



## Case Study: Raritan Bay

# ActiveNet a Key Ingredient in the Rebuilding of the Raritan Bay Area YMCA

### Background

Over a decade ago, Perth Amboy, New Jersey, lost a prized community asset. The Raritan Bay Area YMCA, which provides services, programming and activities for the thousands of community members in and around Perth Amboy, burned to the ground, leaving nothing but rubble.

The YMCA is now on the verge of opening the doors to its new recreational facility, complete with two swimming pools, two basketball courts, health and wellness rooms, and a 195-person theatre. The facility is part of a 210,000 square ft., state-of-the-art municipal community complex owned by the City of Perth Amboy. The City has approved a 20-year lease for the YMCA to occupy approximately one-third of the building.

Currently working out of a temporary facility, staff members are offering After-School services for school-age children at five elementary schools and Summer Day Camps throughout the region, along with a few wellness classes, such as aerobics and First Aid/CPR. Staff members are getting the processes in place for an easy transition to the new facility by year's end.

### Challenge

When Ernie Villany joined the Raritan Bay Area YMCA as Chief Financial Officer just over a year ago, he was immediately tasked with finding a new operating system for efficient internal processes at the new facility, from program registrations to facility reservations. "Transitioning to new operations management software can be one of the most nerve-racking experiences," explained Mr. Villany. "It was important to ease time commitments on our internal staff, so we put a lot of time and effort into making the right decision and selecting the right software company."

### Solution

Mr. Villany, along with the Raritan Bay Area YMCA's President/CEO and Branch Director, embarked on a long journey to find the best software provider. "We ultimately chose The Active Network's operations management software because it offered a robust facility reservation component. The other vendors were not even in the same ballpark. We're in the business of renting space and The Active Network was the only company whose software would allow us to do that effectively and efficiently. Our decision to choose a software provider quickly became a no-brainer. It was clear that our interests were best served by The Active Network's ActiveNet solution."

### Customer at a Glance

**Customer:** Raritan Bay Area YMCA

**Solution:** Online Activity Registration, Child Care Management, Facility Reservation, Membership Management, POS

**URL:** [www.rbaymca.org](http://www.rbaymca.org)

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— Ernie Villany, Chief Financial Officer, Raritan Bay Area YMCA

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### Raritan Bay Area YMCAs Benefits of Selecting The Active Network's Software:

1. Efficient internal processes
2. Convenient online services for members
3. Comprehensive facility reservation tool
4. Excellent software training
5. Dedicated customer support

### Advice for YMCA's Seeking New Software:

Mr. Villany insists that the best advice he can offer to other YMCAs seeking new operations management software is to "look past the old 'mainstays' selling YMCA operations software and give The Active Network a really close look. We are so pleased that we decided to branch out. In addition to offering an excellent software solution for YMCAs, ActiveNet has also provided us with fantastic support, immediate turn-around on questions and requests, and a very patient and friendly staff. As we transition into our new facility, our membership base will grow dramatically and we are confident that Active's solution and support will be with us every step of the way."

Since ActiveNet is a hosted, Web-based solution, the Raritan Bay Area YMCA would be able to offer program participants convenient online registration, facility reservation and payment options, without having to worry about expensive implementation costs, IT support, or new hardware and credit card processing equipment. The Active Network handles secure payment processing and data storage remotely, enabling the YMCA to focus on what's most important: its members.

### Implementation

Mr. Villany and his colleagues reached their decision by February 2007 and scheduled their implementation and training for the month of June. A consultant from The Active Network spent a week working hands-on with the YMCA staff, followed by another week of remote training.

"Words cannot describe what a positive event our software training was," said Mr. Villany. "It was a real organizational-building event that got us to think as a team with ActiveNet as the backbone. We were immersed in real-world scenarios, ensuring that we were well-versed and comfortable with all of the software's features."

### Results

In September of 2007, the Raritan Bay Area YMCA debuted its online registration option for After-School program participants. To promote the online After-School registration option, YMCA staff members attended school events to connect with parents and staff and created flyers to send home with students. Staff members also spoke with program registrants one-on-one, walking them through the easy online registration process and encouraging them to promote the convenient service to other community members.

In addition to providing value for After-School registrants, ActiveNet also enabled After-School Site Coordinators to log-in to the Web-based software from home, work, or at the temporary facility to print rosters, sign-ups, and account balance sheets everyday prior to the program. The 24/7 access to information has been a convenient, time-saving tool for staff members.

"Before we move into the new facility, we're trying to create a reality of what it will be like in terms of accepting mass volumes of online registrations and facility reservations and accessing important information in the software. We're really working the system as hard as we can to ensure we're up to speed and completely prepared for the real launch."

### Future

As the move into the new facility draws near, staff at Raritan Bay Area YMCA will grow by nearly 70 percent. With the number of new staff members, Mr. Villany plans to invite The Active Network's team to come back for another training session. "It's important to our YMCA to have an aggressive, detailed and ongoing training program in order to make the most of our software investment."

In addition to future training, Mr. Villany also anticipates offering more convenient services for its registrants in the near future, including online facility rentals. "ActiveNet is so user-friendly and people really appreciate the convenience. Even when a registrant hits a roadblock, it's so easy to just walk them through the steps online, that it's always a positive experience for everyone involved."