

University of the Incarnate Word



MBA- Sports Management Internship

Epilogue

Kathryn was a Spring 2007 intern for the Kids Sports Network. She is now the Training Coordinator for the Kids Sports Network.

Our Mission is to...

Promote quality non-school sports and fitness for children between the ages of 3 and 19 through education of coaches, parents and administrators; special events and activities; public awareness and regular networking with youth sports organizations and agencies.



Programs

- Coaches' Training
- Background Checks
- Parent Program
- Drug Free League
- 2 Ball
- Night Hoops
- Golf Camps
- All-Star Football Game
- Golf Tournament
- Prevention Seminars
- Kids Clinics



Personal Accomplishments

- Gained Experience
 - Event planning
 - Web editing
 - General business functions
- Learned New Technology
- Improved Skills
 - Time management
 - Networking
 - Organizational



Time Out & Library

Time Out is a newsletter created by KSN and sent to coaches who have been certified.

Certified coaches gain access to our library of sports books, VHS, and DVDs.



- Skills used:
 - Database Management
 - Photoshop
 - Library Software

Fan Fiesta

Fan Fiesta is located on the balcony level of every Spurs home game.



KSN is responsible for staffing and running fan fiesta with the help of our valued volunteers.



- Skills used:
 - Problem Solving
 - Leading Volunteers
 - Crowd Control

Coaches Education

KSN holds coaching clinics for youth sport coaches where they learn basic sport skills, lessons on being a positive role model and coach, and basic health/safety information.

- Skills used:
 - Database Management
 - Mail Merge
 - Photoshop
 - Communication



All-Star Football Game

We are currently planning our 29th Annual High School All-Star Football Game

- My responsibilities:
 - Finding Cheerleaders
 - Contact Person for Band/Cheer
 - Selling Booster Club Advertisements
 - Other responsibilities to come



- Skills used:
 - Volunteer Search
 - Written and Oral Communication
 - Sales

Cheerleading Web Page

KSN offers certified coaches access to a sport specific web site with coaching tips.

I have created several resources for this page and will begin working on creating the cheerleading site.

Kids Sports Network Practice Description and Coaching Tips	
Goal of Practice: Prepare for game and start learning competition routine. Have fun!	
Stretching / Warm-Ups	
Description	As a team, stretch the ankles before running. The squad should run together in step with each other to improve team timing. Stretch as a team making sure to stretch every core muscle group make sure they don't bounce, stretch to quickly, or stretch to the point of pain. Also include: backhands, butterflys, wrist stretches, splits, and sport specific stretches.
Coaching Point	Make sure the squad is working together. Talk to the team about their day, go over the practice plan or announcements. Do not let anyone rush through stretching.
Jumps	
Description	Start with props and make sure motions are correct. Include tucks, spread eagles, pikes, left/right heekies, toe-touches, front hurlers, double/triple flips, and any other jump the squad may use.
Coaching Point	Have the squad do several proo-jumps in a row building up the number slowly to help build stamina. Give the squad small breaks between types of jumps to catch their breath.
Tumbling	
Description	According to the squads ability include running and standing cartwheels, round offs, back flips/springs, tucks, etc. Practice timing by tumbling together as a team.
Coaching Point	Certified spotters should be available for learning squad members. Make sure the squad is attentive so they do not run into each other. Provide mats if needed.
Cheers/Chants	
Description	Teach or review cheers and chants that will be used for game days, including half time performances and short dances for game time.
Coaching Point	Decide formations at this time so it is not done on game day in front of spectators. Stress the importance of proper techniques, expressions, and smiles during game day and practice.
Stunting	
Description	Go through basic stunts (according to your squads ability) including but not limited to: thigh stands, prep extensions, extensions, one foot stunts such as liberty, and different landing positions such as ground up or walls in. Then, go through specific stunts and sequences that

Summer Camp List

KSN posts a list of over 125 summer camps to be offered in San Antonio and surrounding areas.

Camps were found through previous listings, web, and brochures.

The image shows a brochure for UTSA Soccer 2007 Summer Camps. It includes an application form, a list of assistant coaches (Steve Ballard and Kristin Bunker), a list of camp advantages (such as T-shirts, written analysis, tactical sessions, and coaching from college and high school athletes), and the UTSA logo and contact information.

- Skills used:
 - Written Communication
 - Organizational
 - Researching

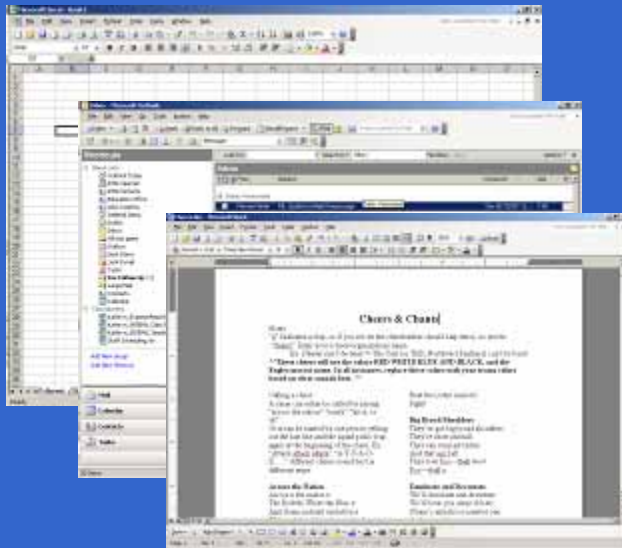
Sports Management Applications

- Non-profit Business Requirements
- Working with Volunteers
- General Business Software

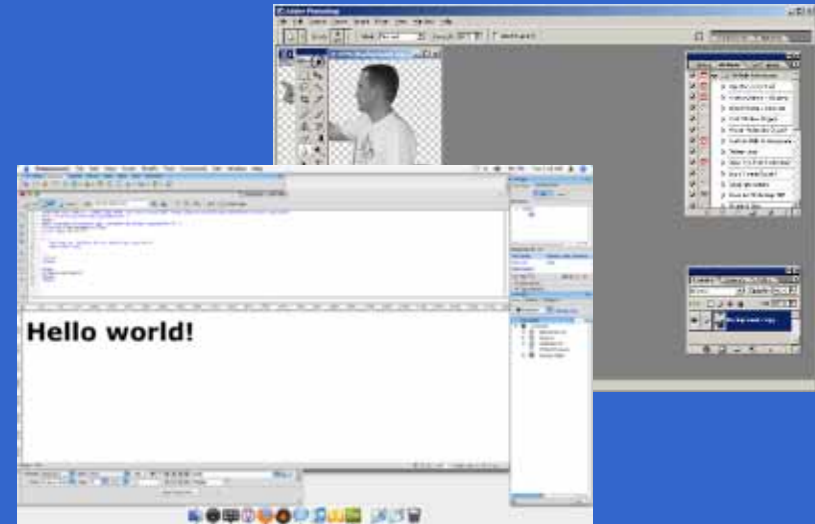


- Marketing
- Advertising/Sales
- Event Planning

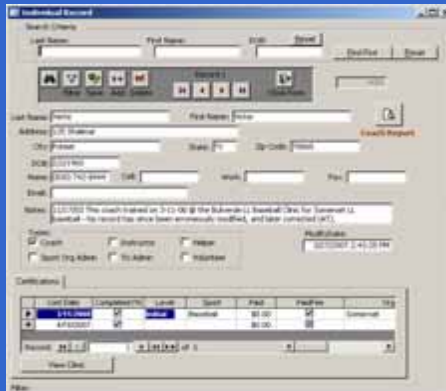
Technologies Used



MS Office



Adobe Dreamweaver & Photoshop



Databases



Concourse

Career Goals

Do something meaningful

Make a positive difference in children's lives

Continuous learning

Enjoy work



Conclusion

My internship experience at Kids Sports Network has been very positive. I would recommend this position to any student looking for real world applications of business, and sports management concepts. This is a great way to be introduced to the industry, and to non-profit organizations.

I have had lots of fun, and have learned valuable skills not taught in the classroom.

Links to Pages I Have Worked On

- Summer Camp List
 - The 2007 KSN Summer Camp list can be found at the bottom of this page.
- Slide Shows
 - Golf Camp
 - All-Star Football Game 2007