



LIFESAVING SOCIETY®  
*The Lifeguarding Experts*

## **Jocelyn Palm Cup Evaluation Guide 2024**

This guide provides the criteria used to award the Jocelyn Palm Cup. Please note that the response to each category must be limited to 500 words maximum. Each category is scored using the following marking system:

- 8–10: Outstanding / Exceptional
- 6–8: Great / Excellent
- 4–6: Good
- 0–3: Meets Minimum Requirement

### **1. Introduction**

As it relates to the National Lifeguard certification, provide a summary of how the affiliate's actions and initiatives over the past year contributed to the overall community impact.

### **2. Promotion of the National Lifeguard certification as a career and employment opportunity (40%)**

What strategies and techniques did the affiliate use to promote the National Lifeguard certification as a career and employment opportunity over the past year? Examples for consideration:

- Providing opportunity to develop leadership skills.
- Positioning it as a high-value program that contributes to personal and career development.
- Promoting it as a potential career or employment opportunity through new initiatives that resulted in a high level of effectiveness and impact.

### **3. Significant contribution to National Lifeguard certification over the past year that merits special recognition (30%)**

What special activities, training or development initiatives did the affiliate provide their lifeguards? Examples for consideration:

- Development of certified National Lifeguards, Instructors, Examiners and Trainers.
- Development through various Lifesaving Society initiatives.
- Organization and participation in special events (e.g., participate in regional special events, fundraising, lifeguard competitions).

**4. Community Engagement (15%)**

How did the affiliate engage with the community to promote the National Lifeguard certification over the past year? Examples for consideration:

- Using a variety of communication methods and strategies.
- Outreach to various targeted groups in the community.
- Implementation of new innovative initiatives.

**5. Development of National Lifeguard leadership personnel over the past year (15%)**

How did the affiliate actively promote the development of National Lifeguard Instructors, Examiners and Trainers? Examples for consideration:

- Providing specialized staff training to develop skills beyond the National Lifeguard certification.
- Supporting the development of National Lifeguard Instructors, Examiners and Trainers.
- Enabling National Lifeguard leadership personnel to contribute to the development of National Lifeguards in the community.