

Executive Director's Report for Fiscal Year period of April 1, 2019- March 30, 2020

The role of the Executive Director is never the same year to year, as the synagogue world is rapidly changing and presenting continuous challenges.

- Changing membership demographics with an array of different expectations of community, Jewish engagement and the service of religion.
- Major challenge or shift from program delivery to engagement and building relationships
- Economic stresses and limited resources to manage facility and initiatives
- Volunteer development to assist in delivery of service
- Technology needs to keep up with today's world

The Executive Director responds to the changing times, which challenges different competencies and technical skills. It is challenging to maintain basic operational and administrative/management business, and continually examine other avenues of planning such as strategic planning, leadership engagement, and developing clear roles for growth and change. In short, our reality, like many other synagogues are faced with both external and internal factors to think differently about our relationship to our community we serve, manage resources, and set direction with realistic goals and objectives. Essentially I adapt and adjust to situational and leadership changes.

For all services and activities to flow seamlessly every day it is important that proper scheduling and assignment of operational and administrative staff are in place to support the program efforts of the clergy, program staff and lay leadership. Our operations and administrative team work together to ensure that the quality of programs, safety of our member and guests, and well-functioning facility is achieved on a daily basis. In providing the above-mentioned services we continue to interact with members and guests of Beth Tzedec with respect, dignity and care.

Beth Tzedec Congregation is more than just a building. Our main level encompasses over 42,000 square feet and houses many functions with attendance varying from 30 to 700 individuals. Our ability to host such functions makes Beth Tzedec a hub for events both within and outside of the community. In addition to Beth Tzedec Congregation, we also maintain and manage Beth Tzedec Memorial Park Cemetery (which covers a little over seven acres).

The Agency has been used for many major functions and activities and is open approximately 2900 hours in a year, of which we provide constant staff supervision of the facility. From lifecycle events, major dinners, concerts, lectures and study groups we have been able to provide an affordable facility to members and the general community.

The work on the physical plant is ongoing and we continue to revise our project management calendar to address structural, mechanical and landscape needs. This year we have committed to the completion of a Building Reserve Operations Study with a local engineering firm.

Administratively we are constantly involved with all membership issues ranging from renewals, new memberships, adjustments, seat changes, program registration, publications, distribution of various promotional and informative material, and ***more importantly*** the first point of contact for all concerns or inquiries from the general public and members regarding Beth Tzedec. Procedures and systems are always being reviewed and updated so we may better meet all the needs of our membership-this would include internet accessibility and speed, and software to better serve our needs ie: registration, burial inventory, and program registration.

Beth Tzedec is not just a religious building that provides religious services only, but it has grown into a hub that promotes relationships with our Jewish Community and General Community in a manner that is accepting of individuals of various abilities and needs.

Covid-19 The REALITY During March albeit we recognize that our congregation members who would be considered high risk, we will continue to abide to the guidelines of our religious leader and umbrella organizations to endure that all mitzvot are fulfilled without being in person.

Beth Tzedec is aware of the potential for spread of infection and understand that many members will not wish to enter the building for some time. We will continue to respect that decision. The Beth Tzedec will comply with government health standards, universal precaution procedures, and add additional measures to provide a safe environment as we explore in-person interactive services and programs. To prevent the spread of covid-19, places of worship can choose to continue hosting services and faith-based activities on line, but as time passes, we encourage the opportunity to open and operate within government and health guidelines so to promote careful interaction in community activity and service.

Remind through all forms of communications that people who are at greater risk are those over the age of 65, people with chronic medical conditions should not attend in person services and programs and exercise the virtual alternatives.

Since Covid-19 I March 2020 (just a glance)

- **Online Capabilities** were established with a minimal turnaround time to meet the religious needs of many of our congregants. The combination of high end and efficient equipment purchases, hard wiring and independent tower capabilities were established to meet the demand of air time and transmission with little, to no disruption to broadcasts to the general community (fee for broadcast to be discussed in future).
- **Zoom**
 - In effect daily morning and evening services
 - In addition to our Kol Bo / Cantor- a team of volunteer leaders in effect assisting in Prayers.
 - Averaging over 20 active screens overall since the end of March 2020 (record is 36 active screens at one service).
 - Over 20 individual and group lessons provided within a week.
 - Speaker programs via zoom and administered by Administration, Hazak etc.
- **Live Streaming**
 - In effect for Friday night , Saturday morning and evening Shabbat programs
 - Average up to 60 active signed in sign on
 - Used for business meeting 200 registered log on- and number in attendance higher as to multiple viewers on many addresses.
- **In Person**
 - All in person services will be accompanied by either zoom or live streaming.