

MINUTES
Fitness & Yoga Certification Advisory Committee Meeting
Time 12:00-1:00 pm
Date: Friday October 25th, 2024
Place: Zoom Conference

Voting Members in Attendance: Jan Blalock, Brett Livingstone, Barbara King (proxy for Priyanka Varma) Andrea Thomas (proxy for Maythe Ortiz)

Staff in Attendance: Tara Jacobson, Ameya Bela, Christy Murphy, Mackenzie Galindo,

Guests: Monica Anderson, Andrea Anderson, Barbara King, Kali Ma, Amber Fitzgerald, KD Long, Jennifer Perez, Sequoia Wright-Medina. Mitchell Kauk

Was there a quorum Yes No

- Call to Order: Meeting called to order at 12:05pm
- Welcome/Introductions: Tara
- Approval of Minutes of Last Meeting – approved by Tara Jacobson.

New Business/Discussion

Marketing Campaign

We are working with SRJC on a new marketing campaign for the certificate programs. Have videos and photographs from previous sessions, looking to update and refresh as well as add Pilates program. Working on social media and websites.

All programs aligned with ACE and just using their textbooks. We received funding for vouchers for the ACE exams as well as the Pilates program. Enabling accessibility for students to enter the workforce.

We received new Pilates equipment and were approved for and have had new guest speakers for the Pilates program. We can get funding for workshops also. Also have had industry panels.

We invite community members to our meetings so they can learn about our program and make suggestions as needed. We also like to make connections in the industry for intern sites. Students can take a class and have instructor mentors on campus but will work with our Work Experience department if they want to work in the field. We interact with the students to find the right fit.

If some of the members and guests want interns, please remind us so we can send them to you. With our list of intern sites, we can send the students to contact you or help with contact.

Also looking for student job opportunities.

Updates

Community Updates

Brett Livingstone: Opening Base Camp locations – direct competition of F45 and Orangetheory – in San Mateo and Millbrae.

Jan Blalock: Remodeled studio and put in new equipment by Technogym and utilizing a new program called Teambeats. Run 6 classes a week. Participant heart rates show on a screen. Club constructs their own classes utilizing the exercise library. Starting to photograph and film own exercises. Successful so far. New strength classes starting this week without an instructor and a 15 minute stretch class. Studio room has 3 screens. Getting new spin bikes. Installed wall

mounted barres in larger studio. Started the Wellness Program again. It runs twice a year for 6 weeks, and Jan is one of the leaders. Wants to expand wellness more.

KD: Runs the yoga club. Helps to blend the yoga program with the cultural roots to yoga. Creating video tutorials on Sanskrit etymology and translation with cultural and literary references. Had a large event gathering for Diwali in Ellis Auditorium.

Sequoia Wright-Medina: Running group (Fit4Mom) has been really popular. Sequoia is a 5 year race director and put on a charity race. Added retreats also.

Kali Ma (Yoga with Nicole): Developing an internship program out of their studio, Cotati Moves. Second year of business and building a wellness collective. The studio has been a wellness resource for events and helps with local promotions. The studio can be rented for workshops and community development. Kids yoga program getting a lot of attention. Would like to expand it. Already working in 3 local schools and planning on more. On the board of a youth advocacy program. Would like to plug it into the internship program. 22 rotating practitioners and 6 on staff.

Jennifer Perez: In addition to personal training services, launching a specialized program to help people with Parkinsons. Pilates training with instability is helpful.

Mitchell Kauk: Open invitation to our students to intern in their program at POST Wellness. Subleasing to TYP who may be interested in interns. Use knowledge of Pilates and yoga in rehabilitation. Could be a valuable experience for people looking to intern in program. Insurance reimbursements going down in future, so they only see patients for a shorter period of time and are looking for studios or people who can carry on the tail end of the rehabilitation. More open to trainers and Pilates and Yoga instructors. Open for interns.

Tara to send a message to the Work Experience faculty about the places that are really wanting interns, so they can help guide some students that direction.

Brett – Anytime Fitness will take interns.

Pilates Updates

Tara – Finishing first full year of Pilates training. Had originally planned on the last section in summer, but the students thought it would be too challenging. First graduates for entire program in December. Programs run one weekend per month and one night per week for the practicum part which is going well as students work with each other in a classroom environment and can get their practice teaching hours in. They have to take 10 observation hours and 20 personal sessions in each of the modalities. We have made connections with Pilates Studios for our students and some offer discounts. We ask the students for feedback on the program and alter the program based on their answers. We continue to make them better based on student need and feedback and feedback from our board.

Added a Contact Me button on website information page that also collects data and built a distribution list to be used for program information.

Curriculum is from the National Pilates Certificate Program. We will apply to an international training program, IATTP to add credibility.

Some of our students already have jobs in the industry. Very accessible way to get through the program. 20-25 graduates to complete this year.

Internships can be posted on the job board.

Yoga Updates

Ameya – We have a rolling cohort that makes it more accessible. Students can start in January or August. More experienced students inspire new students. Classes are held one weekend a month in person and Tuesday nights on zoom. Upcoming 8 week schedule Tuesday and Wednesday to make it accessible for parents and working students.

Have had great guest speakers and still have funding for more. Please let Ameya know if interested.

Fitness Updates

Christy Murphy: Combined Kines 81 and 82 together for our new ACE certification partnership. Using the new ACE curriculum helped line everything up. The class meets 2 weekends per semester and the other coursework is done online asynchronously. First half of class and labs covered first weekend, second half on second weekend. The hands on approach gives them great insight on how to do the labs, how to work with people hands on and how to interact with people.

About 20 students. The program is helping them learn the material systematically and with the hands on instead of just trying to follow the books themselves. They have weekly assignments, quizzes and some hands-on work to do on their own. Working well, everyone staying in class and doing great. First weekend of labs was fantastic. During labs students were able to get clarification on asynchronous coursework. Some of the fitness testing is less in depth than we were doing to go along with the ACE curriculum. During the labs, time is available to answer more in depth questions on exercise physiology, assessment and prescription.

New certification program will draw in more students. The average age of students is approximately 30 and they have various backgrounds and reasons for taking the certification. The new class format and times are well liked by the students.

Tara: Teaching Techniques of Fitness Instruction. Meets Tuesdays, 6-9pm. Lectures are recorded and questions are overlaid in the recording by PlayPosit to ensure students are listening and engaging with the lecture. The lab is on Tuesday nights and they learn how to create different segments of a class or training session and practice teaching each other. Next is creating personal training programs and small group training programs. They practice teaching each other.

Venona will be teaching the Intro to Applied Kinesiology and Anatomy as well as the new Health Coach class.

Andrea T asked about the vouchers. How we got the funding and how they will be used. Tara explained we applied for grant funds through CE and we are deciding how to give the vouchers to the students so they are not wasted. For Pilates, Tara is going to apply to be a host site for the exam so we will be there. Need to discuss Fitness. If we proctor exams, then we know if they completed the coursework and we give them the certificate when they show up for the exams. We know that not all students are going to take each exam in the Fitness and Health Coach certificate, so we need to figure out how to handle the vouchers. As we get more information we will discuss with Andrea, so we can all share our best ideas. We hope to get continued funding if the voucher system proves positive. We are trying to make the certification more accessible to our students and Andrea said the exam costs are the number one barrier to students taking them.

Meeting was adjourned at 12:56 pm.