

## *GUILLERMO ESCALANTE, DSC, ATC, CSCS,\*D, FISSN*

### **Education**

2012 – Doctor of Science in Athletic Training – Rocky Mountain University of Health Professions

1999 – Master of Business Administration – University of La Verne

1997 – Bachelor of Science in Physical Education, Biology Minor – University of La Verne

### **Biography**


Guillermo Escalante currently serves as Assistant Dean and Professor of Kinesiology for the College of Natural Sciences at California State University, San Bernardino. He has taught various courses in exercise science/kinesiology such as Sports Nutrition, Prevention and Care of Athletic Injuries, Principles of Strength and Conditioning, Principles of Human Movement, Exercise Prescription, Health and Fitness Business Management, and more. He also performs research in the areas of sports medicine, sports nutrition, human performance, and physique enhancement where he has published over 60 peer-reviewed manuscripts or abstracts, and has presented at regional, national, and international conferences for athletic training, strength and conditioning, and sports nutrition. In addition to his peer-reviewed work, he has published over 50 articles in internationally distributed fitness magazines and websites. He serves as an Associate Editor for the Journal of the International Society of Sports Nutrition, Chair of the Bodybuilding and Fitness Competition Special Interest Group through the NSCA, and a reviewer for various nutrition and exercise science peer-reviewed journals inclusive of two NSCA publications. Escalante also serves as a consultant to several businesses in the areas of fitness, sports medicine, and sports nutrition. He received the CSCS and ATC credentials in 1998 and began his career in the field as a certified athletic trainer and strength coach working in a sports medicine clinic, local high schools, and a community college. He later transitioned into healthcare and fitness business administration/ownership before going into academia.

### **NSCA Involvement**

- Bodybuilding and Fitness Competition Special Interest Group, Chair (2021 – present)
- Bodybuilding and Fitness Competition Special Interest Group, Executive Committee Member (2020 – present)
- *The Journal of Strength and Conditioning Journal*, reviewer (2016 – present)
- *Strength and Conditioning Journal*, reviewer (2016 – present)
- ERP Sponsor/Director (2015 – present)
- Nutrition, Metabolism, and Body Composition Special Interest Group, Executive Committee Member (2016 – 2021)

### **Vision Statement**

The NSCA currently faces some critical issues that need to be addressed for the continued success of the organization. While I could list several, I will focus on two of the most pertinent ones. Specifically, increasing the



number of universities that offer programs accredited by the Council on Accreditation of Strength and Conditioning Professionals (CASCE) and continuing to improve diversity, equity, and inclusion.

Since the NSCA will require professionals seeking the CSCS credential to be graduates of CASCE accredited programs by the year 2030, recruiting universities to undergo the CASCE accreditation process will be important. Currently, only 6 institutions have been CASCE accredited. While this is a great start, more programs need to be accredited over the next seven years. In investigating the number of programs accredited by the Commission on Accreditation of Athletic Training Education (CAATE), they have 312 accredited programs in the United States. As such, one proposed goal for the NSCA is to strive to have at least 306 more programs CASCE accredited by the year 2030; this can be broken down to a goal of ~44 programs per year beginning in 2023. This goal can be achieved by implementing an effective marketing campaign to reach kinesiology/exercise science faculty members, department chairs, administrators, and students to create awareness and urgency for institutions to obtain the CASCE accreditation. The marketing campaign can include social media (Instagram, TikTok, YouTube, Facebook), the NSCA Channel, having talks and/or booths at all national/regional/state conferences, and an email campaign to members and critical stakeholders at universities in the United States and beyond.

Diversity and inclusion is another critical issue that requires significant attention. While the NSCA has enhanced its diversity over the last 20+ years, this issue needs continual attention and improvement. As the NSCA continues to grow, we need to be intentional in the recruitment, retention, and development of people from all underrepresented groups (e.g., women, LBGTQI+, people of color, and all other underrepresented groups within the NSCA). A goal for the NSCA could be to measure and specifically set goals to decrease any equity gaps that exist. This can be accomplished by continuing to embrace diversity, developing awareness and training (perhaps via CEUs) on diversity/equity/inclusion, providing more funding to students and professionals from underrepresented groups, and providing leadership training/opportunities to people from underrepresented groups to serve and succeed in NSCA leadership positions.