

San Mateo County Community College District

April 23, 2014

**BOARD REPORT NO. 14-4-6C**

**REVIEW OF THE DISTRICT PARTNERSHIP WITH MEDIFIT**

**There is no printed board report for this agenda item.**

# Update: District Partnership with MediFit



SAN MATEO COUNTY  
COMMUNITY  
COLLEGE DISTRICT



SAN MATEO  
ATHLETIC CLUB  
AT  
COLLEGE OF SAN MATEO

WHERE EDUCATION MEETS FITNESS

# TODAY



SAN MATEO  
ATHLETIC CLUB  
AT  
COLLEGE OF SAN MATEO

- Job Creation for 102-124 employees (seasonal)
- 56% of SMAC employees are CSM Graduates or currently enrolled students
- 20K+ member visits per month
- SMAC Exceeds Annual New Member Goals each year of operation
- Over 5,000 Members as of March 2014
- Achieved Break Even Status in Q1 of Fiscal 2011/12
- Creates programs, events, certifications and clinics to engage the community
- Expansion Model Duplication
- Charity Alignment
- Nationally Recognized Programs
- Collaboration with SMUHSD
- Where Education meets fitness



We help people live healthier, happier lives.

MediFit





We help people live **HEALTHIER, HAPPIER** lives.





# MediFit™

**Over 100**

Client Partners

**Over 20 Years**

In Business

**36 States**

**Over 375,000**

Members

**220+**

Managed Sites



We help people live healthier, happier lives.

**MediFit**

# TEAM INTRODUCTIONS

**MediFit**

Kurt Atherton, President Community Division

Peter Colletto, Chief Financial Officer

Matt Cadile, VP Design & Development

Diana Thomas, VP Operations /SMAC General Manager

Jennifer Bacon, Director, Operating Support Services

Melissa Towey, National Group Exercise Director

*Bios available upon request*



**Integrative**

and Collaborative Partner

**Decades of Experience**

**Business Discipline**

and Stewardship

**Unmatched Resources**

To Support Your Projects

**Proven Results**

Operating Corporate & Community Based Centers



We help people live healthier, happier lives.

**MediFit**

# ACTIVE INDUSTRY LEADERSHIP

## **ACSM: American College of Sports Medicine**

Associate Editor / ACSM Journal / Industry Book Publication Reviewer

## **HERO: Health Enhancement Research Organization**

Past President HERO Association for EHM

Member Board of Directors

Think Tank Members and Leader, Think Tank Planning Subcommittee

## **Medical Fitness Association**

Committee Member, Conference Presenter

## **HPA: Health Promotion Advocates**

Member Board of Directors

Chairman Finance Committee & Treasurer

Member, Executive Committee

State Leaders / Grassroots Advocates

## **IAWHP: International Association for Worksite Health Promotion**

Members of the Board of Directors

Chairperson for Finance, Strategic Projects, & Membership

Committees

## **NWI: National Wellness Institute**

Proposal Review Committee Member

## **IHRSA: International Health and Racquet Sports Association**

Board Member, Conference Presenter



## Health, Fitness and Wellness Programming and Integration

- MediFit Industry Leadership
- Wellness & Medical Fitness Integration
- Fitness Assessments, Personalized Programs
- Personal Training, Fee-based Services
- Health Promotion Seminars/Screenings
- Group Exercise Classes
- Award-winning Safety Program
- Aquatics Programming
- Incentive/Motivational Programs
- Community Events and Engagement
- Work Force Development
- Continuing Education Credits/Coursework



We help people live healthier, happier lives.

**MediFit**

# MEDIFIT'S CULTURAL VALUES

**Culture of Service.** We focus on our customers first and make each decision with integrity by always doing the right thing.

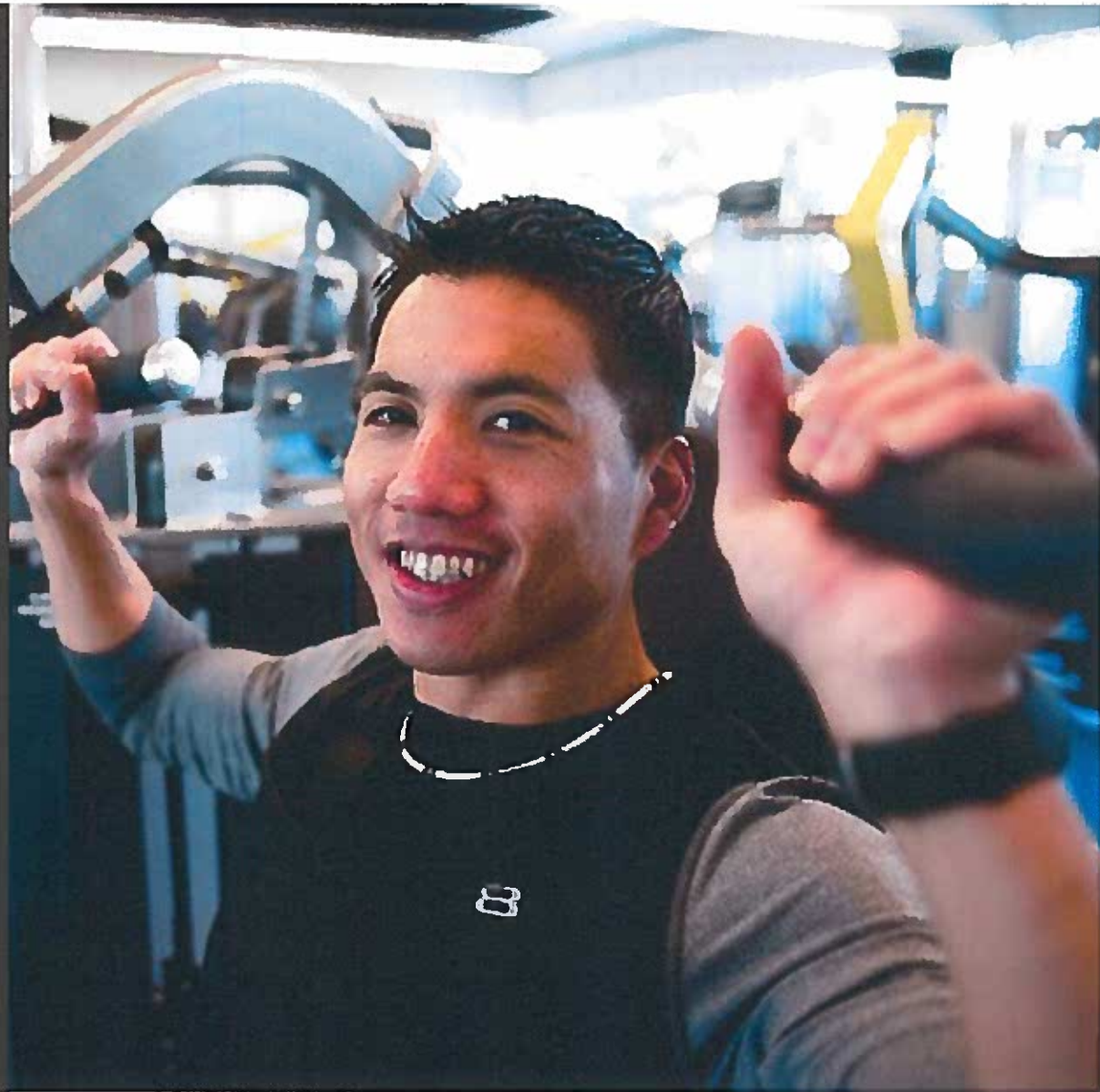
**Team-Oriented.** We are one team, with individual commitment and accountability to a shared goal. We respect each other and ask, "how can I help?"

**Innovation.** We lead our industry and expertly guide our clients by seeking to learn, actively trying exciting new things and continuously improving.

**Fun.** We relish the opportunity to impact lives by creating engaging experiences, we enjoy the camaraderie of others, we laugh, and savor the journey.

**Flexible.** We are resilient with change and can successfully make quick adjustments, and we individualize our approach for each customer and situation.

**Shared Concerns.** we understand and share the concerns of clients at the most fundamental levels.



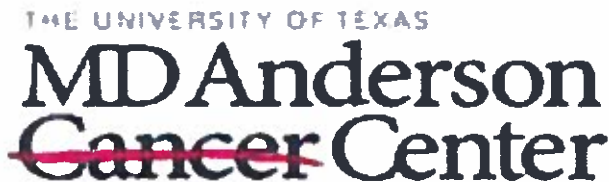
We help people live healthier, happier lives.

**MediFit**

# MediFit's Current Academic & Fitness/Health-Based Clients



Anschutz Health and Wellness Center  
UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS



YALE-NEW HAVEN  
HOSPITAL



WASHINGTON HEALTH SYSTEM  
Wilfred R. Cameron Wellness Center



College of San Mateo



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MediFit

We help people live healthier, happier lives.



# A HEALTH, FITNESS AND WELLNESS Partnership Management Organization

Your **PARTNER**

Inspired by Learning and Achieving **CLIENT GOALS**

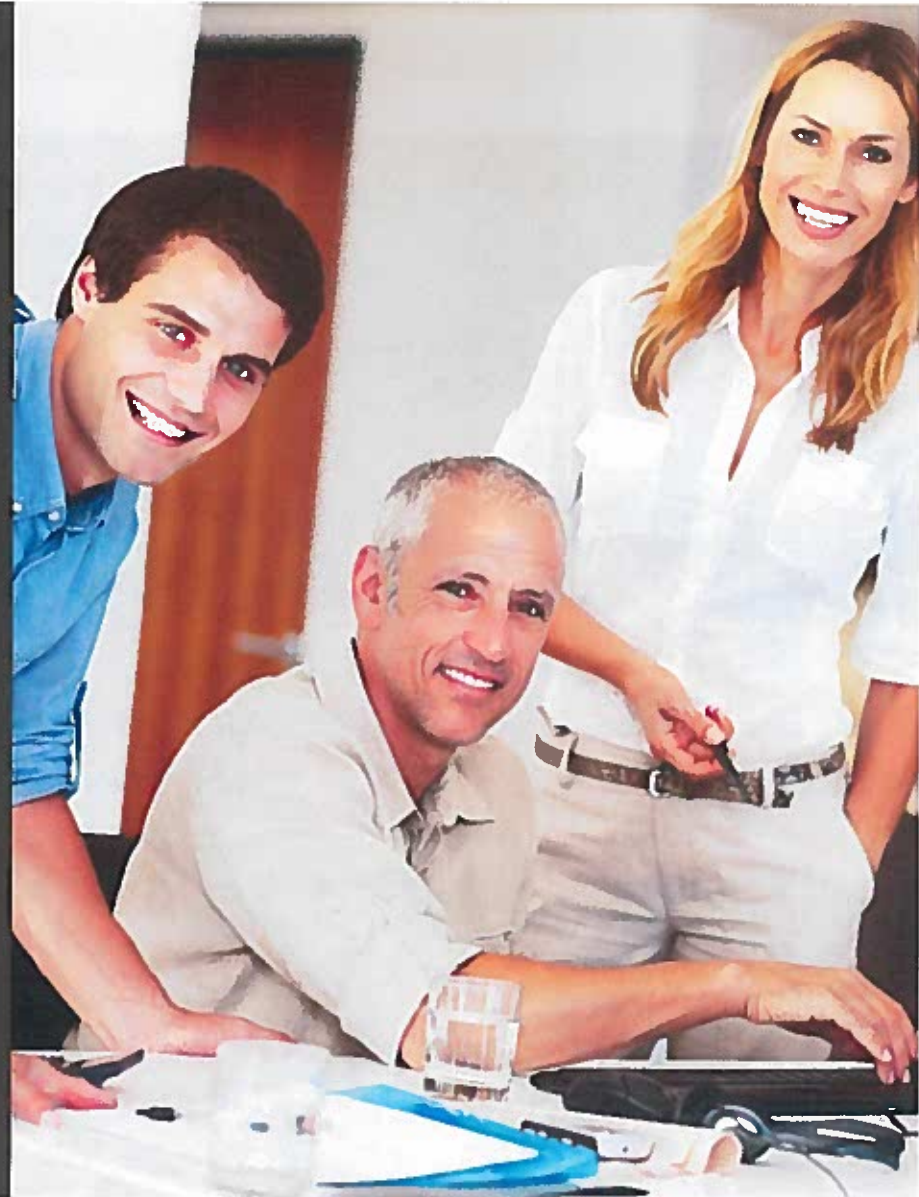
Dedicated to Enhancing the **CLIENT BRAND**

An Expert in **ATTRACTING, ENGAGING, RETAINING**

An **INDUSTRY INFLUENCER**

An **INDUSTRY LEADER**

A Team of Talented **PROFESSIONALS**



We help people live healthier, happier lives.

**MediFit**

# Alignment with SMCCCD Goals

- Operate a full service, community based health club where students and staff share space with community members.
- Seamless integration with the academic program and student life.
- Create programs that will attract community members to campus and that will serve as workforce development complement to the academic program creating career opportunities for students and staff.
- Must be financially sustainable.
- Must be service oriented.
- To position SMAC as the leader in providing health and fitness programs for the community.
- To create an open environment where every demographic feels comfortable.





# SMCCD's

## Objectives for Partnership

- The Fitness and Aquatic Centers will serve the needs of the academic programs at College of San Mateo.
- Operating as an enterprise, the Fitness and Aquatic Centers will be a community focused fee-based operation offering numerous service options to the San Mateo campus community and the community at large.





# MEDIFIT SUPPORTS SMCCD WITH...

Leadership

Management

Integration

Work Force Development

Staffing

Marketing  
and Member Engagement

Community Events & Exposure

Where Education Meets Fitness

Fitness and Wellness  
Programming and Integration

Design, Development  
and Procurement

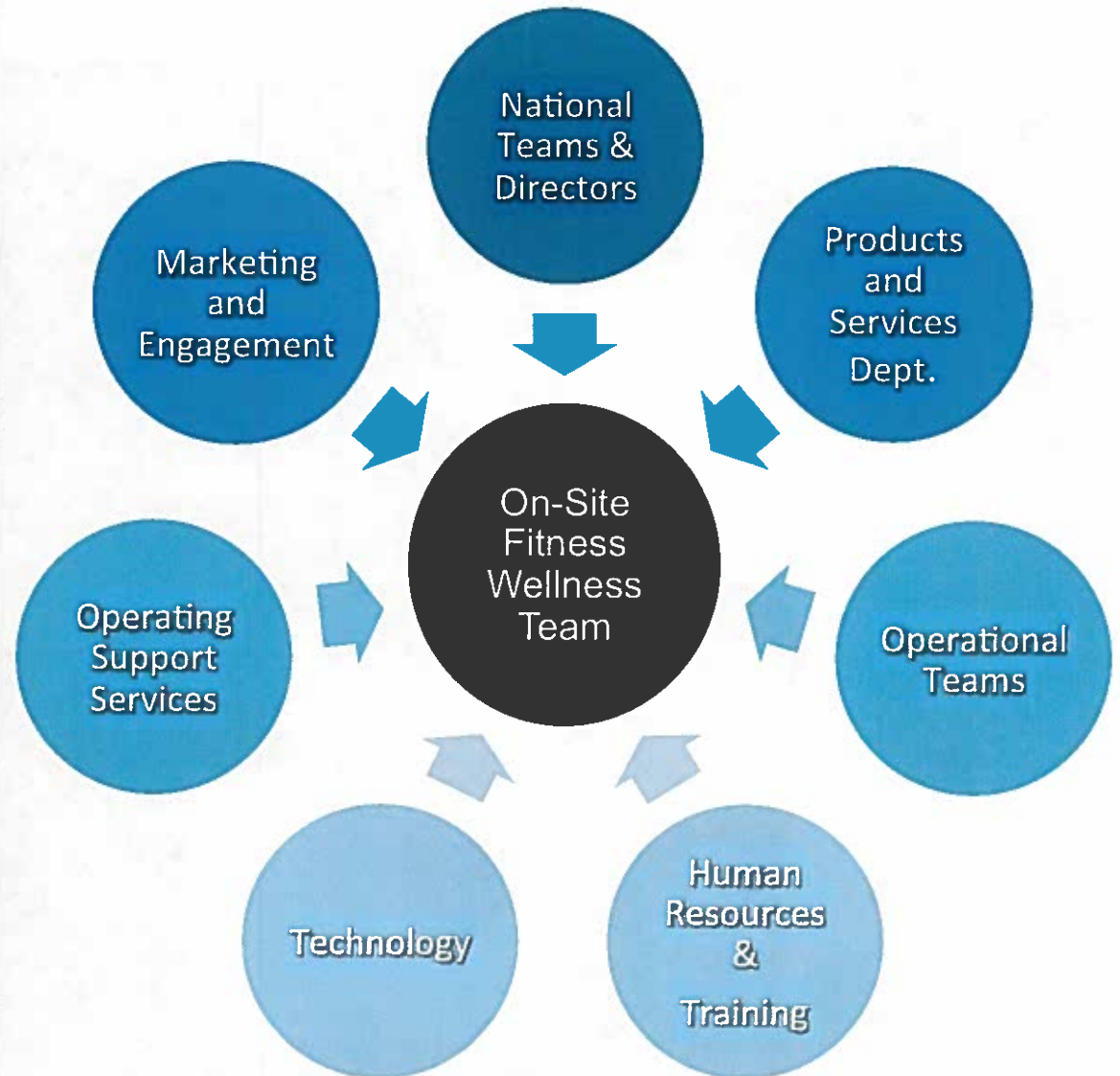


We help people live healthier, happier lives.

**MediFit**

## Site Management

- Executive Leadership
- Strategic Planning
- Safety & Compliance
- Technology
- Operations Support
- Project Team Support
- Quality Assurance
- Evaluation & Reporting



## The Challenge

- Active academic program with public access
- 364 Day operation
- 17 Hours per day (avg) access to Public
- Fiscal responsibility
- Aquatic Facilities management
- Exposure Opportunities for community engagement
- Integrating a diverse populations
- Building and sustaining membership base
- Focus singularly on SMAC operations
- Staff recruitment, retention and support
- Differentiation with other market opportunities
- Avoiding Myopic Vision





## The Challenge – The Solution

- Active academic program with public access
  - working collaboratively with CSM classes, faculty and staff. Education of member's as to campus calendar
  - Investing in your health supports education in your community. Cross promotion of Cosmetology, Nursing
- 364 Day operation/17 Hours per day (avg) access to Public
  - Staff recruitment, retention and support. Equipment cleanliness and maintenance
- Fiscal responsibility
  - Joint Fiscal Management - MediFit and SMCCD
- Aquatic Facilities management
  - Award winning coaches, Reputation as premier Aquatics Facility. Masters and Youth Swim team. Swim lessons, water polo and recreational swim.
- Exposure Opportunities for community engagement
  - Clinics, workshops, swim meets, swim lessons, charity events . Cross promotion of Nursing, Cosmetology, Kinesiology, Dance
- Integrating a diverse populations
  - Successfully engaging Students, Adaptive, Seniors, Youth
- Building and sustaining membership base
  - Serving 5,100 members . Marketing Expertise. Programming and retention strategies
- Focus singularly on SMAC operations
  - MediFit breadth of experience – Best practices, teams. National support teams and exposure to
- Staff recruitment, retention and support
  - MediFit Specialists, training programs, internships,
- Differentiation with other market opportunities
  - Investing in your health supports education in your community
- Avoiding Myopic Vision
  - The ability to focus on operational and developmental needs supported with national teams

## Marketing and Student/Member Engagement

- New Member Campaigns
- Member Engagement/Retention
- Ancillary Programming
- Student Awareness
- No Excuses
- Preferred Rates
- CSM event involvement
- Employment
- Cross Pollination within CSM





# NEW MEMBER EXPOSURE Campaigns



We help people live healthier, happier lives.





# NEW MEMBER Promotions



**Inspire a friend to get fit in 2013!**

**Fitness Center Member . . .**  
**Refer a friend to join the Fitness Center and you'll both get great rewards!**

When you and a friend sign-up for Be A Fitness Friend . . .  
 . . . your friend will receive a 7-Day Guest Pass\*  
 and a Fitness Friend sports band.  
 . . . you will get a "Got Friends?" T-Shirt.\*\*

If your friend commits to a One-Year Membership . . .  
 . . . you will both be rewarded 1-MONTH FREE DUES!

*More friends? Get an additional FREE MONTH for each friend who becomes a Member.*

\* Guest Pass is valid for 7 non-consecutive days and must be used within 30 days of issuance date.  
 \*\* T-Shirts limited to one per existing Member.

**Be a FitnessFriend**

Approved by MediFit



**Inspire a friend to get fit in 2013!**

**Refer a friend to join the Fitness Center and you'll both earn great rewards!**

When you and a friend sign-up for Be A Fitness Friend you'll both receive a 7-Day Guest Pass\* and a Fitness Friend sports band. . . you will get a "Got Friends?" T-Shirt.\*\*

If your friend commits to a One-Year Membership you will both be rewarded 1-MONTH FREE DUES!

*More friends? Get an additional FREE MONTH for each friend who becomes a Member.*

Adding your Fitness Goals is more fun with friends! \* Guest Pass is valid for 7 non-consecutive days and must be used within 30 days of issuance date.  
 \*\* T-Shirts limited to one per existing Member.

**Be a FitnessFriend**

MediFit Club Price Program Manager 1-800-566-9433 | [www.beafitnessfriend.com](http://www.beafitnessfriend.com)

**7-Day Guest Pass**

Please present this pass at the Fitness Center Courtesy Desk  
 (Subject to availability)  
 (Credit where appropriate)

Card Name \_\_\_\_\_

Date Issued \_\_\_\_\_ Issued by \_\_\_\_\_

\* Guest Pass is valid for 7 non-consecutive days and must be used within 30 days of issuance date. \*\* T-Shirts limited to one per existing Member.

**Be a FitnessFriend** **MediFit**

**\$100 Fitness Friend Bucks \$100**

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_

Please present this pass at the Fitness Center Courtesy Desk to receive your 7-Day Guest Pass and 1-Month Free Dues. \* Guest Pass is valid for 7 non-consecutive days and must be used within 30 days of issuance date. \*\* T-Shirts limited to one per existing Member.

**Be a FitnessFriend**

**MediFit**



**Be a FitnessFriend**

**Be a FitnessFriend**

**Fitness is more fun with a friend!**

Introduce a friend to the Fitness Center and you'll both get a FREE 7-Day Guest Pass. If your friend becomes a Member, you'll both get great rewards!

**Be a FitnessFriend**

We help people live healthier, happier lives.

**MediFit**

# STUDENT MEMBERSHIP FOCUS

## Promotions



### INSPIRE A FRIEND TO GET FIT

OPEN TO THE PUBLIC

Investing in your health also supports education in your community.



**SAN MATEO  
ATHLETIC CLUB**  
AT  
COLLEGE OF SAN MATEO

Where Education Meets Fitness

### REFER A FRIEND

Your friend receives \$50 toward their registration fee and you receive \$15 dues credit when your friend has been a member in good standing for 60 days!

It's easy... pass this card along to a friend today!



**SAN MATEO  
ATHLETIC CLUB**  
AT  
COLLEGE OF SAN MATEO

# NO EXCUSES

## To stop working out

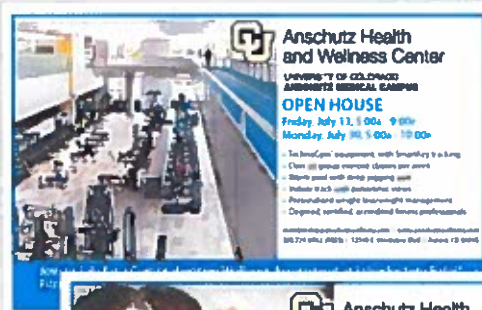
San Mateo Athletic Club offers a special 'Guest' rate to all CSM students enrolled in Physical Education classes held within San Mateo Athletic Club.

\$25 will allow you to continue your fitness routine during semester break.

Please see the San Mateo Athletic Club courtesy desk prior to semester end .  
Please present your current SMAC Membership Tag.

Guest Passes will be valid only during semester break.

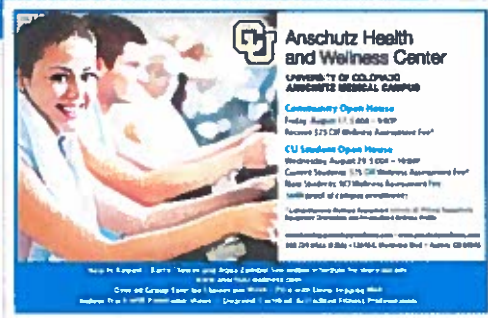
# Ads and Social Media



**Anschutz Health and Wellness Center**  
UNIVERSITY OF COLORADO  
ANSCOPE MEDICAL CENTER  
**OPEN HOUSE**  
Friday, July 13, 9:00a - 9:00p  
Monday, July 16, 9:00a - 10:00p

- The latest gym equipment, with SmartTrack to a bump
- Clean air, great natural views and more
- Sports pool with deep jogging pool
- Indoor H2O with panoramic views
- Personalized weight management management
- Designed, specified, or installed future professionals

www.anscopenet.com | 303.724.2255 | 1244 E. Inwood Blvd. | Aurora, CO 80016



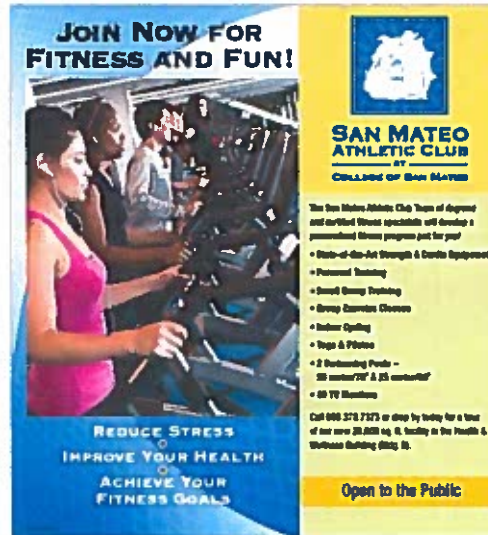
**Anschutz Health and Wellness Center**  
UNIVERSITY OF COLORADO  
ANSCOPE MEDICAL CENTER

**Continuity Open House**  
Friday, August 11, 10:00a - 10:00p  
Receive 125 CEU (Colorado Association For\*)

**CU Student Open House**  
Wednesday, August 29, 5:00a - 10:00p  
Current Students: 175 CEU (Colorado Association For\*)  
New Students: 50 CEU (Colorado Association For\*)  
Valid proof of CEU(s) enrollment:

- Letterhead from Registrar (with CEU #)
- Registrar's Office (with CEU #)
- Registrar's Office (with CEU #)

www.anscopenet.com | 303.724.2255 | 1244 E. Inwood Blvd. | Aurora, CO 80016



**JOIN NOW FOR FITNESS AND FUN!**

**SAN MATEO ATHLETIC CLUB**  
BY  
COLLEGE OF SAN MATEO

The San Mateo Athletic Club Team of dogged and certified fitness specialists will develop a personalized fitness program just for you!

- State-of-the-Art Strength & Cardio Equipment
- Personal Training
- Group Exercise Training
- Group Exercise Classes
- Indoor Cycling
- Yoga & Pilates
- 2 Running Paths - 5K route/7.5 & 10K route/10K
- 60 TV Channels

Call 605.278.7373 or drop by today for a tour of our over 20,000 sq. ft. facility in the Health & Wellness Building, DMU 10.

**Open to the Public**



**KIDS SUMMER CAMP**  
Early Bird Registration  
March 1 - April 30



**KIDS SUMMER CAMP**  
Early Bird Registration, March 1 - April 30  
Wilfred R. Cameron Wellness Center  
WASHINGTON HEALTH SYSTEM  
724.225.WELL (9355)



**KIDS SUMMER CAMP**  
Early Bird Registration, March 1 - April 30  
Wilfred R. Cameron Wellness Center  
WASHINGTON HEALTH SYSTEM  
724.225.WELL (9355)



**JOIN BY FEBRUARY 1 FOR SPECIAL MEMBERSHIP SAVINGS!**

Our Certified Staff will help you to enhance your fitness, health and overall well-being.

The Wilfred R. Cameron Wellness Center features:

- 30,000 sq. ft.
- 24/7 Clocking Wall
- Multi-level Gymnasium
- Running/Walking Trail
- Aquatic Recreational Classes
- Group Exercise Classes
- Low-Impact Pilates & Yoga
- Personal Training
- Full-Featured Ice Cream
- Spa Harmony
- Outdoor Walking Trail and Landscaping

**WASHINGTON HEALTH SYSTEM**  
Wilfred R. Cameron Wellness Center

1500 W. 34th Avenue, Waukegan, IL 60091  
Phone: 815.494.1100 | Submit the Form Attached

FOR MEMBERSHIP INFO: Contact Lauren Schultz at 724.225.0200 or lschultz@whs.org

www.washingtonhealth.org



**NOW ENROLLING! CAMPS BEGINS JUNE 1**

**PR Kids Summer Camp**  
Ages 5 - 12  
Increase health and fitness in a fun environment.  
• Sign up for the entire session by April 30, and save \$20!  
• Based on 10-day camp for non-Juniata High School students.  
• Save more than \$200 when you sign up as a sibling!

**Health & Fitness Discovery Camp**  
Ages 13 - 17  
Explore physical activities in a fitness setting.  
• Sign up for the entire session by April 30, and save \$20!  
• \$100 "Buddy" Camp member and non-member savings.  
• Save \$75-\$100 when you sign up as a sibling!

**Special Offer for 3-Month Membership**

- \$99 per month with no contract term.
- Includes cardio and strength equipment.

\*Minimum savings applies to non-member savings.

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1500 W. 34th Avenue, Waukegan, IL 60091  
Phone: 815.494.1100 | Submit the Form Attached

FOR MEMBERSHIP INFO: Contact Lauren Schultz at 724.225.0200 or lschultz@whs.org

www.washingtonhealth.org



**NOW ENROLLING! CLASSES BEGIN MARCH 1**

Learn to swim with our experienced American Red Cross certified instructor.

Session 1: January 27 - March 3  
Session 2: March 15 - April 18  
Session 3: April 19 - May 31

Discount days and times available for the following classes:

- Parent/Child
- 1 Lesson for Adults
- Beginner Intermediate and Advanced Competitive

30-minute session rates a week for six weeks:  
Members: \$64 | Non-Members: \$79

For class schedule or to register:  
www.washingtonhealth.org, call an Aquatics or contact Eric Schmittel, Business Supervisor at 724.225.0142 or eschmittel@washingtonhealth.org

**WASHINGTON HEALTH SYSTEM**  
Wilfred R. Cameron Wellness Center

1500 W. 34th Avenue, Waukegan, IL 60091  
Phone: 815.494.1100 | Submit the Form Attached

www.washingtonhealth.org



# NEW MEMBER Flyers and Outreach

MediFit



## Bring A Friend to Open House

New members who sign-up during Open House will get their **FIRST MONTH FREE!**

Current members will have a chance to win prizes, get free fitness assessments and more!

**OPENHOUSE**

Wednesday, July 15  
11:00am - 1:00pm

Location: Fitness Center  
Contact Name, Title  
555.555.5555 | email@medifit.com

MediFit



## One Day Membership Special!

Join March 1  
Get April and May FREE\*


Sign-up on March 1 and pay the registration fee. That will cover your first month, then the second and third months will be **FREE!**

\*Maximum membership commitment is 3 months

**JOIN**

Location: Fitness Center  
Contact Name, Title  
555.555.5555 | email@medifit.com

Special Offer Good for March 1 Only



## Promoting Your Health & Wellness

To learn about the benefits of a Corporate Membership, call or drop by the Fitness Center today!

MediFit



## Get Back Into Your "Skinny" Jeans

**New Member Offer!**

New through March 31, become a member of the Fitness Center and one of our Staff and meet with you to learn your goals and evaluate your fitness level. Then together you will develop your personalized diet and exercise plan.

Each week, we will help you track your progress, and provide advice and motivation to keep you on track. Before you know it, you will be wearing your "skinny" jeans!

Location: Fitness Center  
Contact Name, Title  
555.555.5555 | email@medifit.com

Join Now through March 31!

**JOIN NOW**

MediFit



## Fulfill Your Fitness Potential!

Our mission is to help Fitness Center Members achieve their fitness and health goals.

Whether you prefer one-on-one personal training, group exercise classes, or a little of both - we have the facility, the equipment and the professional staff to support the fulfillment of your fitness potential.

Join now and experience all the Fitness Center has to offer:

- State of the Art Weight & Cardio Equipment
- Personal Training
- Group Exercise Classes: Including Spinning, Yoga & Pilates
- Nutrition Assessment and Personalized Meal Management Programs
- Full Locker Facility

Drop by for a tour, or call to schedule a 30-minute fitness consultation. 555-555-5555

**COMPLIMENTARY**


**Fitness Center Guest Pass**

Please present this pass at the Fitness Center Service Desk

Guest Information  
Guest Name  
Guest Address  
Guest Phone

Guest Email  
Guest Signature

MediFit



## Promoting Your Health & Wellness

The Fitness Center understands how important it is for you to be healthy.

Do you know it? It's not just about the weight on the scale. It's about the energy in your days, the smile on your face, the peace of mind, the confidence that comes from feeling like you're in control of your health. It's about the joy of being able to do the things you love to do.

The Fitness Center offers a wide range of services to help you achieve your health goals. Our staff of experienced fitness professionals will work with you to develop a personalized fitness plan that fits your lifestyle and goals.

Our staff of experienced fitness professionals will work with you to develop a personalized fitness plan that fits your lifestyle and goals.

**Services We Provide:**


- Personal Training
- Group Exercise Classes
- Nutrition Assessment
- Full Locker Facility

**Benefits of a Healthy Lifestyle:**

- Lower Health Care Costs
- Increased Productivity
- Improved Mood
- Increased Energy
- Better Sleep

Call us today to learn more about the benefits of Corporate Membership.

MediFit | 555.555.5555 | email@medifit.com



## Enter Your Business Card To Win!

Win One Complimentary 30-Minute Personal Training Session at The Fitness Center

MediFit | 555.555.5555 | email@medifit.com

# MEMBER ENGAGEMENT AND RETENTION

## Fitness Flyers

MediFit

### Indoor Triathlon



**SWIMBIKERUN**

**First Annual Fitness Center Indoor Triathlon**  
Sunday, April 1, 2012

Training programs begin in late January and will consist of FREE group exercise classes and small group personal training. The training programs are specifically designed to help you get ready for the event!

Contact: John James at [jjames@fitnesscenter.com](mailto:jjames@fitnesscenter.com) to get our indoor triathlon kit and receive event updates and program information.

Location: Fitness Center  
Contact Name: Tita  
555.555.5555 | [email@medifit.com](mailto:email@medifit.com)  
January 1 - 30

MediFit

### Run Far! Run Fast! Run Smart!



**RUN FIT**

**New 6-Week Running Program!**

Collect your running shoes on a gel-soled shoe outdoors and get your running legs back in shape.

The 6-week running class is for beginners and intermediate runners who want to look on their knees, ankles, hips and stomach.

Each class will include a running workout followed by core training.

Location: Outdoors at the Fitness Center

Program Dates: March 14 - April 18

Mondays and Wednesdays

Contact a Staff Member Today!

MediFit

### Get in Shape for Summer



**SHAPEUP**

**10 Weeks to a Healthier Body**

Join the MediFit personal training team for Summer ShapeUp.

The 10-week, 12-session program will help you get in the best shape of your life and get in time for summer.

Summer ShapeUp will help you:

- Feel confident in your summer wardrobe
- Have more energy for outdoor activities
- Establish a more regular routine to enhance your confidence
- Increase motivation to try a race or summer athletic event

If you are looking to begin a fitness routine or firm up your current routine, Summer ShapeUp is for you!

Summer ShapeUp Pricing: \$90.00  
Program Dates: March 08 - Month 08

Contact a Staff Member Today!

MediFit

### Pedal Your Way to Fitness



**INDOOR CYCLING**

**Accelerate your cycling skills set - whether you are a newbie or a seasoned cyclist.**


Sign-up for Group Indoor Cycling if you...

- ... haven't tried cycling and want to build your confidence.
- ... enjoy indoor cycling and want more pedal time.

Location: Fitness Center  
Contact Name: Tita  
555.555.5555 | [email@medifit.com](mailto:email@medifit.com)  
January 1 - 30

MediFit

### Sample Headline Arial 40pt Bold



**AQUATICS**

This is a Sample Subhead in Arial 20pt Bold, Initial Caps

This is a sample text copy in Arial 10pt Regular. Please note that the only type font used in this flyer is Arial. Thank you, no italics.

You can easily add/change logos by clicking the box in the upper left corner and/or the lower left corner. Also the "Powered by MediFit" tagline at the bottom can be deleted.

Location: Fitness Center  
Contact Name: Tita  
555.555.5555 | [email@medifit.com](mailto:email@medifit.com)  
January 1 - 30

MediFit

### GroupEx Class Strength Training for Women



**STRENGTH**

This is a Sample Subhead in Arial 20pt Bold, Initial Caps

This is sample text copy in Arial 10pt Regular. Please note that the only type font used in this flyer is Arial. Thank you, no italics.

You can easily add/change logos by clicking the box in the upper left corner and/or the lower left corner. Also the "Powered by MediFit" tagline at the bottom can be deleted.

Location: Fitness Center  
Contact Name: Tita  
555.555.5555 | [email@medifit.com](mailto:email@medifit.com)  
January 1 - 30

MediFit

### Mind. Body. Spirit.



**YOGA**

Although yoga includes physical exercise, it is also a lifestyle practice for which no stress is just one component. Training your mind, body and breath, as well as connecting with your spirituality, are the main goals of the yoga lifestyle.

**Benefits of Yoga:**

- Flexibility
- Strength
- Posture
- Breathing
- Less stress, more calm
- Concentration and mood
- Heart health
- Proven effects on other medical conditions: asthma, back pain, arthritis, osteoporosis

Location: Fitness Center  
Contact Name: Tita  
555.555.5555 | [email@medifit.com](mailto:email@medifit.com)  
January 1 - 30

MediFit

### Pilates Mat Classes



**PILATES**

Pilates Mat Classes are designed to focus on improving your flexibility and strength without building bulk.

- An excellent mind/body workout
- Build strength without "bulking up"
- Increase flexibility and agility
- Develop optimal posture
- Create flat abdominals, slender thighs and a strong back

Classroom from the renowned instructor, Jill Miller, Pilates Mat classes are a safe, low-impact workout. Exercises are designed to build back strength, improve posture and flexibility, increase strength and stamina (posture, core and core strength), and improve overall health and well-being. The Pilates Mat classes are a great way to get in shape and enjoy the benefits of Pilates.

Sign up today! Classes begin March 15.

Location: Fitness Center  
Contact Name: Tita  
555.555.5555 | [email@medifit.com](mailto:email@medifit.com)  
January 1 - 30

# MEMBER ENGAGEMENT AND RETENTION **Health** Campaigns

**Sun Safety**

[XYZ] Fitness Center wants you to be safe in the sun this summer!

Which products provide the most protection from the sun's damaging rays?

**CHALLENGE: Arrange these products from . . .**

MO [1] PROTECTION [5]

**Sun Safety**

[XYZ] Fitness Center wants you to be safe in the sun this summer!

Remember these four words to keep your body protected from the summer sun:

**Slip! Slap! Slap! Wrap!**

**Slip** on a shirt! Keeping your skin covered, and kept pressed against harmful UV rays.

**Slap** on sunscreen! Sunscreen provides a barrier of protection against the harmful effects of the sun.

**Slap** on a hat! Hats can provide protection to areas such as the eyes and face.

**What to Look for on In-Screen Labels**

**SPF:** The American Academy of Dermatology (AAD) recommends that you choose an SPF of at least 30. People with fair skin should choose products with a higher SPF rating. A SPF of 30 will block out 97% of UVB rays.

**Water Resistant:** The term "waterproof" is no longer present on sunscreen labels. A sunscreen should have a minimum SPF of 30 and be water resistant for at least 40 minutes. If you are swimming, you should reapply every 2 hours. If you are sweating, you should reapply every 1-2 hours. Sunscreen should be applied to all exposed skin.

**Broad Spectrum:** Sunscreen should always be labeled as broad spectrum. Broad spectrum sunscreens protect against both UVA and UVB rays.

**Reef Safe:** Reef safe is not necessarily better than other. Choose a sunscreen that you can use on your face. If you are swimming, you should reapply every 2 hours. If you are sweating, you should reapply every 1-2 hours. Sunscreen should be applied to all exposed skin.

[XYZ] Fitness Center wants you to be safe in the sun this summer!

**YES**

Make Healthy Choices | Your Heart Will Thank You

**NO**

**YES**

Make Healthy Choices | Your Heart Will Thank You

**NO**

**YES**

LEARN TO MEET 5 GOALS TO HEALTHY EATING

**NO**

YOUR HEART WILL THANK YOU

**NO**

YOU CAN HAVE HEALTHY FOOD CHOICES

We help people live healthier, happier lives.





# MEMBER ENGAGEMENT AND RETENTION

## Health Ed Flyers and Posters

### TARGET HEART RATE

Appropriate exercise intensity is important for our safety, while also ensuring that we effectively achieve our fitness goals. Use the following general chart and guidelines to determine your target heart rate range. Always consult your physician prior to beginning an exercise program to determine any special needs you may have.

Max Heart Rate	BEGINNER			INTERMEDIATE			ADVANCED		
	50%	60%	65%	70%	75%	80%	85%	90%	95%
Age	200	210	220	230	240	250	260	270	280
20	140	150	155	160	165	170	175	180	185
30	150	160	165	170	175	180	185	190	195
40	150	160	165	170	175	180	185	190	195
50	145	155	160	165	170	175	180	185	190
60	140	150	155	160	165	170	175	180	185
70	135	145	150	155	160	165	170	175	180
80	130	140	145	150	155	160	165	170	175
90	125	135	140	145	150	155	160	165	170

**10-SECOND COUNT**

When using a stopwatch, count down the 10 seconds.

### RPE CHART

#### RATE OF PERCEIVED EXERTION

Rating of Perceived Exertion is a subjective scale that is used to help participants quantify how hard they are working on a scale from 1-10.

When using this scale please keep in mind that it is the total exertion you are feeling for heavy breathing, muscle fatigue, heart rate, etc!

<b>10</b>	<b>MAX EFFORT ACTIVITY</b> Very hard effort, maximum exertion, very heavy breathing, heart rate is very high, sweating profusely, face is very red, unable to talk.
<b>9</b>	<b>VERY HARD ACTIVITY</b> Very hard effort, maximum exertion, very heavy breathing, heart rate is very high, sweating profusely, face is very red, unable to talk.
<b>7-8</b>	<b>VIGOROUS ACTIVITY</b> Hard effort, heavy breathing, heart rate is high, sweating, face is red, unable to talk.
<b>4-6</b>	<b>MODERATE ACTIVITY</b> Moderate effort, moderate breathing, heart rate is moderate, sweating, face is slightly red, can talk.
<b>2-3</b>	<b>LIGHT ACTIVITY</b> Light effort, light breathing, heart rate is light, sweating, face is slightly pink, can talk.
<b>1</b>	<b>VERY LIGHT ACTIVITY</b> Any effort other than playing, walking, etc. (e.g., standing).

### BREAST CANCER AWARENESS

[Fitness Center] Presents  
**Breast Cancer & Breast Health**

Every 2 minutes there is a new breast cancer diagnosis.  
Every 14 minutes a life is lost to the disease.

4300 people will die this year. 40% of them will be men.  
95% of all diagnoses come from family history.  
1 in 8 women will be diagnosed with breast cancer.  
Breast cancer is the leading cause of death in women between ages 18 and 59.

Although the breast cancer diagnosis rate has increased there has been a steady drop in the overall breast cancer death rate since the early 1990s.

Attend this informative seminar as presented by **Stanford Hospital** to learn more about **Breast Cancer & Breast Health**.

Date: March 06, 2013  
Time: 08:00PM  
Location: Kansas Arizona

Call: 602-998-8888  
Email: [stanford@medifit.com](mailto:stanford@medifit.com)

(Fitness Center Logo)

### How They Wear Red

#### NATIONAL WEAR RED DAY

#### 8 Steps to Prevent Heart Disease

February is Heart Health Month. In honor of that, try these 8 steps below to kick start yourself toward a heart healthy diet.

- Control Portion Size** Check out choosemyplate.gov for recommendations on portion sizes.
- Eat More Fruits and Veggies** Fruits and veggies are high in vitamins and minerals, low in calories, and rich in dietary fiber.
- Choose Whole Grains** This will help to regulate blood pressure and overall heart health. Whole grains are also a great source of fiber.
- Limit Unhealthy Fats and Cholesterol** This will help you to keep a healthy blood cholesterol level as well as lower your risk for coronary artery disease.

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### National Nutrition Month

115 million  
Number of Americans who do not eat a healthy diet.

\$150 billion  
Estimated cost of chronic diseases in the U.S.

\$20 billion  
Estimated cost of chronic diseases in the U.S. (preventable).

**MAKING BETTER CHOICES IN THE CAFETERIA**

- Water with lemon/lime**
- Vegetables**
- Lean proteins**
- Whole grains**
- Low-fat dairy**
- Healthy fats**

MediFIT

### Good Health & FITNESS

#### Get the FACTS On Breast Cancer

1 in 8 women will be diagnosed with breast cancer in their lifetime.

4300 people will die this year. 40% of them will be men.

95% of all diagnoses come from family history.

1 in 8 women will be diagnosed with breast cancer.

Breast cancer is the leading cause of death in women between ages 18 and 59.

Although the breast cancer diagnosis rate has increased there has been a steady drop in the overall breast cancer death rate since the early 1990s.

Attend this informative seminar as presented by **Stanford Hospital** to learn more about **Breast Cancer & Breast Health**.

Date: March 06, 2013  
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Call: 602-998-8888  
Email: [stanford@medifit.com](mailto:stanford@medifit.com)

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# MEMBER ENGAGEMENT AND RETENTION

## Health Ed Flyers and Posters

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### Sample Headline Arial 40pt Bold

**This is a Sample Subhead in Arial 20pt Bold, Initial Caps**

This is sample text copy in Arial 10pt Regular. Please note that the only type used in this flyer is Arial. Flush left, no bullets.

You can easily add/change logos by deleting the box in the upper left corner and/or the lower left corner. Also the "Powered by MediFit" tagline at the bottom can be deleted.

Location: Fitness Center  
Date: 1/1/2015, Program Manager  
555.555.5555 | @medifit.com

January 1 – 30

Powered by MediFit

MediFit



### COOKING DEMO

Learn healthy ways of cooking new and tasty foods and get to sample them too!

- Food tasting
- Food tasting
- Food tasting
- Food tasting

When: Date, Time  
Who: Name  
Where: Location address


Enjoy Amazing Foods prepared by Working Chef

**YUMMM!**

January 1 – 30

Powered by MediFit

MediFit



### Sample Headline Arial 40pt Bold

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Location: Fitness Center  
Date: 1/1/2015, Program Manager  
555.555.5555 | @medifit.com

January 1 – 30

Powered by MediFit

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### Do you have Chronic Pain?

Massage Therapy can do more for your body than just feel good!

In a recent consumer survey commissioned by AMTA, 91 percent of respondents agreed that massage can be effective in reducing pain, and nearly half of those polled (47 percent) have had a massage specifically for the purpose of relieving pain.

Location: Fitness Center

To schedule an appointment call 555.555.5555

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### Health Fair Free to all Members

You are invited to visit the Fitness Center to learn about your health and wellness.

Wellness and Preventative Medicine experts will be on hand to answer your questions about prevention, stress management, work-life balance, and weight management.

- Identify health risk factors
- Discover resources to change unhealthy behaviors
- Gain support to sustain a healthy lifestyle

**Prize Drawings!**

Location: Fitness Center  
Date: 1/1/2015, Program Manager  
555.555.5555 | @medifit.com

Day, Date and Time

Powered by MediFit

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### Did You Know? Benefits of Massage Therapy

1. **Reduces pain**  
If you suffer from chronic pain, massage therapy may provide immediate (partial or temporary) relief.
2. **Relaxes tightened muscles**  
If you play sports, athletes are there will be times when you overdo it or perform and a muscle that has not warmed-up properly.
3. **Improves circulation**  
A massage can help to stimulate your body tissues and improve circulation flow.
4. **Reduces stress and relieves fatigue**  
A whole-body massage can relax your muscles that may be causing tension headaches.
5. **Enhances mood and rejuvenates**  
Massage releases feel-good endorphins and your system to create a sense of well-being that can make anyone feel better.

If you have questions, please stop by the Wellness Center Courtyard or call at contact: Dana Jones, Therapist at 555.555.5555 | @medifit.com

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# ANCILLARY SALES

## Fitness Flyers

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**Headline in Arial Bold**

**KARATE**

**Arial Bold** (Sample Subhead in Arial 20pt Bold, Initial Caps)

This is sample text copy in Arial 10pt Regular. Please note that the only type font used in the flyer is Arial. Push left, use Galleys.

You can easily add/change logos by deleting the box in the upper left corner and/or the lower left corner. Also the "Powered by MediFit" logo at the bottom can be deleted.

Location: Fitness Center  
 Contact Name: Title  
 555.555.5555 | emailname@cfmc.com

Members: 1234  
 New Members: 123

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**Find Balance in Your Life**

**TAI CHI**


**Did you know that Tai Chi is the most popular form of exercise on the earth? No longer a Chinese phenomenon, it is now practiced throughout the world. Recent medical studies confirm what practitioners have known for centuries - in just 20 minutes of Tai Chi a day can dramatically improve your coordination and balance and lead to a more active life.**

Many forms of exercise can deplete your energy and make you tired, yet Tai Chi accumulates energy and leaves you refreshed and relaxed when you finish. The graceful, slow steps, coupled with an emphasis on deep breathing and mental focus, creates balance, flexibility and endurance - relieving stress and a longing for the integration of mind and body.

Our goal is to take the mystery and difficulty out of learning Tai Chi and to make it easy for everyone to do.

Location: Fitness Center  
 Contact Name: Title  
 555.555.5555 | emailname@cfmc.com

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**Rise, Shine and Kick Butt!**

**POWERAM**


**Join Us for Morning Classes**

**Power Sculpt**  
 Tuesdays  
 7:45 - 8:30AM

**Cardio Kickboxing**  
 Thursdays  
 7:45 - 8:30AM

Location: Fitness Center  
 Contact Name: Title  
 555.555.5555 | emailname@cfmc.com

Well at Dell Fitness Center



**Free Demo**

**BOXING**

**This is a Sample Subhead in Arial 20pt Bold, Initial Caps**

This is sample text copy in Arial 10pt Regular. Please note that the only type font used in the flyer is Arial. Push left, use Galleys.

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Location: Fitness Center  
 Contact Name: Title  
 555.555.5555 | emailname@cfmc.com

January 1 - 30

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**TRX**  
 Suspension Training

**TRX® is more than a piece of exercise equipment, it's a complete training system.**

Created for the U.S. Navy SEALs, Suspension Training™ is a revolutionary method of leveraged body weight exercise. It will enable you to safely perform hundreds of exercises to build power, strength, flexibility, balance, mobility, and prevent injuries.

A certified fitness center Trainer can help you achieve success with comprehensive full-body workouts designed to adapt to your fitness improves.

TRX and Suspension Training are registered trademarks or trademarks of Fitness Systems, Inc. in the United States and/or other countries.

To schedule TRX® Suspension Training® contact Fitness Center Service Desk at 555.555.5555

Location: Fitness Center  
 Contact Name: Title  
 555.555.5555 | emailname@cfmc.com

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**Give Your Workout a One-Two Punch**

**PILOXING®**

**PILOXING® is an exciting, new inter-disciplinary program that is pilating the hard followers including Hollywood celebrities and international stars.**

The program already mixes Pilates and boxing moves into a fat burning, muscle sculpting, core-strengthening workout, guaranteed to help you lose weight, using a total fitness that's both fun and challenging.

**PILOXING® is the trademark of London dancer and celebrity trainer Pilates Jones and the combination of our music is physically and mentally stimulating workout through fitness.**

The music heard the piano, great mix of energy of being with the beautiful sculpting and flexibility of Pilates, and the fun of dance moves. In addition to Pilates and boxing equipment, the exercise incorporates the special designed gloves which add to the workout by being the most and providing cardiovascular health.

Location: Fitness Center  
 Contact Name: Title  
 555.555.5555 | emailname@cfmc.com

MediFit



**Get Fit with a Friend!**

**PARTNER-UP**

Take advantage of our Partner-Up Personal Training Promotion.

Purchase a 10-Pack of Duo PT sessions and earn one FREE session.

10-Pack must be purchased by March 17, 2014.

Location: Fitness Center  
 Contact Name: Title  
 555.555.5555 | emailname@cfmc.com

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**Military Challenge**

**BOOTCAMP**

**This is a Sample Subhead in Arial 20pt Bold, Initial Caps**

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You can easily add/change logos by deleting the box in the upper left corner and/or the lower left corner. Also the "Powered by MediFit" logo at the bottom can be deleted.

Location: Fitness Center  
 Date/Price, Program Manager  
 555.555.5555 | emailname@cfmc.com

January 1 - 30

We help people live healthier, happier lives.

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## Staffing

- Recruiting
- Hiring
- Training
- MediFit University

## Hiring Standards

- CPR/AED
- Nationally Certified
- Managers Degreed



We help people live healthier, happier lives.

**MediFit**

# What's to Love About Being a MediFit Employee

- Benefits
- Resources
- Opportunities
- Career Development
- Compensation 15-20% above comparable club wages

Benefits	Resources	Opportunities	Career Training
Personal Time Off	PT on the Net Account	Join National Teams- Horizontal Growth	On site CEC's
Medical, Pharma, Dental, Vision (if qualify), Employee Assistance Program	National Webinars	Vertical Growth Opportunities	Monthly Departmental Meetings
Life Insurance, STD, LTD	In-House Certification Opportunities	Feel connected to a team through a common focus and employer	Quarterly All staff meetings
Career Development Funds	National Directors <ul style="list-style-type: none"> <li>• Group Ex</li> <li>• Fitness</li> <li>• Aquatics</li> <li>• Safety</li> </ul>	Strengths Finder	National Peer Support Development Teams
401K and Credit Union	Marketing and Promotional Resources for Services	Career Development Support	MediFit University Virtual



## New Team Member and Client Feedback

### *Client Liaison*

"I cannot say enough about the professionalism, generosity, and customer service the employees of MediFit provide. I couldn't have done it without each of them!"

*Due to unforeseen circumstances, Chemtura asked MediFit to staff the fitness center three weeks ahead of schedule. The liaison commented on the quality of our temporary staff.*

"The MediFit managers here were superb. They each came into a difficult situation and triumphed. My employees loved them and they were able to make a difficult situation bearable and pleasant. Each brought a great energy, enthusiasm, and expertise."

*"The transition to MediFit has been a success in the eyes of me, my staff and the members of our gym. I knew in the first few minutes of meeting the MediFit staff, while they were on-site, that we were in good hands. "*

*"The support of this company has been consistent throughout the entire transition process. I am anxious and excited to see what the future holds for me and the fitness center. "*

*"The transition to MediFit has been extremely smooth. All things were aligned before the transition actually happened which made it easier for us to adapt as employees. Because the team was organized, this made for a smooth process. "*

*"MediFit has a very supportive team thus making this process successful as a whole. They truly have dedicated employees that were there to guide and support in anything we needed through our transition, which was much appreciated. I look forward to my future with this company. "*

# Similar Program Complexity







We help people live healthier, happier lives.

**MediFit**





We help people live healthier, happier lives.

**MediFit**





We help people live healthier, happier lives.

**MediFit**





**SAN MATEO**  
**ATHLETIC CLUB**  
AT  
**COLLEGE OF SAN MATEO**

We help people live healthier, happier lives.

**MediFit**



## Design & Development

- Industry Leading Expertise: 500+ design projects
- Operations-driven design
- Collaborate on program vision and strategy
- Facility needs assessment & space program
- Fitness equipment layout complementing architectural design
- FF&E budgeting and management
- Procurement



We help people live healthier, happier lives.

**MediFit**





# Annual Visits

## Members and Students

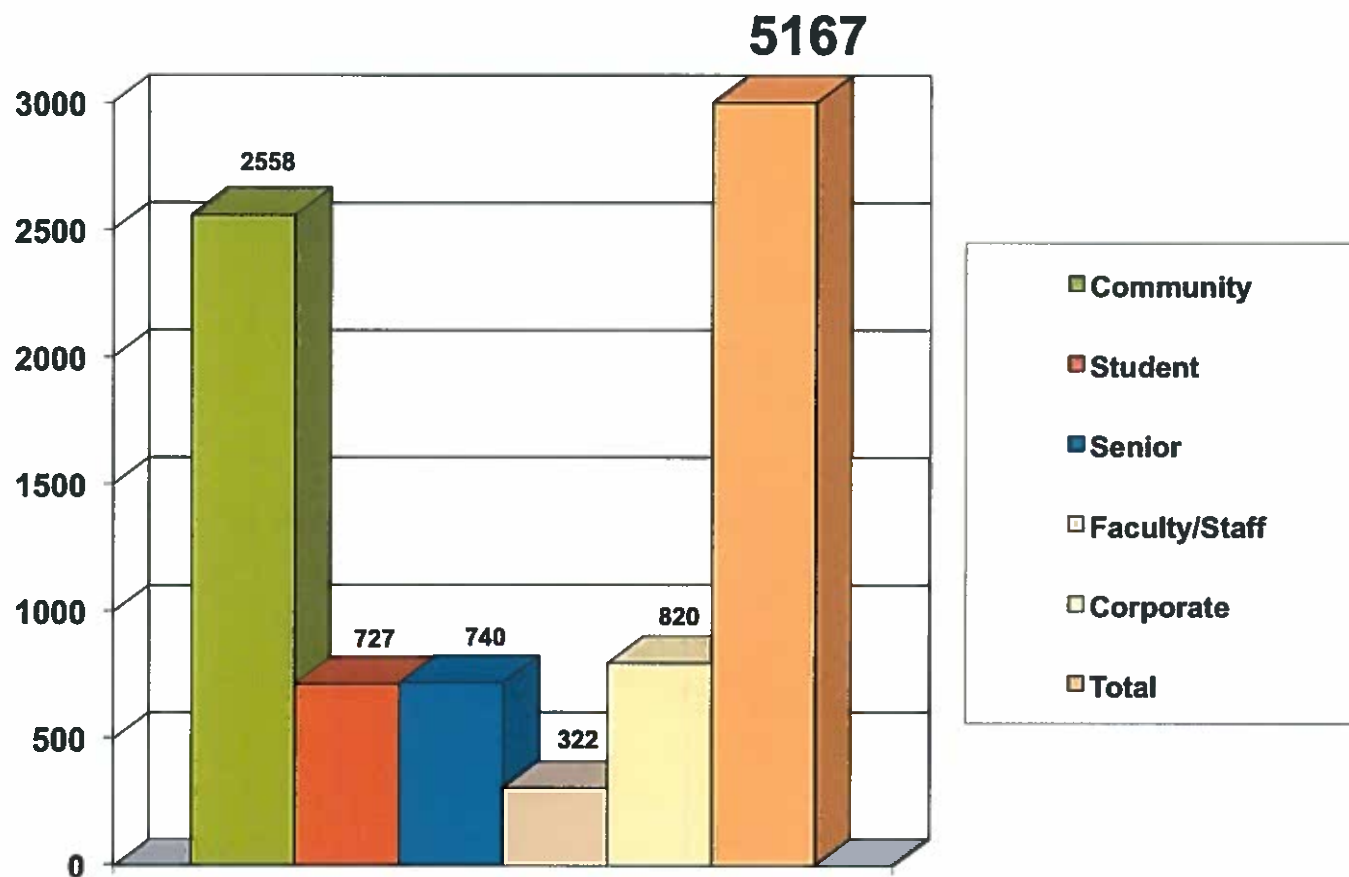
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- **SMAC members annual visits: 264,625**
- Avg. 22,052 month
- **PE students annual participation: 61,745**
- Avg. 5,131 month



# MEMBERS

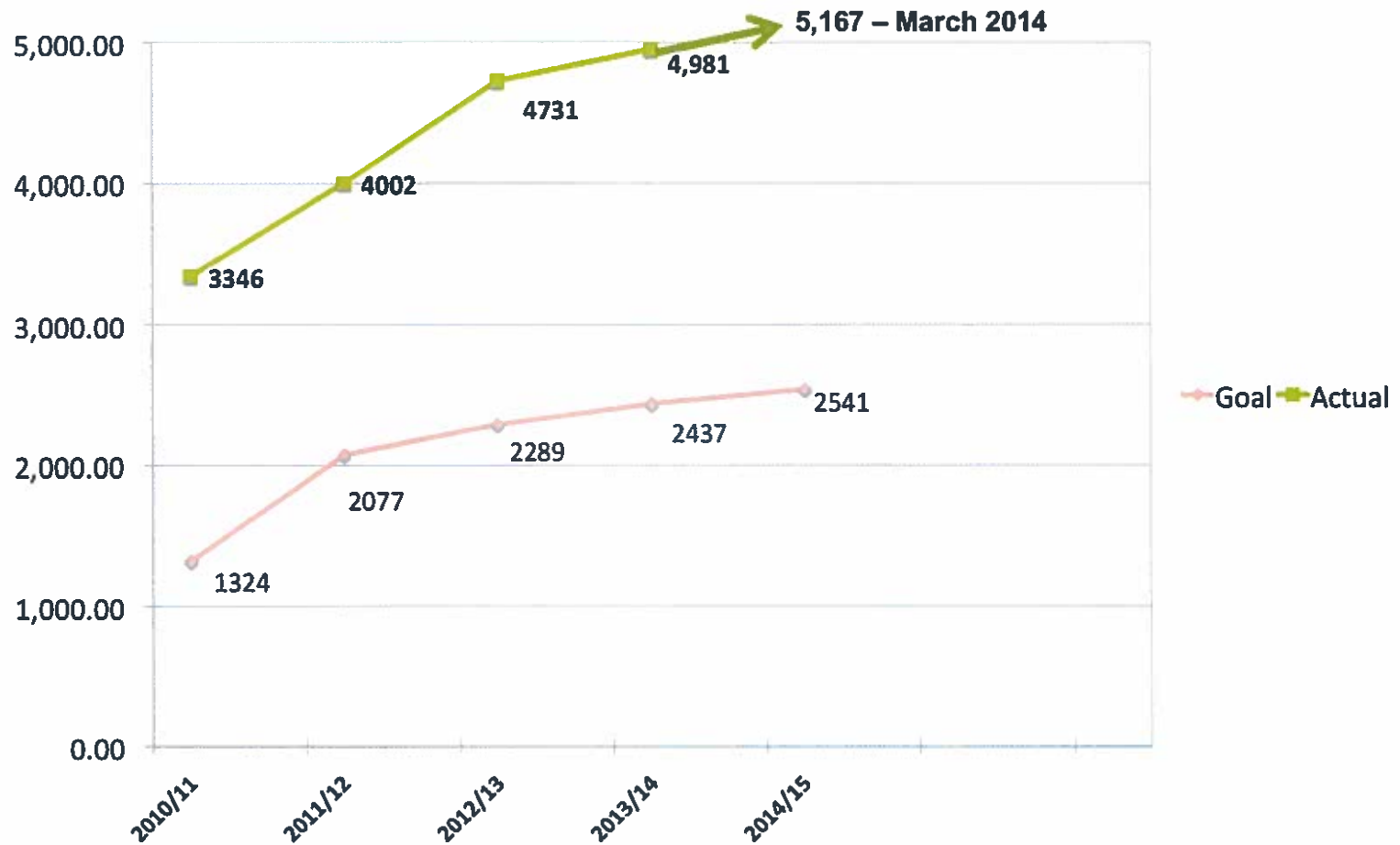
Through March 2014





# MEMBERSHIPS

## Actual vs. Goal - update



# GROUP EXERCISE CLASSES

Spin • Pilates • Body Sculpting •  
Total Body • Zumba • Water  
Aerobics • Yoga Step •  
Kickboxing • Trigger Point •  
Cardio Sculpt

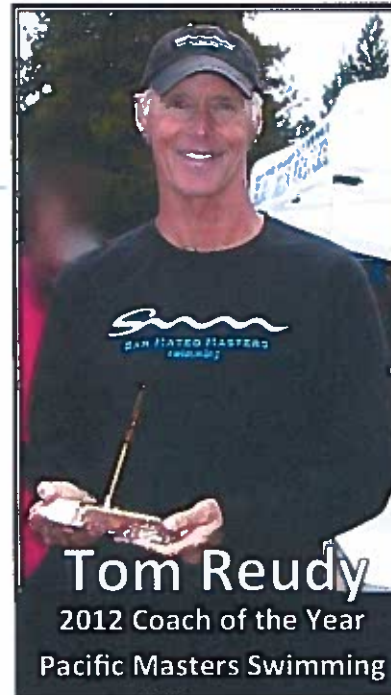
- Classes per week: 85
- Attendance per week: 1,328
- Classes per year: 4,118
- Annual participation: 72,068
- CEC Courses – 24-30 annually



# AQUATICS

## Programs for all ages

- **San Mateo Masters Swim Team**
  - 275 participants
  - 3x Host of Pacific Masters Championship
  - 2012 Coach of the year
  - 2013 Kerry O'Brian Coaching Award
- **Bulldog Swim Club**
  - 175 Participants
  - 2 Junior Olympic Qualifiers
  - Recreational and Competitive
- **Fee Based Rentals**
- **Swim Meets**
- **Lifeguard ARC Certification Programs**
- **Swim Lessons for all Ages**
- **Swim clinics and workshops**
- **Charity Events (SAA, Special Olympics)**





## Community Outreach

- Masters Swimming
- Swim Meet host site
- Swim lessons for all ages
- Lifeguard Certification
- CEC course work
- Spinning Certification
- Partner programs with San Mateo Union High School District
- Swim Across America – Fundraising Swim
- Cross promotions on campus with Nursing, Kinesiology, Yoga, Dance, Cosmetology, Veterans Affairs,



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# BUDGET

## Results

---

<b>Pre-Open</b>	<b>\$(162,983)</b>
• 2010/11	\$105,520
• 2011/12	\$387,384
• 2012/13	\$645,384
• 2013/14	\$815,000*

Surpluses generated will aid in maintaining the facility, replacing equipment as it ages and address deferred maintenance issues as well as other District and College goals.





## 2013 CUSTOMER SURVEY RESULTS

73 of our 100 partners responded to a 2013 survey and 100% said:

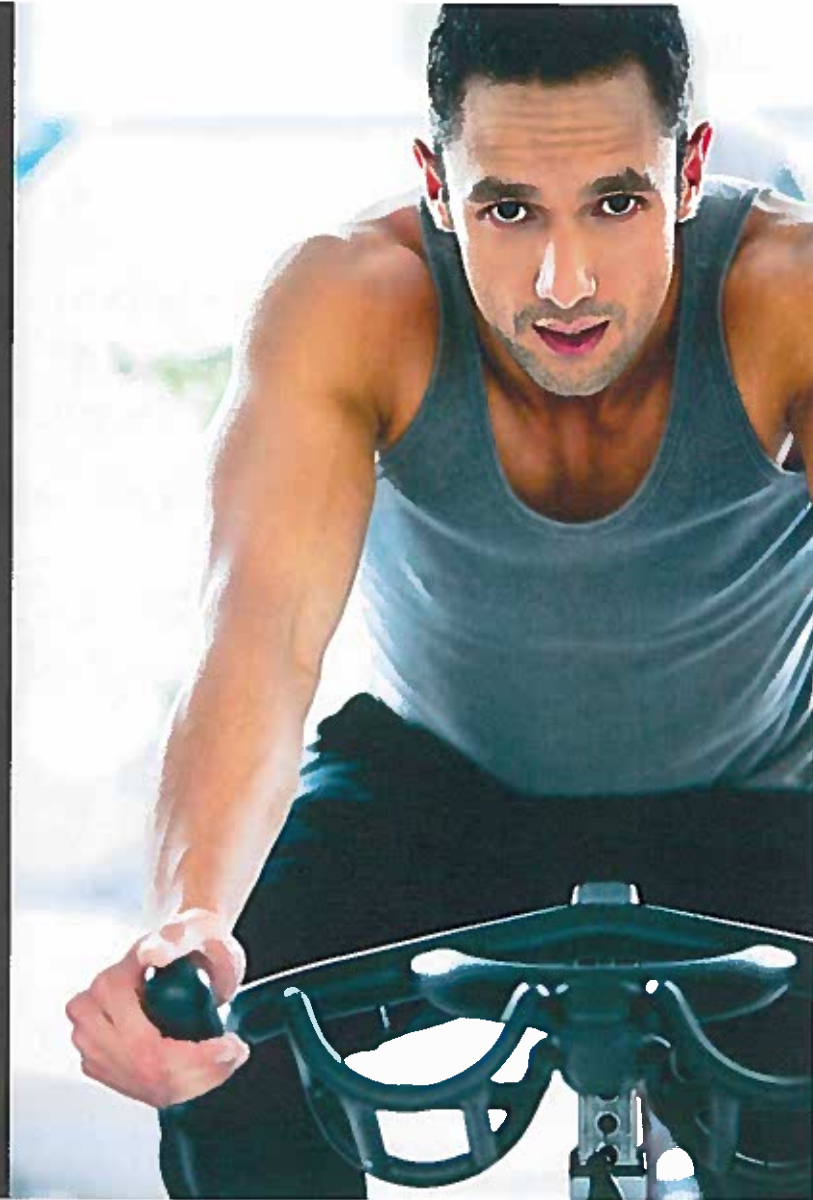
I would choose MediFit **AGAIN**

MediFit is a very strong match to **OUR CULTURE**

I would **RECOMMEND** MediFit to others

I can always count on MediFit **TO DO THE RIGHT THING**

MediFit delivers exactly what they **PROMISE**





We help people live **HEALTHIER, HAPPIER** lives.



We help people live healthier, happier lives.

**MediFit**



Vice President Miljanich said she is pleased to learn about this program. She asked how students got to the campus for the conference. Dr. Garcia said bus transportation was provided, funded by the President's Innovation Fund.

Trustee Mandelkern asked where Emery High School is located. Mr. Thomas said it is in Oakland. He said this high school requested that they be allowed to participate and, although there is no history of Emery students attending Skyline College, the request was honored. Trustee Mandelkern asked how students from Lowell, a high-performing high school in San Francisco, became involved. Mr. Thomas said Lowell approached Skyline College about the conference. Dr. Garcia said the conference promoted the understanding that community colleges can be part of the pathway to a four-year institution.

Trustee Mohr said it is critical to reach out to high school students. He said it is becoming more and more costly to attend college and students who want to attend four-year institutions are well aware of transfer agreements. He said it is important to let high school students know that they can enter a pathway and progress each semester toward transferring or toward technical careers.

President Schwarz asked about future funding for the initiative. President Stanback Stroud said an initiative funded by the President's Innovation Fund may request funding for three additional years. This allows time to take the initiative through the budget process to determine if it will be institutionalized.

President Stanback Stroud acknowledged the leadership of Dr. Blake, Dr. Garcia and Mr. Thomas in making the program possible.

#### **REVIEW OF THE DISTRICT PARTNERSHIP WITH MEDIFIT (14-4-6C)**

Tom Bauer, Vice Chancellor of Auxiliary Services and Enterprise Operations, provided a brief history of the San Mateo Athletic Club (SMAC). Construction of Building 5N at College of San Mateo, to contain a fitness facility for academic programs, was funded by the Measure A bond initiative passed in 2005. At that time, enrollments were growing. In 2007-08, the fitness facility was finished but, because of the state's economic downturn, enrollments were capped. In late 2008, Chancellor Galatolo tasked Vice Chancellor Bauer with investigating a community program to go with the academic program. Vice Chancellor Bauer visited and studied numerous fitness facilities. In September 2009, he came to the Board with a description of a community and academic program working side-by-side. An RFP was issued for a partner to operate the facility. On January 27, 2010, the Board approved a professional services agreement with MediFit Corporate Services, Inc. to partner with the District to operate SMAC. Vice Chancellor Bauer said the results have been nothing short of remarkable; results include:

- job creation for 102-124 employees
- 56% of employees are College of San Mateo graduates or currently enrolled students
- 20,000 member visits per month
- exceeded annual new member goals each year of operation
- more than 5,000 members as of March 2014 (four years old); had predicted 2,500 members in five years
- achieved break-even status in first quarter of first fiscal year of operation
- creates programs, events, certifications and clinics to engage the community
- looking toward expansion model
- charity alignment
- nationally recognized programs
- collaboration with San Mateo Union High School District
- "Where Education Meets Fitness" tagline for everything done at SMAC

Vice Chancellor Bauer introduced Kurt Atherton, MediFit President, Community Division, and Diana Thomas, Vice President, Operations and SMAC General Manager. Mr. Atherton said MediFit works with more than 100 partners. The company has been in business for more than 20 years and operates in 36 states, with more than 220 managed sites and more than 375,000 members. MediFit employs approximately 22,000 people. Employment with MediFit is a positive first step for people who are just completing their educational experience and are interested in fitness and wellness. MediFit's partners include many Fortune 500 companies and leading wellness providers in the country.

Mr. Atherton said MediFit is a pure management company. All of its business consists of partnerships and the focus is on being the best partner it can be to the entities with which it partners. MediFit brings an extraordinary set of resources to bear and has a consistent record of proven results in operating corporate and community based centers. The company

is a leader in the industry and has broad presence or leadership in national and international organizations. MediFit offers a myriad of programs. It benefits greatly from the size and scope of the organization, i.e. the number of partners and number of sites managed. The company regularly brings groups of employees together to share experiences, challenges and best practices. MediFit is completely invested in achieving its partners' goals and has assembled a team of talented professionals who are passionate about what they do.

Mr. Atherton said MediFit's cultural values are very important to the company and are impressed upon employees and communicated to its partners. He said that partners must share similar values in order to be as successful as they can be. From the beginning, MediFit has believed that its values and those of the District are in complete alignment.

Vice Chancellor Bauer said that all of the District's goals for SMAC have been met or exceeded. The goals were:

- operate a full-service, community-based health club where students and staff share space with community members
- seamless integration with the academic program and student life
- create programs that attract community members to campus and that serve as a workforce development complement to the academic program, creating career opportunities for students and staff
- be financially sustainable
- be service oriented
- position SMAC as the leader in providing health and fitness programs for the community
- create an open environment where every demographic feels comfortable

Ms. Thomas said MediFit supports the District with leadership, management, integration of programs, workforce development, marketing and member engagement, and design and development. Site management provides executive leadership, strategic planning, safety and compliance, technology, operations support, project team support, quality assurance, and evaluation and reporting.

Ms. Thomas said there were challenges on the College of San Mateo campus, including the presence of an active academic program, providing access 364 days per year with an average of 17 hours per day, aquatic facilities management, and providing exposure opportunities for community engagement. Solutions to these challenges include working collaboratively with faculty and staff and impressing on members that "investing in your health supports education in your community."

Ms. Thomas said MediFit conducts new member campaigns and promotions. It also promotes engagement and retention of members using health education and fitness flyers and posters. Student membership promotion includes ads and social media.

Ms. Thomas said MediFit tailors reporting strategies to each site. These include tracking usage and perishables, following ancillary revenues, taking attendance in group exercise classes, monitoring daily sales statistic reports, comparing key statistics month over month and year over year, monthly inventory, and projections.

Ms. Thomas said MediFit assists in staffing recruitment, hiring and training. All employees have access to a virtual university. Each employee is required to be CPR/AED certified. Teachers and personal trainers are required to be nationally certified and a bachelor's degree is preferred. All managers have college degrees. Employees are offered benefits.

Mr. Atherton discussed MediFit partners that have program complexity similar to SMAC; they include the Anschutz Health and Wellness Center at the University of Colorado, the Yale-New Haven Hospital's employee fitness and wellness center, and a commercial center.

Ms. Thomas said SMAC members' visits total 264,625 annually, averaging 22,052 per month. Students' annual participation is 61,745, averaging 5,131 per month. She compared memberships based on groups, noting that there is a large corporate membership. There are 85 group exercise classes per week, with an average attendance of 1,328. CEC courses are offered 24 to 30 times annually and are open to the community, fitness professionals, students and existing staff. The aquatics program hosts numerous championships. The San Mateo Masters Swim Team has 275 participants and the coach has been recognized on a national basis.



Ms. Thomas said community outreach includes the Masters Swim Team, Swim Across America, hosting of swim meets, lifeguard and spinning certifications, CEC course work, partner programs with the San Mateo Union High School District, and cross promotions with Nursing, Kinesiology, Yoga, Dance, Cosmetology, and Veterans Affairs.

Vice Chancellor Bauer said revenues have grown each year of operation and he predicts a surplus of \$815,000 this year after all expenses are paid. He said SMAC is a highly successful operation and he attributes that success to the quality of the program, the quality of people who MediFit has brought to the operation, and MediFit's cooperation with the District. He said MediFit, along with the other Auxiliary Services operations, is a part of the campus community. He said it is gratifying to see community members and students who enjoy interacting and working side by side.

Trustee Holober asked if MediFit manages any facilities in which staff is employed by the partner. Mr. Atherton said this is the arrangement at only one site which was operational and had staff in place for a long time before hiring MediFit to manage the facility. He said this model does not work well, in part because of employment laws regarding co-employment.

Trustee Mandelkern said he and his wife are impressed as members of SMAC and he hears positive comments from the community as well. He congratulated staff on exceeding expectations of the business plan. Regarding alignment with goals, Trustee Mandelkern said his recollection is that the original discussion regarding a partnership included the idea that there would be a migration from employing MediFit staff to offering employment opportunities to District employees. President Schwarz agreed that there was discussion about this issue, but it was not necessarily expressed as a goal. Vice President Miljanich said it was her understanding that the goal was to see this happen if possible, with the understanding that there are complications around salary levels and requirements as an educational institution. Trustee Mandelkern asked if conclusions have been drawn on opportunities for District employees or if this is still being evaluated. Trustee Holober said he believes this will be an item for future Board discussion. He said he would not expect District or MediFit staff to address this item on their own. Trustee Holober said he believes tonight's discussion is the beginning of what will be a more extensive review as the Board looks at economics, the management contract and other issues. Vice Chancellor Bauer said he has reviewed Board meeting minutes and they show that there was extensive discussion on this issue. He said he told the Board he would be examining and constantly evaluating "what if" comparisons. He said he would be glad to bring information to a future meeting. He said tonight's presentation is meant to provide an opportunity to learn more about MediFit and how the company, with its culture and values, has helped the District achieve success with SMAC. Mr. Atherton said MediFit has had this discussion with other partners and he would be happy to share his experience and thoughts with the Board if requested.

Trustee Mandelkern asked if District Facilities staff or MediFit personnel are responsible for cleaning and maintenance of the facility. Vice Chancellor Bauer said both MediFit and Pacific Dining are held responsible for cleaning of equipment because of strict Health Department codes. Vice Chancellor José Nuñez added that both vendors are held to APPA 1 (Association of Physical Plant Administrators) standards while District staff are not held to the same level. He said the District engineering team is responsible for all building maintenance, including pool, heating, HVAC, etc.

Trustee Mandelkern asked if the contractual relationship with MediFit is based on a fixed fee or contains a bonus payment based on success. Vice Chancellor Bauer said there is a bonus at the end of each year in addition to a fixed management fee; the bonus is based solely on financial performance. Trustee Mandelkern asked if that expense is broken out in the Auxiliary Services budget that is provided to the Board. Executive Vice Chancellor Blackwood said the budget is broken out by major account groups and does not show a single line item for this or other contracts. Vice Chancellor Bauer said he believes it might be shown as a line item in the more detailed budget but he will have to go back and check; he said he will let Trustee Mandelkern know if the line item is included.

Trustee Mohr said he visits SMAC daily. He said it is a very professional operation. He asked if research and findings on health and fitness can be brought into the academic environment. Vice Chancellor Bauer said he hopes to include Chancellor Galatolo, Dean Andreas Wolf and faculty on a visit to the Health Performance Laboratory at the University of Colorado, where research is being conducted on diabetes, obesity and the physiology of exercise; the goal is to bring knowledge back and incorporate it into the academic and fitness programs. Mr. Atherton said there is a need to readdress information in a professional educational environment. He said the commercial health club industry has done a disservice by providing confusing and oftentimes incorrect information. He said SMAC is exactly the type of environment in which to engage people and provide education. Ms. Thomas said MediFit's vision for the campus is to create the first teaching health club in the United States.

Student Trustee Latt said he is impressed with the success of SMAC within a short period of time and with how unique the program is, combining the education and employment of students with serving community members. He asked where community members come from geographically. Ms. Thomas said the majority of members live within a five to ten mile radius; however, there are also members from Moss Beach, Pacifica, Half Moon Bay, Santa Cruz, Fremont, Hayward, Palo Alto and Los Altos. Vice Chancellor Bauer said he recently obtained a demographic update from the Redwood City and Skyline areas which indicated that the need and interest is very strong in both areas.

Given the success of the program, Trustee Holober asked if SMAC fees, aside from students and employees, might be priced too low. Mr. Atherton said fees have consistently been raised for community members and lowered for students and staff. He said he would be hesitant to risk pricing the facility out of the market and he is comfortable with the current fee structure. Vice Chancellor Bauer said one of the intentions when setting community rates in 2010 was to acknowledge that the community was good to the District in passing bonds and to keep pricing such that they would benefit from their investment. Chancellor Galatolo said his objective was to drive prices lower for faculty and staff, recognizing that a healthy faculty/staff is important.

Noting that community members' fees provide some surplus dollars to support educational programs, Trustee Holober asked if MediFit has similar partnerships with other institutions and, if so, how SMAC is priced in comparison. Mr. Atherton said MediFit works with other institutions such as hospitals and universities, as well as non-profit organizations that use a similar model i.e. taking surplus from their operations and using it to fund other community programs. He said he will provide comparisons on pricing. Mr. Atherton said capacity is an issue and one of MediFit's strategies is to shift emphasis toward revenue-producing programs and services that are not related to dues, such as private training, aquatics lessons, and sports performance programs.

Vice President Miljanich commended the three presenters and everyone involved with SMAC, both at the campus and MediFit. She said she knows a number of community members who use SMAC and has heard only positive comments. Vice President Miljanich said the Board will and should continue to have discussions regarding District employees vs. other employees, but she would be reluctant to change something that is so successful. She said she hopes to examine the possibility of expanding to the other District campuses.

President Schwarz said she believes the Board learned a great about MediFit through tonight's report. She said that, even though she had hoped to have more District staff employed at SMAC, she is impressed with MediFit's emphasis on partnership and with providing pathways for students. She said it is good to have health and wellness associated with the District. President Schwarz said the discussion needs to continue, with more information on the monetary side. She said the Board also needs to discuss and be confident with a model if expansion is to occur. Trustee Mandelkern said market/demand surveys should also be examined. Trustee Mohr said one reason to expand is that health problems are concentrated in areas in which underrepresented groups reside. He said offering a fitness facility in such areas would be a great service to the community.

Trustee Mandelkern asked how long the contract with MediFit will run. Vice Chancellor Bauer said it expires in June of 2015.

Chancellor Galatolo said staff will come back to the Board with more information in summer and will start discussions on expansion possibilities. Mr. Atherton thanked the Board and said it is an honor to work with everyone at the District.

#### **STATEMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS**

None

#### **NEW BUSINESS**

#### **APPROVAL OF PERSONNEL ACTIONS: CHANGES IN ASSIGNMENT, COMPENSATION, PLACEMENT, LEAVES, STAFF ALLOCATIONS AND CLASSIFICATION OF ACADEMIC AND CLASSIFIED PERSONNEL (14-4-2A)**

It was moved by Vice President Miljanich and seconded by Trustee Mohr to approve the actions in Board Report No. 13-4-2A. The motion carried, all members voting "Aye."