Keiser University in Melbourne has expanded its portfolio of undergraduate programs to include a new bachelor of science degree in Sports Medicine and Fitness Technology, a field that is growing in popularity as Americans are living longer and are becoming more health and nutrition conscious.

Students are set to start classes in the major courses on Oct. 26.

“We are excited to be able to offer this program to the community,” said Keiser University’s Alison Redd, the program director for Sports Medicine and Fitness Technology.

“The program will provide students with a broad base of knowledge in their field. We’ll focus on wellness assessment and on exercise prescription, with the goal of having the students understand lifestyle modification. These components and others are heavily emphasized throughout the four years of the B.S. degree in Sports Medicine and Fitness Technology.”

The students will learn about health–risk factors, exercise leadership, biomechanics of movement, physiological adaptations to exercise, injury prevention, care and therapy modalities, business management, and sports administration, for example.

“Alison has the program off to a great start,” said Don Vest, associate dean of academic affairs at Keiser University in Melbourne. “The expectation is that this will be a pretty big program.”

He said students have the opportunity to enter the program “at any point, whenever it is convenient for them. This is not a ‘cohort’ program like nursing, where the students come in as a group and graduate as a group.”

Students who have an interest in this program and other degree offerings at Keiser University in Melbourne are invited to attend the school’s “Scare Fair Open House” from 5 to 8 p.m. on Oct. 28.

In one area of Keiser University’s newly constructed and recently opened 30,000–square–foot classroom and laboratory facility, located next to its main 45,000–square–foot classroom and laboratory building on South Babcock Street, there is a full line of new exercise equipment. The inventory includes a squat rack, a leg–press machine, a bench press, a treadmill, free weights, and a range of stationary high–tech bikes that record user–data.

“We have a little bit of everything. It’s going to take the students a while to learn about the various equipment and machines and why each one is important in the overall scheme of things,” said Redd, who is working on her doctorate degree in exercise science at the University of Central Florida’s College of Education and Human Performance.

Exercise physiologists typically do the following: analyze a patient’s medical history to determine the best possible exercise and fitness regimen; perform fitness tests with medical equipment and analyze the subsequent data; measure body fat, blood pressure, oxygen usage, and other key patient–health indicators; develop exercise programs to improve patient health; and supervise clinical tests to ensure patient safety.

Students studying for their Sports Medicine and Fitness Technology degree at Keiser University take lower–level division courses such as Health–Fitness Appraisal and Wellness, Nutrition and Weight Management, Principles of Health and Fitness, Sports Medicine and First Aid, Exercise Leadership I, Sports Psychology, Exercise Physiology, Sports Administration and Law, and Externship I and II.

“During the two months of the Externship, students will be working 40 hours a week at an employer site doing what they have been practicing,” said Redd. “When they finish that part of the program, they start taking the upper–division courses.”


“The type of classes we offer in this program will
Redd. “There are so many different types of job opportuni-
ties healthy. “There is an obesity problem in our country,”
said Redd. “and exercise is one of the ways to battle
obesity, which can lead to serious health problems in life.”

In the past 30 years, obesity has more than doubled in
children and quadrupled in adolescents, with more than
one-third of children and adolescents found to be over-
weight or obese, according to the Centers for Disease
Control and Prevention. Obesity puts 78 million Ameri-
cans at an increased risk for a range of health problems,
including heart disease, diabetes, and cancer.

A new report from the Trust for America’s Health and
the Robert Wood Johnson Foundation says seven of the
10 states with the highest obesity rates are in the South.
Florida is No. 44 in the survey, with No. 1 being the
highest rate of adult obesity.

Prevention among children is key, says the 12th
annual “The State of Obesity: Better Policies for a
Healthier America.” It is easier and more effective to
prevent obesity in children, by helping every child
maintain a healthy weight, than it is to reverse the trend
later. The biggest dividends are gained by starting in early
childhood, promoting good nutrition and physical activity
so children enter kindergarten at a healthy weight.

“You need to have a lifetime plan for exercising, staying
in shape, and eating healthy,” said Redd. “And profes-
sional exercise physiologists can set up such programs and
help clients better understand health–risk factors and
why physical activity and fitness are important to one’s
health. Our graduates can play a role in communities
helping change the culture about exercising.”

Space Coast Machinist
Apprenticeship Program
Offering Certification

Manufacturing companies are
invited to enter their machinists in
a 4-year, State-Certified Machinist
Apprenticeship Program. The
program provides classroom/lab
work taught by working profes-
sional machinists in conjunction
with on-the-job training by the
company. The State Certificate is
recognized as a Journeyman
License. Very low cost for
companies. No tuition for students.

Enroll today
as participating
machining company
or as a student

Call 321-254-8278 for details
Formerly Brevard Machinist Apprenticeship Program