

MEMORANDUM

To: Kerry Mayer, Vice President of Instruction, College of the Redwoods

From: Sara Phillips, Director, Far North Center of Excellence

Date: Tuesday, November 2, 2021

Re: Certificate of Achievement in Personal Training

Background

College of the Redwoods contacted the Far North Center of Excellence to request labor market information for converting a local Certificate of Recognition in Personal Training to a Certificate of Achievement. This program supports Redwoods' Kinesiology ADT.

This memo provides an analysis of occupational demand and program supply data to assess labor market gaps. Data is provided for the fifteen-county Far North subregion and comes from EMSI. Occupations are aligned to career education programs using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and the ONet OnLine education crosswalk. Program awards data comes from Management Information Systems (MIS) Data Mart.

Findings

What occupations are aligned to the proposed program?

- The middle-skill occupations that align with the proposed program modification are athletic trainers (SOC 29-9091) and exercise trainers and group fitness instructors (SOC 39-9031).

What are the hourly wages for the studied occupations?

- Entry-level hourly wages for these occupations exceed the living wage of \$12.09 for a single adult in the region (Exhibit 1).

What is the employment outlook for the studied occupations?

- Overall, employment for these occupations in the Far North is projected to grow over the next five years (Exhibit 2), with 7% projected growth.
- Between 2020 and 2025, there are projected to be 137 job openings for these occupations each year in the Far North subregion.

- In 2020, there were many more jobs for exercise trainers and group fitness instructors (n=721) than athletic trainers (n=36).

What does training supply look like for the studied occupation?

- None of the seven colleges in the Far North currently offer a training program for Fitness Trainers (TOP 0835.20).

Recommendations

- Data analysis shows zero awards conferred by colleges in the Far North compared to occupational demand (n=137) for athletic trainers and exercise trainers and group fitness instructors.
- The Far North Center of Excellence recommends moving forward with the proposed program modification.

Please contact Sara Phillips, Director, Far North COE, for further information at sphillips@shastacollege.edu or 530-242-7635.

Exhibit 1. Summary of entry-level work requirements by occupation

Occupation	Skill Level	Typical Entry-Level Education	Work Experience Requirements	Typical On-the-job Training Required	Entry-level Hourly Wage
Athletic Trainers	Middle Skill	Bachelor's degree	None	None	\$20.04
Exercise Trainers and Group Fitness Instructors	Middle Skill	High school diploma or equivalent	None	Short-term	\$16.03

Exhibit 2. Occupational employment and projected demand, 2020-2025

Occupation	2020 Jobs	2025 Jobs	2020-2025 Projected Change	2020-2025 Projected % Change	2020-2025 Annual Openings
Athletic Trainers	36	39	3	8%	3
Exercise Trainers and Group Fitness Instructors	721	771	50	7%	134