

# UW-Whitewater Athletic Administration Practicum and Internship Opportunities



**CONTACT:**

*Cameron Clinton-Earl, [clintonc@uww.edu](mailto:clintonc@uww.edu),  
Academic Advisor/Director of Student-Athlete Support and Leadership Development*

- *One of the most unique aspects of the Higher Education Athletic Administration graduate program is the opportunity for meaningful practicum experience.*
- *The UW-Whitewater Athletic Department and Higher Education Athletic Administration program operate as collaborative partners.*
- *In turn, the UW-Whitewater Athletic Department offers multiple opportunities for professional development for students in the Athletic Administration graduate program.*

# Athletic Communications

## **ATHLETIC COMMUNICATIONS**

**Overview:** Assist Director of Athletic Communications and sports information office with compilation of game statistics and results, media relations and game coverage to be posted to athletics Web site (uwwsports.com) and social media, and submitted strategically to external audiences, for the department's 20 varsity sports.

### **Responsibilities:**

- Game coverage includes photos, videos, game previews, features, game recaps, press releases, coach/student-athlete bios, social media and other types of content.

### **Preferred Skillsets:**

- A working knowledge of sports, including, but not limited to, football, volleyball, soccer, basketball, wrestling, baseball and softball
- An ability to handle tasks in a fast-paced environment
- Strong writing and communication skills
- Availability to work nights and weekends

### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

## Student-Athlete Enhancement/Warhawk Leadership Academy

### **STUDENT-ATHLETE ENHANCEMENT/WLA**

**Overview:** Assist the Director of Student-athlete Engagement to implement Warhawk Leadership Academy and SAAC programs

#### **Responsibilities:**

- Assist with curriculum development for the Warhawk Leadership Academy
- Assist with curriculum implementation for the Freshmen Rising Warhawks and Veteran Warhawk programs
- Assist NCAA program efforts
- Serve as co-facilitator for Veteran Warhawk program as needed
- Assist with all logistical organization for the Rising Warhawk and Veteran Warhawk sessions
- Assist with all logistical organization for the Fall Leadership Academy Kick-off and end of year Warhawk Awards: Student-Athlete Showcase of Excellence
- Develop monthly newsletter for Leadership Academy participants, coaches and administrators
- Assist with development of year-end report for student-athlete enhancement unit for Director of Athletics

#### **Preferred Skillsets:**

- Attention to detail, creativity
- Comfortable with group facilitation
- Flexible schedule (evening/weekend availability)

#### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

## Warhawk Outreach/Warhawks Give Back Program

### **WARHAWK OUTREACH**

**Overview:** Work with the Director of Student-Athlete Engagement to oversee a comprehensive outreach program for Warhawk student-athletes

#### **Responsibilities:**

- Assist with coordination of student-athlete community and campus appearances
- Attend community service outings and track all student-athlete outreach activity hours
- Serve as an ambassador of the Warhawk Athletics brand to foster community and campus partnerships
- Work with sport programs to identify current efforts and ways to enhance central support systems
- Develop a year-end report summarizing Warhawk Outreach efforts
- Contribute Warhawk Outreach highlights to monthly newsletter

#### **Preferred Skillsets:**

- Attention to detail, creativity, comfortable with group facilitation, flexible schedule (evening/weekend availability)

#### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

# Development

## **DEVELOPMENT**

### **Overview:**

- Work with the Assistant Athletic Director for Development in enhancing revenue generation through private and corporate partners.

### **Responsibilities:**

- Assist with advancement of major gift initiatives
  - Assist in preparing sponsorship proposals using analytical marketing and demographical data tailored to the sponsor's needs
  - Responsible for sponsorship fulfillment, including events, programs, etc.
  - Direct oversight of specific accounts as assigned
- Play a key role in the development of a comprehensive annual fund for athletics
  - Develop benefits structure and membership levels
  - Maintain database and benefit levels for members
- Help with the planning of special events
  - Assist with the preparation and planning of special events for alumni and donors
  - Attend sport specific fundraising events
- Provide support to the AD/Assistant AD in major gifts and capital projects as needed
- Prepare travel expense reports
- Serve as a positive representative for Warhawk Athletics
- Work in unison with other Graduate Interns

### **Preferred Skillsets:**

- Excellent communication and interpersonal skills
  - Ability to communicate effectively with donors/sponsors face-to-face, over the phone, and through email
- Organizational skills and ability maintain and track progress and fulfillment with donors/sponsors
- Teamwork and collaboration skills
- Design skills and ability to use Adobe Creative Suite a plus
- Ability to be and remain professional in a variety of situations

### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

## Internal Operations and Budget/Finance

### **INTERNAL OPERATIONS/BUDGET/FINANCE**

**Overview:** Work with the Associate AD for Budget/Finance with internal operations pertaining to financial management

#### **Responsibilities:**

- Assist Budget/Finance office with research reports and budget collection information
- Logistical management of athletics spending (sport team travel, official payment)
- Assist with annual EADA, NCAA reports
- Reconcile accounts as assigned

#### **Preferred Skillsets:**

- Excel proficiency, attention to detail, and fundamental understanding of accounting/finance.

#### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

## Marketing and Promotions

**Overview:** The Marketing and Promotions Intern will assist with developing and executing the strategic marketing efforts for all 20 intercollegiate athletic programs.

### **Duties and Responsibilities:**

- Develop, implement, and execute in-contest promotions and interactive activities at home athletic events (specific sport oversight).
- Create and direct a marketing and promotional plan specifically for *Purple Reign*, to enhance fan experience and event atmosphere through student engagement.
- Support external revenue growth through sponsorship fulfillment, group ticket sales, and community outreach initiatives.
- Organize special events including, but not limited to campus collaborations, alumni cultivation, and fundraising initiatives.
- Coordinate marketing initiatives with departmental staff and coaches, while collaborating with other campus departments.
- Understand and operate within all WIAC and NCAA rules and regulations.

### **Preferred Skillsets:**

- Excellent communication and interpersonal skills
- Ability to function in a fast-paced environment with focus on attention to detail
- Comfortable in large group facilitation
- Displays creativity, while utilizing limited resources
- Knowledgeable about the University, Athletic Department, sport programs and facilities

### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

## Graphic Design/Social Media

### **GRAPHIC DESIGN/SOCIAL MEDIA**

**Overview:** The Graphic Design and Social Media intern will assist with developing and enhancing the brand of all 20 intercollegiate Warhawk Athletic programs to external audiences.

#### **Duties and Responsibilities:**

- Design promotional materials for the athletic department through social media campaigns and grass roots marketing initiatives, including print and digital media
- Develop and execute a consistent strategic plan for all social media outlets, including but not limited to Facebook, Twitter and Instagram
- Coordinate promotional materials with departmental staff and coaches, while collaborating with other campus departments, specifically Marketing and Media Relations
- Create and implement a consistent brand across the department while following campus identity standards
- Design capital project materials and pieces (brochures, displays, etc)

#### **Preferred Skillsets:**

- Excellent communication and interpersonal skills
- Displays creativity, while utilizing resources
- Attention to detail
- Experience with executing social media campaigns
- Proficient in Adobe Creative Suite
- Flexibility in schedule (evening and weekend availability)
- Knowledgeable about the University, Athletic Department, sport programs and facilities

#### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week



## Event Operations

**Overview:** The Event Operations Intern will assist with the administration of home athletic events for all 20 intercollegiate athletic programs.

### **Duties and Responsibilities:**

- Assist with the preparation of event presentation and production for all home athletic events, WIAC Championships, NCAA Championships, and other external events hosted by Warhawk Athletics.
- Serve as the on-site coordinator for home events including, but not limited to equipment set-up and take-down, event staffing, and crowd control (specific sport oversight).
- Operate and troubleshoot scoreboard, video board, and sound systems functions.
- Serve as the liaison for visiting teams, officials, and spectators.
- Assist with the management of student employees including scheduling, training, and delegation of responsibilities.
- Understand and operate within all WIAC and NCAA rules and regulations.

### **Preferred Skillsets:**

- Excellent customer service skills and ability to communicate with a diverse population
- Ability to adapt to change and keep composure under pressure in a fast-paced environment
- Excellent conflict resolution skills and ability to anticipate areas of concern
- Reliable and hard-working with strong attention to detail
- Knowledgeable about the University, Athletic Department, sport programs and facilities

### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

# Compliance

## **COMPLIANCE**

**Overview:** Work with the Director of Compliance and Senior Woman Administrator on NCAA eligibility projects.

### **Responsibilities**

- Assist with NCAA/WIAC eligibility matters
- Work on eligibility certifications and interpretations through NCAA LSDBi
- Attend student-athlete eligibility and total program meetings
- Track progress toward degree requirements
- Work on special projects as assigned
- Input/track student/athlete data in the athletic department compliance software, JumpForward

### **Preferred Skillsets:**

- Strong attention to detail
- Ability to work with multiple sport programs

### **Job Requirements:**

- Ability to work nights and weekends
- Minimum of 20 hours a week

# Sports performance

## **SPORTS PERFORMANCE**

**Overview:** Assist the Sports Performance Staff with all aspects of Strength and Conditioning program for UW-Whitewater student athletes

### **Responsibilities**

- Report to Director of Sport Performance and perform duties as assigned
- Assist with the monitoring and implementation of training programs for sports as assigned
- Instruct proper technique and make corrections as needed based on direction from that sports Strength & Conditioning coach
- Record and enter testing data in excel spreadsheets
- Assist with setting up and breaking down of equipment for training sessions
- Help perform routine maintenance of training equipment
- Active participation in projects and assignments throughout the duration of the internship, as assigned

### **Preferred Skillsets:**

- Strong desire to not only pursue strength and conditioning coaching as a career, but to also obtain Strength and Conditioning Coaching Certifications either from the CSCCa (SCCC) or the NSCA (CSCS)
- Must be CPR/AED certified or able to obtain certification within 30 days of hire
- Must possess strong communication and motivational skills
- Have knowledge of multi-joint and single-joint strength movements and basic knowledge of human anatomy
- Ability to demonstrate and teach technique of various Strength & Conditioning movements (weighted, sprinting, jumping, etc)
- Strong work ethic
- Expected to be punctual, enthusiastic, reliable, productive
- Ability to work in a stressful and chaotic environment
- Ability to multitask and work with multiple sport teams
- Ability to speak with both small and larger groups

### **Job Requirements:**

- Ability to work non-traditional hours, weekends, and possible holiday's
- Minimum of 20 hours a week