YMCA Takes New Hire Orientation to the Next Level

“I just wanted to take the time to tell you how wonderful the reception was yesterday. The employees actually gave a resounding round of applause! You did an exceptional job, and we are very grateful to you for pulling together such a professional product. Again, thank you for your insight and attention to detail.”

-Velma Williams, Vice President, Leadership Development, Birmingham YMCA

Executive Summary
With a young and often seasonal workforce, the Birmingham YMCA was challenged to provide consistent and meaningful information during the onboarding process without taking away from the important work that needed to be done by these new employees. Similarly, the Y’s management did not feel that every existing employee had been given a proper introduction to working at the YMCA. The goals for this new process included elevating the Birmingham YMCA’s employer brand in order to recruit the best employees in the area.

About the Birmingham YMCA
Founded in 1884, the mission of the YMCA is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind, and body. YMCA programs guide youth, enrich families, enhance health and promote intercultural understanding. Underlying every program is a focus on four key values: caring, honesty, respect and responsibility. Presently, the Birmingham YMCA has 13 branches and facilities that circle the metropolitan area.

Establishing A Reputation as an Employer of Choice
With accelerated growth brought on by the purchase of four branches of SportsFirst from the Baptist Health Systems in the previous year, the Birmingham YMCA accepted the challenge of assimilating two corporate cultures. With this forward-thinking growth strategy, it became clear that the employee orientation process had to change. With so many employees located in a geographically diverse area in need of a comprehensive onboarding process, the YMCA needed to approach orientation in a new way.

In order to develop their new onboarding process, one that worked for both management and for new employees, the YMCA had to examine both the process and the information that was being delivered. Their existing orientation program was extremely

Organization
Birmingham, Alabama YMCA

Solution Implmented
Fully Custom New Hire Video Orientation, delivered via DVD and the internet with compliance tracking.

Benefits
• Reduction in time spent in the onboarding process
• Maintenance of the YMCA’s brand as an employer of choice
• Consistent information provided to all employees
• Accessibility anywhere there is an internet connection
• Reduction in paperwork
• Consistent and effective compliance reporting

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time-consuming and required the physical presence of multiple managers, Vice Presidents and other personnel to properly welcome new employees. Gaps in the availability of these presenters led to inconsistent orientations, and left those in charge of the new hire process with conspicuous holes in the training.

“Living The Mission”
Addressing the inconsistencies and gaps in employee knowledge was the first goal. To overcome these issues, Projections helped the YMCA develop a new video orientation “Living the Mission,” that truly brought the YMCA’s values to life. Like everything the YMCA does, the video was built on the mission of building healthy spirit, mind and body for all. By showcasing the ways in which the YMCA impacts the community, the video orientation demonstrated the YMCA’s philosophy of “Strong Kids, Strong Families, Strong Communities.”

Online Delivery & Compliance Tracking
The message was carefully crafted to encourage employees to participate in the many community programs the YMCA offers, reinforcing the sense that employees are part of something larger than just the job itself. The video was then delivered via DVD to existing employees, and was also made available to new employees online, with a trackable completion exercise. This trackable compliance reduced paperwork and guaranteed that each and every employee had received a consistent introduction to the YMCA’s core values and culture.

Learn More
Visit the Birmingham YMCA’s Website:
http://www.ymcabham.org

Projections
Projections is arguably the foremost provider of employee communication resources to North American companies.

With capabilities ranging from custom video to websites and interactive eLearning, Projections has been serving the communication needs of companies large and small since 1979 by providing all services from consulting to scriptwriting, producing, editing, graphic design and more in-house.

Over the last 30 years, Projections has crafted the right message in the right medium for thousands of corporations and millions of employees.

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