CASL, the Capital Area Soccer League, launches an initiative to expand its sports marketing, sports administration, event, and facility management departments titled **CASL University Internship Program.**

The mission of the Capital Area Soccer League (CASL) is to provide instructional and competitive youth soccer opportunities that enhance character, community and love of the game of soccer. Integrated in this is the building of self-esteem, self-confidence, team work, respect for self and others, and all the inherent benefits of physical exercise.

CASL, home to 9,000 youth soccer players assembled among 680 boys and girls, youth soccer teams spanning U5 through U19; among four playing divisions has built a reputable brand as leaders in sport, in the community, and sport related business.

The CASL University internship program allows undergraduate and graduate students from the surrounding academic institutions to obtain first hand job related experience, working and administering projects, with the CASL administrative, marketing, and operational staff, within a specific area of concentration.

**Testimonials**

"My internship at CASL was an unbelievable experience. I was involved in many facets of the club including tryout registration, tournaments, marketing events, and summer camps/academies. Not only did the organization give me an invaluable look into the operations of a youth soccer club, it also brought forth my extreme love for the game and my strong desire to coach young soccer players. CASL was absolutely the best place I could have completed my Sport Management internship- I learned so much and made some great friends along the way."

Lindsay Vera, spring 2009 CASL Intern, currently employed at CASL, Interim Director of Marketing

"My Internship with the Capital Area Soccer League was very fulfilling. I had ample opportunities to work in many areas of Sport Management including event planning and management, marketing, brand management, administration and facility management. CASL provided me with the hands-on experience not only necessary for graduation, but in the areas necessary for future employment."

Daniel Williams, fall 2010 CASL Intern, Currently employed at Omega Sports

"Working at CASL and the WRAL Soccer Center was a good experience - interacting with parents, watching kids play soccer, learning the ins and outs of running a large organization. The tournaments were a fantastic learning experience - everything from handling registration before the tournament to getting everyone checked in at the tournament to watching the tournament take place and awarding the winners with t-shirts and trophies."

Sara Hora, spring 2011 CASL Intern, current NC State undergraduate student

"If I could do it all over again, I wouldn't change a thing. I would pick a CASL internship over one with the New York Yankees, or the Chicago Bulls any day. The skills that I have gained, and the lessons that I have learned, will stay with me for the rest of my life. Over the course of the internship I've learned that CASL isn't just a soccer club. It's a group of people who truly believe in developing world class soccer players the right way. And I think that makes all the difference."

John Choquette, fall 2011 CASL Intern, East Carolina University M.S. in Sport Management
The CASL University Internship Program has offerings in the following areas of concentration

- Sports Administration
- Event Management
- Sport Marketing
- Communications
- Sport coaching
- Facility Maintenance Management

Requirements
1. Excellent communication skills along with engaging and professional personality
2. Ability to work independently as well as in a team environment
3. Be a good problem solver, a forward thinker, and have high attention to detail
4. Proficiency in computer skills, Microsoft office, database management, etc.
5. Must be able to establish daily/weekly office schedule at the CASL administrative offices, located at 3300 Woman’s Club Dr. Raleigh. *(number of hours to be determined by internship supervisor and exact internship requirements)*

It is imperative to have daily, personal interaction with DOO, Event Manager and Tournament Director, Marketing Director and Special Projects Coordinator, and other members of the CASL staff to further enhance the growth of CASL and assist in its maintenance as a model youth soccer business.

Duties and responsibilities include but are not limited to:
- Serve as an extension of the current CASL administrative, operational, and coaching staff
- Participation in regular department meetings with creative input
- Administrative duties may include filing, organizing, data entry, mailings, etc.
- Contribute to brainstorming, planning, and implementation of sport business strategies
- Construct documents used for communication to the members and public

Examples of internship projects and opportunities

**Sports administration**
- Evaluation and creation of CASL membership surveys, along with researching membership retention strategies
- Assist in administration of CASL Events, i.e.
  - Tournament Series
  - Tryouts
  - Hall of Fame and Senior Recognition ceremonies
  - Annual golf tournament
Event Management
- Assist in coordination and execution of CASL Events, i.e.
  - Tournament Series
  - Tryouts
  - Hamilton Sportsmanship Award
  - Hall of Fame and Senior Recognition ceremonies
  - Annual golf tournament

Sports Marketing
- Assist in researching, coordinating, executing promotional ideas and marketing events
- Assist in the set up and implementation of promotional and marketing events
- Assist DOO and Marketing Director with formulation of Sponsorship package for all CASL Events and Tournaments
- Assist Marketing Director with community relations and marketing opportunities related to all CASL Events and Tournaments

Communications
- Document and reflect on annual events
- Create press releases for new hires and initiatives
- Generate mass emails based on current/upcoming events

Sport Coaching
- Assist staff coaches with player evaluations during tryouts
- Assist CAYA coaches with training sessions and games

Facility Maintenance Management
- Oversee facility during tournaments and events
- Direct visitors and participants throughout the facility
- Open/close facility before and after tournaments and events

For further information regarding The CASL University Internship Program, please contact Lindsay Vera, CASL Director of Marketing and special events coordinator

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