

**INTERNSHIP MANUAL
SPM 490: INTERNSHIP IN SPORT**

**WESTERN KENTUCKY UNIVERSITY
Bowling Green, Kentucky**

**FOR PARTIAL FULFILLMENT OF THE
BACHELOR OF SCIENCE DEGREE IN SPORT MANAGEMENT
IN THE SCHOOL OF KINESIOLOGY, RECREATION & SPORT**

SPM

SPORT MANAGEMENT

WESTERN KENTUCKY UNIVERSITY

TABLE OF CONTENTS

| | |
|----------------------------------------------------------------|----------|
| INTRODUCTION | 2 |
| SPM 490 - GENERAL DESCRIPTION | 2 |
| INTERNSHIP AGENCY SELECTION CRITERIA | 3 |
| INTERNSHIP COMPENSATION POLICY..... | 3 |
| PURPOSE OF THE INTERNSHIP..... | 3 |
| STUDENT LEARNING OUTCOMES | 3 |
| INTERNSHIP PUPORSE: WKU | 4 |
| INTERNSHIP PURPOSE: AGENCY..... | 4 |
| AGENCY SUPERVISION (SITE SUPERVISOR) | 4 |
| <i>Administration.....</i> | <i>5</i> |
| <i>Program.....</i> | <i>5</i> |
| <i>Facilities.....</i> | <i>5</i> |
| <i>General Experiences.....</i> | <i>5</i> |
| SPORT MANAGEMENT COORDINATOR RESPONSIBILITIES | 6 |
| STUDENT RESPONSIBILITIES FOR INTERNSHIP PLACEMENT | 6 |
| SPM 490 - REQUIREMENTS..... | 7 |
| OTHER POLICIES..... | 8 |
| SPM 490 ASSIGNMENTS..... | 8 |
| AGENCY AND COLLEGE AGREEMENT FORM..... | 8 |
| ORIENTATION REPORT FORM | 8 |
| INTERNSHIP PURPOSE AND GOALS STATEMENT | 9 |
| NARRATIVE JOB ANALYSIS..... | 9 |
| BI-WEEKLY REPORTS | 9 |
| POINTS OF PRIDE | 9 |
| PROFESSIONAL RESUME | 10 |
| SITE SUPERVISOR EVALUATIONS OF STUDENT | 10 |
| FINAL SUMMARY REPORT | 10 |
| TIMESHEET | 10 |
| SPM 490 EVLAUATION AND GRADING | 11 |

INTRODUCTION

The School of Kinesiology, Recreation and Sport at Western Kentucky University requires that Sport Management Program (SPM) students enroll in an internship preparation program at the undergraduate level. The internship is designed to allow the student to gain actual experience in the Sport Management field under the direct supervision of a Sport Management professional.

The internship is a central part of the student's preparation and education for entry into the field of Sport Management. The internship experience provides for the opportunity to mix classroom theory with real life application. The internship experience should provide the student with opportunities to take charge of planning and leading sport management activities with certain groups while taking leadership positions in a variety of settings under the watchful eye of a seasoned Sport Management professional.

This SPM 490 manual will outline the requirements of the internship. Students are strongly encouraged to read the manual in its entirety prior to searching for and selecting an internship.

SPM 490 - GENERAL DESCRIPTION

The internship program at Western Kentucky University is a cooperative effort undertaken by various sport service agencies and the School of Kinesiology, Recreation and Sport. The sole aim of each of these organizations is to help students establish a sound foundation for their professional career. To achieve this purpose, the agency, and the University, work together to achieve educational objectives that are explained in this manual. The agency should make available its accumulated knowledge and skill to achieve the objectives set forth in this manual. Agencies should also provide students, under direct supervision, access to the agency's administrative and service operations for educational purposes.

The successful completion of an internship will depend greatly upon the student's ability to realize their responsibility. Each student must understand that each agency that accepts them still has their regular duties to perform in conjunction with helping the student. Therefore, the student must adhere to the highest levels of professionalism as no agency can or will tolerate inefficiency or irresponsibly from any staff member or intern. When a student accepts an internship with an agency, they become a part of that agency and as such, must adhere to all personnel and agency policies. Each student must remember that their actions reflect themselves, the agency, the Sport Management program, and Western Kentucky University.

To fulfill the requirements of the 12-credit-hour capstone experience, students must work 400-clock-hours in a sport-related internship and complete all assignments (assignments are listed at the end of this document). Further, students must complete all SPM core courses prior to enrolling in SPM 490.

INTERNSHIP AGENCY SELECTION CRITERIA

The final selection and approval of the internship will be the decision of the Sport Management Program Coordinator (SPM-C) at Western Kentucky University. Students are responsible for securing their internship. Any agency wishing to become a site for internship consideration may discuss the agency and opportunity with the SPM-C. The selection of an internship must be based upon the following criteria:

1. The internship may be carried out in any recognized or accredited public, voluntary, or private agency.
2. The agency reflects a desire to supervise volunteer students through written communication to the Sport Management Program Coordinator at WKU.
3. The agency exhibits a sound philosophy within its programs and services.
4. The agency has standing and is recognized as a leader in the sport management field at the local, state, or regional level.
5. The agency has adequate areas, facilities, and equipment to conduct a broad program that provides various learning opportunities for students.
6. The agency utilizes employment standards through a written personnel policy.
- 7. The agency employs at least one or more persons with at least a Baccalaureate Degree in Sport Management or a related field. Years of service in the profession will substitute for the degree.**

INTERNSHIP COMPENSATION POLICY

Agencies may, but are not required to, compensate students for their services.

Students should be aware that many internships are un-paid experiences. If the agency does decide to compensate the student, it may take the form of liability insurance, meals, parking, transportation, lodging, wages, etc. It is the student's responsibility to negotiate all compensation. Western Kentucky University has no responsibility in securing or administering compensation.

PURPOSE OF THE INTERNSHIP

STUDENT LEARNING OUTCOMES

This internship is an important experience for Sport Management students. It allows students to:

1. Recognize well-organized and supervised sport organizations.
2. Observe the fundamentals of good leadership in action.
3. Gain experience in leading and planning sporting activities.
4. Demonstrate an understanding of how various activities are directed.
5. Demonstrate an understanding of the actions and reactions of diverse populations that are participating in sport-related activities.
6. Experience a variety of opportunities in different sport service agencies.
7. Experience a structured and systematic opportunity to develop professional behavior.
8. Gain insight and understanding into the total agency operations that allows for a gradual and smooth adjustment into the profession.

INTERNSHIP PURPOSE: WKU

The internship program is important to the University because it allows the University to:

1. Enlarge the scope of the professional and educational curriculum.
2. Provide students with a working laboratory to apply theory and classroom knowledge.
3. Evaluate the student and agency needs, abilities, and progress allowing for an adjustment in the professional curriculum.
4. Establish collaborative relationships between the program faculty and agencies at the local, state, and national levels who provide sport management services.
5. Increase the relations between Western Kentucky University and the community.

INTERNSHIP PURPOSE: AGENCY

The internship is important to each agency and accomplishes the following objectives.:

1. Express in real terms its commitment in preparing professional sport management leaders for the future.
2. Provide a contact for the student and the college with trained professionals and relates the agency service to current classroom theory.
3. Provide growth for staff to take direct supervision and teaching of young professionals in training.
4. Gain opportunities to evaluate perspective staff candidates for future employment.
5. Enlarge their current staff that would allow for the strengthening and expansion of existing programs and services.

AGENCY SUPERVISION (SITE SUPERVISOR)

The site supervisor serves as the teacher for the student during their internship. Typically, this is accomplished utilizing the day-to-day operations of the agency to prepare the student for the transition from classroom to professional practice. The site supervisor will work closely with the SPM-C to ensure that the student accomplishes the objectives of the internship. As such, the agency supervisor serves as a non-paid adjunct faculty member of the Sport Management program at Western Kentucky University. Therefore, the specific responsibilities outlined below should be read carefully before accepting to supervise a student undertaking an internship. The primary responsibility of the site supervisor will remain to their constituents and agency. This means that the site supervisor should not permit the student to function in any way that impairs the quality of services the agency provides. To this end the supervisor should:

1. Hold a Baccalaureate Degree from an accredited college or university.
2. Demonstrate competence as a Sport Management professional with a thorough knowledge of the field.
3. Have successful supervisory experience of at least one (1) year or longer.
4. Be willing to accept supervising students during internships.
5. Be willing to support the policies of the Sport Management Program, as well as the policies of Western Kentucky University.
6. Be willing to assume an educational and teaching function.
7. Ensure that agency staff and other volunteers are informed about the internship experience.
8. Interpret the student's job as it relates to the total community.
9. Hold regular meetings, as much as possible, with the student to discuss problems that may arise while performing their assigned duties.

10. Inform the student of all regulations & policies to be observed.
11. Provide weekly evaluations of the student's performance utilizing constructive and objective feedback and suggestions for improvements.
12. Provide a summative evaluation that includes a written narrative of the student's strong and weak points as well as any other pertinent information that the agency supervisor thinks would help further his/her education.
13. Complete the student evaluation form at the mid-point of the internship (around 200 hours) and at the completion of the student's experience (around 400 hours).
14. Consult with the SPM-C in determining the student's grade for the practicum experience. It should be noted that the SPM-C is responsible for the student's final grade, but feedback from the site supervisor is critical in effectively assessing a student's internship experience.
15. Sign the student's bi-weekly reports required by the Sport Management program at Western Kentucky University.

In accomplishing the above responsibilities, the Sport Management Program requests that the agency supervisor make sure the following areas be emphasized during the student's internship:

Administration. Each student should be provided opportunities to study and observe how the agency develops policies and practices. This would include the study of the legal status of the agency, board or commission relations, budgeting and finance, personnel and supervising procedures, staff relations, and public relations.

Program. Each student should take an active part in the program planning process through a broad spectrum of activities and services which the agency provides. The student should prepare program plans and then provide direct leadership in carrying them out.

Facilities. Each student should gain experience with facility management and maintenance. This would include planning of new or existing facilities, maintenance of grounds and buildings, and the routine for the upkeep of the equipment and apparatus that is used daily.

General Experiences. Each student should gain a broad-based experience that should include dealing with public relations, attendance at board meetings, and committee work.

SPORT MANAGEMENT COORDINATOR RESPONSIBILITIES

To assist students with identifying and selecting agencies meeting their educational goals, the Sport Management Program Coordinator (SPM-C) maintains; (1) a listing of potential internship agencies, and (2) distributes any information sent by agencies via email, etc., to solicit interns to students via Blackboard, social media, and the SPM Information Board near the SPM offices. These resources enable each student to identify agencies offering suitable Internship experiences.

To make sure each Sport Management student experiences a meaningful internship, the SPM-C at Western Kentucky University has the following responsibilities:

1. Identify and form relationships with agencies to be used as possible sites for internships.
2. Conduct site visits (if feasible), discuss criteria, and assess the appropriateness of the agency as internship site.
3. Approve or reject a site as an internship site; before a student can begin their internship, the SPM-C must approve the internship through the application process outlined on the [SPM website](#).
4. Make sure students are fulfilling all requirements set forth in the syllabus for the internship.
5. Confer with the site supervisor on a regular basis.
6. Inform students of opportunities available for internships.
7. Assess each student's eligibility for SPM 490 by running a degree audit prior to registering the student.
 - a. Students must complete all SPM core courses prior to completing SPM 490
 - b. Any exceptions will be evaluated by the SPM-C.
8. Evaluate all student assignments that are required to complete the internship.

STUDENT RESPONSIBILITIES FOR INTERNSHIP PLACEMENT

Each student wishing to complete an internship in the Sport Management Program at Western Kentucky University shall be responsible for the following:

1. Students are responsible for making sure they have met the requirements to enroll in the internship:
 - a. Students must complete all SPM core courses prior to enrolling in SPM 490.
 - b. Students must achieve a grade of C or higher in each SPM core course.
 - c. Students must have at least a 2.5 overall GPA to enroll in SPM 490.
 - d. Students should be in regular communication with their SPM advisor, who will assist in making sure the student is ready for SPM 490.
2. Students are responsible for securing their own internships.
 - a. The SPM-C will provide opportunities for internship experiences as they become available.
3. Students must attend the mandatory SPM 490 meeting the semester before enrolling in SPM 490 and starting their internship. The meeting date, time, and location will be posted and communicated after advising starts for the upcoming semester.
4. Students may complete their internship anywhere; students should consider any other classes they have to take with their internship when selecting an internship. NOTE: no more than 15 hours can be taken the semester in which the internship is being completed (SPM 490 + one other class).

After discussing tentative plans for the internship with their assigned academic advisor, each student **may** be expected to:

1. Call potential agencies to identify the appropriate contact person(s) and determine the availability of internship positions during the semester in question.
2. Mail or email a cover letter, resume, and list of Internship goals to the contact person for each potential internship agency.
3. Interview with each potential internship agency.

After selecting a potential internship agency, students are **expected to**:

1. Select their internship agency and confirm selection by communicating with the site supervisor or designee.
2. Complete the [SPM Internship Application](#).
 - a. The student is responsible for completing the application by the deadlines listed in the [SPM Internship Application](#).
 - b. Once the student completes the SPM Internship Application, the SPM-C will review the request for the internship and either enroll the student in SPM 490 or request more information from the student. In some cases, the SPM-C may reject the request and require the student to secure a more appropriate internship.
3. Complete all work associated with the course.
 - a. Repeated failure to submit written work in accordance with the syllabus & established timeline may result in a failed internship and the student will have to repeat the internship the next semester.
 - b. A grade of "C" or lower on any two assignments may result in a failed internship and the student will have to repeat the internship the next semester.
 - c. Any communication from the site supervisor indicating the student is not fulfilling their duties of the internship may result in a failed internship and the student will have to repeat the internship the next semester.
4. Communicate with the SPM-C and the Site Supervisor if they become ill or injured or are unable to complete their internship experience as outlined in the course syllabus.

SPM 490 - REQUIREMENTS

The current course syllabus shall be the final criteria used to determine if the requirements for the completion of the internship experience have been met. Each student will be responsible for making sure they fully understand the requirements as outlined in the course syllabus for SPM 490 and this manual. Each student is required to:

1. Follow the policies governing students outlined in the [WKU Student Handbook](#)
2. Meet with the SPM-C the semester prior to the semester the student wishes to begin their internship.
3. Submit all reports and assignments on a bi-weekly basis during the internship.
4. Meet regularly with the site supervisor.
5. Complete, track, and verify 400 clock hours of practical experience AND submit all assignments for the course.
6. Meet with the Site Supervisor and complete two (2) formal evaluations of his/her performance. The first should be done at mid-term (around 200 hours) and the second

evaluation should take place at the end of the internship (around 400 hours).

OTHER POLICIES

1. Internship assignments may only be terminated after a meeting with the SPM-C. Students are expected to finish the internship at the agency in which they start the internship unless doing so would cause harm or distress to the student.
2. The internship agency IS NOT required to provide the student with the regular university vacations or holidays. It is up to each student to negotiate these terms. However, the internship agency is expected to treat the student like a regular employee in terms of work hour expectations, breaks, etc.
3. In the case of illness or emergency preventing the internship experience, it is the responsibility of the student to inform BOTH the site supervisor and the SPM-C immediately.
4. Agencies should provide the necessary program supplies and equipment to conduct the activities of students. Students should always check with the site supervisor before any personal money is spent on program materials.
5. Students are expected to pay for their own transportation and similar costs unless a special arrangement is made with the agency.
6. Students must adhere to any COVID-19 policies and guidelines the supervising agency is following and enforcing.

SPM 490 ASSIGNMENTS

In addition to completing the 400-clock hours required of the internship, all students enrolled in SPM 490 will be required to complete all course assignments to receive a passing grade in the course. The assignments are briefly outlined below with a description of the site supervisor's role in the assignment. A more detailed description of all assignments will be outlined in the SPM 490 Blackboard site.

AGENCY AND COLLEGE AGREEMENT FORM

The Agency and College Agreement Form must be completed during the student's first week with the agency. This form serves as the agreement between the student and the agency that a) the agency will provide a meaningful internship opportunity for the student as outlined in the Agency Supervision (Site Supervisor) section of this manual (page 4), and b) the student will perform all duties assigned to the best of their ability to gain meaningful experience as outlined in the Student Responsibility section of this manual.

Site Supervisor's Responsibility: review and sign the Agency and College Agreement Form the first week of the student's internship with the agency so that the student can submit the form during the first week of the internship.

ORIENTATION REPORT FORM

The Orientation Report Form must be completed during the student's first week with the agency after the student and site supervisor have met about the duties and expectations of the student. This form outlines the student's schedule with the internship, as well as plans for how to complete any additional classes the student may be taking at the same time.

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Site Supervisor's Responsibility: meet with the student the first week of the student's internship with the agency and discuss what hours and days the student will be expected to work. Additionally, if the student is enrolled in additional any courses with SPM 490, discuss with the student how they should handle attending classes (if applicable). Review and sign the Orientation Report Form so that the student can submit the form during the first week of the internship.

INTERNSHIP PURPOSE AND GOALS STATEMENT

The Internship Purpose and Goals Statement is a paper written by the student addressing the following: personal goals during the internship; personal strengths and ability to succeed in the internship experience; limitations and weaknesses, and how the site supervisor might be able to assist the student in their success during the internship; and professional goals after the internship and components of the internship that might help the student in their professional endeavors. This paper is due the first week of the student's internship.

Site Supervisor's Responsibility: review and sign the Internship Purpose and Goals Statement the first week of the student's internship with the agency so that the student can submit the form during the first week of the internship.

NARRATIVE JOB ANALYSIS

The Narrative Job Analysis is a paper written by the student that aims to provide information about the agency and should include: 1) a general description of the agency, 2) a description of the duties and responsibilities of the student, 3) a description of the populations served by the agency, 4) a description of the facilities the agency has, and 5) the student's plan of action for the first 2 weeks of the internship.

Site Supervisor's Responsibility: read, review, and sign the Narrative Job Analysis the **second** week of the student's internship with the agency so that the student can submit the form during the **third** week of the internship.

BI-WEEKLY REPORTS

Starting the fourth week of the student's internship experience, they will begin completing Bi-Weekly Reports. These reports will include: 1) an introduction of what the student has experienced in the internship during the past two weeks, 2) a description of the groups with whom the students worked during the past two weeks, 3) a description and reflection of any activities and meetings the students experienced during the past two weeks, 4) a description of any challenges the student faced in the past two weeks, 5) and an action plan for what the student plans to do in the next two weeks.

NOTE: These bi-weekly reports should be different every two weeks; students should reflect on their experiences and make sure to report them.

Site Supervisor's Responsibility: read, review, and sign the bi-weekly reports (5 total) throughout the student's internship so that the student can submit the forms to blackboard in a timely manner.

POINTS OF PRIDE

At some point during the semester, students must submit a picture (or several) of themselves at work during the internship, along with a short description of what the picture is. The picture and description will be used on social media and various websites to highlight the work our students do

in the field and to highlight the wonderful partnerships with various Sport Management agencies.

Site Supervisor's Responsibility: None (other than possibly taking a picture)

PROFESSIONAL RESUME

Toward the end of the internship, every student must submit an updated, final resume to Blackboard. The resume must include duties the student performed in the internship. The resume should be application ready. Students are encouraged to keep the resume materials they developed in SPM 290 and add to them throughout their time in the Sport Management program, making final edits to the resume after completing most of their SPM 490 internship. The SPM-C will provide the student with feedback and suggestions on improving their resume. The student will also be provided with additional resources, if needed, to get more help on their resume.

Site Supervisor's Responsibility: None

SITE SUPERVISOR EVALUATIONS OF STUDENT

The Site Supervisor will evaluate the student two times during their internship: once about halfway through (~200 hours) and again at the end of the internship (400 hours+). Each evaluation is worth 100 points of a student's grade. The scores for each question on the evaluation will be averaged (1=60 points, 2 = 70 points, 3 = 80 points, 4 = 90 points, and 10 = 100 points) and students will be awarded a grade. The qualitative comments will also factor into the final grade at the discretion of the SPM-C. The SPM-C will email the evaluation forms to the Site Supervisor in PDF form. The Site Supervisor will complete the form, electronically sign it, and email it back the student for student feedback. The student will electronically sign the form, after discussing it with the Site Supervisor, and upload it to the SPM Blackboard site (for both the mid-internship evaluation and the final evaluation).

Site Supervisor's Responsibility: Thoughtfully complete the evaluation form with as much detail as possible. Electronically sign the form, save it, and email it to the student for review. The student is responsible for uploading the evaluation to Blackboard. It is the recommendation and request of the SPM-C that the Site Supervisor meet with the student to discuss each evaluation; this experience will help prepare the student for performance evaluations in a full-time position. Additionally, it may help the student with handling constructive feedback and success plans.

FINAL SUMMARY REPORT

The final summary report is a written paper to be completed by the student at the end of their internship. Specific instructions for what should be included in the paper, along with a detailed rubric, will be posted on the SPM 490 Blackboard site.

Site Supervisor's Responsibility: None

TIMESHEET

Students are required to keep a daily time log of all hours worked (at least 400 clock hours) for the internship. After the student has submitted the Agency and College Agreement Form, the SPM-C will create a file in Google Sheets where the student will input hours during the internship. The SPM-C will share the sheet with the site supervisor. At the end of the internship, the student will download the time sheet as a PDF file, electronically sign the document, and email it to the Site Supervisor for review. The Site Supervisor will electronically sign the document and email it back to the student, who will upload the document to the SPM 490 Blackboard Site.

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Site Supervisor's Responsibility: Review the time sheet, sign it, and send it back to the student before the last week of the semester for the SPM-C to review the completed hours and give the student a final grade.

SPM 490 EVALUATION AND GRADING

Students will be graded according to the assignments and requirements outlined in the SPM 490 syllabus and SPM Internship Manual.

| | |
|------------------------------------------|-------------------|
| Agency/College Agreement | 25 POINTS |
| Orientation Report | 25 POINTS |
| Purpose/Goal Statements | 50 POINTS |
| Narrative Job Analysis | 60 POINTS |
| Bi-Weekly Reports (10 points each) | 40 POINTS |
| Supervisor Evaluations (100 points each) | 200 POINTS |
| Final Summary Report | 75 POINTS |
| Points of Pride | 25 POINTS |
| Professional Resume | 25 POINTS |
| Timesheet | 50 POINTS |
| TOTAL POINTS | 575 points |

A = 90% B = 80% C = 70% D = 60% F = 59% & below

All assignments must be completed to receive a passing grade in the course.

All agreements, reports, and evaluations should be uploaded to the Blackboard site for SPM 490. Reports must be typed using Microsoft Office Word (unless otherwise directed) and must strictly follow the guidelines established in this internship manual and rubrics posted on Blackboard. Any report not m