

SPORT MANAGEMENT INTERNSHIP MANUAL

2021-2022



Washington State University

Department of Educational Leadership
and Sport Management

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INTRODUCTION

The Sport Management Internship Manual serves as a guide for students and supervisors involved in the Sport Management Program at Washington State University. The Manual contains the objectives of the program, and the related policies, procedures, and responsibilities for the internship program.

Student interns will be involved in the opportunity to apply prior course work, while adjusting to the practical world of sport business and industry.

Every effort is made to secure an internship site that fits each student's interest and career goals. This is possible only through the cooperation of the organizations/agencies and supervisors who have agreed to work with the interns in this program.

Suggestions and input, relative to any portion of the internship process, will be welcome and will become a part of the planning and review process of the Internship Program.

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THE SPORT MANAGEMENT INTERNSHIP

The Sport Management Program at Washington State University requires the satisfactory completion of a 10-12 credit internship. The internship will be for a period of **10-12 consecutive weeks**, relating to the enrollment credit. The intern is expected to average a **40-hour work week**. The student may complete the internship during the fall or spring semester or during the summer, but it must be at the completion of all other course work.

The Sport Management major is interested in a career in sport related business or industry. The curriculum provides course work in a variety of sport and management areas and requires a supporting Area of Specialization in Business or Communication. In addition, the student completes 4 credits (180 hours) of practical experience while enrolled in coursework. Upon completion of all sport management coursework, the student completes the final requirement: an internship lasting no less than 10 weeks and an average 40-hour work week.

During the internship the business or organization is expected to provide a sound educational experience for the intern. This will involve meeting with the intern to decide upon an area or areas of responsibility, a major project/assignment, providing the intern with resource materials, periodic conferences, and a progress report and the final evaluation of the intern. The intern should have an opportunity to get an overview and understanding of the organization in addition to the specific areas of assignment. **In the course of the internship, the organization should not expect or require the student intern to use his/her personal funds for company business. Furthermore, student interns should be reimbursed for using their personal vehicles on company business.**

The intern is expected to perform in a professional manner, undertaking tasks and completing assignments as would one of the organization's employees. Any negotiations for financial reimbursement are to be conducted between the prospective intern and the organization. Note: As the intern must register and pay tuition and fees, it is helpful for the intern to receive some financial assistance (e.g. housing, gas, or a modest stipend).

The internship is vital part of the Sport Management major's preparation and is a unique and challenging one. It requires the cooperation of the student, the organization, and the University.

If an internship is secured outside the Pullman area, the intern may request to have their campus fees (CUB, UREC) waived. Students who think may be eligible for this fee waiver should send an email to Corrinna McGrath at cmcgrath@wsu.edu or contact Corrie at the office: (509) 335-8832 or via cell at (208) 301-4395. Provide name, student ID, the name of the organization, and the location of the proposed internship.

CRITERIA FOR SPORT MANAGEMENT INTERNSHIPS

Statement of Philosophy:

The internship in Sport Management is an extension of the undergraduate experience allowing for practical application on a full-time basis. The internship is completed at the conclusion of all course work. The Internship must be sport related, in the student's expressed area of interest, and supported by the student's Area of Specialization. The Internship should provide experiences which will lead to the fulfillment of career goals and provide contacts in the field and/or opportunities for employment.

Selection:

It is recommended the prospective intern should subscribe to the program listserv and social media sites, review the opportunities posted on the Sport Management bulletin board, review the Site Reports, some of which are available in the Sport Management Resource Room, and view the Video Clips of past interns found on the Sport Management website.

The internship position should provide experience in the organizational/operational aspects of sport. Sites most likely to receive approval include professional sport, college athletic programs, sport businesses, sport facilities, and community sport programs (either domestic or international).

Positions or sites that will not receive approval are those that require preparation outside the Sport Management curriculum. These may include coaching fitness training, coaching, or officiating. The Sport Management degree is associated with the management and administrative roles of sport; it is not a coaching degree. Thus, coaching hours should not be included in an intern's weekly report or hourly count.

Approval:

Approval for the internship is contingent on a 2.75 GPA and completion of all coursework, including SPMGT 490.

The 491 student (prospective intern) should discuss his/her tentative plan (timeline and sport organization) with the Sport Management Internship Coordinator prior to completing the Memorandum of Agreement paperwork. (Communication between student and sport management coordinator may be in-person or via email, but it assures the student the proposed internship will in fact fulfill the program requirement.)

The prospective intern must then submit (by mail or in person) the **original** Request for Approval to the Sport Management Internship Supervisor. All paperwork must be typed and must include **original (not scanned)** signatures. The Request for Approval includes: the Memorandum of Agreement (signed in ink), the Internship Planning Guide and the Program Goal Statement.

Revised August 2021

No weeks may be counted toward meeting the 10-12-week internship requirement until the original copy of the contract are on file with the Internship Coordinator.

Exceptions: (see Appendix C for more information).

A student must have completed all program requirements (including SpMgt 490) and four (4) credits of SpMgt 394 prior to completing the internship. Exceptions are made on a case-by-case basis, only for non-sport management courses, and only if the student's academic performance has been above average (as determined by the Internship Coordinator and Academic Advisor).

It is preferred students do NOT complete the internship at WSU. If a student wishes to petition this rule, please submit a written petition (Appendix C), then schedule an in-person meeting with the internship coordinator.

SUGGESTED EXPERIENCE AREAS

The internship experience should be carefully planned by the student, the Internship Coordinator, and the Organization Supervisor. It should provide a wide variety of experiences for the student and be of value to the organization.

The intern should have specific responsibilities and assignments within the organization, while having an opportunity to obtain an overview of the total operational structure of the organization. A review of the Site Report requirements will guide both student intern and organization supervisor in planning and fulfillment of these objectives.

In addition to a review of the Site Report protocol (p. 28) the categories listed below should provide insight and guide the overall objectives of the internship.

A. Management and Administration

1. Organizational structure
2. Policies and procedures
3. Finance and budgeting
4. Legal implications
5. Insurance and liabilities

B. Personnel

1. Policies and procedures
2. Job descriptions and hiring practices
3. Benefits and promotion criteria
4. Nature of staff organization

C. Facilities, Equipment, and Maintenance

1. Procedures for scheduling
2. Purchase procedures
3. Safety procedures and liability implications
4. Long range planning

D. Marketing/Public Relations/Communication

1. Publicity and promotional planning
2. Use of the media
3. Special, events or campaigns
4. Relationship to organization's goals

E. Research and Development

1. Short and long-range planning
2. Instruments or source of ideas
3. Financial implications

F. General

1. Additional or unique units of the organization
2. Programs or projects for special populations
3. Relationship of organization to community or location

SPORT MANAGEMENT INTERNSHIP PROGRAM

RESPONSIBILITIES OF PERSONNEL

I. Responsibilities of the Student:

- A. Supply the organization with appropriate references and a statement of expectations for the internship.
- B. Meet with the Organization Supervisor to design an appropriate work assignment and a major project/assignment.
- C. Become familiar with all information on the organization and materials furnished to provide background.
- D. Submit the Memorandum of Agreement, Goal Statement, and Planning Guide to the Internship Coordinator for approval *prior* to beginning the internship.
- E. Undertake all assignments and special projects willingly.
- F. Complete all assignments and projects by the designated deadlines and meet all the criteria of the organization.
- G. Meet with the Organization Supervisor for evaluation conferences and progress reports.
- H. Submit all reports to the assigned campus supervisor as required by the internship.
- I. Assist with arrangements for the visit by the Internship Coordinator.
- J. Represent the University and the Organization in a professional manner.

II. Responsibilities of the Organization Supervisor:

- A. Meet with the intern to determine the internship responsibilities, a major project/assignment, and the working relationship with the organization.
- B. Provide the intern with resources and information relative to the organization (i.e. policy/procedures manual, code of ethics, etc.).
- C. Schedule periodic evaluation conferences with the intern to make the intern aware of progress made and identify areas that require additional attention.
- D. Complete two formal evaluations of the intern's performance and forward these to the Internship Coordinator via email.

- E. Communicate with the Internship Coordinator during visitations and/or by phone, Skype (or another video service), or Facetime.
- F. Forward suggestions for improvement of the Sport Management Internship Program to the Internship Coordinator.

III. Responsibilities of the Internship Coordinator:

- A. Provide copies of all official agreements to the organization and to the intern.
- B. Monitor the weekly reports submitted by the intern. Correspond with the intern on areas of progress and/or concern.
- C. Provide opportunities for discussion of the progress of the intern, either through visitation, phone contacts, or email.
- D. Maintain files for each intern, noting receipt of reports and evaluations, records of accomplishments, concerns or questions.
- E. Schedule visitations, phone or letter contacts, as deemed possible and appropriate.
- F. Evaluate the Site Report and the Exit Report.
- G. Assign final grade for the internship experience.

EVALUATION

The intern will be evaluated on the basis of:

1. Evaluation reports submitted by the Organization Supervisor.
2. On-site observation by Organization/Internship Coordinator(s).
3. Evaluation of the final Site Report submitted by the intern.
4. Submission of the Exit Report to the faculty supervisor.
5. Successful completion of a major project or assignment.
6. Evidence of professional growth.

Observations

The Organization Supervisor will observe the intern in numerous professional settings and must complete both a mid-point and final written evaluation (to be submitted to the faculty supervisor). When possible, the Internship Coordinator will conduct an in-person visitation near the end of the internship.

Evaluations

A Mid-Point Evaluation and Final Evaluation are completed by the Organization Supervisor. These **should be discussed in a conference setting** and signed by the intern and supervisor, and then be submitted to the Sport Management faculty member overseeing the internship. The mid-point evaluation should be submitted with signatures to the faculty supervisor about halfway through the internship. The final supervisor evaluation should be submitted as a pdf version sent to the faculty supervisor's email.

Exit Report and Site Report

The intern is responsible for submitting a final Site Report, inclusive of all weekly reports, examples of job-related tasks, and responses to questions found on pp. 28-30.

Additionally, upon completion of the internship, students must submit a pdf of the completed Exit Report (see pp. 31-33) to the faculty supervisor. The Exit Report describes the intern's professional progress and the assessment of personal goals as well as feedback regarding the curriculum of the sport management program itself.

Grading for the Sport Management Internship is on a Satisfactory/Fail basis. Satisfactory completion of the internship is a requirement for graduation. Grades are recorded only after all reports and evaluations are submitted and all files are complete.

REQUEST FOR APPROVAL

Please Type all Information

Prospective intern: [Click here to enter text.](#)

WSU ID #: [Click here to enter text.](#)

Permanent mailing address: [Click here to enter text.](#)
(street, city, state, zip)

Student phone number: [Click here to enter text.](#)

WSU email: [Click here to enter text.](#)

Alternate email: [Click here to enter text.](#)

Semester/Year of proposed internship: [Click here to enter text.](#)

Number of Weeks (10 or 12): [Click here to enter text.](#)

Name of Organization: [Click here to enter text.](#)

Organization Supervisor: [Click here to enter text.](#)

Supervisor Title: [Click here to enter text.](#)

Supervisor email: [Click here to enter text.](#)

Supervisor phone: [Click here to enter text.](#)

Organization mailing address: [Click here to enter text.](#)
(street, city, state, zip)

This form must be accompanied by the Internship Planning Guide, the Program Goal Statement, and the Memorandum of Agreement that are specific to the proposed internship.

*Approval is contingent on a 2.75 cumulative G.P.A. and completion of all course work, including SPMGT 490, or an approved petition for exception.

Date submitted: [Click here to enter a date.](#)

Student signature:

WSU Internship Coordinator:

Corrinna McGrath

*WSU Internship Coordinator
signature*

Internship Planning Guide

The Planning Guide should be outlined by and used in discussion between the Student and the Organization Supervisor. It should relate to the Student's Goal Statement and to Suggested Responsibilities (of Intern and Supervisor) listed on pages 4 and 5 of this document. Both the Student and Organization Supervisor should sign the Planning Guide and Goal Statement sheets.

*NOTE while coaching may be part of an intern's tasks, **coaching hours may not be used as part of the 40 hour per week internship experience.**

1. In general, what tasks and duties will the intern be responsible for in the first two weeks with the organization?

[Click here to enter text.](#)

2. As the intern gets more acclimated to the work environment, what general tasks and responsibilities will the intern be responsible for during the major part of the internship?

[Click here to enter text.](#)

3. Recognizing that projects and responsibilities may change as the internship evolves, briefly describe a 'major project' the intern may take ownership of during the last two-thirds or more of the internship:

[Click here to enter text.](#)

4. Describe the intern's role: Recognizing that projects and responsibilities may change as the internship evolves, **refer to the list on pp. 4 and 5 of this document.** Provide an estimated percentage of time the intern will devote, overall, to the responsibilities listed.

[Click here to enter text.](#)

Intern

signature: _____

Date: _____

Organization

Supervisor

signature: _____

Date: _____

In addition (*not in lieu of*), **if a job description was posted for this position**, please attach it to this document.

INTERN PROGRAM GOAL STATEMENT

- I. The goals for my internship are:
Click here to enter text.
- II. I expect to attain these goals by: *(outline activities)*
Click here to enter text.
- III. Personal strengths that I bring to the internship are:
Click here to enter text.
- IV. Weaknesses that I intend to overcome or areas which I intend to strengthen are:
Click here to enter text.
- V. I expect to begin compiling the final site report on the first day of the 491 internship:
Click here to enter a date.
- VI. I expect to submit the final site report, exit report, and final supervisor evaluation to the faculty supervisor on this date (within 2 weeks of the last day of the 491 internship):
Click here to enter a date.

***Intern
signature:***

Date: _____

***Organization
Supervisor
signature:***

Date: _____

WSU Contract #9051

WASHINGTON STATE UNIVERSITY

MEMORANDUM OF AGREEMENT

Concerning the
Sport Management Internship Program
Department of Educational Leadership and
Sport Management

THIS AGREEMENT is between WASHINGTON STATE UNIVERSITY, hereinafter referred to as the “University,” acting through its Department of Educational Leadership and Sport Management, and [Click here to enter organization name](#), hereinafter referred to as the “Organization.” Its purpose is to provide cooperative arrangements for the Internship Program for students pursuing a degree in sport management through the Department.

A. The Organization Agrees:

To supervise the Sport Management students participating in the Internship Program and to provide them a variety of experience opportunities within the scope of services offered by the Organization.

In the course of the internship, the organization will not expect nor require the student intern to use his/her personal funds for company business. Furthermore, student interns will be reimbursed at the then standard rate for using their personal vehicles to complete company business.

B. The University agrees:

1. To make an official request to the Organization for the placement of the Student within the Organization for his/her internship experience.
2. To consider the interests and competencies of the student in relation to the function and program of the Organization when assigning the student to the Organization.
3. To provide the Organization with material pertaining to the student and to the Internship Program in general.

C. The Organization and the University agree:

1. That the Organization Site Supervisor and the University Sport Management Internship Coordinator will be responsible for determining and evaluating the program of experiences for the student assigned to the Organization.

2. That the Organization Site Supervisor and the University Sport Management Internship Coordinator will coordinate a 'site visit' either in person or via phone or Skype to review the student intern experience (typically in the last three weeks of the internship).
3. That neither party shall be responsible for costs or expenditures incurred by the other in the conduct of this program, other than those expenses defined in any separate agreements that may be made between the parties cooperating in this program.
4. Not to discriminate against any employee or applicant for employment or enrollment in courses of study because of race, color, creed, sex or national origin, physical, mental or sensory disability, marital status, sexual orientation, or status as a Vietnam-era or disabled veteran.

D. Status of the Student:

1. The student assigned to the Organization shall be and remain a student of the University and may be able to receive remuneration as an employee of the participating agency during his/her Internship Program if prior approval has been secured from both the University and Organization involved.
2. Students shall be expected to adhere to Organization rules, regulations and policies, and should the student fail to adhere to these rules and policies, the assignment may be terminated upon a (2) two-week written notice from the Organization to the Sport Management Internship Coordinator.
3. The University does not provide students with blanket insurance coverage insuring them against liability for actions or inactions occurring in the internship setting. Students participating in the Sport Management internship program are encouraged to purchase an experiential learning student internship policy offered through the University or to acquire coverage through another source. Certificates of such coverage purchased by the student will be provided to the Organization's Site Supervisor upon request. Should proof of insurance not meet with the Site Supervisor's approval, the Organization can refuse to accept the intern for placement.

E. Notices:

All Notices or official communication which may be required under this agreement shall be given as follows:

1. Notice to the University:

Corrinna McGrath
Sport Management Internship Coordinator
Education Addition 316
Washington State University Pullman WA 99164-2152
Main Office: (509) 335-9117; McGrath's Office: (509) 335-8832
McGrath's cell (208) 301-4395
cmcgrath@wsu.edu

2. Notice to the Organization:

Site Supervisor:	Click here to enter text.
Organization:	Click here to enter text.
Mailing address: <i>street, city, state, zip</i>	Click here to enter text.
Supervisor email:	Click here to enter text.
Supervisor phone:	Click here to enter text.

3. Notice to the Student:

Student:	Click here to enter text.
Permanent mailing address: <i>street, city, state, zip</i>	Click here to enter text.
Student email:	Click here to enter text.
Student phone:	Click here to enter text.

F. **Amendments:**

This agreement may be amended by mutual agreement, executed by the officials executing this agreement or their successors, and appended herewith.

G. Effective Date:

This agreement shall be effective on [Click here to enter a date.](#)

This agreement is terminated on [Click here to enter a date.](#)
(10 or 12 weeks from start date)

The WSU curriculum requires 10 or 12-week internship. The internship is meant to simulate a typical workweek and must average 40 hours per week; thus, **the internship duration is 400 hours or 10 weeks (whichever is longer) OR 480 hours or 12 weeks (whichever is longer).**

** NOTE: If an organization prefers a student to commit to an internship duration exceeding 12 weeks, please create a separate contract with the student. The requirement for fulfillment of the Sport Management BA is 10-12 weeks. This contract should reflect that time frame.*

Memorandum of Agreement – Signatures:

Student name: [Click here to enter text.](#)

Student signature: _____ Date: _____

Organization supervisor name: [Click here to enter text.](#)

Supervisor title: [Click here to enter text.](#)

Supervisor signature: _____ Date: _____

Corrinna McGrath

WSU Internship Coordinator

WSU Internship Coordinator signature: _____ Date: _____

Chair, Department of Educational Leadership and Sport Management:

Printed Name: Sharon Kruse, PhD

Signature: _____

Date _____

**Proof of \$1,000,000 Medical Professional Liability Insurance
For Sport Management Interns**

Student interns may wish to have proof of liability insurance coverage (**minimum coverage of \$1,000,000 per occurrence**) on file at WSU prior to beginning their internship. Students should submit such proof along with your internship contracts.

Option One:

Allied Health Coverages

- a. 2021-2022 Allied Health GL (general liability for health-related internships)
- b. 2021-2022 Allied Health PL (professional liability for health-related internships)

The above coverages are combined and cost \$15.00

Option Two:

Experiential/non-health related internships

- 2021-2022 Exp PL (professional liability for non-health-related internships)

This coverage is \$7.00

More information on Option One and Options Two, including payment documents, please go to:
<https://riskmanagement.wsu.edu/student-liability/>

Option Three

You may purchase your own coverage (with the minimum coverage amount specified above) through a source of your own choosing.

**SPORT MANAGEMENT INTERNSHIP PROGRAM
WEEKLY REPORTS**

Requirements:

1. A two-part report of the preceding week is to be submitted each Monday of the internship. (Check with your faculty internship supervisor for additional requirements.)
2. All reports must be typed and include a HEADER with the student's name, semester, and name of the organization. Reports are submitted on Canvas. The intern should retain a copy of all reports for the final site report binder.
3. The cover page for each report should contain the following information:

Student Name: _____

Student Email: _____

Student Phone: _____

Organization Name: _____

Organization Address: _____

Name of organization supervisor: _____

Supervisor Email: _____

Week number [i.e. Week 4 of 10]

Dates the week included: _____

Hours worked week of this report: _____

Cumulative hours completed to date / Goal hours for the internship [i.e. 260/400]: ____ / ____

Format: (See Appendix B for additional information)

Part I

The **narrative portion of your report** should evaluate your activities and experiences of the preceding week. Comments might include a description of your activities for the week as they relate to professional goals, proposed responsibilities and expectations of the internship. If possible, reference should be made to concepts from courses or experiences associated with practicum experiences. Comments may also describe particular challenges face by the intern, accomplishments of the intern, or next-steps or goals. If examples of work tasks are given, the intern may make an in-text reference (refer to Appendix 1-A), then include a copy of said example in the **Appendix section** of the final site report binder. The minimum length of the weekly report is one (1) page.

Part II

The second portion of the weekly report is a time-log (table format) of the hourly, day-by-day report of your activities and the location of those activities.

Deadlines:

Submit the report to your faculty supervisor each Monday by Noon (unless otherwise stated or agreed upon by the faculty supervisor). *A Weekly Report that is late may result in the loss of that week counting as a week of your Internship. It will be necessary to add an additional week to your Internship to complete your requirements.*

A pattern of late reports will result in a failing grade being submitted for the Internship. Arrangements to repeat the Internship must be made with the Internship Coordinator.

WASHINGTON STATE UNIVERSITY
SPORT MANAGEMENT PROGRAM

Mid-point evaluation: To be completed by intern supervisor.

The organization is expected to provide an educational experience for the intern. As such, it is necessary that the intern's supervisor provide constructive feedback to the student intern. The MID-POINT EVALUATION should be completed by the organization supervisor and the evaluation should be discussed with the intern in a conference setting. Then, both the intern and supervisor should sign the form, and the form must be submitted to the Sport Management faculty supervising the intern.

A PDF copy of the signed form should be submitted to the faculty supervisor's email by the organization supervisor or to Canvas by the student.

If the mid-point evaluation conference happens remotely rather than in person, the organization supervisor can send the completed form to the faculty supervisor's email and copy the student on this email. Evaluations submitted in this fashion do not need to be signed by both parties. The evaluation should still be discussed with the intern in a conference setting.

Please comment on the intern's status or progress for each of the expectations listed below.

APPEARANCE. Expectation: The intern is well-groomed and dresses appropriately. Click here to enter text.
ATTITUDE. Expectation: The intern accepts tasks and assignments willingly. Click here to enter text.
INITIATIVE. Expectation: The intern displays resourcefulness in originating new plans, finds work on their own, does more than is required. Click here to enter text.
TEAMWORK. Expectation: The intern displays good rapport and the ability to work with others. Click here to enter text.
WRITTEN COMMUNICATION. Expectation: The intern demonstrates the ability to express ideas effectively in writing. Click here to enter text.
VERBAL COMMUNICATION. Expectation: The intern demonstrates the ability to express ideas effectively verbally. Click here to enter text.
DEPENDABILITY. Expectation: The intern is punctual, accepts responsibility, and meets project deadlines. Click here to enter text.
JUDGMENT. Expectation: The intern shows maturity in selecting courses of action. Click here to enter text.

KNOWLEDGE. Expectation: The intern demonstrates an understanding of the philosophy and procedures basic to **sport programming and management.**

[Click here to enter text.](#)

LEADERSHIP. Expectation: The intern is capable of organizing and guiding the work of others to produce a satisfactory result.

[Click here to enter text.](#)

PROFESSIONALISM. Expectation: The intern displays an active interest in all work assignments; takes advantage of learning opportunities; contributes to the goals of the organization.

[Click here to enter text.](#)

Organization: [Click here to enter text.](#)

Intern Supervisor's printed name: [Click here to enter text.](#)

Intern Supervisor's title: [Click here to enter text.](#)

Intern Supervisor's contact information (phone or email): [Click here to enter text.](#)

Supervisor's signature: _____ Date: _____

Student intern (printed) name: [Click here to enter text.](#)

Student signature: _____ Date: _____

**WASHINGTON STATE UNIVERSITY SPORT MANAGEMENT PROGRAM
SUPERVISOR’S FINAL EVALUATION: To be completed by intern supervisor.**

The organization is expected to provide an educational experience for the intern. As such, it is necessary that the intern’s supervisor provides constructive feedback to the student intern. This FINAL EVALUATION should be completed by the organization supervisor, and the evaluation should be discussed with the intern in a conference setting. Then, both the intern and supervisor should sign the form, and the form must be submitted to the Sport Management faculty supervising the intern.

A PDF copy of the signed form should be submitted to the faculty supervisor’s email by the organization supervisor or to Canvas by the student.

If the final evaluation conference happens remotely rather than in person, the organization supervisor can send the completed form to the faculty supervisor’s email and copy the student on this email. Evaluations submitted in this fashion do not need to be signed by both parties. The evaluation should still be discussed with the intern in a conference setting.

Supervisors: Please rate the intern on each item (1 = Does not meet expectations through 4 = Exceeds expectations and requirements) and provide specific comments that support the assigned rating.

APPEARANCE <i>... well-groomed and dresses appropriately</i>	Choose an item.	Click here to enter text.
ATTITUDE <i>... accepts tasks and assignments willingly</i>	Choose an item.	Click here to enter text.
INITIATIVE <i>... resourceful in originating new plans, finds work on their own, does more than required</i>	Choose an item.	Click here to enter text.
TEAMWORK <i>... good rapport and ability to work with others</i>	Choose an item.	Click here to enter text.
WRITTEN COMMUNICATION	Choose an item.	Click here to enter text.

<p><i>... able to express ideas in writing effectively</i></p>		
<p>VERBAL COMMUNICATION <i>... able to verbally express themselves effectively</i></p>	<p>Choose an item.</p>	<p>Click here to enter text.</p>
<p>DEPENDABILITY <i>... punctual, accepts responsibility, and meets project deadlines</i></p>	<p>Choose an item.</p>	<p>Click here to enter text.</p>
<p>JUDGMENT <i>... mature selections of courses of action</i></p>	<p>Choose an item.</p>	<p>Click here to enter text.</p>
<p>KNOWLEDGE <i>... understands the philosophy and procedures fundamental to sport programming and management</i></p>	<p>Choose an item.</p>	<p>Click here to enter text.</p>
<p>LEADERSHIP <i>... capable of organizing and guiding the work of others to produce a satisfactory result</i></p>	<p>Choose an item.</p>	<p>Click here to enter text.</p>
<p>PROFESSIONALISM <i>... active interest in all work assignments; takes advantage of learning opportunities; contributes to the goals of the organization</i></p>	<p>Choose an item.</p>	<p>Click here to enter text.</p>
<p>MAJOR PROJECT ASSIGNMENT</p>	<p>Briefly describe the project and comment on the intern’s fulfillment of objectives. Click here to enter text.</p>	

Have you supervised interns from other universities? Choose an item.
If you have supervised student interns from other universities, how does this intern's preparedness compare? Choose an item.
To what extent would you recommend this intern for hire? Choose an item.
What preparation, if any, was lacking in the intern's background? Click here to enter text.

Name of your organization: [Click here to enter text.](#)

Intern supervisor's printed name: [Click here to enter text.](#)

Intern supervisor's title: [Click here to enter text.](#)

Intern supervisor's contact information (phone or email): [Click here to enter text.](#)

Supervisor's signature: _____ Date: _____

Student intern (printed) name: [Click here to enter text.](#)

Student signature: _____ Date: _____

WASHINGTON STATE UNIVERSITY
SPORT MANAGEMENT PROGRAM

INTERNSHIP VISITATION

Once the student is established in their internship, the Internship Coordinator or faculty supervisor schedules a visitation to each internship site that is within a reasonable travel distance from the University. When an in-person visitation is not possible or feasible, the visitation will occur via phone or videoconference.

Opportunities

The visitation is an opportunity for the Internship Coordinator to meet with the Intern at the work site, meet personnel in the organization, and become more familiar with the intern's contributions to the organization. Additionally, it assists the program faculty with staying apprised of industry trends and needs.

The Intern may use the visitation to discuss responsibilities and assignments, display samples of work, and explain the learning opportunities provided by the internship.

The Organization Supervisor may wish to discuss the role of the Intern within the organization, discuss strengths and weaknesses of the Intern, clarify responsibilities, and make suggestions for future interns.

Responsibilities

The Internship Coordinator will schedule the visitation and related activities.

The intern will reserve time to meet with the Internship Coordinator and will assist in making an appointment for the Internship Coordinator to visit one on one with the Organization Supervisor. A tour of the facility should be scheduled if appropriate. The Intern should provide travel directions to the Internship Coordinator if needed.

The Organization Supervisor should plan to be available for the visitation and cooperate in setting a meeting time.

Alumni Relations

An effort is made to meet Alumni working or residing in the area. Interns who are aware of Alumni in the area are encouraged to suggest meetings.

SPORT MANAGEMENT PROGRAM

SITE REPORT

A final requirement of the Sport Management internship is the submission of a descriptive report of the organization at which the internship took place. This report will provide an opportunity to summarize knowledge and experiences. It will be used as a reference for the placement of future interns. The site report should be compiled as a single PDF file, inclusive of all materials and sections described below, as well as appropriately amended weekly reports and all appendices. The file is then uploaded to the university learning management system (Canvas).

Each page should have a header with the student's name, organization name, and semester.

I. DESCRIPTION OF MUNICIPALITY/SITE LOCATION

This section presents the agency's macro environment. Descriptions will vary in depth, depending on the *uniqueness* of the site and the degree to which it may be familiar to future interns. Comments on the economy may provide information on part-time or future employment. If the internship is completed **remotely**, please describe the municipality/location where the **organization** is based or located, regardless of the student's location.

A. Geographic, climate, and demographic information of the region. (Note: "climate" is the long-term weather patterns characteristic of a region; please describe them and classify the climate of your site location. The weather students experience during their internship is of secondary importance.)

B. Nature and status of local and regional economies. (Note: Please identify the main economies of the region. These are often summarized in publications by local chambers of commerce or city offices of economic development.)

C. Sport opportunities – high schools, colleges, pro teams (major and minor leagues), community and outdoor recreation.

D. Evaluate the potential and desirability of internship and possible employment opportunities in this location.

II. ORGANIZATION/AGENCY

Include information or organization materials which may be useful to *future interns*. Preparation of this section may require interviews with unit heads.

A. Overview and Mission statement – Start by briefly describing the main activities of the agency: what does it do? Then, include the mission statement: what is it and how well does the organization follow its purpose and core values?

- B. Administration/Organization – Identify the key people in the agency. Consider the entire agency, not just the office or unit in which you worked: how does your office fit within the overall structure of the organization? Include an organizational chart of employees. (Show where your internship role fit on the chart.) Write a summary describing the general role of those listed on the chart. Write a summary evaluation of the complexity, formalization, and centralization of this organization.
- C. Budget – Describe the process used by the organization; what are the key sources of revenues and expenses; what is the current operational budget? Some of this information may not be publicly available, especially in privately-owned organizations, but supervisors are usually willing to discuss at least “ballpark figures”: be sure to ask.
- D. Facilities - nature of design and layout, parking, access (include compliance with ADA), issues of sustainability and maintenance, as applied to the internship. If you completed your internship entirely remotely, provide whatever information is available. If you completed your internship at least in part on-site, discuss here Covid-19 protocols such as limited capacity, split schedule, etc., in addition to the other content suggested above.
- E. Programs/Operations - Number and types of programs and special events for its target populations.
- F. Public Relations/Promotions - Use of integrated marketing communication to its external stakeholders. This typically includes communication through social media, advertising campaigns in mass media, broadcasting and/or streaming agreements, and more.
- G. Evaluation - Procedures used for program evaluation and for staff evaluation.
- H. Legal Aspects/Liability - Special laws or restrictions, insurance requirements, risk management plans.
- I. Research and Development - Immediate and long-range goals and planning; new directions or changes in emphasis. Include instruments used to gather information, e.g. surveys, focus groups, research, etc.

III. INTERNSHIP SUMMARY

Discuss the internship (minimum of 4 pages, often longer), commenting on the following:

- A. How the internship was secured, including resources and contacts. Describe your approach to securing an internship - letters, emails, phone calls, interviews. You may also want to mention how your pursuit of the internship was influenced by Covid-19.
- B. The work environment, including positives and negatives. This may include location, personnel, equipment, and responsibilities.

- C. A summary of your work. Explain your major duties and responsibilities. What were the highlights of these duties? Weekly reports must be included at the end of the report.
- D. Identify and discuss your major project/assignment.
- E. An estimation of the percentage of time you spent on various responsibilities (computer work, supervision, correspondence, sales, working with the public, etc.) Use a **chart** to depict the percentages and include a description of the responsibilities.
- F. List the skills and competencies required for this internship. (A more complete discussion of your preparation for this internship is to be included in the Exit Report.)
- G. Cost factors - Remuneration, commission, housing, parking, travel, other. Suggestions to future interns on coping with finances.

IV. LEARNING EXPERIENCES

Discuss three new things that you have learned from your internship but not from classes.

V. EVALUATION

- A. Overall, what is your evaluation of the appropriateness of this organization as an internship site? Explain the positives and the negatives of the site.
- B. Comment on your expectation for this internship, whether you attained your goals, and why or why not. Be specific. Include opportunities and drawbacks.
- C. What were your strengths going into the internship? Comment on the opportunities you used to further develop those strengths.
- D. How were you able to work on your areas of weakness and what progress was made? Were your weaknesses detrimental to your completion of assignments or fulfillment of responsibilities? Will your weaknesses harm your opportunities in future employment?

VI. RECOMMENDATIONS TO FUTURE INTERNS

- A. What other professional or personal skills and characteristics contributed to or detracted from your performance as an intern?
- B. What general recommendations do you have for future interns?

VII. APPENDICES OF MATERIALS CREATED

As students complete weekly reports, students often refer to materials created or materials used in their work-related tasks. When possible/appropriate, we ask that you may make an in-text reference – as part of your report (i.e. refer to appendix 1A – meaning week 1, item A). The Appendix section is the place within the site binder where these artifacts are organized.

Copies of materials:

1. Material about the organization could be included in the site report appendix.
2. Copies of materials (excluding confidential information) *prepared* by the intern during the internship should be included in appendices. (Label these items in the weekly report by week number and item number for easy reference.)

Please make sure to include these samples and materials in the PDF copy of the site report, as well. Word and Excel documents can be added directly or saved as PDF files and merged to the site report. Flyers, letters and reports you create can be exported as PDF files and merged to the report.

REQUIREMENTS

1. Reports are to be typed and double spaced.
2. **Please, name the PDF file following this format:**
Your last name, Your first name - Name of Organization - Semester
Example: Smith, Jane - International Olympic Committee - Fall 2021.pdf
3. An electronic copy of the site report, saved as a single PDF file inclusive of all weekly reports and appendices, should be submitted to the faculty supervisor through Canvas. A copy may be supplied to the Organization Supervisor if requested.

EXIT REPORT

This section will not be included in the site report binder other students read, but it will be used for assessment of the sport management program.

Once you complete this form, save the Exit Report as a PDF (separate from the site report) and submit a copy to the internship coordinator or your faculty supervisor. The report is to be a minimum of 5 pages. Respond to the items in the order they are listed below. Your feedback is important to us! Thank you.

Student Name: Click here to enter text.

Student Cell: Click here to enter text.

Student email (*prefer non-WSU email for contact about alumni events*): Click here to enter text.

Organization Name: Click here to enter text.

Organization Address: Click here to enter text.

Organization Supervisor Name: Click here to enter text.

Organization Supervisor Title: Click here to enter text.

Organization Supervisor email: Click here to enter text.

1. Comment on your expectation for this internship, whether you attained your goals, and why or why not. Be specific. Include opportunities and drawbacks.

Comments: Click here to enter text.

2. Comment on the opportunities you used to develop your strengths during the internship. What were your strengths and how did you employ them? How will these strengths help you in future employment?

Comments: Click here to enter text.

3. How were you able to work on your areas of weakness and what progress was made. Were your weaknesses detrimental to your completion of responsibilities/assignments? Will your weaknesses harm your opportunities in future employment?

Comments: Click here to enter text.

4. Discuss the contributions of the courses in the Sport Management Curriculum to the success of your internship: Please comment with **specific example(s)** from your internship to explain how the content of each course prepared you for the internship.

SPMGT 276 - Introduction to Sport Management

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 290 - Sport Programs

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 365 - Ethics and Moral Reasoning in Sport

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 367 - Sport in American Society

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 374 - Sport Finance

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 377 - Legal Aspects of Sport

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 379 – Sport Communication

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 394 - Practicum

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 464 - Sport Marketing

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 468 - Managing Sport Organizations

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 489 - Event and Facility Management

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 490 - Internship Seminar

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

SPMGT 496/497 Special Topics (if applicable)

Value of the course: Choose an item.

Comments: [Click here to enter text.](#)

5. Identify 3-4 courses from your Area of Specialization (or Minor that are NOT Sport Management courses) and comment on the contributions that these courses made toward the preparation for your internship/first job.
[Click here to enter text.](#)
6. What other professional or personal skills and characteristics contributed to or detracted from your performance as an intern? Examples might include: computer skills, writing skills, telephone skills, web design, other.
[Click here to enter text.](#)
7. What courses/areas of study seemed to be missing from your preparation, or what courses should be considered for addition to the curriculum? Be specific.
[Click here to enter text.](#)
8. What recommendations do you have for:
 - A. The Sport Management Program
[Click here to enter text.](#)
 - B. The Internship Site/Organization
[Click here to enter text.](#)
 - C. The University
[Click here to enter text.](#)

9. List the names and email addresses of those people from whom you are seeking letters of recommendation as a result of your internship. Include the person's title, their relationship to your internship, and how they may be of assistance.

[Click here to enter text.](#)

10. Comment on the types of employment opportunities that could result from this internship. If your internship has resulted in a job offer, please provide specific information, including the name of the employing organization, job title, and major responsibilities.

[Click here to enter text.](#)

11. Additional comments:

[Click here to enter text.](#)

APPENDIX A

Student Intern Check List

Prior to Selection of Internship:

- Resume & list of references Date: [Click here to enter a date.](#)
- Interview Date: [Click here to enter a date.](#)
- Goal Statement Date: [Click here to enter a date.](#)
- Planning Guide & Job Description Date: [Click here to enter a date.](#)
- Memorandum of Agreement (contracts) Date: [Click here to enter a date.](#)

Mid-point of Internship

- Mid-Point Evaluation Date: [Click here to enter a date.](#)

Conclusion of Internship

- Final Evaluation Date: [Click here to enter a date.](#)
- Site Report Date: [Click here to enter a date.](#)
- Exit Report Date: [Click here to enter a date.](#)
- Record of Hours/Week

- Week 1: [Click here to enter text.](#) Week 7: [Click here to enter text.](#)
- Week 2: [Click here to enter text.](#) Week 8: [Click here to enter text.](#)
- Week 3: [Click here to enter text.](#) Week 9: [Click here to enter text.](#)
- Week 4: [Click here to enter text.](#) Week 10: [Click here to enter text.](#)
- Week 5: [Click here to enter text.](#) Week 11: [Click here to enter text.](#)
- Week 6: [Click here to enter text.](#) Week 12: [Click here to enter text.](#)

APPENDIX B

SAMPLE WEEKLY REPORT

Include a header on each page with your name, the organization, and the semester/year

Cover page format

Student intern name

Student intern mailing address

Student intern wsu.edu email address

Student intern cell phone number

Name of the Organization

Organization street address, city, state, zip

Organization site supervisor name and title

Cell and email of site supervisor

Week #1 of 12: Jan. 4 to Jan. 11, 2021

Total hours Week #1: 40 hours

Cumulative hours to date: 40 of 400

(400 hours are required for the 10-week internship; 480 hours for the 12-week internship)

Please insert a page break between cover page and narrative. Also, be sensitive to where the page break happens relative to the time log (when you print the report you do not want a break mid-table).

Part I **Narrative - 1 page minimum**

Note: Proper writing conventions should be used when writing the weekly report. Use correct spelling and grammar. The narrative should be double spaced, Times New Roman font, with 1” margins. Be sure the document is saved as a Word document (not Pages).

The first week’s narrative should introduce the reader to the organization. Name the organization and its location. Explain what part of the industry the organization is affiliated (professional, intercollegiate, recreation (college or community), non-profit, private, other). In general, who are the personnel you will work with (supervisor, coworkers) and what role does your position serve? Provide an overview about why you selected this internship and what you hope to gain from the experience.

Each **WEEKLY REPORT** should provide an overview of the week’s tasks. Some weeks the report may be a broad overview of events, other reports may highlight one or two key activities or occurrences in more detail. Describe projects, planning, and professional activities associated with your day to day tasks or as they relate to the organization’s mission or values. Perhaps talk about challenges you may have faced – maybe identify a goal for the next week—and then reference that goal in the following report; perhaps discuss different leadership styles, observations made about office culture or meeting structure, communication styles etc. Reference skills learned in course curriculum and how that knowledge or skill is applied in the workplace.

The content of the report is meant to inform the faculty supervisor and those who read it, about your experience. You have creative freedom to present the experience how you choose, but we would like other students who read your final site report to learn vicariously through your experience – perhaps your weekly reports will encourage another student in some way.

Create an APPENDIX Section: If you refer materials in the text of the weekly report, this may include materials made by you or used by the organization (PA or radio announcements, flyers, seating charts, Excel sheets [block out confidential data], charts, agendas, etc.) make an in-text reference (for example, see Appendix 1A) and include a copy of the material in the site report appendix section. The materials are meant to demonstrate work-related tasks you create or work with.

Be sure to check with your faculty supervisor to confirm how they will provide feedback to you (e.g., via Canvas or email). Check for feedback before submitting the next weekly report.

Start creating the Site Report the first week; that is, saving each weekly report as a PDF as you go.

Part II Create a time log using Word or Excel. Include daily and weekly hours

Week 1 (January 4-11, 20XX)

Monday – January 4, 201X		
<u>Time</u>	<u>Activity</u>	<u>Location</u>
10:30 AM	Discussion of Projects	Athletic Marketing Office
11:00 AM	Measurements for Field turf to be put at International Airport	Cage 5- xxx Court
12:00 PM	Sponsorship game action photos	Athletic Marketing Office
1:30 PM	Help load turf for transport	Cage 5- xxx Court xxx
3:00 PM	Compile list of all seniors for fall sports	Athletic Marketing Office
4:15 PM	Return spin-wheel to Entertainment Warehouse	Entertainment Warehouse
7.5 Hours		
Tuesday – January 5, 201X		
10:00 AM	External Athletic Dept Support staff meeting	Athletic Marketing Office- Conf Rm
12:00 AM	Grad School discussion/Goals w/ xxx	Athletic Marketing Office
12:30 PM	Make list of Promo elements	Athletic Marketing Office
1:00 PM	Fall Sports Senior Photos	Athletic Marketing Office
3:00 PM	Sponsorship discussion w/ XX	Athletic Marketing Office
7.5 Hours		
Wednesday – January 6, 201X		
1:30 PM	Fall Sport Senior Photos	Athletic Marketing Office
5:00 PM	Volleyball signage set-up	Xxx Court
7:00 PM	Volleyball vs Idaho- Intermission serving contest	Xxxx Court
9:00 PM	Clean-up/autograph session	Xxx Court
8 Hours		
Thursday – January 7, 201X		
10:00 AM	Daily task meeting w/ xx	Athletic Marketing Office
10:30 AM	Finish Senior Photos	Athletic Marketing Office
12:00 PM	Cheer Camp Flyers	Local School District Office
4:00 PM	Focus Ad for football	Athletic Marketing Office
7 Hours		
Friday – January 8, 201X		
10:00 AM	Delivery of Cheer Camp Flyers	Elementary Schools in area
12:30 PM	Discussion of Student Section for Basketball	Athletic Marketing Office
3:00 PM	Delivery of promotional material to ticket office	xxx Court
4:00 PM	Research for pricing of arena blimp	Athletic Marketing Office
4:30 PM	Turn in Focus Ad for Tues/Wed paper	Union Building
7 Hours		
37 HOURS	TOTAL HOURS THIS WEEK	

In this example, the intern worked 37 hours. That is okay, because during other weeks the intern worked more than 40 hours. The goal is to have the intern AVERAGE 40 hours per week.
 If an intern is registered for 10 credits – they must work 400 hours or 10 weeks, whichever is LONGER.
 If the intern is registered for 12 credits – the objective is 480 hours or 12 weeks, whichever is GREATER.

APPENDIX C

PETITION FORMAT

The Sport Management Internship is an extension of the undergraduate preparation and is designed to occur **at the end of all undergraduate course work**, including SPMGT 490. Additionally, the Internship will be more beneficial, in terms of new and different experiences, if undertaken at a site other than WSU.

Interns who must consider an early internship (prior to completing all class work), or a site at WSU must submit a petition to and receive approval from the Sport Management Program Coordinator. The petition should be submitted to the Sport Management Program Coordinator as early as possible. This provides time to make alternate plans, should the petition be denied.

Address the petition to Sport Management Program Coordinator. Be sure to include the date, mailing address, phone number, and email address so the coordinator can respond in writing. Suggested content of the petition:

A. Early Internship

Include reasons for the request for early internship. These might include seasonal restrictions at the proposed site, family concerns, or potential employment. Outline how you plan to complete your classes, such as return to campus, correspondence, or transfer of classes. It is not usually advisable to attempt the 40-hours per week internship and complete online courses at the same time. To be considered for an exception, the student must have demonstrated strong academic abilities.

B. WSU Site

Include reasons for the petition and a full explanation of the internship experiences, concentrating on how these experiences will differ from past practicum and volunteer work. Include the Internship Planning Guide and Job Description with the petition.

APPENDIX D

JOB DESCRIPTION

It is required the intern secure a brief job description, from the Organization Supervisor, to attach to the Planning Guide or to the Memorandum of Agreement. This job description should define the actual responsibilities and opportunities involved in the internship.

A job description will support both the organization and the intern. The organization has certain expectations related to responsibilities. The failure to meet these responsibilities, a lack of opportunities for the intern to be involved in the organization's activities, or failure of the organization to assign responsibilities and provide appropriate opportunities can result in review of the internship experience by the Organization Supervisor and the Internship Coordinator.

Sample job descriptions may be found in previous Site Reports, in the material posted on the Sport Management bulletin boards, or in materials posted on the program listserv. It is the potential intern's responsibility to work with an Organization Supervisor to secure a job description. Remember that an internship is a step beyond class work and should allow the intern to apply skills and knowledge.

Purpose: To assist in assuring a challenging and rewarding internship that benefits both the organization and the intern.

APPENDIX E

PREPARATION OF THE INTERNSHIP SITE REPORT

Materials for the Site Report should be collected early in the Internship and compilation of the Report should be an on-going process over the duration of the Internship.

- I. Cover Page. Include a cover page as shown below:

SITE REPORT
SPORT MANAGEMENT
WASHINGTON STATE UNIVERSITY

Name of Organization
Address of the Organization

Supervisor Name
Supervisor Title

Term (Summer, Fall, Spring), 20 ____

Student Intern Name

Academic supervisor: Academic Supervisor's Name

- II. Organization

A. Follow the outline on pp. 28-31. The report should be written using the same headings, subheading, and section identifiers used in the assignment description.

B. Please, create an index/table of contents after the cover page. Ensure the page numbers are accurate. (Check again if the first version of the report required substantial changes or additions.)

C. Include all weekly reports **and** an Appendix with significant examples of work completed. **Note:** the weekly reports are a regular section of the report, not appendices! Please, make sure to review the instructor's feedback before including the weekly reports into the site report. Those comments often include editorial and/or formatting suggestions, notices of typos and other details that can and should be changed before submitting the final site report.

- III. Final Preparation

Copies of this report are submitted to the Faculty Supervisor via Canvas. The Report should be prepared in a professional manner, free of errors, and according to requirements and specifications. The University copy will be made available to students and administrators.

No final grade will be submitted until the site report, exit report, and final supervisor evaluation are received and approved by the faculty supervisor.

If a student's final grade is not or cannot be submitted by the registrar's grade deadline, it is the student's responsibility to coordinate with the faculty supervisor and sign an incomplete grade form. (The faculty supervisor prepares the form, which summarizes the tasks that need to be completed.) An incomplete grade does not require additional tuition payment but may require the student to update their graduation date. Please communicate with the faculty supervisor and/or the internship coordinator Corrinna McGrath.