



**PRESIDENT & CHIEF  
EXECUTIVE OFFICER  
HODDING CARTER  
MEMORIAL YMCA**

**For a better us.**

» Hodding Carter Memorial  
YMCA  
1688 Fairgrounds Road  
Greenville, MS

[www.ymcahcm.org](http://www.ymcahcm.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

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

## OUR CAUSE

The YMCA areas of focus are youth development, healthy living, and social responsibility. Strong community can only be achieved when we invest in our children, our health, and our neighbors. We have been a vital part of the Greenville community for a number of years. We have continued to grow with the help of our donors, volunteers, and excellent CEOs that make our mission possible. Through all these years, our purpose still remains the same: to build a strong community.



# THE OPPORTUNITY

The Hodding Carter Memorial YMCA is Seeking a Highly Motivated and Energetic Individual to lead the Y to the next level. Come put your skills to work for a great organization!

Areas of Opportunity:

- Staff Leadership
- Embracing and Serving the Current Membership
- Growing the Membership
- Community Outreach
- Leading Existing Programs and Developing New Ones to Meet Community Needs
- Fiscal Leadership and Responsibility
- Fundraising Leadership.

# POSITION DESCRIPTION

The Hodding Carter Memorial YMCA exists to improve the lives of those in Greenville, Mississippi, and empower people to be healthier in spirit, mind, and body. We accomplish this through the programs and services we offer, and through membership to our facility. The Hodding Carter Memorial YMCA has benefited from extraordinary staff leadership and is now seeking a motivated individual to be the Association's next President and CEO. The CEO is expected to be highly visible in the community, ensuring that the Y remains a highly respected and valued partner with a strong stake in identifying and addressing innovative solutions for community issues. The Board of Directors is pursuing a visionary with a passion for the YMCA mission and cause, an understanding and ability to relate to rural community values to individuals of diverse backgrounds, and whose everyday priorities reflect core YMCA values of caring, honesty, respect, and responsibility.

# KEY SKILLS AND ABILITIES

**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 includes 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*



**Improve Operating Performance:** Engage the board and staff to develop an annual tactical plan for identifying and achieving key goals and objectives toward 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*

**Fiscal Management:** Use financial analysis to forecast financial trends, growth, and stability, while consistently leading an organization to balance or surplus operations by growing earned revenue and contributions and controlling costs. Empower and guide staff members 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*

**Position the Y as a Vital Partner for Community Change:** Serve as an ambassador for our mission, purpose, and vision for the YMCA within the community. Possess the ability to develop and cultivate relationships with key stakeholders from diverse backgrounds, while always upholding the highest standards and values of the Y. Ensure our Y is seen as a leading nonprofit committed to strengthening community by connecting all people to their potential, purpose, and each other. *Key competencies: Communication & Influence, Engaging Community, Collaboration*

**Build and Lead Staff:** Ensure a talent development system is in place and executed in an affirming, culturally competent and effective manner. Hire, motivate, nurture, retain, and hold staff accountable for key objectives. Work toward recruiting, retaining, developing, and promoting staff that represent the diversity of the communities we 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*

**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*



## HODDING CARTER MEMORIAL YMCA FACTS

The Greenville YMCA opened in 1923. Seven years later the Y relocated to Theobald Street and added an indoor pool. Construction of the current facility was made possible by a generous gift from the Hodding Carter, Jr., family, and additional community support. In January 1984, the Hodding Carter Memorial YMCA opened. The YMCA is named in honor of the late Hodding Carter, Jr., Pulitzer Prize Winning Publisher of the Delta Democrat Times.

Hodding Carter Jr., a native son of Louisiana, came to Greenville from Hammond, LA, in 1936 to found a new daily newspaper. Two years later, he and his partners bought out the existing daily and created the Delta Democrat Times. Over the course of the next 34 years, he wrote 22 books, over 500 magazine articles, and a host of speeches, most of his topics being Southern-based and reform-minded. When he died in 1972 at age 65, he left behind three sons, a national reputation as a crusader for racial justice, and his wife, Betty W. Carter, his indispensable partner in marriage and virtually everything else, from the books to the newspaper. "Our town is different," he once proclaimed in a national magazine article about the town's relative moderation in a time of racist reaction (or segregationist frenzy), and the two Carters spent their lives trying to help Greenville "make good" on his proud boast.

## CURRENT KEY STRATEGIC INITIATIVES

Membership, the lifeblood of our Y, though improved during the past two years, is still stagnant, and we offer fewer programs than we would like.

Our goal – The YMCA will be the place to belong in Greenville for Families with Children and Senior Adults.

As a Result of Lagging Participation, our long-term Financial Sustainability is not guaranteed.

Our goal – Our YMCA will garner the financial resources needed to perform our mission.

Our Marketing and Communications efforts are lethargic.

Our goal – All people in and around Greenville will know about our YMCA and the benefits of joining.

Our goal – We will determine and utilize the most effective organizational and leadership structure for our YMCA so that our mission is at Work in Greenville.

## MEMBERSHIP

- Total Number of Members -3998
- Total Number of Membership Units- 1872
- 2.2% Youth
- 12.8% Adults
- 61.7% Household
- 23.3% Senior

## BRANCH/FACILITY INFORMATION

The facility is 36,000 sq feet on a 13-acre tract of land and includes a one-third-mile outdoor track, softball field, basketball gym, fitness center, 2 outdoor heated pools, locker rooms, lobby, group exercise, multipurpose spaces, indoor batting cages. The YMCA was built in 1983; the J.D. Rushing Multipurpose Bldg. built in 1996. The most recent improvements were in 2017 & 2021.

## PROGRAMS

Signature programs include health & wellbeing programs such as Moving for Better Balance, The Blood Pressure Self- Monitoring program, The Diabetes Prevention Program, and teaching at-risk children to swim.

## ANNUAL CAMPAIGN

- Prior Year's Total - \$140,000
- Current Year's Goal - \$150,000,
- Current Year's Amount raised as of 08/26/2024 - \$18,975.

## PREVIOUS YEAR'S IMPACT

- Total number of people receiving financial assistance (scholarship) 30
- Total amount awarded in financial assistance (scholarship) 18 adult memberships plus 12 family memberships, totaling \$17,000.

## CAPITAL CAMPAIGN

- Partners with Youth Annual Campaign

## STAFF

### Current Staff:

- FT - 3
- PT - 18, and 5 seasonal - Lifeguards

### CEO Direct Reports

- Mickie Sandidge - Interim CEO

## BOARD OF DIRECTORS

- Number of Directors -17
- Committees-9





## DEMOGRAPHICS

Greenville has a 2024 population of 27,027. It is also the county seat of Washington County. Greenville is currently declining at a rate of -2.23% annually and its population has decreased by -8.36% since the most recent census, which recorded a population of 29,493 in 2020. It is located in the area of historic cotton plantations and culture known as the Mississippi Delta. Greenville is the largest port on the Mississippi River and home to many thriving industries. We have a large, senior citizen contingent who are increasingly availing themselves of our services.

## FINANCIAL

- Current Annual Budget Size- \$700,000
- Current Debt-\$226,200
- Current Endowment - \$85,600
- Current Checking Account Balance - \$243,230.44
- 3-year pattern of annual surplus/deficit
  - 2023** Receipts - \$891,477.45  
Disbursements - \$785,257.71  
Surplus - \$106,219.74
  - 2022** Receipts -\$600,628.68  
Disbursements - \$614,525.37  
Deficit - \$13,896.69
  - 2021** Receipts - 608,960.54  
Disbursements - \$548,405.71  
Surplus - \$60,554.83





## ADDITIONAL IMPORTANT INFORMATION

### AREA AMENITIES AND COMMUNITY BENEFITS

Low cost of living. Low cost of buying a house and friendly people. Short commutes, including excellent habitats for fishing (bass, crappie, catfish, bream) and hunting (duck, dove, deer, wild hog), fossil hunting, and rich soil for gardening.

### SALARY RANGE

\$60,000 – \$75,000 annually.

### BENEFITS

YMCA Retirement Fund pays 12% of each gross amount on your payroll checks, vacation plan, health plan and other benefits per personnel policy included.

### RESIDENCY

The CEO is expected to be highly engaged and visible in our community. Living in the YMCA's service area is required.



## MINIMUM CRITERIA FOR CANDIDATES

- Accredited 4-year college degree or equivalent 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 be able to develop and strengthen community relationships.
- Have the ability to develop innovative programs, review and enhance programs being offered or considered for both economy and the effectiveness in broadening our engagement in the communities in which we serve.
- Strategic planning and Fundraising experience including annual campaigns and the securing of grants.
- Fiscally sound business management approach.
- A proven record of accomplishment of progressive budgetary leadership and advanced fiscal management practices.
- YMCA Organizational Leader Certification or ability to achieve within 3 years.

## OTHER SITES FOR INFORMATION

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

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

[www.wceams.com](http://www.wceams.com)

[www.mainstreetgreenville.com](http://www.mainstreetgreenville.com)

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

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

[www.gvillepublicschoolsdistrict.com](http://www.gvillepublicschoolsdistrict.com)

[www.generals.ws](http://www.generals.ws)

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

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

## TARGET DATES FOR THE SEARCH PROCESS

- |                                     |                    |
|-------------------------------------|--------------------|
| • Resumes accepted through:         | October 6, 2024    |
| • Preliminary interviews scheduled: | Week of November 4 |
| • Final interviews:                 | November 18 & 19   |
| • CEO selection made:               | TBD                |
| • New CEO on board (anticipated):   | TBD                |

## TO APPLY

Candidates will apply via the following website:

<https://tinyurl.com/Hodding-Carter-Memorial-Y-CEO>

Candidates must submit the following in their online application, uploading a PDF of your cover letter and resume. Applications without a cover letter will not be considered.

Candidates who advance to final interviews will need to submit six references (four professional and two personal). References checked only with prior notification. Successful candidate accepting the offer must pass a background check and must have a current Y-USA's Organizational Leader Certification or obtain certification within the first three years from start date as the CEO.

## QUESTIONS

Questions regarding this position should be directed to:

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Leadership/CEO Search  
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