

Town of Riverview

COUNCIL REPORT FORM



Presented to: Mayor and Town Council

Department: Parks, Recreation, Facilities and Community Relations

Date: June 19, 2023

Subject: Scholarship for Leadership and Aquatics

BACKGROUND The department is proposing the creation of a scholarship to promote employment, improve retention, and acknowledge dedication to Aquatics training, leadership and development, by providing support to a deserving student employed with the Town's Aquatics section.

The scholarship is designed to be an integral part of the Town's recruitment and retention strategies for lifeguards and swim instructors, particularly in the context of the national lifeguard shortage that has impacted the aquatics industry post-pandemic. Recognizing the need for innovative approaches to attract and retain lifeguards, this is one way the department proposes addressing the challenges posed by the shortage and ensure a sustainable lifeguard workforce.

Eligibility:

- **Fund Allocation:** annual amount of \$2,000 CAD for the Scholarship for Leadership and Aquatics, incorporated within the General Operating Fund, beginning in 2024.
- **Employment Eligibility:** The scholarship will be available to one (1) student annually, employed at the Pat Crossman Memorial Aquatic Centre or its future home, the Riverview Recreation Complex.
 - Open to Grade 12 students and those pursuing post-secondary education. This includes individuals who have completed their grade 12 education but delayed the start date of their post-secondary educational journey.
 - Applicants must have worked a minimum of 400 hours per year (roughly 8 hours per week). This requirement ensures that applicants have gained meaningful experience and made significant contributions to their roles.
- **Essay Requirement:** applicants will be required to write an essay that outlines the specific tools (skills) they have developed through their work experience. Examples of these tools could include effective communication, problem-solving, attention to detail, critical thinking, adaptability, teamwork, and maintaining composure in high-pressure situations. Applicants should provide concrete instances where they have applied these tools and highlight the impact they have had on their performance as lifeguards, teaching, or their academic pursuits.

Dedication: The proposed scholarship is intended to be named in recognition of Ms. Barb Hurlbut, who has a legacy that is well-pronounced among former aquatic employees and residents. During her tenure

(1980-2012), she served as a mentor to more than 600 lifeguards, instilling in them the importance of water safety and cultivating life skills. Her dedication and guidance contributed to tens of thousands of swimmers developing lifesaving abilities and has earned her the international Commonwealth Honour Award of *Honourary Life Governor*, vested through HRH Prince Michael of Kent.

Ms. Hurlbut's remarkable accomplishments and contributions make her an ideal candidate for this dedication, with the scholarship's attributes closely aligning to her longstanding advocacy and commitment to leadership. The naming further reflects her noteworthy achievements, serving as a reminder of what can be accomplished through hard work, dedication, and a commitment to excellence.

Objectives:

- Support and encourage the growth and development of staff in the Aquatics section.
- Support recruitment and retention efforts by attracting and retaining qualified lifeguards who demonstrate exceptional leadership and a commitment to aquatics and their academic pursuits.
- Provide a proactive response to the lifeguard shortage through an innovative recruitment tactic.
- Foster a culture of leadership/dedication among the Aquatics team.
- Reaffirm the Town and Community's commitment to aquatic safety and drowning prevention.
- Recognize Barb Hurlbut's outstanding contributions as the former Aquatics Supervisor for over 30 years of service, and her impact in Aquatics that is felt both locally and on a national scale.

Next Steps:

Should Council approve the proposed scholarship, the first Barb Hurlbut Scholarship for Leadership and Aquatics will be selected before the end of Q1 2024. The following implementation steps are planned to facilitate the scholarship:

- Communications Strategy: Develop a strategy to promote the launch of the new scholarship program, increasing its visibility, and attracting a diverse and qualified pool of applicants. This involves developing content for social media, drafting media releases, and creating website content for the scholarship program.
- Develop Event Plan: a proposed launch event is planned at the Lion Ken Gabbey Community Pool in August. This event will serve as a platform to announce and celebrate the establishment of the scholarship. Key stakeholders, including the Mayor and Council, past and current Town of Riverview employees, and past and current lifeguards/swim instructors who have worked at the Riverview pools, and members of the NB Lifesaving Society, will be invited to attend.
- Application Process: Establish an unbiased selection process to review the pool of applications and select the recipient. Develop and distribute scholarship application forms, ensuring the essay requirement reflects the values and objectives of the scholarship. Deadline to apply is before the end of Q4 2023.

Projected Timelines

To ensure a smooth implementation of the Barb Hurlbut Scholarship for Leadership and Aquatics, the proposed dates have been identified provide a clear timeline for the implementation and celebration of the scholarship, fostering a sense of anticipation and excitement within the Riverview community.

- **July 2023** –presentation of proposed scholarship to Mayor and Town Council;
- **Fall 2023** –scholarship announcement and celebration; application window opens
- **Winter 2024** – selection committee selects scholarship receipt; announce recipient publicly.
- **Spring 2024** – invitation to Recognizing Riverview Event;

The implementation of the Barb Hurlbut Scholarship for Leadership and Aquatics will support the growth and development of future aquatics professionals within the Town of Riverview by recognizing their leadership on and off the pool deck and the valuable skills they've garnered throughout their employment. It is intended to promote a culture of excellence and dedication among lifeguards.

CONSIDERATIONS

Legal: N/A

Financial: \$2,000 impact to general operating fund.

Stakeholders: Council, Town of Riverview Staff, Residents, and the larger Aquatics community that worked for and with Barb during her 30+ year tenure as Aquatics Supervisor with the Town of Riverview

Strategic Plan: reinforces the strategic objective of promoting recreation and active living and the importance of water safety within the community.

Interdepartmental Consultation: the proposal has been reviewed by all departments

Communication Plan: Phase One includes will focus on promoting the launch of the scholarship, while Phase Two will promote the inaugural recipient, their impact, and it supports their academic pursuits.

Recommendation of Staff: The department recommends that Town Council approve the establishment of the Barb Hurlbut Scholarship for Leadership and Aquatics in the amount of \$2,000 per year, commencing in 2024.