

Program Research & Recommendation

New Program Proposal Form

New Program Title:	Certificate of Achievement in Personal Training
--------------------	--

Initiator:	Jeff Jordan
First Semester Intended to Offer:	Fall 2027

Type of Program

Use AS for any Science, Technology, Engineering, or Mathematics (STEM) field and for all CTE programs. Use AA for all others.

☐ AA-T/AS-T

☐ AA/AS (18 units minimum w/o GE)

Vocational programs must be approved by NFN

☒ CA-Certificate of Achievement (16 units minimum)

Vocational programs must be approved by NFN

Non-vocational programs are not eligible for Financial Aid and will not be shown in CCC Apply, CAP tool, or Degree Planner

☐ CA-Certificate of Achievement (8 units minimum)

Only needed if required on a student's official transcript; All others use Certificate

Vocational programs must be approved by NFN

Non-vocational programs are not eligible for Financial Aid and will not be shown in CCC Apply, CAP tool, or Degree Planner

☐ Certificate – Certificate in... (15.5 units maximum)

Not chaptered, not FA eligible, will not be shown in CCC Apply or student's official transcript

Non-vocational programs will not show in CAP tool or Degree Planner

☐ Noncredit Certificate of Completion (*Leads to job; minimum 2 courses*)

☐ Noncredit Certificate of Competency (*Bridges to credit coursework; minimum 2 courses*)

Program Codes

TOP Code:	0835.20
CIP Code:	31.0507
What COI will this program be in?:	Health and Public Services

Program Description:

The Certificate of Achievement in Personal Training prepares students for entry-level careers in the fitness and wellness industry. This streamlined program provides foundational knowledge in anatomy, kinesiology, and sports nutrition, along with practical training in assessment, program design, and safe exercise instruction.

Students develop hands-on skills through simulated training sessions, learning how to create individualized fitness plans and work effectively with diverse populations. The program also introduces key professional skills, including communication, ethics, and career preparation.

Graduates are prepared to pursue national personal training certifications (such as NCSF, NASM, ACE, or ACSM) and to work in gyms, recreation centers, corporate wellness programs, and private training environments.

Program Courses:

Course No.	Title	Units	
KIN 1	INTRO TO KINESIOLOGY	3.0	
BIOL 20	HUMAN ANATOMY	4.0	
KIN 6	SPORTS NUTRITION	3.0	
KIN 11	FIRST AID/CPR	3.0	
KIN 9	INTRO TO PERSONAL TRAINING	3.0	
CHOOSE TWO BELOW			
KIN 23	WEIGHT TRIANING I	1.5	
KIN 45	PILATES	1.5	
KIN 42	YOGA I	1.5	
KIN 27	CORE CROSSFIT	1.5	

How does the program align with the College Mission Statement, District Educational Plan, and Strategic Plan?

The Certificate of Achievement in Personal Training aligns strongly with Butte College's mission by providing high-quality, accessible workforce training that supports student readiness and the attainment of industry-recognized certificates. The program advances the District Education Plan's emphasis on student success, equity, and clear academic pathways, particularly through its preparation of personal fitness trainers to effectively serve diverse communities and support equitable educational outcomes. It also reflects the college's Strategic Initiatives by promoting completion and goal achievement, enhancing student success, and contributing to a culture of equity and inclusiveness, while strengthening workforce-oriented instruction and community well-being through health and wellness education.

Explain how the program is appropriate to the Community College mission of providing the first two years of a baccalaureate degree?

This program is a strong compliment to our Kinesiology degrees that allow students to explore interests related to workforce in the health and fitness fields.

How does the proposal demonstrate need for the program?

This proposal will aid in preparation for our student population, make them more marketable in the workforce, and diversify their skill set in the wide range of the kinesiology field.

Annual Completers: How many students do you anticipate completing this program each year?
20-25

What are the impacts on existing programs (enrollment, staffing, section offerings)?

Increased enrollment in the program is anticipated. Increased enrollment in two low enrolled courses is also expected.

Enter the number of new faculty positions, both part- and full-time. If existing faculty are sufficient, enter zero (0) 0

Is there sufficiency of institutional resources to support the long-term vitality of the program?
Yes

New Equipment needed (include cost)
None

New/Remodeled Facilities (include cost)

None

Library Acquisitions (include cost)

None

Is the program compliant with all applicable laws, regulations, and curriculum standards?

Yes

Will the program be eligible for Financial Aid (CA's with vocational TOP and degrees)?

Yes

Distance Education - Indicate the extent to which the courses associated with the degree are conducted via distance education ____0%, X 1-49%, ____50-99%, ____100%

For Career Education Programs: Provide labor market information (LMI) and other employers demand documentation demonstrating that there are jobs and careers available for program graduates.

The North Far North Regional Consortium did not have labor data for the Personal Training and Fitness work force.

The Chico and Oroville areas are represented with over a dozen gym/fitness training centers. They consist of: Chico Sports Club, Chico State WREC, In Motion Fitness, Orange Theory, Planet Fitness, Anytime Fitness, Lion's Den, Creed Strength and Fitness, The Core, Lord's Gym, NS Fit, and PEAC Performance. etc. There are also many individual Personal Trainers that serve the local community without a direct facility.

According to the US Bureau of Labor Statistics, the Personal Fitness training job market is experiencing significant growth, with a projected increase in employment from 2023 to 2033. The industry is expected to see a 14 percent growth, much faster than the average for all occupations. About 74,200 openings for fitness trainers and instructors are projected each year, on average, over the decade. Many of those openings are expected due to retirements, exiting the labor force, or transferring job occupations. State Employment Projections from the PMP, Projections Managing Partnership, state that California had a base of 46,000 Fitness and Aerobic Trainers in 2022 with a projection of 55,600 needed by the year 2032, a 9,600 change or 20.9%. The average annual job openings are 10,270.

Signature: Jeff Jordan Date: 3/11/26

Contact Information: jordanje@butte.edu/530-895-2802

Return This Form to Scheduling Center for processing at Centersh@butte.edu