



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Website Services

Monthly Community Call

August 13, 2024



AGENDA

- 1. Release Schedule Reminder**
- 2. Small Y Template**
- 3. Font Licensing**
- 4. Product Roadmap Reminder**
- 5. Community Call Time Change**
- 6. Virtual Y - Sunset Reminder**
- 7. Community Resources**
- 8. Questions**



Release Schedule Reminder



Point Release: August 15, 2024

- Colorways
 - Membership Calculator compatibility
 - Schedules compatibility
- Layout Builder technical debt fixes and improvements
- Ongoing bug fixes

[LINK TO POINT RELEASE NOTES](#)

November 2024 Release - Mid-November

- Small Y Template
 - Updated content architecture targeted at small Ys
 - New design for multiple components
 - Updated navigation options
 - Streamlined content administration
 - Brand-compliant, standardized, & accessible

Stay tuned for Community Presentation!

Point Release: December

- Demo content for the Small Y Project
- Small Y project Technical Debt Clean up
- Bootstrap 5 updates

March 2025

- Membership Calculator updated design
 - Includes new Financial Aid Estimator
- Iconography for Design System
- “Dark Mode” for Design System
- Drupal 10.3 / Drupal 11 Update
- Finalization of Vue.js updates
- Finalization of Bootstrap 5 updates

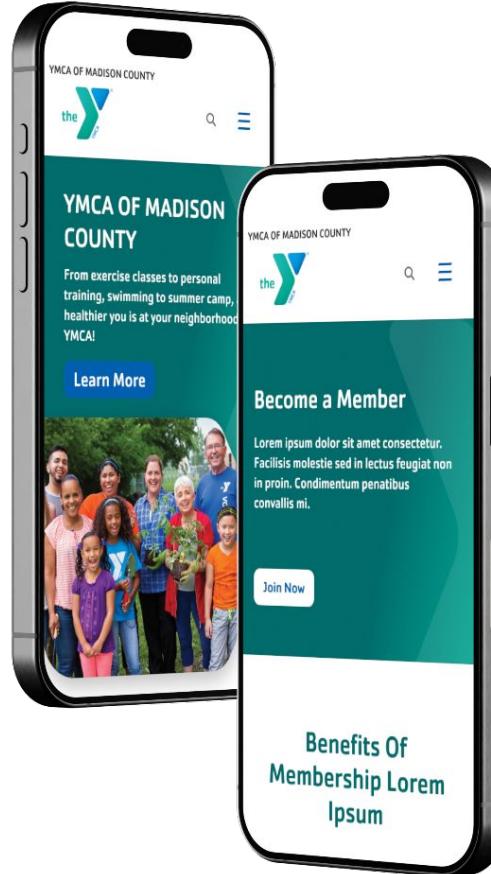
Small Y Template Project



THE OBJECTIVE

Deliver on Local Y and consumer needs

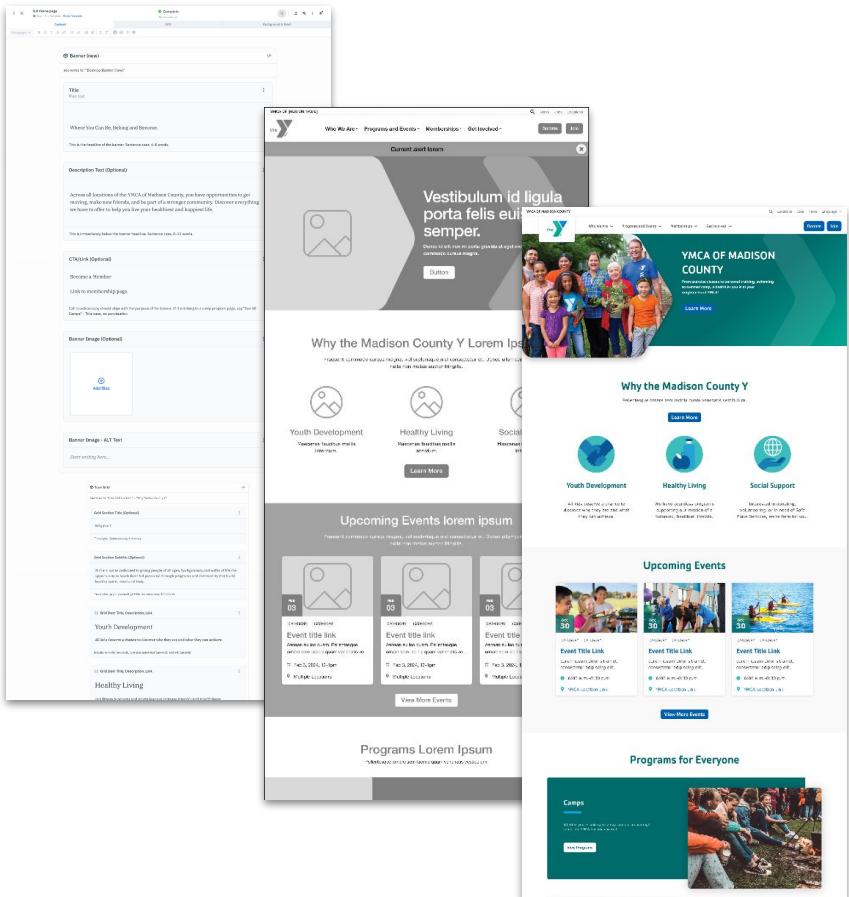
The goal of the “small Y template” project is the creation of a flexible and scalable website strategy and design focused on meeting the needs of the small to mid-size Y’s and their target audiences today and into the future.



THE APPROACH

A flexible, structured system

Utilizing a templated approach—built on an optimized content strategy, human-centered design, and cohesive visual identity standards—the system streamlines and simplifies the process of producing better local Y websites, faster.

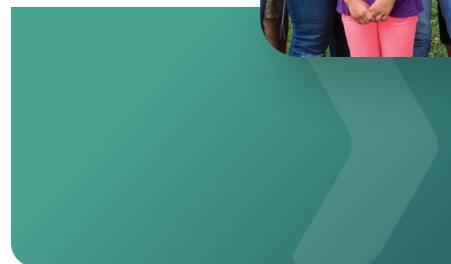


THE LOOK

A unifying visual language

With a bright, airy aesthetic, the overall tone of this design system incorporates brand colors strategically and impactfully.

This fresh, modernized theme creates a cohesive visual identity that brings more of the Y's digital ecosystem into alignment with the YMCA Brand Identity across the user journey.



THE CONTENT STRATEGY

A modular framework

Our content framework helps small Y's assemble and create content that quickly aligns and blends local content needs with differentiating Movement messaging.

- Defined content structures and templates
- Collaborative, real-time editing and reviewing
- Clear, flexible content requirements

Benefits:

- Faster content creation
- Easier subject-matter reviews
- An efficient process
- Leverages movement messaging
- Local content for small YMCAs
- Improved Member engagement

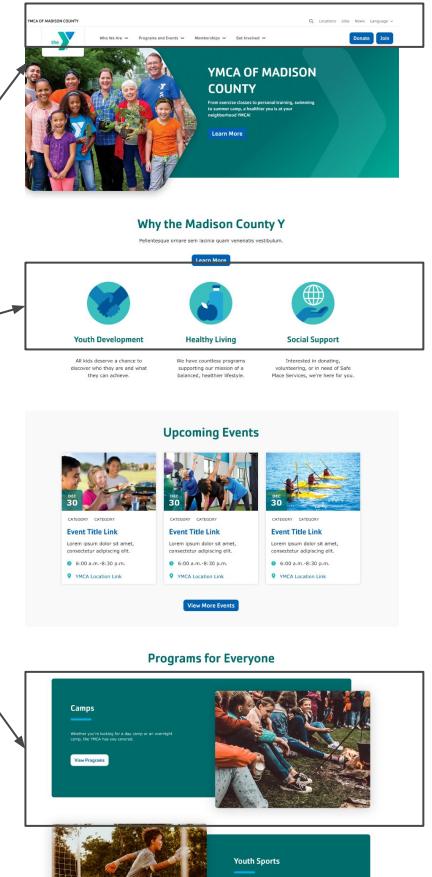
BACKED BY DIFFERENTIATED MOVEMENT MESSAGING

A foundation of adaptable content

Easily adaptable Movement messages provide a solid framework and guide for delivering local program, branch, and community information members need.

- Common information architecture
- Guidelines for following association brand standards
- Key messages about Movement philosophy and national programs
- Detailed local content focused on member, branch, and association needs

Movement messaging



THE OUTCOME

The YMCA of Madison County website features a large circular image of diverse individuals, including children and adults, engaged in various activities like gardening and playing. The header includes the YMCA logo and navigation links for Who We Are, Programs and Events, Memberships, and Get Involved. A prominent "Learn More" button is located below the main headline.

YMCA OF MADISON COUNTY

From exercise classes to personal training, swimming to summer camp, a healthier you is at your neighborhood YMCA!

[Learn More](#)

Why the Madison County Y

Pellentesque ornare sem lacinia quam venenatis vestibulum.

MacBook Pro

The smartphone displays the "Become a Member" page, which includes a brief description of the benefits and a "Join Now" button.

Become a Member

Lorem ipsum dolor sit amet consectetur. Facilisis molestie sed in lectus feugiat non in proin. Condimentum penitus convallis mi.

[Join Now](#)

The tablet displays the "Program Levels and Requirements" page, showing categories for different age groups: Ages 3–4 Coed, Ages 5–6 Coed, Ages 7–8 Boys & Girls, Ages 9–11 Boys & Girls, and Ages 12–14 Boys & Girls. Each category includes a brief description and an icon.

Program Levels and Requirements

Terms of all levels are coached by YMCA volunteers. Registration includes a jersey and socks. Shin guards are required for all age groups, and cleats are recommended for ages 9 and up.

Ages 3 – 4 Coed

is an introduction to the sport that focuses on social skills, teamwork, and fundamentals. This level will have six practices...

Ages 5 – 6 Coed

At this level, we nurture skill development, teamwork, positioning and fun. Teams play seven games throughout the season and use...

Ages 7–8 Boys & Girls

Well-rounded skill development continues with an introduction to strategy added in. Teams play seven games and may travel to play other...

Ages 9–11 Boys & Girls

Players continue to build their social and athletic skills during a competitive travel season that...

Ages 12–14 Boys & Girls

This level emphasizes skill development, strategy and positioning as well as camaraderie.

WHERE WE'RE AT IN THE PROCESS

TODAY > PHASE I: Content strategy + template design + development

PHASE II: Open access to Small Y Component Distribution

PHASE III: Dedicated Small Y Demo Content Site-updated to utilize outputs from Phase I. This can be utilized as a templated starting point for building out Small Y websites.

Font Licensing



Cachet: Our primary font for internal and external materials

- In the fall of 2020, the Cachet fonts were updated.
- The new package includes Book, Extra Light, Medium, and Bold.
- Also improves the shape, spacing and coding of the fonts.
- Available in Desktop and Web-optimized versions.

Primary font

Cachet Pro

Cachet Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*

Cachet Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*

Cachet Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*

Cachet Pro Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*

How to use Cachet in your materials and online

Your Development Partner

- YMCA development partners can take advantage of a custom module which allows for automation of this process.
- Get in touch at ycloud@ymca.net or reach out in [#developers on the YUSA Slack](#) for more details.

theybrand.org/wordpress/cachet

- Full guidance for usage on Desktop and Web
- Download links and instructions for installation

ds-docs.y.org/docs/howto/install-cachet

- Additional link to theYbrand
- Instructions for developers and site builders to add Cachet to your site

Y Canada Web Font

Montserrat

- As of 2023, Montserrat is to be used in situations when Museo Sans is not available for usage in websites or web-based applications.
- Available via Google Fonts fonts.google.com/specimen/Montserrat
- Bundled with [Canada Layout Builder Colorway](#)

eadlines

Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

jb-head

Montserrat Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ody Copy

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Montserrat *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Headlines

Verdana Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Sub-head & Body Copy

Verdana Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Verdana *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Product Roadmap Portal



Don't forget about YUSA's Product Roadmap Portal!!

Future Roadmap Updates

- Find updates on recent Releases with links to key documentation
- See what is happening in the current Release
- See what is being planned for upcoming Releases

Submit Ideas and Feedback

- Provide feedback on an existing or upcoming feature
- Submit new feature ideas and suggestions

ds-docs.y.org/roadmap

Community Call Time Change

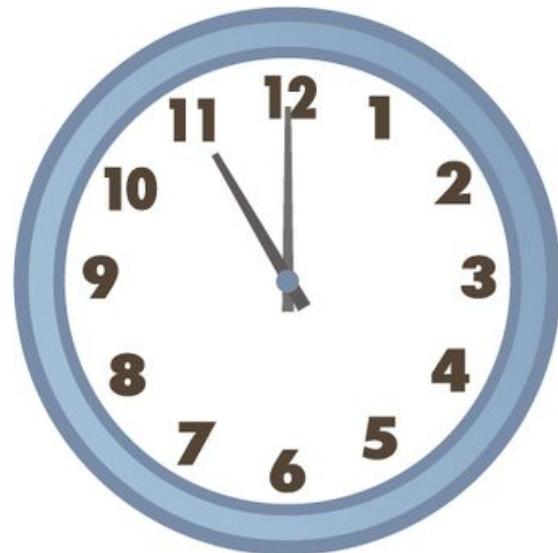


New time for monthly community calls

Now on the **2nd Wednesday** of every month at **11am CST!**

New call dial-in information coming this week!

[YouTube Playlist for past calls](#)



Virtual Y Reminder



Virtual Y Reminder

- YMCA's Virtual Experience Platform ("Virtual Y") **sunset** **on Tuesday, December 31, 2024.**
 - Virtual Y sites hosted with Y-USA will be decommissioned on that day.
 - Virtual Y hosted outside of Y-USA can continue to run their websites, but no code updates will happen after 12/31/24.
 - Please consider migrating to [YMCA360](#).
 - Review the [August, 2023 Community Call for the YMCA360 Introduction and Demo.](#)

Virtual Y Hosted with Y-USA: How to Cancel

Open a YMCA's Digital Services Support ticket

- Login to your Virtual Y website with your Site Owner user account.
- Click on Manage → Configuration.
- Scroll to the bottom.
- In this section, click the **Submit a support ticket** link, fill out the form stating your intent to cancel, and specify which date should be the last date of operation.

Y CLOUD SUPPORT

If you are experiencing issues with your Virtual Y site that require escalation

- During Onboarding: Email ycloud@ymca.net
- After going live: [Submit a support ticket](#)

Community Resources



Join the conversation and keep in touch!

 ds.ymca.org

the gateway to YMCA's Digital Services

 ds-docs.y.org

documentation for the distribution

 youtube.com/@ymcasdigitalservices

videos & tutorials

 github.com/YCloudYUSA

Organization on GitHub with main code repository and components

 **YUSA Slack**

discuss & get help. Invite in chat.



Happy August



WEBSITE SERVICES CORE TEAM