



Lifeguard & Pool Update

May, 2024 |



Aquatics Recruitment Efforts

- Letter of information to 71 local and regional schools
- 23 in person visits to 19 schools
- 11 career fairs
- 4 school presentations
- Attendance at regional swim meets for both girls and boys with 40+ schools in attendance
- Cross promotion on handshake
- 5 postings on additional job resource center
- Partnering with Milwaukee Parks Foundation
- Hiring of Aquatic Recruitment & Administrative Coordinator



Marketing Recruitment Efforts

Digital Advertising

Facebook Ads - \$7600

- Impressions – 1.7 million
- Sign up link clicked – 8,440

YouTube Ads - \$2000

- Impressions 314k

Emails

- 218k sent
- Unique Opens - 104k



Media Coverage

Press Release Sent for each training event

- Coverage for all training sessions
- All major local news outlets coverage for television
- Print coverage from Urban Milwaukee, Journal Sentinel
- Radio Coverage from WTMJ, 89.7



2024 Aquatic Season

- We are focusing on opening our 2 major aquatic facilities that would allow all ages, abilities and swim-ability to enjoy these signature facilities
- We will evaluate after the April training class the additional facilities that may be able to open
- Planning to open 30 waders and splash pad locations for 2024 season



Questions?



Thank You!