



TOWN OF WEST SENECA

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TO: Honorable Town Board / Town of West Seneca

FROM: Lauren J. Masset
Recreation Supervisor

DATE: May 27, 2021

RE: Summer Swim Lessons 2021

Due to lack of applicants (Swim Instructors, Assistant Pool Supervisors and Head Lifeguards) I kindly request that the Town Board cancel all "*Summer 2021 Swim Lessons*" and issue refunds to all families. The refunds will include the program fee but will not include credit card transaction fees (which are charged directly by the processing company). Issuing the refunds in June will allow for families to find and use the money to enroll their child in a different program for the season.

The deadline for employees hired for Summer 2021 to express interest in advancement is Friday, May 28, 2021. This agenda item was drafted and submitted on May 27, 2021. If enough employees show interest to reverse this agenda item, I will discuss it at the Town Board meeting on June 3, 2021 and ask that this be received and filed.

Furthermore, I will follow up at a later Town Board meeting with the status of the Veterans Park Pool for 2021. The facility opening on a limited or full schedule is contingent upon several factors surrounding staffing levels.

**West Seneca Youth & Recreation
Summer 2021 Employment Recruitment Efforts**

As of 5/27/2021 at 10:00 AM	Interviewed or Are Signed Up to Interview *None of the applicants have been secured, they could have taken other jobs and/or no longer been interested since we spoke with them last. They could also back out last minute (this happens a few times each year). Furthermore, no applicants have their certifications in full.	Estimated Amount Needed *Does not include additional staff needed, for additional regulations caused by COVID-19
Pool Supervisor	1	1
Asst. Pool Supervisor	0	3
Head Lifeguard	0	5-6
Lifeguard WSI/PSI	0	5-7
Lifeguard	27	25-30
Camp Director	1	1
Asst. Camp Director	1	1
Camp Staff OTHER	8	8-10 *Based on enrollment of 15

Running a safe and successful Recreation program is contingent upon staffing levels. We cannot open, operate, or run our programs and facilities (camp/swim lessons/pool) if these positions are not filled in full. The last day for interviews was Friday, May 7, 2021. We needed to fill these positions by the May 17, 2021, Town Board meeting, the deadline for agenda items was 10:00 AM on Thursday, May 13, 2021 (NYS OPEN MEETINGS LAW). The Pool Supervisor and Camp Director needed to start employment no later than June 1, 2021. On May 12, 2021 the department extended this deadline to Thursday, May 13, 2021, at 12:00 PM and held interviews Friday, May 14, 2021. Appointments were made on May 17, 2021 (via a revised agenda item walked in).

On May 17, 2021, the department did appoint Camp Staff (reduced camp capacity), Pool Supervisor, and Lifeguards. The department did not appoint Swim Instructors, Asst. Pool Supervisor or Head Lifeguards due to lack applicants, prior to May 17. The department is going to re-canvas employees to see if anyone is interested in advancing their position and meeting the requirements/qualifications to do so. This will allow more time to try and fill these positions which are required to run Swim Lessons and offer extended Open Swim Hours (M-TR nights and F,S,Sn all day).

On May 20, 2021, the department re-posted the OPEN JOBS for Head Lifeguards and Assistant Pool Supervisors on social media. Applications are due no later than 9:00 AM on May 26, 2021. No new applications were received.

SUMMER 2021 RECRUITMENT EFFORTS:

PREVIOUS EMPLOYEES WERE ASKED TO APPLY BY 4/1/2021 (68 TOTAL ON LIST) (BEFORE BONUS):

Emailed (9x)

Called (6x)

Feb: 3,22,16 March: 3, 10, 15, 19, 23, 29 March 5, 9, 12, 18, 22, 29

ANY PERSON WHO INTERVIEWED OR SIGNED UP TO RETURN (AFTER THE FIRST AND SECOND BONUS AMOUNTS WERE APPROVED ON 4/5/2021 AND 4/19/2021)

If they have a valid email address on file, they were contacted on April 6, 2021, with the bonus REQUIREMENTS and

asking that they tell their friends/family/etc.

ANY PERSON WHO APPLIED (BEFORE BONUS):

They were contacted 4x via email. We now contact them immediately after receiving the application so they can sign up for an interview date/time.

Any person who applied (NEW, not returning employee) was contacted via email on Feb 16, 22 and March 10, 15. If the applicant applied after a listed date, they were only contacted on the dates listed after they applied.

ANY PERSON WHO APPLIED (AFTER THE FIRST AND SECOND BONUS AMOUNTS WERE APPROVED ON 4/5/21 and 4/19/2021)

If an application for employment is received the person is contacted immediately to sign up for an interview date/time. However, applications are no longer required to sign up for an interview. Any person interested in employment can sign up for an interview date/time online and bring the application to the interview with them.

SOCIAL MEDIA 47X (BEFORE BONUS)

December 2020: 24, 28, 30, 31

January 2021: 4, 7, 8, 11, 12, 13, 15, 19, 20, 21, 25, 26, 27

February 2021: 1,2,3,4,5,7,8,9,10,11,12,16,17,18,19,22,25

March 2021: 1,3,8,9,10,11,15,16, 18, 19, 22, 29,30

SOCIAL MEDIA 11x (AFTER THE FIRST BONUS AMOUNT WAS APPROVED ON 4/5/21)

APRIL 2021: 5, 6, 7, 8, 9, 12, 13, 14, 15, 16, 19

SOCIAL MEDIA 17x (AFTER THE SECOND BONUS AMOUNT/INCREASED PAY RATES WERE APPROVED ON 4/19/21)

APRIL 2021: 19, 20, 21, 22, 23, 26, 27(x3), 28, 29, 30.

May 2021: 3, 4, 5(x2), 6

SOCIAL MEDIA (AFTER THE FIRST EXTENDED DEADLINE OF 5/13/21 on 5/12/21)

May 2021: 12, 13

SOCIAL MEDIA (AFTER THE SECOND EXTENDED DEADLINE OF 5/26/21 FOR POOL LEADERSHIP on 5/26/21)

May 2021: 20, 21, 24, 25, 26

OPEN JOBS DISTRIBUTION LIST (BEFORE BONUS)

Over 120+ groups, organizations, schools, colleges, churches, girl scouts, boy scouts, media outlets, etc. (See below)

January 2021: 5, 21

February 2021: 22

March: 3, 31

OPEN JOBS DISTRIBUTION LIST (AFTER THE FIRST BONUS AMOUNT WAS APPROVED ON 4/5/2021)

Over 120+ groups, organizations, schools, colleges, churches, girl scouts, boy scouts, media outlets, etc. (See below)

April 2021: 6

OPEN JOBS DISTRIBUTION LIST (AFTER THE SECOND BONUS AMOUNT/INCREASED PAY RATES WERE APPROVED ON 4/19/2021)

Over 120+ groups, organizations, schools, colleges, churches, girl scouts, boy scouts, media outlets, etc. (See below)

April 2021: 20, 23

LM updated the list of the open job (now totaling 134 groups, organizations, schools, colleges, churches, girl scouts, boy scouts, media outlets, etc.) on 4/26/21 and sent the job postings to the new adds on 4/27/2021.

LM updated the list of the open job (now totaling 159 groups, organizations, schools, colleges, churches, girl scouts, boy scouts, media outlets, etc.) on 4/28/21 and sent the job postings to new adds on 4/28/21.

LM updated the list of the open job (now totaling 173 (now totaling 159 groups, organizations, schools, colleges, churches, girl scouts, boy scouts, media outlets, etc.) on 4/30/21 and sent the job postings to the new adds on 4/30/21.

OPEN JOBS DISTRIBUTION LIST (AFTER THE SECOND EXTENDED DEADLINE OF 5/26/21 FOR POOL LEADERSHIP on 5/26/21)

May 2021: 20

WS SUN / WS BEE (BEFORE AND AFTER BONUS/INCREASED PAY RATES)

Ran the jobs in previous editions (several).
Ran stories regarding lack of applicants in a past edition.

OTHER:

The jobs are posted on both westseneca.net and westsenecarecreation.com.

The jobs were also posted on the official Town of West Seneca Facebook page, on several dates. In addition to the West Seneca Youth & Recreation Facebook page, dates listed above.

January 5, 2021 - April 6, 2021, the CCL Corridor had a bright yellow sandwich board and a bright yellow poster with the open jobs. The signs were replaced on April 6, 2021 (see below).

On April 6, 2021, the department added two signs in the CCL Hallway and Gym Window re: Employment printed by Code Enforcement. The signs advertise open jobs, the bonus and include a photo. These replaced the bright yellow signs.

Jennifer Stanek, Senior Director was kind enough to post flyers at Market in the Square regarding WSREC NOW HIRING.

Erie County Youth Bureau included our job postings in their Spring 2021 Newsletter.

HR created the indeed post for Pool Leadership on 4/26/21.

LM (E) AK/MAM to post the updated flyer (employment suns) in the bulletin board case at Town Hall on 4/26/21.

LM included the job postings in the weekly facility use schedule reminder email on 4/27/21.

LM provided M&T bank in Southgate Plaza with a flyer and asked them to hang it on 4/27/21.

LM/AG contacted Erie County Civil Service re sending out Job Openings to their email list. Erie County Civil Service agreed to send out the email to their entire email list. The email went out on 4/28/21. Erie County Civil Service also posted the job openings on their website.

WSCSD and WSREC canvassed previous employees and new applicants regarding their interest in a lifeguard certification and re-certification course. The canvas was also posted on social media. The social media post had 10 shares, 86 engagements, 2 likes, and reached 1,641 people. WSCSD informed us they received 13 responses for interest in recertification, only 8 were interested in working for the town. WSCSD informed us they received 7 responses in interest for a new certification and only 2 expressed interest in working for the town. This class is being offered at a WSCSD pool for those who signed up. Any person interested who did not sign up should contact WSCSD Community Education at 716-677-3530 to see if space is available and/or registration is still open. On 4/28/2021 WSCSD informed WSREC that 5 of 8 interested in re-certification and 2 of 2 interested in a new certification, with no additional sign-ups, had signed up for the certification classes.

A final attempt to recruit was made on 5/12/21. AG sent out a CODE RED via email and text. LM posted on the department's social media. "This is a final! The Town of West Seneca Youth & Recreation Department is seeking qualified Camp Counselors, Lifeguards, Head Lifeguards, Assistant Pool Supervisors, and a Pool Supervisor for Summer 2021. Running a safe and successful Recreation Program is contingent upon staffing levels. Please submit your application no later than Thursday, May 13, 2021, by noon to the Recreation Department located at 1300 Union Road, West Seneca, NY, 14224. This is the final deadline. Applications and more information regarding age and certification requirements can be found at www.westsenecarecreation.com ." Applicants were contacted to set up interviews for Friday 5/14/21 on 5/12/21 if they submitted their application on 5/12/21 before 4:45 PM or they were contacted on 5/13/21 if they submitted their application between 4:45 PM on 5/12/21 - 12:00 PM on 5/13/21. If needed the agenda item submitted on 5/11/21 for 5/17/21 would be updated and walked in. The department received one Lifeguard application and seven camp applications for a total of eight applications (1 backed out, 2 were a no call/no show).

On 5/18/2021 the department spoke to ECDOH to review all requirements for the Large Pool. The department needs 1 supervising lifeguard (Pool Supervisor, Asst. Pool Supervisor, Head Guard) on duty for each 3,400 square feet of the pool surface that is open. The pool surface is 10, 350 square feet (4 Supervising Guards for the Entire Pool). B&G and Recreation measured out a limited area or only 3,400 square feet of the pool and discussed installing an effective barrier, which would only require 1 Supervising Guard. Supervising Guards are considered Pool Supervisor,

Asst Pool Supervisor, and Head Lifeguards. In addition to Supervising Guards, the department needs a rotation of 8 regular Lifeguards in order to open the facility (regardless of square footage) as per the ECDOH approved safety plan.

On 5/19/2021 the department explored the possibility of removing the WSI/PSI from the Head Lifeguard requirements IF Summer Day Camp does not visit the Aquatics Complex and/or for Head Lifeguards that would work evenings/weekends. The changes were made across the board for all Head Lifeguards, in an attempt to recruit more. As always, any staff member who obtains a WSI/PSI certification receives a 50 cents per hour raise. This information was sent to all aquatics staff.

On 5/20/2021 The West Seneca Senior Center agreed to print job posting flyers and distribute to their members.

Pay Rates

The West Seneca Town Board approved an initial bonus on 4/5/21 (see column #4 below).

The West Seneca Town Board approved an increase in the bonus plus increased all pay rates by \$1.00 per hour on 4/19/21 (see column #5 below).

TITLE	PAY RATE (HOURLY)	BONUS AMOUNT	Original Pay Rate and Initial Bonus Amount	Increased Rates of Pay and Bonus Amount on 4/19/21.
Pool Supervisor	Return (\$16.50) New (\$16.00)	\$500	(\$15-\$15.50 / \$150)	(\$16-\$16.50 / \$500)
Camp Director	Return (\$16.50) New (\$16.00)	\$500	(\$15-\$15.50 \$150)	(\$16-\$16.50 / \$500)
Asst Pool Supervisor	Return (\$16.00) New (\$15.50)	\$400	(\$14.50-\$15 \$150)	(\$15.50 - \$16 / \$400)
Asst. Camp Director	Return (\$16.00) New (\$15.50)	\$400	(\$14.50-\$15 \$150)	(\$15.50 - \$16 / \$400)
Head Lifeguard	Return (\$15.00) New (\$14.75)	\$300	(\$13.75-\$14 \$150)	(\$14.75 - \$15.00 / \$300)
Lifeguard	Return (\$14.50) New (\$14.00)	\$250	(\$13-\$13.50 \$100)	(\$14 - \$14.50 / \$250)
Camp Staff	Return (\$14.50) New (\$14.00)	\$250	(\$13-\$13.50 \$100)	(\$14 - \$14.50 / \$250)
Bus Driver	N/A	N/A	N/A	N/A
WSI/PSI Cert	Additional 50 cent pay-raise for any employee who obtains this certification whose position does not require it.	See above.	No change.	No change.

Open Jobs Distribution List (Last Updated 4/30/21)

Summer 2021 Job Posting

Locations

Alden (Town of) Rec
Allegany County Youth Bureau
Amherst Rec/Norhttown Center
Amherst Rinks
Aurora (Town of) Rec
BDSL Soccer
Big Brothers Big Sisters of Erie, Niagara and the Southern Tie
Bishop Timon St. Jude
BNAC
BNCC/NCC
Boys and Girls Club of Buffalo

Boys and Girls Club of Eden
Boys and Girls Club of Holland
Boyscouts Buffalo
Buffalo (City of) Rec
Buffalo Employment and Training Center (BETC)
Buffalo Fenians
Buffalo PAL
Buffalo State
Buffalo urban League
Buffalo urban League
BuffState Educational Pipeline Int.
BuffState Rink
BWNYJSL
Canisius High School
Canisius High School Guidance Office
Catholic Charities of Buffalo
Catt. Co. Youth Bureau
Caz Rink
CEBA Baseball
Cheektowaga (Town of) Rec
Cheektowaga Schools
Chesterton Academy of Buffalo
Chirst Church Buffalo
City of Buffalo Parks and Recreation
City of Buffalo Public Schools
City of Tonawanda Rec
Clarence Youth Bureau
Compass House
Compass House
Compeer Buffalo
Corner Stone Ice Arena
D'Youville College
Damen College
Dioc of WNY
Diocesan UTO Coordinator
East Seneca Fire
Ebenezer United Church of Christ
Elderwood Parish
Erie County Youth
<u>Fellowship Wesleyan Church</u>
Futures Preparatory School #37
Galaxy Auto Place
Gateway Longview
Genessee County Youth Bureau
Girl Scouts WNY
GLYWSWNY

Grand Island Rec
Hamburg Rink
Harbor Center
Haseks Heros
Hilbert College
Hockey Outlet
Holiday Rink
Holy Family Learning Center
Houghton College Buffalo
Iroquois Schools
Just for Kids Online
Kenmore Tonawanda Hockey
Kenmore West
King Ubran Life Center
King Urban Life Center
LA Fitness
Lackawanna Recreation
Lancaster Rec
Lancaster Schools
Lancaster Youth Bu.
Legion Post 735
Livingston County Youth Bureau
Macedonian Orthodox Church
Mathletes 5K
Medaille College
Mount Mercy High School
Nardin Academy
Native American Community Services
NFRP
Niagara County Department of Social Service/Youth Burea
Niagara Falls Youth Bureau
Niagara Rink
Niagara Tournaments
Niagara U Ice Rink
North Tonawanda Recreation
Northtown Center
Northwest Community Center
Olmstead Center
OP Rec
Orchard Park High School
Orchard Park Storm Baseball
Paulas Donuts
Peace of the City
Peace of the City
Queen of Heaven

Resource Council of WNY
Royals Soccer
Run 4 Life 5k
Section 6 Hockey
Section 6 Hockey
Sirens FC Soccer
South Buffalo Community Org
South Buffalo Rugby
Southline Travel Baseball
Southtowns Shock
Southtowns Soccer
Squeaky Wheel
St John Vin 5k
St Peters Church
St. Francis High School
St. John's Evangelical Lutheran Church
St. Marys High School
SUNY Buffalo State
SUNY Erie
SUNY Erie Career Centers
SUNY UB
The Bell Center
The Prevention Council of Erie County
Thrive Buffalo
Tonawanda Rec
Town of Hamburg Rec
Town of Hamburg Youth Bureau
Trinity Lutheran Church
Trinity Lutheran
Trinity Schools of Buffalo
Trocaire College
TWS White Collar
UB
United Childcare Resource
United Methodist
Urban Center
Vigilant Fire
Village of Hamburg Rec
WEDI
West Seneca Bee
West Seneca Chamber
West Seneca Community of Churches
West Seneca East SHS
West Seneca Food Pantry
West Seneca Sun
West Seneca Town Band

West Seneca West SHS
Winchester Community Church
Winchester Fire Co
WNY Flash
WNY Girl's Varsity Ice Hockey Federation
WS Community 5K
WS Continuing Education
WS Highway/Blue Collar
WS Kiwanis
WS Library
WS Lions Club
WS Little Loop
WS Senior Center
WS Spot Coffee
WSCSD Athletics
WSCSD Main
WSCSD School Board
WSGSA
WSPD
WSSC
WSYBA
WSYHA
Wyoming County Youth Bureau
YWCA of WNY
Z-Pack Dance

Other:

Summer 2021 Employee Bonus Information:
<https://westsenecany.myrec.com/info/news/details.aspx?NewsID=4525>

Agenda Item re: Proposal for Summer 2021 Employee Bonus at the April 5, 2021 Town Board Meeting
http://www.westseneca.net/application/files/3016/1720/2252/employee_bonus05289920210331093616.pdf
 April 5, 2021 Town Board Minutes (Draft):
<http://www.westseneca.net/application/files/8016/1849/7142/draft04.05.2021tbm05365820210415102818.pdf>

April 5, 2021 Town Board Meeting (Recording):
<https://fb.watch/4ZF6onOYny/>
 Recruitment Efforts and Hiring Update as per the 4/19/2021 Town Board Agenda:

<http://www.westseneca.net/application/files/9716/1849/7152/anncmnt.masset05362720210415094058.pdf>
 April 19, 2021 Town Board Meeting (Minutes) Bonus Rates Increased, Hourly Wages Increased (\$1):
<http://www.westseneca.net/application/files/6416/1971/8377/tbm04.29.202105400520210429084343.pdf>

Recruitment Efforts and Hiring Update as per the 5/3/2021 Town Board Agenda:
http://www.westseneca.net/application/files/6416/1971/8369/rec_summerupdate05404220210429133420.pdf

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