**Practicum Descriptions**

**(Academic Year 2021-2022)**

*Duties by each site, listed below in the bullet points, are subject to change. Students are encouraged to see these as the minimum responsibilities, taking the initiative to do more (ex. offering to help in social media and alumni activities with respective teams).*

*A minimum expectation of 80 on-site hours as set by the College. These 72 hours are combined with approximately 8 hours in the classroom during the semester for a total of 80 hours. Students can also attend a pre-approved sports management conference or job fair and deduct that professional development time from their 72 on-site hours.*

BOTH SEMESTERS

**Intramurals/Campus Recreation (2)**

* Attend Activity Fair(s) to promote upcoming semester
* Create and implement marketing ideas to boost participation from all segments of the student body, especially First Years
  + Tub banners
  + Digital signage (campus TV’s)
  + Flyers
  + E-mail blast
  + Tub sitting
  + Banners during exam week of what is coming NEXT semester
* Maximize social media for branding and publicity
  + Creative contents
  + Interviews and testimonials from participants
  + Videos and photos from events
  + Promotion of upcoming events
  + Recognizing champions, good sportsmanship recipients and referees
* Target specific audiences
  + First years
  + Out of season student-athletes
  + Students no longer participating in athletics *(reach out to coaches)*
* Recruit and train officials
* Clean and inventory equipment
  + Identify new equipment needs
* Reserve facilities for events
* Execute intramurals programming including seasons and single day events
  + Communicate with captains
  + Recognize good sportsmanship awards
  + Secure prizes
  + Upkeep of Berlin Lounge trophy case (photos team winners, Good Sportsmanship, referees)
* Create unique campus recreation opportunities including:
  + Top Golf, white water rafting, ski/tubing trips, Putt Putt, bowling, go carts, Buhl Park 9-hole golf and more
* Showcase major televised sporting events in Mueller Theater including:
  + Select NFL opening night, Steelers/Browns games, MLB opening day, professional sports playoffs, CFB playoffs, Final Four, and significant unique events including Triple Crown racing, World Cup qualifiers et al.
* Collaborate with the Sports Management program on their activities such as:
  + Pittsburgh Pirates Night, Cleveland Cavaliers Night and NFL Hall of Fame trip
* Collaborate with and support other similar stakeholders (Diversity Dodgeball and BSU during homecoming and in April, Powder Puff with Kappa Delta, Volleyrock, Relay for Life)
* Assess programming
  + Participation numbers
  + Surveys
  + Forums
  + Social media analytics
* Wear appropriate attire when hosting events
* Strategize to leave campus recreation better than when you arrived through continuous innovate thinking, assessment and branding
  + Ex. creation of new events like
    - Kickball with professors – work with Westminster 101
    - Volleyball with professors (in spring) – work with Student Life
* Other duties as assigned

**Sports Information (3)**

* Reports to the Sports Information Director
* Help in game-day operations across all sports
* Assist in live streaming efforts
* Assist in live stats
* Assist in social media
* Assist in interviews
* Writing
  + Feature stories
  + Game previews
  + Game reviews
* \* Other duties as assigned

**Alumni Association/Towering Titans**

* Helps in the President’s Box at home football games
* Help each week in the Alumni Association office
* Help with alumni-related special events
* \* Other duties as assigned

**Men’s and Women’s Basketball**

* Assist in recruiting activities
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* Community group invites
* \* Other duties as assigned

FALL SEMESTER

**High School Athletics**

* Help at New Wilmington High School, Hickory High School or Kennedy Catholic High School
* Assist with office responsibilities
* Help in game-day operations
* Must have transportation for Hickory and Kennedy Catholic High Schools
* Clearances are required prior to starting on-site.

**JMI Sports (3)**

* Work home Pittsburgh Panthers football games at Heinz Field, including any schedule over Thanksgiving Break or Thursday night games on ESPN
* Help in sponsorship activation during home football games
* Help in hospitality efforts during home football games
* Other duties as assigned
* Must have transportation

**Football**

* Assist in recruiting activities
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* Community group invites
* \* Other duties as assigned

**Soccer**

* Assist in recruiting activities
* Home game public address announcer
  + “GOAAAAAAAAL Titans” to elicit excitement from home fans
* Script preparation (upcoming home events, TTO, other scores in that sport)
* Music maximization to reach ALL audiences
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* \* Other duties as assigned

**Volleyball**

* Home game public address announcer
  + “Points Titans” to elicit call and response
* Script preparation (upcoming home events, TTO, other scores in that sport)
* Music maximization to reach ALL audiences
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* \* Other duties as assigned

SPRING SEMESTER

**Softball**

* Home game public address announcer
  + “HOME RUN Titans” to elicit excitement from home fans
* Script preparation (upcoming home events, TTO, other scores in that sport)
* Music maximization to reach ALL audiences
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night AND/OR First Pitch Honors
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* \* Other duties as assigned

**Baseball**

* Home game public address announcer
  + “HOME RUN Titans” to elicit excitement from home fans
* Script preparation (upcoming home events, TTO, other scores in that sport)
* Music maximization to reach ALL audiences
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night AND/OR First Pitch Honors
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* \* Other duties as assigned

**Men’s Lacrosse**

* Assist in recruiting activities
* Home game public address announcer
  + “GOAAAAAAAAL Titans” to elicit excitement from home fans
* Script preparation (upcoming home events, TTO, other scores in that sport)
* Music maximization to reach ALL audiences
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* \* Other duties as assigned

**Women’s Lacrosse**

* Assist in recruiting activities
* Home game public address announcer
  + “GOAAAAAAAAL Titans” to elicit excitement from home fans
* Script preparation (upcoming home events, TTO, other scores in that sport)
* Music maximization to reach ALL audiences
* Create and implement marketing ideas to boost attendance
* Help in game-day operations/event management
* Create and display Senior Day Tub banner and digital marketing content
* Post-season play marketing efforts
* Faculty Appreciation Day/Night
* Social media content including “Meet the Team” or “Meet the First Years”
* Campus group invites
* \* Other duties as assigned

\* Other duties as assigned could range from delivery of schedule cards, publicity through Tub banner and digital marketing for first home game/match, pink games, on-field contests, home track meets, home swimming & diving meets, home golf/tennis events, etc.

**Students may also work with Dr. Zullo on new sites in the immediate region including high schools in New Castle, Mercer or Sharon, the Lawrence County YMCA in New Castle, Grove City Hockey, area golf courses, fitness facilities and more.**