

CTE Fitness Specialist Advisory Board Meeting Minutes

10/14/2022

3:00-4:00pm PST

Zoom Link: <https://laccd.elumenapp.com/public/courses>

Advisory Board:

Geralyn Coopersmith, Head of Corporate Wellness @ Forme Life,

Grace Desimone, YMCA Wellness Directing Group Fitness

Gary Gall, GM/Head Trainer @ Trainer Republic Heart and Hustle of Beverly Hills

Sieth Minetti, Vice President Optum Workplace Well-Being

John Pease, Former Director of Physical Activity Workplace Well-Being

Ara Keshishian, Gym Owner "The Strong DNA"

LACC Representatives: Peter Parasiliti, Aykanush Gevanyan, Dr. Armando Rivera-Figueroa

Observers: Erin Calderone - Glendale College Department of Kinesiology, Tracy Harkins - Mission College Department of Kinesiology M

1. Introductions
2. What is the current state of fitness employment opportunities for personal trainers and group fitness instructors post pandemic?
 - Ara: Online stuff doesn't work as well and looking to work with a trainer in a fitness facility. Members are coming back but there is more competition now. As a gym owner he must upskill his training staff quite a bit.
 - Gary: Lots of people left LA facilities. Facetime worked 85% during pandemic. People are starting to come back, and business is building back up.
 - Grace: Desperately seeking employees. Good reliable/coachable employees are needed. Hires are often changing careers. Well-rounded with solid skills. Plenty of opportunities. School recruiting is big.
 - Gary: Was their age demographics?
 - Grace: 20-40 younger career minded person seem to be leaving the industry.
 - Geralyn: People are coming back to boutique fitness – Barry's hot yoga are at capacity. Waitlists are starting. Supplemental remote options are coming back. The technology to support fitness has gotten better, Forme in particular – trainers are starting to bring remote business to them, trainers seem to like to be remote training giving them more flexibility. Hybrid is needed (mix and match of both face-to-face/remote) there seems to be a bounce back which is good.
 - Seith: Rapidly hiring and difficult to find quality, soft skills and communication skills is a bit of challenge in the remote space. There is hybrid 3 days on 2 days off.
 - John: There are now options for fitness professionals – you can be in a technology as a fit pro – how to do we get professionals who are upskilled correctly. Lots of opportunity.
3. Are the technology innovations (zoom, apps, wearables etc.) still be leveraged in post pandemic fitness? What do students need to know to be best prepared to use the tech innovations?
 - Grace: We don't know what we know, and people want to stay home. Virtual options are still needed. It is hard to find a trainer who is good at both face to face and online. You need skills in both.

- GERALYN: Any experience in group fitness is better at remote training because of the presentation skills. Tech savviness is important as tech changes, fitness pros need to know how to integrate. Trainer error is the common cause of tech not working successfully.
 - ARA: Online training won't go away but it is limited, and the technology awareness needs to be better. Group classes are easier to do but heavy lifting can't be online. Focusing on the fundamentals of coaching and training is very essential.
 - AYKANUSH: Training online is hard because you only see legs or arms.
 - GARY: Group Class trainer is more comfortable, public speaking may be helpful option
 - JOHN: Zoom was a stopgap. Looking forward the metaverse is coming fast. Fitness pros being better at machine learning, artificial intelligence, leveraging these tools and training staff on how to be better. It will help trainers be better, how do we put the tools in the hands, health coaching and empathy, that machine can't do yet.
4. How has online fitness education/certifications impacted the skill set of fitness professionals coming into the field today?
5. Do you see value in hiring multi-credentialed fitness professionals that have more than just a basic CPT or GFI credential? What are some secondary certifications that you would recommend our students have prior to leaving our programs?
- SEITH: the more you can do multimodality is very important. Group Fit vs. PT both need to know how to do it.
 - GARY: We need lots of people with different credentials and
 - GERALYN: the more tools/certifications the better in live 1:1, and virtual. There is no substitute.
 - ARA: When hires show up with just a CPT they don't know how to probably coach. Hiring trainers that can provide more than just a CPT because they have a higher value especially with different training certification.
 - GRACE: Certs used to be knowledge, skills & ability. NCCA removed the "ability" because they are online test takers. Skill training is needed.
 - JOHN: All certifications provided online, are good but they need to demonstrate that they can do this from the hiring credential. The fitness industry needs to have a more practical experience.
 - GRACE: AFAA is trying to do regional trainings, IDEA is trying.
 - JOHN: Mental health, MSK and ergonomics.

Peter: Would an associate degree in personal training be helpful?

- ARA: Some gym owners may not like specific certs and prefer a degree.
- GRACE: Employment opportunities would be greatly increased if they had a specific degree in the field.
- PETER: Does the degree need to include be specific to just training or both training and group fitness?
- GARY: Depends on the hiring manager.
- JOHN: Making them well rounded in behavior change would be interesting as part of a personal training degree.
- GERALYN: A specific degree in the field of personal training is a great idea.

6. Is there value in us offering two different tracks for our fitness career track students; 1 being Group Fitness focused and the other being Personal Training/Small Group Training focused?

- GERALYN: Both are good because they can learn opposite skills from the different
- ERIN: There is a disparity in what labor market is saying versus what the actual need.
- TRACY: The data from LMI
- JOHN: Related industries, are struggling to hire
- TRACY: the hiring requirements dropped the degree requirement a few years back
- GRACE: Do some internships hours into the YMCA, some certs and degrees, the industry is ever changing, and the happy place is both.
- JOHN: the standards can change based on demand. Can the colleges become a feeder program. Can associates degrees be
- GRACE: ACSM put together a corporate advisory board and take their certified pros to