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**MGT 470**

**Track and Field Operations**

**Self-Reflection Paper**

**Introduction**

Tiffin University is a small private Division II University located in Tiffin, Ohio.  Tiffin University is a part of the very competitive GLIAC. Tiffin was founded in 1888 as primarily a Business school. Over the decades, Tiffin has expanded greatly, add many academic majors to the University. Over the years, Tiffin University has built new buildings and houses to accommodate the increasing population of the students. With its latest addition to the university, Hemminger Recreation Center is an indoor facility built to give Tiffin University athletic teams a competitive edge against their opponents. Tiffin University Track and field team (TUTF) competes in the respected Great Lakes Intercollegiate Athletic Conference (GLIAC). Tiffin University entered the GLIAC in the Fall of 2008, upon entering the GLIAC the Men and Women  Track and Field teams have been has been able to finish top 3 (Men) and 5(Women) in the conference on a year to year basis.

The Track and Field Operation/Marketing internship mission and value was to design and implement activities to increase attendance at the annual fundraiser, camps, clinics and competitions. Over the summer the internship was geared more toward the Maintenance of the new facility and marketing for the Haunted Trail, since it was completed this past spring. Some of the duties that were assigned over the summer were:

• Find cost effective marketing options.  
• Get word out to as many different types of media outlets as possible  
• Organize group structure  
• Find cost effective attractions  
• Document current policies and procedures   
• Utilize social media outlets  
• Organize and create files  
• Perform assigned duties deemed necessary by management

For my spring semester, the internship duties switched to more of meet management since there were High School track meets hosted at Hemminger. There were 3 High School meets hosted this year and some of the duties that I performed were:

* Hurdle Crew
* Crowd Control
* Parking
* Meet Setup and Tear down
* Meet Itinerary

What I expect to learn from my internship is to gain insight and knowledge of Facility Operations in regards to how to manage and properly run a facility year round.  I have previous experience with a Golf Course in Whiteford, Michigan where I spent the summer working with the grounds crew and public relations department. While working there I was able to learn how to manually cut, mow, trim, the fairways, greens, and sand traps, which was the most aggravating of the three. Toward the end part of the summer I was able to work more with public relations department when we started hosting public and private golf outings, which was fun to be exposed to a new atmosphere of people that I have never experienced before. Gearing back towards the internship, I would like to learn not only how to run a facility, but also some coaching aspects of Track and Field. With the focus primarily on setting up practices, going away on coaching trips, gaining event experience, and etc.

**My Role**

While interning my duties would change on a weekly basis just because things would keep changing forcing us to wait and start a new project. An example of this was when we initially placed our first order for high jump and pole vault mat covers, they came to us without our dragon logo on them as they should have. So we had to ship it back and wait for our new mats to come in which took a 3 weeks to receive. Also my role went from athlete to coach whenever we hosted a track camp in Hemminger. For those days, I would start off with my event coach and just help show examples of what the proper technique looks like to the campers. In the later part of the day, I would have a group of my own and just perform more drills with them while my coach would be working with another group of campers. Honestly this was the fun part of my internship that I really enjoyed doing.

Some of the duties that came along with my role were a mixture of intended task and unintended tasks. I would say from summer to spring there was an equal amount of both that I had done. Some of my intended tasks during the summer were:

• Get word out to as many different types of media outlets as possible  
• Organize group structure  
• Find cost effective attractions and marketing options  
• Document current policies and procedures   
• Utilize social media outlets  
• Organize and create files  
• Perform assigned duties deemed necessary by management

To spread the word by using media as my medium for our haunted trail fundraiser, we called a lot of local businesses, stores, and company’s and asked if we could place ads informing there daily customers about the trail. This worked out to be a good media outlet because there were trails signs throughout the Tiffin area. So with the uses of sign posting throughout the area this knocked out my duties of find a cheap way to market, attract, and use different mediums. Some of the duties that were assigned were tasks that were unintended duties of the internship. Unintended tasks included making food runs and running errands outside of Hemminger. The days that these tasks came about I would of rather went home or just have something else for me to get done at my internship.

During the spring semester my duties were a lot more hands on with the management side of things. When there were high school meets hosted by us, my tasks would be:

* Hurdle Crew
* Crowd Control
* Parking
* Meet Setup and Tear down
* Meet Itinerary

Tasks of the hurdle crew would to set up the hurdles to the appropriate marks on the track for both the men and women hurdlers. We would also make sure that they adjusted to the proper height, proper weight, and all aligned with each other to provide a fair advantage for the hurdlers. When performing the crowd control duty, I would have to stand at the finish line area and keep the crowd out and away from the timing camera. The meet itinerary task was simply just making sure the meet ran closely to the projected time schedule of the meet. I learned from my past experiences this is the difficult and challenging part of hosting a track meet. If one event gets behind of schedule then that could put the whole entire meet behind as a whole.

The parking task was the easier but had the worse work conditions. What I had to do was stand outside and just direct traffic to the permitted parking areas. The issue we came across was when we ran out of parking spots in the lots we were using and had to send the spectators to other parts of the campus for a potential spot. Lastly, the setup and tear down of the meet was at first a challenging task since this was our first year of hosting high school indoor meets. Some of the issues we had early on were setting up barriers around the track and getting the timing system to run. We rarely had problems with tearing down and putting things away from the meet except for getting the track athletes to stay and help clean up.

**Satisfaction Level**

As an intern for Track and field Operations I was mostly satisfied with my experience through the summer and somewhat of the spring. Prior to this, I was not blind to what the work experience or load would require of me. What I learned from this internship experience was a more in-depth view of coaching, meet management, recruitment, and running a team. The listed experiences were the instances that I enjoyed the most. Throughout my whole internship, I experienced a pretty positive outcome. The challenges that came about were working around my work schedule and the time they wanted me at the Hemminger. The biggest challenge I had was in the spring, adjusting to new coaches and just getting hours to meet my requirement.

From what I learned most in the coaching aspect was that this is a business and in order to stay in a good position, you must bring athletes that can help you produce for the University. Sometimes, if you cannot meet the standards then you will be released of your coaching duties. Also with being a coach, comes a lot of behind the scenes work to get things done. Coaches just like athletes sometime have to do extra in order to get your team right. The meet management part was at first a little hectic with our first meet, but things got a more organized as the season went on. I for a fact can say that with all the preparation before, during, and after a track meet takes a lot of hard work for a very big group of people.

With the recruiting there were a lot of things that I knew about already since I am an athlete in two sports so I know the basics. What stood out to me was how my supervisor pretty much studied and did research on prospective recruits. To take it a step further, my supervisor would project the impact of the recruit in our conference based on the performances they have already had. To know and do all that blew my mind the first time that he explained it to me. Finally when running a team it takes a bunch of factors to produce a solid team. It starts first with the coaching staff, in order to have a solid team you need solid coaches that can get the job done; followed by athletes who can produce for you and help you achieve the team goals. Finally you need to spread a positive team environment from the coaches all the way down to the athletes. With a positive attitude mixed with everyone being on the same page, the potential is high for the team to achieve success.

The negative aspect of my internship experience was that with me being a track athlete I probably should have done my internship with another sports team. The reason being would be for me to get an understanding of how other sports teams function and work together. Since I am a track athlete I already knew a lot about how things ran on the team and function. Also, I would just inquiry more track camps over the summer to help athletes to our facility. With this past summer being the first time Hemminger being open, I believe we could of done a few more camps to show case the building a little more. Other things that could of went better was communication. There were some days where I would not know an event would be going on until I showed up, or they would expect me to be in when I had prior arrangements.

For my future, I am going to hold off on jumping right into the work world. I really want to pursue grad school first, hopefully as a grad assistant, to get my master’s degree. Advice that I would like to give to future sports management students is to keep an open mind, do not be afraid to intern for another sport even if you have no prior knowledge or experience of the game. If you are willing to work and learn as you do it, then you will do fine and may even find something new that you like. Overall I would my experience a 9 out 10, and would like to thank the multiple supervisors for helping me out with some tough student athlete questions and problems.