

Maverick Athletics Volunteer Program - MAV Program

Information about the board...

What is the MAV Program?

The MAV program is a group of UTA students that hold a 1 year position with the marketing and promotions staff to run athletic events. Each person on the board holds an unpaid marketing internship position with the athletics marketing department. Board members see first-hand how athletics department and athletic events are run. The MAV Program is a great way for college students to gain the needed experience for a career in sports.

What does the internship entail?

Duties for members range from running halftime contests at basketball games to organizing pre-game volleyball, basketball, softball or baseball activities. They also have the opportunity to gain experience in day-to day operations of the athletics marketing department. Board members work alongside the athletics marketing staff in all areas to promote and run Maverick athletic events.

How much time will I need to devote to the MAV Program?

Board members work home volleyball, men's and women's basketball, softball and baseball games on a rotating basis, as well as other special events (Junior Mav club events, conference tournaments, and Golf Tournament, etc.). Office hours, though not required, are a great way to learn more and gain more experience in all facets of an athletic department. Meetings will be held on a bi-weekly basis, and as needed.

Board descriptions...

Marketing/Promotions Co-Directors (2)

This position focuses on most of its energy reaching out to the student population at UTA and promoting UTA athletics. This position directs brainstorming sessions on how to reach the student population and puts together a plan to implement those ideas generated. This position organizes a distribution network for the board to get flyers, ads, and posters out and around the campus and community. This Director serves as the primary representatives and liaison to the campus living establishments and its student leaders.

Special Events Co-Directors (2)

These positions are responsible for the planning and implementation of all special events. These events include Fan Appreciation Day, basketball special events, Junior Mav club, Golf Tournament, information fairs, socials and other events.

Olympic Sports Co-Directors (3)

These three individuals oversee the promotion of Olympic sports, primarily volleyball, softball, and baseball. At least one person must be present at all games. Event duties include pre-game activities, in-game contests/giveaways, and other special events which include giveaway distribution, as well as work schedules for other MAV Program members during Olympic Events and helping Marketing/Promotions directors oversee promotion activities.

Basketball Co-Directors (2)

One of these individuals must be present at all events and activities associated with men and women's basketball. Their objectives are to heighten interest in UTA basketball. Their game duties will include pre-game setup, halftime performances, post game events, as well as working with Special Events Directors on special events.

Student Rewards Director

This person will direct and implement the Student Rewards program during the full athletic season. Their responsibilities include new student sign ups, updating ongoing student entries, giveaways, pricing and budget. This person will also be responsible for planning monthly calendars, updating files, handling correspondence, meeting agendas, other word processing activities and mailings.

Junior Mav Club Director

Responsible for junior MAV club members, including updating files, and payments, emailing correspondence during basketball season with "Future Mavs". This person will also work directly with special events coordinators for the Junior Mav Club fantasy day.

MAV Program



2009-2010 Application

Deadline EXTENDED: May 5th @ 5 pm

Email: rkfreeman@uta.edu

Or drop off at C.R. Gilstrap Athletics Building to Marla Morris

Call 817-272-5154 with any questions

Please include your resume with this application.

Name: _____

Expected graduation date: _____

Why do you want to be a member of the MAV Program?

Knowing the time commitment for the MAV Program, do you see potential conflicts with your schedule?

How many hours per week are you willing to put towards the MAV Program?

What sports and specific position are you most interested in working with?

What are your future plans after graduation?