



Town
of **Truro**
MASSACHUSETTS



The Basics

Recreation & Beach Department and Council on Aging operate out of Truro Community Center.

Vacancies in the Council on Aging Director position were filled on an interim basis by the Recreation & Beach Director for periods in 2019, 2021 and presently. Administrative efficiencies during these periods were identified.

Typical “senior” in Truro looks different today than they have in the past.

Departments share overlapping goals for community wellness, overall health (physical/ mental), and more inclusive and varied programming for persons of all ages and abilities.



The Goals

Provide programming and services that appeal to and meet the needs of varied members of the community.

Specific staff designated to focus on **PEOPLE & PROGRAMS**

Collaborate! Find efficiencies, share/ leverage staff skills and availability, share resources.

Provide more intergenerational programming, make programming more feasible by pooling target clientele, and avoid market oversaturation and duplicative programming.



The How

Shared **ADMINISTRATOR** (Community Services Director):

- Work with Boards & Committees
- Implement Select Board, Town Manager, and Department Goals
- Prepare and Implement Budgets
- Manage staffing and payroll
- Identify Areas for Collaboration
- Identify Community Needs
- Build and Cultivate Strategic Relationships
- Supervise and Manage Departments

The **PEOPLE & PROGRAMS** People (Assistant Community Services Directors):

- Work Directly with Clients, Participants, Community Members
- Plan and Implement Programming and Services
- Oversee specific division functions and activities
- Support each other, serve as backups to each other to ensure continuity in programming and services

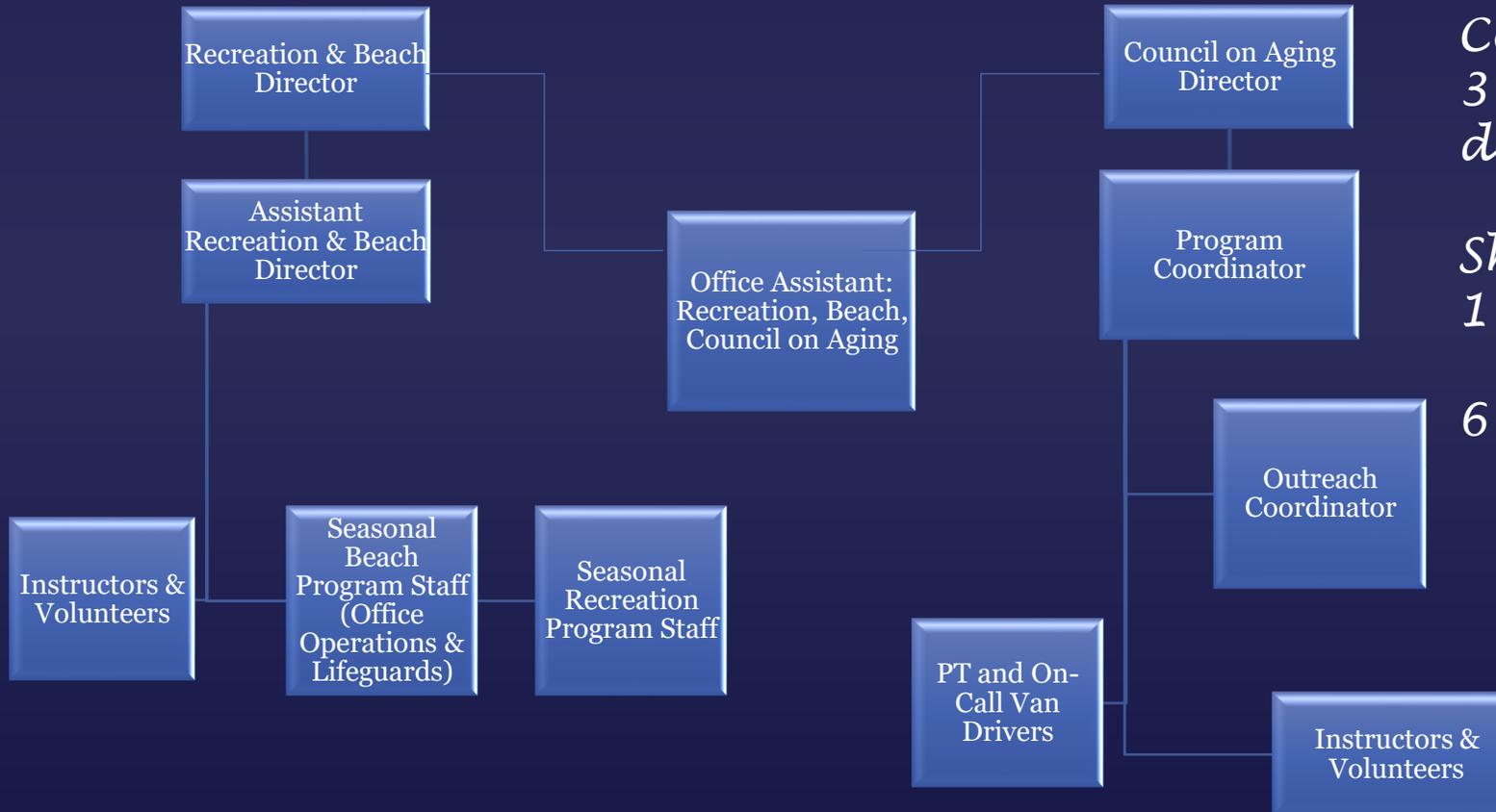
The **SERVICES** → **PEOPLE CONNECTOR** Outreach & Resource Coordinator:

- Performs outreach support and assistance with benefits and resources for seniors and the most vulnerable in the community
- Performs all current duties

The **FRIENDLY FIRST LINE** (Shared Office Assistant):

- Greeter/ Directs Public to Programs/ Resources
- Scheduler
- Assist with Administrative Tasks
- Performs all current duties, but reports to (1) Director

The Before



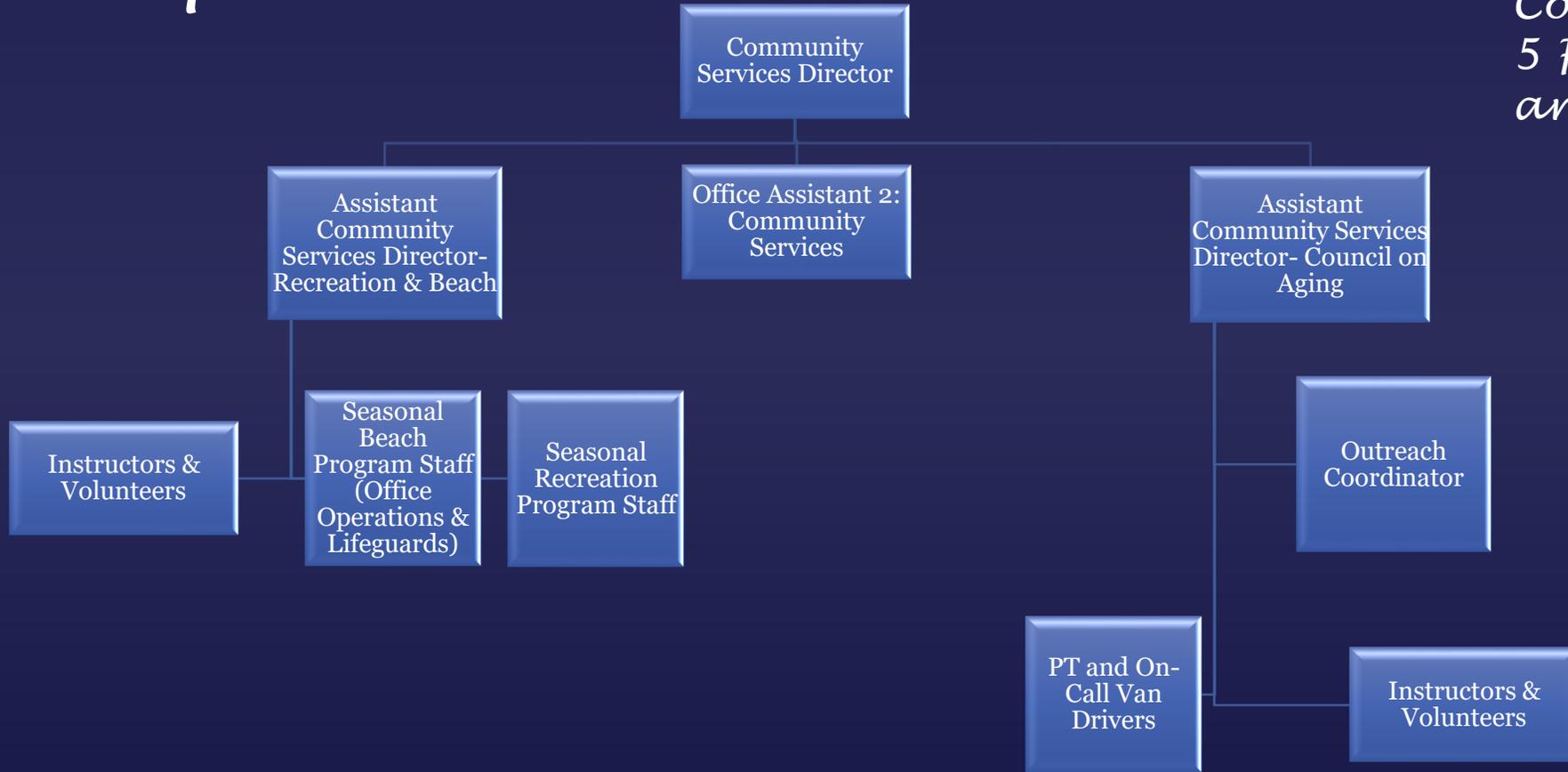
*Recreation/ Beach:
2 FTEs plus seasonal*

*Council on Aging:
3 FTEs plus PT van
drivers*

*Shared:
1 FTE Office Assistant*

6 total FTEs

The After



*Community Services:
5 FTEs plus seasonal
and PT van drivers*

Why This Model?

Efficiencies found allow for a better functioning department, which means better programs & services for **YOU**.

Allow for skill/ talent sharing of staff members between divisions and support between divisions during busier times of year.

Successful in other communities including Wellfleet, Barnstable and *(coming soon!)* Chatham.

Facilitates collaboration between divisions.

Appeals to a variety of demographics, including the active senior.

Allows for programming target audiences to overlap across various ages and life stages.

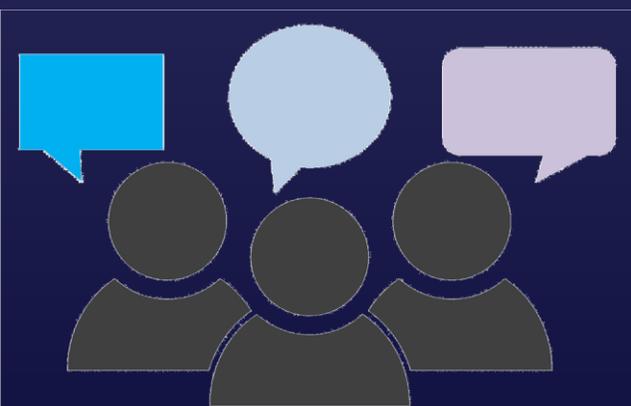


The Bonus

Moving from 6 FTEs to 5 FTEs will free up 1 FTE for a

MARKETING & COMMUNICATIONS SPECIALIST

- Creates and manages communications programs that engage the public and effectively describe and promote the Town and its services.
- Serves as Public Information Officer in preparation of and during emergency management operations in order to communicate emergency information to our residents and most vulnerable population.



The How Much



The reorganization is **COST-NEUTRAL**

Separate Departments

FY2022 Dollars

Title	Hours	Annual Pay Budgeted
Recreation & Beach Director	40	\$85,912
COA Director	40	\$80,980
COA Program Coordinator	35	\$53,667
Assistant Recreation & Beach Director	40	\$65,309
COA Outreach Coordinator	35	\$59,059
OA2 for Recreation/ Beach/ COA	35	\$47,484
N/A		\$0
<i>Total</i>		\$392,411

Unified Department

FY2022 Dollars

Title	Hours	Annual Pay Budgeted
Community Services Director	40	\$93,000
N/A		\$0
Assistant Community Services Director: Council on Aging	40	\$64,000
Assistant Community Services Director: Recreation & Beach	40	\$64,000
Outreach Coordinator	35	\$59,059
OA2 for Community Services Dept	35	\$47,484
Marketing & Communications Specialist	40	\$64,868
<i>Total</i>		\$392,411

What's Next

We're Hiring!

Assistant Community Services Director: Recreation & Beach

Assistant Community Services Director: Council on Aging

Marketing & Communications Specialist

Learn more about the positions at www.truro-ma.gov/jobs

WE ARE HIRING

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Community Services Department Reorganization

Questions