

**BAY AREA COMMUNITY COLLEGE CONSORTIUM**  
**REQUEST FOR PROGRAM ENDORSEMENT - NEW CREDIT PROGRAM**



**Complete (maximum 3 pages) and Email this document to:** [baccc@cabrillo.edu](mailto:baccc@cabrillo.edu) **CC:** Rock Pfotenhauer, Chair, Bay Area Community College Consortium, [rock@baccc.net](mailto:rock@baccc.net); (831) 479-6482 and Kit O'Doherty, [kitodoherty@gmail.com](mailto:kitodoherty@gmail.com); (650) 560-9798. Write REQUEST FOR PROGRAM ENDORSEMENT in the subject line of your email. Your email constitutes a request for Program Endorsement at the closest BACCC meeting for which the [deadline for submission](#) has been met.

<p><b><u>Coaching Certificate of Achievement</u></b>  <small>PROPOSED PROGRAM TITLE</small>  <b><u>West Valley College</u></b>  <small>COLLEGE</small>  <b><u>West Valley/Mission CCD</u></b>  <small>DISTRICT</small>  <b><u>Fall, 2017</u></b>  <small>PROJECTED PROGRAM START DATE</small></p> <p><b>GOAL(S) OF PROGRAM (CHECK ALL THAT APPLY):</b>  <input checked="" type="checkbox"/> CAREER TECHNICAL EDUCATION (CTE)      <input type="checkbox"/> TRANSFER      <input type="checkbox"/> OTHER</p> <p><b>TYPE OF PROGRAM (CHECK ALL THAT APPLY):</b>  <input type="checkbox"/> A.A. DEGREE      <input type="checkbox"/> A.S. DEGREE      <input checked="" type="checkbox"/> CERTIFICATE OF ACHIEVEMENT:      18+ semester (or 27+ quarter) units  <span style="float: right;"><input checked="" type="checkbox"/> 12-18 semester (or 18-27 quarter) units</span></p>	<p><b><u>Brad Weisberg</u></b>  <small>CONTACT PERSON</small>  <b><u>Dean, Career Programs</u></b>  <small>TITLE</small>  <b><u>408-741-4089</u></b>  <small>PHONE NUMBER</small>  <b><u>bradley.weisberg@westvalley.edu</u></b>  <small>E-MAIL ADDRESS</small></p>
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<b>Recommended T.O.P. Code</b>	<b>0835.60</b>
<b>Units for Major-Degree</b>	
<b>Total Units for Degree</b>	
<b>Required Units - Certificate</b>	<b>12</b>

1. Insert the description of the program as it will appear in the catalog:

The Coaching Certificate program provides students the opportunity to gain theoretical knowledge and practical skills necessary in the field of coaching sports. In addition, this certificate prepares students to sit for the California Interscholastic Federation (CIF) coaching requirement exam. After completing this 12 unit certificate program, students are prepared for employment in this growing field as a sport coach. The Coaching Certificate requires the successful completion of 12 units. This program provides Career Technical Education (CTE) opportunities with comprehensive knowledge and skills specific to coaching. Skills include strength and conditioning, injury prevention, nutrition guidelines, and techniques in sport psychology. Successful completion of the CIF requirement and the West Valley College Coaching Certificate of Achievement provides students the opportunity for employment in the coaching industry. Employment opportunities include working as a tennis coach, horse trainer, football coach, athletic director, basketball coach, baseball coach, swim coach, soccer coach, or riding coach.

2. Provide a brief rationale for the program:

The rationale for a new certificate is to offer programs that are inline with college goals for career technical education. There is a growing need for sport coaches in the community and especially at the high school level. The labor market demand is growing. The Coaching Certificate program provides students the opportunity to gain theoretical knowledge and practical skills necessary in the field of coaching sports. In addition, this certificate prepares students to sit for the California Interscholastic Federation (CIF) coaching requirement exam. This program provides Career Technical Education (CTE) opportunities with comprehensive knowledge and skills specific to coaching. Skills include strength and conditioning, injury prevention, nutrition guidelines, and techniques in sport psychology.

Successful completion of the CIF requirement and the West Valley College Coaching Certificate of Achievement provides students the opportunity for employment in the coaching industry as a Certified Personal Trainer. Employment opportunities include working as a tennis coach, horse trainer, football coach, athletic director, basketball coach, baseball coach, swim coach, soccer coach, or riding coach.

3. List all courses required for program completion, including core requirements, restricted electives and prerequisites.

		Units
<b>KIN.TH031</b>	<b>Psychological Foundations of Sport</b>	<b>3</b>
<b>KIN.TH032</b>	<b>Introduction to Coaching Sport</b>	<b>3</b>
<b>H.ED005</b>	<b>First Aid/CPR/AED: Responding to Emergencies</b>	<b>2</b>
<b>KIN.TH038A</b>	<b>Introduction to Sports Medicine</b>	<b>3</b>
	<i>or</i>	
<b>KIN.TH042</b>	<b>Principles of Strength Training and Conditioning</b>	<b>3</b>
	<i>or</i>	
<b>NS015</b>	<b>Human Nutrition</b>	<b>3</b>
	<i>or</i>	
<b>NS022</b>	<b>Sports Nutrition</b>	<b>3</b>
<b>KIN11.05</b>	<b>Mindful Meditation</b>	<b>1</b>
	<i>or</i>	
<b>KIN4.41</b>	<b>Speed, Plyometrics, Agility and Quickness Level 1</b>	<b>1</b>
	<i>or</i>	
<b>KIN4.42</b>	<b>Speed, Plyometrics, Agility and Quickness Level 2</b>	<b>1</b>
	<i>or</i>	
<b>KIN4.43</b>	<b>Speed, Plyometrics, Agility and Quickness Level 3</b>	<b>1</b>

4. Summarize the Labor Market outlook (including citation of the source of data) for students exiting the program.

The labor market data in our geographical area demonstrates a 10.96% growth within this industry during the 3 year period from 2013 to 2016. EMSI reports that in 2013, there was one regional institution offering a coaches certificate. That same report boasts 0 completions against 2,849 annual openings. Considering the supply and demand table created by the COE, the SOC code 27-2022 (coaches) shows 2,036 annual openings against 16 completions. The medium earnings for this position is \$15.99 per hour.

In just Santa Clara County, there are 211 annual openings for 27-2022 Coaches and Scouts with a median wage of \$14.90 per hour. Only Diablo Valley College in Contra Costa County is issuing degrees or certificates on this TOP06. On average 2013-16, they awarded 9 certificates per year.

Citation: EMSI, Centers of Excellence (COE)

5. List similar programs at other colleges in the service area which may be adversely impacted as follows:

College	Program	Who you contacted	Outcome of contact
NA	NA	NA	NA

6. Include other information you would like to share.

Several colleges in our area offer one or two of these courses but none of them have a coaching certificate. Labor market data suggests there is job growth for coaches. The West Valley College Coaching certificates program offers a strong, comprehensive, applicable curriculum based on current industry standards, pedagogy, theory, research, history, technology and methodology.