

Questions and Answers about BUC Recruitment

We are hearing questions and concerns from some in our community about the job postings that were recently advertised. It was not our intention to create uncertainty, so we have prepared answers to some of the questions that have been asked. You are welcome at any time to contact the Board and ask for clarification or express your thoughts.

1.) Are these jobs in line with Beach United's Mission and Strategic Plan?

Yes, they are. Filling these jobs is the first step in rebuilding now that the world is returning to a post-COVID state. These jobs are the most effective staffing solution for supporting BUC's long term goals, keeping in mind not all the jobs are new.

Some Background:

In 2017 and 2018, Beach United developed an organizational model which supported its Strategic Plan and included a need for three Coordinator positions: Communications, Community Engagement and a Children and Youth Coordinator, as well as four volunteer Animator positions.

In 2018/2019 this model began to show results:

- Lay staff were actively delivering programs and engaging community families and youth; developing a new website and increasing use of social media for outreach; and creating partnerships with community groups (e.g., Pegasus). Through the initiative of lay staff, a grant was received to develop the community garden.
- Animators were actively leading and supporting church initiatives and programming which engaged the community in such activities as meditation circles (in partnership with the Centre for Mindfulness Studies) through the Death Diner series, political debates, annual skating parties, a women's retreat, etc.
- At the same time, the rentals program was successful in bringing in renters aligned with Beach's mission and providing funds to support ongoing ministry.

THEN COVID HAPPENED.

- The building had to close, resulting in a significant drop in revenue from rentals.
- Sunday services had to be transitioned to a virtual format and revenue from in person offerings disappeared. And some folks have stopped their regular PAR givings further impacting church finances.
- Face-to-face contact couldn't happen and was replaced with email, web blasts, phone and outdoor contact.
- As a result, decisions had to be made to ensure the financial stability of the church with no end date in sight for when things would "return to normal". A difficult decision for the Board resulted in the elimination of the three Coordinate positions and laying off of some cleaners.
- Fortunately, government subsidies were in place for the first two years, contributing to our ability to keep paying key staff salaries. More recently, Beach was able to resume our building rentals on which we are working to return to maximum capacity. More people are getting on with their old routines and the parking lot is busy again.
- As a result, we have an increased need to enhance and expand our social media, web presence (which we know is an essential component in connecting with and engaging

children and youth) and general communications through traditional media to return to the level of communication we had achieved before COVID.

- It also means the church is now in a position to move from “holding the fort and keeping the doors open” to actively living out our Strategic Plan. A working group took the opportunity to do a review of what other churches are doing and, as a result, made changes to the earlier organizational model. These changes (including a “re-work” of some of the original jobs) resulted in the postings.

2.) Isn't this a risk for Beach?

From its beginning, when two congregations undertook the risks involved in leaving behind their beloved churches, Beach United Church has prepared for and taken carefully considered risks. This is in keeping with the lesson of John:21, in which we are encouraged to throw our net on the other side of the boat when no fish have been caught on the first side.

Until COVID this approach was serving us well, with numerous programs and activities that engaged people from within and beyond the immediate faith community of BUC. Today it seems right to begin new investments of our faith and trust in our leaders and our fellow congregants to take another carefully considered risk.

With the beginning of re-opening, the loosening of restrictions, and the increasing reality that COVID is becoming endemic, the financial picture for Beach is improving, and our opportunity to continue on our strategic path is presenting itself.

- First quarter and future revenues for building rentals have returned to pre-COVID levels.
- Parking lot revenues have exceeded last year's and are expected to exceed year end budget projections.
- It is now possible to begin to develop a plan for next year that will set Beach United back on track for realizing its goals.

The Board believes this is the right time to make a commitment to getting back on track. And that requires re-investing in our staff.

3.) Isn't this amount more than the budget originally approved for this year?

Yes, it means that staffing expenses will be higher than in the approved budget. However, at the same time, Rental Income and other revenues will be much higher than forecast in the approved budget.

Financially, this investment in staff is less than the investment that was being made in growth before COVID. It does build on the lessons of previous staff investment, and the current expectation is that this enhanced staffing model will be more effective than our current one. And while we need to ensure that the investment in staff is smart, we are also sure that not investing will ensure we do not achieve our goals.

4.) Why didn't we hear about this at the Annual General Meeting in March?

At the time of the AGM, we were only one month in with our new minister.

When the Congregation approved the call for Greg Daly in October 2021, it agreed that it would take six months after the start of our new Minister to determine how to fill the gaps left by hiring a ¾ time Minister instead of a full time (40 hour) Minister.

When that six-month period ended in July, the Ministry & Personnel (M&P) Committee and the Operations Advisory Group (OAG) worked on a detailed program to determine the staffing needs for Beach United. This included a Communications Officer to fill the gap in communication support (some of which has been temporarily taken on by other office staff in addition to their regular work). The Board approved this proposal at the beginning of August.

More recently, we received confirmation that David Lewis, Operations Manager, would be leaving the position in mid-September.

As a result, we needed to take immediate action to find qualified individuals to perform the rental and maintenance functions, and to fill the Communications role.

5.) Why do we need to do this so quickly?

Over the last two months, M&P, together with OAG, took on the task of doing an in-depth analysis of Beach United's staffing requirements. A cost analysis was part of this work. The Board was presented with and approved the proposed staffing changes in early August.

It was necessary to do this without delay, since the Operations Manager would be leaving in mid-September. It was also necessary to fill the gaps left from moving to a 40-hour position to a 30-hour position for the Minister, and to address the need for day-to-day supervision for staff.

6.) Why all these new positions?

Not all these positions are new.

Last October, the congregation approved the call to Greg Daly. With the change from a 40 hour to 30 hour position for the Minister, we agreed that after six months we would determine what additional staff were required to fill this "10 hour gap".

In September 2022, our current Manager of Operations will move on from Beach United. There was a need to review this position and determine whether our current needs are being met.

- The **General Manager** position replaces the Manager of Operations but takes on a stronger role for supervision. The Minister is not responsible for supervision and in addition to dedicated volunteer support, there needs to be a regular day-to-day presence at the church to manage contractors
- At the same time, the building has been heavily used since its opening in 2013, and it is time to address some significant maintenance gaps. The **Property Manager** is also the lead

cleaner and will ensure quality of cleaning, maintenance and repairs of the building and equipment.

- The **Rentals Officer** is a part time position that is dedicated to ensuring we maintain a strong level of customer service and sales experience. While we have had a successful rentals program, a dedicated role can ensure we maximize every opportunity to fill our space and increase revenue. This will not be done at the expense of our spiritual programs.
- The **Communications Co-ordinator** will support our Minister, event coordinators and volunteers to ensure that we are reaching out to the community and highlighting all the good things going on at Beach, and opportunities for the community to engage. (This replaces the Communications Coordinator that was required to be laid off following the COVID lock downs).

7.) If there are this many staff, do I still need to volunteer?

YES!!! Active, dedicated volunteers are essential for carrying out our ministry at Beach United. None of these positions replaces the work being done by volunteers.

Volunteer participation in our faith community forms the heart and soul of the church, as we collectively undertake fulfilling our mission and goals as outlined in the strategic plan.

And it's still important for you to be involved, to share your knowledge and experience with those staff who join our community. The challenges that COVID has created has added extra pressure for some and our volunteer base is shrinking. To support and grow our Ministry and do the work we know is needed in the community, we need to keep and grow the number of people who volunteer, as well as hire for these positions.

8.) What about supports for Children and Youth?

We are absolutely committed to providing programming for children and youth and to increasing the number of children and youth who are part of the Beach United community. Our intention is to leverage these new positions to reach a broader audience and attract more people to engage with Beach. Then, as that number grows, we can engage a role to work specifically with this population.

9.) Are we changing?

We hope so. Change and growth are needed to recover after COVID and keep our Ministry relevant in a changing world, while still being guided by the goals we set and reaffirmed in our Strategic Plan:

1. Build a church that meets the spiritual needs of the congregation, and beyond, in progressive and creative ways.
2. Engage with the community in ways that promote justice seeking for the earth and its people.
3. Manage our activities in ways that ensure financial sustainability.
4. Create a vibrant church that will attract people of all ages and social situations.

5. Strive to be a community where people of all ages and circumstances can enrich their spiritual lives.

The staffing program approved by the Board is a needed first step to improve and draw in the community. How else can we explore faith and build relationships?

10.) Why are we calling Beach United Church a “community hub”?

The reference to Beach as a “community hub” is not new. It reflects the fact that we are more than a faith community; we are also a centre for community engagement through our rentals and community events. It supports our goal to ensure the building is active and engaged with the community seven days a week.

This description in the job postings makes it clear that Beach is a very active place; we want future employees to understand that our Ministry, which these positions will support, goes beyond support for Sunday worship, as we explore faith and build relationships with God, people and the earth.

Have more questions? Contact the Board: board@beachuc.com