

## **Jocelyn Palm Cup Evaluation Guide 2025**

The Jocelyn Palm Cup is awarded annually to the affiliate member making the most outstanding contribution to the National Lifeguard program. This guide provides the criteria for Affiliates to outline their achievements, successes and examples for the respective year (January through December).

Affiliates are encouraged to share their achievements and successes through compelling storytelling. Your submission should highlight the impact of your efforts, the challenges overcome, and the meaningful change created within the calendar year.

When detailing your accomplishments, focus on qualitative evidence—such as narratives, testimonials, community responses—that illustrate the reach and significance of your initiatives. Data can support your story, but it is the story itself that brings your impact to life.

This guide provides the criteria used to award the Jocelyn Palm Cup. Each category is scored using the following marking system:

- 0–2.5: Meets Minimum Requirement
- 2.5–5: Good
- 5–7.5: Great / Excellent
- 7.5–10: Outstanding / Exceptional

### **1. Introduction**

Highlight the themes within your application that demonstrates how your organization made the most outstanding contribution to the National Lifeguard program.

### **2. Advancement on the role of lifeguards as a distinguished profession (35%)**

*Limit response to a maximum of 1,000 words.*

What strategies and techniques did the affiliate use to promote the advancement on the role of the lifeguard as a distinguished profession over the past year? Examples for consideration:

- Promoting the attitudes and perceptions of lifeguarding; the support and recognition of lifeguards as aquatic experts by others; the development of a professional lifeguarding work culture and climate.
- Promoting the National Lifeguard award as a high-value program that contributes to personal and career development.

- Development of new initiatives that show a high level of effectiveness in promoting the National Lifeguard award as a career and employment opportunity.

### **3. Contribution to National Lifeguard program which merits recognition (40%)**

*Limit response to a maximum of 1,500 words.*

What initiatives (activities, events, training, competition, etc.) did the affiliate execute that contribute to the National Lifeguard program and merit recognition? Examples for consideration:

- Assuming leadership role(s) in lifeguarding events
- Promoting National Lifeguard in the community
- Promoting lifeguards in the community
- Development of new and innovative initiatives that promote the National Lifeguard program.
- Participation in Lifesaving Society initiatives that contribute towards the development and enhancement of the National Lifeguard program (e.g., research, resource development, data collection)

### **4. Professional development of National Lifeguard leadership personnel (25%)**

*Limit response to a maximum of 1,000 words.*

How did the affiliate professionally develop National Lifeguard Instructors, Examiners and Trainers? How did the affiliate nurture, encourage, maintain or progress (versus regress) these personnel to continue to give back to the affiliate and the community?

Examples for consideration:

- Enabling National Lifeguard Instructors, Examiners and Trainers to contribute to the development of lifeguards in the community.
- Development of Examiners and Trainers into Mentors.
- Providing developmental opportunities for National Lifeguard Instructors, Examiners, and Trainers and showing ongoing support to them.
- Providing specialized, innovative and creative staff training opportunities to further develop lifeguard knowledge, skill, fitness and judgment.