

**CEO Update**  
**By Sheree Thaxton Vodicka**

**January 2024**

Just before the holidays, my team and I were reflecting on 2023 and planning for 2024. As we do every year, we generated a list of our team's accomplishments over the year, and I thought I would share what we remembered with you. Not all of them were wins. But they all were important to our collective progress.

- Advocated for and received an appropriation of state funding for teen mental health for \$3.75M through June 2026. This work launched officially January 4<sup>th</sup>.
- Hosted several large events, including:
  - Poverty simulations
  - Hybrid annual meeting in three locations
  - State Advocacy Days
  - Groundwater training for Y staff
  - MarComm Peer Group and Membership Peer Group statewide in-person meetings.
- Negotiated contracts with Medicaid Managed Care Organizations resulting in \$3.5M in new membership revenue statewide; UnitedHealthcare started new memberships on January 1<sup>st</sup>, 2024.
- Convened a work group to develop and submit a proposal to Blue Cross Blue Shield Medicare.
- Started two new peer communities, including one for Food Program staff and one focused on Licensed Childcare.
- Wrote two large grant proposals; neither were funded.
- Continued to support the distribution of deferred maintenance funding, awarded to the Alliance by the NC General Assembly in 2021 for \$11.4M.
- Developed and proposed updates for Out of School Time Licensed Childcare.
- Produced a walkability grant video and closed out that five-year, CDC-funded grant.
- Closed out the Blood Pressure Self-Monitoring Innovation grant.
- Entered into a shared services agreement with the High Point YMCA for services.
- Our team participated in a YUSA Innovation Cohort and a Leading Practices Cohort.
- Launched the DataStrength marketing pilot with NC YMCAs, funded by YUSA and delivered by CGR Creative, to measure return on investment of marketing dollars.
- Started the groundwork for our NC Alliance Statewide Marketing Communications plan.
- I spoke at the annual American Public Health Association national conference on our work in chronic disease and health equity, and Molly Thompson and I spoke at NAYDO.
- Bruce and I attended Better Teams Training, and Michele received her certification in Youth Mental Health First Aid.

- I represented the YMCA on the state's Whole Child Advisory Committee and the Unintentional Death Committee of the state's Child Fatality Task Force, as well as the NC Institute of Medicine's Healthy Aging Task Force.

As we lean into 2024, our team looks forward to working with all of you to continue to strengthen the communities we serve in all 100 counties of this great state. Our number one aim is to bring more resources to you, so you can all do more of what you do so well. Better Together in 2024!