

*ROBERT ALEJO, CSCS,*D, RSCC*E*

Education

1982 – Bachelor of Arts in Physical Education – California State University, Chico

Biography

Robert “Bob” Alejo is the former Senior Associate Athletic Director for Performance and Student-Athlete Welfare at CSU Northridge. He was previously the Director of Sports Science for Power Lift in 2011-2017. Prior to that, he was the Assistant AD/Director of Strength and Conditioning for NC State (1993-2001 and 2009-2011), overseeing the strength and conditioning for the entire athletic department, while coordinating the day-to-day efforts of the men’s basketball team. During that time, the Wolfpack men’s basketball team earned two trips to the Sweet Sixteen in four NCAA Tournament appearances. Prior to that, he was the Director of Strength and Conditioning for the Oakland Athletics, which included the “Moneyball” period. During those 12 years, he was responsible for all aspects of the organization’s year-round physical preparation at both the MLB and minor league levels. During the 2010 season, he was a Strength and Conditioning Consultant for the San Jose, Earthquakes. From 2005-2008, he was the Director of Strength and Conditioning at UC Santa Barbara. From 2017-present and 2001-2005 he has run Alejo Athletic Performance Consulting. He was the Assistant, Associate Head, Head Administrator/Strength and Conditioning at UCLA from 1984 to 1993, working with 23 men’s and women’s teams. During that time, the Bruins racked up 25 national championships and produced more than 100 All-Americans. Prior to that, in 1982-1984 Alejo was the Program Coordinator/Strength and Conditioning Coordinator for the Sports Medicine and Training Center in Chico, CA. In 1983-1984, he was the Head Strength and Conditioning Coach for CSU Chico Football. Alejo served as the strength and conditioning coach for men’s beach volleyball U.S. Olympic Team in the 2008 Beijing and 2012 London Olympics. Finally, he coached Todd Rogers and Phil Dalhausser to be the 2007 World Champion and earn 2008 Olympic Gold, respectively.

NSCA Involvement

- NSCA Board of Directors, Educational/Institutional Strength and Conditioning Professional (2020 – present)
- NSCA Board of Directors, Vice President (2021 – 2022)
- CASCE Board of Directors, NSCA Board-Appointed Representative (2021 – present)
- Finance Committee Member
- Conference Committee Member
- College Strength and Conditioning Professional Special Interest Group, member (2005 – 2008)
- Major Gifts Committee Member

Vision Statement

The NSCA Board of Directors and the NSCA organizationally will continue to face perennial challenges, as well as pressing matters that will test our ability to globally lead the strength and conditioning profession.

Perennial Issues: Member retention, excellent conference standards, scrutinizing the certifications to maintain the highest level of credibility and excellence.

Pressing Issues: Diversity, Equity, Inclusion; Safety and Welfare of High School Strength and Conditioning programs; ensuring the NSCA future by reliable recruiting for Board of Directors positions; actionable Workplace initiatives; improving Board of Director engagement with the membership.

NSCA Goals: 1) Continue to recruit and retain strength and conditioning practitioners, particularly the pioneers of our profession. 2) Discuss and implement strategies to repair select strength and conditioning workplace issues. 3) Diversity, Equity, Inclusion 4) Taking a more aggressive approach to the shortcomings of the High School strength and conditioning environment. 5) Placing a greater importance on the Nomination Committee members and realizing the future of NSCA leadership begins in the nomination process.

Achieving Goals: Goals #1 & #2- It has begun! By virtue of continuing discussion, we will draw the more senior members and pioneers back to the organization by inviting them to present at the National and Coaches conferences. At the same time, younger, less experienced coaches are being chosen to present for the first time, illustrating that experience is important but everyone needs a first time! Professional Development Groups (PDG) will be key for recruitment/retention for all groups as well. Essentially, the Groups become a “business entity” by formally developing a Strategic Plan for the betterment of the group, adopted by the BOD and handed-up to the Executive Director to execute. Those groups and their respective Plans should include addressing workplace issues; connecting members to the association, creating joint efforts between members, volunteers and staff. These groups will help to illustrate that the NSCA is about the future of athletic performance and fitness but more importantly, its members! **Goal #3-** Forming the Diversity/Equity/Inclusion Committee puts us in step with societal justice. Make no mistake, my focus will be on Inclusion in as much as, I will not tolerate a group that appears diverse and equitable yet NOT inclusive! Everyone should know and more importantly feel that the NSCA is a place to “belong”, be included and active! **Goal #4-** Enough has been said and seen about the lack of strength and conditioning knowledge and certification at the High School level. It is time for intentional action! Again, I will do more than give my personal “aye” on a Board that approved the High School Professional Development Group. I will continue support and build the awareness to the importance of qualified personnel to design, implement and manage programs in high schools. **Goal #5-** The Board of Directors is about leadership. As leaders we need to be cultivating a “next-person-up” environment. The Board I sit on will be one keenly focused on actively recruiting candidates for the BOD open seats. At the roots, the Nomination Committee is integral in this important facet of our association. We need to do our part to insure and cultivate the future of NSCA leadership and therefore the future stability, momentum and advancement of the NSCA as an organization and the global future of athletic performance and fitness.