

**APPLICATION FOR PROGRAM APPROVAL:  
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED**

College Name: Santa Ana College  
 Contact Name: Brian Sos, Assistant Professor and Chair of Kinesiology  
 Email & Phone Number: [sos\\_brian@sac.edu](mailto:sos_brian@sac.edu); 714-564-6909  
 Please check the box below to reflect the program status:

**NEW PROGRAM**                       **SUBSTANTIAL CHANGE**                       **LOCALLY APPROVED**

<i>SECTION</i>	<i>DESCRIPTION</i>
1.SP02 Program Award Associate in Science or Certificate of Achievement	Certificate of Achievement
2.Program Title	Fitness Specialist
3.Program Goal CTE or CTE & Transfer	CTE & Transfer
4. SP01: Program TOP code	0835.20
5.Effective Date:	Fall 2014
6.a. Units for Degree Major or Area of Emphasis (Minimum) 6.b. Units for Degree Major or Area of Emphasis (Maximum)	21.5-23.5
7.a. Total Units for Degree (Minimum) 7.b. Total Units for Degree (Maximum)	21.5-23.5
8.Annual Completers	10
9.Net Annual Labor Demand (CTE Only)	250
10.Faculty Workload	1.92
11. New Faculty Positions	0
12. New Equipment	52,766
13. New/Remodeled Facilities	10,000
14. Library Acquisitions	0
15. Program Review Date	October 2016
16. Gainful Employment	X Yes O No
17. Apprenticeship	O Yes X No
18. Distance Education	<input type="checkbox"/> Hybrid X 0-49% <input type="checkbox"/> 50-99% <input type="checkbox"/> 100%
19. CTE Regional Consortia Approval	O Yes O No
20. District Governing Board Approved	O Yes O No—Not Yet, but CIC approved on 5/13/13; will be submitted to Board on 12/6/13
21. District Governing Board Approval Date	

**NARRATIVE TEMPLATE  
(for Traditional Degrees and Certificates)**

**Program Title:**       **Fitness Specialist**  
**College:**           **Santa Ana College**  
**Contact:**           **Brian Sos, Assistant Professor and Chair of Kinesiology**

**Item 1: Programs Goals and Objectives**

**Program Goal:**

The goal of the Fitness Specialist Program is to prepare students for employment in the fitness industry by combining a science-based academic foundation with an abundance of experiential learning.

**Student Learning Outcomes:**

1. Students will be able to identify muscle groups and joints then relate that knowledge to the production of a variety of fitness, sport, and recreational movements.
2. Students will be able to select, execute, interpret, and communicate results from various fitness assessment field tests based upon, age, gender, fitness level, and cultural differences.
3. Students will be able to design a health-related or performance-related program for apparently healthy individuals and several special populations.
4. Students will be competent at leading personal training sessions as well as a variety of small and large group exercise activities.
5. Students will be able to express the scope of their practice and identify a market niche based upon their personal strengths and interests.

**Program Objectives:**

1. 70% of the students who identify the Fitness Specialist Certification as their primary or secondary goal will complete the Certificate of Achievement.
  - a. Assessment: Certificates awarded. Course success & completion rates.
2. 95% of the students who qualify for the Fitness Specialist Internship will be placed in a professional setting consistent with their fitness trainer objective.
  - a. Assessment: Rate of internship placement and student satisfaction survey.
3. 80% of the students who complete the Certificate of Achievement will pass a national fitness trainer examination such as ACE or NASM.
  - a. Examination of completion rates (self-report, surveys)
4. 50% of the students who complete the Certificate of Achievement will find employment within 6 months of graduation.
  - a. Jobs obtained survey (self-report, surveys).

## Item 2: Catalog Description

The Fitness Specialist Certificate program prepares students for employment in the fitness industry by combining a science-based academic foundation with an abundance of experiential learning. Students gain knowledge of Kinesiology principles while developing fitness assessment, exercise leadership, and individual & group exercise programming skills. The program is designed to be completed within 9 months but includes transferrable coursework for students seeking to further their education in Kinesiology-related fields. Upon completion, graduates of this program should expect to seek the appropriate National Certification before finding careers working in health clubs, country clubs, fitness or recreation centers, gyms, hospitals, universities, yoga and Pilates studios, resorts, and/or as entrepreneurs.

## Item 3: Program Requirements

<b><u>Fall Semester</u></b>	
KNPR 201: Movement Anatomy (Lec.-transferrable)	3
or BIOL 239: General Human Anatomy (Lec-Transferrable)	or 4
KNPR 203: Intro to Exercise Physiology (Lec.)	2
KNPR 211: Practicum in Fitness Assessment I (Lab)	0.5
KNPR 205: Techniques of Exercise Leadership (Lec./Lab)	1.5
KNHE 104: Nutrition and Fitness (Lec.-transferrable)	2
or Nutrition 115 or Nutrition 115H (Lec-Transferrable)	or 3
KNFI 101: Personal Fitness Evaluation (Lab)	1
Proposed Fall Semester Units	10-12
<b><u>Spring Semester</u></b>	
KNPR 207: Techniques of Weight Training (Lec.)	2
KNPR 213: Practicum in Fitness Assessment II (Lab)	0.5
KNPR 209: Exercise for Special Populations (Lec.)	2
KNPR 101: Introduction to Kinesiology (Lec.)	3
KNHE 107: CPR - transferrable	2
KNPR 215: Fitness Specialist Internship	1
<b><u>Select 1 of the following fitness courses:</u></b>	
KNAC 140: Karate	1
KNAC 150: Hatha Yoga	1
KNAC 155: Self-Defense	1
KNAC 170: Yoga	1
KNAC 235: Speed and Agility	1
KNAD 211A: Beginning Adapted Aquatics	1
KNAD 211B: Intermediate Adapted Aquatics	1

KNAF 143: Extreme Fitness	1	
KNAF 144: Cross Training	1	
KNAF 146A: Beginning Stability Ball	1	
KNAF 146B: Intermediate Stability Ball Training	1	
KNAF 150: Stretch, Flex and Tone	1	
KNAF 156A: Beginning Cardio Kickboxing	1	
KNAF 156B: Intermediate Cardio Kickboxing	1	
KNAF 157: Cardio Pump	1	
KNAQ 204: Lifesaving	1.5	
KNFI 126A: Beginning Upper Body Power Development	1.5	
KNFI 126B: Intermediate Upper Body Power Development	1.5	
KNFI 126C: Advanced Upper Body Power Development	1.5	
KNFI 127A: Beginning Lower Body Power Development	1.5	
KNFI 127B: Intermediate Lower Body Power Development	1.5	
KNFI 127C: Advanced Lower Body Power Development	1.5	
KNFI 147A: Beginning Weight Training	1	
KNFI 147B: Intermediate Weight Training	1	
	Proposed Spring Semester Units	11.5-12
	Total Units	21.5-23.5

**Required Core Total: 20.5-22 units**  
**Total Units: 21.5-23.5 units**

#### **Item 4: Master Planning**

The Mission of the Santa Ana College Kinesiology Division is to prepare students for degree attainment, transfer, or employment through the rigor of our degrees, certificates, and Intercollegiate Athletic programs. We empower all students with knowledge to make healthy lifestyle choices and competence in many movement-based skills through a diversified general education offering of health, fitness, and sport classes. We value partnerships with students, campus programs, and the business community that promote sport, physical activity, and skilled movement for optimum personal health and strong communities.

The Mission of the Kinesiology Division is clearly and directly tied to the college's mission. During the program review process, Kinesiology faculty discussed our long standing success in contributing to college goals through general education courses as well as high rates of transferring student athletes. Consequently, we determined that an area for program improvement was certificates and workforce development.

The Fitness Specialist Program is developed to contribute to the mission of the college as well as serve the interests and needs of our students and community workforce. Labor market statistics indicate that employment for fitness instructors is expected to grow much faster than the average; 24% from 2010-2020.

Fitness workers should have excellent opportunities for finding work due to continued job growth in health clubs, fitness facilities, youth sports academies, and entrepreneurial endeavors. In fact, regional labor market information (LMI) shows a need for 302 annual openings. Median annual wages of fitness trainers and aerobics instructors in the Los Angeles / Orange County area is \$40,047 (based on 2012 wages); however, self-employed trainers and those with advanced degrees often earn greater than \$60,000 per year. When considering that trainers rarely receive on the job training, certification and experience are critical to obtaining a job. They are expected to know how to do their jobs when they are hired. Therefore, the program is designed to provide an abundance of experiential learning while preparing students for the American Council on Exercise (ACE) and/or National Academy of Sports Medicine (NASM) certification exams as indicated by the program level student learning outcomes (SLOs) and goals/objectives (referenced in Item1).

The Kinesiology department currently has facilities and equipment to deliver this program immediately. Included in facilities are open gymnasiums for large groups exercise, a fitness center for circuit training experiences, a fitness analysis laboratory for classes and service learning experiences, and a variety of athletic facilities and teams for sports assessment and conditioning leadership opportunities. We also have a 1500 square foot classroom that is being re-envisioned. This facility is being designed to meet the growing trend whereby fitness specialists are establishing small businesses. The concept of a small “studio” has come back and the trend is to provide small group activities for targeted populations. Well-designed studios utilize Universally Design Principles to meet the needs of a diverse clientele. For instance, a fitness specialist may condition 3-4 seniors with chronic conditions and special needs from 2-3:30 pm the train 5 high school athletes from 5-6pm. The facility needs to be adaptable in terms of equipment, lighting, and music to create a “work-out experience” and provide entertainment; part of the growing trend. The facility is also being designed to meet student demand for experiential learning; opportunities for supplemental instruction, peer-led classroom assignments, and service learning to reinforce theory through practice.

### **Item 5: Enrollment and Completer Projections**

The Fitness Specialist program is strongly supported by the enrollment and completer projections. The program anticipates graduating 20 students within two years and 50 students within 5 years. Below reflects the number of students enrolled in the existing required core courses.

		<b>Fall 2011-Summer 2012</b>		<b>Fall 2012-Summer 2013</b>	
Course Department #	Course Title	Annual Sections	Annual Enrollment Total	Annual Sections	Annual Enrollment Total
BIOL 239	General Human Anatomy	19	392	19	314
KNHE 104	Nutrition and Fitness	8	233	7	160
NUTR 115 (H)	Nutrition & Honors Nutrition	6	221	7	258
KNFI 101 (A,B,C)	Personal Fitness Evaluation (I,II,III)	1	35	2	60
KNPR 101	Introduction to Kinesiology	0	0	3	75
KNHE 107	CPR	7	115	7	114

## **Item 6: Place of Program in Curriculum/similar Programs**

There are no active inventory records that need to be made inactive or changed in connection with the approval of this proposed program. The proposed Fitness Specialist Certificate of Achievement program will not replace any existing program on the college's inventory. Santa Ana College currently offers an Associate of Arts for Transfer in Kinesiology and an Associate of Arts degree in Kinesiology as well as certificate programs in Kinesiology Coaching and Kinesiology Sports Medicine.

Many of the courses required to complete this certificate are existing courses which are presently included in various combinations as requirements to obtain other degrees and certificates. Moreover, these courses facilitate the development of knowledge and skills beneficial for continued study in the field of Kinesiology. The proposed Fitness Specialist Certificate of Achievement program will create new opportunities for students who wish to learn both a science-based academic foundation with an abundance of experiential learning.

## **Item 7: Similar Programs at Other Colleges in Service Area**

Within the college service area, there are five colleges which offer similar programs—Cerritos, Cypress, Fullerton, Irvine Valley, and Orange Coast. I have spoken with Dr. Carry Gleckner-Edwards (Faculty at Cerritos College), Diane Henry (Dean/Athletic Director of Cypress College), Dr. Susan Beers (Dean of Physical Education at Fullerton College), and Keith Shackelford, (Dean of Health Sciences, PE and Athletics at Irvine Valley College). Everyone was supportive and no one voiced any objections to the development of our proposed Fitness Specialist Certificate since there were several differences.

At Cerritos College, one of the clear differences is that their certificate includes a Fundamentals of Business class. This was discussed on our campus and we are currently working with the Business Division and several other disciplines by exploring the possibility of a Small Business Owner add-on certificate that focuses on the delivery of materials within the context of the specific career pathway. The discussions have been focused on applying theory and principles to intra-discipline activities as well as cross discipline activities.

The difference in unit value is apparent at Cerritos, Orange Coast, and Irvine Valley. While 3 unit courses appear to be favorable for transfer as elective units, the focus of our proposed program is to balance theory with an abundance of experiential learning. We believe chunking of information into 2 unit classes reduces theory down to essential components of fitness training necessary to perform the job as well as prepare for national examination. In addition, this frees up the workload so students can complete student service learning hours and cooperative learning activities which are essential to job skills development.

Still another difference with the programs at Cerritos, Fullerton, Orange Coast, and Irvine Valley is the lack an Introduction to Kinesiology (C-ID = KIN 100). After consulting with the undergrad advisor at CSU Fullerton, we decided to include this course. This course facilitates the career building process and possible transfer to the Kinesiology major for students who find their path and decide to continue their education after finding a job. Finally, the Cypress College Aerobics Instructor program lacks the rigor of the science-based understanding of human movement to draw comparisons.

The Fitness Specialist Certificate program is designed after a model common to the San Diego area. The emphasis is on the scientific foundations for fitness leadership; however, there are differences in the

philosophy and direction that may make ours a stronger program with greater success. After consultation with the advisory committee and students' input, two thematic concepts arose. First, students reported that they desired hands-on experiential learning opportunities. We incorporated 154 laboratory hours into the 9 month program. In addition, students will have 20 hours per semester of student service learning opportunities that they can match to their employment interest areas. The intent is for graduates to have 194 hours of hands-on experience when they apply for their first job in the market. Second, the advisory committee recognizes current trends in the fitness industry and is committed to creating an environment that promotes entrepreneurial endeavors. While the proposed program is designed to meet the foundational needs of a fitness trainer, we are discussing add-on certifications and specializations focused around small business promotion.

## Supporting Documentation – Labor Market Information & Analysis

### Center of Excellence

Serving LA and OC  
 Hosted at Mt. San Antonio College  
[www.coeccc.net](http://www.coeccc.net)

### Occupations

LA + OC

Dataset Version	2013.3 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2013 - 2018
Counties	
Los Angeles, CA (6037)	Orange, CA (6059)

SOC	Description	2013 Jobs	2014 Jobs	2015 Jobs	2016 Jobs	2017 Jobs	2018 Jobs	2013-2018 Change
39-9031	Fitness Trainers and Aerobics Instructors	9,062	9238	9400	9546	9684	9791	729

SOC	Description	2013-2018 Job Openings	Avg. Annual Openings	Avg. Hourly Earnings	Education Level
39-9031	Fitness Trainers and Aerobics Instructors	1,508	302	\$21.67	Postsecondary non-degree award

According to the Labor Market Information listed above and provided by the Center of Excellence, the projected yearly openings for Fitness Trainers and Aerobics Instructors for Los Angeles and Orange counties (2013-2018) are 302. While reviewing the Chancellor's Office Data Mart for historical completion rates for the community colleges in Los Angeles and Orange counties, the highest number of completions over the past five years for programs with a TOP code of 0835.20 Fitness Trainer was 52 (2009-2010). Therefore, 302 minus 52 would result in a Net Annual Labor Demand of 250 jobs.



## Supporting Documentation – Advisory Committee Recommendations

The committee is made up of employers, discipline faculty, entrepreneurs, and others qualified to provide guidance in developing and reviewing the program and who will hire completers of the program.



**SANTA ANA COLLEGE DIVISION OF KINESIOLOGY**

Mon., Oct 7, 2013, 7:00pm – 8:00pm, Room F-126

### ~FITNESS SPECIALIST PROGRAM ADVISORY COMMITTEE AGENDA~

Members Present: B. Sos, R. Robledo, K Oberle, M. Kelly, J. MacDonald

The mission of Rancho Santiago Community College District is to provide quality educational programs and services that address the needs of our diverse population.

The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological, and workforce development needs of our diverse community. Santa Ana College provides access and equity in a dynamic learning environment that prepares students for transfer, careers, and lifelong intellectual pursuits in a global community.

The Mission of the Santa Ana College Kinesiology Division is to prepare students for degree attainment, transfer, or employment through the rigor of our degrees, certificates, and Intercollegiate Athletic programs. We empower all students with knowledge to make healthy lifestyle choices and competence in many movement-based skills through a diversified general education offering of health, fitness, and sport classes. We value partnerships with students, campus programs, and the business community that promote sport, physical activity, and skilled movement for optimum personal health and strong communities.

#### A. Approval of Agenda

#### B. Introductions

##### i. Advisory Committee Members

- i) Kelly Oberle, Entrepreneur, CorePlus Training. 1-949-633-9595
- ii) Elizabeth Toumajian, M.S, Goodwill Fitness Center Manager 1-888-623-4823
- iii) Mark Kelly, Ph.D., CSCS, Exercise Physiologist, Entrepreneur and American Council on Exercise Instructor, 1-949-302-0023
- iv) Ray Robledo, Academic Counselor/Professor, Santa Ana College. 1-714-564-6126
- v) Julie MacDonald, Professor of Exercise Science, Santa Ana College. 1-714-564-6922
- vi) Brian Sos, Ph.D., Santa Ana College Kinesiology Division Chair, ACE Advanced Health and Fitness Specialist, 1-714-564-6909

#### C. Special Reports/Information (including, but not limited to: Administration, Classified Staff, Associated Students)

- i. : No report

## D. New Business

### i. Program Overview

- (1) Program's relation to the Department's Mission
- ii) Finalized program Student Learning Outcomes (SLO) & Goals/Objectives
- iii) Finalized Program Curriculum

### ii. Action Item: Final Approval of Fitness Specialist Program

- i) Motion to approve the Fitness Specialist Program (J. MacDonald / R. Robledo, vote 5-0-0)...  
Motion approved.

### iii. Informational Items:

- i) LOWDL
- ii) W-106: Creating a community of learners.
- iii) Program Start Date / timeline for initial cohort of interns
  - (1) Fall 2014. This gives ample time to develop curriculum support needs and recruit the first cohort of students.

## E. Future Agenda Items

### i. Facilities Development.

- i) Committee agreed that teaching students to embrace an entrepreneurial philosophy as well as being prepared to work with a diverse client base is the key to their long success. Current trend in the industry is small group exercise and creating entertainment (Les Miles). Clients are not just seeking great workouts, but they want to pay to be entertained. Committee opened discussions about how to create a motivating, entertaining environment that can adapt to the diverse needs of a variety of potential client cohorts.

### ii. Distance Education

- i) The potential for online learning is an option. However, at this time and given the experiential learning philosophy of this program, the committee believes that face-to-face courses will better serve the needs of our cohort and program philosophy.

### iii. Internships

- i) The director, B. Sos, will continue to build rapport with local businesses having varying models (entrepreneurs, corporate wellness, recreational facilities) to ensure students interests can be matched to the appropriate internship experience.

### iv. Business success skills

- i) K. Oberle and R. Robledo reiterated the importance of business success skills. The group agreed this warrants more discussion and some innovation in collaborating with the Business Division.
- ii) Committee discussed the notion incorporating business skills with any layered certificates (see below)

### v. Layered Certifications

- i) The Fitness industry is attempting to meet many of society's health and fitness gaps. There are many populations who are underserved and opportunities for Fitness Trainer are abundant. Once a student has completed our core curriculum and established a foundation for their certification, it is common for trainers to seek specialization and further certifications. The committee agreed to explore these avenues and discuss layering our certificates to provide continued professional development.

## F. Old Business

G. Announcements (for the good of the order, 1 minute time limit each)

H. Next Meeting: TBD

**Summary:**

The advisory committee recognizes current trends in the fitness industry and is committed to creating an environment that promotes entrepreneurial endeavors. While the proposed program is designed to meet the foundational needs of a fitness trainer, we are discussing add-on certifications and specializations focused around small business promotion. Continued development of our facilities to prepare our students for entrepreneurial endeavors is what is being recommended by our advisory committee.