



GREAT PLAINS COMMUNICATIONS CASE STUDY

"The greatest benefit we've seen in working with Great Plains Communications has been the partnership we've built with them over the years."

TARA BRITTON
DIRECTOR OF OPERATIONS
SOUTHEASTERN INDIANA YMCA

COMPANY

Southeastern Indiana YMCA

LOCATION

Batesville, IN

INDUSTRY

Nonprofit

SERVICES

This YMCA focuses on developing the potential of children, improving individual health and well-being, and giving back and supporting its neighbors — through youth development, healthy living, and social responsibility.

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The Southeastern Indiana YMCA is dedicated to helping people have a healthy mind, body, and spirit. To that end, it offers a wide range of programs and activities for all ages. Adult members can choose from many ways to build fitness and enhance social bonds. Children and teens have access to fun offerings designed to help them reach their full potential in nine proven areas of well-being — Character, Giving, Inspiration, Health, Achievement, Belonging, Relationships, Meaning, and Safety.

Its Batesville facility at 30 State Road 129 South includes a Welcome Center, Refuel Zone, Pool, Indoor Walking Track, Multi-Purpose Room, Learning Center, Wellness Center, Racquetball Court, Outdoor Track & Volleyball Court, Conference Room, Lounge, Recreation Room, and Gyms. These spaces have always been actively used, but during the pandemic, the role of the Southeastern Indiana YMCA expanded.

"We had a lot of people who really needed the connections at the YMCA, both social and technological, particularly through the pandemic. They were coming in and working and doing video conferencing in our Lounge and Conference Room. They had to have reliable Wi-Fi and perhaps didn't have it at home. What Great Plains Communications provides to us in terms of Internet, we're able to pass on to our members and even to some guests."

TARA BRITTON, DIRECTOR OF OPERATIONS
SOUTHEASTERN INDIANA YMCA

Britton continued, "Another big piece is the Wi-Fi available to our Kids Club, which offers before and after school activities in our Learning Center. The kids needed that reliable Wi-Fi connection to do their homework after school and participate in e-learning when schools were closed."

In addition to Kids Club, the YMCA offers Youth Sports, Gymnastics and Ninja Kids, Swim Lessons, Youth Personal Training, KidFit, Preschool and Prekindergarten, and Summer Camp. As a nonprofit, the Y depends on the generous support of community partners, including Great Plains Communications, to provide these youth services.

"We have a lot of families who cannot afford child care, and so they have the option to ask for a subsidy or some financial support. We're able to provide that assistance because of donors such as Great Plains Communications, which continued to donate even through the tough times of the pandemic. Great Plains is always here to support the YMCA," said Britton.

She's also appreciative of the great customer service that Great Plains Communications gives to the YMCA, noting, "You always talk to a local person when you call Great Plains, and that's so important when there's a problem to be resolved."

"Great Plains Communications provides so many things to us that are intangibles, that you don't get from every business. One of them is the strong community aspect to their company and their willingness to truly partner with us."

TARA BRITTON
DIRECTOR OF OPERATIONS
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