



Cañada College Athletic Center

“YOUR COMMUNITY CONNECTION TO EDUCATION & FITNESS”



C A Ñ A D A C O L L E G E

ATHLETIC CENTER

Your community connection to education and fitness.

“Nothing among human has such power to keep our gaze fixed ever more intensely upon higher purpose, than friendship” - Simon Weil

Community Fitness

A group of people sharing common attitudes, interests and goals.

Goal Focused: Before every decision we ask, “how will this best serve students?”

Deliberate: KAD & Interdepartmental collaboration, before purchasing, before programming & before hiring.

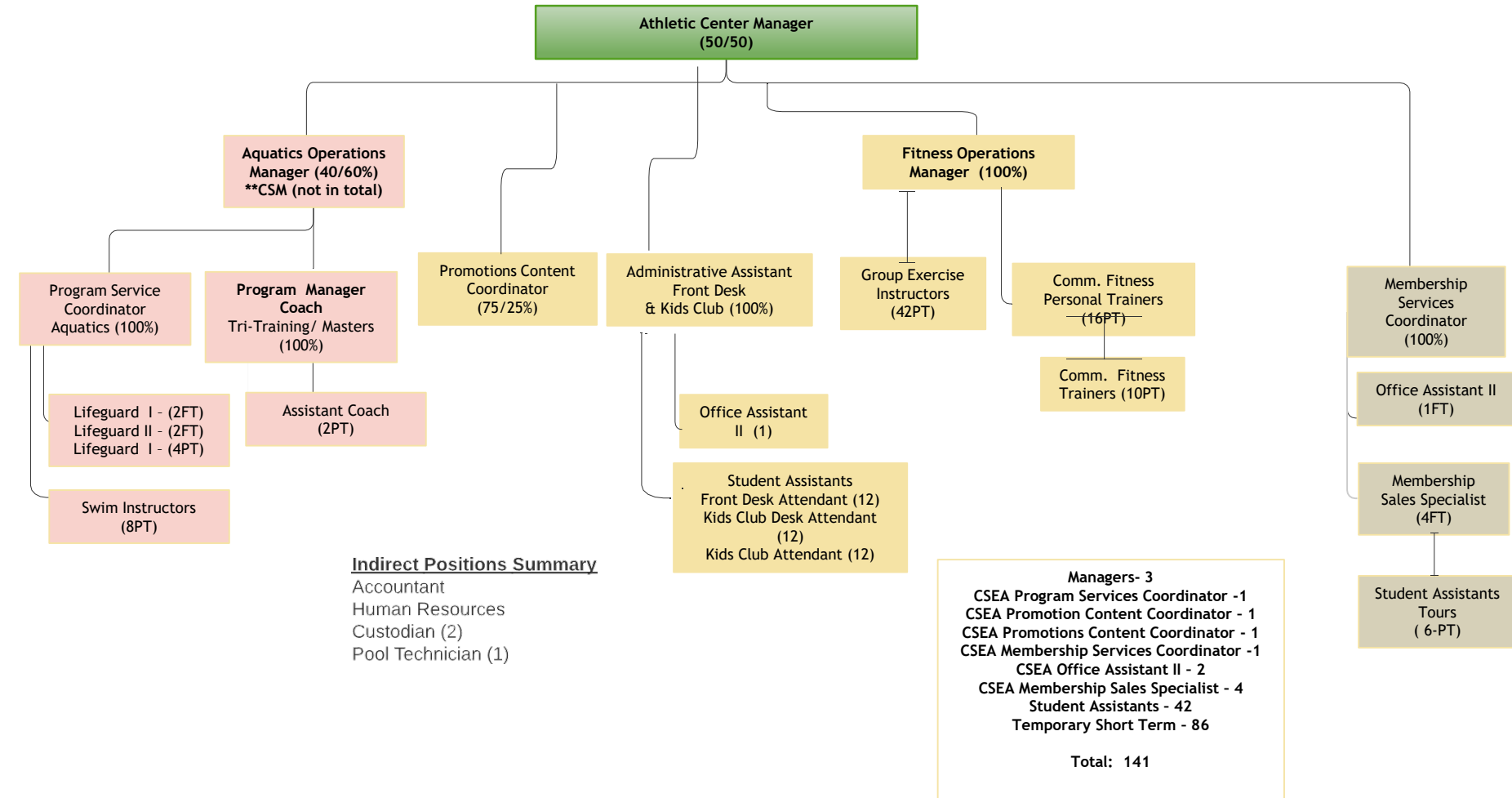
Histrionic & Trending: Strategic & Ubiquitous: (Rely on Student, Administrative, Staff Committees)

- Fitness: New Member Orientations, Personal Training, Semi-PT, Pilates
- Aquatics: Youth Swim, Masters, Instruction
- Front Desk: Student Associate Focuses. This is the “Siri” of Fitness Centers
- Membership: New Member Tours, Sales, Retention & Accounting
- Group Exercise: Educational, Instructional, Social and Physical.

Purposeful: Results: Connection between Cañada College, KAD & Community Fitness Members

Cañada College Athletic Center

STAFF ORGANIZATIONAL CHART





Pure Potential

BEING OUR BEST - GIVING OUR BEST

BETA-TEST –

Tuesday & Thursday

CSM-Athletic Center Membership & Per On-Line Reservation

Masters Swimmers in the Lap Pool offered at:

8:00 a.m. 10:00 a.m. and 12:00 noon. (32- maximum sign-ups / per session).

Water Walkers in the Shallow Pool with sessions offered at:

8:00 a.m., 9:00 a.m. and 10:00 a.m. (10-maximum sign-ups / per session).

Aqua Fit Class in the Shallow Pool with sessions offered at:

11:00 a.m. (40- maximum sign-ups / per session).

Evening open Swim in the Lap Pool offered at:

4:00 p.m.; 5:00 p.m. & 6:00 p.m. (16- maximum sign-ups / per session).

The Months Ahead

April 27 th & 28 th -	Partial Equipment Delivery
April 29 th –	Positions Post
April 30 th –	Final Review Website & Print Marketing Material
May –	Applicant Review, Hiring Committee Development
May-	Beta-Test Response & Action Planning
May –	Equipment Purchase – Group Exercise / Rooftop
May 15 –	Marketing Material to Print
May 30 –	Website Launch
May 30 – June 15	Remaining Cardio Equipment Delivery
May – June	Preliminary Hiring Membership and Student Associates Tour
June 20 – July 31	Pre-Sales and Tours
August 1, 2022	LAUNCH DATE

Questions & Answers:

- When may one join? What is the cost of membership? How many members are expected?

Pre-sales and tours are schedule for mid-late June – July, with August 1, 2022 launch. Enrollment Fees and Monthly dues will reflect similar pricing to CSM-Athletic Center / Dual Memberships will price at approximately 17% higher \$5-12 dollars monthly. 3000 in the first quarter with 800-1200 initial visits per day.

- What are your operating hours? Will there be advertising ?

M-F: 6a-2p // 4p – 8:30p : S & S: 7a – 2p

We gain members typically through a referral program.

- Why an enrollment fee, why is membership not free?

It requires 3.4 months of continued dues payment for a member to pay for the costs associated with tours, admin, complimentary orientations and key tag provision. We want to ensure we continue to support the college, students and community with service continuity, while giving back to the College. There is discussion of “fit-for-free” for students. -\$1 for each visit up to the cost of the monthly dues.

- What does ComFit oversee relating to budgets, how does this relate to KAD?

We have an operational budget separate from KAD.

- What if equipment breaks does facilities pay for this? ComFit is responsible for maintenance and repairs.

- Is there an Advisory Committee? Yes currently a student focus group is in development. An athletic center committee is in discussion and will include faculty, student, community-members, sports participant, AC-team staff and key stakeholders from divisions on campus.

We finish each day with gratitude....

We are thankful for problems and for work which allow us to solve, to think, to work together, to create, to make light, to make friends, to define, to refine, to practice mindfulness, to practice our profession and to thrive together as one interdepartmental and collegiate team.