

**Kinesiology Advisory Questions  
Fitness Professionals Certificate**

<b>Date: August 19, 2020</b>	<b>Industry Contacts</b>
Name & Position Melody Graveen, Dean of Instruction Career & Technical Education, MVC	Name & Position Tanya Lowry, Health/ Kinesiology Professor, MVC
Name & Position Thomas Yancey, Kinesiology Professor, MVC	Name & Position Nikki Cook, Employment Placement Coordinator, MVC CTE
Name & Position Rachel Villarama, Outreach Specialist, MVC CTE	Name & Position Miguel Delgado, Owner of Underground Fitness in Moreno Valley
Name & Position Angel Castro, Kinesiology Lecturer, CSUSB	Name & Position Rob Thomas, Health & Exercise Science Professor, La Sierra University
Name & Position Trevor Gillum, Kinesiology Professor & Program Director of Exercise Science, Cal Baptist University	Name & Position Ariana Ordonez, School Counselor, ComeBack Kids Charter School
Name & Position Kathryn Hill, Kinesiology Lecturer, CSUSB and Personal Trainer	Name & Position Arthur Turnier, Dean of Instruction for Public Safety Education & Training, MVC
Name & Position Patrick Marquez, Owner of Genetics Training Facility, Riverside	

**Advisory Questions for Industry**

We are aware that fitness certifications through NASM, ASCM, ISSA, and ACE are desirable certifications for fitness professionals. What, if any other types of training, or certifications, classes are desirable for positions in your industry?

- ANGEL: NSCA - Certified Strength & Conditioning Specialist (CSCS)
- Online Personal Business - Training/ Academy (ex. TrueCoach)
  - Using different apps to practice online training
- Assessment training classes
- Internship/ Work Experience courses to help student get experience
- Certification helps get started with a career, but they should learn how to do client follow-ups, management, recruitment and relationship building. Business Leadership/Marketing and Ethics class might help.

<ul style="list-style-type: none"> <li>• <i>NOTE: There are some students who concentrate in Health/ Kinesiology and transfer to OT and PT careers</i></li> </ul>
<p>What are the most common positions are you looking to hire for your industry?</p> <ul style="list-style-type: none"> <li>• Online Personal Business - Training/ Academy</li> <li>• Personal Trainer</li> </ul>
<p>What positions do you have difficulty in hiring? Why?</p>
<p>Is there a high turnover rate in your industry and for what positions?</p> <ul style="list-style-type: none"> <li>• Most personal trainers leave because they think they just need to know how to train physically, but lack the follow-up and manage clients</li> </ul>
<p>What would you say are the latest trends in fitness and lifestyle coaching? Where specific specialties are needed?</p> <ul style="list-style-type: none"> <li>• People skills to recruit clients and maintain relationship</li> <li>• Kathryn: online training, apps such as The Coach and PT Distinction</li> <li>• Assessment training</li> </ul>
<p>Is there any specific type of technology, apps, or equipment, that you would like to see prospective employees have previous experience with?</p>

**Notes:**

- CBU ACSM – student discount
- LaSierra: if student teaches a course, they pay ½ of fee then after class is finished, they pay the other ½, student gets paid to teach course also
- Suggested Training: sales, management of clients, crossover business courses, marketing piece
- Oscar: suggested clinical hours and job shadowing
- Kathryn: (informal) internships could be a feeder into other gyms
- Patrick: offering job shadowing

- WXP: KIN200 work experience could possibly have job shadowing, clinical hours
- Rob: suggested job shadowing to see what job shadow is about. After certain courses are completed, minimum grade and recommendation, they complete 50 hours of internship.
- Tanya: suggested roundtable with other colleges w/ questions, answers w/faculty and industry.
- CBU seamless transition into BS in Kinesiology or Exercise Science program.
- Rob: suggested convention for students (free) and faculty (\$40) in October Western Society for Kinesiology and Wellness <https://www.wskw.org/future-conference/>