STUDENT HANDBOOK
FOR
THE SPORT MANAGEMENT FIELD EXPERIENCE

A Guide for Students,
Faculty, and Work Supervisors

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INTRODUCTION

Welcome to the comprehensive Field Experience for Sport Management majors. We hope that you will find this manual to contain helpful information, which will assist you in preparation for and during your Sport Management Field Experience.

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PREREQUISITES

To be eligible for a comprehensive Field Experience in Sport Management, you must have:

1. a minimum G.P.A. of 2.5. Exceptions can be made by the Director of Sport Management.

2. completed the Junior year and course work that, in the judgment of the Faculty Supervisor, is required by the nature of the Field Experience proposal.

3. exhibited responsible professional behavior in classes, prior Field Experiences and interactions with peers and faculty.
SPOR T MANAGEMENT FIELD EXPERIENCE
ACADEMIC POLICIES

The Sport Management Field Experience is a planned and supervised learning activity, which takes place outside the classroom, preferably at off-campus sites, for which academic credit is granted as an enhanced dimension of the Sport Management major.

1. Credits awarded are based on the following number of total hours worked during the Field Experience:

   6 credits (2 courses) -- 240 hours minimum
   12 credits (1 course) -- 480 hours minimum

   The Sport Management Field Experience consists of 480 hours (minimum) of practical experience which may be accomplished as one, 12-credit (480 hour) experience or two, 6-credit (240 hour) experiences.

2. Field Experiences may be scheduled during Fall, Spring, or Summer semesters. Tuition for the Summer Field Experience is billed separately from Fall and/or Spring semesters.

3. Ordinarily, students who are employed are not permitted to enroll in a Field Experience with their current employer. Exceptions must be approved by the Faculty Supervisor and the Director of Sport Management.

4. Students must provide their own transportation to placement sites.

5. One of the DeSales University Sport Management Faculty Supervisors normally arranges the Field Experience work site for the student in his/her area of interest. Assignments and duties of the student should constitute a new, meaningful and challenging experience. Menial tasks should not comprise the major part of the Field Experience. Questions concerning this matter should be directed to the student’s Faculty Supervisor or Director of Sport Management.

6. The Faculty Supervisor administrates the program’s policies and procedures. He/she helps the student in preparing a resume and in interviewing with the sponsoring employer. Supplemental resume assistance is available from the DeSales University Career Services Office.

7. The Faculty Supervisor assists the student in developing a Learning Contract that includes the Field Experience’s objectives, any necessary supporting assignments, methods for evaluating student performance and provisions for at least four conferences with the Faculty Supervisor at regular intervals during the Field Experience. During the Field Experience, the Faculty Supervisor conducts at least one on-site visit and is responsible for submitting the final grade for the Field Experience.

8. The Work Supervisor at the work site develops a description of the student’s job responsibilities and project assignment, provides orientation and job training for the student, supervises the student’s work and completes mid-term and final evaluations of the student’s performance.
9. All students must register for the Field Experience by the registration deadline that precedes the start of the Field Experience. Registration dates are published by the Director of Sport Management.

10. It is assumed that students are not paid for Field Experiences. In those cases where salary may be provided to the student, the Faculty Supervisor and Director of Sport Management must concur that the learning objectives and nature of the Field Experience (rather than salary considerations) are satisfied first.

11. A student may register for the same Field Experience site placement in successive semesters (2, 6-credit experiences) if approved by the Faculty Supervisor and Director of Sport Management.

12. **A student may not register for more than twelve (12) Field Experience credits in the 120 credits required for graduation, except with the approval of the Faculty Supervisor, the Director of Sport Management, and the Academic Dean.**

13. Exceptions to any of the program’s prerequisites are referred to the Academic Dean for final determination and decision. Requests for exceptions endorsed by the Faculty Supervisor and/or the Director of Sport Management must be made before the registration date for the Field Experience.

14. Alternative Field Experience: With prior approval a student may participate in a field experience outside of sport if approved by the Sport Management faculty. Once approved the student will follow the same guidelines and provisions as a regular field experience with the added responsibility of also participating in “1” of the major projects affiliated with the sport management program here at De-Sales University.

**EVALUATION**

Field Experiences are graded on a Pass/Fail basis. A letter grade may be awarded if the Faculty Supervisor, Director of Sport Management, and the Academic Dean (in the case of day students), or the ACCESS Dean (in the case of ACCESS students) approve this exception in writing prior to registration for the Field Experience.
**Student Guidelines for Applying, Obtaining and Registering**

**For the Sport Management Field Experience**

**What is the Sport Management Field Experience?**

The Field Experience is a planned and supervised work/learning experience that is an added dimension to the student’s academic major. It takes place outside of the classroom, preferably at off-campus sites, and is awarded academic credit.

**Why should I do a Field Experience? What can it do for me?**

Field Experiences have the following benefits:

1. Provides valuable work experience.
2. Develops and strengthens your personal and career-related skills.
3. Allows you to explore selected careers/jobs.
4. Provides an opportunity to establish new contacts for job networking.
5. Enhances your resume and makes you more marketable in the job search.
6. Earns academic credit toward fulfillment of your degree requirements.

**What are the academic policies regarding the Sport Management Field Experience?**

The academic policies regarding Field Experiences are covered on pages 2 and 3 of this guide. You should read carefully those policies and the introductory section of this guide which emphasizes the importance of proper planning in doing a Field Experience. If you have any questions regarding the policies and procedures for the Field Experiences, consult with your Faculty Supervisor or the Director of Sport Management.

**How do I find a Field Experience?**

If you are qualified and interested in registering for the Sport Management Field Experience, you should first consult with your academic advisor and/or the Director of Sport Management. Your advisor and/or the Director of Sport Management will suggest appropriate placement sites for you to contact and will help you to identify the most appropriate site that fits your academic and career profile, and will facilitate your taking an interview at that site. In addition, the Faculty Supervisor will review the key steps necessary for you to register for the Field Experience.

You may decide to search for and obtain a Field Experience on your own, but remember, your proposed site and the work involved still needs to be approved by your Faculty Supervisor, Director of Sport Management and the Academic Dean to qualify for academic credit.
What forms and paperwork are required to obtain and register for a Field Experi-
ence?

You must prepare a one-page resume, since most employers want to see your resume
when you apply and interview for a Field Experience. Your Faculty Supervisor can as-
sist you with the resume, and supplemental help is available from the Director of Ca-
reer Services.

You will also be required to complete the Field Experience Application/Registration
Form shown on page 15 and available from your Faculty Supervisor or the Director of
Sport Management, and prepare a Learning Contract, shown on pages 16-19.

Both the Application/Registration Form and the Learning Contract need the required
signature approvals prior to the deadline data in order for you to register for your Field
Experience.

The content for Part II – Work Activities of your Learning Contract should be obtained
from your Work Supervisor who should give you a job description and describe the
employer’s proposed work assignments at the time of your interview. Your Faculty
Supervisor also provides guidance in the development of your Learning Contract.
Copies of the completed and approved Learning Contract will be distributed by the
Registrar to your Faculty Supervisor and Director of Sport Management. The Faculty
Supervisor will provide a copy of the Learning Contract for the Work Supervisor.

No retroactive credit will be granted. If you want to do a Field Experience for academic
credit, you must complete all paperwork and register before the registration deadline
date and before your Field Experience actually begins.

How many Field Experiences may I take at DeSales University?

Normally, you may take only one 12-credit Field Experience during any one semester
or summer session with a maximum of two 6-credit Field Experiences at two different
sites.

What can I expect and what should I ask during the interview?

You should treat an interview for the Field Experience as you would an employment
interview. Dress in appropriate attire. Be prepared to answer questions about your-
self and the DeSales University Sport Management Program. Hence, you should take
a copy of your resume and this guide along with you to the interview.
Here are a few topics you may want to cover with your Work Supervisor:

- Why you are interested in the Field Experience.
- What you have to offer (e.g., computer skills, special areas of knowledge, good attitude, work ethic).
- How many hours are required by DeSales University’s Sport Management Field Experience:
  
  6 credits – 240 hours (15 hours/week for one semester)
  12 credits – 480 hours (30 hours/week for one semester)
- Your availability (days of the week and hours each day) to work.
- What you hope to learn from this Field Experience.
- The University’s requirements for registering and completing the Field Experience (Learning Contract and Work Supervisor’s evaluation forms).

Here are some questions you should ask your Work Supervisor which will help you in preparing your Learning Contract:

- What are my specific responsibilities and duties?
- What daily assignments can I expect to receive?
- What type of work assignments have previous student workers performed?
- Who will be my immediate supervisor?
- What special procedures or rules should I be aware of?
- How will my work be evaluated?

**ATTENDANCE**

Doing a comprehensive Field Experience is the equivalent of being a regular employee of the organization. You must be on-site whenever you are scheduled to work in order to maximize your experience. IF FOR ANY REASON YOU MUST BE ABSENT, you must notify the On-Site Supervisor and the Field Experience Supervisor. Extended periods of illness and/or other emergencies may necessitate dropping the Field Experience that semester.

**PROFESSIONAL CONDUCT**

While working at your Field Experience site, you are considered an employee of that organization, and need to conduct yourself ethically and according to professional standards. Remember, you represent not only yourself, but also your Field Experience site organization, DeSales University and the Sport Management Program. For many employers and clients, you may be the only contact they have with DeSales University. **Leave a positive impression so employers will want more of our students as employees!**
# Student Timeline for Planning a Field Experience

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<th>When to Do It</th>
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<td>Assess your academic background and discuss your eligibility to Field Experience.</td>
<td>Beginning of Junior year or semester prior to the Field Experience.</td>
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<td>Attend Resume Preparation and Interviewing Workshops</td>
<td>Beginning of semester prior to the Field Experience.</td>
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<td>Have your resume critiqued.</td>
<td>Middle of semester prior to Field Experience.</td>
<td>Faculty Supervisor and/or Director of Career Services.</td>
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<td>Discuss potential Field Experience sites and arrange interview with the Work Supervisor.</td>
<td>Middle of semester and prior to Field Experience.</td>
<td>Faculty Supervisor and/or Director of Sport Management.</td>
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<td>Interview with Work Supervisor and obtain job description for Learning Contract.</td>
<td>Middle to end of semester prior to Field Experience.</td>
<td>Work Supervisor.</td>
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<tr>
<td>Complete Field Experience Application and Registration Form, and prepare Learning Contract.</td>
<td>Middle of semester prior to the Field Experience.</td>
<td>Faculty Supervisor.</td>
</tr>
<tr>
<td>Finalize Learning Contract; agree on expectations and evaluation.</td>
<td>Middle to end of semester prior to the Field Experience.</td>
<td>Work Supervisor and Faculty Supervisor.</td>
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<tr>
<td>Obtain registration approvals and register for academic credit.</td>
<td>Before Field Experience deadline date of semester and prior to the Field Experience.</td>
<td>Faculty Supervisor; Director of Sport Management; Registrar’s Office, Academic Dean (if necessary).</td>
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Field Experience Etiquette

Etiquette (et’i – ket’), n. 1. the forms, manners, and ceremonies established by convention as acceptable or required in society, in a profession, or in official life.  2. the rules for such forms, manners, and ceremonies.

It might sound a little strange to you that we are talking about etiquette in Field Experiences. Field Experience etiquette, however, is nothing more than the behavior and manners that are acceptable at your Field Experience site.

For many of you, your Field Experience will be the first time you have ventured forth into the business world beyond DeSales University. Many rules are different there. People don’t expect you to be a student. Rather, they expect you to act the way they do, as a professional in their line of work. The catch is this: Seldom are the rules spelled out for you, and the rules are not the same for any two organizations. If you don’t figure out the rules, you can have a poor experience and a poor evaluation. It’s all pretty ambiguous. So what do you do?

Here are a few guidelines and ideas to help you get on track:

Follow the chain of command. It is important for you to know the formal and informal reporting structures within your organization. Follow the chain of command in all your communications and actions. That means go to your Work Supervisor first unless you are instructed otherwise.

Respect confidentiality. You can talk about issues, projects, the work environment, but refrain from talking about your work associates. Gossip can get back to people and wind up hurting you. Don’t be hurt if you are left out of certain discussions – some issues are for staff ears and eyes only. Finally, don’t take sides - steer clear of inter-office politics. Remember that you are there to work on your project.

Respect the support staff. They have been there longer than you, and they know more than you do. They can be terrific allies in helping you break in, in helping you understand the unspoken rules, and in helping you accomplish your goals if you treat them with the respect they are due. Wipe the thought “just a secretary” out of your mind. Remember this: without support staff, the organization would not run.

Learn basic social skills. This might seem rather silly, but if no one ever taught you such rituals, you are well advised to learn them quickly! Go to the library and read some etiquette books, or pattern your behavior after those around you. How you handle hellos, good-byes, and basic courtesies of speech and action can win friends or turn people off. For example, don’t sit down in someone’s office until you are invited to do so. Keep your feet off the furniture. Hats off inside! Don’t chew gum! In the dining hall, you can get away with reaching across someone for the salt, or pushing your plate out of the way when you are through. In the work world, you lose points.
**Attendance and promptness are expected.** Because you are a student, some faculty may not penalize you if you fly into class five minutes late, or if you miss class. In the work world, that just won’t cut it. Tardiness and absenteeism signal disrespect for other’s time and a lack of interest in the work. Promptness signals eagerness, responsibility, and respect for others. At the beginning of the day and at all your meetings, be on time or five minutes early. As for being absent from work, serious illness or family emergencies are the only reasons that may justify absence. It is important to call immediately and speak directly with your Work Supervisor if you have a problem that will keep you from your Field Experience.

**Learn to make a positive first impression.** Practice until you acquire a firm handshake. Learn how to make introductions, and how to introduce yourself to those you don’t know. Be friendly, smile and extend yourself. These are all parts of those important first impressions that really can earn you points.

**Dress the part.** Yes, this is important! When you walk in the door of your Field Experience site, even if it is on campus, you are no longer a student. We repeat: you are no longer a student. Appropriate attire is different for every organization. Look around you. What are others wearing? What about their hairstyles? What kind of accessories are the norm (including earrings for men)? Model your dress and grooming after that of your supervisor and other professional staff and you cannot go wrong.

**Lose the lingo.** “Hey, cool!” might be a natural expression of affirmation on campus. In your Field Experience, it will tell people that you are not yet professional material. Listen to the language of those around you, listen to your own language, and speak as a professional.

**Show your appreciation.** At the conclusion of your Field Experience, express your thanks to all those who helped you during your Field Experience. In particular, write a brief thank you note to the site Work Supervisor for sharing his or her time and expertise and serving as your “mentor.”

Be a good ambassador. Be cognizant that you reflect our college. How you perform and behave in your Field Experience will affect the future of other DeSales University students.

Think about the long-term benefits of good Field Experience etiquette. Many of you will ask your Work Supervisors for job recommendations or contacts. Some of you will apply for full-time or summer jobs at your Field Experience site. Have you proven that you can make it in that type of environment? Have you earned a positive recommendation? What you do today can stick with you for a long time. Make it count!
Faculty Supervisor’s Guidelines for Field Experiences

Prior to Registration

1. Students who ask you to supervise their Field Experiences must first meet the program’s eligibility requirement as described in “Prerequisites” regarding Field Experiences. (See page 1.)

2. Prior to the student’s enrollment in the Field Experience, the Faculty Supervisor should meet with the student to discuss the student’s job duties and responsibilities for the Field Experience as described by the Work Supervisor, as well as the student’s time commitment (number of hours required for the Field Experience), and advise the student in the development of a Learning Contract.

3. Please remind students that their Learning Contract and Application and Registration Form must both be completed with the necessary signature approvals prior to their registering at the Registrar’s Office on or before the appropriate registration deadline date. Field Experience Application and Registration Forms are available from the Faculty Supervisor and/or the Director of Sport Management.

Registration

4. Each Field Experience must be approved by the Director of Sport Management and the Faculty Supervisor prior to the posted deadline date for registration. The Faculty Supervisor will be responsible for the academic supervision of individual Field Experiences, the integration of the practical and theoretical work and the assignment of a final pass-fail or letter grade.

Supervision

5. Ongoing meetings should be scheduled with the student to discuss the Field Experience. The Faculty Supervisor should schedule a minimum of four meetings during the semester. Meetings should occur once a week after the Field Experience begins, twice during the middle of the semester, and at the end of the semester. In cases where meetings are not possible, regular contact by telephone should be maintained.

6. The Faculty Supervisor should maintain contact with the site Work Supervisor. Periodic contacts should be made at the beginning, midpoint, and at the end of the semester. An evaluation of the student intern should be obtained from the Work Supervisor at the midpoint of the semester, and at the end of the Field Experience.

7. One on-site observation visit should be made by the Faculty Supervisor at the sponsoring employer’s facility for each Field Experience that is usually within 25 miles of the DeSales’ campus. For those Field Experiences beyond a radius of 25 miles, the Faculty Supervisor should require the student intern to initiate three scheduled telephone conferences, which include the student intern, Faculty Supervisor and the Work Supervisor.
8. Any unusual problems reported by the student or Work Supervisor, or detected by the Faculty Supervisor, should be discussed immediately with the Director of Sport Management for resolution.

**Evaluation**

9. The Faculty Supervisor will assign a final grade based on the Faculty Supervisor's and Work Supervisor's evaluation. Grades are due on the date established by the Registrar.
Work Supervisor Guidelines

We appreciate your support of the DeSales University Sport Management Program and your willingness to give of your time and talent. We hope the following information will help ensure that your experience with our students is a positive one. Please read this section and the student guidelines to familiarize yourself with the University’s expectations of students.

DeSales University Sport Management Field Experience Policies

The student who is earning academic credit for the Field Experience is expected to meet certain requirements.

- The student is expected to work 15 hours/week for a total of 240 hours for a 6-credit Field Experience.

- The student is expected to work 30 hours/week for a total of 480 hours for a 12-credit Field Experience.

- The student is required to prepare a Learning Contract for the proposed Field Experience work assignment as described by the Work Supervisor and needs the approval of the student’s Faculty Supervisor prior to the beginning of the Field Experience.

- Most Field Experiences are taken on a pass-fail basis and provide either three or six academic credits for the student.

A letter grade may be awarded if the Faculty Supervisor, Sport Management Program Director, and the Academic Dean (day student) or ACCESS Dean (ACCESS student) approve this exception in writing prior to registration for the Field Experience.

- A written evaluation by the Work Supervisor will be required at mid-term and at the end of the Field Experience. Evaluation forms are included in this manual on pages 20 through 24. Please discuss your appraisal of the student’s performance with the student before submitting the written evaluation to the Faculty Supervisor.

How to Make the Field Experience Go Smoothly

- Initial contact. Prior to the beginning of the Field Experience, the student will contact you to define the student’s job responsibilities and related matters of interest (e.g., start and end dates, hours expected, company rules, etc.)

- Written Learning Contract. The College requires the student to write a Learning Contract in cooperation with you and the Faculty Supervisor. This document will allow the three individuals to reach agreement on the form and substance of the Field Experience, and on the performance criteria. Be specific about work results you expect of the student. Plan ahead for a mutually beneficial experience. Two sample learning contracts are included in this manual on pages 16 through 19.
• Communication. Open communication among the Work Supervisor, the Faculty Supervisor and the student is critical to provide a positive experience. The student will meet with the Faculty Supervisor a minimum of four times during the semester. Likewise, the Faculty Supervisor should contact you for your feedback on how the Field Experience is progressing.

• High Expectations. The greatest benefit to the student is when you treat him or her as you do your professional employees.

**Orientation to the Work Setting**

Understanding the context in which work takes place can help the student learn from the Field Experience and be more effective in carrying out assignments. The people, events, and issues in your organization often comprise an unlimited curriculum in Sport Management, social sciences, business management, and in the Humanities. At the beginning of the Field Experience, you might set aside time to discuss some of the following:

**The Organization’s Work Rules**

What are your organization’s formal and informal work rules? Are there clear implicit goals for your organization? Share with the student literature in which those goals appear, such as annual reports, public relations material and strategic planning documents.

**The Organizational Environment**

*People* – Who are the key players in the larger organization? In your department? Who are the formal and informal leaders in your organization? What are their backgrounds? Give the student an opportunity to speak with various individuals about their roles.

*Structure* -- What are the formal and informal organizational structures at your site? What are the formal and informal communication patterns?

*Funding/Budget* – Where does the funding come from to operate your organization? Share with the student some of the operating budgets for your unit or the organization as a whole. How does the budget process work? How are budget decisions made?

*Supervision* – If you are supervising others, how would you characterize your supervisory style? What are the challenges you meet as a supervisor? How has your style changed during your career?
What Do You Do If Things Go Wrong?

Suggestions for Students, Work Supervisors and Faculty

The following guidelines will assist faculty, students and work supervisors in working through concerns.

1. **Discuss the problem**

   Occasionally problems arise during a Field Experience. We strongly encourage the individuals involved to discuss the situation, negotiate on their own, and work toward agreement. Early intervention can usually lead to a solution that is acceptable to all involved. If a problem arises, it is important to deal with it immediately.

   This, of course, is the ideal solution. If a solution cannot be found, move on. If the problem is with the student or the Work Supervisor, consult the Faculty Supervisor or the Director of Sport Management. If the problem is with the Faculty Supervisor, consult with the Director of Sport Management.

2. **Call**

   Work Supervisors should call the Faculty Supervisor or Director of Sport Management when a problem arises which cannot be resolved through discussion. Such a problem might be absenteeism, failure to follow directions, poor attitude and inappropriate dress.

   Likewise, students should call their Faculty Supervisor when problems occur, such as when guidelines are not being followed, when expectations are not being met or when an employee exhibits unprofessional behavior involving the DeSales University student employee.

3. **Intervene**

   If faculty intervention is warranted, the Faculty Supervisor should gather information from the Work Supervisor and the student concerning the nature of the problem. A site visit and/or a meeting between the three individuals may be advisable, with the Faculty Supervisor as convener and mediator.

4. **Review the guidelines**

   All individuals should review the guidelines and Learning Contract. What expectations were outlined at the beginning of the Field Experience? Clarification of the expectations may be in order.

   The Faculty Supervisor should make recommendations to the student and/or Work Supervisor, and encourage the two individuals to discuss the issue and work out an acceptable solution.
Please read the Sport Management Field Experience Program Guide before completing this form. Field Experience applicants must prepare a resume and Learning Contract before obtaining the necessary signature approvals below and before registering for the academic Field Experience.

Name ____________________________ Date ____________________________

Local Address ________________________________________________

Major ________________________ Cum. GPA ____________ Class Status (Circle one):   Jr.     Sr.

Campus/Home Phone ________________________________ Cell Phone ________________________________

Email Address ________________________________________________

Indicate if you are an ( ) ACCESS or ( ) Day Student   Course Department and Number ________________

Number of credits sought ____________ 6 credits (240) or 12 credits (480) total hours of work.

Name of Organization sponsoring Field Experience ________________________________________________

Beginning and ending dates of Field Experience ________________________________________________

Academic Term of Field Experience   ___ Fall   ___ Spring   ___ Summer

Is your Field Experience (   ) unpaid or (   ) paid ____________ per hour?

List courses completed that are directly related to your Field Experience.

____________________________________________________________________________________________

____________________________________________________________________________________________

As a requirement to participate in this Field Experience, I certify that I am enrolled in the Student Accident and Sickness Insurance Plan or have coverage under my family or personal accident insurance plan.

Signature of Student ____________________________ Date ____________________________

Approvals:

Signature of ACCESS Advisor (for ACCESS Students only.) ____________________________ Date ____________________________

Signature of Faculty Supervisor of Field Experience ____________________________ Date ____________________________

Signature of Director, Sport Management Program ____________________________ Date ____________________________

Signature of Registrar __________________________________________________________

If the applicant does not have a cumulative GPA of 2.5 or higher, the following approval is required:

Signature of Director, Sport Management Program ____________________________ Date ____________________________

Registrar distributes completed copies to: Student, Faculty Supervisor, Director of Sport Management, Academic Affairs Office, ACCESS Office (for ACCESS students), Chairman, Department of Business.
APPENDIX B

Learning Contract - Example

Project Title: Advertising/Marketing Field Experience with *Bicycling* Magazine

Date: June 5, 2005 to August 18, 2005

Student: [Student Name]

Field Experience Supervisor: Special Events Manager

Field Experience Site: Bethlehem, PA

Contact Information: (include address, phone number, & email address of Field Experience Supervisor)

Faculty Supervisor: [Faculty Name]

Course Number: Sport Management 450

Number of Credits: 6 (15 hours per week for 16 weeks)

Semester: Summer 2005

Part I – Learning Objectives:

- To improve my marketing skills and apply them to practical situations.
- To develop additional knowledge in the field of marketing and advertising.
- To facilitate my understanding of publicity and its relation to media outlets.
- To utilize my knowledge of public relations and apply it to daily projects.
- To gain valuable experience in both oral and written communication areas.
- To facilitate my understanding of the world of bicycling.
- To establish a network of communications with sponsors related to *Bicycling* Magazine.
- To introduce myself to people in the sport marketing industry.
- To further explore my interest in the business of sport marketing.
- To strengthen my interpersonal skills.

Part II – Work Activities:

A. On-the-Job:

Phase I:

- Work closely with the publicist of *Bicycling* Magazine to follow up on publicity opportunities, with an emphasis on the broadcast media (radio and TV).
- Act as a liaison between *Bicycling* Magazine and event coordinators for:
  - Carpenter-Phinney Bike Camps
  - Bicycle Business Conference
- Coordinate the logistics of *Bicycling* Magazine’s various sponsorships.
- Attend meetings and discussions concerning the acquisition of sponsors that will advertise in *Bicycling* Magazine.
- Assist with the internal and external publicity of events associated with *Bicycling* Magazine.
- Research the bicycling market to seek interested parties willing to advertise in *Bicycling* Magazine.
- Apply leadership and organizational skills to each project that I undertake.
Phase II:

- Work directly with the Special Events Manager of Bicycling Magazine in performing daily duties associated with the magazine.
- Report to the Director of Marketing on an as-needed basis.
- Prepare and produce a four-page newsletter that will be mailed with each issue of Bicycling Magazine to over 7,000 of the nation’s independent bike dealers.
- Develop my writing skills and apply them to the Marketing & Merchandising Newsletter.
- Read local and national newspapers in order to improve my knowledge about current events in the sport and industry of bicycling.
- Acquaint myself with bicycling as a means of enhancing my daily work.
- Familiarize myself with competitors’ publications in order to evaluate my own work and that of my colleagues.

B. Off-the-Job:

Off-the-job activities include my maintaining a portfolio of all rough and final drafts for all my projects and newsletters. In addition, I will write a weekly journal detailing my responses and reactions to both positive and negative experiences. Both the portfolio and the journal will be submitted to my Faculty Supervisor at the time of our meeting.

Part III – Evaluation:

In addition to the mid-term and final evaluation reports of my work performance submitted by my Work Supervisor, my Faculty Supervisor will assess my performance based upon my portfolio, weekly journal, and an on-site visit. My mid-term and final evaluations will further be determined by my submission of an evaluation form and the completion of a final summary report to my Faculty Supervisor at the end of the summer field experience.

Student Signature ________________________________

Date __________________

Field Experience Supervisor Signature ________________________________

Date __________________
DeSales University – Field Experience Program

LEARNING CONTRACT

Project Title: Ticket Office Field Experience with Lehigh University Athletic Department
Date: May 1, 2005
Student:
Field Experience Supervisor: Director of Ticket Operations
Field Experience Site: Bethlehem, PA
Contact Information: (include address, phone number, & email address of Field Experience Supervisor)
Faculty Supervisor:
Course Number: SS 450
Number of Credits: 12 (30 hours per week for 16 weeks)
Semester: Summer 2005

I. Learning Objectives:

- To gain exposure in an NCAA Division I Athletic Department Ticket Office.
- To apply my classroom knowledge in a practical setting.
- To strengthen my interpersonal and communication skills.
- To explore my career interests in the field of Sport Management.

II. Work Activities:

A. On-the-Job

- Help to plan and implement the football season ticket packages.
- Work with my supervisor in marketing and promoting the upcoming football season.
- Make daily credit card and cash deposits.
- Keep a record of all financial activities.
- Use the computerized ticketing program to fill orders.
- Assist in the coordination of the Philadelphia Eagles Training Camp.
- Keep a record of all summer camp registration information.
- Perform other duties as directed by my supervisor.

B. Off-the-Job

- Maintain a daily log of activities as they relate to the learning objectives.
- Talk with my Faculty Supervisor regularly to report on how the field experience is going.
- Prepare a summary report of my Field Experience.
III. **Evaluation:**

- My evaluation will be based on my meeting my previously stated Learning Objectives as measured by my Work Supervisor who will discuss my progress with my Faculty Supervisor. In addition, my daily log, Work Supervisor’s final evaluation, and summary report will be used.

**Student Signature** ____________________________

**Date** __________

**Field Experience Supervisor Signature** ____________________________

**Date** __________
APPENDIX C

FIELD EXPERIENCE EVALUATION
MID-TERM ASSESSMENT

NAME OF STUDENT: ____________________________  NAME OF SUPERVISOR: ____________________________

DATE: ____________________________  FIELD EXPERIENCE SITE: ____________________________

Instructions: Please rate the student’s performance by placing an “X” in the corresponding space.

<table>
<thead>
<tr>
<th></th>
<th>NO OPPORTUNITY TO OBSERVE</th>
<th>NEVER</th>
<th>SEDOM</th>
<th>FAIRLY OFTEN</th>
<th>FREQUENTLY</th>
<th>ALWAYS</th>
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<tbody>
<tr>
<td><strong>PUNCTUALITY</strong></td>
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<tr>
<td>Arrives each day on time.</td>
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<td>Completes routine work on time.</td>
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<td>Completes newly assigned work on time.</td>
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<tr>
<td>Adheres to the daily schedule.</td>
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<tr>
<td>Meets all daily expectations and responsibilities.</td>
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<tr>
<td>Is the intern flexible?</td>
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<td><strong>INTERPERSONAL SKILLS</strong></td>
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<tr>
<td>Shows impartiality toward clients/peers/supervisors regardless of age, gender, race, etc.</td>
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<td>Shows tolerance and patience in working with individuals having lesser expertise or ability.</td>
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<td>Demonstrates a positive view toward clients/peers/ supervisors.</td>
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<td>Demonstrates willingness to help.</td>
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<td>Demonstrates common courtesies toward all individuals.</td>
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<td>Is at ease among different personnel.</td>
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</table>
## Field Experience Evaluation Mid-term Assessment

### Name of Student:

<table>
<thead>
<tr>
<th>Personal-Professional Attitude</th>
<th>No Opportunity to Observe</th>
<th>Never</th>
<th>Seldom</th>
<th>Fairly Often</th>
<th>Frequently</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepts suggestions about work and makes noticeable effort to improve.</td>
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<td>Makes decisions that reflect good judgment.</td>
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<tr>
<td>Shows confidence when speaking and performing tasks.</td>
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<td>Makes appropriate responses under conditions of change (i.e., interruptions, unexpected schedule change, reassignment of duties, etc.)</td>
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<tr>
<td>Communicates (written and verbal) in a clear and easily understood manner.</td>
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<tr>
<td>Demonstrates initiative.</td>
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</table>

### Professional Development and Preparation

<table>
<thead>
<tr>
<th>Professional Development and Preparation</th>
<th>No Opportunity to Observe</th>
<th>Never</th>
<th>Seldom</th>
<th>Fairly Often</th>
<th>Frequently</th>
<th>Always</th>
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<tbody>
<tr>
<td>Seeks out information from reliable sources when in doubt or lacking knowledge about an area.</td>
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<td>Uses professional techniques in performing tasks.</td>
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<td>Takes precautions and uses safe practices.</td>
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<td>Produces quality work in all tasks and assignments.</td>
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<td>Communicates information accurately in a non-biased manner.</td>
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<tr>
<td>Demonstrates creativity in planning and implementing projects.</td>
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<td>Performs task that needs to be accomplish after office hours.</td>
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__________________________    Work Supervisor
(Signature)
NAME OF STUDENT:

1. How does this individual use those times during the day when he/she is not fulfilling a specific job responsibility?

2. Are there some aspects of this person’s responsibilities that could be met more effectively? Please state specifically those areas needing improvement.

3. Is there anything else that you could comment on that would help in evaluating the kind of work this person is doing?
APPENDIX D

FIELD EXPERIENCE EVALUATION
FINAL ASSESSMENT

NAME OF STUDENT: ___________________________ NAME OF SUPERVISOR: ___________________________

DATE: ___________________________ FIELD EXPERIENCE SITE: ___________________________

Instructions: Please rate the student’s performance by placing an “X” in the corresponding space.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>NO OPPORTUNITY TO OBSERVE</th>
<th>NEVER</th>
<th>SELDOM</th>
<th>FAIRLY OFTEN</th>
<th>FREQUENTLY</th>
<th>ALWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfilled the work schedule set by the on-site supervisor.</td>
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<tr>
<td>Responded appropriately under conditions of change (i.e., interruptions, unexpected schedule change, reassignment of duties, etc.)</td>
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<tr>
<td>Used common professional courtesy when s/he was going to be late or absent.</td>
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<td>When tasks were assigned, the student completed assigned tasks.</td>
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<tr>
<td>Demonstrated a willingness to complete assigned tasks.</td>
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<tr>
<td>Produced quality work in all tasks and assignments.</td>
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<td>Made constructive use of any free time.</td>
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<td>Made meaningful contributions to your program/facility.</td>
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<tr>
<td>Demonstrated creativity in planning and implementing projects.</td>
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<tr>
<td>Worked with clients/peers/supervisors in a professional manner.</td>
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<tr>
<td>Communicated accurate non-based information.</td>
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_________________________________________  _______________________________
(Signature)  Work Supervisor
NAME OF STUDENT:

1. In what areas did this student improve during the Field Experience?

2. In what areas did this student contribute during the Field Experience?

3. What do you feel are the areas that this student needs improvement to successfully work in this profession?

4. Please comment on the student’s overall performance.
APPENDIX E
DeSales University
Sport Management Field Experience

STUDENT EVALUATION OF FIELD EXPERIENCE

Please rate the usefulness of your Field Experience using the following scale:
5 = Extremely  4 = Very  3 = Moderately  2 = Somewhat  1 = Served little purpose

Circle the appropriate number:  (Low)  Usefulness  (High)

<table>
<thead>
<tr>
<th>Circle the appropriate number:</th>
<th>(Low)</th>
<th>Usefulness</th>
<th>(High)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rate the usefulness of the following aspects of the Field Experience Program:</td>
<td>1  2  3  4  5</td>
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</tr>
<tr>
<td>A. Learning Contract</td>
<td>1  2  3  4  5</td>
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<td></td>
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<tr>
<td>B. Field Experience Log or Journal</td>
<td>1  2  3  4  5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Conferences with Faculty Supervisor</td>
<td>1  2  3  4  5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. Conferences with Work Supervisor</td>
<td>1  2  3  4  5</td>
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</tbody>
</table>

2. What did you like the most about your Field Experience? _________________________________________________________
_______________________________________________________________________________________________________________________

3. What did you dislike about your Field Experience?  _______________________________________________________________
_______________________________________________________________________________________________________________________

4. Would you recommend this Field Experience to a friend in your academic major?
   ___Yes ___ No   Why or why not?  ________________________________________________________________________________
_______________________________________________________________________________________________________________________

5. Please describe the usefulness of the Field Experience in relation to your College major?  __________________________
_______________________________________________________________________________________________________________________
6. Please describe the usefulness of the Field Experience in relation to your career objectives? __________________________________________
   __________________________________________________________________________________________________________________________
   __________________________________________________________________________________________________________________________

7. Please offer additional comments about the quality of your Field Experience. ________________________________________________
   __________________________________________________________________________________________________________________________
   __________________________________________________________________________________________________________________________

Please return this completed form to your Faculty Supervisor with your final report at the conclusion of your Field Experience.

Student’s Name ____________________________ Date ______________

Academic Major ____________________________ Name of Faculty Supervisor ____________________________

Name of Organization Sponsoring Student ____________________________________________
<table>
<thead>
<tr>
<th></th>
<th>Date Submitted</th>
<th>Date Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix A</td>
<td></td>
<td>Resume</td>
</tr>
<tr>
<td>Learning Contract</td>
<td></td>
<td>Journal 1</td>
</tr>
<tr>
<td>Midterm Evaluation</td>
<td></td>
<td>Journal 2</td>
</tr>
<tr>
<td>Final Evaluation</td>
<td></td>
<td>Journal 3</td>
</tr>
<tr>
<td>Agency Evaluation</td>
<td></td>
<td>Journal 4</td>
</tr>
<tr>
<td>Site Visit</td>
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<td>Journal 5</td>
</tr>
<tr>
<td>Initial Contact</td>
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<td>Journal 6</td>
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<tr>
<td>Final Contact</td>
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<td>Journal 7</td>
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<td>Journal 8</td>
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<td>Meeting with Faculty Supervisor # 1</td>
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<td>Meeting with Faculty Supervisor #2</td>
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<td></td>
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<td>Meeting With Faculty Supervisor #3</td>
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</tbody>
</table>