

Kinesiology Advisory Board Meeting

10/21/14 - Minutes

- Review of what we are up to in our certificates.
- How are CSM graduates doing as your employees? Can CSM better prepare our students in any way so that they are even better employees?
 - Teach marketing skills...
 - Add a marketing or entrepreneur class to the curriculum
 - GFI need to know how to...
 - Cross promote their classes
 - Create a following
 - Lead/control a room
 - Create interpersonal relationships with their clients
 - Tune into what their clients want and give them more than they knew they wanted
 - CSM send graduate list to Board members so graduates can be contacted directly
 - More teaching hours so that graduates feel more comfortable in leading classes
- Internship programs
 - Set up frame work for...
 - Instructors in training ghost teaching gym/studio classes
 - Add “teaching” classes into gym/studio classes
 - On the schedule and taught by teachers in training
 - Feedback given after the class
 - Yoga @ Change does this... find out how they do it
 - A Co-op class could possibly be created
 - Students would enroll and get credit for teaching these “teaching classes”
 - Students would be covered liability-wise
- Are you interested in being a guest speaker to our classes?
 - Look for emails from Denaya and Sarah to book dates.
 - Either in individual classes or as a joint panel with yoga, Pilates and personal training students
- Where do you see the market heading? Who are you hiring? What modalities need instructors?
 - Adaptive PE
 - Pilates instructors who can market themselves
 - Group Aqua
 - Largest classes are:
 - Zumba
 - UJam
 - David Cho Yoga
 - Group Aqua
 - Heated Vinyasa
 - TRX
- Would you like to be involved in the Open Heart Yoga Festival on May 2?
 - Board members can send a teacher to represent their space
 - Board members can also host a table to promote their space
 - Look for an email from Denaya in the near future
- Are you interested in submitting a testimonial for our upcoming brochure?
 - Please submit a succinct testimonial about our programs and the graduates that you have hired by early November.
 - Thanks!

- Job Fairs etc:
 - Eileen O'Brien is the contact for...
 - Job fairs at CSM
 - CSM Job Links... <http://collegeofsanmateo.edu/career/csmjoblinks.asp>
 - Obrien@smccd.edu
- Project Change
 - Educating juvenile delinquents in career options
 - CSM certificate programs are connecting with Project Change