

**FITNESS TRAINER ADVISORY COMMITTEE - MINUTES**

**Thursday, May 24th, 2018 \* 2.30-4.00p.m.**

**O’Connell Sports Center, Room 204**

**Members Present:** Anna Nunn-Axlund (Committee Chair), Flexibility, Posture & Core LLC; Marijka Morgunov, Personal Trainer; Misty DeWitt; Kathy Partin, Parkview Christian retirement Community; Amanda Holmes, Physical Therapist;

**Members Absent:** Deanna Turner Group X Personal Training (vice Chair); Travis Konold, Foundation of Strength; Wesley Edge, Edge Strength & Conditioning LLC; Robbie Halterman, Movement Revolution; Nathan Simon, Elements Massage (Pearl);

**Clark College:** Alan Wiest, Dept. Head (FT); Veronica Brock, Dept. Head (HPE); Mike Arnold, Instructor; Scott Clemans, Career Services; Cathy Sherick, Associate Director - Instructional Programming & Innovation; Nichola Farron, Secretary Senior – Advisory Committees, Bob

Committee Chair Anna Nunn-Axlund called the meeting to order at 2.34pm and introductions were made.

**Minutes of the Previous Meeting**

*The minutes of October 12, 2017 were presented: Misty made a motion to approve; this was seconded by Amanda and passed unanimously.*

**Next Meeting Date**

October 12th last year

October 4th or 11th

November 15th if have to

The committee will next meet on Thursday, October 4th, 11th, November

**Office of Instruction Announcements**

Cathy Sherick made the following announcements:

**Welcome SueAnn McWatters,** for those who may not have met SueAnn, she is the new Advisory Coordinator. The position was formerly held by Nicola Farron, and she started in January of this year providing meeting coordination and support to the twenty-seven Career and Technical Education Advisory Committees in addition to administrative support in the Office of Instruction. Sue Ann comes to us most recently from WSU Vancouver where she worked in the College of Business, Finance and Operations, and Development and Alumni. She is a former Clark student and graduate of WSUV, attaining a Bachelor’s in Business Administration.

**Career and Technical Education Insert** was sent in February, unfortunately we were not able to produce the insert as a focus on the high school partnerships as we had originally envisioned. It is however, a very nice look at our professional technical education programs and the students they serve.

**Healthy Penguin Walkabout** Saturday June 2, 2018, registration opens at 9:00 with the event beginning at 10. Community members and anyone interested in good health are invited to participate in this FREE event to stroll the beautiful campus and receive free health assessments.

* Alan - Fitness Trainer: ninja warrior obstacle course – all ages. Swag items at each station. We want community members to come and bring family – can get glucose test, vitals tested, talk to dental hygiene about teeth health, MAs and specific assessments they do, fitness is doing balances and grip strength. Individuals will get a passport and when they go around to different stations and earn a stamp for going to each station. Each station has different assessments. Goal is when you do the whole entire walk, you get a tour of the campus, learn about our programs, get to showcase our students and see them in action, and also get put into raffle for prizes. Couple hours long.

**Spring Recognition event** planned for Wednesday, June 13th. The event will be held in the somewhere on campus in PUB 161. Our opportunity to share some refreshments and acknowledge and thank each of our community advisory members for their service to the college. Watch for a save the date, coming to your email soon.

**Need for new Advisory Members** we are asking our advisory members to think about others in the community that you know that might be interested in being a part of building student success at the college. Our committees are shrinking and we are in need of folks to provide that employee as well as employer perspective.

**PPI Exercise and handout:** Academic plan Goal 6: *Infuse the study of* ***Power, Privilege and Inequity*** *throughout the curriculum.* Last year advisory members asked why this was happening at Clark. To answer that question, we have been working with the Office of Diversity and Equity to put together some basic information to share with everyone.

* Alan: when students complete their degrees (gen ed), this college is implementing the PPI courses so that when that student takes it, it will count towards their distribution of credits (need 3 credits of it). College is taking it seriously and bringing PPI to every program.
* Cathy: will be doing more workshops and am currently at the beginning of the journey. Crucially important to the success of our students. Need to make systematic change in our institutions to help students.
* Alan: big initiatives (pathways). Cleaning house and making the degree process more simplified and can identify their path easier. Students get better onboarding and can maintain communication with advisors. Shows that schools that have the broadened pathways, retention goes way up, especially in non-dominant student population. Hopefully, this will bring a better route and support to these students.
* Cathy: 72% of our students are first gen so these students will be really dependent on the college resources to navigate through the college system.
* Kezar: are you copying anyone with this initiative?
  + Cathy: pulling in a lot of resource from a lot of the country and from our own community. We have an office of diversity and equity, a social equity plan,
* Kezar: from California. Portland/Vancouver kind of a bubble. A lot more diversity up here.
* Example: 1st gen, only been in the us for about year, wants to be a biochemist, deciding on u of p, psu.

**Bob**

Martial arts athletes and fitness – uses technology in favor to be able to communicate and assess to be able to send files back and forth. Online program. Meeting face to face every week. Meet with individually if needed. Athlete was in peru and he was here, 2500 miles away but she wins. Technology (voxer, walkie talkies, digital one note) is easy to be able to communicate and train while not there. No matter time zone, can tell what they’re doing. Workout and recording coming right off their phone.

* Marija – voxer? Usually use skype
  + Can talk or type into it. Athletes and clients use voxer. Rather than email, can get to it when you want to and more portable.

**New Members**

Alan: last official advisory committee meeting for the fitness trainer program. Greenlighted to move forward for a new program. Trying to identify it might be a two year or four year degree. Wellness related. Larger focus and identified in SWOT report, the senior living residence is where it’s popular. Like to propose to still meet to still help steer where this program might go. Allow of the tenure and faculty do not have experience in senior wellness. Constant communication with different living facilities, have a lot more to brainstorm about corporate wellness, very big process.

Alan: happy to have Kezar here. And hope he will join the committee.

Kathy: heavy into physiology. Population of 200 seniors with 5 staff. At least 3-4 physical therapy clients that are supplementing. Power lifting techniques is even important to have as background.

Alan: balance coordination, etc. can it be a bas or aas like or fitness trainer program? Still in the process of investigating that. If the bas isn’t required, and an aas works, than maybe that’s the better route. Have some bas programs on campus (BASAM – Bachelors of applied science and applied management) – set up to bring in vocationally trained with associates degrees and those students can add on the management piece to the voc associate degree. Students could get their basam rather than doing a bas in applied wellness.

Cathy: bas is applied degree throughout Washington state. 2 year to 2 year. Built on top of a 2 year program. We can go back to the state and take one they have and their core classes, and make a bas in applied management in senior care or corporate wellness. Go back to state with BASAM we have and recalculate a few of those classes and make a completely new degree. The struggle with approving the degrees is the jobs – they don’t exist yet. Or you’re an owner of a fitness company and you have this staff person with the wrong title coding. Its underneath someone else’s job, it is not a job title.

* Anna: activities director?
* Kathy: own certification and process. Someone who runs fitness program that puts on videos. Already taken. Crowd control, set up a room for emergency, different protocol. Gets used differently in different places because it means multiple things.

Alan: obvious work to be done with this potential wellness degree (soc codes, donor is possibly interested, carol from brookdale senior living – don’t have a wellness).

CEO of active aging? Name? how do we create this job? Will share information to share the data. Continuous care retirement communities. Different levels of care (independent living, assisted living). Independent care are coming into the community and want to stay active.

Kathy: independent, assisted, and a mental care. Nonprofit, forprofit (quarry – run by management companies – did not have a job description for fitness), regional and nationwide. Sell your house and then you get to own your spot. Independent department and one stop shop. Never move out. Those are the places that are digging in to the fitness and wellness aspects. Full physical therapy departments on site.

Alan: “wellness” adopted and claimed by nurses. Bummer term has been claimed.

* Kathy: wellness masters programs are popping up (Wisconsin, mass, Chicago). No nursing required by medical model has given it to the nurses.
* Providence and them needed wellness coordinators so they just put in a nurse.
* Alan: creates opportunity for multiple careers for wellness
* Kathy: LCSW offering programs for wellness.
* Marikja – wellness coaching?
  + Alan: soc codes (standard occupation codes) – to bring in a new academic program, need to identify what jobs graduate will be able to get. Not a soc code for wellness but is one for management. A lot of wellness coaches end up managing the department of senior living facilities or managing a giant program of a corporate facility. Change from wellness coach to wellness management. Creates a livable wage, feeder program for applied management. Want this program where students are acquiring stepping stone certifications – opt out opportunities. If something happened in their life and can’t continue, they at least have a CPT or some sort of paper to help.
    - Anna: good to have throughout program. Gives an opportunity to get out and start working with people which directly applies what you’re learning with clients.
  + Cathy: would you hire somebody with a certification for positions you have now?
    - Kathy: yes, already have some
    - Anna: yes
  + Cathy: do you think it would be worthwhile with industry to spend a couple of days with our faculty to do a process about really ripping apart the curriculum for what it is you are looking for? Looking at these skills sets and what you are wanting to hire for.
    - Anna: came out with a variety of tools to be able to work with any client that way the jobs will be there and open.
  + Kezar: why didn’t your program work?
    - Alan: college had a massive budget cut – looked at programs (livable wage and are there other options or need that degree to have that job? From rubric), which showed poor livable wage. Ultimately, fitness program has a high turnover in the fitness industry. When students go to 24 hour or LA fitness, weren’t making enough money and kind of washed out of the industry. Chair of the program previously was already cut, tried to justify saving it. Wish would have changed to a wellness program. Cut because, statistically (local, nation, planning and effectiveness) there were only 7-12 jobs annually. Hard decision. No matter what, programs on the bubble. Fitness trainer program was most challenging to cut. However, great support on campus for this wellness idea with a focus on the senior idea. Figuring out how to package it in a way to get the approvals. If go into BAS, will not only prepare for wellness, but will have abilities to go into fitness. Maintain that but add more on the spectrum of wellness.
  + Kezar: if you can’t find the SOC code, can you create one? Can’t find it, create it?
    - Cathy: creating codes is deeply seeped in a lot of beaurocracy. Job comes up and becomes a viable job. On the radar of the employment department. Cyber security, right now only one job code for cyber security, but you can imagine how much people need that. That’s the job code that has made it through the wheel of consistent growth, description, it’ll blow up. Done through employment security. Federal codes for the entire employment system. We all want employment data so that’s why it’s done a specific way so that when you are comparing a job to a job you know the process to get to that code was the same. In a good space on campus and in college overall in WA state looking at jobs that don’t exist. Drones is another example. No job code for that. Have to almost be ahead of the game but justify it. Really talk a good story and that’s where the industry members come in. if there are multiple job descriptions, and we can go to our system, we know there are these 15 jobs, but there is only this code to work from. And we know from our data and surveys, we can make a good case for it without having that SOC code.
      * Anna: just barely there. People are hiring but the wheel hasn’t gotten all the way around. Fine details worked out. Maybe by the time it gets presented, they’ll be a few more.
      * Kathy: seniors are everything. Fingers into their kids because they don’t get it. Special HOPS (obesity, metabolic syndrome).
  + Amanda: is there like one code that is close enough?
    - Cathy: health educator is the one that exists now. Description isn’t close to what we talk about.
    - Alan: almost need to put 3 different soc codes on the proposal and merge them. Complimentary health management for the new degree.
  + Kezar: create a code where companies can get insurance reimbursement.
    - Cathy: has to be measurable in the system.
    - Kezar: massage therapist. Wa state has a gray line. Fitness to see if you can get insurance reimbursement.
  + Kathy: standardizing CPT.
  + Kezar: nationalized it and limit the trainers. 24 and la is a great place to learn their craft. Method of training and then take that to outside to find other mentors to make it better.

**Survey**

Alan: sent the survey to 50 employers, most senior living facilties in the Portland/Vancouver area. Going to do another round, but so far, only 3 people have done the survey (one was senior living – prestige, naturopathy clinic, allied health – massage therapy clinic). 16 students did a survey.

Misty: ALAN TO SEND COPY SO MISTY CAN FORWARD ON and send to ALL OF COMMITTEE

Alan: when do homework to build contact list, have to fill out a whole form. Information they give tends not to be the person we’re trying to get in contact with but a generic email. If know people in the right positions that deal with seniors and wellness, we need those people to take the survey.

Discussion of future of committee:

Alan: Won’t be an official college advisory committee any longer. Unofficial steering committee that can help package a statement of need, surveys out to community.

Cathy: potentially a large group together where it’s a facilitate process asking what it is we want with industry members and faculty members answering and asking questions. Mindmeld exchange of not what we’re seeing today but what’s on the trend down the road. Sales and marketing in 20 years. A good half day to do that. Second one would come back with the surveys and take a look at the data and sorting through it again, making some decisions, go from there into our system to start the application process.

* Anna: steering more towards seniors.
* Alan: not that we’re not trying, it’s just complicated.
* Marikja: wellness coaching, but might be putting yourself in the same situation.
* Alan: if you’re an AAS or BAS, it will always be tied to graduate placement, wage, etc. can’t just come up with this program of wellness and it’s applied to something else. We’re a little ahead of this. Need that job to be born from the facilities and wellness clinics and be identified. 50 jobs on indeed, now we’re ready.
* Marikja: Kezar made a great point that students just expect to make a lot of money. Don’t realize the amount effort needed to put into it. Having something that bob was doing with the mind and basic skills. Disappointed because I told them they wouldn’t get a steady client base for another 6-12 months.
* Alan: collecting cash and tax evasion. Mobile training – at their house. Personal training where they get the cash.
* Anna: some just going out and doing it without the business aspect.
* Alan: intangibles – can’t tell students that they can’t take the program because they don’t have the personality for it. Had multiple added things – more technology, professional aspects taking of sales and public speaking, and the students see those lessons and then go right back to doing it. But if compared to the exercise science programs, the students are still coming out with skills to get started. The industry is making it like that.
* Bob: have to find something different.
* Alan: get great testimonials and get people that want to hire the graduates. Program got cut, but we already had the wellness, but let us change the title.
* Marijka; difference between the fitness industry and medical field. Have to be passionate about what you’re doing in order to be successful.
* Bob: can get trapped in the industry. Do all the fitness and know all the languages of the medical field. Problem is people have not been looking at the market. Therapeutic model.
* Amanda: have to show functional gains or the insurance will pull.
* Bob: more hip/knee rehabs. Have clients who train online who pay me more than their coaches. Athletes willing to pay more for that.
* Bob: teaching people to work in a big gym. It’s a training program. Should be an internship.
* Kathy: student had experience as a personal training – power lifting. But didn’t know anything but what he had learned teaching himself. Then he got the degree, then quick power lifting and is all about wellness.
* Bob: not everybody’s personality is going to match up with the market industry. Some are struggling because they are missing their communication link.
* Alan: part of it is that they’re young and twenty.
* Kathy: under 30 are the ones that I’m having to really work on work ethic, communication, recognizing what they don’t know,
* Marijka: you would think that students would be more comfortable using the technology.
* Bob: the phone is a toy not a tool
* Alan: those that grew up with technology, would have an easier time learning
* Bob: how you how to use the phone with the client. Opened up their world.
* Marijka: more students use Instagram.
* Alan: very connected via social media
* Anna: done studies on instructors for students to collaborate, creates no bell curve. If someone falls behind, then it brings them back together.
* Amanda: it’s great to share advice
* Bob: extension of the learning experience.

Anna adjourned the meeting at 4.18pm

Prepared by SueAnn McWatters