

University of Florida SPM Internship Manual

Introduction

The internship is the capstone course of the Bachelor of Science in Sport Management degree program. The internship provides the student with the opportunity to pursue professional experience in his/her option area. It is a 12-credit hour experiential learning opportunity completed over the course of 12 weeks during the Fall, Spring, or Summer semester. During the internship, the student is provided the opportunity to apply knowledge to practice. The internship is based on the philosophy that course work and theory, when supplemented with a variety of observations and hands-on work experiences, will provide the student with the opportunity to enhance his/her professional development as well as increase the student's understanding and appreciation of the profession.

The internship is intended to be a bridge for the student between the academic present and the professional future. It is a three-way partnership between the student, the internship agency, and the university. All parties in the relationship assume definite responsibilities, perform specific functions, and achieve benefits as a result of the involvement.

The major objectives of the internship may be summarized as follows:

- To increase the student's knowledge of the profession in general and more specifically to their specialization.
- To provide opportunities for the student to apply knowledge and skill acquired in academic settings.
- To provide experiences which will help the student complete a self-evaluation in respect to strengths, weaknesses, and personal standards.
- To facilitate the development of professional ethics.
- To enable the student to develop new skills in leadership, supervisory and administrative roles.
- To expand the student's opportunities for affiliation with professionals in the field.
- To provide the agency with an opportunity to contribute to the professional preparation of the student.
- To develop and strengthen liaisons between the student, the university, and the agency.
- To expose the student to fiscal responsibility in terms of management of events, purchasing of products and expenses related to personnel.

Frequently Asked Questions

Where May a Student Complete the Internship?

A student, upon completing all requirements for internship, may complete an internship at any approved agency in the world. New and international internships will be evaluated upon request of the student.

Over the years, the UF internship database has expanded to include sites in the state of Florida, the Southeast US, the United States, and several sites abroad. Every effort is made to provide a variety of potential internship sites. In addition to the existing approved sites, the Department of Sport Management actively welcomes new sites each semester provided the agency can meet the following criteria:

- Is willing and able to invest the time, talent, and effort necessary to provide an optimal learning experience for the student intern.
- Has sufficient professional and supervisory staff capable of teaching, challenging, and modeling in a cooperative atmosphere.
- Is significantly engaged in delivering the events, services, or experiences to enhance the credentials of our students.
- Provides adequate access to resources necessary for conducting the educational experience.
- Provides an adequate orientation program for the student and conducts regular evaluation, instruction, and information sessions with the student intern.
- Offers a range of programs and services that relate to the student's professional development and learning objectives.
- Accepts the student as a contributing member of the team/staff.

NOTE: In determining duties, assignments, and experiences, it is critical that the internship is, above all else, a **learning experience** for the student and should not be classified as a job or require the student to perform duties to replace a paid employee. Furthermore, it is our expectation the student will have on the job training without the fear of being terminated/demoted for limited contribution or productivity.

What Qualifications Should My Supervisor Have?

Agency supervisors should have one of the following:

- Four-year degree from an accredited college/university and a minimum of two years supervisory and/or administrative experience.
- Master's degree from an accredited college/university and a minimum of one year supervisory and/or administrative experience.

- An Industry professional who has extensive experience may be approved as a site supervisor if they demonstrate an ability to supervise and mentor the SPM student. We do prefer all site supervisors to have completed a four-year degree in a related discipline.

Agency supervisors should be willing to provide guidance and direction during the entire internship experience, with the intent to facilitate completing of the student's internship goals and objectives. One supervisor (the individual who signs the internship paperwork) will be required to submit evaluation reports (tri-weekly reports, a mid-term reports and a final report) to the SPM faculty representative overseeing the student intern. **All reports are to be scanned by the student and then submitted on the Canvas course website** according to the Internship Evaluation Assignment Deadlines for the semester. Students are also encouraged to maintain contact with their university supervisor at least every two weeks to apprise him/her of your progress. Some supervisors may require weekly communication.

Required Reports to be Completed and Submitted During the Internship:

Tri-weekly Report (submitted twice): This form is to be completed every three weeks by your agency supervisor. Please be sure to sit down with your agency supervisor and complete each Tri-weekly report in advance of the assignment deadline.

Midterm Evaluation Form: The Midterm Evaluation of the student intern must be completed by the agency supervisor at the end of the fifth week for the Summer internship and at the end of the seventh week for the Fall or Spring internship and then submitted to the UF faculty supervisor in advance of the deadline. Students are encouraged to create an evaluation appointment with the site supervisor weeks in advance of the deadline so the midterm evaluation can be submitted prior to the deadline.

Final Evaluation Form: At the conclusion of the internship experience (week 12), the Final Evaluation of the student intern must be completed by the site supervisor and then submitted to the UF faculty supervisor in advance of the deadline. Students are encouraged to create an evaluation appointment with the site supervisor weeks in advance so the final evaluation can be submitted prior to the deadline.

Responses to 2 internship questions (Submitted twice): From a battery of 19 questions, students are required to submit two 500-word responses from selected question. The battery of questions is listed below, and one of the four responses must be from questions 15-19.

All responses should reflect the student's internship experience.

1. Identify two management and/or marketing theories that you have learned about in one of your classes and discuss how these theories are being put into practice within the organization in which you work.
2. Identify several goals of your organization and discuss the methods or processes that the organization uses to achieve those goals.
3. Discuss any experience that taught you how to create an environment that stimulated other organizational members to achieve greater participation or success.
4. Describe and discuss a situation in which you were effective in managing or planning a program.
5. Describe and discuss an experience that helped you develop your leadership skills. Was your leadership autocratic or democratic? Explain.
6. Discuss an experience that caused you to evaluate your own personal strengths and weaknesses.
7. Discuss an experience in which you had to deal with organizational policies with which you may not have agreed.
8. Obtain the mission statement and/or statement of philosophy of the organization and discuss how it interacts with your own personal philosophy.
9. Discuss a situation in which someone's ethical behavior may have been questioned.
10. How does the structure of the organization have an influence upon the job that you do? Include a flow chart of the organizational structure.
11. Discuss any situation that you were aware of that might have had legal implications (e.g., liability issues, violations of constitutional rights, breach of contract, etc.).
12. Does your organization have a risk management manual or strategic plan to minimize potential lawsuits? If so, evaluate it. If not, suggest several areas that the organization might want to address.
13. Discuss the financial operation of the organization, as you perceive it. In what areas do you think that the organization could improve? Be specific!
14. Does the organization bring in any revenue from sponsorships? If so, evaluate the agreements and determine if they can be improved. If there are no sponsorships, determine if some are feasible and make suggestions as to what would be beneficial to the organization.

15. Identify and discuss consumer motives for your organization. In what way does the organization meet the needs of the consumer and in what area does the organization need to improve? Does the organization's marketing plan reflect an understanding of consumer needs and motives?
16. How does your organization use the escalator model to increase membership or consumption of its products? If it doesn't use this model, discuss how it could.
17. If you were involved in the setup or management of an event with your organization, identify areas that were done well and areas that could use improvement. Make suggestions on how the event could have been managed better.
18. Does your organization support Corporate Social Responsibility (CSR)? If so, why? Please discuss an experience in which you have been involved with your organization's CSR.
19. How does your organization's involvement in CSR impact society? Do you believe sport can be a catalyst for positive societal change? Please explain your answer.

As a component of the internship proposal students are required to identify 10 goals (five measurable goals and five other general goals)

Goal assessment (submitted 3 times): For each of these three assignments, students are asked to restate one of the measurable goals and then discuss the completion of that goal.

Goal Reflection: For this assignment students are asked to restate three of their five general goals and then discuss the completion of that goal.

Internship Experience Evaluation: At the conclusion of the Internship, the intern is asked to complete a one-page review of the experience. The evaluation is used to help future students in site selection and help the administration in terms of continuing or modifying the internship experience.

Alumni Questionnaire: At the conclusion of the Internship, the intern is asked to complete an Alumni questionnaire so the Department can remain connected with the student in years to come.

Student Profile and Photo: At the conclusion of the Internship, the intern is asked to complete a one-page student profile.

Intern Exit Questionnaire: At the conclusion of the Internship, the intern is asked to complete an exit interview survey for the Department Chair. The survey data is used to help the faculty better prepare students for the internship, aid in site evaluation, and help the student post-graduation.

How Long Is the Internship?

The University of Florida internship shall be:

- 40 hours per week.
- A minimum of twelve (12) weeks for the semester (Fall, Spring or Summer C).
- Begin no later than the first day of the term.
- Students may pursue extended experiences with the agency, but the commitment is not tied to the university beyond the 12-week experience.

Students who pursue an extended experience should negotiate the expectations in advance with the site leadership, however, SPM will recommend the student for graduation provided all internship requirements have been completed within the 12-week experience.

The internship period shall correspond to the University of Florida semester calendar. Internships begin on the first day of class and continue for 12 weeks. Students are expected to follow the rules, regulations, policies, and work schedule of the agency and do not have time off for university breaks unless the site also take time off; nevertheless, the student is expected to complete all 480 hours to fulfill the graduation requirement.

What Are the Experiential Goals of an Internship?

The internship is intended to be a comprehensive learning experience. The intern should be exposed to senior management as well as gain experience in several different aspects of the agency including but not limited to observing, reporting, participating, leading, assisting, supervising, and managing. Of particular importance are the following areas:

- Programming - publicity, planning, operation, evaluation.
- Agency Research - design, implementation, evaluation, conduct.
- Professional Development - conferences, writing articles, advocacy, code of ethics.
- General Administration - financial management, budget analysis techniques, record keeping.
- Personnel Practices - job description, staff evaluation, hiring.
- Planning - goal setting, policy and procedures, efficiency measures.
- Maintenance - materials, work schedules, equipment, indoor/outdoor areas, and facilities.
- Leadership - program, staff, community, direct client service.
- Facility Design and Development - specifications, cooperation with other professionals, model development innovation.
- Public Relations - client involvement, interagency coordination and cooperation, publicity, speaking, reporting, marketing, promotion.

- Social media – Instagram, Facebook, Twitter.... etc.

A combination of these areas should provide the student with total exposure to all phases of the agency. Moreover, the student should be prepared to pursue other professional opportunities following the internship experience.

What Are the Agency's Responsibilities?

The agency supervisor serves as an agency-based teacher offering instruction and supervision to the intern by utilizing the agency's culture and operation to further the student's professional competence. The agency supervisor will be responsible for the following:

- Providing trained and seasoned professionals to supervise and mentor the student.
- Challenging the student with meaningful learning experiences which meet both the student's and agency's needs.
- Designing learning experiences and assignments with the student.
- Informing the student of all personnel policies and procedures.
- Familiarizing the student with agency boards or advising authorities in the community.
- Monitoring the student to protect and enhance the quality of the agency's services, as well as the student's well-being while affiliated with the agency.
- Scheduling periodic conferences with the student to discuss schedules, work performance and future assignments.
- Evaluating and reviewing the student's performance and submitting the results to the university supervisor.
- Providing the student reasonable access to be engaged in staff meetings, activities, projects, and programs.
- Assisting the student in determining a program or project for which s/he will be responsible for planning, conducting, and evaluating.

What Are the Student's Responsibilities?

- Accept and adhere to agency and university rules and regulations governing the internship.
- Become an integral, responsible, loyal, and participating member of the agency staff.
- Set mutually satisfactory, feasible goals and objectives in conjunction with the agency supervisor.
- Always conduct her/himself professionally especially while in contact with agency staff and professional clientele.
- Complete all academic responsibilities (reports and evaluations) on time and to the best of her/his ability.

- Strive toward higher levels of personal and professional growth and fulfillment.
- Follow agency culture/protocol regarding dress and business practices.

What Are the University's Responsibilities?

- Approve the 12-week plan outlining the responsibilities and expectations of the student intern.
- Provide faculty oversight to assist the student in site selection, required duties and responsibilities,
- Follow up with the student regularly during the internship (review and respond to submitted assignments).
- Approve the student's goals and objectives that are attainable but do challenge the student.
- Maintain a curriculum designed to prepare the student for the internship.
- Help the student blend the experiential learning opportunity with their coursework and interests.
- Provide all internship correspondence, document due dates and university oversight (UF faculty) for the duration of the internship.
- Provide supervision and track the progress of the student.
- When appropriated, facilitate supervisory conferences between the student, the agency, supervisor, and the faculty member.

How Many Students May Intern at One Agency?

The department seeks to place only one student per agency for any given semester. An exception to this policy may be applied if an agency is comprehensive enough to offer a variety of internship experiences in different departments. Since we strive for all students to be set apart and distinguished, we highly recommend each student has a different agency supervisor, a purposeful semester plan and unique internship experiences specifically designed to help the student reach their career goals.

May Students Pursue International Experiences?

Although the Department of Sport Management aspires to be distinctive at the global level, we recognize that an international experience is appropriate only for select students. Students who are seeking an international experience prior to graduation should pursue an abroad experience prior to the senior internship.

Students aspiring to pursue an international internship will need to address the following questions:

- Will the international internship be approved by UF (the International Students Office must approve the country of residence)?

- Will the international internship generate professional contacts I can use following the experience?
- Will I be prepared to navigate the country (language, culture, transportation, housing, food adjustments, homesickness)?
- Do I have the confidence to accept a job offer in this country if a professional position is available following the internship?

If all items can be applied, we highly support students who aspire to complete an international internship. Students who are pursuing international experiences should complete the approval process well in advance of the internship deadline so flights, living accommodations and university paperwork can be completed appropriately.

Policies & Procedures

Students planning to enroll in the senior internship (SPM 4941C) must submit an internship proposal to the internship coordinator for approval. The Graduate Assistant and the coordinator will evaluate the proposal on the following criteria:

- Students seeking to complete the senior internship are required to submit a completed internship proposal by the semester deadline (for most students, this document is completed during the SPM4940 Advanced Career Prep course).
- Each student (with the input of the site supervisor) is expected to generate/negotiate a thorough 12-week plan outlining the semester responsibilities, the student's professional and personal goals, and departmental expectations for the duration of the internship.
- The proposed internship site must have a professional website and the mentor/supervisor must have sufficient industry experience to lead and mentor the SPM student.

The actual proposal form (see internship proposal form) requests that students provide the site supervisor's name, job title, site address, and other credentials. Next, applicants will answer the work/time related questions and have the site supervisor sign the document.

The next five questions on the proposal help the Internship Coordinator determine if the site is appropriate to host an intern.

Description of the agency. Provides detail regarding the site's mission, who they serve, the location, and all related dimensions of the site.

What are the student's 10 goals for the internship? Students will provide five measurable and five general goals (the measurable goals must be tangible and include numbers).

Why do you think this internship site will help you meet your goals? Give specific examples from your interview and from the 12-week plan. Students will provide details describing how the internship will allow them to advance their career and discuss how the 12-week plan will enhance their resume and provide experiences to improve marketability post-graduation.

Do you have any reservation at all regarding this internship (location, personalities, living arrangements, or expectations)? Students will address any concerns they may have regarding the site, the experience or any challenges related to their connection to the community or the site.

What can you contribute to the agency? Students will address their anticipated contributions during the 480-hour experience.

- How did you interview with the agency?
- Have you ever visited the agency?
- Did you provide the agency a copy of your goals?
- Will this internship be a paid opportunity?
- Does the agency require personal accident insurance?
- Does the agency require an Affiliation Agreement Form from UF?
- Have you attached the agency's 12-week plan?
- Does the agency require an application before approving you to intern?
- Do you understand that you cannot make a verbal or written commitment to this agency until you have departmental approval?

The agency supervisor will initial the three questions and sign:

_____ The agency supervisor will inform the student of any known risk or safety issues surrounding his or her work environment.

_____ The agency supervisor has reviewed the student's internship goals and will do their best to assist the student in attaining these goals.

_____ The agency supervisor has worked with the student to develop a 12-week plan that meets the needs of both the internship site and the student.

"I agree with the above proposal." _____ Signature and Date

Eligibility Requirements

In order to be eligible for the senior internship, the prospective student must complete an academic clearance form with the advisor to ensure all required university and department coursework for the university and the department have been complete or will be complete prior to beginning the senior internship. In addition to the completion

of required coursework, students must have maintained a 2.0 or better cumulative grade point average in overall and upper division course work.

Credits

Students who enroll in SPM 4941C for SPM are required to enroll in and complete 12 credit hours.

Time Schedule

The internship must parallel the university calendar and students are required to complete 12 weeks (480 hours) in the Fall, Spring or Summer semesters beginning on the first day of the semester. During the Fall and Spring the semesters, the student will finish the internship approximately three weeks prior to the end of the semester, however in the summer the internship can conclude two days prior to graduation so graduates out of town have sufficient time to travel back to Gainesville for graduation. This arrangement should be confirmed in writing with your agency supervisor and then relayed to your university supervisor early in the semester. Otherwise, interns are expected to conform to the daily work and holiday schedule as stipulated by the internship agency; arriving on time to work is expected.

Criteria for Agency Selection

Over the years, the UF internship database has expanded to include sites in the state of Florida, the Southeast US, the United States, and several sites abroad. Provided the proposed internship experience aligns with the student's option area, we highly encourage students to pursue internships experience that opens professional doors within the industry. Additionally, we encourage interns to reside in a community of choice so in the event of a full-time job offer the student will be comfortable living in the designated community.

To ensure the SPM student is enhancing their skillset, we deny proposals that replicate a previous experiential learning experience. Unless the internship experience is significantly different from a field experience completed in SPM4940, our department will NOT permit a student to pursue the same site. The reason is twofold. The resume will not be enhanced if the same experience is repeated, and secondly, the student is missing out on exposure to a new culture, new supervisor, and new business practices. Additionally, if a student is employed by the agency, they should assume the site will NOT be approved for the senior internship.

Students are not permitted to complete a senior internship being supervised by a family member.

What constitutes a quality internship and how can UF ensure that we are providing an educational experience (vs a job-related experience)?

Students welcome the opportunity to shadow CEO's and other leaders, take on specific projects, organize volunteers, work with social media, participate in campaigns, but most importantly to CONTRIBUTE to your agency. We expect that our students will have a well-rounded experience but ask that all agency leaders prepare a 12-week plan specifying the anticipated interactions scheduled for our senior interns. Flexible plans are welcomed (for example week 3 in the plan may be delivered in week 5 if organizational plans change) but we do ask that you specify each week of the internship. Many internships feature a rotation between departments, so they are exposed to several administrators who perform different roles within the organization.

Grading Procedures

Internships (SPM 4941C) are graded on a Satisfactory/Unsatisfactory basis. The grade is assigned by your university supervisor based upon the completion of all required reports listed on the Canvas course website. However, the supervisor does confer with the site supervisor. The student's final grade for the internship experience will be based upon the following: tri-weekly reports, midterm reports and agency supervisor's final evaluation of the Internship.

Students are encouraged to keep a copy of all information completed for their files.