Old Capitol Futures Pro Tennis Tournament

Summer 2019 Practicum

The course will begin with full meeting days June 3-4 in Iowa City. Group meetings will be scheduled with the instructor between June 5 and July 10. Students must be in Iowa City to work the tournament and conclude the course July 11-23.

The University of Iowa Sport and Recreation Management program successfully executed pro tennis’ return to the state of Iowa. The tournament, named the Old Capitol Futures, took place at the Hawkeye Tennis and Recreation Complex July 14-22, 2018. Seven UISRM students interned to develop the event’s web and social media presence and work operations for the tournament. Two of the approximately 90 competitors in the 2018 tournament participated in the 2018 US Open qualifying draw. The Old Capitol Futures brings the future of the sport and recreation industry and the future of pro tennis together!

Through a successful first tournament, UISRM earned the right to host the tournament in 2019. Spring practicum students will work to identify a media partner and develop a sponsorship program. Summer 2019 practicum students will begin to execute plans developed during the spring, execute marketing and social media strategies, and deliver the tournament through on-site operations.

Join the team that grows and sustains pro tennis in Iowa for years to come!

The Old Capitol Futures practicum helps SRM students satisfy the SRM field experience requirement for graduation.

This course can also be used by Event Planning Certificate students to satisfy the internship requirement or as a focused elective (if Internship in Event Planning is taken to satisfy the internship requirement).
Student Outcomes: Selected students will gain the following experience through the Old Capitol Futures practicum:

- Development and execution of marketing strategies and community outreach activities.
- Development and execution of social media campaign.
- Planning and execution of venue preparation.
- Implementation of media partnership and sponsorship program.
- Delivery of event through on-site operations.

Desirable Characteristics: Interested students who possess or aspire to refine the following characteristics and skills are encouraged to apply.

- Strong written and verbal communication skills.
- Entrepreneurial mindset, creativity, and ability to develop solutions with limited resources.
- Proficiency in Microsoft Office and a desire to learn Adobe Creative Suite or enhance existing Adobe Creative Suite skills.

Application: Due to the limited course size and anticipated demand, students must apply for consideration for enrollment in the course. Interested students should submit a cover letter and resume to Alex Voss via email at alex-voss@uiowa.edu by February 15, 2019. In the cover letter, students should explain:

1. Why the student wishes to enroll in the course.
2. What skills, knowledge, or experience will contribute to the student’s success in the course.
3. The student’s interest or career aspirations in event management and planning.

A student’s GPA and completed coursework will be reviewed and taken into consideration during the application process. Students selected for the course will register for SRM:4197:01 and pay the minimal course fee (approximately $75) through U-Bill.

Previous knowledge of or experience in tennis is not required.
Students from all majors and programs are encouraged to apply.

Contact Alex Voss at alex-voss@uiowa.edu or (319) 335-9179 with questions.

About the Instructor: The Old Capitol Futures practicum instructor is Alex Voss, Lecturer in Sport and Recreation Management. Alex is the Old Capitol Futures Tournament Director and has extensive experience planning and executing tennis tournaments, networking events, and recognition banquets. He teaches courses titled Foundations of Event Management and Sport Event Management and serves on the Event Planning Certificate committee.