

MINUTES
Fitness & Yoga Certification Advisory Committee Meeting
Time 12:00-1:30 pm
Date: Friday April 26th, 2024
Place: Zoom Conference

Voting Members in Attendance: Maythe Ortiz, Jan Blalock, Priyanka Varma, Elise Swad, Brett Livingstone

Staff in Attendance: Venona Orr, Tara Jacobson, , Ameya Bela, Carrie Stillman, Andrea Thomas, Jenny Latourette, Kim Kinahan, Nicole Martinovich, Rachel Smith, Matt Markovich

Guests: Meghan Rhodes, Monica Anderson, Sam Rogers, Danielly Rocha-Lanter, Meghan Rhodes, Hector Sanchez, Gretchen Iniguez, KD McComb, Liz Pires

Was there a quorum X Yes No

- Call to Order: Meeting called to order at 12:02pm
- Welcome/Introductions: Venona
- Approval of Minutes of Last Meeting – approved by Tara Jacobson.

New Business/Discussion

Fitness/Health Coach Certificate Approval

- Venona- Program was approved and will be starting Fall 2024. We needed to revitalize our Fitness, Nutrition and Health Certificate and decided to partner with a highly respected national organization, the American Council of Exercise (ACE). Our prior certificate was well respected in the job community, but we needed to do more to increase enrollment and set students up to take a national certification when they finished. The certificate is a little smaller than before at 20 units so students can finisher faster. . It has many of the current classes with the addition of the Health Coach class. We will be using ACE manuals as well as the current Anatomy book. Students will be able to sit for the ACE Personal Trainer, Group Fitness Instructor and Health Coach exams. Shared screen to show the required classes being offered, units and electives. We think the Health Coach class will be popular with former FNH Certificate holders.

We will be doing increased outreach and marketing this summer and welcome any ideas you have.

SWP and Perkins Grant Requests

- Tara – We are grateful for our career education funding that allowed us to get all of our Pilates equipment. We have 14 reformers, 16 chairs, 2 Cadillac/Trapeze tables, 1 combo reformer/trapeze, platform extenders for our Allegros and Y loops for every single reformer tower combo, more arcs and the sitting box lights.

For this round we are asking for money for guest speakers who can talk to our students about what it is like to work in the industry. Tara, Carrie and Jenny all work in the Pilates industry but it is important to bring more voices.

We also asked for a grant to fund test vouchers for the Fitness and the Pilates students. Students can take them for the National Exams for Pilates, ACE for Fitness and Health Coach. We do not want the cost of the exams to be a barrier for students. We have brought down the cost for students by having the programs at SRJC and will try to make SRJC Petaluma a testing site. We also asked for money for a cover for the Outdoor Fitness Court that will allow us to use it during inclement weather.

Pilates Certificate Program Update and Industry Panels

- Carrie: After 30 years of teaching, this was an amazing thing to be involved with. We developed and organized the content so it will be easier moving forward. Surprised at how popular Pilates is today.
- Jen: Our presence in the Pilates community is growing. We have a lot of interest from teachers and students. The program is filling a niche in the industry by inviting in college students and making it accessible. Excited to see growth in 3 and 5 years. Thankful for the funding for equipment. It takes a good team to make this happen.
- Tara: We have been reaching out to the Pilates community to form a community connection and bond with our program and everyone else. We had an industry panel in a class I taught so students can ask questions about teaching, getting hired and expectations. Some studios have made special offers to the students, and it is a strong community connection. We will keep building partners within the industry for our students. For our Advisory Board members and guests, we want our industry partners to keep advising us on how to continue to revise our programs. Venona also had an industry panel in her program.
- Priyanka: Kaiser members have access to discounted classes through them.

Yoga Class Modality Changes

- Ameya: Yoga program is moving back to Campus and in person for the weekend classes. The anatomy, philosophy and teaching methodology classes will be held online in the evenings. Had to wait until fully online students completed their courses.

Community Outreach

- Tara: already covered much of above. Mat and Apparatus in Fall, Reformer in Spring and Methodology and Principles in the summer. The program already has over 100 inquiries, and we may offer a double section of something at some point. We will meet the demand and it will taper down, and we will adapt.
- Venona: I have been contacting many businesses just starting in Petaluma. Many of them have never heard of us and are excited about our programs and being industry partners. They want to be involved and updated.

Updates

Community Updates

- Brett: Just opened another gym 7 weeks prior. Another one to start building in 7 weeks is Base Camp Fitness. It is a direct competitor to Orangetheory and maybe F45. Its clubs are always hiring. The 5 Anytime Fitness' have 75 employees and 15 in Base Camp and are always hiring.
- Jan, Parkpoint: Two beautiful group exercise studios and one has been remodeled to have a rubber floor and a lot of equipment moved in for HIIT classes in particular. Partnering with Technogym and utilizing Team Beats. It was just delivered and will be used in practice classes next week. You can make pre-programmed workouts to use on 3 big screens on the wall that are instructor led or can be done by members. HIIT and a lot more high intensity strength workouts have been really big. Want to make things available for people that maybe can't make normal classes.

We have an older population in general but have had an influx of older adults, so we added more senior classes that are geared towards people with mobility issues. Some cannot get down to floor. More classes in the pipeline for that population.

Also Fit over 50 for very active adults. Need more Pilates mat and reformer instructors. The new room is set up and will be running new class with staff next week.

Dance classes are still well attended but it has gone down. Our HIIT and strength classes have wait lists. Pilates, Yoga, Aqua and cycle also very busy. Trying to attract a younger demographic.

Brett: Just need the right instructor.

Danielly, Danielly's Fitness; Always looking for trainers to go to people's homes or train online. Turning away clients in homes because they don't have enough trainers. Trainers need to be really creative with the equipment they have. We will train them. Also looking for subs.

Monica: Does Pilates training in client's homes and on Zoom for clients with their own equipment. Instructors can learn to be creative. After Covid, people do more at home using whatever they have. Same thing with yoga. There is a real market for this kind of training.

Tara: When we came back after Covid, we offered our classes Hyflex (in person and online same time). Our student teachers learned online. We need to continue talking about it as it is popular.

We can't do the Pilates online because of the necessary equipment, but if a studio let the student use their equipment and has a big screen, it may be a possibility and would take a little more coordination.

Andrea: Love the idea of strengthening partnerships with industry and giving students an alternate way to access program. I emphasize a lot about virtual and video instruction in my program, and my classes are all a mix of zoom and in person. Could we get a grant to fund equipment if students have space?

Tara: Great idea. We will definitely mark that down and look into it.

Rachel: Unofficially, it would not be considered unless it is in an application.

Sam, Club Pilates: Need to find a way to make it appealing to the place students would be accessing equipment. For example, students sign an agreement to teach in that space. Club Pilates is always looking for equipment.

Brett: You can generate revenue on off time. You get first ask of instructors and open yourself up to a larger member base.

Venona: I travel for one client, have one on Zoom and the rest in my studio. With travel time, the price increases greatly, and my availability decreases. I think it is important we give students opportunities to learn all these different modalities to teach.

KD: Continuing with free drop-in classes. Sharing knowledge with YTT students on injuries, elders and somatic awareness. Also creating cultural competency and language skills. Learning some Sanskrit translations and the cultural connections. Also had field trips to the Petaluma Shi Shakti Temple Shivrati. Working on a possible collaboration with them for a Sanskrit workshop. Had an amazing workshop leading up to Earth Day and did outdoor yoga. Also working with improv and yoga.

Monica: I also teach Yoga teachers and my passion is teaching sutras. How to apply them to people's lives is an ongoing class I have. Would love to offer teaching sutras for any program.

- Pilates Certificate Program – covered above

- **Yoga Certificate Program**
Ameya: Would be interested in what Monica is offering. Have had some really great guest speakers that have assisted the program greatly. Topics such as storytelling, Ayurveda, business marketing or philosophy. If anyone has any expertise, I would like to connect.
- **Outdoor Fitness Court Launch**
We had a small but very enthusiastic crowd. We did a circuit demo to show one way of utilizing the court. We are encouraging our Open Gym students to use it and get more people out there. We have a few TAs for the Fall that will allow us to have one of us in the gym while another is outside. Hoping we will soon have a shade cover.
- **Kim Kinahan, Work Experience: Handshake is SRJC's online internship and job board.** Great place to post your opportunities. Social work and health services has a canvas shell the house all their announcements. It might be something for us to consider for our programs.

We have a change in hours to unit requirement for the internship or practicum at the college. They are now required 52.5 hours for one unit. That is about 3 hours per week. Most internships are unpaid. Some schools are providing a one-time payment to the student when they are doing the internship. May be the employer or grant funding. Would appreciate any knowledge on that kind of funding that can offset some costs for the student.

New change in regulations is credit for prior learning. Professionals may want to come back and upskill. We can be creative and innovative to help this community forward. I am a resource for internship questions.

Rachel: We do not currently have the program that gives out the one-time payment during internships. We have been hearing and brainstorming about it. We are in the planning stages of the Learning Aligned Employment Program, and we are starting to look for employers who are hiring interns. Depending on whether you are a nonprofit or a for profit organization, that would determine the percentage of reimbursement the grant program would be able to provide for an eligible student to serve as an intern for you. Megan Rhodes is the contact. Just to let you know we do have this program and some in this room may be interested.

- **Celebrate CE**
Venona: It is the night before graduation, and it is a ceremony to celebrate all the certificate awardees. It can be more fun than graduation. It is a great way to bring together the students who have gone through the certificates. One of two of the instructors are usually there as well.

Meeting was adjourned at 1:07 pm.