Pictured above are Professor Olson, Tiffany Kelly, Cliff Floyd, Sean Smith, Candice Johnson, Assistant Dean Dr. Finley and Dr. Fountain who appeared in a half-time check presentation.

FOURTH ANNUAL SPT NIGHT IS CAPPED OFF WITH CHECK PRESENTATION

Former Major League All-Star, current MLB Network analyst and member of the 1997 Florida Marlins World Series team Cliff Floyd presented a check for $6,000 to be used for Sport and Recreation Management scholarships. This is the second year in a row that the Cliff Floyd Foundation has funded two $3,000 scholarships. Tiffany Kelly and Sean Smith were the first recipients. Students in Facility, Event and Fundraising classes are getting ready to help produce the Third Annual Cliff Floyd Charity Bowling Tournament which raises funds for these scholarships as well as other worthwhile causes in the South Florida community. Candice Johnson is serving as the bowling tournament’s intern. She works closely with Cliff Floyd and Professor Olson in terms of updating the Foundation’s website, posting event information on social media and creating the event brochure along with NSU graduate Samantha High. The event is scheduled for April 19th at SpareZ in Davie.

INSIDE

SITE VISIT WITH JIORDAN HURST
PELICAN PARK SUNNY ISLES

COURSES AND CREDITS:
SPT 2950 - 3 CREDIT HOURS
SPT 4951 - 6 CREDIT HOURS
SPT 4952 - 6 CREDIT HOURS
SPT 4950 - 12 CREDIT HOURS

SPORT AND RECREATION MANAGEMENT FACULTY:
PETER S. FINLEY, Ph.D.
ASSISTANT DEAN FOR UNDERGRADUATE AFFAIRS

JEFFREY J. FOUNTAIN, Ph.D.
ASSOCIATE PROFESSOR

NANCY J. OLSON, M.Ed., M.S.
PART-TIME FACULTY
NEWSLETTER EDITOR

FOR INFORMATION ABOUT NEWSLETTER OPPORTUNITIES INCLUDING PRACTICUMS, INTERNSHIPS AND VOLUNTEERING, CONTACT PROFESSOR OLSON:
onancy@nova.edu
(954) 383-1132

APPLY FOR A CLIFF FLOYD SCHOLARSHIP BY APRIL 1, 2015
Go to http://www.nova.edu/financialaid/scholarships/ to apply for one of the two $3,000 scholarships for 2015-2016. If you have any questions, contact Professor Olson.
SPT NIGHT

THANKS TO NSU ATHLETICS FOR HOSTING US!

Pictured to the left are NSU graduate Francisco Amando, Assistant Dean Dr. Peter Finley, MBA Advisory Board Member and Orange Bowl Committee Anthony Jabara, Dr. Jeffrey Fountain and NSU graduate and MBA Advisory Board Member Diana Morales.

Pictured to the right are NSU graduate Francisco Amando, Dr. Jeffrey Fountain, current SPT student Carlos Rivera, Academic Advisor Alyssa Culley and current SPT student Albert Panariello.

Current SPT students pictured to the left took a break in between games. They were all part of game operations. From left to right are Albert Panariello, Cardesha Lyons and Carlos Rivera. They are getting some great experience thanks to the NSU Athletics Department.
MORE SCENES FROM SPT NIGHT

Above: Samantha Rommel, SPT student-athlete (soccer) along with Patrick Lillis, SPT grad student and graduate assistant for Athletics. Men in red are SPT graduates Guido Riffeser and Jonathan Pineda, both employees for the Fort Lauderdale Strikers. To the right Alyssa Culley, Academic Advisor and Cliff Floyd. Below: Check presentation participants celebrate the donation for scholarships!
Josef Greenville, SPT Major, recently had the opportunity to visit with Jiordan Hurst, SPT Major, along with her supervisor Lester Alexander at Pelican Community Park in the City of Sunny Isles Beach. Jiordan has been given a variety of assignments which have provided her with lots of experience and an opportunity to be creative! With her skills in Adobe Publisher and Photoshop, she has created posters and flyers for the facility. Her weekly log further illustrates how much she is experiencing. A sample of what she has been doing includes the following: supervising the gymnasium, coaching basketball, supervising the skate park, using the point-of-sale system to record transactions, taking inventory, marketing the basketball program and ensuring the safety of participants.
INTERNSHIPS
STRIKERS NEED SEVERAL INTERNS!

Internship Opportunities with the Ft. Lauderdale Strikers.

RESPONSIBILITIES may include but are not limited to the following:

Gameday:
• Assist Media Relations Managers with press setup on game days
• Assist Media Relations department with stats/game notes distribution during games
• Update game notes after every Strikers game
• Coordinating media interviews on game days
• Assist with the compilation of post-game quotes
• Assist all activations in fan zone on game days
• Act as photo marshall during pre-game festivities in fan zone
• Generating data capture lists on gamedays
• Assist with gameday fan zone activation
• Assist with gameday pregames

Weekdays:
• Assist Community Relations department with set up and break down of events.
• Generating editorial content for the website (game preview, recaps, player features)
• Assist in fulfillment of pre-existing contracts with sponsors
• Generating recap content for the sponsors emails
• Assist Community Relations department with recaps from events.
• Assist the Sales team with phone calls, and lead generating tactics.
• Update data capture lists from previous events
• Update the merchandise rooms inventory.
• Assist Community department with player escorts for autograph sessions.

QUALIFICATIONS:
• Flexible schedule to include working nights and weekends
• Good interpersonal skills including verbal and written communication
• Good problem solving skills
• Ability to use Excel and PowerPoint
DEAN’S LIST
BSSA STUDENTS SHINE AT RECOGNITION LUNCHEON!

Left to right: Members of the Business of Sports Students Association include Samantha Rommel, Cardesha Lyons, Candice Johnson, Assistant Dean Peter Finley, Tiffany Kelly, Autumn Cacicedo and Jeffrey Paszternak. Congratulations!

NEWS AND NOTES

- The Florida Panthers are hosting a networking event on March 5, 2015. Contact Matt at Teamwork Online for more information: matt@teamworkonline.com.
- Beach Clean-up on Saturday, March 14, 2015. Contact Andrea Sossi at as1436@nova.edu.
- Broward Women’s Alliance Scholarships: Application is at www.browardwomensalliance.org and the deadline is April 17, 2015. Applicants will be chosen by week of May 11th. Applications can be mailed to Tracy Carroll 2331 Wilton Drive, Wilton Manors, Florida 33305
- Chick-fil-A Peach Bowl in Atlanta, Georgia is seeking candidates to fill six internship positions for the 2015 college football season. The internship program period begins June 15, 2015 and concludes January 29, 2016. Each position pays a stipend of $1,600.00 per month. Please note that housing is not provided by the Chick-fil-A Peach Bowl. Interested candidates will be applying for internships in the following concentration areas: Communications/Public Relations, Digital Media/Marketing, Event Management (2 positions), Sales & Ticketing (2 positions). Details are at http://chick-fil-apeachbowl.com/the-bowl/intern-program/
OPPORTUNITY

LAST YEAR CANDICE JOHNSON RECEIVED A SCHOLARSHIP TO ATTEND THIS EVENT!

FOR MORE INFORMATION:

http://www.ffmaonline.com/scholarships.php
Intern Job Description: Marketing and Communications Intern

Connell Communications is a marketing, communications and association management company with offices in Fort Lauderdale, FL and Fort Mill, SC. The company works primarily with recreational marine industry businesses and non-profit organizations managing various aspects of business operations, board management, membership management, program development and implementation, marketing, public relations and event production.

Position: Marketing and Communications Intern

Description: Connell Communications seeks a dynamic, self-starter to assist marketing and communications efforts. This internship is an excellent opportunity to experience various aspects of marketing and communications working with a diverse range of clients and projects.

Responsibilities:

- Assist with all aspects of event production and management
- Assist in planning, writing and managing of eNewsletters
- Reach out to the community organizations, general public and donors with the message about Connell Communications clients’ mission and ongoing initiatives
- Draft, distribute and pitch news releases, media alerts and other stories
- Update the Connell Communications’ clients website as needed
- Attend marketing committee meetings and assist with preparing agenda and taking notes related to various tasks
- Update and maintain Connell Communications’ clients social media presence, including scheduling Facebook updates
- Collaborate with staff on new ideas, directions, and venues for marketing and communications

Qualifications:

- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- An effective communicator, both written and oral
- Firm grasp of available tools and platforms in the social media space
- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)
- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (working knowledge of word processing, Power Point, Excel). Proficiency in Adobe InDesign and Photoshop highly desired. Knowledge of HTML and graphic design a plus
- Ability to communicate in a professional manner with press and community contacts

Start Date: Position open until filled, requires a 3-month commitment.

Hours: 14 – 21 hours/week, preferably three days a week in the office.

To Apply: Please send cover letter and resume to gordon@connellcommunications.com
Pre-Health Day
Date: Saturday-March 21st
Location: Horvitz Administration Building

Schedule for Event
8am to 8:30am: Check in & Coffee/Light Breakfast (Career Development Library)
8:30am to 9:55am: Panel Mock Interviews (Various Rooms at Horvitz)-Limited to the 1st 20 students
10 Panels doing two interviews each (40 Minutes Each Interview)
8:30am to 9:55am: Interview & Career Guidance Discussions (Horvitz Career Library)
10am to 11:45am: Professional Breakout Sessions
Led by Faculty and current professionals
Schedule of the day with abstract on each session will be provided

11:45am to 12: Get Food & Move to Panel Location (TBD), Fresh/Soph-Junior/Senior Connection
12pm to 1:15pm: Healthy Lunch & HPD Student Panel
1:30 to 2:15pm HPD Admissions Workshop
2:25pm to 2:45pm: Professional School Application Process Support Services available
Marketing and Sales Job Description for Internship

Responsibilities:
Accomplishes business development activities by researching and developing marketing opportunities and plans, implementing sales plans, managing staff.

Marketing and Sales Internship Job Duties:
- Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, and counseling; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.

Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; identifying trends; determining system improvements; implementing change.

Meets marketing and sales financial objectives.

Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies, recommending selling prices, monitoring costs, competition, supply, and demand.

Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.

Identifies marketing opportunities by identifying consumer requirements; defining market, competitor’s share, and competitor’s strengths and weaknesses; forecasting projected business; establishing targeted market share.

- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.

Provides information by collecting, analyzing, and summarizing data and trends.

Protects organization’s value by keeping information confidential.

Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

- Accomplishes marketing and organization mission by completing related results as needed.

Able to coordinate social media strategies.