

College of San Mateo



Kinesiology Advisory Board

Meeting Minutes 10/08/13, 1:30-2:30pm / Building 5, Room 337

1. **Welcome & New Board Member Introductions (Sarah)**
2. **Updates on CSM Certificate Programs (Denaya/Sarah)**
3. **CSM Job Fair (Eileen): Tuesday, Oct 22 from 10 – 1**
4. **Discussion: Student/Employer Success**
5. **Program Improvement**

***Note:** a voice recording of this meeting was made and permission was granted from all who were present. If you would like a copy, please contact Sarah Artha Negara at arthanegaras@smccd.edu

ACTION ITEMS

- **Sarah**
 - email Brochures to Advisory Board Members
 - How can we more efficiently promote our programs to Club instructors/clients? Contact Bev/Andreas to see about making fliers to send to clubs &/or PR for newsletters...++
- **Sarah &/or Denaya**
 - Contact CSM foundation to see if there is any money that can be channeled toward students for ACE & Balanced Body certificate expenses
 - Organize Lunchtime panel discussion on “Communication in the workplace” and “how to sell without being too pitchy” to benefit all KINE Cert students. Maybe host at Pilates Day? **Diana** agreed to be a speaker/panelist on these subjects
 - Create In class assignment: prepare your “sales elevator pitch” and have students practice delivering them in class
- **Sarah & Brete**
 - Coordinate a time for Brete to come speak with students. Perhaps at our next graduation ceremony.
- **Diana**
 - Fundraising event (i.e. clinic, workshop, education series) for ACE test cost to students
 - Follow up conversation regarding internships w/Sarah & Denaya
 - Contact Bev to get CSM/SMAC brochures in Building 8
 - connect us with MediFit recruiter
- **Brete**
- **All**

- Let Sarah know if you or an employee is interested in teaching a master class or workshop at “Pilates Day”. First Saturday in May (May 3rd, 2014).
- Contact Sarah if you or an employee are available to teach a class for our Pilates Club on a Tuesday, 2-3pm.
- Let employees know they are welcome to come take FREE Pilates mat classes with us on Tuesdays 2-3pm, Building 8 Room B1.
- Contact Sarah or Denaya if you would like to speak to our students about any particular subject related to our programs...we’d love to have you as our guests!
- Keep in touch with us (Sarah & Denaya) personally regarding job openings. We can send out emails to graduates with links to specific jobs and recommend students who are the right fit to you.

1. Welcome & New Board Member Introductions (Sarah)

In attendance: Sarah Artha Negara, Denaya Dailey, Roberto Melani, Josh Sellers, Brete Martin, Lauren Green, Kim Perez, Diana Thomas

2. Updates on CSM Certificate Programs (Denaya/Sarah)

- **Sarah**
 - Pass out Brochures (email to interested employees)
 - New Specialized Pilates Certificate / 18 units / FA students eligible
 - Pilates Mat Instructor course being offered this Spring 2014
 - Anatomy in Motion course Grant approved. An affordable option for fitness professionals to gain CECs.
- **Denaya**
 - Yoga Certificate will be offered Spring 2014
 - Yoga Conference a great success
 - Students teaching at SMAC
 - Positive feedback about graduates from employers
 - New Group Fitness Instructor Certificate offered this Fall (ACE Curriculum)
 - Guest speakers in Yoga Program: Denaya’s Mom, Roberto Melani, Nutritionist, Francisco, Jean Garcia (graduate)
 - **Q: Would you hire someone with a CSM Certificate only?** Some students are concerned about the cost of the test.

Diana: MediFit only hires nationally recognized certifications.

Brete: Recommends taking the ACE test ASAP after course is completed while information is fresh.

Sarah: suggestion of starting a scholarship fund. Contact CSM foundation to see if there is any money that can be channeled our way.

Diana: idea of hosting a fundraising event (i.e. clinic, workshop, education series) where enrollment fees can be channeled toward helping students with the cost of taking the ACE test.

Clubs

- **Denaya/Yoga Club:**
 - For graduates and students enrolled in the teacher training course
 - Teaching opportunities, workshops, CECs, bringing in guest teachers
 - Yoga conference (200 in attendance), sponsored by salesforce.com who matched all the funds raised,
 - club dues \$30/semester
- **Sarah /Pilates Club:**
 - Oct 6th Retreat/Intensive a great success and lots of fun!
 - Pilates Day planned (1st weekend in May)
 - Open Invitation to board members/employees to present at our 2014 Pilates Day
 - Luncheon panel discussion invitation regarding “Communication in the workplace”
 - FREE Pilates Mat class Tuesdays, 2-3pm Building 8 Room B1
 - Club meeting days Thursdays, 2-3pm B8-B1

3. CSM Job Fair (Eileen): Tuesday, Oct 22 from 10 – 1

Eileen O'Brien, MS
Career Center, Coordinator
obrien@smccd.edu
(650) 574-6619

www.collegeofsanmateo.edu/career

- Everyone plans on attending: SMAC, 24hr, YMCA
- Positions Available:
 - YMCA (looking for weekend Pilates instructors)
 - 24hr (always looking for Personal Trainers, GT24 small “Group Training”)
 - SMAC (Personal Trainers, Fitness Staff...would like them to be enrolled in a CSM certificate program or Kinesiology program)

4. Discussion: Student/Employer Success

- Internships – How can we provide more internship/shadowing opportunities for our students.

Diana: Almost prepared for internship shadow shifts & floor shifts for personal trainers, group-x, and Pilates. Follow up with conversation soon... SMAC/CSM collaborative Brochure will be launched soon via SMAC.

Sarah & Denaya: Haven't seen the brochures in B8

Diana: follow up with Bev to get brochures into B8

- How should students go about getting jobs in the industry
 - Can the clubs let us know when they need instructors so we can pass along to our graduates.
 - Attend Job Fair
 - Post on our Job Board
 - Keep in touch with us (Sarah & Denaya) personally. We can send out emails to graduates with links to specific job postings...
 - Diana: will connect us with MediFit recruiter
- What are employers looking for in candidates
 - Qualities/Skills in Instructors

Diana: Psychology piece. Communication, follow through, eye contact, smile, warm hand shake, a friendly greeting, a fond farewell. Building relationships. Why will they come back? How did you make them feel? Did you give them something they didn't know before. Performing inside & outside of the classroom. How to interact with members in the hallway... Transient population, but have access to your members behind a closed door for 1 hour! (LOL). Communication piece is critical 😊

Avenues outside of the club industry: resorts, pilot programs, corporate fitness, etc... There are many "jumping off points". Medical facility industry partnerships onsite health & wellness (Baltimore & Pennsylvania). Many avenues for instructors.

Checkout careers link to explore job options / see job descriptions

Josh: Importance of listening to your clients...put their wants & needs into their programs

- Salaries/Benefits

Diana/SMAC/MediFit: Financial models driven by client partners ie. Google may pay \$75-100/hour class but usually about \$25-45/class. Fee based classes in the Fitness Industry usually pay out 40-50% pay rate. Mix of Private & Group classes to get a full schedule. 20 hours/week you begin to accrue paid time off. 30 hours/week eligible for medical/dental/optical and PTO and some subsidies for CECs approved by managers.

Larger point of sale price at private studios.

Cost of living in different areas will change the price point & pay scale as well

SMAC \$12 floor shift rates

"High-End" clubs like Equinox, Pacific Athletic Club, Sports Club LA...maybe pay 15% more for classes

Roberto: IDEA article comparing pay rates for Yoga, Personal Training, Group Exercise...

Josh / 24 Hour: Group Ex 30-40/hr

Personal Trainers also accrue commission on top of hourly

Base Pay \$8/hr +% of session +20% commission

Full Benefits w/Full-time

PT1, PT2, PT3, Master Instructor Level (receive vacation pay at same PT rate i.e. \$40/hr)

Levels depend on number of hours worked. Master Instructor level dependent upon number of certifications as well.

Brete / YMCA:

Floor Shifts (everyone does floor shifts) \$12-14.

Sliding scale \$25-40/hr group ex. Depending on experience

5. Program Improvement

- ~~How can we more efficiently promote our programs to Club instructors/clients?~~
- What are we missing? What can we do better?

Sarah: Anatomy gap will be filled by Anatomy in Motion course

Brete: New instructors need to stick with foundational training. Some new trainers want to get too fancy. Would love to come talk to students about this importance. Commented that CSM graduates have been wonderful instructors, they've been doing a great job...

Sarah: Agreed 😊. Lets make this happen.

Pre-requisite exercise homework assignment. Students come up with list of prerequisite exercises...

Kim: Need to learn Sales & Marketing on equipment.

Sarah: would love to have a guest speaker on this topic. Follow up with Diana on this...

Diana: Marketing in mat classes. Understanding how to present, sell the package, meet the need, and show what else is available without "selling it".

Brete: Sneaky sales pitch "this is a variation of what we do on the apparatus"...

How to be a sales person without being "too pitchy"

Sarah: In class assignment: prepare your "elevator pitch" and practice delivering it to another student