



**MARSHALL AREA  
YMCA  
CHIEF EXECUTIVE  
OFFICER**

MARSHALL AREA  
YMCA  
200 South A Street  
Marshall, MN 56258

**For a better us.®**

[www.marshallareaymca.org](http://www.marshallareaymca.org)

## **WHO WE ARE**

We're an organization like no other. The YMCA is the leading nonprofit committed to strengthening community by empowering young people, improving the health and well-being of people of all ages and inspiring action in and across communities.

## **OUR PURPOSE DEFINES US**

We strengthen communities by connecting people to their potential, purpose and each other. In 10,000 communities across the country, we have the presence and partnerships not only to promise but to deliver positive change.

## **OUR MISSION AND OUR VALUES**

To instill the values of caring, honesty, respect and responsibility through programs and services that build a healthy spirit, mind, and body for all.

## **OUR VISION**

To lead and service the Marshall area as a hub that sustains, grows, and engages our members and the community.

## **INSPIRE CHANGE, LEAD WITH PURPOSE**

If you are a dynamic leader with a passion for community service and a track record of successful organizational leadership, we invite you to consider this exciting opportunity. Join us in our mission to strengthen the foundation of our community and make a lasting impact.

The Marshall Area YMCA is an organization of people joined together by a shared commitment to ensure that everyone has the opportunity to learn, grow and thrive. By prioritizing diversity and inclusion, we seek to ensure that all segments of society have access to the YMCA and feel welcome and fully engaged as participants, members, staff, and volunteers.

Marshall's diverse and dynamic community, combined with its economic and educational opportunities, makes it a vibrant place to live.

## **THE OPPORTUNITY**

Are you ready to lead a dynamic organization that has a profound impact on the community? The Marshall Area YMCA is seeking a visionary CEO to drive our

mission forward and inspire positive change. This is more than just a leadership role; it's an opportunity to shape the future of our community.

This position supports the work of the Y, a leading non-profit committed to strengthening community through youth development, healthy living, and social responsibility. This position is responsible for the Y's strategic direction, financial stability, community relations, staffing, development, planning, training, facilities, operations, communications, and technology systems. This role provides leadership to the Board of Directors, staff, and committees in establishing and implementing programs, policies, and goals, and in setting an institutional culture of caring, respect, honesty, and responsibility.

### **Why This Role is Unique:**

- **Community Impact:** As the CEO, you will be at the forefront of initiatives that enhance the well-being of individuals and families. Your leadership will directly contribute to creating a healthier, more connected community.
- **Innovative Programs:** You'll have the chance to spearhead innovative programs that address the evolving needs of our members. From youth development to health and wellness, your creativity and strategic thinking will be key in expanding our reach and effectiveness.
- **Collaborative Environment:** Join a team of dedicated professionals and volunteers who are passionate about making a difference. Your role will involve fostering partnerships with local businesses, government agencies, and other nonprofits to amplify our impact.
- **Personal Growth:** This position offers a unique blend of professional challenge and personal fulfillment. You'll have the opportunity to grow as a leader, develop new skills, and make lasting connections within the community.
- **Strategic Leadership:** Lead the organization through strategic planning and execution, ensuring that the YMCA remains a vital resource for generations to come. Your vision will guide us in navigating challenges and seizing new opportunities.

## **KEY SKILLS AND ABILITIES**

**Fiscal Management:** Use high-level financial analysis to forecast financial trends, growth, and stability, while consistently leading organization to balance or surplus operations by growing earned revenue and contributions and controlling costs. Empower and guide staff leaders to lead their departments to successful financial operation. Develop and implement stewardship strategies. *Key competencies: Fiscal Management, Critical Thinking & Decision Making, Developing Self & Others, Philanthropy*

**Improve Operating Performance:** Engage the board and appropriate staff to develop an annual tactical plan for identifying and achieving key goals and objectives towards operating with safe, relevant, and sustainable practices. Quickly address issues that may arise, forecast future needs, and manage and direct the Y's operations and activities. *Key competencies: Developing Self & Others, Critical Thinking & Decision Making, Innovation*

**Build and Lead Staff:** Ensure a talent development system is in place and executed in affirming, culturally competent and effectively. Hire, motivate, nurture, retain, and hold staff accountable for key objectives. Work towards recruiting, retaining, developing, and promoting staff that represent the diversity of the communities you serve. Encourage the team by creating a spirit of camaraderie, inclusion, and sense of mission and purpose. Create a learning organization to help staff achieve their highest potential. *Key competencies: Developing Self & Others, Inclusion, Emotional Maturity, Change Leadership*

**Develop and Implement a Strategic Plan:** Work effectively with volunteers, community leaders, and key staff, to create and develop a strategic plan that addresses the needs of the communities served by the Y and include defined organizational strategies, a clear implementation plan with deliverables, and measurable goals. *Key competencies: Change Leadership, Communication & Influence, Critical Thinking & Decision Making, Program/Project Management*

**Steward Fundraising Efforts:** Develop and implement an annual fundraising plan that will establish the YMCA as a leading nonprofit organization within the community through the engagement of members, volunteers, staff, and donors. Identify the need for successful capital fundraising, while taking the organization to a new level of effectiveness and impact in annual giving and endowment. *Key competencies: Philanthropy, Engaging Community, Communication & Influence*

## MARSHALL AREA YMCA FACTS

### Current Key Strategic Initiatives

1. Develop and Implement a Robust Organizational Strategy Relevant to Local and Regional Community
2. Achieve financial strength to expand operations and build future capabilities.
3. Ensure the YMCA facility is maintained, outfitted, and improved to meet the changing needs of our members.
4. Attracting, Retaining, and Motivating Talent

### Membership

- Total Number of Membership Units - 2241
- Youth - 106
- Adults - 478

- Household - 820
- Senior - 837

### **Branch Information**

6-lane lap swimming pool. Zero Depth entry family fun pool, double helix water slide, whirlpool spa, interactive play equipment, aerobics studio, 50+ pieces of cardio equipment, strength training equipment, indoor track, group exercise classes, 3 locker rooms, double gymnasium, Kids Zone, Racquetball Court, Youth Room, Child Watch, Multi-purpose rooms for birthday parties, children's classes, older adult activities, and more!

### **Programs**

The YMCA provides a variety of programs ranging from aquatics, health and wellness, youth and family, youth sports, middle school and teens, and safety trainings. A full list of programs can be found [here](#).

### **Scholarships**

Active Scholarships - 261

Adult - 82

Family - 87

College - 11

One Adult Family - 58

Youth - 23

Current total scholarship discount/per month = \$10,711

### **Capital Campaign**

Current - It's Your Y Campaign, raising \$750,000 for indoor playground, wellness center renovation and deferred maintenance projects. To date the local Y has raised \$180,000.

### **Staff**

Current Staff

- 9 FT
- 85 PT
- 14 Seasonal Summer Camp Counselors

CEO Direct Reports

- Associate Executive Director
- Finance Director
- Building and Grounds Director
- Membership Director

## **Board of Directors**

11 board members plus 1 student member.

Demographics of Board: 8 men, 4 women, 2 Hispanic, 10 white.

## **Financial**

- Current Annual Budget Size \$2M
- Current Debt \$615K
- Current Endowment \$260K
- Surplus/deficit – Y is currently performing \$101k favorable to previous year with a positive surplus for 2024.

## **Population & Demographics**

Marshall, MN, has a population of approximately 13,906. Here are some key demographic details:

### **Population Breakdown**

- Median Age: The median age in Marshall is around 34.7 years.
- Gender: The population is slightly more female, with 52.7% of residents being women.

### **Racial and Ethnic Composition**

- White: 78.4%
- Black or African American: 5.5%
- Asian: 6.6%
- Hispanic or Latino: 9.0%
- Two or More Races: 3.3%
- Economic Indicators
- Median Household Income: Approximately \$60,532
- Per Capita Income: Around \$33,428
- Poverty Rate: About 16.4% of the population lives below the poverty line.

### **Education**

- High School Graduate or Higher: 90.9% of residents aged 25 and older have at least a high school diploma.
- Bachelor's Degree or Higher: 29.6% of residents aged 25 and older hold a bachelor's degree or higher.

### **Household and Family Structure**

- Number of Households: There are approximately 5,351 households in Marshall.
- Average Household Size: The average household size is 2.38 people.

# ADDITIONAL IMPORTANT INFORMATION

## Area Amenities and Community Benefits

Marshall, MN, offers a variety of amenities and benefits that make it an attractive place to live:

### Community and Lifestyle

- **Tight-Knit Community:** Marshall is known for its friendly and welcoming atmosphere, making it easy to connect with neighbors and get involved in community activities.
- **Safety:** The city boasts low crime rates, contributing to a safe and secure environment for families and individuals.

### Cost of Living

- **Affordability:** The cost of living in Marshall is lower than the national average, with affordable housing options and reasonable prices for goods and services.
- **Housing:** The real estate market is favorable, with median home prices around \$156,000, making homeownership accessible.

### Education and Employment

- **Educational Opportunities:** Marshall is home to quality schools and a small DII college, providing excellent educational resources and opportunities for personal growth.
- **Employment:** The city has a low unemployment rate, indicating a healthy job market with various employment opportunities.

### Amenities

- **Recreational Facilities:** Marshall offers numerous parks, recreational areas, and sports facilities, promoting an active lifestyle.
- **Shopping and Dining:** The city has a mix of small local stores and larger retailers like Walmart, along with a variety of dining options.
- **Avera Marshall** is a regional healthcare hub for Southwest MN. A level three trauma center and most medical needs from cancer treatment to surgery can be supported locally. Marshall is unique for its size in that it has a full-service critical access hospital and supporting services.

### Convenience

- **Short Commutes:** Residents enjoy short commutes, averaging around 12 minutes, which enhances work-life balance.
- **Healthcare:** Access to essential healthcare facilities, including hospitals and clinics, ensures that residents' medical needs are well taken care of.

### Natural Beauty

**Scenic Surroundings:** Surrounded by farmland and natural beauty, Marshall offers a peaceful and picturesque setting for those who appreciate the outdoors.

Overall, Marshall, MN combines affordability, safety, and a strong sense of community with ample amenities, making it a great place to call home.

## **SALARY RANGE**

\$85,000-\$100,000 annually

## **BENEFITS**

8% Retirement contribution by the Y, vacation plan, health plan and other benefits per personnel policy included.

## **RESIDENCY EXPECTATION**

Living in the YMCA's service area is required.

## **MINIMUM CRITERIA FOR CANDIDATES**

- Accredited 4-year college degree/or comparable experience.
- Must demonstrate excellent written and verbal communication skills and personal values consistent with the YMCA mission.
- Minimum five years prior experience in a senior management role with a YMCA or related experience at a comparable organization with direct supervision of multiple levels of staff and employees.
- Must have the ability to develop and strengthen community relationships.
- Have the ability to develop new programs, review and enhance the programs being offered or considered for both economy and the effectiveness in broadening our engagement in the communities in which we serve.
- YMCA Organizational Leader Certification required within 5 years.

## **OTHER SITES FOR INFORMATION**

[www.ymca.org](http://www.ymca.org)

[www.marshall.k12.mn.us](http://www.marshall.k12.mn.us)

[www.marshallareaymca.org](http://www.marshallareaymca.org)

[www.marshallmn.org](http://www.marshallmn.org)

[www.ci.marshall.mn.us](http://www.ci.marshall.mn.us)

[https://www.dnr.state.mn.us/state\\_parks/park.html?id=spk00127#homepage](https://www.dnr.state.mn.us/state_parks/park.html?id=spk00127#homepage)

<https://visitmarshallmn.com/sounds-of-summer/>

<https://visitmarshallmn.com/made-in-mn/>

<https://prairiehomehospice.org/articles/light-up-the-night-b-i-n-g-o>

<https://visitmarshallmn.com/visitor-guide/>

<https://www.avera.org/locations/marshall/>



## TARGET DATES FOR THE SEARCH PROCESS

**Resumes accepted through:** December 11  
**Preliminary interviews:** January 6 & 8, 2025  
**Final interviews:** January 30-31, 2025  
**New CEO on board (anticipated):** TBD

## TO APPLY

**Candidates will apply via the following website:**

<https://tinyurl.com/marshall-area-ymca-ceo>

You will be requested to submit the following with your online application: A resume and cover letter, along with four professional and two personal references. Note: References will be checked on final candidates.

## QUESTIONS

Questions regarding this position should be directed to:

**David Martorano**

VP-Thriving Ys – YMCA of the USA

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Director of Alliance Services – Minnesota

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For more information on the Marshall Area YMCA please visit:

[marshallareaymca.org](http://marshallareaymca.org).