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OVERVIEW OF THE INTERNSHIP PROGRAM

“An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields that are considering for career paths; and give employers and opportunity to guide and evaluate talent.” (NACE, July 2011)

The Department of Parks, Recreation and Tourism Management’s (PRTM) internship program is designed to provide students with the opportunity to participate in and make application of learned theory to all phases of the agency’s operation. Students should have experiences in a variety of areas including but not limited to: program development, administrative procedures, supervision, leadership, facility operation, event management, public relations, marketing, risk management, and maintenance procedures.

Internships may take place with a variety of agencies (public, private, semi-private, and commercial) where personnel qualified to supervise students are employed and where the program can provide varied and sequential experiences. Internship should simulate as closely as possible the experiences of the working professional and provide the intern with the opportunity to gain an understanding and an appreciation of the role, duties, and responsibilities of the parks, recreation, and tourism or sport management professional.

The PRTM Internship Program is a combination of a one credit hour pre-internship seminar (PRT 375) and an eight hour credit course (PRT 475) required of all undergraduate students in majoring in Parks, Recreation and Tourism Management or Sport Management. Students are eligible to register for PRT 375 beginning the fall semester of their junior year and the class is a pre-requisite for PRT 475. Students register for PRT 475 in the semester in which they complete their internship. The internship is a cooperative agreement between the PRTM Department and an approved agency whereby an advanced undergraduate student receives professional administrative experience of a practical nature in his/her area of interest under the supervision and guidance of a qualified professional in parks, recreation, tourism or sport management.

PURPOSE OF THE INTERNSHIP

The chief purpose of internship is to provide the student with practical background experience in a setting where learning is the chief objective of that experience. This experience should enhance professional growth of the student and further his/her understanding and appreciation of the profession. The internship will provide a means for determining the student’s strengths and weaknesses and an opportunity for the student to
mature, practice, improve, and evaluate skills, techniques, principles, and theories that he/she has been exposed to during his/her years on the University campus.

Internship also has as its purpose the improvement of the educational process and enlargement of the scope of the University's professional curriculum in recreation, tourism, sport and parks. By providing a laboratory for the application of theoretical knowledge, an opportunity will be afforded for continuing evaluation of the entire Parks, Recreation and Tourism Management and Sport Management curriculums.

**CRITERIA FOR APPROVING AN INTERNSHIP LOCATION**

1. **Desire:** The agency must have a desire to participate in this educational program and agree to cooperate with the Department of Parks, Recreation and Tourism Management in order to meet and fulfill the aims and objectives of the internship program.

2. **Staff:** The agency must have a competent and experienced practitioner who is responsible for administering the internship program and have an adequately trained staff to supervise the work of the intern.

3. **Program and Facilities:** The agency must have a comprehensive long-range program with adequate areas, facilities, and equipment to conduct a program which is broad in its offerings and not limited to a highly specialized function.

**REQUIRED INTERNSHIP EXPERIENCES**

Internship is a complete job experience with a wide range of responsibilities. **The intern is required to work full-time (40 hours per week) for 10 consecutive weeks at an approved internship location.** The intern should gain experiences in several different aspects of an agency including but not limited to: observing, reporting, participating, leading, assisting, supervising, and managing. Of particular importance are the following areas:

1. **Administration and Management**—The agency should provide the intern a practical background of training and experience in the skills, techniques, and practices involved in the administration and management of the organization. This assignment should include, in-so-far as possible, experience in agency policies and procedures, staff relations and responsibilities, record keeping, programming, planning, fiscal operations, marketing and public relations.

2. **Organization and Supervision**—The intern should participate in experiences involving the organization and supervision of various programs, areas, events and, to some extent, personnel. The agency may assign the intern to assist occasionally in an activity leadership role in special assignments made by the agency.
3. **Planning and Operations**--The intern should be scheduled/assigned to various operations learning experiences in the areas of maintenance, operations, and planning.

4. **Observation and Evaluation**--The intern should be given the opportunity to observe working relationships of the agency with other agencies, boards, and organizations.

### THE AGENCY'S RESPONSIBILITIES

1. Interpretation of the internship program to the agency staff and the presentation of the intern to the staff in such a manner as to insure his/her professional status.

2. Assist the intern in making initial arrangements for internship and if necessary in locating a suitable place to live.

3. Conferences with the intern to determine as nearly as possible the program and schedule the intern will follow, keeping in mind the aims and objectives of the internship program and the areas of experiences to which he/she should be subjected.

4. Orient the intern when appropriate to the customs of the community.

5. Present the intern with an overview of the agency's purposes, policies, administration, program, and facilities and inform him/her of all pertinent regulations.

6. Observe as often as possible the on-the-job performance of the intern.

7. Have at least one conference a week with the intern to discuss his/her performance, to point out mistakes, to evaluate his/her techniques and methods, to indicate his/her weak and strong points, and to suggest ways to improve.

8. Recommend to the University supervisor the removal of an intern when his/her performance or behavior is definitely unsatisfactory or detrimental to the agency and the community.

9. In conference with the student, select a special project for the student to complete during the internship. The special project should be one that facilitates the required learning experiences for the intern and makes a meaningful contribution to the agency. The agency supervisor is also responsible for evaluating the special project using the form provided by the University.

10. Submit to the University supervisor a midterm evaluation during the fifth week of internship. The conference report form will be provided to the agency by the University supervisor. This report should be the result of a discussion session at which the intern and agency supervisor evaluates the progress of the intern and make sure that they have a common understanding as to the relationship between intern and
agency and the intern's program.

11. With the assistance of appropriate staff members, give a final evaluation and objective analysis of the performance of the intern on the Intern Final Evaluation provided by the University supervisor. Also, submit the special project evaluation form to the University supervisor along with the final evaluation. **Discuss both evaluation forms with the intern.**

The identified internship supervisor of the agency will be in charge of the student's training. He/she will serve as an agency-based teacher offering instruction and supervision to the intern and will utilize the agency's operations to further the student's professional competence. Without relinquishing his/her responsibility for the training of the intern, he/she may assign a qualified staff member as the agency supervisor or training officer. Once the intern arrives at the agency, the agency assumes responsibility to both the intern and the University. At that time, the University supervisor will assume a secondary role in the training program, except in cases of breaches of agreement, moral conduct, or emergency situations.

**RELATIONSHIP BETWEEN THE INTERN AND THE AGENCY**

The relationship between the agency and the intern is one of employer-employee and teacher-student. The intern is to be a member of the agency's staff and, at the same time, a student engaged in an assigned training program. The agency must ensure that the intern's experiences are professionally sound and that time and effort be allocated to the educational process. This will involve conferring and counseling with the intern, making proper assignments on a weekly basis, observing and constructively evaluating their performance, and providing other experiences leading to their professional maturity.

The intern is expected to observe the work week normally observed by the agency and abide by the general rules and regulations which apply to the regular staff. The agency is encouraged to compensate the intern by expense allowance or regular salary. In addition, if the intern is required to furnish his/her own transportation to carry out agency services, the agency should reimburse him/her for such incurred expenses. The intern is responsible for his/her own transportation in getting to and from the internship location.

The agency should not be guilty of 'using' the interns and **should not assign him/her full-time to any one particular program function for the entire internship period** but, instead, should schedule and assign him/her to a variety of functions. It should be kept in mind that the educational needs of the intern shall not be superseded by the service needs of the agency.
By special permission of the University supervisor and agreement by the agency, an intern wishing to specialize may be permitted to spend only fifty percent of his/her time in the broad areas of internship while the remainder may be devoted to experiences in the area which most nearly represents his/her desired field of specialization. In such a case, a special schedule, approved by the University supervisor, will be worked out in conjunction with the agency.

The University encourages all agencies to compensate interns for their work with the agency. However, we recognize that in some cases unpaid internships are unavoidable. “For-profit” private sector employers who offer unpaid internship need to make sure their internship programs are in compliance with the Fair Labor Standards Act.

**INTERNSHIP SCHEDULING**

The Pre-Internship Seminar (PRT 375) is offered in the fall and spring semesters of each academic year. All PRTM students are required to complete PRT 375 before they are eligible to complete PRT 475. Recreation and Park Internship (PRT 475) is offered in the fall, spring, and first summer session of each academic year. The internship lasts for a period of *not less than 10 weeks and 400 hours*. The intern must comply with the Internship Agreement and Work Plan established by the agency and approved by the PRTM Internship Coordinator.

**STUDENT ELIGIBILITY FOR INTERNSHIP**

Students in the Department of Parks, Recreation and Tourism Management who have completed PRT 375 and 88 semester hours of course work prior to the planned internship, who have completed all required PRT course work through the junior year, and who are not suspended from the University are eligible to enroll in PRT 475 – Internship.

Academic prerequisites are:

<table>
<thead>
<tr>
<th>Parks, Recreation &amp; Tourism Management</th>
<th>Sport Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PRT150 Parks, Recreation and Tourism Orientation</td>
<td>1. PRT150 Parks, Recreation and Tourism Orientation</td>
</tr>
<tr>
<td>2. PRT152 Introduction to Recreation</td>
<td>2. PRT152 Introduction to Recreation</td>
</tr>
<tr>
<td>3. PRT250 Management of Park and Recreation Facilities</td>
<td>3. PRT238 Inclusive Recreation</td>
</tr>
<tr>
<td>4. PRT220 Commercial Recreation and Tourism Management</td>
<td>4. PRT266 Introduction to Sport Management</td>
</tr>
<tr>
<td>5. PRT238 Inclusive Recreation</td>
<td>5. PRT277 – Cultural Aspects of Sport</td>
</tr>
<tr>
<td>6. PRT350 Outdoor Recreation Management</td>
<td>6. PRT286 Writing and Speaking in Sport</td>
</tr>
</tbody>
</table>
Before taking internship, it is also advisable for the students in the PRTM program to have taken at least one concentration course and all students should have some paid or volunteer work experience. This could consist of summer work or a part-time job while a student at the University.

**Students are not permitted to register for any additional courses in the semester that they complete their internship.** However, on occasions exceptions have been granted to this policy. Students are encouraged to meet with the Internship Coordinator if they need to take a course while on their internship.

### GRADING PROCEDURE

Grading in PRT 475 will be on the basis of Satisfactory ('S') or Unsatisfactory ('U'). Any intern whose performance in the program is considered to be poor or below 'C' average will be given an Unsatisfactory ('U') grade and will be required to repeat the course. Grades are determined on the basis of (a) the agency evaluation of the intern (b) a written analysis report of the agency by the intern, (c) a special agency project evaluation, and (d) a final appraisal of the intern's overall performance by the University supervisor. If reports indicate unsatisfactory performance or behavior on the part of the intern, he/she will be removed from the internship program and will receive an unsatisfactory grade for the course. Since internship is fundamentally a part of the University curriculum, the University supervisor must assume final responsibility for rating the student's performance in light of total course objectives, and for determining the grade that is given.

### THE INTERN'S RESPONSIBILITIES

The focus of the internship program is upon the student and the success or failure of this training program will depend greatly upon the student's realization of his/her goals and responsibilities. *The intern will become a functional part of the agency and what he/she does will reflect the policies and standards of both the agency and the University. The intern must be ever aware of this and of his/her continuing responsibility to himself/herself and to the profession.*

The selected internship must be related to some aspect of parks, recreation, tourism or sport management.
Internship Approval Process:
1. Successfully complete PRT 375.
2. Clear eligibility to take PRT 475-internship with an academic advisor or the Internship Coordinator.
3. Using the Department's Internship Webpage and other resources search for prospective internship agencies.
4. Identify and contact internship agencies that are related to your area of interest.
5. Once you have obtained an internship, complete an Internship Work Plan (see example in Appendix 1) that describes the agency, the specific areas you will be assigned to (with some reference to the amount of time and/or percentage of internship allotted to each area) and your goals for the internship.
6. Schedule a meeting with the Internship Coordinator to obtain approval of the Work Plan. At this time the intern and Internship Coordinator will confirm the internship location, and agree on any special considerations.
7. Complete the Internship Agency Agreement and turn the form into the Internship Coordinator prior to beginning the internship.
8. Meet with the assigned University Internship Supervisor before leaving campus.
9. Register for PRT 475 (8 hours) the semester in which you hope to complete your internship.

Upon Reporting and During Internship

1. Report directly to the agency supervisor for instructions. (The intern will be responsible for his/her own transportation to and from the internship location.) The intern will be expected to follow the instructions given, carry out the policies and duties outlined by the agency supervisor, and meet all scheduled commitments and arrangements made in connection with training assignments.

2. Notify your University supervisor as soon as possible of your summer contact information if it is different from what has been provided in the Work Plan. This information is usually requested as one of the first Moodle assignments.

3. become familiar with the regulations of the agency and conduct yourself in accordance with these regulations.
4. Act in a professional manner as a member of the agency staff.

5. Use discretion as to the people with whom you associate, the places you visit, and your conduct and manner on and off the job.

6. Notify the agency supervisor in advance when you will be unable to report for work. In case of illness, accident or emergency, both the agency and University supervisor should be notified.

9. Consult with your supervisor when there are problems which you cannot satisfactorily solve yourself.

10. Exercise tact and diplomacy in evaluating the agency's philosophy, policy, or operating procedures.

11. Communicate with the agency supervisor when there is not a clear understanding of what is to be done.

12. Determine with the agency supervisor a special project for the internship.

13. Sometime during the fourth or fifth week of internship, have a conference with the agency supervisor. This will involve a written appraisal by the intern and the agency supervisor. Use the Midterm Performance Appraisal Form found on your course Moodle site.

15. Submit at least ten (10) responses to either a discussion or forum post on the class Moodle site. Each discussion board or forum will focus on a different aspect of your internship.

16. Complete a detailed analysis of the internship agency (see Agency Analysis Guidelines below)

17. Complete an Internship Agency Portfolio (see Internship Agency Portfolio Guidelines below)

REQUIRED ASSIGNMENTS

Special Project
Each internship student is required to complete a special project during the 10 week internship. The nature and scope of the special project is dependent upon the type of agency and the specific needs of the agency supervisor. Examples of previous special projects have included: A risk management manual; planning, implementing, and
evaluating a special event, needs assessment, in-service training, market research, and program evaluation. The special project should be one that facilitates the required learning experiences for the internship and makes a meaningful contribution to the agency. The agency supervisor is also responsible for evaluating the special project.

Internship Agency Portfolio Guidelines

Each student is required to complete a Portfolio using a 1" View binder with both a cover and side label that identify the internship agency. The portfolio should have a title page, table of contents, sub-headings and appendix materials.

Contents of the portfolio must include the following items:

- Agency Analysis (See instructions below)
- Any promotional material on the agency (i.e., brochures, program guides, flyers, etc);
- A typed description of the agency and your responsibilities as an intern using the following Internship Agency Description Template below.
- Pictures of the agency and your activities as an intern (try to give a perspective of where you worked and what you did).
- Contact information (i.e., agency internship supervisor, personnel director) and any specific internship application requirements (if applicable).

Internship Agency Analysis Guidelines

Each intern is required to submit to the University supervisor a written analysis of the agency and the internship experience. These reports must be accurately descriptive of the agency and the experiences of the intern during the internship period, with special emphasis on critiquing the agency's management functions, physical assets and other pertinent characteristics. The analysis should include the sections below that are applicable to your agency. The sections in BOLD must be included in all reports.

1. A description of the community in which the internship agency is located, with attention to the geographic, socio-demographic and leisure behavior characteristics of the populations.

2. A description of the agency's marketing plan and analysis of the methods of promotion and publicity.

3. A description of the internship agency's organizational structure, advisory and policy making boards and their role and relationship to staff.
4. An analysis of the agency's personnel practices and procedures to also include any unusual policies or practices (recall PRT 359).

5. A description and analysis of all financial support and fiscal management practices of the internship agency to include budget, inventory, cash control and purchasing procedures, and sources of funding.

6. An analysis of the facilities and areas operated by the agency. An overview of the agency's long term capital development program. An analysis of all maintenance plans and practices.

7. A description and analysis of the agency's major programs as well as specific activities relevant to the internship. Again, this section should not be an inventory but include discussion on program appropriateness for target populations.

8. Include a personal evaluation of the internship as a learning experience. Reflect upon the experiences that contributed to the enjoyment of the internship, share suggestions for ways the internship can be improved, and write a brief job description of the internship position with this agency.

Internship Agency Description Template

Agency Name:

Agency Address:

Agency Contact Person: Title:

Agency Phone: Agency email:

Agency Webpage:

Agency Description: The description should clearly outline the type and nature of the agency's business (i.e., what type of product or service do they provide, who are their customers, is this a seasonal operation or year round). How big is the agency (i.e., number of full-time employees, part-time seasonal employees, number of members, annual sales, annual visitation, building/park size, etc.). Try to anticipate questions future perspective interns may have about the agency.

Internship Description: Cut and paste from your approved work plan
**Post Internship Evaluation:** In one - two paragraphs outline the strengths and weaknesses of this internship. What did you learn? Would you recommend this internship to future perspective internships? Using a plus/minus grading scale (i.e., A+, B-, etc.) what grade would you give this internship in terms of the experience you gained, the quality and quantity of guidance you received from the agency internship supervisor? What could future student interns do to improve the quality of the internship?
Checklist of Agency Analysis

A. Content

1. Do the sub-sections merely report facts and figures, or do they include site and/or operational analysis?

2. Does the analysis reflect a transfer of knowledge from PRTM coursework to application on-the-job?

3. Does the analysis demonstrate an understanding of management and administrative functions of the organization?

B. Organization/Logically Developed

1. Do paragraphs clearly reflect logical development with clear sentence structure?

2. Is there a cover page, title page, table of contents, and appendix for the written analysis?

C. Thoroughness

1. Does it give all the required information? All the essential facts?

2. Does it give additional information the reader may need to better understand unusual internship sites or situations?

3. Is the information documented?

4. Is the structure and format appropriate?

D. Quality

1. Is the writing free from poor grammar and syntax, spelling and punctuation errors?

2. Is the report presented in an easy to read, clear manner? Is it typed?

3. Is the report free from slang, idiomatic expressions, jargon and inappropriate vocabulary?
RESPONSIBILITY OF THE UNIVERSITY SUPERVISOR

Internship involves a triple inter-relationship between the student, the University, and the intern agency. The ultimate goals of all three are compatible, if not identical. Consequently, this relationship in practically all cases results in a pleasant, meaningful and rewarding experience. If, however, because of procedural breakdown or failure of the parties to live up to their responsibilities, and difficulties arise in the coordination or administration of this three-way relationship, the University supervisor has the responsibility of working out a solution. It is he/she who will assume the ultimate responsibility for the successful operation of the internship program and for the attainment of its stated goals.

Included among the responsibilities of the University Intern Supervisor are:

1. Provide weekly feedback to the students using the most current on line learning system. Make whatever comments, observations, or recommendations that are appropriate.

2. Visit the agency and intern for the purpose of observing and counseling the intern and consult with the agency supervisor regarding the performance of the intern and on any other matter relative to internship. Due to the educational aspect of internship and because credit hours are given for it, the University supervisor will attempt to visit each intern at least once. On supervisory visits, conference time should be scheduled with the agency supervisor (and with other agency personnel when appropriate) and the student.

3. Remove an intern from an agency when it would seem detrimental to allow him/her to remain or upon request of the agency.

5. At the end of the internship, evaluate each student’s internship using the special project evaluation, the mid-term and final intern evaluations, their weekly discussions, the completed portfolio which includes the agency analysis and your overall observation of the internship.
Appendix 1

Work Plan Template

Student's Name:
Student's PRTM Concentration:
Agency Name:
Agency Address:
Phone:
Fax:
Agency Supervisor:                          Agency Supervisor's Title:
Agency Email:
Agency Webpage Address:
Internship Start Date:
Internship End Date:

Agency Description:

Give a detailed description of the agency including: location; nature of operation (i.e.,
golf course, resort, state park, park & recreation department); description of products
and/or services; size of operation (i.e., number of employees); and any other information
that would assist in a determination of the agency's internship potential (i.e., in-house
internship program, previous employment of NC State or other student interns, etc.)

Internship Description:

A detailed description of the activities and responsibilities assigned to the student intern.
Remember the emphasis should be on a diversity of experiences in a majority of the
agencies areas of operation (i.e., delivery of program/services, organization &
supervision, maintenance & operations, sales, marketing, & member services, and general
administrative areas).

Students must include either a proposed weekly schedule of internship activities or an
indication of the percentage of time that will be spent in each of the above areas.

Internship Outcomes:

Students must identify what that expect to learn through completion of the internship.
How will this internship contribute to the students PRTM concentration and career goals.

Compensation:

Rate of pay, accommodations, stipend, etc.