



SUNY CORTLAND
SPORT MANAGEMENT
DEPARTMENT

Internship Manual

Undergraduate Program

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I. THE INTERNSHIP

Every student in the Sport Management Department will complete an internship in a sports organization. Students should seek internships related to their career goals that offer payment, a stipend, housing, or relocation costs. Unpaid internships are allowed.

Students need to recognize that an internship for academic credit is a privilege with distinct responsibilities and **prerequisite requirements**. Students will only be permitted to engage in internships in sports organizations with sport management responsibilities. A sport management internship for academic credit requires students to demonstrate maturity, competence, and reliability in the classroom and in previous field experiences.

The internship is the student's culminating experience. The internship semester is a student's FINAL semester of classes at SUNY Cortland. Securing and working at the internship is where the hard work over the prior four years comes together and pays off. The more experiences on your resume, the more likely you are to secure your choice of internships. Due to the competitive selection process, students must realize that they may not secure their top choices of internships. Students should cast a wide net and not limit their internship choice to a specific sport and location.

Students serving in an internship must remember that performance on the job can either enhance or hinder their career objectives. Eagerness, reliability, and responsibility will always be in demand. An internship presents the opportunity to establish a reputation for these qualities. Recent experience demonstrates that students who carefully plan and complete meaningful internships have positive results in launching their careers in the sports industry.

This manual was developed to ensure that all students understand the department's policies and procedures regarding the required senior internship.

II. INTERNSHIP PHILOSOPHY

The purposes of a culminating senior internship are as follows:

- Actualize the theory-to-practice model of education utilized by the Sport Management Department
- Gain full-time experience in the sport industry
- Apply knowledge used in the classroom in the real world.
- Develop a competitive advantage in the job search process by having full-time, multi-month sports business-specific work experience on your resume at graduation.
- Understand the transition from acquiring knowledge to using it in a professional environment.
- Understand the transition from structured college life to the professional world.
- Understand of the importance of professionalism within the sport business industry
- Demonstrate the ability to work in a self-directed manner.

Students should treat their internship as a three-to-four-month job interview and not as a box to be checked on their journey to graduation. Some interns (approximately 25%) transition their senior internships into their first full-time sports business job.

Professionalism

Since your image is an important part of professionalism, each student is expected to always act professionally, including in internship interviews, in all email and written communications, and while on their internship.

Students are representing themselves, SUNY Cortland, and the Sport Management Department.

Any unprofessional behavior will not be tolerated. If the Internship Coordinator deems such conduct inappropriate, it could result in the failure of SPM 370, SPM 470, and/or SPM 475.

III. PROCEDURES, REQUIREMENTS, AND RESPONSIBILITIES FOR STUDENTS

Decide What You Want to do and When You Want to do it!

Internships (and jobs) in the sport industry are broken into fields. It is vital that students understand what field or fields they want to pursue for their senior internship. Most students apply for internships in fields where they have some combination of prior experience and knowledge.

Students should avoid isolating themselves in a single sport as most internships in sports business are field specific rather than sport-specific. The Buffalo Bills are unlikely to hire a Social Media Intern because the intern wants to work in *football*. They will hire someone with experience, knowledge, and an eagerness to learn in the *field of social media*. While knowledge of football *might* help land an internship like this, knowledge and experience in graphic design, strategic social media creation, strong written communication skills, and excellent attention to detail are likely to be the areas the Bills hire for.

An easy way to think about fields in sport business is to think about the classes you took. They weren't called "Football". They were in specific fields such as sales, event management, facility management, media, information technology, finance, marketing, human resources, analytics, law, accounting, etc.

Most students do their internships in the spring semester of their fourth year of college. However, some students, such as transfers, students needing an extra semester to complete degree requirements (such as double majors), spring student-athletes, students failing to meet the GPA requirement and/or course requirements, students finishing their degree early, and others, may choose to do a summer or fall internship.

Some students on track to complete their internship in the spring of their senior year may choose to defer their internship to the summer semester, as summer internships are more ubiquitous than

spring internships (but also more competitive). Students wishing to defer must complete a Leave of Absence.

Know Where to Apply

SPM 370: Pre-internship Seminar assists seniors with locating internships, interview prep, and resume and cover writing. However, it is the student's responsibility to apply for and secure an internship. The SPMG Department does not place interns, though there are many local sport businesses who we have a good working relationship with and hire our students every semester.

Students may not miss any class sections of SPM 370 to ensure they are learning about every internship opportunity and receiving all necessary career preparation.

Recruiters will visit SPM 370, and numerous internship application portals and specific opportunities for SUNY Cortland students will be discussed in SPM 370.

Students can apply for internships through the Department's Internship Database, LinkedIn, Teamwork Online, Indeed, Handshake, and many other online application portals.

Many internships can be applied for directly on a business' website by finding a link for "Jobs" or "Career Opportunities."

As mentioned above, students may also apply directly to recruiters when they visit campus to interview for or discuss internship opportunities.

Prepare Your Application

The student will prepare a cover letter and resume and send appropriate materials to prospective internship employers.

The SPMG Department strongly encourages students to use SUNY Cortland's Career Services Department for help with their resumes, cover letters, and interviews. Visit <https://www2.cortland.edu/career> for more information.

Be aware of the hour requirement when applying. As discussed in more detail below, students need to complete 480 hours at their internship. If you apply for and accept an internship that offers fewer than 480 hours, you will have to find a second internship to reach the hours requirement.

Be aware of the hour commitment for the internship. This is a great question to ask in an interview. Some internships will ask you to work 30 hours a week for 15 weeks; others may be nine months long. Students may do internships of any structure as long as they complete the required 480 hours.

It is vital that students communicate with the internship site that they are required to complete a minimum of 480 hours for their internship. If a student accepts an internship that cannot provide 480 hours of work, the student will need to secure a 2nd internship.

IV. ENROLLMENT AND ACADEMIC CREDIT

Date Considerations

Depending upon the nature of the internship, the internship could transcend the traditional academic calendar.

Students must understand this dynamic as it is common, especially for students who complete *summer internships*. Students whose internships run [outside Cortland's semester calendar](#) receive an incomplete grade when the semester ends. Once the intern's logs, hour verification form, final project, and supervisor evaluation are submitted at the end of their internship, the instructor for SPM 470/475 updates the student's grade. Communication with the internship coordinator is vital for internships that run outside the normal semester calendar.

Internships rarely align with the semester. In consultation with the internship coordinator, some students may start their internships a few weeks before their designated "internship semester" if they have completed the internship learning agreement and registered for the internship classes in the coming semester.

SUNY policy requires that the majority (50.1% or more) of internship hours be logged during the semester when a student is registered for their internship. Please consult with the internship coordinator if you are able to secure an internship that begins before the start of your internship semester. If your internship stretches across more than one semester, you DO NOT have to reregister for SPM 470 and 475.

Example. Maddy lands an internship with the Binghamton Mets that starts January 1st and runs until August 15th. Maddy registers for the spring internship classes of SPM 470 and SPM 475 in November when registration opens, submits logs starting in January, and receives an incomplete when the semester ends in May. She continues submitting logs, her final report, hours verification, and supervisor eval until the internship with the Mets ends or she reaches 480 hours (to be decided in consultation with the internship coordinator). The internship coordinator will update her grade after all work is submitted and graded.

Before the Internship

Degree Requirements

Out of recognition that students are working full-time in their internship and are often not in Cortland, NY, for their internships, all undergraduate degree requirements must be completed before the internship begins.

This includes having reached a minimum of **106 total credits** and completing the **student degree audit** in the orientation meeting for SPM 370. Students who choose not to complete the degree audit are ineligible for SPM 370 until they meet with the internship coordinator to confirm their eligibility for the course.

GPA Requirements

Students must have a **2.25 overall GPA and a 2.5 Program Standard GPA** to be eligible to complete an internship for credit. **There are no exceptions to this policy.**

Students with GPAs within .25 of the requirements are asked to wait until all their grades are final before registering for SPM 470 and SPM 475 for the subsequent semester. Students who fall below these thresholds may retake classes *before* the internship to improve their GPA and/or consult with the Associate Dean of the School of Professional Studies about earning selected studies degree.

Overall GPA and Program Standard GPA are easily located on a student's DegreeWorks.

Students below the GPA requirement may do an internship to build their resume or as an independent study, but they cannot receive credit for SPM 470 and SPM 475.

Concurrent Classes

In rare circumstances, the SPMG Internship Coordinator, in consultation with the SPMG Department Chair, may grant exceptions for students to take between one and three additional credits in the internship semester.

The internship is 15 credits. Additional credits would put students at between 16 and 18 credits for their internship semester. Students are not permitted to take a credit overload (more than 18 credits) in their internship semester.

Students who want to request this exception must contact the Internship Coordinator and the Department Chair within one month of the start of their internship.

Enrolling

Students enroll for 12 credits in [SPM 470: Internship in Sport Management](#). The required hours for an internship are 480 hours (40 hours per credit).

Students concurrently enroll in [SPM 475: Internship Seminar](#). This is a three-credit online course. Through this course, students will submit required class work relative to the internship experience.

Internship Learning Agreement (The Brady)

Permission to enroll in SPM 470 and SPM 475 is only granted after an internship is secured and an Internship Learning Agreement is on file with the SPMG Department.

The Internship Learning Agreement is a **contract** between you, the internship site, SUNY Cortland, and the SPMG Department. It must clearly state the dates of obligation with the internship location, work responsibilities, the work supervisor, and their contact information. Furthermore, the student must acknowledge their complete understanding that all other degree requirements must be met before starting the internship.

This form is completed by the student and their employer and returned to the internship coordinator, department chair, and the department secretary.

Students may not enroll in 470 and 475 or start counting hours for their internship until the department approves the learning agreement. Nothing is official in the eyes of the department, the university, and the great state of New York until the learning contract is complete, approved, and on file with the SUNY Cortland Sport Management Department.

PIN Number

Students also need to meet with their academic advisor to receive their registration PIN. Students should follow all registration-specific instructions from their advisors.

Cost & FAFSA

Remember that all academic credits earned from SUNY have a cost associated with them. Since the internship semester is 15 credits, students should inform their families that tuition costs remain the same for this last semester. [Tuition rates can be found on SUNY Cortland's website.](#)

Students doing their internship during the summer may need to complete a FAFSA for the new year. Please carefully review all information from financial aid and reach out to the [student accounts office](#) *prior to* a summer internship if you have questions about summer tuition and FAFSA. Tuition rates for summer sessions can [be found here.](#)

During the Internship

During the internship, students are responsible for the following:

- Handing in reflections on their internship activities. These are to be submitted on the SPM 475 Brightspace. The reflection should describe the duties performed by the intern and insight or opinions on assigned duties. See the APPENDIX for an example of a reflection.
- Carefully tracking the number of hours they work and completing the Internship Hours Verification. These are to be submitted on the SPM 470 Brightspace. See the APPENDIX for this form.
- Students are asked to hand in logs after working 120 hours, 240 hours, 360 hours, and 480 hours.
- Students are asked to hand in hours verification forms after working 240 hours and 480 hours.

Students are responsible for notifying the SPMG internship coordinator within 72 hours should a material change occur at their internships. Material changes include, but are not limited to:

1. A change in supervisor or the supervisor's contact information
2. A change in job responsibilities
3. A change in the student's contact info
4. A desire to leave their internship (see page 10)

Interns must follow SUNY Cortland's [Student Code of Conduct](#) while on internship.

After the Internship

Within one week of the last day of their internship, students are required to submit a final report.

The criteria for this final report are found in the Appendix.

Students who work at internships that go beyond 480 hours should submit their final report once they reach 480 hours or communicate their desire to submit the work at the end of their internship to the internship coordinator.

Incompletes

Because internships rarely align with the academic semester, many students receive incompletes in SPM 475 and SPM 470. During the summer session (which ends in mid-August), upwards of 90% of students receive incompletes. This is nothing to worry about. The student does not need to enroll in 475 and 470 again for the fall. The students continue at their internship until their 480 are complete and their contract with the internship is over. After an internship is over, the student hands in their final logs, hours verification, and final project. It is the responsibility of the internship coordinator to update the incomplete grade. There is no obligation for the student to fill out a form or do further work.

Leave of Absence or Deferring a Semester

If the student does not obtain an internship by the end of the drop/add period or fails to register, they must take a Leave of Absence to retain enrollment as a student at SUNY Cortland. Students can obtain the Leave of Absence request form from SUNY Cortland's Registrar's Office.

V. OTHER INTERNSHIP CONSIDERATIONS

Multiple Internships

Students may complete multiple internships concurrently or consecutively to reach 480 hours. In these cases, the student and their internship sites need to complete separate internship learning agreements. For the final report, students are asked to direct their remarks to the internship site where they completed the majority of their hours.

Starting an Internship Before the Semester

Students may begin an internship before the start of a semester in which they are enrolled in SPM 470/475. In these cases, students should carefully track their hours and email their logs and hour verifications to the internship coordination.

While students may start an internship prior to the semester they are enrolled in SPM 470, 50.1% of their hours must occur during the weeks they are enrolled in SPM 470.

Compensation

Compensation for undergraduate student interns varies considerably, depending on the needs and availability of the student, the resources of the sponsoring organization, the specific market for interns in each industry segment, the location of the internship site, and other variables. Many organizations are not able to pay a stipend for an internship, though this practice is improving. New York State law forbids unpaid internships unless the intern is receiving college credit. Students are strongly encouraged to pursue paid opportunities over unpaid opportunities. Some organizations offer housing for interns. Some organizations pay interns an hourly wage and others pay a fixed stipend. Students should pay close attention to the specific benefits offered in internship job postings.

Changing an Internship

If a student needs to resign from an internship they accepted but have not yet begun, the department recommends giving *at least* three weeks' notice, preferably more.

Many local internship locations rely on our students, and leaving them without an intern at the last moment is not acceptable as it may harm the relationship between the business, the department, and future students. That said, life happens. We cannot (and never will) force a student to do an internship they have committed to if life necessitates a change.

Students rarely resign from an internship after they begin it. If a student desires or needs to resign from an ongoing internship, they should first contact the internship coordinator to discuss the circumstances and manner of their departure. As stated above, life happens. In some rare circumstances, it may be necessary for a student to end an internship prematurely.

Job Instead of Internship

Students may accept full-time jobs in the sport management field in place of internships. In these circumstances, consult with the internship coordinator for relevant specific policies. The initial portion of the job, the first 480 hours, will be treated as the internship. Always check with the employer that they will allow you to be enrolled in college classes and consider your *work* to be an internship for 480 hours.

Nepotism Clause

No student shall be directly supervised in their *for-credit* internship by a member of their immediate family. "Immediate family" is defined here as parent, step-parent, grandparent, great-grandparent, brother, sister, step-sibling, mother-in-law, father-in-law, spouse or significant other, child, step-child, grandchild, son-in-law, daughter-in-law, brother-in-law, sister-in-law, legal guardian or other person who stands in the place of a parent.

Applying to Graduate

Students are responsible for applying for their undergraduate degree conferral. Applying to graduate allows a student to walk at commencement and receive their diploma. There are a few important points and dates to keep in mind.

- Students must complete the *Undergraduate Degree Application* or *Petition to Walk* before March 1st.
- The application is found on MyRedDragon, under the student tab, on the left-hand side.

Degree and Conferral Information

- Undergraduate Degree Application
- Graduate Degree Application
- Change Conferral or Diploma Information
- Review Existing Grad Application
- Petition to Walk

- Students on their internship *OR* who have completed their internship need to select the option "My requirements will be completed in 1 Term" when applying.
- Students who have yet to *start* their internship (i.e., students who *will* complete their internship during the summer months) need to select the option "I expect to complete my requirements in a different term" when applying.

Based on your earned credit hours and the current term, you can expect to have AT LEAST ONE TERM of coursework in order to complete your requirements.*

- My requirements will be completed in 1 Term
 I expect to complete my requirements in a different term

- Cortland's central resource for all things graduation (tickets, dates, times, video stream, parking, rehearsal) is located [HERE](#).
- Cortland has one commencement ceremony This ceremony is held the 2nd or 3rd Saturday in May.
- Students may walk at commencement *even if* they have NOT yet completed their internship, if their internship is expected to conclude by the start of the fall semester (the "I expect to complete my requirements in a different term" option above). This is of particular importance to those students completing summer internships.

APPENDIX



**SUNY CORTLAND
SPORT MANAGEMENT
DEPARTMENT**

INTERNSHIP LEARNING AGREEMENT

A SUNY requirement requires students to complete 480 hours to receive 12 credits.

Hours may be completed at one internship or multiple internship locations.

Section I

To be completed by the student

Name:

C#:

Phone #:

Home Address:

Local Address:

Emergency Contact Name & #:

How did you find this internship?

_____ (Signature) I acknowledge that I understand and will have completed all other degree requirements *before beginning my internship*. I have or will meet the GPA requirement and have or will have 106 credits *before beginning my internship*. Should I fall short of these standards, I will immediately notify the internship coordinator.

_____ (Signature) I have read, fully understand, and will abide by the policies and procedures for a 12-credit senior internship as explained in the Department's Internship Manual. I understand that failure to follow those policies will result in the failure of my internship classes (SPM 470 and SPM 475).

Section II

To be completed by the internship site supervisor

Thank you for hiring a SUNY Cortland Sport Management senior as an intern. Before you fill out the information below, we want to inform you of a few SUNY and Department requirements. Students were asked to explain these specifics to you before accepting their internship.

1. Students are asked to closely track the dates and times worked at their internship(s) and then ask you to sign off on those hours at the middle and end of their internship.
2. When the student completes their internship, I will reach out to you to complete a supervisor evaluation of their internship work. This evaluation is 13 questions long and is the most significant factor in assigning grades for the student's internship.
3. Students are required to do 480 hours of work on their internship to receive 12 credits. If this internship cannot guarantee that number of hours, it is the student's responsibility to seek a 2nd internship. You have no obligation to give the students more hours to reach 480 unless you choose to.
4. At any point during the student's internship, you are welcome to reach out to me with concerns or praise you would like me to address with the student.

Internship Company Name:

Internship Supervisor:

Supervisor Title:

Supervisor Email:

Supervisor Phone #:

Internship Start Date:

Internship End Date (If unknown, please estimate):

Hours per week:

Stipend/Hourly Rate:

Other Assistance:

Please attach an internship job description in the return email
or briefly explain the internship responsibilities here.

Internship site supervisor should return the completed form
to Lawrence.bradycortland.edu and/or ryan.vooriscortland.edu

ASSIGNMENTS FOR SPM 475

LOGS/JOURNALS

- Logs: An example of a log (sometimes called a journal) is provided below.
- Write a reflection (500 to 1000 words) regarding your experience at your internship so far. Think critically about your work experiences, the knowledge and skills you have learned, and how you will apply that information to achieve your career goals in the future.
- If you are struggling to reflect, please consider some of these questions as a starting point:
 - Are there any challenges you are currently facing?
 - What do you want to change or improve during the remainder of your internship?
 - What kind of feedback have you received from supervisors or peers at this internship?
 - What will you be working on this next week coming up?
 - Is everything going according to plan? Why or why not?
 - Have some processes become easier?
 - What has been more difficult and/or easier than you anticipated?
 - Is this something that you can see yourself doing for a career? Why or why not?
 - Do you see yourself working in this capacity/for this organization in the future?
 - Is this internship of value to you, and possibly, to future Cortland students? Why or why not?
- Grammar and spelling are critical factors concerning your grade in these journals.
- All written materials need to have your name, date, semester, and internship. No exceptions.
- Submit all logs through the SPM 475 Brightspace
- Logs are due after 120, 240, 360, and 480 hours.
- When possible, please submit on Sundays.
- **Logs must be submitted within one week of when a student reaches each hour threshold. Failure to submit a log within one week will result in an automatic zero. Students earning two or more zeros for their logs automatically fail SPM 475.**

FINAL REPORT

Timing and Nature: The final report should be work the student is engaged in throughout the internship. Students should read the final report questions at the start of the internship so they may collect relevant information throughout the internship.

For example, section B asks about revenue and expenditures for the host organization. It is important that students observe, think about, and, when appropriate, ask questions *throughout* the internship about how their organization makes and spends money. The same is true of section D and E. Students may not be involved in the legal or ethical aspects of their organization, but the observant student will learn through watching, listening, and when appropriate, asking questions of those in authority. This is how one learns in the real world.

The final report is the summation of the student's learning. It asks the student to assess the real-world implementation of the lessons they learned in the classroom about strategy, event management, ethics, marketing, media, information technology, law, finance, and budgeting at

your host organization. The observant student will note that the topics in the final report align with the required classes in the SUNY Cortland Sport Management curriculum.

Length and Format: This report shall be a **minimum of 12** pages but can be as long as necessary to communicate the required information. Times Roman font size 12 pt. with one-inch margins must be utilized. Students should feel free to include charts, examples of work they created or worked on during the internship and supporting material that may be provided in an attached appendix.

Place and Date of Submission: A copy of the final report should be submitted on Brightspace to the professor within one week of the end of your internship. Students should be working on their final report throughout the second half of the internship rather than trying to collect all this information within a one-week period.

Revisions of Final Report: If a report is deemed unsatisfactory (i.e. incorrect use of a SWOT analysis, misstate a mission statement or org chart), it will be returned to the respective intern for revisions and modifications. Presentation and factualness of data, spelling, and grammar will be reviewed carefully and may result in required revisions. This report should be treated as a business report which will be evaluated and will be available for community review by faculty, staff, and students.

STRUCTURE OF FINAL CULMINATING REPORT

The final report should be structured to include the following sections and subsections.

SECTION I: THE ORGANIZATION

- A. **Overview of Host Organization or Employer:** Briefly describe the type of organization in which you work or intern and where/how it fits into the sport industry (e.g., local, regional, national, or international). Please include its primary constituencies and the primary nature of its operations (i.e., goods or services). Briefly describe the major purposes of the organization including its mission, goals, and strategic objectives. Please include other pertinent information that describes the work of the host organization. This data might include any strategic documents such as an annual report and/or strategic management plans. Please submit a comprehensive, correctly organized SWOT analysis.

- B. **Structure and Personnel of Host Organization or Employer:** Briefly describe the organizational structure and its effectiveness with regard to management philosophies, leadership, and management styles, and its relationships with its principal governance structures and alliances (e.g., league, governing body, federation, professional association, granting authority/agency, etc.). Please include an organizational chart. Include as part of your analysis how and who within your organization evaluates personnel. How are people hired, fired, and promoted? What are the ranges of salaries for full-time employees within this organization (if available)? What are some typical work-life balance issues that employees and managers in this organization face (e.g., travel, commute to work, stress, extended hours, difficult physical working environment, etc.).

- C. **Budget and Financial Aspects of Host Organization or Employer:** Identity as specifically as possible, the tax status of your organization (profit v. non-profit) including its federal tax-filing category (i.e., a 501 (c) 3 or S corporation). Briefly describe the reasons why this organization has its specific tax designations including the benefits and liabilities of such designations. What are the major sources of annual revenue for your organization and what are its corresponding major categories of expenditures? What limits or restrictions might be levied on this organization regarding revenue development, including fundraising? What strategies for revenue growth are they engaging in or considering?
- D. **Legal Issues Faced by Host Organization or Employer:** Please describe the primary types of legal issues faced by this organization including who provides the legal services for this organization and what type of insurance is necessary to limit the risks involved in the primary activities of the organization. What are some examples of legal issues that this organization (specifically) and its segment of the industry has or is currently facing? Please describe your organization's risk management plan including any specific procedures that are designed to mitigate these legal risks/issues.
- E. **Ethical and Social Justice Issues Facing Host Organization or Employer:** Please describe the *critical* ethical and social justice issues faced by this organization including some examples of ethical issues that this organization and its segment of the industry has or is currently facing. Please describe what policies and procedures are in place that are designed to mitigate these ethical concerns and how effective they have been. Who is responsible for affecting these policies? Ethical concerns might include issues of discrimination, sexual harassment, environmental hazards, cheating or disregarding professional standards, and alcohol/substance abuse.
- F. **Use of Communication and Information Technology by Host Organization:** Please describe the primary modes of communication and information technology utilized in this organization. Include in your analysis the type and nature of use of the various technologies employed by this organization and its effectiveness in linking staff, key constituents, and significant stakeholders that the organization must communicate with (customers, clients, players, executives, etc.). For example, what types of telecommunication devices, software programs, and apps are used by staff? Does your organization rely heavily on email? Does your organization have a modern website and are they involved in e-commerce? Based on your knowledge of website and ecommerce how are they doing in these areas? How do they utilize social media? Are they utilizing social media strategically?
- G. **Marketing and Promotional Strategies of Host Organization:** Please describe how (i.e., staffing and operations) and to what extent this organization markets and promotes itself? What are the organization's target markets/key constituencies? What specific strategies and resources does your host organization utilize in its marketing and promotions efforts? How sophisticated are its approaches to key audiences (i.e., customers, members, etc.)? In what ways were you involved in this outreach? What would you recommend to improve its marketing and promotions efforts?

SECTION II: YOUR PERSONAL INTERNSHIP EXPERIENCE:

Please detail your duties and responsibilities by being as specific as you can. Describe the most significant areas of knowledge and/or skills that you feel you acquired or expanded during this culminating experience. What were the most positive features of your internship experience? Describe your relations with the staff at this organization including other employers including interns. How would you characterize this organization's human resource approach to its employees? What were the limitations of your internship experience? In what ways did you meet your learning objectives? Would you recommend this organization to a graduate from SUNY Cortland?

Include a link to your fully updated LinkedIn profile.

SECTION III: THE FUTURE

Please describe your career plans for current or future employment including a summary of the type of jobs and career outlook in your chosen industry segment. How do you feel this experience will/has been an asset to you in obtaining employment and or a promotion in this organization, in the sport industry or related industry? What suggestions do you have for future students seeking employment in a sport management position in the industry segment you are interested in? What strategies or ideas do you have for the future direction of the academic aspect of the graduate sport management program at SUNY Cortland (i.e., types of courses, style/type of instruction, practicums, culminating experiences, etc.)?

SECTION IV: EXIT SURVEY on SPM 470 Brightspace

SECTION V: APPENDIX

INTERNSHIP JOURNAL EXAMPLE

Student Name
Semester Term, Year
Internship

This is my third internship log.

I have been interning for the Cortland Crush which as stated in my first log entry is a collegiate baseball team here in Cortland NY. When I first arrived at the Crush it was definitely a culture shock with all the material and lessons that I had to learn. Since week 3 I have seen my skill level and ability to handle the assignments that were given to me in a more efficient manner than from when I first started this internship. An assignment that stuck out to me mainly because it was the assignment that caused me the most stress would be Walk-Up Wednesday. So the concept of this posting was on Wednesday we would post the songs that our players would use as they are walking up to the plate this upcoming season. So our first step was to reach out to our players by email in order to figure out what songs they planned on using for their walk ups. Some of our challenges were that players were not responding quickly enough or the song that was being chosen was not appropriate for the message we were trying to send out. We noticed that out of the few players that did send in their walk up songs was that those players were mostly from the college Niagara University. We posted the walk ups on Instagram, Facebook and Twitter and focused those posting on the players from Niagara University. Moving onto the social media aspect of things we as the Crush have spent the last 2 months posting our players and introducing to our fans the people who will try to lead the Crush to back to back championships. The problem at the time was we were only posting player cards on Tuesday and Thursday. If we had kept up on that pace then we would not have finished all the players until the middle of the season in June.

Taking that information and us at this time going into March, Maxwell presented a great idea where we would do "Crush Madness." This was a concept based off of March Madness and we would start posting player cards on a daily basis based on the schools the players were from and it would be not only promotion for the players brand but also for the brand of the schools. The player cards were finished and completed this past week and we have officially introduced all of the players. Another task that we as a team decided to work on for about 3 weeks ending this past Friday on April 1st. I was responsible for creating 2 out of 3 Fun Fact Fridays we posted. One being that we have players on the Crush from 12 different states and 1 from Canada. The last one that I worked on was stating that our GM Marcy Coe is an accomplished half marathoner. She has completed a total of 9 half marathons. This assignment taught me to learn to keep things short and simple when it comes to promoting and trying to catch our audience's attention. Our target market of fans is from the ages of 11-16 years old. Deciding to target this age group is because these are the people who will make their parents go to the games this upcoming season.

A difficult task that was assigned through week 10 was having to create the Game Day ads and Informative ads for the upcoming season. This was difficult because I personally have never been a very artistic individual but at the same time I was able to break out of my comfort zone in

this aspect with the help from Bill, Marcy and the rest of the Crush team. A huge lesson that we have learned is to not try and do everything and be a superhero. Use each other and pick up on each other's weaknesses. This will allow us a team (Crush Interns) to get each task done more efficiently and more precise.

Now that I am in week 10 of this internship I can fully say that I am no longer treading water but swimming at a very steady pace. I feel like I have these last few weeks to really become a champion and be able to do my work to my fullest capabilities. Max and Kaitlyn are tremendous to work with and even though we might not see eye to eye on every conversation we get what we gotta get done. Bill and Marcy are always appreciated for allowing me to be a part of this team. We are in the home stretch and I am ready to see what is in store with the time that we have left.

ASSIGNMENTS FOR SPM 470

The 12 academic credits earned for SPM 470 reflect the requirement that students work 480 hours at their internship(s).

SUNY policy states that students earn one (1) credit hour for every 40 hours of fieldwork they complete in an internship class. This is how the 480-hour requirement is calculated (12 credits x 40 hours per credit).

The Sport Management Department is responsible for ensuring that all students earning 12 credits for SPM 470, work the required 480 hours.

Therefore, students MUST complete the "Internship Hours Verification" form after 240 and 480 hours. Give your hour verification form to your work supervisor. Your work supervisor should approve your hours, add comments, and then you can submit the form on the SPM 470 Brightspace.

INTERNSHIP HOURS VERIFICATION



If you print and have your supervisor sign this, then submit *it on SPM 470 Brightspace* (a picture of the completed form is acceptable)

If you and your supervisor sign digitally, please have your supervisor email the completed form to lawrence.brady@cortland.edu

Dates and Hours Worked by the Intern

EXAMPLE

- 11/29 – 8 to 5, one hour lunch = 8 hours
- 11/30 - 8 to 5, one hour lunch = 8 hours
- 11/31 – 12 to 11, no lunch = 11 hours
- 12/1 – 12 to 11, half hour lunch = 10.5 hours
- 12/3 - 8 to 5, one hour lunch = 8 hours
- 12/4 - 8 to 4, one hour lunch = 7 hours

Total Hours: 52.5

Student Signature:

Student name:

Supervisor Signature:

Supervisor name:

Supervisor Notes (praise/concerns – if warranted):

Please note that students should not give this evaluation to their supervisor. The internship class instructor will communicate directly with each internship supervisor.

This form is provided here for students may see how they will be evaluated in SPM 470.



INTERNSHIP SUPERVISOR EVALUATION FORM

Name of Intern

Internship Supervisor

Internship Organization

Phone

Email

Can this evaluation be shared with the intern? Yes No

1. Did the intern:

a. Successfully complete the duties you assigned?

always most of the time Some of the time rarely never
 n/a

b. Arrive punctually to work?

always most of the time Some of the time rarely never
 n/a

c. Behave in a professional manner appropriate to the office?

always most of the time Some of the time rarely never
 n/a

d. Take the initiative (when appropriate)?

always most of the time Some of the time rarely never
 n/a

e. Ask questions when appropriate?

always most of the time Some of the time rarely never
 n/a

f. Write clearly?

always most of the time Some of the time rarely never
 n/a

g. Stay off their phone when working?

always most of the time Some of the time rarely never
 n/a

2. Please provide a one or two sentence review of the intern's performance with your business.

3. What were the strengths of this intern?

4. What areas should the intern work to improve in?

5. Other comments?

6. What grade would you recommend for this intern's performance in your office? (Indicate one)

A A- B+ B B- C+ C C- D F

7. Are you willing to take interns from our program in future semesters? (Indicate one)

Yes No

If no, why not?

8. What qualifications would you like to see in future interns?

9. How does the SUNY Cortland student intern who you are currently evaluating compare to student interns from other schools?

Communication Skills (written and verbal)

- 1 – Well below average
- 2 – Below Average
- 3 – Average
- 4 – Above Average
- 5 – Well Above Average

Unable to assess.

Professionalism (punctual, respectful, good attention to detail, asks questions when needed, etc.)

- 1 – Well below average
- 2 – Below Average
- 3 – Average
- 4 – Above Average
- 5 – Well Above Average

Unable to assess.

Knowledge of the Field

- 1 – Well below average
- 2 – Below Average
- 3 – Average
- 4 – Above Average
- 5 – Well Above Average

Unable to assess.

Ethical Behavior

- 1 – Well below average
- 2 – Below Average
- 3 – Average
- 4 – Above Average
- 5 – Well Above Average

Unable to assess.

Supervisor's Signature

Date

Thank you for completing this evaluation form. Please return it to Dr. Ryan Vooris at ryan.vooris@cortland.edu.