



## **Program Feasibility Statement**

### **New programs or substantial modifications**

**Consult with the following people or areas to properly fill out this form:**

- **Your Area Dean**
- **Articulation Officer**
- **Career and Technical Education (CTE) Dean**
  
- **Facilities**
- **VP Business**

**Originator Name:** Diego Ramirez/Lynnae Onishi

**Department:** Physical Education

**Programs of Study Name:** Fitness Trainer Certificate

**Degree type:** CTE Certificate

**Justification for Program of Study:**

It has been a long time goal to develop a CTE program in Personal Fitness Training that would include our existing partnership with the National Academy of Sports Medicine (NASM). Our partnership with NASM has been good but needs to evolve so that we can create opportunities to assist students with the cost to take the NASM personal trainer certification exam. With a certificate that defines a scope of study and internship, students can see a pathway to certification and employment that is faster to complete than an AA and allows them to begin entry level work in the local fitness industry.



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**Only fill out this section if you are a CTE program.  
Work with your area Dean**

#### **Career Technical Education (CTE)**

1. Why do we need this program? Attach Labor Market Information (LMI) data ([SCCRC CTE Program Recommendation Submission Process](#)) (enter answer here. You will need to request LMI from the Regional Consortia)

This certificate program will provide three attributes employers are looking for when hiring fitness professionals - knowledge, skills and experience. The program will prepare students with the knowledge to complete their personal training certification. The courses will build in skill acquisition that fitness trainers will use on the job. In addition, the internship component of the program will provide students with the experience employers are looking for in candidates. The internship will also connect students to local hiring managers and fitness business owners in the Santa Barbara area. In many cases, when someone completes a fitness certification they have the knowledge (they pass the written exam) but do not have the skills and experience to become gainfully employed. This program will provide that opportunity to students.

The Occupational Outlook Handbook from the U.S. Bureau of Labor Statistics indicates that employment of fitness trainers and instructors is expected to grow much faster than the average for all occupations with a projected growth of 14 percent from 2022 to 2032 whereas the projected percentage of growth during that time for all occupations is 3 percent. The U.S. Bureau of Labor Statistics outlines a number of explanations as to why the demand for fitness trainers is stronger than other sectors. Reasons listed include growth in employee wellness programs due to employers recognizing the benefits of health and fitness programs for employees, injury and illness prevention for aging baby-boomers, emphasis on exercise to combat obesity among all age groups, increased participation in yoga and pilates, particularly among older adults, and replacing employees as current employees exit the workforce and transition into retirement.

The Labor Market Information also reflects that the number of jobs for fitness trainers is expected to increase and that there is an undersupply of workers to meet the demand. In addition, there are only two other similar programs in our region; one at Cuesta College (113 miles away) and one at Moorpark

College (60 miles away). Students need a program that they can take locally and will connect them to local employers. A program at Moorpark or Cuesta will not give students that opportunity.

LMI Data attached.

2. Advisory Committee discussion: Where did the idea come from, who proposed it, what did the Advisory Committee think or recommend? **(enter answer here. Please include Advisory Committee meeting date)**

The idea for the Fitness Trainer certificate was proposed by Ellen O'Connor (Emeritus Professor) and Diego Ramirez. The program was designed to provide students a pathway to employment in the fitness industry faster than completing the current AA degree.

The Advisory Committee met on August 20, 2024. The advisory committee provided thoughtful comments regarding the employer survey and made recommendations regarding the feasibility statement. Recommendations included slight changes to the PSLOs, program requirements, and course description. Multiple committee members commented on the value that this program will provide. The committee recommended moving forward with the certificate program.

3. Regional Consortia recommendation - Approval date  
[\(SCCRC CTE Program Recommendation Submission Process\)](#)  
**(enter answer here)**  
TBD

4. Industry input - Employer survey  
**(enter answer here)**

The survey was sent to nine local fitness employers and one educator with an extensive background in fitness training. Nine of the ten survey recipients completed the survey. The employers included a university recreation center, a large multi-chain club, smaller boutique fitness studios, local health clubs, and a company that hires fitness trainers for corporations, hotels and on-demand requests.

We asked the employers eight questions regarding the proposed certificate program. Some questions were in regards to what we proposed to include in the certificate program. Others asked what they think we should include. One question we asked was, "what skills do you think students should acquire through the program?" We received very insightful responses regarding both academics (anatomy and physiology) as well soft skills (communication, cues, instructional technique, and motivational skills). Another question we asked was, "what qualifications do you look for in your candidates?" This was also insightful and included responses such as, passion to want to help people, professionalism, communication skills, mentorship skills, customer service, and willingness to learn.

Employer survey attached.



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**Work with Laura Castro, Articulation Officer,  
to complete the below section**

#### **Narrative Item 1: Program Goals and Objectives**

- 1st paragraph Goals and Objectives
- 2nd paragraph is Career Opportunities

##### **Goals and Objectives:**

- Equip students with the knowledge, skills, and experience sought by employers in fitness professionals.
- Prepare students to successfully complete their personal training certification.
- Acquire job specific skills that fitness trainers can apply in their professional roles.
- Provide students with valuable internship experience to enhance their job prospects.
- Connect students with local hiring managers and fitness business owners in the Santa Barbara area.
- Bridge the gap between certification and employability by offering comprehensive training that includes both theoretical knowledge and hands-on experience.

##### **Career Opportunities:**

The Occupational Outlook Handbook from the U.S. Bureau of Labor Statistics indicates that employment of fitness trainers and instructors is expected to grow much faster than the average for all occupations with a projected growth of 14 percent from 2022 to 2032 whereas the projected percentage of growth during that time for all occupations is 3 percent. The U.S. Bureau of Labor Statistics outlines a number of explanations as to why the demand for fitness trainers is stronger than other sectors. Reasons listed include growth in employee wellness programs due to employers recognizing the benefits of health and fitness programs for employees, injury and illness prevention for aging baby-boomers, emphasis on exercise to combat obesity among all age groups, increased participation in yoga and pilates, particularly among older adults, and replacing employees as current employees exit the workforce and transition into retirement.

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## **Narrative Item 2. Catalog Description**

The Fitness Trainer Certificate of Achievement prepares students to obtain the knowledge, skills and experience employers are looking for in fitness trainers. Topics will include health and fitness concepts, nutrition, assessments, program design and instruction. The program also provides hands-on opportunities for students to gain experience. Students will be prepared for a Certified Personal Trainer exam and employment in the fitness industry.

### **Program Student Learning Outcomes:**

1. Assess client needs, goals, fitness and health history to design a safe and effective exercise program.
2. Apply training principles to progress and regress exercises based on client needs and wellness.
3. Explain exercise principles and integrate them into programs.
4. Explain general nutrition concepts within scope of practice and assist clients in learning the role of nutrition for health and performance.



## Program Feasibility Statement

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#### Narrative Item 3. Program Requirements

New or Existing course	Course Number	Course Title	Units	Sequence
Core Courses				
Existing	BMS 100 Or BMS 107 & 108	The Human Body or Anatomy & Physiology	4/8	Fall or Spring (1 or 2)
Existing	HE 213	Concepts in Health and Physical Fitness	3	Fall (1)
Existing	PE 143	Integrated Training	1.5	Fall (1)
Existing	HE 110	Sports Nutrition	3	Spring (2)
Existing	HE 220	Fundamentals Of Exercise Testing And Fitness Instruction	3	Spring (2)
Existing	PE 295	Internship	2	Spring (2)

#### Which courses will require new sections to be added to the Schedule?

Course	How many sections will be added
N/A	N/A



**Program Feasibility Statement**  
New programs or substantial modifications

Work with your area Dean and Facilities  
to complete the below section

## **Program Feasibility**

**Projected Annual Completers for program:** 25-30 enrolled, with 75% completion

**Student Selection and Fees:** N/A

**Program included in District Master Plan:** Yes. Additional narrative attached.

### **Staffing**

**Estimated FTE Faculty Workload:** 1 FTE

**Number Of New Faculty Position:** 0

**New Classified Positions:** 0



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**Facilities:** When applicable, consult with Facilities and VP, Business

**Estimated New Equipment Cost: N/A**

**Cost of New/Remodeled Facility: N/A**

**Facilities and Equipment Plan:** We will use existing facilities and equipment.

**Estimated Library Acquisition Cost: N/A**

**Library and/or Learning Resources Plan: N/A**

### **Licensing**

**Licensing or Accreditation Standards: N/A**

**Approval of Licensure Board required: N/A**

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Additional Narrative Per [2022 PROGRAM AND COURSE APPROVAL HANDBOOK](#) p. 97:

**Limitation on Enrollment for PE 295:** Completion of two courses in the Physical Education department at SBCC prior to enrolling in an internship course. Advise prior completion of HE 213 and PE 143.

**Course Advisories for BMS 108:** BMS 107, CHEM 101 or CHEM 104

**Master Planning** – describes how it fits in the mission, curriculum, and master planning of the college and higher education in California

This certificate program fits into the mission, curriculum and master planning of SBCC and higher education in California.

This program will provide an opportunity for students to advance their career, complete a certificate and/or work towards an AA or transferable degree to a 4-year institution. These are all aspects of the mission of SBCC. This program will also provide an inclusive and equitable learning environment and foster connections in the local business community. The certificate program will also fit into the existing curriculum as it provides a pathway to an AA and utilizes the courses that are currently being offered. We foresee this certificate driving up enrollment for our existing classes as we hope it will draw new students to SBCC. This program has been included in our program review goals for the last two cycles.

The mission of California Community Colleges “is to provide students with the knowledge and background necessary to compete in today’s economy.” This certificate program will provide the knowledge, skills and experience for students to enter the workforce in the fitness industry.

**Place of Program in Curriculum/Similar Programs** – how it fits in college’s existing program inventory  
The Fitness Trainer Certificate will add to the certificates that SBCC currently offers. In addition, students that choose to continue on the path to an AA will have several courses completed for the Physical Education, AA: Athletic/Personal Fitness Training.

**Similar Programs at Other Colleges in Service Area** – justification of need for program in the region.  
There are no programs in our county. There is one program in Moorpark located 60 miles from our campus and one at Cuesta located 113 miles from our campus.

*South Central Coast Regional Colleges:*

Allan Hancock - None

Antelope Valley - None

College of the Canyons - None

Cuesta College - Exercise Science - Fitness Professional Certificate of Achievement (113 miles away)

Moorpark College - Exercise Science Fitness Specialist Certificate of Achievement (60 miles away)

Ventura College - None

Oxnard - has a pre-health professions certificate mostly geared towards medicine