

Jocelyn Palm Cup Evaluation Guide 2026

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 4,000 characters.

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:

- Promote National Lifeguard award as a high-value program that contributes to personal and career development.
- New initiatives 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 8,000 characters.

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 in Lifeguard focused events
- Contribution to the positive outlook of “lifeguards in the community”
- Contribution to the promotion of National Lifeguard program in the community
- Development of the National Lifeguard program
- New innovative initiatives within the calendar year that promoted the National Lifeguard program.
- Outreach to various targeted groups in the community to promote the National Lifeguard program.
- Participation in Lifesaving Society Lifeguard Initiatives towards the development of the program (research, resources, other)

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

Limit response to a maximum of 4,000 characters.

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.