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# 135 COMMUNITY TEAM

Generational Feedback Summary | May 2026 Focus Session | YMCA of Northern Rock County

This feedback was collected during a 60-minute targeted focus session on May 2, 2026, with 135 Community Team members. Participants were first asked to spend 20 minutes identifying with the generation they represent and answer three specific questions, then to add secondary feedback on other generations (an optional five minutes).

The session gave team members an opportunity to share what the Y does well, what the Y can do more of, and what each generation needs. About 40 people volunteered for the session, and all responded to the same questions.

Across all groups, participants consistently described the Y as welcoming, community-minded and valuable to families, while also identifying opportunities to strengthen communication, expand programming and create more age-specific experiences.

## SUMMARY OF GENERATIONAL FEEDBACK

### GROWING Y'S: AGES 0-12



#### What the Y does well

This group highlighted the fun, active experiences the Y already provides for children, including the pool, gym, esports, camp field trips and Child Watch. Clean facilities and positive pool experiences stood out as strengths, along with the sense that children enjoy coming to the Y.

#### What the Y can do more

Families and children in this group asked for more kid-focused activities, especially in aquatics and camp settings. Suggestions included more pool toys and equipment, splash pad activities, water games, summer camp grill-outs and improvements to soccer and walk-in pool experiences.

#### What this generation needs

Growing Ys need more active, playful and age-appropriate spaces. Ideas included a larger kid pool, a water slide, pool volleyball, more pool activities, an after-school space, events for older children in this group and more family field trip opportunities.

### TEEN Y'S: AGES 13-18

#### What the Y does well

Teens recognized the Y's programs, fitness classes and gym space as strengths. They also appreciated having opportunities for young people to work out and participate in activities.

#### What the Y can do more

This group asked the Y to make better use of outdoor space, especially in Milton, upgrade fitness equipment and connect with teens through social media platforms such as TikTok.

#### What this generation needs

Teens need more programming designed specifically for them, along with places and activities that help them feel connected. Suggestions included more teen programs, lock-ins, indoor activities, a dedicated hangout space and expanded pool access.





## RISING YS: AGES 19-39

### What the Y does well

Rising Ys emphasized the Y's welcoming environment, affordability, child care, KidWatch programs for older kids, class variety, equipment and gym options. They also valued the Y's role in helping families stay active and supported.

### What the Y can do more

This group asked for more flexible and modern fitness options, including additional group exercise, barre, Pilates, weight training, trending workout classes and nutrition education paired with fitness. They also identified opportunities to improve the app, communicate current benefits more clearly and build stronger connections with outside organizations.

### What this generation needs

Rising Ys need more flexibility, connection and support for busy family schedules. Their feedback pointed to more effective communication, child care or wraparound care, family and parent-child classes, sports leagues, social opportunities for adults and activities such as parkour, ninja courses and floor hockey.

## ESTABLISHED YS: AGES 40-54

### What the Y does well

Established Ys described the Y as welcoming, helpful, inclusive, clean, fun and not intimidating. They also recognized the value of programming, community support and affordable youth sports.

### What the Y can do more

This group asked for more adult-friendly and beginnerfriendly options, including pickleball lessons, evening classes, light or basic fitness classes, family classes and clearer class descriptions. They also noted opportunities to better communicate youth and advanced youth offerings, share community efforts and follow up with members who cancel.

### What this generation needs

Established Ys need clearer communication, easier access and practical support for adults and families. Their feedback included child care, a more user-friendly app, livestreamed fitness, multidisciplinary conditioning classes, nutrition classes and follow-up around wellness or fitness needs.



## FOREVERWELL: AGES 55+

### What the Y does well

FOREVERWELL participants appreciated the Y's clean facility, variety of classes, inclusive atmosphere, updated equipment and community connection.

### What the Y can do more

This group asked for more support in navigating the facility and equipment. Suggestions included facility tours for new members, greater ease and accessibility to use the facility, equipment orientation, announced orientation times and Braille signage with pictures.

### What this generation needs

FOREVERWELL participants need accessible, easy-to-navigate experiences that support health, independence and social connection. Their feedback pointed to pool and aquatics options, website and app orientation information, clearer lobby monitor schedules, a 55-plus liaison, outreach to members who have fallen off their plan, social gathering spaces, brain health classes, longevity programming and stronger mobility support.

