



Career Experience Program
Manual and Application Information



Panther Sports Marketing Office Information

Mailing/ Shipping Address:

Panther Sports Marketing
University of Northern Iowa Athletics
UNI-Dome NW Upper
Cedar Falls, IA 50614-0314

Panther Sports Marketing Office Directory

Leon Costello

***Associate Athletics Director for
External Relations***

Phone: (319) 273-7044
Mobile: (319) 415-9340
Fax: (319) 273-3602
leon.costello@uni.edu

Nate Clayberg

***Assistant Athletics Director for
Marketing & Promotions***

Phone: (319) 273-3860
Mobile: (319) 415-9341
Fax: (319) 273-3602
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Panther Sports Marketing Assistants

Phone: (319) 273-6944
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Career Experience Program Manual

Program Overview

Career Experience positions within the UNI Panther Sports Marketing Department offer a unique opportunity to work in the UNI Department of Intercollegiate Athletics to promote Panther Athletics. These positions act as liaisons between the athletic department and various campus and community groups, faculty, staff and corporate sponsors. Through the process of working with these groups, the marketing assistants are involved in a number of exciting events in and around the UNI campus and Cedar Valley communities. These positions provide students with an invaluable experience that will benefit the pursuit of a career in any field.

The UNI Athletic Department regards the Panther Sports Marketing Assistants as vital components in the success of the overall department, and the efforts and contributions of these individuals are heavily depended upon. Therefore, it is essential that all participants commit to the program for their specified period of time. In return for such commitment, the staff of the Panther Sports Marketing office promises you one of the best hands-on internship experiences available. Applicants do not need to have previous work experience to be considered for this program.

Objective and Responsibilities

The objective of this program is to increase the knowledge and understanding of marketing, promotions and event management of college athletics for those looking to enter the field of sports marketing or other related careers. These positions will also increase marketing and management skills and abilities, as well as assist in the development of time management, teamwork, leadership and being a responsible employee.

The Sports Marketing Assistants are assigned to coordinate the marketing and promotions of UNI Football, Volleyball, Women's Soccer, Men's Basketball, Women's Basketball, Wrestling, Baseball and Softball. This involves assisting with game management and operations for sporting events and other athletics sponsored events. These positions will also work to promote athletic season, group and individual ticket sales. There are also many other areas that the Sports Marketing Assistants will be involved in within the athletic department.

Expectations

Time Commitment

If hired as a Sports Marketing Assistant, you are expected to work a minimum of 6 hours in the office each week. You'll also be assigned to work at a number of athletic events throughout the semesters you are committed to work with the PSM office. These events are held mostly in the evenings and also on weekends, and require you to arrive between one and three hours before the event. During finals weeks, workers are allowed to reduce their hours to accommodate studying and testing schedules. However, interns will be expected to periodically check in and finish any assignments that must be completed during finals week. During school breaks workers will be expected to make themselves as available as possible when home athletic events are scheduled.



Promptness

This is very important! Punctuality is a vital asset to a member of the Panther Sports Marketing staff, and penalties for tardiness and unexcused absences are severe. Routine tardiness cannot, and will not, be accepted! If you are running late or will not be able to work during your regularly schedule time you must notify Leon or Nate. If you are a student working in our office, we expect your academics to be a high priority in your life and we also expect that your commitment to work in the sports marketing office is a priority too. If you are unable to make an event that you are assigned, it is your responsibility to find someone to cover your duties and notify Leon or Nate of the change.

Open Door Policy

If there are ever any problems or concern you have with this experience please let Leon or Nate know.

Standards of Conduct

Sports Marketing Assistants are expected to act in a professional manner at all times while representing the UNI Athletic Department. The use of alcohol and/ or illegal substances is prohibited while in the office and at events. Arriving to work hung-over or reeking of alcohol is also prohibited while in the workplace, and may lead to dismissal from the program. Studying on the job is prohibited, unless there is NO other work for you to do. If you have no work to do please ask Leon or Nate what they have for you.

Dress Code

Always dress in a professional manner. While working in the office workers are expected to dress in a professional, but casual manner. No clothing items that represent college teams other than UNI should be worn in the office or to events. While working events, workers are expected to wear a UNI polo or nice shirt or blouse with dress pants. For football and men's basketball events workers should wear semi-formal attire (shirt and tie, dress shirt, slacks). Ask Leon or Nate if you need this code detailed.

Phone Etiquette

Always be courteous and answer the phone "Panther Sports Marketing, this is (your name)." If someone is calling to complain, you must be customer service oriented. Hear the individual out and take down their name and phone number. If you do not know the answer to a question that is called in, ask the person for their name and number and tell them you will find the answer and get back to them soon. Then find the answer and then promptly call them back. When checking voice mail, write down messages for the other assistants that are not in the office.

Event Etiquette

You will be assigned to work a number of specific and different events. Remember, we are ALL responsible for the success of these events. Therefore, you should always be especially courteous and friendly to the public, game crew, student-athletes, coaches, administrators and other sports marketing staff members. Should you ever get into a situation where a fan becomes hostile, remember to remain calm. Immediately contact Leon, Nate, or another athletic administrator to help resolve the situation. **Remember, our job is to make fan experience the most enjoyable that we possibly can.**

Benefits:

In return for your work, those individuals involved in this program receive such benefits as UNI Athletic Department clothing and Panther merchandise, tickets for family and friends to UNI athletic events, interaction with department directors and coaches, an opportunity to earn class credit and a hands-on experience to learn the ins and outs, do's and don'ts, and successes and fortunes of the dynamic and ever changing field of sports marketing. If you are a UNI student that qualifies for financial aid work study money, positions in this program do. These positions are generally unpaid.



UNI Athletics Information

Key Athletic Department Staff Members

Tom Schellhardt, Vice-President, Admin & Finc.
Rich Hartzell, Athletic Director
Justin Sell, Senior Associate AD – Internal
Leon Costello, Assc. AD for External Relations
Steve Gearhart, Assoc. AD for Development
Nate Clayberg, Asst. AD for Marketing & Promo.
Greg Davies, Assist. AD for Business Operations
Josh Lehman, Asst. AD for Media Relations

Steve Schofield, Assist. AD for Compliance
Heather Tousignant, Asst. AD for Facilities & Ops
Kelly Destival, PSC Director
Brent Knudson, Athletic Game Management
Dave Kohrs, Athletic Facilities Operations
Kevin Launderville, Concessions Operations
Mindy Noble, Administrative Assistant
Steve Nurse, Equipment Manager

Head Coaches

John Bermel, M & W Golf
Chris Bucknam, M & W Track & Field, CC
Tony DiCecco, Women's Basketball
Mark Farley, Football
Christy Hebert, Softball
Rick Heller, Baseball

Ben Jacobson, Men's Basketball
Sachin Kirtane, Women's Tennis
Brad Penrith, Wrestling
Bobbi Petersen, Volleyball
Stacey Simmer, Women's Swimming
Kathy Bering, Women's Soccer

UNI Quick Facts

- Location: Cedar Falls, Iowa
- Founded: 1876
- Enrollment: 12,824
- President: Benjamin Allen
- Nickname: Panthers
- School Mascot: T.C. the Panther
- School Colors: Purple and Gold
- National Affiliation
 - NCAA Division I
 - Division I-AA (Football)

Varsity Sports Offered: 18 Sports

- **Women (10):** Basketball, Cross Country, Golf, Soccer, Softball, Swimming & Diving, Tennis, Track & Field (Indoor & Outdoor), Volleyball
- **Men (8):** Baseball, Basketball, Cross Country, Football, Golf, Track & Field (Indoor & Outdoor), Wrestling

Conference Affiliations:

- **Missouri Valley Conference (MVC):** the oldest conference west of the Mississippi River was founded in 1907. It is comprised of Bradley, Creighton, Drake, Evansville, Illinois State, Indiana State, UNI, Southern Illinois, Missouri State and Wichita State.
- **Gateway Football Conference:** founded in 1984, the conference is regarded as one of the top conferences in Division I-AA. It is comprised of 8 institutions and sponsors football as its only sport. Current members include Illinois State, Indiana State, UNI, Southern Illinois, Southwest Missouri State, Western Illinois, Western Kentucky and Youngstown State.
- **Western Wrestling Conference:** The WWC was formed in 2006 with eight member institutions. It is comprised of eight charter members: the United States Air Force Academy, Fresno State University, North Dakota State University, the University of Northern Colorado, the University of Northern Iowa, South Dakota State University, Utah Valley State College and the University of Wyoming.



Career Experience Program Application Information

Hiring Criteria

APPLICANTS WITH THE PSM OFFICE ARE INTERVIEWED AND JUDGED USING THE FOLLOWING CRITERIA

- UNI** Willingness to make this opportunity a high priority while involved with the program
- UNI** Have the time available to make a commitment to this unpaid* position
*(unless a work study student)
- UNI** Have the responsibility to treat this type of position as a job and follow through on the responsibilities listed with these job descriptions
- UNI** Are able to act as a liaison for University of Northern Iowa Athletics on this campus in increasing school spirit and pride in athletics, to be knowledgeable and unafraid to speak up regarding UNI's athletic traditions.
- UNI** Have the positive attitude, enthusiasm and work ethic necessary to be a contributing member of the UNI Athletic Department.
- UNI** Feel like there is a position in the jobs described in this packet that you think will fit you well and would be successful in.
- UNI** Love college athletics and want to have fun promoting the Panthers in 2005-06 on this campus and in the Cedar Valley community.

Interested applicants should contact Nate Clayberg, Assistant Athletics Director for Marketing and Promotions (319) 273-3860 or nate.clayberg@uni.edu.



Comments about the career benefits this program

UNI *"We have had so many students that have done great work for us as interns and graduate assistants and in every case these students have gone on to great starts to their professional careers after this experience. Students are the lifeblood of what we do and why we do it, and giving them this great experience while they do great work for our department is mutually beneficial."*

Rick Hartzell '74 '77
Director of Athletics
Department of Intercollegiate Athletics
University of Northern Iowa

UNI *"The sports industry has experienced tremendous growth in the last decade and is currently the 11th largest industry in the United States. The expansion of the sports industry in the USA and throughout the globe has triggered an obvious important outcome: more sports-related careers are being created. Sports marketing is a complex and diverse field that CANNOT be learned by reading books alone, or by observing sports endeavors. The UNI Sports Marketing Career Experience Program permits the enthusiast to learn and apply the principles, fundamentals, and intricacies of the industry firsthand. "*

Steve Corbin '70
Marketing Professor
Department of Marketing
University of Northern Iowa

UNI *"The University of Northern Iowa Athletic Department offered me a wonderful opportunity to begin my career in college athletics through a summer internship. The sports marketing and promotions experience that I was provided with during my time at UNI helped to begin teaching me the necessary skills that I use today as the Assistant Athletics Director at Ferris State University."*

Brian Kegler '98
Former Panther Sports Marketing Intern
Assistant Athletic Director
Ferris State University



**PANTHER SPORTS MARKETING INTERNSHIP
OFFICIAL APPLICATION**
Part 1. PERSONAL INFORMATION SHEET

Name _____

UNI ID # _____ e-mail Address _____

Local Address _____

City _____ State _____ Zip _____

Local Phone _____ Cell Phone _____

Permanent Address _____

City _____ State _____ Zip _____

Permanent Phone _____

Home Town _____

High School _____ Graduation Year _____

Academic Year when submitting this application:* _____

*Hiring preference will be given to upper classmen, but freshman and sophomore students are welcome to apply to the Panther Sports Marketing Career Experience Program.

Major _____

Cumulative GPA _____ Minor _____

Expected Date of Graduation _____

Number of Semester you would like to commit to this program: _____



PANTHER SPORTS MARKETING CAREER EXPERIENCE PROGRAM OFFICIAL APPLICATION

- I. The Panther Sports Marketing Career Experience Program is a yearlong commitment of time, energy, and effort. This includes regular attendance at meetings, office hours and Panther sporting events. Your signature below indicates you understand the nature of the Panther Sports Marketing Career Experience Program, and that you are willing and able to make this commitment for the entire year regardless of other jobs or endeavors you may be involved in.

Print Name

Signature

Date

Deliver completed application and RESUME to:

**Nate Clayberg, Assistant Athletic Director for Marketing and Promotions
UNI Dome, NW Upper, Administrative Offices.**

or mail to: UNI Dome NW Upper, Cedar Falls, IA 50614-0314

For more information, contact the Panther Sports Marketing Office
(319) 273-3860 or nate.clayberg@uni.edu

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