

Sport Management Internships: The New Normal

E. Newton Jackson, Jr., PhD., University of North Florida, USA

Robert Lyons, PhD., North Carolina A&T State University, USA

Paul McNeil-Shelby, PhD., Benedict College, USA

newton.jackson@unf.edu

The growth of sport management programs nationwide and the FTE generated are without comparison in the higher education landscape. Many programs, accredited and not, require an undergraduate student internship prior to graduation. The quality of the curriculum in sport management may be best reviewed and evaluated by examining the effectiveness of the senior internship. Koo, et. al (2016) stated, "the internship could have a significant impact upon the student's desire to enter the field after graduation" (p.29). Are there common concepts or factors which make an internship quality? How prepared are the faculty and program to advance the course, "Internship?" Use of text messages and internet along with facebook and other social mediums have created a new previously unforeseen concern for students and their safety & rights. This session will address aspects of the internship from conversation, review, proper paperwork, effective cultivation and preparation, observation, documentation, to evaluation. Equally of present-day concern, is the reality of COVID – 19 and its impact on the opportunities afforded students for internship today. Discussion on institutional liability, associated with, COVID-19 student placement, and potential sexual harassment issues which may result need to be considered and discussed. Suggestions shall be provided for discussion.