What challenges do you currently face when building a star team?
What would an ideal recruitment strategy look like to get a star employee?

So how do we get there?

- Example from Rossland
  - A rural model.....
From Bronze Star to Star Employee
Ideas from the Rossland Pool

The Rossland Pool
Est. 1932

Serving the community 81 years later!
2009 – The Staff are teenagers and early 20’s and all from Rossland.

REC REPORT: On the lookout for qualified pool staff

By Rossland News Staff – Rossland News
Published February 20, 2013 3:00 PM
Updated February 20, 2013 3:00 PM

The recreation department is working on the Spring Brochure, which will be available mid-March and cover the months of April, May, and June. If you’re new to town and interested in teaching a hobby or skill that you enjoy, please contact us to discuss opportunities for running a program. If you represent a local organization and you have events during that time period that you’d like to advertise, please email us with the information at recreation@rossland.ca

The recreation department and art instructor Shelley Painter are running Spring Break Art Camps to help keep the kids busy and having fun over the spring break. Classes are held in the same rooms from 9:30-12:30 p.m. and each day has a different art theme to look forward to. Some themes include, shadow puppets, block printing, stop-motion movies, painting, and more. The dates are March 18-22 and March 25-29. Children aged 6 to 12 years can register for one day, several days or a full week. Spaces are limited and the instructor will require advance notice to ensure there are enough materials for each day.

The Rossland Pool isn’t open for several months, but we’re looking for qualified, certified staff. The outdoor pool open at the beginning of June and closes at the end of August. The Rossland Pool offers a full range of aquatic education – including School Board Lessons, Aqua Tots, Iron Man Swim Lessons, the Bronze course and Swim Club. Instructors should be familiar with the recreation department by March 15.
**The Rossland Pool needs certified lifeguards and instructors... and you need to get out and do some of this stuff**

By Rossland Recreation on 15 May 2012

The Rossland Pool is actively looking for qualified Guards and Instructors for this summer! We are short several qualified Staff and as a result may have to restructure the times and days that the Pool is open. If you know of anyone who is currently certified to Guard or instruct, please encourage them to contact the Recreation Department as quickly as possible.

For the Teenagers in our Community, please consider taking their **Advanced Aquatic Courses**, in order to obtain employment in a challenging and rewarding field. Aquatics is a great way to work part-time while you’re in High School and can help offset the cost of College or University. There is an increasing shortage in our area, of qualified staff to operate our local, outdoor pools. If you’re thinking about your future employment options – GET CERTIFIED as quickly as possible. We need you! In order to be fully employable, you’ll need the following courses: Bronze Medallion, Bronze Cross, NLS, AWH and WSI. These certifications are the bare minimum required, for the Rossland Pool.
2012 - The Pool hires its first adult Staff person

So what has changed?
Increased competition for time and money

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<tr>
<th>COURSES</th>
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6 Courses  
176 hours  
$1,567.88
Strategies from the Rossland Pool for attracting candidates and securing staff!
The Rossland Pool - Aquatic Employment Information

The Rossland Pool runs the Bronze Star, Bronze Medallion and Bronze Cross each summer. The Medallion and Cross are the first two required courses in the journey to becoming a Lifeguard. As young lifeguards, you CAN make a difference! High school students in BC can use these Bronze Cross, NLS and Lifesaving Instructor certifications for credits towards High School graduation. Working as a Lifeguard / Instructor at a College or University Aquatic Centre, or for the local Municipality is a great part-time job with excellent pay and employee benefits. The Rossland Pool is a great summer employment experience for youths in our community and a great place to get started in Aquatics. If you are a local youth, looking for a great job that pays well – get certified, come talk to the guards, volunteer at the Pool, should it not – you'll be glad you did.

Becoming a Lifeguard is a Challenging Journey!

The journey to become a Lifeguard starts with the Bronze Course – the first one. The Bronze Medalion is a twenty hour course that teaches the life-saving principles embodied in the four components of water rescue education: judgement, knowledge, skill and fitness. The next course, the Bronze Cross, is a twenty-four hour course that provides the lifesavers with more advanced training, including an introduction to safe supervision in aquatic facilities.

After the Bronze Cross, candidates take Standard First Aid with CPR-C, a sixteen hour course that introduces head and spinal injuries, medical conditions such as diabetic emergencies and epilepsy; heat and cold emergencies including heat exhaustion, heat stroke, hypothermia and frostbite; poisoning and allergic reactions and soft tissue injuries including: impaled objects, internal injuries and burns.

Lifeguards are highly certified first aid professionals who specialize in aquatics – just like fire personnel specialize in fire suppression and paramedics specialize in medical emergency transport.

Once a candidate turns 16 years, they can take the NLS, or Natural Lifesaving Society which is a forty-hour course. The NLS award builds on the skills, knowledge and values that the Lifesaving Society teaches in its Bronze Medal awards to develop the practical skills and knowledge needed by lifeguards. Recognized as the standard measure of lifesaving performance in Canada and the Commonwealth, NLS education is designed to develop a sound understanding of lifesaving principles, good judgment and a mature and responsible attitude toward the role of the lifeguard.

To become certified as a Lifeguard, a candidate has to complete 100 hours of training and certification.

Where are these courses offered?

Lifesaving and Swimming Instructor courses are offered at all the pools in our region and also provincially. Please call our local pool, directly to inquire about their course dates. You can also look at their specific websites for a complete listing of courses being offered across the Province.

Lifesaving Courses - www.lifesaving.bc.ca/course/list
- Bronze Courses
- CPR-C
- Standard First Aid
- NLS
- LSI

Red Cross Swimming Instructor Courses
www.redcross.ca/find-a-course-in-your-area
- AWSI
- WSI

Strategies for 12-13 year olds

Negotiate a full lesson set (10 lessons) for the Grade 6 & 7 classes instead of the typical 3 lessons.

Students who had already taken their Level 10 were provided with a Jr. Lifeguard/Lifesaving Fitness type course. Those students were also encouraged to register for Bronze Star, which is priced low ($60) to encourage more kids to register.

Bronze Star is offered the last week of June, when the grade 6 & 7’s are out of school, but younger siblings are not.

Letter and “Consider your Options” information sent home to participants and parents – pass or fail - thanking and encouraging them.
August 13, 2009

Dear Devin,

Congratulations for completing the Bronze Star!

We’re very excited that you completed the Bronze Star at the Rossland Pool! Having strong swimming skills, good judgment and first aid skills is an excellent way to start your summer. Way to go!

We would like to encourage you to continue on your journey towards becoming a Lifeguard. The next course you need to take is the Bronze Medallion. You can register for it this summer, or you can wait until you’re 13 years old. If you would like to take the Medallion this summer, the course is being offered June 22-26. Once you’re registered, you can come to any Lap Swim without paying the drop in fee. This will help to ensure your swimming skills are as strong as possible and that you’re ready for the course!

We’re also sending the “Consider Aquatics” information sheet that provides you with some information about the upcoming courses and the benefits of becoming a Lifeguard. If you have any questions, Jesse or any of the Staff would be happy to speak with you.

Best of luck in your future courses and I look forward to working with you in the future!

Robin Hethey
Recreation Department
City of Rossland
p. 250-362-2327
e. recreation@rossland.ca

Jesse Newton
Head Lifeguard
Rossland Pool
p. 250-362-5455

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CONSIDER YOUR EMPLOYMENT OPTIONS?

CONSIDER AQUATICS!

- A challenging and rewarding way to increase your physical fitness level
- Lifeguards make excellent co-workers - smart, motivated and interesting.
- Aquatics is financially rewarding - an average wage is $15.00/hour
- Lifeguards in large urban centres make up to $25.00/hour.
- Most Colleges and Universities have a Pool - students who are employed part time on Campus enjoy earning up to $25.00/hour.
- Lifeguard Certification is transferable throughout Canada.
- Students in British Columbia may use their Bronze Cross, Lifesaving Instructor and National Life Guard Service Award (NLGS) certifications for credits toward high school graduation!
- Bronze Cross is worth 2 credits for Grade 11
- Lifesaving Instructor + Bronze Cross is worth 3 credits for Grade 11
- NLGS is worth 2 credits for Grade 12
- Almost all Municipalities have a Pool - making Aquatics an easy employment option no matter where you live.
- Lifeguards can apply for a $500.00 Scholarship through DB Perkins & Associates
- Lifeguards have great work environments; the beaches of Vancouver, Club Med, Cruise Ships, outdoor pools and summer camps.
- Lifeguards and Instructors have a high degree of knowledge in first aid, biology, physiology, human kinetics and sports - making Aquatics a great stepping stone for further education in Recreation, Medicine, Sports & Physio Therapy.
- Lifeguarding is a cool occupation - you look good, you get paid well and it's fun!
- Experience as a Lifeguard and Instructor is an EXCELLENT addition to your resume and / or application for College or University.

STEPS TO BECOMING A LIFEGUARD

- Bronze Star - Prerequisite: 12 years old and ability to swim.
- Bronze Medallion - Prerequisite: 13 years old or Bronze Star and ability to swim.
- Bronze Cross - Prerequisite: Bronze Medallion
- Standard First Aid & CPR - C
- National Lifeguard Service Award - Prerequisite: 16 years old and the above courses

THE ROSSLAND POOL NEEDS YOU!
GET CERTIFIED! GET A GREAT JOB!
For more information please speak with one of the Lifeguards or contact Robin in the Recreation Department
250-362-2327 or recreation@rossland.ca
Screen potential Bronze Candidates for size and strength.

Email the course requirements to the family and encourage the candidate to practice in advance.

Don’t underestimate the price of failure on a young ego, (and their parents!)
Strategies for 15 year olds

In 2011 I created a Jr. Guard / Cashier position that required 2 hours of employment every afternoon. This position was reserved for Bronze Cross with SFA & CPR certified candidates.

In 2012, six Jr. Staff members rotated through this daily position – providing them with experience, exposure and financial reward for their commitment to becoming fully certified.

Two years later, all six of those Jr. Staff had become fully certified and employed with the Rossland Pool as Lifeguards / Instructors.

The Rossland Pool does not offer any aquatics courses higher than the Bronze Cross.

In order to continue to encourage and support potential candidates and their families - we send a letter home with the dates and locations of the upcoming courses in our area.

We created a marketing video that we sent out on Facebook and also had it playing at the High School in the lobby.

We sent a letter home to parents, reminding them of the benefits of aquatics as parents.

- Excellent coworkers — motivated, smart, high achievers.
- Develops judgment, responsibility, common sense, first aid skills.

I introduced a weekly column in the newspaper (hard copy and online) that focused on the benefits of aquatics and first aid training for local youth.
Example from Township of Langley

- An urban model.....
  - Recruitment
  - Program packaging

Highlights (hard copy on tables)
Challenges – how to get qualified candidates to even apply

- What strategies do you currently use to encourage teens to become lifeguards (NOW?)

Brainstorm some creative programming options to get more qualified candidates (HOW)
Now we have them, how do we train and mentor them to become SUPERSTARS?

BCRPA Collaboration Site

http://collaboration.bcrpa.bc.ca/

Now – How do we keep them and what are the possibilities for their future

Retention and Succession Planning

Part 2
2015 Ripple Effects Conference
RETENTION AND SUCCESSION PLANNING

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