

# Program Endorsement Brief:

American River College: Fitness Instructor

**North/Far North Center of Excellence, December 2018**

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## INTRODUCTION

American River College is exploring a program related to fitness instructors.

This report provides an overview of the labor market demand and supply for fitness instructor-related occupations. There is one occupation that represents the related labor market—Fitness Trainers and Aerobics Instructors (SOC 39-9031). The report provides an overview of the employment opportunities and existing community college programs that prepare students for the occupation.

Key findings include:

- The labor market has grown for fitness trainers and aerobics instructors in the Sacramento region. There are 450 projected annual openings over the next five years.
- Median wages are \$22 per hour for the occupation in the Sacramento region.
- The occupation is solidly middle skill, with 35 percent of the existing workforce having some college or an associate degree.
- Regional colleges produce about 25 awards in the related area on average annually.

Findings in this report were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi and job posting data from Burning Glass.

The report contains the following sections:

- Occupational demand,
- Wages and job postings,
- Educational attainment and supply, and
- Findings and recommendations.

# OCCUPATIONAL DEMAND

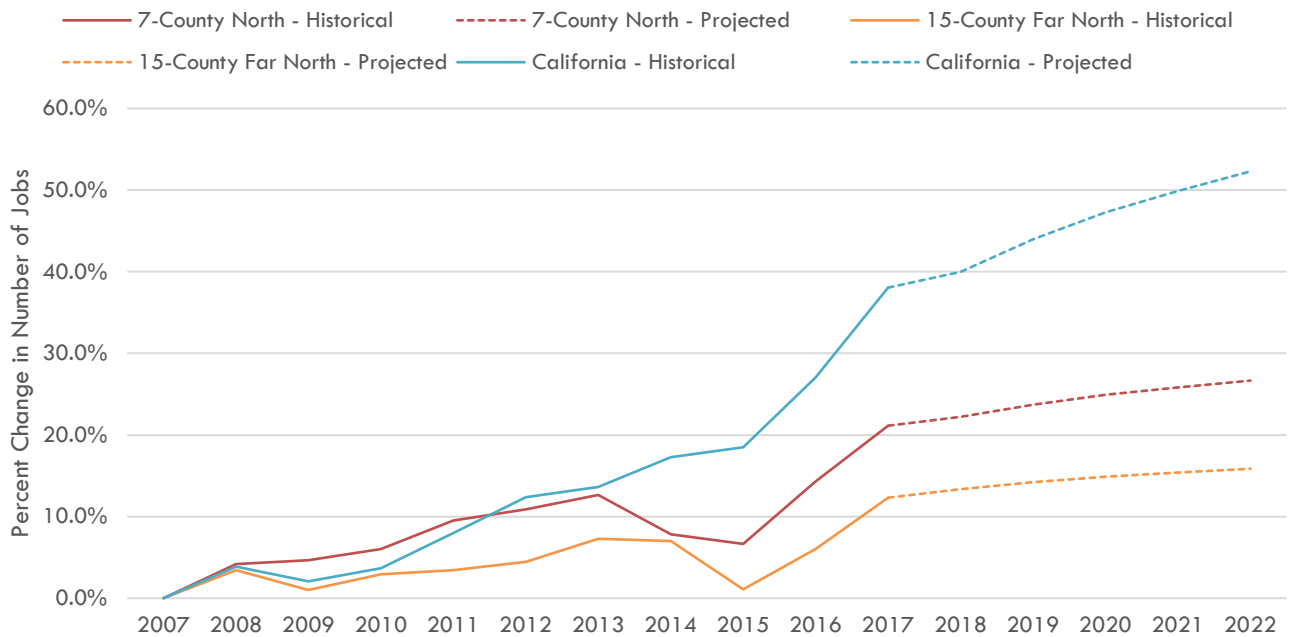
One Standard Occupational Classification (SOC) code was analyzed in relation to the proposed program. Exhibit 1 summarizes job trends per the SOC code in the 7-county North region, the 15-county Far North region and California. The data includes estimates for self-employed workers.

**Exhibit 1: Employment, projected occupational demand and education levels<sup>1</sup>**

Occupation	SOC	2007 Jobs	2017 Jobs	2022 Jobs	2017-22 Jobs % Change	Annual Openings
7-County North Region	39-9031	2,248	2,723	2,847	5%	491
15-County Far North Region	39-9031	886	996	1,027	3%	176
California	39-9031	31,841	43,957	48,490	10%	8,503

Exhibit 2 shows the percentage change in number of jobs between 2007 through 2017 and occupational projections from 2017 through 2022. The rate of change is indexed to the total number of jobs in 2007 as the base year and compares the 7-county North region, the 22-county Far North region and California.

**Exhibit 2: Rate of change for fitness instructor jobs<sup>2</sup>**



# WAGES AND JOB POSTINGS

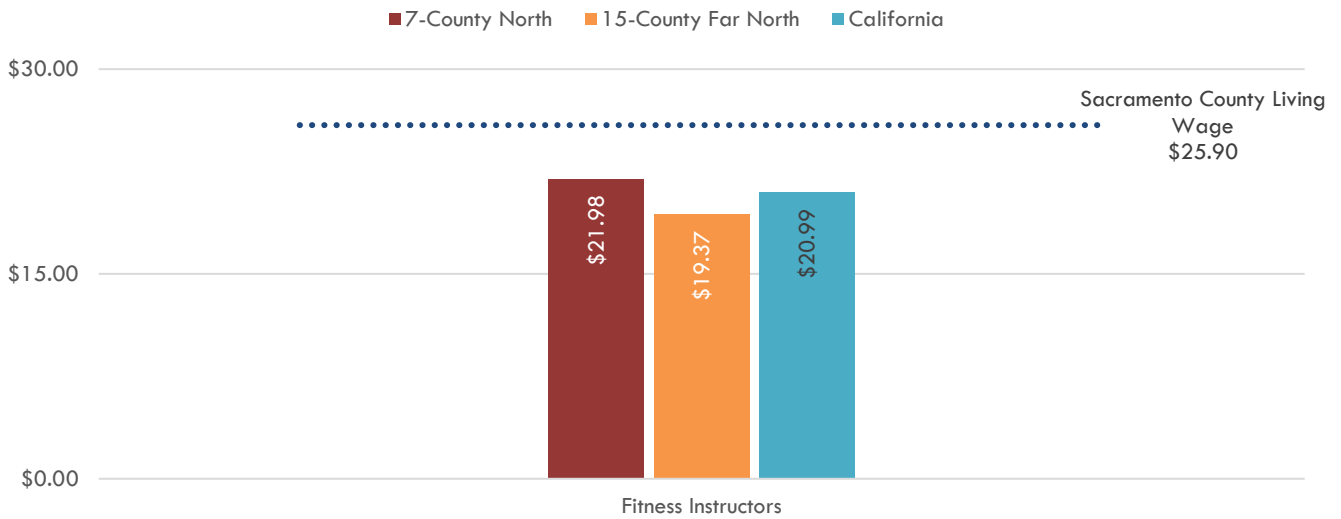
Exhibit 3 displays hourly wages for fitness instructor occupations in the study regions compared to the Sacramento County living wage for a one-adult, one-child household.<sup>3</sup> The chart highlights the difference between the median wages of the occupation.

<sup>1</sup> Emsi 2018.2; QCEW Employees, Non-QCEW Employees and Self-Employed. The 7-county North region includes El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba. The 15-county Far North region includes Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity.

<sup>2</sup> Ibid.

<sup>3</sup> Living Wage Calculator: Counties and Metropolitan Statistical Areas in California, <http://livingwage.mit.edu/states/06/locations>.

**Exhibit 3: Wages for fitness instructors<sup>4</sup>**



Burning Glass data for job postings identified a pool of 413 listings in the 7-County North region based on the representative SOC code. Data was pulled for the last year from November 1, 2017 through October 31, 2018.

Exhibit 4 presents the job postings trend for the SOC code job postings over the past 8 years compared to the median (198 job postings) from 2010 to 2017 for the North region.

**Exhibit 4: Job posting trend for fitness instructors<sup>5</sup>**

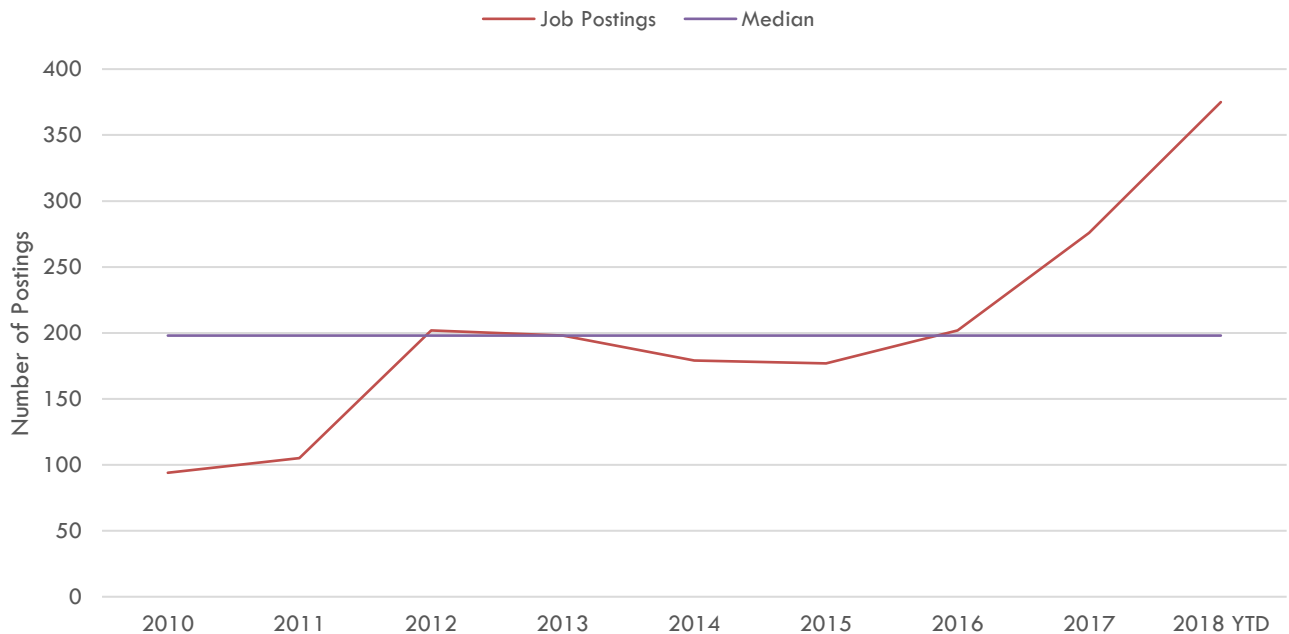


Exhibit 5 shows the top titles for fitness instructors that were present in the job postings in the North region.

<sup>4</sup> Emsi 2018.2; QCEW Employees, Non-QCEW Employees and Self-Employed.

<sup>5</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool," 2018. 11-9013.03 Aquacultural Managers was used in place of 11-9013 Farmers, Ranchers, and other Agricultural Managers for a narrower look at the relevant job postings.

**Exhibit 5: Top titles for fitness instructor job postings<sup>6</sup>**

Top Titles	Number	Percent (n=413)
Personal Trainer	76	18.4%
Swim Instructor	54	13.1%
Certified Personal Trainer	53	12.8%
Group Fitness Instructor	45	10.9%
Group X Instructor	28	6.8%
Fitness Trainer	26	6.3%

Exhibit 6 shows the top employers for fitness instructor jobs postings in the North region.

In the North region, of the 413 postings, there were 392 records that included an employer. As a result, the table below may not be representative of the full sample.

**Exhibit 6: Top Employers among fitness instructor job postings<sup>7</sup>**

Top Employers	Number	Percent (n=392)
California Family Fitness	74	18.9%
24 Hour Fitness	66	16.8%
Lifetime Fitness	35	8.9%
Pride Industries	12	3.1%
Crunch Norcal Llc	11	2.8%
City Roseville	9	2.3%
Lifetime	9	2.3%
In Shape Health Clubs Incorporated	6	1.5%

Exhibit 7 shows the top skills desired for fitness instructor professionals in the North region.

In the North region, of the 413 postings, there were 352 records that included a skill. As a result, the table below may not be representative of the full sample.

**Exhibit 7: Top specialized skills desired in the fitness instructor job postings<sup>8</sup>**

Top Skills	Number	Percent (n=352)
Cardiopulmonary Resuscitation (CPR)	242	68.8%
Teaching	152	43.2%
Customer Service	129	36.6%
Cleaning	90	25.6%
Group Fitness	83	23.6%
Scheduling	68	19.3%
Training Procedures	65	18.5%
Fitness	61	17.3%

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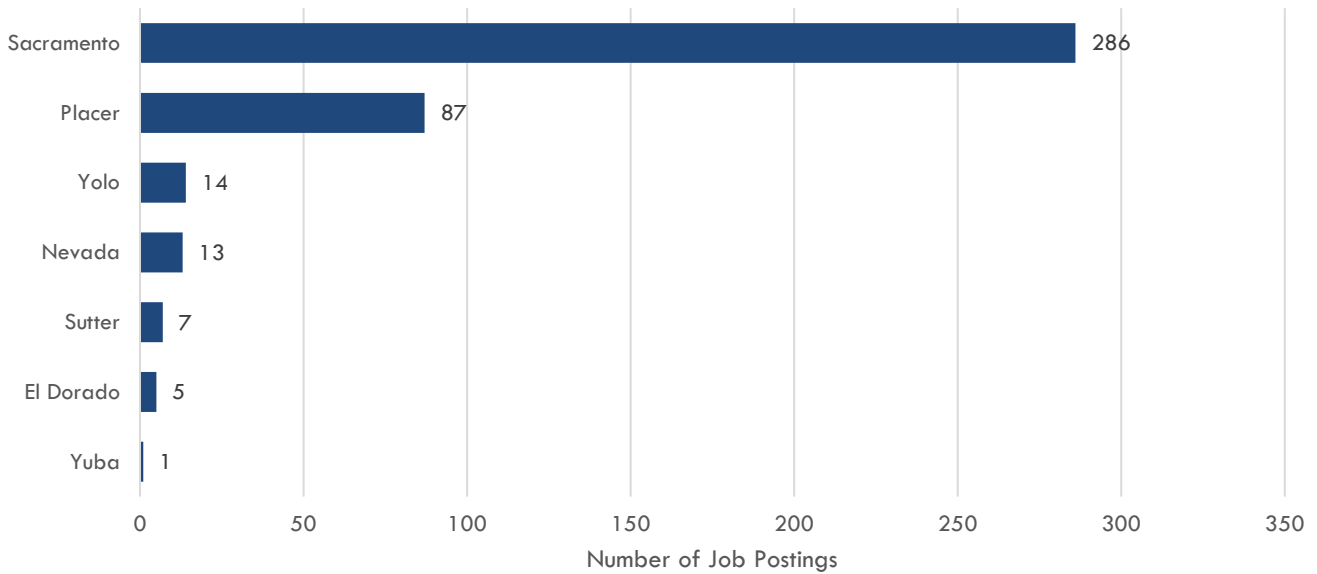
<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

Exhibit 8 shows the counties where fitness instructor postings were located throughout the North region.

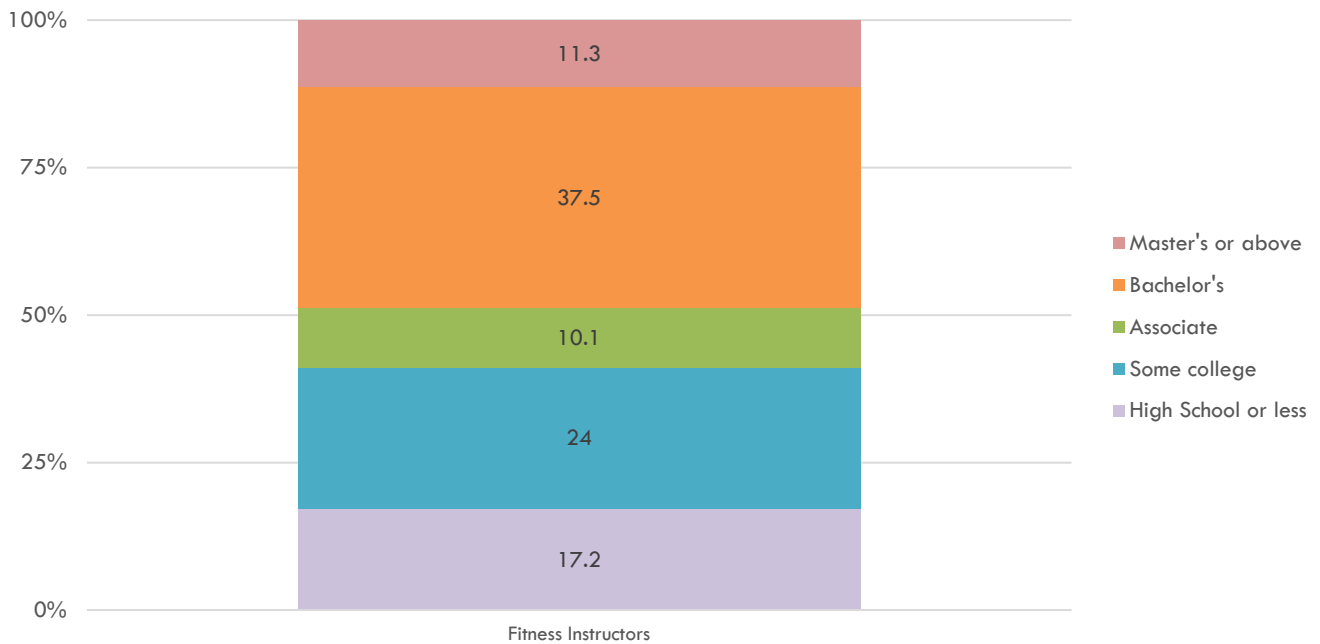
**Exhibit 8: Top county locations listed in fitness instructor job postings<sup>9</sup>**



## EDUCATIONAL ATTAINMENT AND SUPPLY

At the national level, the typical education required for fitness instructor jobs is high school diploma. Exhibit 5 breaks down the educational attainment percentages by degree type.

**Exhibit 5: Typical educational attainment for fitness instructors nationally<sup>10</sup>**



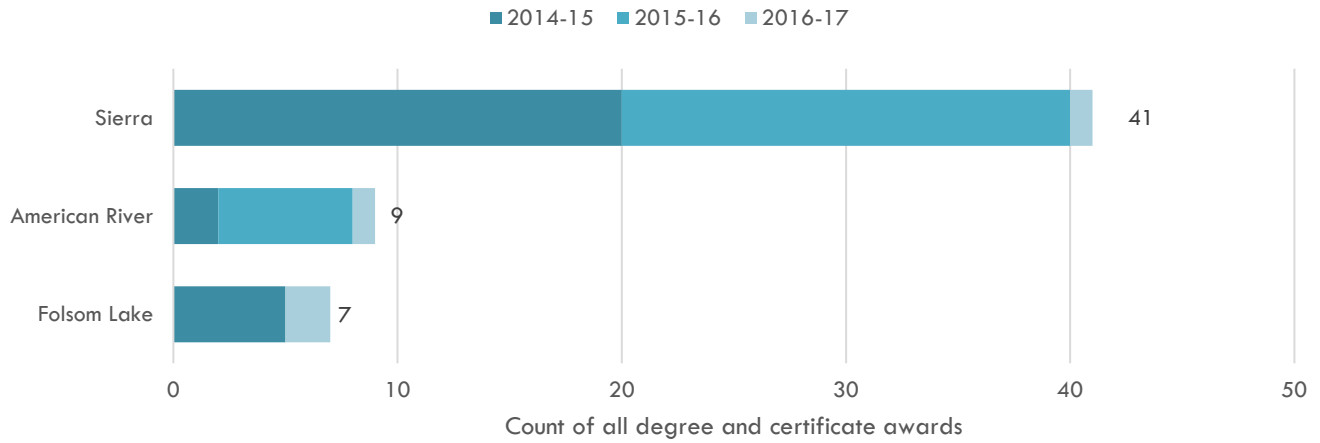
<sup>9</sup> Ibid.

<sup>10</sup> Current Population Survey, Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2014-2015, [https://www.bls.gov/emp/ep\\_table\\_111.htm](https://www.bls.gov/emp/ep_table_111.htm).

There is one Taxonomy of Programs (TOP) codes identified that relate specifically to fitness instructors: Fitness Trainer (0835.20). There are three schools in the North/Far North region that offer related training: American River College, Folsom Lake College, and Sierra College.

There were on average 24 awards earned by students each year over the past three years, all of which were certificates. Exhibit 6 shows the total number of awards by colleges during the past three academic years.

**Exhibit 6: Total awards conferred by Far North community colleges, 2014-2017<sup>11</sup>**



<sup>11</sup> COE Supply Tables, California Community Colleges Chancellor's Office DataMart, Integrated Postsecondary Education Data System (IPEDS).

## FINDINGS AND RECOMMENDATIONS

- The labor market has grown for fitness trainers and aerobics instructors in the Sacramento region, increasing from 2,200 jobs to 2,700 in the last 10 years. The sole occupation in the study has 450 projected annual openings over the next five years.
- Median wages are \$22 per hour for the occupation in the Sacramento region, below the living wage for a one-adult, one-child household in Sacramento County, but not bad.
- The occupation is solidly middle skill, with 35 percent of the existing workforce having some college or an associate degree. About half have a bachelor’s degree or above.
- Regional colleges produce about 25 awards in the related area on average annually. The count does not take into account four-year offerings in Kinesiology, or related disciplines. Sierra College, American River College, and Folsom Lake College all have related programs.

## RECOMMENDATIONS

- The COE recommends that ARC move forward with the program. Employment trends and wage levels provide supporting evidence for a new program, and there are few regional completions compared to the projected demand. The prevalence of bachelor’s degree-level workers currently working in the occupation indicate that an associate-degree-for-transfer, or other mechanism for transfer could benefit students.

COE Recommendation		
Move forward with program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# SUMMARY RECOMMENDATION (FOR RC APPLICATION)

- The COE recommends that ARC move forward with the program. Employment trends and wage levels support a new program, and there are few regional completions compared to the projected demand.

COE Recommendation		
Move forward with program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## APPENDIX A: SOURCES

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOLETA) O\*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

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