

Fitness Specialist Certificate Committee
Minutes of Meeting
Monday, March 22, 2010
3:30 pm

Present: Sara Stern, Denaya Davies, Rosie Ruiz, Craig Cisar, Minda Kraines, Phil Sienna

Topics Discussed

1. Marketing

Right now the only marketing we are doing for the program is by word-of mouth, the on-line schedule and the catalog. There was a suggestion from Sara and Denaya to consider putting together some information about the program to post on Facebook. The idea was well received since Facebook is a medium that young people visit often. In addition, it was suggested that we look into marketing our program in terms of CEU's for Personal Trainers on Facebook as well. Denaya volunteered to set up the Facebook account and Phil volunteered to provide her with information to post on the sight.

2. Recent Trends

Right now the "buzz" word in fitness appears to be boot camps. There are boot camps for yoga, pilates and even ballet. Clearly, there appears to be a strong interest from people seeking fitness programs to be attracted to classes that cater to a rather high intensity of training. Another trend appears to be small group classes consisting of several people led by an instructor rather than the traditional one-on-one personal training that has been the accepted method of the past. The major advantage for the participants is reduced cost. Functional training working the core and with one's own body weight still appears to be popular. Stability ball exercises are still popular as well as exercises that bring in muscle stabilization of the lower body. There appears to be a budding trend in classes such as partner yoga and acro-yoga. Also, there appears to be a trend towards restorative classes such as yoga and pilates recognizing that quality of life issues, such as sleep, relaxation, breathing are key parts of total health and fitness. Nutrition counseling continues to be a main component of a total fitness program. The stretching component of fitness is met by many people by their participation in yoga classes.

3. Adding to the Existing Curriculum

There was considerable discussion concerning what type of new classes we could add to the curriculum that would round-out our students' development as personal trainers. It was agreed that the regular school year (fall and spring) is already impacted about as fully as it can be for our students and that the summer session would be the ideal time to add courses to our curriculum. There was agreement that we would like to develop a hybrid class consisting of the business aspects of personal training as well as some psychological factors that personal trainers need to be aware of. At the present time, our curriculum does not specifically address these issues. We also discussed a second class that would consist of recent trends and issues in the field. It would need to be fluid in that, as new routines, programs, etc. become popular, we would have to be able to present those new ideas to our students. We were extremely grateful for the input we received from the members of our committee. There was consensus that it was a productive meeting with many good ideas being discussed. Meeting was adjourned at 5:00 PM.

- C. Electives - adding to the current program
1. Discussed adding more classes to the curriculum specifically for the summer session
 2. Discussion centered around adding just two classes
 3. One would be a combination of the Business and Psychology of personal training
 4. A second class would focus on the latest trends in the field and would be titled something along these lines, "Current Trends and Issues."
 5. Although the trend is towards intense activity there appears to be a counter trend towards activities that are restorative and healing as well.
 6. Minda and Phil will work on adding these two classes to the curriculum