Committee Semiannual Report
to the ACSM Board of Trustees
May 30, 2015 Board Meeting - San Diego, CA

1. COMMITTEE NAME: Committee on Certification and Registry Boards

2. REPORT DATE: May 18, 2015

3. SUBMITTED BY: Bill Simpson, PhD, FACSM (Certification Board Chair)

ACTION ITEMS FOR BOARD CONSIDERATION
SHOULD BE SUBMITTED ON THE ACTION ITEM FORM

4. ADDITIONAL INFORMATIONAL UPDATES OTHER THAN WHAT HAS BEEN
SUBMITTED IN THE SOAR KEY DIRECTIONS REPORT:

ACSM Certification Totals

The charts and table below demonstrates a consistent growth trend.

ACSM Certification Examinations Growth Trend
Certification Marketing: We have shifted our marketing efforts to a primarily web-based strategy with the assistance of Small Box Web Designs, a local marketing and web development company. This change in emphasis includes reducing our investments in print advertising and some fitness industry conference attendance. To date, we have more than 100,000 individuals who have opted in through our certification web site to receive information from us. We have specific marketing efforts underway with the collaborating organizations for both the Inclusive Fitness Trainer (NCHPAD) and the Physical Activity in Public Health Specialist (NPAS) certifications.

- High priority marketing efforts for 2014 are:
  - Optimizing certification renewals, that is, keeping our current customers. An ACSM member management software upgrade of our member management software. This upgrade will allow us to create a password-protected account management area for our certified professional. We can then provide them with additional educational and web-based community services.
  - The promotion of our Group Exercise Instructor certification has been a high priority project for FY2015.
  - We are organizing marketing efforts with the Clinical Exercise Physiology Association for the marketing of both the Clinical Exercise Specialist and the Registered Clinical Exercise Physiologist certifications.

International Certification Advancement: We have reorganized our international certification efforts by adding two members to our international certification committee. Each committee member is responsible for a global region. This will allow us to manage the increased activity in a more coordinated manner.

- CPT International Exam being translated into Hebrew and Greek.
- CES and CPT International exam is now offered in Korean.
- All current non-English exams will be updated (Japanese, German, Spanish).
- New contacts for future certification and workshops with Lebanon, Israel, Bangladesh, and Mexico.

International Certification Exam Forms: Given our international growth and interest from a variety of international contact, the CCRB is in the process of developing international versions of the ACSM Certified Personal Trainer examination and is working on an international version of the ACSM Health Fitness Specialist examination.

The primary difference in this exam is in the domain of legal/professional competencies as our international partners do not have the same legal processes in place when compared to the United States.
International Certification Registry Project: ACSM has joined a coalition composed of most the NCCA accredited certification organizations. The purpose of this organization is to join the larger coalition of international registries by creating a US registry of exercise professionals who are certified by NCCA accredited certification organizations.

Specialty Certifications in Process
- Behavioral Specialty Certificate Program: We are finalizing the development of a specialty certificate program for health and fitness professionals to support patients or clients in making lasting health behavior changes.
- ACSM is in a partnership with the Association for Applied Sport Psychology (AASP) to create a certification for sports psychology professionals, as well as either a certification or a specialty certificate for health and exercise behavior professionals working to support lasting behavior change in clients and patients.
- Exercise is Medicine Specialty Certificate: We have completed the development of a certificate program for fitness professionals to support clients who have diagnosed health challenges but have been cleared by their physician for independent exercise and physical activity. Currently there are 830 who have earned this credential.

Health Club Standards and Certification: NSF 341, Health Fitness Facilities Standards, was approved as an American National Standards Institute (ANSI) standard more than a year ago. An attorney from Ohio either working on his own or representing an organization (it’s not clear which) challenged the standard through NSF and with ANSI. At the very last level of appeal, ANSI decided to withdraw its accreditation. NSF 341 still stands as an NSF standard without the ANSI accreditation. ACSM is working closely with NSF to determine how it can be used to develop a health fitness facilities certification.

Certification Name Changes: Richard Cotton, National Director of Certification, presented a proposal to the Board noting the recommendation for two certification title changes; “ACSM Certified Health Fitness Specialist” to “ACSM Certified Exercise Physiologist” (EP-C) and “ACSM Certified Clinical Exercise Specialist” to “ACSM Certified Clinical Exercise Physiologist” (CEP) in an effort to establish protected titles and to improve recognition of ACSM certified degreeed exercise professionals. Due to the potential ramifications of changing a certification title, and because several viewpoints and perspectives were expressed by some stakeholders concerning this matter, Cotton noted that the CCRB went through a comprehensive and thorough process of soliciting input and comments through stakeholder surveys (i.e., members, ACSM certified professionals, public and employers) as requested by the Administrative Council.

Discussion among Board members highlighted the following pros and cons for the recommended name changes:

Pros:
- The changes give those ACSM certified professionals with bachelor’s degrees protected titles that are consistent with the Bureau of Labor statistics definition for the jobs.
- Help to move the whole professional forward.
- Help to distinguish exercise professionals with bachelor’s degrees from personal trainers, most of whom are non-degreeed.
- It is common for professionals with a bachelor’s degree to have “ologist” in their title.
- Will give ACSM certifications improved stature, hierarchy and career-path.
- Across the board support from all stakeholders.

Cons:
- Should have a minimum of a master’s degree to be called either an exercise physiologist or clinical exercise physiologist.
- These changes, especially the Clinical Exercise Specialist to Clinical Exercise Physiologist, will take away from the growth and stature of the Registered Clinical Exercise Physiologist.
- Will create confusion within both the field and among consumers.

After extended and thoughtful discussion, it was moved, seconded, and approved to make two
certification title changes; “ACSM Certified Health Fitness Specialist” to “ACSM Certified Exercise Physiologist” (EP-C) and “ACSM Certified Clinical Exercise Specialist” to “ACSM Certified Clinical Exercise Physiologist” (CEP).

5. **INDICATE IF THERE ARE SIGNIFICANT VARIANCES FROM BUDGET FOR THE COMMITTEE’S ACTIVITIES:**

None, other than our YTD exam deliveries are 113% of YTD FY13.

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