



Q1.
APPLIED PHYSIOLOGY AND KINESIOLOGY (APK)
INTERNSHIP SITE APPROVAL FORM

Q2.
The **Department of Applied Physiology and Kinesiology (APK)** at the University of Florida would like to thank you in advance for taking the time to complete the approval process and your willingness to provide valuable internship opportunities to our students. The Department of APK requires that all **undergraduates** complete a 12-credit internship experience in their final semester of study. The experience requires a minimum of 520 clock hours or 35-40 hours a week for 15 weeks, for the Fall and Spring semesters, or 40-45 hours a week for 13 weeks during the Summer semester. **Graduate** students in the Human Performance concentration may elect to complete between 3 - 9 credits of internship to count towards their degree. Each registered credit of graduate internship requires a minimum of 48 clock hours be completed and a graduate student must register for at least 3 credits in any semester they intend to complete an internship. Therefore, a graduate student will be required to complete between 144 - 432 hours during their internship. Ideally, interns become exposed to the tasks that will be required of them as professionals in the field, as well as receive opportunities to develop their skills and areas of interest. A brief description of our undergraduate and graduate programs is below:

APK Undergraduate Program: Prepares students to function as an exercise technician, exercise specialist, and/or wellness instructor in hospital, corporate, private, or governmental agency, to pursue graduate study in kinesiology, OR to pursue graduate study in a health profession requiring education beyond an undergraduate degree. The curriculum provides a strong basic science background and requires additional course work in the biological aspects of exercise. Students may pursue internship opportunities in healthcare, research, fitness, or other areas of human performance.

Human Performance (Graduate): The Human Performance concentration is a non-thesis program leading to a Master of Science degree in Applied Physiology and Kinesiology. Its purpose is to train students for careers where they can promote scientifically based exercise, wellness, and psychological factors to enhance health, athletic development and/or movement performance. Furthermore, students may be trained to be an integral part of the health care team that administers, assesses, and develops programs for clinical populations.

Please review the [APK Internship Policies and Procedures](#) Document to gain a better understanding of the expectations of students and site supervisors during the experience. Note that clicking the link to the Policies

and Procedures manual will take you away from this survey and cause any information input into the survey to be lost.

Q5. Organization Name

Reflexion Interactive Technologies Inc

Q6. Organization Location(s) - Include Addresses Of All Locations To Be Included As Part Of This Approval

355 E Liberty St Ste 300 Lancaster, PA 17602

Q10. URL of Website For Organization

<https://reflexion.co>

Q7. Name of Individual Who Will Receive Applications From Students

Matt Campagna

Q8. Email Address of Individual Who Will Receive Applications From Students

m@reflexion.co

Q9. Phone Number of Individual Who Will Receive Applications From Students

(717) 413-3336

Q34.

Will the person receiving internship applications from students be the same person supervising the student and completing the student evaluations during the internship?

Yes

No

Q11. Name of Individual Who Will Supervise Students Directly During Internship and Complete Student Evaluations

This question was not displayed to the respondent.

Q12. Email Address of Individual Who Will Supervise Students Directly During Internship and Complete Student Evaluations

This question was not displayed to the respondent.

Q13. Phone number of Individual Who Will Supervise Students Directly During Internship and Complete Student Evaluations

This question was not displayed to the respondent.

Q14. What Semester(s) Is Your Organization Available To Accept Interns? (select all that apply)

- Fall (August - December)
- Spring (January - April)
- Summer (May - August)

Q15. APK Internship Policy requires that a site supervisor hold one degree higher than the student intern. This means that site supervisors of undergraduate interns must hold at least a bachelor's degree and those of graduate interns must hold at least a master's degree. Based on this policy, for which category of students is your organization willing to accept applications? Check all that apply

- Undergraduate Students
- Graduate Students

Q16. How many interns is your organization willing and able to support per semester?

4

Q17. Describe the normal working hours anticipated for an intern at your organization. Please indicate likelihood and circumstances surrounding any evening or weekend time commitments.

Working hours are flexible and role specific. In general, our expectation is 8a-5p est M-F with some communication required outside this window on an as-needed basis.

Q18. Does your organization offer non-paid or paid internships?

Non-paid

Paid (amount)

Q21. List other benefits your organization offers interns (i.e. housing, health insurance, travel reimbursement, etc.)

No benefits will be offered for internships. Travel, if needed, will be covered.

Q22. List required purchases for interning with your organization (i.e. parking pass, uniform, I.D. Badge, etc.)

N/A

Q23. List required skills or previous experience necessary for interning with your organization

Technical Proficiency: Familiarity with cognitive training technology and its application in health and fitness. Sales Skills: Basic understanding of sales principles and customer engagement strategies, possibly including experience with lead generation, cold calling, or email campaigns. Analytical Skills: Ability to conduct and interpret market research to identify business opportunities. Communication Skills: Strong written and oral communication abilities for effective client interaction and maintaining client relationships. Problem-Solving Abilities: Creative and analytical thinking to solve physiology and kinesiology problems from various perspectives. Organizational Skills: Aptitude for managing tasks, updating sales records, and organizing information. Learning and Adaptability: Eagerness to learn from experienced team members, attend meetings, and adapt to different sales funnel stages. Interdisciplinary Knowledge: Some background in physiology and kinesiology, health, wellness, and fitness environments. Teamwork and Collaboration: Ability to work effectively in a team, fostering collaboration and engaging with peers and professionals.

Q24. List any special credentials or documents required to intern with your organization (i.e. CPR/First Aid, Liability Insurance, Personal Training Certification, OSHA training, HIPPA training, Pre-Internship orientation, background check)

N/A

Q25. Provide a bulleted list of duties/responsibilities your organization expects to be fulfilled by interns:

- Product Demonstration and Education: Demonstrating cognitive training technology and educating clients cognitive benefits. - Client Health Assessments: Assisting in the assessment of client health and fitness levels, and recommending cognitive training solutions based on individual needs. - Research and Development Support: Aiding in the research of new market trends in health, wellness, and fitness technology, with a focus on applied physiology and kinesiology. - Sales Strategy for Kinesiology Products: Contributing to the development of sales strategies that highlight the kinesiological advantages of cognitive training products. - Client Relationship Management: Establishing and maintaining client relationships with a focus on health improvement through cognitive training. - Training and Workshop Assistance: Assisting in organizing and conducting workshops or training sessions that teach clients about exercise physiology and the role of cognitive training in physical activity. - Sales Data Analysis: Analyzing sales and customer data to identify trends and opportunities in the health technology market. - Interdisciplinary Project Involvement: Participating in projects that require an understanding of the integration of kinesiology with other discipline. - Sales Documentation: Documenting sales processes and client interactions with an emphasis on cognitive outcomes and feedback. - Communications Support: Crafting communication materials that effectively convey the science of kinesiology as it relates to cognitive training products.

Q26. Please describe a typical day for the intern:

A typical day for a cognitive training technical sales intern with a focus on kinesiology at Reflexion might include: Morning Check-In: Brief team meeting to align on daily goals and review the schedule for sales demos. Lead Outreach: Contacting leads via phone and email to set up or confirm times for sales demonstrations. Sales Demonstrations: Leading demo calls, showcasing Reflexion's cognitive training products, and discussing their benefits from a kinesiological perspective with a focus on the overall health and wellness of our customers. Consultative Sales Process: Engaging with potential clients to understand their needs and advising how Reflexion's solutions can meet them, informed by kinesiology principles. Follow-Up: Sending out information packets after demos and following up with leads to answer any additional questions or concerns. Data Entry: Updating the CRM system with notes from calls and emails for future reference. Specifically documenting new health trends and how we can better meet customers' health needs Sales Strategy: Participating in strategy sessions to refine the consultative sales approach based on client feedback and brain health insights. Learning and Development: Spending time with product teams or kinesiology experts to stay updated on product features and relevant health and fitness knowledge.

Q28. All Interns (undergraduate and graduate) MUST be evaluated on **at least 6** of the following 9 Student Learning Outcomes (SLO's), though evaluation of all 9 is preferred. Please check each SLO that applies to the duties/responsibilities provided to interns at your organization.

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|---|---|
| <input checked="" type="checkbox"/> Integrate principles and methods of math, social sciences, and/or arts and humanities to applied physiology and kinesiology, health, wellness, and/or fitness environments. | <input checked="" type="checkbox"/> Select and utilize the appropriate scientific principles when assessing the health and fitness of an individual and prescribing physical activity based on those assessments. |
| <input type="checkbox"/> Identify and relate the nomenclature, structures, and locations of components of human anatomy to health, disease, and physical activity. | <input checked="" type="checkbox"/> Solve applied physiology and kinesiology problems from personal, scholarly, and professional perspectives using fundamental concepts of health and exercise, scientific inquiry, and analytical, critical, and creative thinking. |
| <input type="checkbox"/> Identify, examine, and explain physiological mechanisms of homeostasis at various levels of an organism (i.e., cells, tissues, organs, systems). | <input checked="" type="checkbox"/> Collect, compare, and interpret qualitative or quantitative data in an applied physiology and kinesiology context. |
| <input type="checkbox"/> Investigate and explain the effects of physical activity on psychological health as well as the perspectives used to enhance adherence to healthier lifestyles. | <input checked="" type="checkbox"/> Effectively employ written, oral, visual, and electronic communication techniques to foster inquiry, collaboration, and engagement among applied physiology and kinesiology peers and professionals as well as with patients, clients, and/or subjects. |
| <input checked="" type="checkbox"/> Identify and explain the acute and chronic anatomical and physiological adaptations to exercise, training, and physical activity. | |

Q33. Name of APK student that requested the site approval form from you (if applicable)

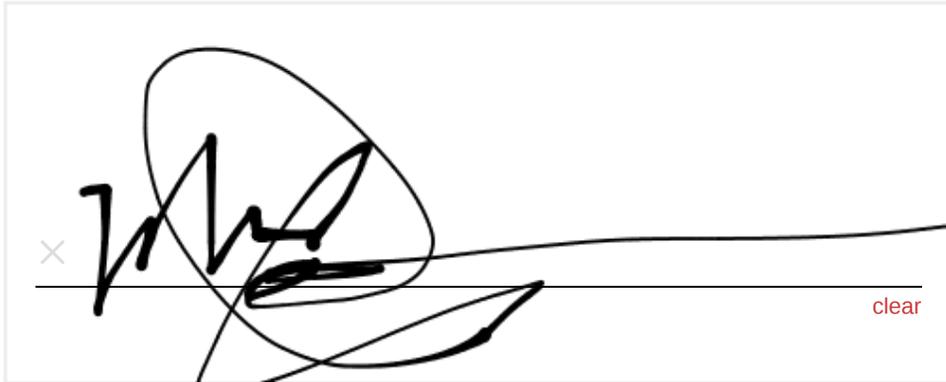
Q29. Would you like to be added to the Department's list of approved sites for future interns?

- Yes
 No

Q32. Have you reviewed the APK Internship [Policies and Procedures Manual](#)? Note that clicking the link will take you away from this survey and any information input into the survey will be lost if you navigate back. We recommend holding the ctrl button on your keyboard when clicking the link to open it in a new browser tab.

- Yes
- No

Q30. Signature of Individual Who Will Be Receiving Internship Applications



Q31. Signature of Individual Who Will Be Supervising And Evaluating Students During The Internship

This question was not displayed to the respondent.

Location Data

Location: [\(39.6566, -75.5661\)](#)

Source: GeoIP Estimation

A map of the Northeastern United States is shown, with a yellow diamond marker indicating a specific location. The marker is positioned near the border of Delaware and Pennsylvania, just north of Wilmington. Other cities labeled on the map include Harrisburg, Allentown, New York, Baltimore, Washington, and Annapolis. The map also shows state boundaries for Pennsylvania, New Jersey, and Maryland.

Approved: 11.17.23

Blain Harrison

Blain Harrison - APK Internship Coordinator