**Advisory Board Meeting**

**New Kinesiology Division CTE Programs & Courses**

**Thursday, January 16th**

**11:30am -12:30pm**

**Saddleback College Physical Education Building Conference Room 424**

Attendees:

* Lindsay Steinriede- KNES Division Chair & Full-time Faculty, Saddleback College
* Nikki Butera-Watkins- Certified Personal Trainer, Independent Contractor
* Kelli Fox- Holistic Health Practitioner, Massage Therapist, & Licensed Vocational Nurse, Independent Contractor.
* Sydney Hensler- Associate Professional Clinical Counselor & Art Therapist. Yoga Studio Manager, Unbound Collective.
* Tarrah Kepner- Dana Point Crossfit Gym Owner and Certified Crossfit Coach.
* Kaitlyn McGuire- Dr. of Physical Therapy and Owner of Peak Performance Physical Therapy Corporation.

**Meeting started at 11:34am**

Welcoming and introductions.

CTE Program Proposal and Course Proposals for the Holistic Health Studies and Integrative Health for Fitness and Wellness professionals was presented by Lindsay.

The Following questions and discussion led by Lindsay:

1. **As business owners, independent contractors, and professionals in the field, what are you're your minimum qualifications of hiring or to be hired.**

Nikki- The majority of gyms or fitness centers require a personal training certification from a recognized certifying body like NCCPT, NASM, or ACE. Those are most common.

Tarrah- Crossfit does not require a personal training certification, and instead has their own training usually done over the course of a long weekend. Although it would help if they have any fitness training coaching, or wellness certification/experience.

Kelli- For a Certified Massage Therapist, one needs a 200hr massage training certification. For a Holistic Health Practitioner, one needs an additional 1200 hours of training in various modalities in the field.

Sydney- At the yoga studio we accept any 200hr teacher training certification, most common is Yoga Alliance. For her current title- masters related to counseling/psychology, post-masters certification in concentration, plus additional 3000 hours toward license.

Kaitlyn- Doctorate of Physical therapy.

1. **What are additional desired education, certifications, skills, or qualities looked for when hiring in your field?**

Kelli- An individual with a niche. Something that separates them from the others and will help build cliental.

Tarrah- For the fitness and health field, suggests knowledge in nutrition and recovery or preventative strategies.

Nikki- Agrees with both. Having a niche, or some extra knowledge or skills like nutrition or wellness coaching. Any secondary certifications in the general field will help trainers get jobs and build a cliental.

Kaitlyn- An understanding of various sports and biomechanics. One has to be personable to maintain cliental. Often suggested to take some sort of abnormal psychology course to gain better understanding of patients one may encounter and be able to provide empathy. Hiring Non-Physical Therapist positions (assistants and front desk) looks for some education or certificate in the health and wellness field or certified in personal training.

Sydney- Besides education and certifications, one should ideally be passionate, well-composed, empathetic, and observant if they are looking into the realm of therapies.

1. **What area(s) do you feel certifying organizations/programs could focus more on?**

Kaitlyn- How the systems of the body work together. For physical therapists specifically-tissue healing and the various stages and specific treatments for each stage.

Tarrah-How to incorporate the knowledge learned into everyday life or into practical situations. Perhaps a better explanation of why things are important and providing a greater picture of overall health.

Sydney- More information on the actual job field; what jobs are available in the field, general pay rate, education or training required, first step, best practices.

Lindsay- Suggests that Sydney’s concern is something that could be integrated into the course that covers the complementary and alternative health practices, while the proposed certifications programs for saddleback aim to provide individuals and professionals with a greater picture of health, wellness, fitness and performance overall.

Kelli- Thinks that would be really helpful and adds the suggestion of providing knowledge about building a business and ethics in the industry including how to deal with difficult clients and authentic situations.

Lindsay- Suggests some case study examples in each field. We will make sure to cover the scope of practice in each course for the various jobs emphasized, but also general ethics and guidelines.

Nikki- Again bring up nutrition and well being (how mind and body are connected) as areas of knowledge that are lacking in the fitness training programs.

1. **What would you say are some of the greatest challenges for individuals entering in either the**

**health, wellness, or fitness occupational fields.**

Nikki- Building cliental. Reiterates that being specialized in a skill-set or additional field of knowledge is generally the best way to recruit clients. Word of mouth is the best advertisement. If you are really good at what you do or you are specialized in something particular that people are searching for, then it’s going to be easy to build your cliental.

Tarrah- Keeping people motivated and health conscious outside of the gym. Goes back to knowing why they are doing it. Having more well-rounded knowledge in the field to share with clients to keep them on track.

Sydney- Jobs want you to have experience, yet you can't get experience unless you get a job. So maybe finding any entry-level job that relates to what you would like to do-even front desk- to show some experience in the industry.

Kelli- agrees with Sydney that gaining experience in the field of interest, and also agrees that even working the front desk or as an assistant at a place of practice can be beneficial and good for an individual’s resume.

Tarrah- States that she worked the front desk for a Naturopathic doctor and even that seemed to help gain information and knowledge about the industry. She wishes she had some education or more of a base knowledge in naturopathy or holistic health prior to that job, and hopes this certification program will help others entering the field.

Kaitlyn- In physical therapy, specifically outpatient work, there is a high demand of people looking for good jobs, it can be a competitive work field, so getting one’s foot in the door to gain experience can definitely be tough and suggests individuals try to find something that is going to make them different from others and build on that. Examples would be one’s background, experience in specific activities or sports, personal story, specialized education.

**5. What trends, if any, have you noticed among your clients seeking greater levels of fitness,**

**health, wellness, or performance?**

Sydney- A lot of change in recent years. At the yoga studio, clients are shifting from their more aggressive and physically demanding exercise routines to a more gentle and wholesome approach with self-care physically, mentally, and emotionally. More focused on well being and how that improves performance and health. Seen a lot of clients becoming more open to nontraditional techniques (example: Coregeous Ball training) and alternative approaches like fascia work with massage therapy, visceral manipulation…

Kelli- Clients see the benefit to a holistic practitioner or massage therapist and it opens their minds to a more holistic approach to healing and clients are integrating more nutrition and natural remedies, or use of chiropractors and others.

Kaitlyn- A lot more of her clients interested in acupuncture specifically, as well as energy work and neurological stimulation. Diets have become a huge topic for healing; anti-inflammatory, auto-immune diets.

Nikki- In personal training, clients have definitely started seeking alternative methods to improve their health and performance. Clients are very interested in additional practices outside of the gym like yoga and meditation; things that will improve their quality of life. States self-care as something people are really starting to make a priority.

Tarrah- At CrossFit, it’s generally individuals that have a strong desire and will, and want to invest in not only their fitness but their health and performance as well. They are realizing that they see better results when they incorporate the whole person. Taking care of the mind-body-spirit.

Sydney- Adds that as a therapist, seeing a rise in alternative therapies like equine therapy (with horses), surf therapy, and art therapy. Clients and general population are acknowledging that there are alternative ways to heal and are more interested in such approaches.

1. **Have you noticed any increase in clients adopting or seeking a more holistic approach to health? And why might that be?**

Kaitlyn- Yes, all the time. More and more people are discovering that there are alternatives to medicine and traditional therapies. People are waking up and realizing that western medicine is just a band-aide and that they need to heal at the source. People don’t want to fill their bodies with drugs anymore, they want more natural remedies.

Tarrah- Yes, affirms as previously mentioned the understanding of taking care of the person as a whole for improved results. Suggests that social media and technology may be a big factor because information is more readily available, people are becoming more aware of what’s possible.

Discussion regarding Instagram and Facebook ensued. Group agrees with idea that social media plays a large role in the awareness of alternative methods of health care and holistic techniques.

Sydney- Thinks alternative and complimentary therapies have proven to be highly successful and people are seeing that. Believes they are often more effective because people are more motivated to partake in them-learn a new skill, more well-rounded activities.

Kelli- Yes, it’s a massive umbrella; injuries, recovery, mental and emotional health, people are looking at healing the whole person. There’s a lot of new work being done with massage therapists to provide foot massages to people during chemotherapy treatments, because it’s a nurturing touch while they have to go through something scary and heartbreaking.

Nikki- Completely agrees that clients and the general population are seeking more holistic methods and that social media is a large source for information, personal testimonies, and inspiration. Believes individuals are becoming more interested in preventative care, and looking for ways to avoid western medicine.

1. **Any final comments or suggestions for us as we continue developing this program?**

Tarrah- Not that can think of. Thinks it looks good. Likes the idea of a lower and higher unit certificate.

Sydney- Reaffirms introducing students to the job opportunities in the field and the details as stated before. As well as contemporary trends.

Kelli- Suggests definitely paying attention to the trends and getting student feedback. Thinks it’s a well-rounded course outline and loves the emphasis on learning about the systems of the body form a holistic perspective and the energy systems of the body as it represents the person more completely. Wishes this program had been established when she attended Saddleback.

Nikki- No, thinks it looks really good and is particularly interested in the Ayurveda course herself.

Kaitlyn- No additional suggestions. Thinks program outlines and courses look good. States she feels inspired to learn and provide even more holistic methods to healing.

Kelli- Adds that she believes it is great to see such courses and programs being offered at a well-respected educational institute. Thinks employers will see that this certification has come from an accredited institution and recognize the high standards.

**Lindsay asks all of those in favor of supporting the approval of the Holistic Health Studies Certification at Saddleback College to raise their hands and say “aye.”**

100% of the attendees raised their hands and said “aye.” Unanimous support for approval.

**Lindsay asks all of those in favor of supporting the approval of the Integrative Health for Fitness and Wellness Professionals Certification at Saddleback College to raise their hands and say “aye.”**

100% of the attendees raised their hands and said “aye.” Unanimous support for approval.

**Meeting concluded at 12:37pm**

**Summary**

After discussing the proposal of the stackable Holistic Health Studies and Integrative Health for Fitness and Wellness Professionals certifications, with the advisory board, it is clear that all of the professionals in the field that attended the meeting are in great support of the program. Their comments and feedback suggest an increase in the adoption of holistic perspectives among the general population, their clients, and fitness, health, and wellness professionals. While data suggests a plethora of job opening in field, the business owners and professionals that attended this meeting have stated throughout, that it would be in an individuals best interest to have some sort of specialized education, secondary certification, or niche within the field that will not only help them obtain a position in the workforce, but will allow them to build cliental and/or advance in their profession. The proposed courses and certificates discussed aim to do just that, and the group agreed unanimously in support of approving and recommending the Holistic Health Studies and Integrative Health for Fitness and Wellness Professionals CTE programs at Saddleback College.