the website is cheap, $5 a month is the non-profit price for the middle package. Thus, the web hosting is not a big strain on their budget. Therefore they are not likely to stop hosting it for financial reasons.

However, there are certain risks and caveats involved in this project. The primary risk to sustainability is if the website is not published online. As of right now, the steps toward publishing it online have started; however, if they choose not to or forget to complete it though to the end and the website is not published, the entire consulting task is compromised and thus will not be sustained. Furthermore, after publishing, if the website becomes a lower priority and not updated, it becomes a big risk to sustainability as well. If they forget to update the webpage and do not add to their weekly tasks to update the website, it will become outdated and will not be sustained. . An outdated website is worse to have online than not having a website at all. Also, if Sandra, the one that knows the most about Microsoft FrontPage, leaves and Lou hires someone that does not know Microsoft FrontPage, the website will not be updated. Moreover, if the web hosting company goes out of business, the YMCA will have a hard time to be able to find a new web hosting company, since they have no real expertise in what to look for. Finally, if the YMCA decides to cut budget and stop web hosting, the website will not be online. However, if these risks are kept in mind, the website will be sustainable.

In conclusion, the increased budget and more programs help the YMCA directly to fulfill their mission.

B. Recommendations:

1. File Management

Most of the staff with computers have bad file naming, and file saving conventions. Because of this, I would suggest they get Google Desktop to find files on their computer. They also do not back up their personal hard dive and no one saves anything on the network which is backed up regularly. Therefore, I want to make a recommendation for Sandra to create a Computing Skills Workshop (CSW) that teaches good file management practices.

Rational

Firstly, rather than spending a long time searching for a file manually, they should get Google Desktop to search for files. This will increase their efficiency and time when they are working. This will result in more time to do a better job when designing a program to fulfill their mission. By doing a through job on their programs they will attract more customers for their later programs as well. Thus, just getting Google Desktop, they could be less frustrated, have more time, do more programs, and attract more customers. By having good computing practices such as good filenames and good file paths, all of the above outcomes will apply. Staff will be less frustrated when they are looking for a file, since the naming convention will have more structure and hierarchy. This will allow them to have more time when they are searching for files. This leads to having more time to do programs which ties in directly to their mission.

Likewise, backing up data on the hard drive for security is critical. Reminding the staff in the CSW workshop is definitely going to be needed since most of the staff doesn't back up their hard drive currently. If you don't back up data, if something occurs such as the computer suddenly dies, or some surge failure or fire, they lose all the data that has been collected and is critical to the YMCA. This will then set back the Y when they are trying to recover all the data during which time they cannot do programs, going against their mission. Therefore, again, backing up data, a skill to be taught at the CSW workshop will assist in better the mission. Moreover, saving data on the network will help allay this fear to a certain extent. The network is not only backed up regularly, but it also offers extra space where the staff can store some of their data. Using the network easily helps the YMCA to better serve their stakeholders. If they save every piece of data on their hard drive instead of the network, they are cluttering their computer and it will run slower than usual, which again makes the staff frustrated and tired. Furthermore, when they have to share data with other staff, they have to burn it into a CD or something else to transfer it. It is a waste of money to do this when you have a network that you can save on and have others access it.

Steps

1. Sandra should sit down with Lou or Dawn and come up with a course plan and structure. It should include:

> File Name Conventions
> File Saving Conventions
> Overview of the YMCA Network
>> 1. What is it
>> 2. How does it work
>> 3. How do we use it
> Google Desktop
> Backing up Data
>> 1. CD-RW
>> 2. Other data storage devices
>> 3. Network
> What a computer can be used for (overview)
>> 1. Office Tools

2. Then she should create a time for when she can hold this class according to her schedule and then advertise it.
3. Order some food for the meeting to attract attendance

4. Hold the session in the conference room so that there is a projector and a computer there.
5. Get feedback from staff
6. Assess the situation and repeat if needed.

As per getting Google Desktop, look at the resources below on steps of how to get it. Install Google Desktop on all computers at the YMCA and make sure everyone knows how to use it.

Resources
Go to the http://www.google.com/intl/en/options/ and get Google Desktop. The Google Desktop download page has information on how to use the software.

- o http://desktop.google.com/features.html#quickfind – This is one of the things you could do with Google Desktop. Quick Find makes launching applications and searching your desktop easy and fast.
- o http://desktop.google.com/features.html#outlook -- Google Desktop adds a toolbar into Outlook that makes searching your email more convenient. For example, if you sort results by "from" and type the letter "J", you'll jump to seeing results where the sender begins with the letter "J".
- o Google Desktop provides two ways, in addition to Sidebar, to quickly do a desktop or web search without first having to go to a web page.
- o Google Desktop can be used to search all emails, files, photos, web history, and Gmail.

Some standard file naming/Folder conventions:
The File name should tell information about the file without opening it.
It should also when needed have some sort of date in it. Ex. 9-15_Resume.doc where I know this is September 15th resume so I know how outdated it is or not.
Furthermore, folders should be used as containers. A folder should hold similar information under it. So one is doing a project, all the files pertaining to that project should go under a file named the project name.
The folders should also have hierarchy according to what's needed. So for instance, if a project has three sub-projects underneath it, the folder naming should reflect that.

Look to other departments at the YMCA for help creating the class.

2. **Online Fundraising**

Since the YMCA has a website right now, it can be used to get capital via the internet to increase budget. An increased budget leads to more programs, helping the mission.

Rational
Online fundraising is another way to raise money for the mission. Currently, when someone clicks on the link for Donations, they get the name of the executive director and his contact information. They have to then take that extra step to call up Lou and make arrangements on how to donate money. There exist online websites that do all the set up of PayPal (PayPal is an account-based system that lets anyone with an email address securely send and receive online payments using their credit card or bank account), secure transactions, billing, all the logistics. All that is needed of the YMCA is to set a link

that the users can click. There might be a small percentage of the donation these websites might in exchange to providing this service. However, the YMCA should use one of those online resources, given below, to set up online donations. For instance, JustGive.org is such a website that allows one to setup online donation systems. The YMCA website is not only for information container but also for publicity, and a way for investors/people who are going to give money to look and see how the Y serves their mission and whether it is worth while to donate money to them. When these people go to the website, if the donations link has an actual online option to donate money, then they are more likely to donate immediately instead of calling Lou to donate money. Furthermore, JustGive.org is a non-profit organization who is providing this resource for free. So it doesn't cost the YMCA anything to implement it. It is also a secure, cheap way of doing it. This recommendation stemmed from another consultant, Guillaume Pignol, he worked for AAUW organization. Look to his report for further information.

Steps
1. Go to one of the resources below and set up an account with JustGive.
2. Then take the given link and put it on the Donations link on the website.

Resources
http://www.guidestar.org/
This non-profit organization collects information on other non-profits for research and informing internet donors.

http://www.justgive.org/
        Steps to be used to set up an account can be found at:
        http://www.justgive.org/html/nonprofits/NonProfit.html
        The non-profit organization has the obligation of taking 3% of every donation   for credit card fees but does not benefit in any way from any donation.
        JustGive automatically sends an online acknowledgement to every donor online to be used as a tax receipt. Checks are processed every month and sent to the organizations.
        JustGive can send detailed reports of donations by requesting them at the following e-mail: info@justgive.org
        To be notified of add-ons and new features offered by JustGive, email the following: notify@justgive.org

3. **Website Maintenance**

Rational
After the consultation, there are certain things that can be done to keep the website sustained. If the website is not sustained, it is not updated, and if anyone looks for the website on Google, they will find that information is outdated. This is worse than not having a website at all. Thus, the website needs to be sustained. One of things that can be done is get Microsoft FrontPage Bible. The website is created in Microsoft FrontPage and Sandra and Dawn are learning it for the first time right now. They know mostly how to do everything to do with updating the website. However it would be helpful to have a reference book. To sustain the website after I leave, whoever is in charge of the website at the YMCA has to be able to update it and know how to use Microsoft FrontPage. This is the reason for making

Sandra and Dawn do most of the work on the website, so that they learn. The reason for this book is so that when I leave and they need help on how to do something in Microsoft FrontPage, it shows a very comprehensive set of directions to do anything in Microsoft FrontPage. It has a CD that comes with it and it has step-by-step tutorials. Thus, they will not have to get stuck, etc. Furthermore, if either or both Sandra and Dawn leave the YMCA for some reason, the replacement will have this book to learn from. It is cheap and a very worthy investment. Also, the new person could be trained by taking a class in

Look at the Resources section for more information.

Furthermore, altering the finance director's job description to include FrontPage skills is another action the YMCA could take to sustain the website. If Sandra leaves the YMCA for some reason, the next person to be hired should have Microsoft FrontPage skills. This is critical since she is the primary person responsible for the website currently. She knows how to do most of the stuff to update the website right now. If the next person that's hired does NOT have Microsoft FrontPage skills, the website will not get updated and things will not be fixed as he/she does not know how to do them and they are entrusted with the website. Thus, either the executive director changes Sandra's job description to reflect Microsoft FrontPage skills as well or hire another person who has those skills and keep the finance director's job description as it is. To generalize, there needs to be someone at the YMCA that has Microsoft FrontPage skills in order for the website to sustain.

Finally, for sustainability and publicity of the website, the YMCA should change their letterheads and business cards and flyers to reflect the new website. In all the new printings of the letterheads, and flyers, and business cards, the URL to the website should be on them. Also, since the website is currently not up as of this date, when it is up on the web, it needs to be listed in all the major search engines for publicity. They should download the trial version of a software called Submit Wolf to do this task for them. Submit Wolf is this software that takes a given website and places it in all the different search engines and other locations so that when someone types any type of keyword this website appears as the first hit. However, it is expensive software and there is no need to buy it. Thus, they can download the trial version of this software which has limited functionality but does the basic things such as list it in all the major search engines, etc. This will save a lot of time for the YMCA, and they don't need to have the expertise to do this, and it provides a sure way that their website is listed in all the major search engines. It is Free. It is fast. It will help with publicity of the website which will in turn help the YMCA's publicity which will allow for more programs and thus going toward their mission. Same reasons apply to other publicity such as listing the website in the local library's favorites, and letting the National YMCA know they have a new website so they can update their website to reflect this. All of this publicity will allow more people to go onto the website. By this, more people will see the programs the Y has to offer and thus a higher attendance rate at programs will be seen. This means they are successfully fulfilling their mission.

Steps

1. Look below at the resources section below and pick one to buy the book.
2. Talk to Lou to modify the finance director's job description to reflect Microsoft FrontPage skills.
3. Contact the department that makes the YMCA of McKeesport flyers and request the URL to be posted on the flyers. Similarly with the letterheads, etc.
4. Look below for other suggestions of website publicity.

Resources

Go to http://www.amazon.com and search "Microsoft FrontPage Bible". There are some new books and used books that will come up.

> http://www.amazon.com/gp/product/0764533134/qid=1133540289/sr=8-1/ref=sr_8_xs_ap_i1_xgl14/102-6640334-0860132?n=507846&s=books&v=glance --- New book. $26.39 without shipping.
> http://www.amazon.com/gp/product/offer-listing/0764533134/ref=dp_olp_2//102-6640334-0860132?condition=all ---- USED book starting at $8.25 with a good condition. It does not include shipping.

Also go http://www.ebay.com and search for "Microsoft FrontPage Bible".

> http://search.ebay.com/search/search.dll?cgiurl=http%3A%2F%2Fcgi.ebay.com%2Fws%2F&fkr=1&from=R8&satitle=Microsoft+FrontPage+Bible&category0= --- EBay results with search sting "Microsoft FrontPage Bible". First entry at $9.76.

www.msdn.com is a website that Microsoft has created for help on their products. FrontPage help can be found there as an alternative or a supplement to the FrontPage Bible.

> http://office.microsoft.com/en-us/assistance/HA011102171033.aspx -- A quick course in Microsoft FrontPage 2003. It teaches the basics of how to create a hyperlink, to dealing with graphics in Microsoft FrontPage. It is an free Office Online Training course, with audio and visual components and interactive, hands-on practice sessions.
> http://www.microsoft.com/downloads/details.aspx?FamilyId=014D0985-5676-4223-965B-7BA34B832CF9&displaylang=en – YMCA can download Microsoft FrontPage reference charts which they can print out and keep as a reference guide.

The Bayer Center for Non-Profit Management at Robert Morris University offers courses in web design as well as outlook. Courses are done in one time sessions which cost $50. Customized sessions can also be organized for groups of more than 6 people.
To see the current courses offered by the Bayer center see:

> http://www.rmu.edu/OnTheMove/findoutmore.open_page?ipage=60396

To get more information, contact Sallie E. Wormer at wormer@rmu.edu or by phone at 412-227-6823.

** Look at Guillaume Pignol, AAUW's report for more excellent recommendations for website maintenance. **

Go to http://www.trellian.com/swolf/choice.htm and download the trial version and run it.

- Use the default selection of software
- On the pop up window, press save and save to a location on your computer.
- Once download has completed, go to the location where the file has been saved and double click on the file to start installation.

Go to http://www.ymca.org and get the national Y's contact information and then call them to find out how to put the URL on their website.

Go to the local libraries and add it to their bookmarks manually.

Other organizations the YMCA interacts with are a good resource that can also include the website's URL on their page. This way the customers who go to them can also glace at the YMCA's website.

III. APPENDIX A:

Because of the creation of the website and when it goes online, the YMCA should soon notice these trends below:

1. Increase in Publicity
   More youth will be present at events. When using internet, they are starting to be exposed to the YMCA website when they search in Google.
2. Customers are overall happier
   It will be seen that the YMCA customers are now happier in some ways. This is due to some new conveniences offered by the new YMCA website. Primarily, the website offers registration forms that the customers can print out. Fewer customers will be disgruntled since they do not have to come over to the McKeesport Y to pick up registration forms. Having online forms available helps the customers save a trip to the YMCA. They only have to come to the YMCA when they have to submit and pay for the classes instead of how they had to come twice before to pick up forms and to turn them in. Therefore, less people will be coming to the Y while the same number of people will be registered in classes. Furthermore, to find out where, what, when things are happening at the Y, there is now a convenient, always updated, static place where the customers are able to find the information. This makes them happier as well. Finally, contact information for all the facilities can be found online as well so they don't have to search for how to get to the Y or who to call, making them happy once again. Therefore, these results will be seen with a reduction in the number of people who complain in general about these issues. Furthermore, a survey could be performed by the YMCA after the partnership ends to view these results.
3. Increased money flow
   An increase of money flow can be directly correlated with an increase in donors to the YMCA. Most donors that the YMCA actually seeks out usually do not know exactly what this YMCA does because they cannot find any information on this YMCA from the national Y or when they try to research it. Therefore, YMCA's executive director believes providing them with a website that allows them to gain information about what they are going to be donating toward, there can be seen an increase in the number of donors. Also, volunteer information is now available online. Right now, the McKeesport YMCA does not have any volunteers at all. All their staff is paid. This is due in part to the lack of information for the volunteers on the YMCA. Now since the website has phone numbers and information online, there is an increase in volunteers to the Y and thus less paid staff is needed, which frees money to use for something else. Attracting volunteers helps the budget because jobs that need to be done can be given to volunteers instead of hiring new staff. It can then be used to host more programs that go toward their mission.
4. Increased Programming
   Due to an increased budget, and time gained from the previous outcomes, the YMCA has more time and money to host more programs that align with their mission. With increased publicity, successful programs will lead to more programs.

IV. APPENDIX B:

1. Homepage of the McKeesport YMCA's website.

YMCA OF MCKEESPORT

PROGRAMS

HOUSING

BRIDGE HOUSING

EMERGENCY SHELTER

SINGLE OCCUPANCY/SECTION 8

YOUTH DEVELOPMENT

ART & SOUL

OUTREACH YOUTH GUIDANCE

TEEN LEAD

HEALTH/FITNESS & SPORTS

AQUATICS

FITNESS CENTER

HEALTH ENHANCEMENT PROGRAMS

SILVER SNEAKERS

YOUTH SPORTS

FITNESS CENTER

HEALTH ENHANCEMENT PROGRAMS

SILVER SNEAKERS

YOUTH SPORTS

- Basketball
- Spring T-Ball
- Fall Dek Hockey
- Flag Football
- Gymnastics
- Fall Soccer
- Winter Floor Hockey
- No School Fun Days/Holiday Camp
- Summer Day Camp

CAMPS

RESIDENT CAMP

SUMMER CAMP

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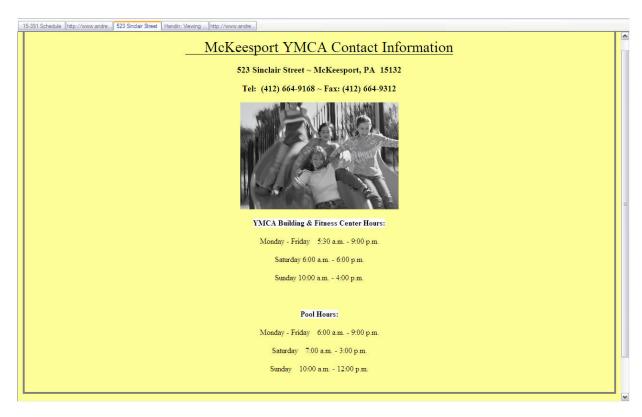Copyright © 2005 YMCA of McKeesport, All Rights Reserved

2. Current Programs page (linked from the homepage)

3. One example of a program page: Fall Youth Dek Hockey (created by Sandra)

4. Contact Information Page (Created by Dawn & Sandra)

ONLINE REGISTRATION FORMS

Find below the form you need to print. There are two formats available, Microsoft Word or PDF. If you do not have Adobe Acrobat Reader, use MS Word format.

1.	Membership Application	Microsoft Word	PDF
2.	Health Membership Application	Microsoft Word	PDF
3.	Fall Youth Basketball Application	Microsoft Word	PDF
4.	Spring T-Ball Application	Microsoft Word	PDF
5.	Fall Dek Hockey Application	Microsoft Word	PDF
6.	Flag Football Application	Microsoft Word	PDF
7.	Gymnastics Application	Microsoft Word	PDF
8.	Fall Soccer Application	Microsoft Word	PDF
9.	Winter Floor Hockey Application	Microsoft Word	PDF
10.	No School Fun Days Application	Microsoft Word	PDF
11.	Holiday No School Fun Days Application	Microsoft Word	PDF
12.	Aquatics Application	Microsoft Word	PDF
13.	MY Camp Application	Microsoft Word	PDF
14.	Volunteer Application	Microsoft Word	PDF

Home   Contact Us   Mission Statement   National YMCA

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5. Registration Forms page