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# **THE VANCOUVER YMCA: THE TURNAROUND OF A PUBLIC ICON**

# INTRODUCTION

**As many people know the YMCA of Vancouver is a well-established public organization which in the early twenty-one century experienced the problem of decreased membership and acting on the verge of financial collapse.**

# PROBLEM

**; the YMCA that was once an icon of community and health have lost its members in large account and the remaining members were asking what role is the YMCA playing in modern society. Its facilities and programs also seemed rather old, and the design did not cater for a growing diverse population in the city.**

# **TURNAROUND STRATEGY**

**The leadership of the Vancouver YMCA then had to undertake its repositioning strategy which entailed comprehensive restructuring. This involved revamping the membership; implementing new and fresh programs in the gym such as fitness, classes for the different age groups; community relation.**

# CONCLUSION

**All in all, the demonstrated process of Vancouver YMCA shows how public institutions for education and development can transform themselves as to answer to the ongoing changes in the world and still stay true to their purpose.**

# RECOMMENDATION

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