



University of Northern Colorado  
SES 492/692 Sport Administration

## **Packet Information**

1. Please consult with your advisor before initiating the internship search process.
2. Please read through the entire packet carefully before completing necessary forms and asking for signatures.
3. Internships should be related to the sport business/communication/management industry. Coaching, sports medicine, and/or strength/conditioning internships are not appropriate.
4. Internships creating a conflict of interest will not be allowed (Examples: relationship between same athletic program/students with athletic eligibility remaining, relationship between sport agent/students with athletic eligibility remaining, family member relationships, etc.).
5. The internship should be a joint collaboration between three parties: the student, the Sport Administration Internship Advisor and your actual on-site Internship Supervisor.
6. Students completing an internship must submit necessary paperwork, periodic updates, and a thorough portfolio upon completing the internship.
7. The student **should keep copies of all forms** that are turned in throughout the internship.

## **University of Northern Colorado Sport Administration Internship:**

### **A Brief Introduction and Overview**

At the University of Northern Colorado, each student in the Sport Administration undergraduate and master's degree programs is encouraged to complete an internship with an organization in his/her area of interest prior to graduation. The overall goal of the internship program is to provide a mutually beneficial employment experience to all parties involved. The internship is an essential component in the professional growth and career development of students who desire to work in the sport industry. The internship provides students with the opportunity to link sport management theory to sports organization practice. Significant benefits can accrue to the student who takes full advantage of the opportunities that present themselves during the internship. This includes the opportunity to gain valuable work experience under the supervision of a qualified, practicing professional; expansion of the student's network of contacts; assumption of responsibility for project development and implementation; and enhanced prospects for employment upon completion of the internship.

## **Planning for Internship Experience (or “How to Find a Good Internship”)**

The importance of the internship cannot be overstated. It goes without saying that the choice of internship site/position should be compatible with the student’s career goals. Students should have a clear understanding of what they want to do following graduation and how they intend to become employed in the sport industry. One of the benefits of researching and applying for internship positions is that this process mirrors the steps involved in finding permanent employment.

### **Start Early**

Primary motives for completing an internship include furthering one’s sport industry education and training, and paving the way to future permanent employment. It is no secret that the sport industry is very competitive and students who wish to secure the internship of their choice should be prepared to do some research. Research in the field of sport management has found that personal contacts, such as those made during the internship, played a major role in getting a first job in the sport industry.

Students can learn more about the educational and work requirements of various positions through library research, reading trade publications such as the *Sports Business Journal*, and interviewing practicing sport professionals. Knowing how current professionals have advanced in sport business is useful information. Once students have some idea of the area in which they would like to work, extensive research on the details of the organization, including whether it offers internships, should be conducted.

### **Resources**

Some of the information sources that can assist you in your search for internship sites are:

*UNC Sport Administration Website*  
*UNC Career Center*  
*Teamworkonline.com*  
*NCAA.org and the NCAA News*  
*Sports Business Journal*  
*Internship postings in trade publications*  
*Individual Team/League/Organization websites*

Contacts can also be made and information gathered by attending professional conventions, conferences, and trade shows.

## Contacting the Sport Organization

It is accepted practice to send a letter of inquiry (business format) to the designated person at the sport organization when initiating contact regarding an internship. Even through references such as *The Sport Marketplace* and *The Sports Summit Directory* give names of upper management personnel, it may be a good idea to call the organization and double-check on the name of the person to whom you should send your letter of inquiry, as websites and directories may not always be current. Always ask for the correct spelling of the name of the person to whom you will send your materials. Nothing will derail your internship sooner than a letter of inquiry to the wrong person, or worse, incorrectly spelling the contact person's name.

Do not expect the contact person from the sport organization to call you. Remember, these people are very busy and may receive up to 100 or more resumes a week. You should indicate in your letter of inquiry that you will contact the office in seven to ten days to follow up your initial letter.

After you speak directly to someone in the sport organization about a potential internship, ask if it is possible to obtain a job description for the internship position (if you can't find it online). The job description can provide you valuable information about the scope and responsibility of the position. Additional important information the student should obtain is the duration of the internship (*beginning and ending dates*) and the number of openings.

## Deciding on the Site of your Internship

One of the most crucial concerns regarding which internship to accept may be the financial costs associated with it. One of the charges associated with an internship is the cost of tuition and fees for the SES 492/692 internship course. These MUST be paid the semester you fulfill the internship and cannot be deferred to a later/earlier date. In addition, whether or not you are paid for your internship will factor into your choice of internship site. Some organizations offer a stipend or salary for student interns; some do not. Working as an unpaid intern is often the only way to "get your foot in the door" with a particular sport organization. The choice is yours...but make it with a clear understanding of the total costs you will incur.

## Required Form

The student is responsible for ensuring the internship application form is completed and submitted to the Internship Director prior to course enrollment. The Internship Application form can be downloaded at:

<http://www.unco.edu/nhs/sport-exercise-science/resources>

Submit UNC paperwork to the specific SES internship director in your area before the following deadlines:

- **For Fall semester internships – July 15**
- **For Spring semester internships – November 15**
- **For Summer semester internships – April 15**

The internship director in your area will verify if there is an Affiliation Agreement between UNC and the internship site. If there is no contract in place, one will be initiated.

## Requirements and Grading

*(the following items must be completed by the student in order to satisfy the requirements of the SES 492/692 internship course)*

1. The intern must complete **37.5 hours of internship work for each credit.**  
**Some common total hours are:**  
**3 credit internship: 112.5 hours**  
**6 credit internship: 225 hours** (6-credits is the total requirement for SES 692)  
**12 credit internship: 450 hours** (12-credits is the total requirement for SES 492)  
regardless of whether the internship is done during the Spring, Summer or Fall semester.
2. Attendance: If a student is fired or terminated by the sponsoring organization, the students will receive an “U” grade for the internship.
3. Necessary paperwork to complete prior to start of internship: Signed form stating that you have read the internship requirements (p. 7), Letter of Agreement (p.11), Anticipated Schedule and Responsibilities (p. 12), Internship Goals and Objectives (p. 13), and Affiliation Agreement (see Advisor).
4. Internship Time-sheets: Make sure your time-sheets are signed by your Internship Supervisor and turned in **every two weeks.** (time-sheet found on p. 14)
5. Weekly Journal Logs: To accompany the time-sheets, the intern should keep a weekly journal describing his/her internship experience. The journal should be detailed and include information such as your responsibilities, duties, tasks, and projects you work on each week, as well as positive experiences and/or challenges that you have faced in the position. Journals should be submitted to the Sport Administration Internship Advisor **every two weeks** along with your time-sheets.
6. Interview Paper: Additionally, the student will be required to conduct an on-site interview with an employee at the organization and write a paper (2-3 pages) summarizing that interview. The interview should be turned in approximately **one month after the start of the internship** via an e-mail attachment. Here are a set of questions to guide you in the interview:
  - What is the individual’s current job, and what are the primary responsibilities of his/her job?
  - What is the nature of his/her work? What is a “typical” workday like? What is his/her work schedule like?
  - What is his/her educational background & professional background?
  - What motivated this person to go into his/her particular job/career?
  - What is rewarding about his/her career?
  - What challenges does he/she face in his/her current career?
  - What knowledge/skills are most important for someone getting into that particular career?
  - What are his/her current professional goals? What does this person hope the future holds for his/her career?
  - What advice would he/she give to a current student hoping to enter this career?
  - What are some current trends he/she sees occurring in this field?

7. Evaluations: The sponsoring organization is to do a midterm evaluation with the student that should be returned to the Sport Studies Internship Advisor at the midway point of the internship (see pg. 14). At the end of the internship, the sponsoring organization is to conduct a final evaluation with the student, which should be submitted to the Sport Administration Internship Advisor (see pgs. 15-16). The student also is to turn in a final evaluation of the organization (see pg. 17).
8. Final Portfolio: The detailed and thorough portfolio will be due prior to **last day of class** in a given semester. In your portfolio, include photos and work samples (with appropriate captions/explanations) to complement the information you discuss in your final report. An overview of all materials to be included in the portfolio can be found on page 8. The key item in your portfolio will be a 1500-word final report summarizing the following:
  - a. The organization described in detail including: mission, goals, ownership, management, employees, history, analysis of the business in the last several years, and future business plans and strategies.
  - b. A thorough description of your internship experience, including duties, responsibilities, and any key projects/events with which you were involved.
  - c. Impact/Evaluation/Self-Analysis: In evaluating your internship experience, consider the following questions:
    - ◆ What did you learn about yourself?
    - ◆ In what areas did you experience the most professional growth?
    - ◆ How would you assess your performance at the organization?
    - ◆ Think specifically about defining moments of the internship (both good and bad) as well as what you learned in these defining moments.
    - ◆ In preparation for a career in the sport industry, what specific skills would you like to develop in preparation for your next employment opportunities?
    - ◆ What insights have you gained about the sport industry?
    - ◆ How did this internship influence your career goals?
    - ◆ What things that you learned in the classroom did you apply to the internship?

**I have read this document and understand the terms of the internship:**

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Student Signature

Date

## Portfolio Overview

*The portfolio should include the following items and is due prior to the last day of class during the semester in which the internship was completed.*

Note: In place of the traditional "hardcopy" portfolio described on this page, students have the option of completing an electronic portfolio, which also follows the description below.

1. **PDF** (*submitted electronically via Canvas or email*)
2. **Titles** (*include a title with the following information on both the side AND on the front of the binder*)

**Mary Jane Smith  
Internship with Fox Sports  
Fall 2017**

3. Title page (*inside*)
4. Table of contents
5. Signed requirements and grading form, **pg 6-7**
6. Letter of agreement form, **pg 10**
7. Anticipated schedule and responsibilities form, **pg 11**
8. Internship goals and objectives form, **pg 12**
9. Timesheets, **pg 13**
10. Journals
11. Final report
12. Work samples, photos, and other materials that document any projects you completed and demonstrate your accomplishments in the internship position. Make sure that you properly explain (using captions, for example) the relevance of the photos and other materials you include.
13. Organization evaluation, **pg 15**
14. Personal evaluation, **pg 17**

## Grading Distribution

Journal Logs and Hours ( <i>due every two weeks</i> )	30%
Midterm and Final Evaluations	20%
Interview Paper	15%
Final Portfolio	35%
<b>Total:</b>	<b>100%</b>

***Late submissions will cause your grade to be reduced  
Internships are graded on a Pass/Fail grading scale.  
Grades lower than 80% are considered failing.***



## INTERNSHIP CHECKLIST

Signed Requirements and Grading Form	Yes	No
Letter of Agreement Form	Yes	No
Anticipated Schedule and Responsibilities Form	Yes	No
Internship Goals and Objectives Form	Yes	No

	<b>Date Completed</b>	<b>Date Submitted</b>
Interview paper	_____	_____

**Weekly Logs** (*each submission contains two weeks of logs*)

	<b>Date Submitted</b>
#1	_____
#2	_____
#3	_____
#4	_____
#5	_____
#6	_____
#7	_____
#8	_____

**Time Sheets** (*each submission contains two weeks of hours*)

	<b>Date Submitted</b>
#1	_____
#2	_____
#3	_____
#4	_____
#5	_____
#6	_____
#7	_____
#8	_____

	<b>Date Submitted</b>
Midterm Evaluation by On-Site Supervisor	_____
Final Evaluation by On-Site Supervisor	_____
Student Evaluation of Internship Organization	_____
Final Portfolio (either hard copy or online)	_____

## Letter of Agreement for Internship Program

*(to be initiated by student, completed with cooperation of the Internship Supervisor, and submitted to the Sport Administration Internship Advisor prior to start of internship)*

The purpose of this agreement is to outline the cooperative responsibilities of the Internship Program involving the University of Northern Colorado, the Sports Administration Internship Advisor, the Student Intern, and the Internship Site Supervisor. As part of the educational thrust of the Sport Administration program, an Internship will provide greater understanding of the day-to-day operations of the business, opportunity for skill development, and an appreciation for the business community which academic curriculum cannot convey.

### RESPONSIBILITIES:

University:

1. Outline general information concerning the scope of experiences desired.
2. Monitor the intern through a weekly journal log and reports kept by the student.
3. Assist in establishing a work schedule of days and hours.
4. Faculty advisors will assign credit hours and final grade.
5. The students are covered by the school insurance on all activities related to their study inside and outside campus.

Sponsoring Firm:

1. Agrees to the corresponding hours needed for the enrolled credits. Internship practicum jointly developed between the sponsor and the student.
2. Designate an internship supervisor who will evaluate the student's progress.
3. Prepare a midterm and a final evaluation of the student's work for the Sports Administration Internship Advisor. This can be faxed, mailed, or emailed.

Student:

1. Provide the internship sponsoring organization with the student's academic background and resume.
2. Agrees to spend the minimum or corresponding hours needed for the enrolled credits with the sponsoring firm.
3. Conduct him/herself in a professional manner and maintain strict confidentiality.
4. Maintain a regular schedule and work log, interview, journals, photos, and final portfolio project.
5. Turn in the personal evaluation of the organization.
6. Prepare a 1500-word final written report.

This agreement is entered into for the mutual benefit of the sponsoring firm, student, and the university. The goal of the internship program is to foster a better understanding of and preparation for working in the field of sport business/communication.

### PARTIES TO THE CONTRACT:

1. \_\_\_\_\_  
(Supervisor's Name – Please Print) (Supervisor's Position/Title)

\_\_\_\_\_  
(Supervisor's Phone # & E-mail) (Supervisor's Signature & Date)

2. \_\_\_\_\_  
(Student Intern Signature) (Date)

3. \_\_\_\_\_  
(Sport Studies Internship Advisor) (Date)

**Anticipated Schedule and Responsibilities**

*(this form is to be completed by the intern in consultation with his/her internship supervisor)*

**This form must be completed prior to beginning the internship, so there is an understanding of the anticipated schedule and responsibilities by all parties involved.**

The intern should meet with his/her internship supervisor to establish a schedule and a core set of responsibilities for the internship.

Name of internship organization \_\_\_\_\_

**ANTICIPATED SCHEDULE:**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

**What will be the intern’s primary responsibilities/duties during the internship period?** (write a paragraph and/or several bullet points to specifically answer this question)

\_\_\_\_\_  
Internship Supervisor’s Signature Date

\_\_\_\_\_  
Intern’s Signature Date

## **Internship Goals and Objectives**

*(this form is to be completed by the intern prior to the start of the internship)*

**Intern's name** \_\_\_\_\_

### **Goals and objectives for the internship**

Describe the specific skills you hope to develop and knowledge you hope to gain during this internship. Explain how this internship will help you developed these particular skills and knowledge.

### **Career goals**

Describe your short-term career goals (within the next 3-5 years) and long-term career goals (beyond 3-5 years). Explain how this internship aligns with your career goals.

**University of Northern Colorado  
Sport Administration  
Internship Time Sheet**

*(completed by the student and initialed/signed by the internship supervisor every two weeks)*

Intern's Name \_\_\_\_\_

Internship Site \_\_\_\_\_

Week of \_\_\_\_\_

	IN	OUT	TOTAL HOURS	CUMULATIVE HOURS	SUPERVISOR INITIALS
<b>MONDAY</b>					
<b>TUESDAY</b>					
<b>WEDNESDAY</b>					
<b>THURSDAY</b>					
<b>FRIDAY</b>					
<b>SATURDAY</b>					
<b>SUNDAY</b>					

Week of \_\_\_\_\_

	IN	OUT	TOTAL HOURS	CUMULATIVE HOURS	SUPERVISOR INITIALS
<b>MONDAY</b>					
<b>TUESDAY</b>					
<b>WEDNESDAY</b>					
<b>THURSDAY</b>					
<b>FRIDAY</b>					
<b>SATURDAY</b>					
<b>SUNDAY</b>					

***This form must be kept by the intern during the course of the internship. The hours worked as well as the signature of the supervisor will be required. Signed copies of this log should be turned in every two weeks to the Sport Administration Internship Advisor.***

\_\_\_\_\_  
Signature of Internship Supervisor

\_\_\_\_\_  
Date

**Midterm Performance Evaluation**

*(completed by internship supervisor with student at midpoint of the internship)*

Intern's Name \_\_\_\_\_ Date \_\_\_\_\_

Internship Site \_\_\_\_\_

Internship Supervisor \_\_\_\_\_

This form is to be completed by the Internship Supervisor, reviewed with the student, and returned to the Sport Administration Internship Supervisor by mail.

**Please describe one or two areas/responsibilities in which the student has excelled up to this point in the internship.**

**Please describe one or two areas in which the student should focus on improving in the remaining portion of the internship.**

\_\_\_\_\_  
Internship Supervisor's Signature Date

\_\_\_\_\_  
Intern's Signature Date

## Final Performance Evaluation

(completed by internship supervisor with the student near the end of the semester)

Intern's Name \_\_\_\_\_ Date \_\_\_\_\_

Internship Site \_\_\_\_\_

Internship Supervisor \_\_\_\_\_

This form is to be completed by the Internship Supervisor, reviewed with the student, and returned to the Sports Administration Internship Supervisor. Please use the rating scale below in evaluating the intern. Your comments are also invited at the end of this form.

(1) = *Unsatisfactory: Completely unsatisfactory performance criteria.*

(2) = *Below Average: Not consistently satisfactory in criteria.*

(3) = *Average: Adequate but no more than satisfactory.*

(4) = *Good: Consistently better than satisfactory in criteria.*

(5) = *Excellent: Meet top expectations of criteria.*

(N) = *Insufficient information or does not apply.*

### **Personal Competencies:**

#### 1. Judgment

- a. Knows his/her limitations, when to ask for help. 1 2 3 4 5 N
- b. Analyzes situations to consider possible results. 1 2 3 4 5 N

#### 2. Emotional Maturity

- a. Is well poised, shows self-control. 1 2 3 4 5 N
- b. Understands appropriate/professional behavior. 1 2 3 4 5 N

#### 3. Enthusiasm

- a. Eagerly pursues jobs. 1 2 3 4 5 N
- b. Keenly interested in his/her position. 1 2 3 4 5 N

#### 4. Initiative

- a. Demonstrates foresight and anticipation. 1 2 3 4 5 N
- b. Start jobs without suggestions or prodding. 1 2 3 4 5 N
- c. Takes responsibility for originating action. 1 2 3 4 5 N
- d. Carries work through to completion. 1 2 3 4 5 N

#### 5. Appearance

- a. Maintains professional appearance. 1 2 3 4 5 N

#### 6. Cooperation

- a. Respects opinions and wishes of others. 1 2 3 4 5 N
- b. Courteous, friendly, and thoughtful. 1 2 3 4 5 N

**Professional Competencies:**

7. Administrative (Develops Knowledge of)
- a. Organizational philosophy and mission. 1 2 3 4 5 N
  - b. Organizational policies and procedures. 1 2 3 4 5 N
  - c. Office equipment and computer programs. 1 2 3 4 5 N
8. Language, Writing, and Speech
- a. Is able to clearly convey ideas and thoughts. 1 2 3 4 5 N
  - b. Has the ability to write effectively. 1 2 3 4 5 N
  - c. Has the ability to speak before a group. 1 2 3 4 5 N
9. Leadership
- a. Promotes harmonious relationships. 1 2 3 4 5 N
  - b. Is able to take charge of projects. 1 2 3 4 5 N
  - c. Delegates responsibilities when appropriate. 1 2 3 4 5 N
  - d. Produces effective resolution of conflicts. 1 2 3 4 5 N
10. Professional Attitude
- a. Has sincere interest in the profession. 1 2 3 4 5 N
  - b. Evaluates work and sets goals for improvement. 1 2 3 4 5 N
  - c. Is familiar with professional literature. 1 2 3 4 5 N
  - d. Displays critical thinking about the field. 1 2 3 4 5 N
11. Resourcefulness
- a. Is acquainted with resources in the field. 1 2 3 4 5 N
  - b. Establishes professional contacts. 1 2 3 4 5 N

**Additional Comments (*feel free to attach additional pages*):**

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Internship Supervisor's Signature

Date

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Intern's Signature

Date



**University of Northern Colorado**  
**Personal Evaluation of the**  
**Agency** *(to be completed by*  
*student)*

Intern's Name \_\_\_\_\_ Date \_\_\_\_\_

Instructions: Please rate the strengths and weaknesses of the agency in terms of meeting your needs as an intern. Use the following scale:

- 5 – Excellent
- 4 – more than adequate
- 3 – Adequate
- 2 – less than adequate
- 1 – Poor
- NA – not applicable

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- \_\_\_\_\_ 1. Acceptance of you as a functional member of the agency staff, willingness to integrate you into all appropriate levels of activities, programs, and projects.
  - \_\_\_\_\_ 2. Cooperation of agency staff to provide professional growth experiences through training programs, seminars, and other development activities.
  - \_\_\_\_\_ 3. Provisions of assistance in helping you meet your personal and professional goals and objectives.
  - \_\_\_\_\_ 4. Possession of resources essential to the preparation and mentoring of interns (equipment, supplies, software programs, etc.).
  - \_\_\_\_\_ 5. Employment of qualified, professional staff with demonstrated capability to provide competent supervision to interns
  - \_\_\_\_\_ 6. Adequate informational meetings with you and appropriate ongoing evaluation of your performance.
  - \_\_\_\_\_ 7. Allowance for relating classroom theory to practical situations.
  - \_\_\_\_\_ 8. Willingness to listen to suggestions or recommendations you might offer and to discuss them with you; proper feedback provided about your suggestions.

Additional Comments (attach additional sheets if necessary):