



University Profile

Harvard University partnered with HealthFitness, a Trustmark Company, in 2017 to manage its Malkin Athletic Center and Hemenway Gymnasium. All undergraduate students have free access to the two complexes. Combined with graduate students, faculty and staff, total memberships are in excess of 45,000. With over 400,000 annual visits, offerings include recreation, aquatics programs, group exercise, personal training, physical education and wellness programming.



Being a cycling instructor is a very different experience than what I do in school. I work in a lab, I go to class and I focus on academic achievements. I also tend to be someone who is quiet so people are surprised when I tell them I'm a cycling instructor. It's given me additional confidence and I feel a lot more comfortable presenting in class. I think it's nice that Harvard invests in students to bring other students to exercise.

- Anne Marie Crinnion,
Completed the course and current
Group Exercise Instructor



Helping Harvard students ace a different kind of exam

Challenge

Engagement through recruitment

The HealthFitness staff was faced with improving engagement in all services, including group fitness classes. General Manager of the athletic center and gymnasium, Kim Lacasse, evaluated participation trends and noticed higher group fitness participation rates in classes led by instructors who were also Harvard undergraduate students. Undergraduate instructors were driving higher engagement rates through recruitment of fellow classmates to attend their classes. Lacasse and her staff strategized solutions to get more undergraduate group fitness instructors certified and hired at the facilities.

Solution

Innovative group fitness instructor course

Lacasse and her staff created an innovative group fitness instructor course. The 12-week course prepares students for a National Commission for Certifying Agencies® (NCCA) accredited certification exam in group fitness instruction.

Over 12 weeks, students attend two-hour sessions each week. The first hour includes a group fitness class and the second hour includes class work with educational materials to prepare students for the certification exam. Additionally, throughout the course, students work with volunteer mentors (current group fitness center instructors) to prepare for a mock audition (auditions are required to be hired on as staff at the athletic center).

Lacasse and her staff also include training modules and materials that are used to train the athletic center employees, such as safety guidelines for the facilities. This helps integrate the students with the athletic center culture and prepares them for future employment should they choose to apply.

Results

Course enrollees have a variety of academic backgrounds. Since the program started in 2015, 41 students have completed the course (19 undergraduates and 22 graduate students/faculty/staff). To increase engagement and outreach, the undergraduate instructors teach additional classes within the student housing buildings each semester and they teach special classes during freshman orientation and senior week.

Course results:

83%	Of those who complete the course successfully pass the certification exam
50%	Of those who complete the course go on to become group fitness instructors at Harvard's Malkin Athletic Center and Hemenway Gymnasium
12%	Of Harvard's weekly group fitness classes are taught by those who went through the program and are now on staff

About HealthFitness

HealthFitness, a Trustmark company, delivers a complete and personalized wellbeing solution that is designed to make people healthier and includes the best of fitness and recreation, wellness, injury prevention and an engaging platform. HealthFitness is URAC and NCQA accredited and a proven leader and partner for enhancing wellbeing programs and transforming lives for the better. Parent company Trustmark provides a full spectrum of employee benefits to improve wellbeing through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.

.....
National Commission for Certifying Agencies is a registered trademark of the Institute for Credentialing Excellence.



800.639.7913 | www.healthfitness.com

© 2019 Health Fitness Corporation

 **HealthFitness.**
A Trustmark Company

A9MK-Harvard-cs-AA_(v3-19)