

Cover Page

**Junior Lifeguard Camp**

A proposal for Pittsburgh Public Schools for the Summer Enrichment in 2010

Organizational name: CLOH.Org  
Creating Literate Olympians Here dot Org

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October 2, 2009

Cover Letter from Mark Rauterkus, founder & coach, CLOH.Org  
October 1, 2009

Dear Coordinators for Pittsburgh Public Schools 2010 Summer Enrichment,

The seeds of this RFP to organize and lead a Junior Lifeguard Camp come from four experiences: The GUARD at New Trier High School, Piha Surf Lifesaving of New Zealand, the worldwide lifeguard shortage and Pittsburgh's landscape.

As one of seven full-time swim coaches at New Trier High School in Illinois, then ranked as the best public school in the United States by *Town & Country* magazine, I was able to witness and aid with one of the finest after-school clubs ever – The Guard of New Trier. The Guard was a school-based club similar to Student Council, Key Club, Spanish Club, etc. The club's members, organized and self-directed many projects. The Guard was a booster group for recreational swimming activities in the community. Members of The Guard took water safety classes, taught learn-to-swim classes, had employment opportunities, got job recommendations and had a vibrant social setting for both enjoyment and good deeds. The PPS version of The Guard is a natural outgrowth of this 2010 summer experience of a Junior Lifeguard Camp.

Members of The Guard earn money on their jobs as lifeguards at local pools, but they also volunteer so as to earn money for the club by teaching learn to swim lessons paid for by local families. But most of all, the lessons are fun, rewarding, high-energy experiences that The Guard members love to do so they can be part of the group network.

New Zealand's Piha Surf Life Saving Club has the highest profile among such clubs due, in part, to a popular TV show, much like the former series on American called Baywatch, based in California. Piha also has the busiest patrol in New Zealand – performing twice as many rescues as the next club. Surf Life Saving Clubs have proud histories. Piha is a patrolling club, and a requirement is for every member perform patrol duties before they can compete in interclub Surf Sports.

Being a lifeguard pays! Guarding is a job. Incomes happen here for young people. Lifeguards are in high demand, worldwide and locally.

Pittsburgh is a city of rivers. We need to teach everyone how to be safe in and around the rivers. And, if some accident occurs, it is a blessing to be in the vicinity of a lifeguard.

Sincerely yours,

Mark Rauterkus  
Coach & Retired Publisher

## **Implementation Plan**

### **1. Program Vision**

Water accidents are one of the leading cause of death and injury in the summer months among children ages under 18. As well, a growing problem among this age group is obesity. These problems are compounded among African American and minority children, where obesity and water deaths are higher, respectively, than Caucasian children.

This proposed water safety and fitness summer enrichment program is aimed at addressing water-fear and fitness problems among the children of the Pittsburgh Public Schools. Pittsburgh has hundreds of students, minority and otherwise, that would be eager to be part of a model community where aquatics and wellness plays a heightened role. The efforts of this camp integrate water safety and fitness into an educational summer program. The program will focus on engaging students in a variety of water-based activities that will build students' water skills, increase students' knowledge of water safety and promote the use of water activities to maintain fitness, all on the way to early employment as lifeguards and a lifelong pursuit of healthy living and wellness.

Unlike many activities, swimming and other water-based activities can extend beyond the childhood and young adult years, thereby serving as the basis of a lifelong fitness program. As well, many water-based sports require applications of math and science skills. Hence, these activities can serve as real world applications of some academic materials being taught in our school system. This can help motivate students to continue to focus in the classroom.

Pittsburgh, an authority on healthcare, can evolve the conversation to Junior Lifeguards with carnival celebrations that sharpen competitors.

### **Goals**

Build Guard Chapters in each of the PPS High Schools in the years to come.

Make it cool to know CPR, First Aid, and have a Lifeguarding Certification so as to be employed as a young adult.

The goal of the five week program will be enhancing water skills, especially swimming and swim safety.

Make an alliance with Make a Splash, an effort from USA Swimming Foundation.

Make a program alliance with New Zealand Swimming for swim steps/curriculum.

Each week campers get short lessons on different water-based activity, such as

competitive swimming, water polo, water aerobics, scuba diving, and kayaking, which use swimming and other water-related skills.

Jargon, vocabulary words and other concepts are introduced to the students.

Students engage in these activities to not only learn about the specifics of the sport, but also the necessary safety and academic skills they will need to pursue those activities further. For example, when engaging in competitive swimming, students will learn about the basics of physiology as it relates to swimming, muscle energy, aerobic and anaerobic energy expenditure and basic nutrition as it relates to swimming and other sports training. They will learn the basic math and physics related to swimming, speed and race strategies.

When getting an introduction to scuba diving, students learn about The Bends, and water depth, depth sickness and why it happens.

The Junior Lifeguard Camp include a lifeguard component wherein students will learn the basics of lifeguarding, pool safety and pool oversight. This part of the program will be a hands-on project in collaboration with several of the county parks as well as Sandcastle Park.

### **Highlight Accomplishments**

Those that pass CPR can get certified. A card!

Those that pass basic first aid get certified.

The end of camp carnival is a time to make a showcase.

The concept maps will be build and show to the public at the carnival.

Junior Lifeguards can develop skills and then set out to compete in an emerging sport.

Nippers can present a growing program with ever improving athletes.

Wiki pages about lifeguard jobs and other insights and interviews get posted.

### **Popular and Uniqueness**

The next generation of beach guardians is being trained in “club Nippers program.” The Nippers in Piha registered 165 Junior Surf members and that region has less than 1,000 local citizens. Junior membership is to exceed 200. They have rapid growth for the club as it delivers quality programs and resources to locals and others who travel an hour through a rainforest to get there.

Piha Junior members becoming involved from age 5. That program develops kids through to 14 years when they move on to qualify as lifeguards. This unbroken chain of development is a feature of Surf Life Saving that can be replicated in Pittsburgh, PA, USA.

The Junior Lifeguard Camp begins our vision for a Pittsburgh based network of members, partners, sponsors and supporters so as to create a highly sought after circle

to be associated with.

PPS can host Surf Sports Competitions. The Junior Lifeguard Camp can be a trendsetter locally, but far behind what happens abroad.

### **Junior Lifeguard Camp is also known around the world as Nippers**

The Junior Lifeguard Camp works in cooperation with Sandcastle, Allegheny County, the Heart Association.

### **Motivation of Campers**

Nothing is so motivational as to be in a situation when you can save the life of another. Lifeguards know and respect this role.

Experienced guards also know that multiple deaths are not rare. The lifeguard might not return.

In New Zealand, Surf Lifesaving is both a sport and a community service. To participate in either facet it is necessary to be a member of a club, and to have the 'entry level' qualification - the Surf Lifeguard Award, available at the age of 14.

There are a range of other surf lifeguard and [surf related qualifications](#) available through the SLSNZ structure, including more advanced lifesaving certificates, Inflatable Rescue Boat (IRB) qualifications, VHF radio and first aid qualifications.

Volunteer lifeguards patrol beaches and work with the public to prevent people getting in trouble. In the summer of 2005 volunteers performed over 100,000 preventative actions during 155,000 hours of beach patrols.

Sport [events](#) are held at Club, District and National level, and in age categories Under 14, Under 19 and Open. Events span the range of rescue skills and test competitors' strength, fitness and agility in swimming, running, paddling a surf ski, board or canoe or rowing a surf boat. Racing Inflatable Rescue Boats is an increasingly popular part of the sport.

The NZ Surf League is the national U19 and Open Inter District competition televised in March. Every Lifeguard knows the powerful motivation of saving or protecting a life. It is a motivation that marks Surf Life Saving as more than just 'something to do' at the weekend.

As young as the age of 14, kids can take a Lifeguard test, or in New Zealand, they'd say

sit for your Lifeguard Award. Once you have your Award there are a range of programmes and other Awards you can participate in to develop your skills further.

IRB; IRB Examiner; IRB Instructor; IRB Driver; IRB Crewperson.

Radio: VHF Radio Operator, First Aid

NZQA 6402, 6401,6400

NZQA 14470, 14471, 14472, 14473

Surf Lifeguard; Surf Lifeguard Examiner; Surf Lifeguard Instructor; Surf Life Saving Certificate

Pre Surf Lifeguard Award

Non Patrolling

12/13years

## **2. Link to Outcome Goals**

Breath in, breath out.

### **Passion throughout the year**

Next week, breath in, breath out.

Repeat as necessary.

### **Links to High School and College-Readiness**

Some colleges offer scholarships for lifeguarding. Almost all of them have work study money available to lifeguards to guard the pools on campus.

### **Links to 21<sup>st</sup> Century Skills**

Staying alive is an old fashioned skill.

Modern equipment is something that is always changing.

### 3. Schedule

#### **Activities**

Campers do some physical fitness training every day. Campers also get to improve upon their swimming skills. The camp is held at a PPS High School with a six lane pool. One or two sites can occur in the 2010 season with up to 25 campers in each location.

The first week is devoted to swimming and physical conditioning in and out of the water. We need to be certain that everyone can swim well. The first week is also a time for the better swimmers to learn the new steps for the New Zealand swim curriculum. Better swimmers can help those not as skilled.

The second week brings in the CPR and First Aid instructions and discussions. Of course the campers get to swim some more and begin to learn about the pending carnival on August 14 and 15 at North Park.

The first and second weeks are held at PPS schools at the swim pool and a near by classroom.

The third week of camp is filled with five consecutive field trips to Sandcastle, a large water park at the edge of the city in Homestead's Waterfront. Every day of the week the full class of campers, instructors and assistants go to Sandcastle. The professional lifeguards are willing to train and teach the Junior Lifeguards. Sandcastle has a different set of skills and certification process. That system is in use at many corporate water parks around the US and abroad. The visits to Sandcastle are for learning with a Sandcastle instructor, not for playing on the slides.

As time becomes available in week three and week four, training will occur. One day the squads might play 35 minutes of beach volleyball. Another day the bus might pick them campers up two miles down the bike path after a jog. The campers' stamina need some attention every day.

The fourth week of the Junior Lifeguard Camp is filled with five field trips to Allegheny County's swim pools. Campers visit four different swim pools for five days: Boyce Park (east), South Park (south), Settlers Cabin (west) and North Park (north). On the fifth day we'll return to the pool where we had the best experience, or at any location where there is an unfinished lesson. A rain out might happen. At every pool, the Junior Lifeguards get taught by a manager on staff or a head guard.

The final week of the Junior Lifeguard Camp is back at the school pool. The activities are geared to getting better prepared for the Surf Lifeguard Competition, in-house and



at North Park at the final weekend Carnival.

Another important activity for the final week is the crafting of the Camps Concept Map that covers important parts of the lessons. Vocabulary will be linked with action words. Concept maps make a great activity for middle school students, especially in complicated reviews, such as in study of the eco system of a watershed and bay.

Throughout the camp, but especially on the last week, the campers get access to computers and a printer so that the concept maps can be put on display at the carnival.

If two Junior Lifeguard Camps are scheduled, each with up to 25 students, the on week three one group goes to Sandcastle while the other group does the five day tour of the Allegheny County swim pools. Then on week four, the two groups flip destinations. If two groups are in session, on the fifth week, some camp vs. camp Nipper competitions would occur. One team would hike or jog to the other team's venue. The next day, the other team gets to travel.

In future years trips to the rivers edge, to ponds, streams and lakes are possible. Those would be worthy trips with older students so as to check on conditions and report any potential hazardous conditions.

### **Typical Day, week 3:**

Lunch at noon. Depart school on a school bus and arrive to Sandcastle around 1 pm. Kids should get an overview of the total park. Then get a tour of the aquatic facility. Then get a lesson for 30 minutes by an on-site 'expert'. A duty shift (shadow an employee for 45 minutes) for each camper is expected. In the last 20 or 30 minutes, the campers get bit of free time in the pool for training. Depart at 3 pm. Back to the school by 3:40. As time permits, some could do fitness, swim or visit the computer lab for ore surfing about surf life guarding.

Lessons at Sandcastle or the County Parks pools should be simple, but allow for in-depth questions, possibly:

- Customer service
- Chain of command
- Emergency Action Steps
- Pump Room
- Testing pool water
- Watching swimmers
- Danger areas to monitor
- Life of a summer lifeguard / college student

A lesson plan framework gets crafted at the start of the summer. Each trip would be 25 kids and 2 or more adult supervisors.

If poor behavior or a potentially dangerous acts are expected from any of the campers, then that individual should not be permitted on the field trip. Sinkers who can not be trusted to stay only in safe, shallow water, should not leave the school grounds. The camp desires to send kids to make visits afer a deep water test is mastered. Otherwise, the child should get swimming lessons at our school pools.

Getting campers out of the city witness the county parks and pools, of course, makes for a fun venture. The teachers will instruct the campers about various elements of the park. Park security is always notified when a group visits the park. There is no charge for going to the park. But a heads up is desired by all parties.

Junior Lifeguard Camp will help students integrate academic and life skills related to water-based activities that will serve to encourage them to pursue water-activities for person growth and safety across the life span.

Students will choose to enroll and then be divided into groups of approximately 25 participants based on prior discussions with the district camp coordinators.

#### **4. Camper and Staffing**

Camper Registration Range:

Minimum: 15

Maximum: 30

Why and How for the camper registration numbers

We want to be an audience for one speaker at outside venues.

Staff positions, roles and responsibilities

Staffing Model and Structure

Total number of staffer members

## **5. Facilities and Materials**

Facility requirements and constraints

Use a high school pool for 3 of the 5 week. Use of a computer lab on a regular basis, especially for ongoing research.

This is both on On-Site Provider and Off-Site Provider.

### **Equipment and Supplies**

One interesting purchase can be 2 surf longboards. This is not easily obtained.

2 x \$900 (estimate with shipping)

The longboards are not good for the swim pool, but in the future we might be able to get them out onto the rivers.

### **Plans to Procure Equipment and Supplies**

Supplies can be purchased with the help of PPS Purchasing or else with a PPS Credit Card, or else with the camp's executive, Mark Rauterkus.

## **Budget and Budget Narrative**

### **Alignment of Budget with Implementation Plan**

The Junior Lifeguard Camp is a cost effective investment.

### **Assumptions of Proposed Costs**

The biggest budget element that is left to the PPS is the cost of the swim pool. This plan calls for \$0 to go to the PPS for the swim pool use because it is an existing facility.

The economics of swimming pools are such that the water in the pool won't wear out.

The pool and deck are cement and tile structures. Pool chemicals and water are cheap and most of the costs of the pool are fixed capital costs.

The use of the pool(s) and equipment beyond the time of the camps is expected.

Morning swim practices, evening swim meets, weekend activities and even outdoor movies are all part of the overall expectation of the 2010 activities in association with the camps and 4H.CLOH.Org.

The Saturday after the last class, a massive Sports, Aquatics, Lifeguard, Olympic Carnival is expected. That program will use various PPS facilities as well and be a big summer celebration. This end of summer celebration / carnival is a global expense or else a volunteer effort and not part of this budget.

### **Personnel Budget**

Executive Director = \$2,000

Head Coach = 4 hours per day x 25 days x \$30 per hour = \$3,000

Co Head Coach = 4 hours per day x 25 days x \$25 per hour = \$2,500

Assistant coach = 3 hours per day x 25 days x \$20 per hour = \$1,500

Assistant coach2 = 3 hours per day x 25 days x \$17 per hour = \$1,275

Guest coaches stipend and gas = 5 x \$200 = \$1,000

Subcontractor Teaching by Sandcastle = 5 days x 3 hours - \$2,000

Staffing total \$12,275

### **Travel and Transportation Budget**

The Junior Lifeguard Camp has 10 field trips. Every day of week three and week four are trips for the campers.

### **Transparent Nature of Budget**

This budget is transparent as to the point of being posted onto the internet as part of the wiki pages at <http://CLOH.wikia.com>.

**Materials Budget**

Some life saving equipment should be purchased.

A detailed budget is not finalized.

Students will need manuals from Red Cross or other publisher.

Students will need guard kits, breathing masks and simple whistles.

Students should look the part. Hats, Red Jr. Lifeguard shorts and tops.

Posters for concept maps, \$1,000.

Posters for lesson program, \$1,000

**Cost per camper**

The 4H is \$10 for the camper and \$10 for the camper's buddy.

$$30 \times \$10 + 30 \times \$10 = \$600$$

The total cost for the Junior Lifeguard camp is to be negotiated.

## **Qualifications and Experiences**

Mark Rauterkus has been a lifeguard, on and off, since 1976.

### **Highlighted K-12 Experiences**

I've coached masters, college, high school, club, age group and beginners. Throughout my career, I've always been most dedicated to the age group kids that include the middle school years. It is so important to have great coaching when younger. Often our sports system in the US gets it wrong by putting the best coaches in college settings. The younger kids need the insightful guidance and coaching the most.

### **Work History with Pittsburgh Public Schools, listed and described**

Mark Rauterkus has helped with many PPS groups in the past 20 years including the PERC (Parent Education Resource Center) steering group, Phillips Elementary Swim Team and Track Team. Presently, I'm coaching water polo as a volunteer with Schenley High School (accepting interested players from other PPS too) and IB Middle School.

Legal Actions in the past 3 years: None.

## **Financial Statements**

This is a start-up organization without any finance history nor liabilities. The organization is debt free.

## **Insurance Requirements**

A typical certificate of insurance from 4H of PA is enclosed in the end section. PW Wood & Sons Inc can underwrite the 4H events and special events, such as the carnival. USA Swimming has an insurance option for swim activities.

Other than the insurance now in process from American Water Polo and 4H, as part of Penn State University and Allegheny County Extension, no existing insurance exists as this is a start-up. If the RFP application is a success, then CLOH.Org and Mark Rauterkus will secure all the necessary insurance coverage as negotiated with the PPS. Trust that there is a commitment to acquire the required coverage should the proposal be awarded a contract.

The workers compensation insurance will be obtained and it will contain a waiver of subrogation clause.

Commercial and General Liability insurance will be obtained by CLOH.Org and Mark Rauterkus should the proposal be awarded a contract.

## **Licenses**

Mark Rauterkus is a certified Lifeguard from American Red Cross.

Mark Rauterkus has CPR Certification for baby, child and adult from American Heart

Association.

Mark Rauterkus is a Certified Pool Operator and Certified Aquatic Manager.

Mark Rauterkus has been a certified coach from the American Swimming Coaches Association in the past, as well as a coach member of United States Swimming. Those memberships are expired in 2009 and can be renewed.

Mark Rauterkus is a coach member of American Water Polo.

Mark Rauterkus has certification from New Zealand Swimming as Assistant Coach and has taken the classroom / coursework from New Zealand Swimming for Quality Swim Instructor.

### **Joint Venture**

This camp proposal is from CLOH.Org and Mark Rauterkus. No joint ventures are implied nor hidden.

### **4H.CLOH.Org and Early Birds, Extra Birds, Carnivals and Sustainability**

These camps happen in the summer so as to extend the school year and offer enrichment. That is a great direction and the RFPs under the umbrella of CLOH.Org go additional steps beyond the 25 afternoon activity periods of 1 pm to 4 pm.

The merits of the camps should stand on their own. Each camp is its own entity and concerns the afternoons as directed in the RFP. However, all the camps have shared opportunities that we address with a 4H mega chapter.

Extras are normal in the course of an overnight camp experience because the day is much longer. To offer a world class experience for the kids in a day-camp setting, extras are needed. I coached in Canada at Camp Chikopi, and our campers swam, paddled or ran before breakfast.

These extras are normal for school days, weekends and summer for competitive swimmers. Children dive into the outdoor, 50-meter swim pool 6 days per week at 7 am at the JCC Monroeville. Dozens of teams in the area are doing the same. High school swimmers and the middle school swimmers at Frick swim at 5:45 AM.

These are valuable times and they can be leveraged within the lives of the campers and community with these plans.

4H stands for Head, Heart, Hands and Health. Head for clear thinking and decision making, understanding and growing. Heart for loyalty, concern, responsibility and cooperation. Hands for skills, service, usefulness. Health for better living.



In Pennsylvania, 4H operates by Penn State University. Allegheny County has Penn State Extension, much like a branch campus. 4H is a community of young people across America learning leadership, citizenship, and life skills. 4H enables kids to have fun, meet new people, learn new life skills, build self-confidence, learn responsibility, and set and achieve goals. Kids learn by doing things. 4H is the youth development education program administered through Penn State Cooperative Extension office.

4H has deep roots (pun) in the rural areas and has only had modest success in Pittsburgh and some other urban areas. 4H is great with State Fairs, farmers, animals, horse shows, etc. But, 4H has expanded greatly into technology, leadership, fitness and other areas that offer fertile common ground with our mission in Pittsburgh.

The early morning, evening and weekend activities are all optional for the campers. These extras are for fun and they are organized and operated under the umbrella of a 4H Chapter, 4H.CLOH.Org. This bonus organization and these extra activities are similar to a PTA/PTO, a Booster Group, or a Girl Scout Troupe.

Campers will need to buy into the concepts. Some will be easy, others impossible. Parents, guardians, siblings and sport-specific volunteers will also buy-in or not to these activities. An online Google calendar, Facebook group, handouts/newsletter, phone call alters, email blasts and announcements at daily practices and other 4H.CLOH.Org events will get the word out. Word of mouth will make or break the programs.

A proud camper might like to go to the pool one morning at 7 am to show his dad or uncle how he is able to roll the kayak.

A swimmer might like to show off her new mastery in butterfly to an older brother and challenge him to a race at a morning lap session / workout.

The computer lab might be buzzing at 7:30 am as campers update video content from visits to a county pool the prior day.

Part of the resource catalog from 4H is enclosed in this RFP proposal. The resources guide volunteers. Community leaders can step up here – and the step isn't such a giant leap with the help of 4H and a dynamic network of coaches, campers, athletes, and concerned citizens. 4H roles: Volunteer, community club leader, project leader, short-term volunteer, chaperone, supportive parent or guardian.

We'll have bikes, kayaks, access to parks, pools, gyms and whatever else someone wants to dream and implement. Rather than use the bikes only for the 1 pm to 4 pm class, we

can hit a trail from 7 am to 8:15 with dad and buddies, and still make it to the literacy classrooms by 9 am. We'll play an early couple of holes of golf – or play to dusk to sharpen the game with a grandparent watching.

We'll be creative. We'll be flexible. Some events can be set in stone now. For example, the bike community gathers for Critical Mass on July 30, 2010, at 5:30ish, as it is the last Friday of the month. That date is on the Google calendar already. A preview to Run Around the Square 5K can happen the day before the race.

4H.CLOH.Org is glue between the afternoon activities and after school. It glues among friends and fitness. It glues summer to a lifestyle.

### **W-9 Form**

Enclosed: W-9 of Mark Rauterkus.

## **9. Organization Information / Equal Opportunity Employment**

9A. Describe Organizations Equal Opportunity Employment Policies and Program  
The CLOH.Org Equal Opportunity statement is slightly more expansive than the one of Pittsburgh Public Schools as CLOH.Org includes the stipulation of political party to the list of areas where discrimination should not occur.

The full statement is at:

[http://aforathlete.wikia.com/wiki/CLOH.Org\\_Equal\\_Opportunity\\_Policy](http://aforathlete.wikia.com/wiki/CLOH.Org_Equal_Opportunity_Policy)

9B. Any crimes or offense with employees or financial fraud or misconduct?

Mark Rauterkus nor anyone associated with CLOH.Org have any criminal record nor offenses with financial fraud nor misconduct.

9C. Anyone charged with a criminal matter?

None have been charged with a criminal matter.

9D. Financial relationships with the school district and conflicts of interest

There are no present financial relationships with PPS and Mark Rauterkus nor CLOH.Org, other than as a resident, taxpayer, parent of PPS student and volunteer coach.

## **10. Intellectual Property**

10A. Copyright can be reserved by the PPS for all of its written and electronic materials developed by the district. All written and electronic materials developed by Mark

Rauterkus, CLOH.Org, its employees, its volunteers and even associated campers are put into the public domain. These elements are considered content contributions. The wiki, CLOH.wikia.org, deploys an educational and institutional standard license that matches that used at Wikipedia.org. Derivative works of other copyright materials are expected to be handled by staff and campers, and those work products and outcomes are exempt from the over-reaching claim of copyright ownership of PPS. Likewise, derivative works of open-source materials also skirt the PPS prior assertion of copyright ownership within the RFP.

PPS can access for re-use and re-mix CLOH.org content creations without attribution, without share-alike clauses, for any commercial and non-commercial use. In the future, PPS is encouraged to deploy a philosophy that matches that details at [learn.creativecommons.org](http://learn.creativecommons.org).

Elements 10B, Trademark and Trade Name; 10C, Use of Name; and 10D, Ownership; do not present problems. Upon contract approval, specific ownership details and permissions will be obtained through proper channels with the PPS Solicitor and Board.

In June, 2009, the Wikimedia Foundation board approved the adoption of the Creative Commons Attribution-ShareAlike (CC BY-SA) license as the main content license for Wikipedia and other Wikimedia sites. More than 700 sites in more than 250 languages deploy this license, including Wikia.com and CLOH.wikia.com. Mark Rauterkus is a strong advocate for the unification of free culture licensing.

All modern, literacy themed, camp experience with public school students should have stated goals and lessons that are committed to the free dissemination of information. This open-source philosophy is woven into the day-to-day efforts at this camp, and perhaps, with coordination at higher levels, it can be made universal throughout the PPS and interjected into the other camps in the future.

### **Joint Venture**

There are no specific joint ventures within this RFP. However, a few cooperative ventures are at hand.

The Allegheny County Director of Parks, Andy Baechle, wants to support this program and welcomes the mentoring time with the Junior Lifeguards. The admission to the park for this activity is waived.

### **Cooperative Venture – Make a Splash**

While not a formal joint venture, it would be a great advantage to get synchronized efforts among the Junior Lifeguard Camp, the PPS and Make a Splash, a national child-

focused water safety initiative created by the USA Swimming Foundation to save lives.

Launched in 2007, Make a Splash works by aligning the nation's top learn-to-swim resources in an effort to save lives. Make a Splash educates parents through a national awareness campaign, saves lives by joining forces with grassroots learn-to-swim programs and reaches thousands of children through wide-reaching in-school materials.

The Junior Lifeguard Camp can reach out to USA Swimming and participate in Make a Splash. One of the guiding principles of Make a Splash is to spread the word and mission of the USA Swimming Foundation to EVERY community. In order to reach the widest audience possible, Make a Splash partners with USA Swimming member clubs and non-member organizations through the Local Partner program.

Junior Lifeguard Camp with PPS can make a difference in Pittsburgh along with USA Swimming's Make a Splash. We can expand awareness about the importance of water safety and the need to learn to swim. Swimming can be more visible in our community.

The common goal of the Junior Lifeguard Camp is saving lives and getting kids more fit.

Once the camp becomes a reality, we'll be able to utilize Make a Splash's range of resources and support efforts. Make a Splash is building its name and branding to help drive awareness for learn-to-swim and aquatic programs.

The Junior Lifeguard Camp can participate in national marketing and public relations campaign along with the USA Swimming Foundation and its corporate and aquatic partners.

The Junior Lifeguard Camp can work to do outreach in the community using the Make A Splash templates, posters, water safety day ideas, images, press release templates, logo artwork and logo usage guidelines, and professionally produced radio and TV PSAs.

Make A Splash and USA Swimming offer a learn-to-swim general liability insurance program with attractive rates. Make A Splash helps to enhance and provide "scholarships" to children from economically-disadvantaged populations.

The Junior Lifeguard Camp can partner with the USA Swimming Foundation to activate the Make a Splash initiative. The sooner, the better. Another opportunity just

about to launch is with Michael Phelps and his coach. They might be hooking up with Make a Splash shortly.

Make a Splash will recognize and support the Junior Lifeguard Camp and associated swim lessons, but as an independently-developed learn-to-swim curriculum, our program will be reviewed by the USA Swimming Foundation.

City, county, state and hospital EMT, Fire and Police departments already have educational programs in place promoting wellness, water safety and first aid. The Junior Lifeguard Camp can hook into those resources and become ambassadors for Make a Splash during community events and school visits.

Cooperative Venture – New Zealand Swimming

Junior Lifeguard is much more than a learn to swim program. But, that is where we'll be at the outset. First things first.

Notice that the Make a Splash application (enclosed in RFP in back section) cares greatly about the learn-to-swim curriculum and brand. Listed are: Red Cross, YMCA, Swim America, Starfish, USSSA, etc.)

Furthermore, we should care about curriculum too. The curriculum we want to deploy is from New Zealand. The brand we want to lean upon is the New Zealand Swimming Quality Swim School. Given the I.B. High, name pending, and the attraction to all things International – using a foreign and superior source is going to set our programs apart. We can fly the silver fern flag and teach geography and swimming.

My contact in New Zealand is working for New Zealand Swimming and has been promoted to coaching development. We can make a cooperative venture with New Zealand Swimming in the months to come with swim lessons and that can be taken to higher levels with the Junior Lifeguard Camp.

W-9 Form

## **9. Organization Information / Equal Opportunity Employment**

9A. Describe Organizations Equal Opportunity Employment Policies and Program

9B. Any crimes or offense with employees o financial fraud or misconduct?

9C. Anyone charged with a criminal matter?

## 9D. Financial relationships with the school district and conflicts of interest

### 10. Intellectual Property

10A. Copyright can be reserved by the PPS for all of its written and electronic materials developed by the district. All written and electronic materials developed by Mark Rauterkus, CLOH.Org, its employees, its volunteers and even associated campers are put into the public domain. These elements are considered content contributions. The wiki, CLOH.wikia.org, deploys an educational and institutional standard license that matches that used at Wikipedia.org. Derivative works of other copyright materials are expected to be handled by staff and campers, and those work products and outcomes are exempt from the over-reaching claim of copyright ownership of PPS. Likewise, derivative works of open-source materials also skirt the PPS prior assertion of copyright ownership within the RFP.

PPS can access for re-use and re-mix CLOH.org content creations without attribution, without share-alike clauses, for any commercial and non-commercial use. In the future, PPS is encourage to deploy a philosophy that matches that details at [learn.creativecommons.org](http://learn.creativecommons.org).

Elements 10B, Trademark and Trade Name; 10C, Use of Name; and 10D, Ownership; do not present problems. Upon contract approval, specific ownership details and permissions will be obtained through proper channels with the PPS Solicitor and Board.

In June, 2009, the Wikimedia Foundation board approved the adoption of the Creative Commons Attribution-ShareAlike (CC BY-SA) license as the main content license for Wikipedia and other Wikimedia sites. More than 700 sites in more than 250 languages deploy this license, including Wikia.com and CLOH.wikia.com. Mark Rauterkus is a strong advocate for the unification of free culture licensing.

All modern, literacy themed, camp experience with public school students should have stated goals and lessons that are committed to the free dissemination of information. This open-source philosophy is woven into the day-to-day efforts at this camp, and perhaps, with coordination at higher levels, it can be made universal throughout the PPS and interjected into the other camps in the future.