

SEM 5.2.1

Develop new Kinesiology, Athletics, & Dance programs and certifications in collaboration with the Community Fitness operations in Building 1 such that students have access to on-site job training and workforce development opportunities that effectively prepare them for health and fitness-related employment in the region.

Workforce Development Opportunity:

In parallel with program expansion, there was a significant effort to establish a Personal Trainer / Strength and Conditioning Coach certificate.

- Key elements were already developed when I arrived in Spring of 2023
- Strong advocacy from Workforce Development leadership during this time
- Planned investment of **tens of thousands of dollars in equipment**
- Exploration of partnership with National Academy of Sports Medicine (NASM) to cover student certification costs
- Advisory committee including:
 - Local health clubs
 - UCSF and SFSU representation
- Vision:
 - Students gain certification + hands-on experience
 - Direct application of skills within Community Fitness (Building 1)

Challenges:

Despite strong initial momentum, the initiative did not move forward.

Contributing factors included:

- No formal **MOU between Community Fitness and KAD**
- Leadership transition with external partners (BDW and Community Fitness/SMCCD Enterprise)
- Differing perspectives within division faculty regarding program direction

** While there was strong initial momentum, the effort revealed a few critical gaps—particularly the need for a formal partnership with Community Fitness and clearer alignment across all stakeholders. Without those pieces in place, the work paused.

Current Momentum:

The KAD Division has already begun advancing through targeted program development aligned with student interest and regional demand.

•Pickleball

- Introduced in the Fall of 2025 with strong student participation and engagement
- Reflects responsiveness to **industry and recreational trends**

•Badminton

- Successfully launched as both a general education course and a Women's Intercollegiate Team
- Began its inaugural season of competition this Spring of 2026

•Women's Flag Football

- Under consideration following decision by the 3C2A to be an emerging sport in 2027
- Over 500 high school female athletes competing locally in 2024–2025
- Designated as an Olympic sport for the 2028 Summer Olympics

***This presents a unique opportunity to align recruitment, equity, and visibility with a rapidly growing sport.*

Additional Program/Certificate Development Under Consideration

The KAD Division is also exploring complementary academic pathways that support student success and engagement:

- **Certificate of Achievement in Intercollegiate Athletic Competition**
- **Interdisciplinary Studies: Health and Wellness AA Degree**

** This is an opportunity to build something that is both academically meaningful and directly beneficial to our students' academic pathways.