

Leadership Counts: FAQs

These are the most common questions about the survey, including details about confidentiality, privacy, and legal questions.

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1. What is the theological foundation to this work?

Through scripture, God affirms that we are all “fearfully and wonderfully made,” and that God knew us even before we were born (Psalm 139:1-18). God, as a loving Creator, has shaped and formed us, including all of our different identities.

The United Church of Canada also affirms diverse identities. People in the church may identify in many different ways: by our gender identities, our sexual orientations, our abilities, our racial identities, and in many more ways.

The United Church celebrates and honours all of who you are and all the identities you hold, because you are a beloved child of God (Psalm 139:1-18). God honours and loves all of us, and we are continually reminded of this love and care in Scriptures: “See what love the Creator has given us, that we should be called children of God; and that is what we are” (1 John 3:1, NRSV).

2. Who is being surveyed?

Leadership Counts invites ministry personnel and members of national committees to voluntarily participate in sharing information about their identities (including their racial identities, gender identities, sexual orientations, disabilities, and more).

In a later stage, staff of the General Council Office and regional council offices will also be invited to voluntarily participate.

3. Who has access to my information and how is it kept confidential?

The United Church of Canada is committed to protecting the privacy of your personal information. Personal information is collected, used, maintained, and disclosed in compliance with the principles of The United Church of Canada Privacy Statement, the Personal Information Protection and Electronic Documents Act (PIPEDA), and other applicable federal and provincial privacy legislation.

All information is confidentially and securely maintained. Access to your information is only for the purposes noted here and only by 5 authorized paid-accountable staff in the General Council Office.

Survey responses are confidential, but not anonymous. This enables the United Church to have up-to-date demographic information even as its leadership changes roles or locations.

Statistical demographic data may be shared with the church as a whole or parts of the church in order to report to the church on its progress on equity and diversity commitments or where such data may assist in creating more effective care and support strategies for our leadership across different sectors of the church. Reported data will be aggregated (grouped) so that individuals are not identifiable.

Identity-based information on individual ministry personnel will not be used for pastoral relations or Office of Vocation oversight purposes.

4. If the survey is confidential, why is it linked to the email address I use to access ChurchHub?

A unique email address is used as your login for ChurchHub and as a key identifier for your database record. This enables the United Church to have up-to-date demographic information and enables you to be able to access and update your own information.

The data you enter will be stored in a limited-access area of a Microsoft Dynamics database managed by the United Church. This service is cloud hosted in Canada.

5. What if I want to change my responses or update my data?

Because your data is linked to your record via your email address, you will continue to have full access and control over your own information. You may change and update your identity-based data at any time through the "My Identity Data" section of ChurchHub.

6. As a minister I completed something similar to this in 2015 or 2016. Do I need to do it again?

Yes, please. Only a small number of ministry personnel completed the Ministry Personnel Information Sheet (PR404) between 2015 and 2018. We are asking that you complete this new survey because some of the language has changed, and some of the questions have changed. Also, some of the data that you reported could have changed.

7. Is it legal for the church to ask identity-based questions and collect this information?

Yes. It is consistent with human rights legislation to collect identity based data. Legal Counsel of the General Council Office have been consulted throughout the development of this survey. For example, the [Ontario Human Rights Commission](#) and the [British Columbia Human Rights Commission](#) encourage the collection of identity-based data. The collection of identity-based data can help the church identify where further policy may be needed to prevent discrimination.

8. As a minister, will my data be seen by communities of faith that are searching for ministry personnel?

No. The identity-based information that you enter is not accessible to other ministry personnel or communities of faith who also use ChurchHub. This information is held in a separate section of the database. It is not accessible to communities of faith who review your minister profile.

9. Will my information be seen by the nominations committee or its equivalent if I apply to serve on a national committee?

No. Leadership Counts will allow the Nominations Committee and other appointing bodies to have accurate and anonymous information about the identities already present on a committee and across all of our committees. However, as has been the practice for many years, the nomination process, separately, asks nominees about their various identities—along with their gifts and experiences—as a way of better understanding what each person brings to serve.

10. Who developed this survey? Who was consulted?

This survey is a collaborative effort between General Council Office staff in Member Engagement, the Office of Vocation, and Anti-Racism and Equity. Many different groups or individuals were consulted in the development of this survey, including:

- Affirm United / S'affirmer ensemble
- Anti-Racism Common Table
- The Black Clergy Network, the Chinese Association of United Churches, the Filipino Association, and the Korean Association
- the Disabilities Ministries network
- the General Council Office and Regional Council staff leaders team
- La Table des ministères en français
- the National Indigenous Council, the Indigenous Ministries and Justice Unit, and the Indigenous Office of Vocation
- the Trans Advisory Group
- Two-Spirit members of the United Church

11. Why should I participate?

The United Church of Canada supports diversity in its leadership. The church is working on equity and anti-oppression policies and practices. This work is made easier with data on the current demographic diversity of the church's leadership. Your participation in this survey can help to tell the story of the many identities providing leadership in the church.

12. Do I need to answer all the questions?

No, you do not. Every question is voluntary. Individuals may choose which of their identities they would like counted, and whether or not they would like to share more information about that identity. Individuals are not required to provide this demographic information to the General Council Office and there will be no adverse consequences to them if they choose not to provide the information. You will be able to continue to access the information you submit, add to it, change it, or update it through ChurchHub.

13. I do not hold any marginalized identities. I'm not a minority. Should I still complete this survey?

Yes! This survey helps us know who our leaders are, and that includes you! You and all of your identities are an important part of the leadership of the church. Your leadership counts!

14. How do I participate in Leadership Counts?

If you are ministry personnel or serve on a national committee, you will have been sent an email with your unique survey link. These are sent quarterly to any new ministry personnel or new committee members. If you think you should have received an invitation to participate but cannot locate it, contact us at LeadershipCounts@united-church.ca.