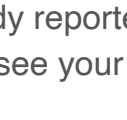


Centennial Connection



American Red Cross



Openers

Happy Fall! We hope that you had a wonderful and impactful summer. Many of you have already reported your teaching activity and submitted invoices. It is so nice to see your programs coming back in a robust way!

Welcome to Our New(er) Centennial Campaign Programs

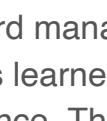
The expansion to 100 Centennial Campaign programs is well under way. Welcome – and in one case, welcome back - to these programs!

- Boys & Girls Clubs of Chicago, Ill.
- Brigantine Aquatic Center/Green Whales Inc., Atlantic City, N.J.
- City of Clearwater, Fla.
- City of Pflugerville, Texas
- City of St. Louis, Mo.
- City of Santa Ana, Calif.
- Ponce Swimming School, Ponce, P.R.
- Salvation Army Kroc Center, Grand Rapids, Mich.
- Salvation Army Kroc Center, South Bend, Ind.

Seeking Feedback: Accessing Video Segments for WHALE Tales

We are seeking your feedback related to accessing the video segments when teaching Longfellow's WHALE Tales, our dryland water safety education program for children in kindergarten through 6th grade. Would you take a few minutes to complete this brief, seven-question survey regarding how you currently or would prefer to access the video segments in the future?

[START SURVEY](#)



Operations

Use the Lifeguard Management Course to Invest in Your Upcoming Leaders

Do you have pool managers or other team members that you are looking to invest in? The American Red Cross Lifeguard Management course is designed to help lifeguard managers and aquatic professionals build on the knowledge and skills learned in the Lifeguarding course and gain aquatic industry experience. This is a great opportunity to provide additional guidance, motivation and training to set your team up for success. This includes ensuring that your facility and staff are in compliance with all guidelines, statutes and codes that apply to your aquatic facility. The course takes approximately 3.5 hours and the certification is valid for 2 years. There is an add on in-person module available to supplement the online learning course as well.

We encourage you to set up a course through ROC – Request Online Classes. Not sure about what that is or how to do it? Check out the ROC User Guide on the Red Cross Learning Center or, better yet, join us on our next Centennial Connector call to learn more. Click on the link below or sign in to the Red Cross Learning Center, select "Resources" from the top navigation bar, select "How To Information and Videos" from the drop down menu, then open the ROC User Guide in the "Setting Up and Reporting Courses" section.

[ROC USER GUIDE](#)

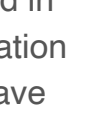
Connector Follow Up

Thanks to everyone who participated in our first "Centennial Connector" meet-up in August. We hope it was beneficial to you – it was for us. We appreciate the engagement through the Chat. This will help guide future content, activities and features. A few high points, follow ups and links:

- We received your requests related to our gently used equipment giveaway. We are pleased to report that all first and second priorities are able to be fulfilled and many of the third priorities. Shipments are occurring in the month of September to the addresses you provided.
- Be sure to get listed on both maps related to your swim lesson and Centennial Campaign programs:
 - LTS Provider Map: This map is for all Red Cross Learn-to-Swim providers.
 - Centennial Campaign Provider Map: This map is limited to Centennial Campaign providers.
- Several of you already took advantage of the Red Cross Learning Center Webinar! That was great to see. The webinars happen routinely, so keep reading for more information on how to register.

[CENTENNIAL MAP](#)

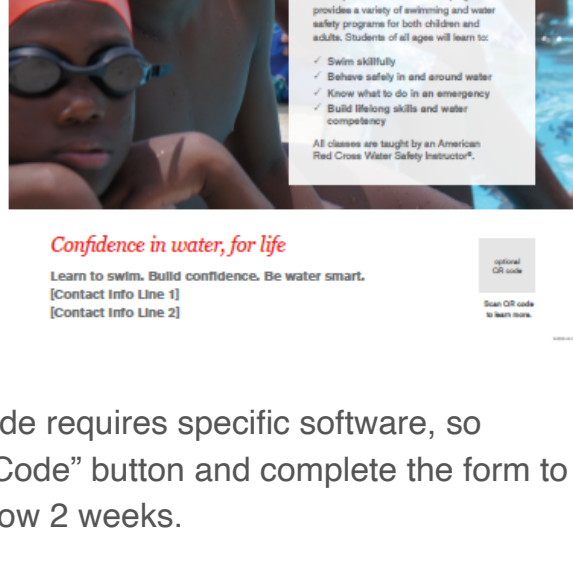
[LTS PROVIDER MAP](#)



Resources

Recruitment Posters: Customize with a QR Code

NEW! We are happy to be able to provide you with additional customization of the recruitment posters to aid in your community participation efforts. These posters have been made available on redcross.org/centfacilities for you to customize with your facility name and address. For these, you must download and save them to your device, then open them and add your information. Now, we can further customize them with a QR code that navigates to your schedule or registration page. Customization with a QR code requires specific software, so please click on the "To Add a QR Code" button and complete the form to get the process started. Please allow 2 weeks.



[ACCESS POSTERS](#)

[TO ADD A QR CODE](#)

Need Help with RCLC?

If you are looking for help with the Red Cross Learning Center, have new instructors or administrators on your account – or if you feel like you need a refresher - please sign up for a free Red Cross Learning Center Overview & Orientation led by our Strategic Implementation Managers. They will provide training on the Red Cross Learning Center as well as provide time for you to ask questions.

[REGISTER FOR WEBINAR](#)

Centennial Connector Call Registration is Open

Join us for the next "Centennial Connector" call! This call will take place on November 16th at 3PM EST. Note: To be able to view the recording later, you must register for this event. Hope to see you there!

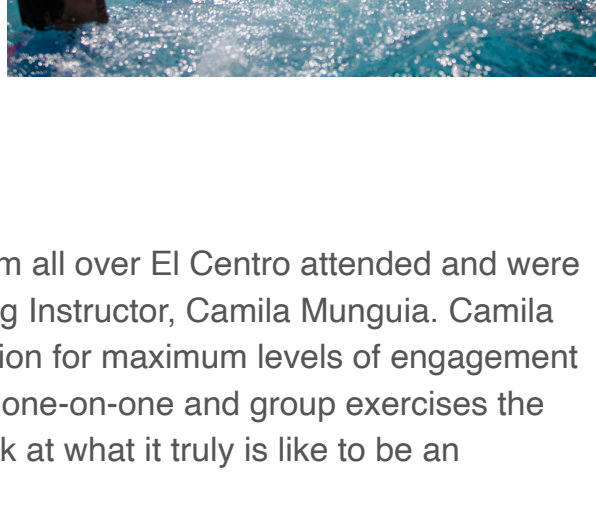
[REGISTER HERE](#)



Spotlight On

El Centro Aquatic Center Summer 2023 Junior Lifeguard Program

One of the goals of the El Centro Aquatic Center in the summer 2023 season was to promote Water Safety Education, specifically through the Junior Lifeguarding program.

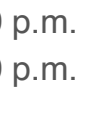


In this 8-week program, youth from all over El Centro attended and were paired with our Junior Lifeguarding Instructor, Camila Munguia. Camila provided various forms of instruction for maximum levels of engagement from our Junior Guards. Through one-on-one and group exercises the Junior Guards got an in depth look at what it truly is like to be an American Red Cross Lifeguard.

A notable feature of this program was for Junior Guards to be able to meet and work alongside the El Centro Lifeguards. They were mentored on a daily basis by lifeguards, receiving insight and advice from those who work the front line of the Aquatic Center. Through this 8-week program the Junior Lifeguarding team was able to assist in essential lifeguarding duties, all the while learning about the cardiovascular system, AED usage, the importance of prevention and early intervention, and to work as a team to reach the desired outcome.

The Junior Lifeguards who completed this course left with a new outlook on the profession of Lifeguarding. The time spent in this program provides knowledge for an individual to take with them to the real world, creating a safer and more informed public of the future. Completion of this program grants youth with a valued experience, as well as lifelong friendships!

By Angel Rosas, Aquatics Coordinator, City of El Centro



Calendar

Water Safety Instructor Trainer Academies

- **January 8–12, 2024:** McKinney, Texas
Registration deadline - December 1, 2023
- **January 22–26, 2024:** Clearwater, Fla.
Registration deadline – December 22, 2023
- **February 14–18, 2024:** Carson City, N.V.
Registration deadline – January 16, 2024
- **April 1–5, 2024:** Bainbridge Island, Wash.
Registration deadline – March 1, 2024

Red Cross Learning Center Overview & Orientation

- **September 21:** 1:00 p.m. ET
- **September 26:** 1:00 p.m. ET
- **September 28:** 4:00 p.m. ET

Conference and Tradeshow Schedule (We'd love to see you there!)

- **October 10–12, 2023:** National Recreation and Park Association Annual Conference (NRPA), Dallas, Texas
- **October 24–27, 2023:** World Waterpark Association Annual Symposium and Tradeshow, New Orleans, La.
- **November 13–15, 2023:** World Aquatic Health Conference (WAHC), Las Vegas, Nev.
- **February 12–15, 2024:** National Water Safety Conference (NDPA) & Association of Aquatic Professionals Conference (AOAP), Reno, Nev.