



Kentucky Sports Authority

Internship Program

Guidelines



 	<p>Tourism Arts and Heritage Cabinet Kentucky Sports Authority 500 Mero Street Frankfort, KY 40601 502-564-4270 ext. 189 Nick Hope nick.hope@ky.gov</p>
	<p>KENTUCKY SPORTS AUTHORITY INTERNSHIP PROGRAM</p> <p><i>Guidelines</i></p>

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Kentucky Sports Authority-Who We Are

Mission

The Kentucky Sports Authority (KSA) was established in 2005 as an agency of the Tourism, Arts and Heritage Cabinet. The KSA is the statewide agency responsible for working with individuals, communities, and other entities in the Commonwealth to attract, retain, create, and promote professional and amateur sporting events, and conventions for Kentucky. Its purpose is to generate tourism, economic development, jobs, and positive media exposure as well as promote exercise and wellness through sports activities. As part of this mission, the KSA is responsible for the Commonwealth's sports marketing initiatives.

KSA Staff

Executive Director Kevin Marie Nuss
kevin.nuss@ky.gov
(P) (502) 564-4270 Ext. 196

Marketing Manager Nick Hope
nick.hope@ky.gov
(P) (502) 564-4270 Ext. 189

TEAM Kentucky

Established in 2006, TEAM Kentucky is a combination of people, communities and facilities throughout the Commonwealth interested in bringing sports events to their areas for positive economic impact and media exposure. TEAM partners work collaboratively to recruit sporting events to the state, and to provide the best service possible to the event rights holder organizations. TEAM Kentucky partners are leaders in their communities as well as in the sports travel and tourism industry. The TEAM Kentucky partner communities and facilities are listed below:

TEAM Kentucky Partner Communities

Ashland Area Convention and Visitors Bureau	Kentucky Exposition Center – Kentucky International Convention Center	Northern Kentucky Convention and Visitors Bureau
Bardstown-Nelson County Convention and Visitors Bureau	Lexington Area Sports Authority	Owensboro-Daviess County Convention and Visitors Bureau
Bowling Green Area Convention and Visitors Bureau	Lexington Convention and Visitors Bureau	Paducah Convention and Visitors Bureau
Danville-Boyle County Convention and Visitors Bureau	London-Laurel County Tourist Commission	Pikeville-Pike County Tourist Commission
Elizabethtown Tourism and Convention Bureau	Louisville Convention and Visitors Bureau	Somerset-Pulaski County Convention and Visitors Bureau
Frankfort Convention Center	Marshall County Tourist Commission	
Greater Louisville Sports Commission	Maysville-Mason County Convention and Visitors Bureau	Kentucky Department of Parks
Hopkinsville-Christian County Convention and Visitors Bureau	Mount Sterling-Montgomery County Tourism Commission	

Kentucky Sports Authority Internship Program Overview

The Kentucky Sports Authority Internship Program (KSAIP) is a three month paid internship program. **The application deadline has been extended to May 1st, 2010.** The program's objective is placing recently graduated college students, currently enrolled college students, or graduate level students into TEAM Kentucky partner communities. The goal of the KSAIP is to provide the selected intern with real-world sports events and sports tourism experience, and to provide the TEAM Kentucky partner community with additional staff resources. The KSAIP will be administered by the Kentucky Sports Authority, but the daily implementation will be the responsibility of the local TEAM Kentucky partner. Both the TEAM Kentucky partner and the selected intern will be required to participate in the pre-training and post-training modules, and will be expected to follow the program guidelines, as outlined by the KSA. The pre-training module will be held on **May 15, 2010** in **Frankfort** and the dates for the post-training module will be scheduled after the program begins. Each intern will report to 1) his/her individual TEAM Kentucky partner community and to 2) the KSA program administrator.

Participating TEAM Kentucky Partner Communities

The following list of TEAM Kentucky partner communities consists of the communities who are participating in the Kentucky Sports Authority Internship Program for the summer of 2010. These are the communities for which an applicant may apply for placement. All applications for the program must be received by the KSA by **May 1, 2010**.

Hopkinsville-Christian County Convention and Visitors Bureau	Paducah Convention and Visitors Bureau	Somerset-Pulaski County Convention and Visitors Bureau
London-Laurel County Tourist Commission	Pikeville-Pike County Tourist Commission	Lexington Convention and Visitors Bureau

Pre-Employment Training Module

The KSAIP will begin with a required training module consisting of several general tourism and sports tourism courses, which will be held in **Frankfort** on **May 15, 2010**. During this training module the selected interns will receive background information about tourism as an industry, both nationally and in Kentucky, and about sports events as a segment of the tourism industry. The goal of this training is to provide the interns with a more comprehensive understanding of this industry and better prepare them for their responsibilities. The selected interns will be required to participate in a brief learning assessment exercise at the end of the pre-training module, which will determine their final eligibility for the program.

Kentucky Sports Authority Internship

Once their three month tenure begins, the interns will report to the local TEAM Kentucky partner for an orientation to that particular office. The students will then begin performing regularly required duties as well as any additional assigned tasks. Throughout the three month period of work, the plan formulated by the KSA and each individual TEAM Kentucky partner community will serve as a general guideline for the intern's assignments. During that same time, both the student and TEAM Kentucky partner will report regularly to the KSA. The student will report weekly and the TEAM Kentucky partner will report as requested.

Post-Training Module

At the end of the three month period, the intern will be required to write an overview of the internship and identify their primary learnings from their experience. If a similar document is required by the intern's specific academic institution, then the KSA will be provided with a copy of that document, which will take the place of the previously mentioned assignment from the KSA. A post-internship review and "debrief" session, which will be required to both the TEAM KY partner communities and the interns, will be scheduled shortly after the work period concludes. The goal of this review will be to identify strengths and weaknesses of the present program structure, and to suggest specific improvements. Each intern will be responsible for presenting an overview of their experiences.

Stipend & Academic Credit

Each student will receive a \$2,000 stipend; each student will also be able to apply this internship toward credit at his or her specific academic institution.

Please Note: The stipend recipient will be responsible for any and all applicable state and federal taxes. It is the sole responsibility of the students to ensure that they receive their full academic credit for the internship from the academic institution in which they are enrolled.

Certificate of Completion

Students who attend the required training modules and finish the three month internship will receive an official certificate of completion issued by the Kentucky Sports Authority, an Agency of the Tourism, Arts, and Heritage Cabinet of the Commonwealth of Kentucky.

This certificate can be a strong addition to student's resume, since it will demonstrate that the student completed his or her tenure with the local TEAM Kentucky community and met all of their expectations as well as the expectations of the KSA.

Overall Goals of the Program

The Kentucky Sports Authority's goals for its internship program are listed below:

<u>For TEAM KY Partners</u>	<u>For Interns</u>
- Assist TEAM KY partners with additional staff resources for a three month period	- Provide unique internship opportunity with real world implications and networking opportunities
- Help acquire specific facility knowledge, and accumulate a facility inventory	- Educate college students about the "sports tourism" industry
- KSA assistance with funding for the program	- Provide an affordable, worthwhile experience
- Streamlined and beneficial intern process	- Provide a possible career path development opportunity
- Eliminate uninterested / unresponsive interns	- Demand a high level of communication and engagement
- Provide additional event planning and operations support	- Provide assistance to interns in their effort to receive academic credit

Application Process

- 1) The applicant must complete and return an Application Form, as well submit a cover letter, resume, and at least three references to the Kentucky Sports Authority office.
- 2) The applicant must attend and complete the pre-training modules and participate in the learning assessment exercise before he or she can begin work for the selected TEAM Kentucky community.
- 3) After all preliminary requirements are completed, the applicant will report to his or her contact in the assigned TEAM Kentucky community.

Eligibility Requirements

Applicants to the Kentucky Sports Authority Internship Program (KSAIP) must meet the following criteria in order to be eligible for the program.

- Enrolled in a college or university as a full-time student (at least 12 semester hours), enrolled in a graduate program, or a recently graduated college student looking for sports experience
- Completed at least one year (24 semester hours) of college courses
- Minimum cumulative grade point average of 2.8
- Legally authorized to work in the United States
- Willing to travel occasionally

General Information

Responsibilities of a KSAIP Intern

To KSA

The students will have a supervisor on the Kentucky Sports Authority staff to whom they will report. Students will be responsible for maintaining weekly contact with the KSA, and providing requested information. Students will be assigned five major responsibilities from the KSA:

- 1) Website Information – The student will compile all of the relevant facility, accommodation and amenity information for their individual TEAM Kentucky community, and provide the most accurate and updated information to the KSA;
- 2) Facility Inventory – The student will visit and research as many of the local facilities as possible during their three month tenure, and update the appropriate facility information. They will then send this to the KSA for revision and upload to the website.
- 3) Rights Holder Research / Relationship Management – The student will research various rights holders and national governing bodies, and contact the target entities that pair well with their specific partner community to inquire about possible event opportunities;
- 4) Bid Production/Revision – If events are available for bid, the student will be responsible for analyzing the Request for Proposal (RFP) and formulating a general strategy for drafting a response. If a bid response has already been produced, the student will be responsible for revising the document, as needed, and completing any additional research to add to the strength of the bid.
- 5) Event Operations – The student will help coordinate, and volunteer for, any KSA events in the local TEAM Kentucky partner community. In addition, the student will help coordinate, and volunteer for, any other sporting events in the community, as assigned by the TEAM Kentucky partner contact.

To TEAM Kentucky Community

The student will report to a pre-identified supervisor on the staff of the local TEAM Kentucky partner community. This person will serve as the student's daily report, to oversee the work and provide him or her with assigned projects. It is important that the student realize his or her assignments will not originate exclusively from the local supervisor. In addition to the pre-defined duties, the student should expect to be assigned additional projects. Each participating TEAM Kentucky community will work from an individualized three month work plan subdivided into weekly assignments.

Performance Expectations

All interns are expected to conduct themselves in a mature, professional manner. Interns are required to attend all scheduled events, complete scheduled work shifts, and work additional hours, if required. All interns are expected to perform to the best of their abilities.

Interns are required to dress appropriately, work collaboratively with fellow staff, follow established policies and conduct themselves in a professional manner that positively reflects the KSA.

All interns are expected to arrive on time to their scheduled shifts and events, required meetings, and any other functions. Since job performances are important to the KSAIP, the TEAM Kentucky partner communities, and the interns' continued career growth, continued poor performance will result in disciplinary action, up to and including dismissal from the KSAIP.

Equal Employment Opportunity

The Kentucky Sports Authority does not discriminate on the basis of race, color, religion, sex, national origin, ancestry, age, or disability in employment or the provision of services in accordance with state and federal laws.