Old Capitol Tennis Championships

Summer 2020 Practicum

The course will begin with full meeting days June 1-2 in Iowa City. Group meetings will be scheduled with the instructor between June 5 and July 20. Students must be in Iowa City to work the tournament and conclude the course July 16-26. Students must work a total of 55 hours (approximately 35 hours tournament week and 20 hours of community outreach).

The University of Iowa Sport and Recreation Management program successfully planned and executed pro tennis’ return to the state of Iowa. The tournament, named the Old Capitol Tennis Championships, first took place at the Hawkeye Tennis and Recreation Complex July 14-22, 2018. After seven UISRM students supported the inaugural tournament, 37 UISRM students contributed to the 2019 event through guided practicum courses!

With a foundation for the tournament in place, UISRM has once again earned the right to host the tournament in July, 2020. To increase awareness for and attendance at the Old Capitol Tennis Championships, the tournament will utilize practicum students to execute several community outreach initiatives, 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 Tennis Championships practicum helps SRM students satisfy the SRM field experience requirement for graduation.

This course can also be used by Event Management 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 Tennis Championships practicum:

- Execution of marketing strategies and community outreach activities.
- Execution of social media campaign, capture of content for year-round distribution, and development of a content marketing 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 must submit a cover letter and resume to Alex Voss via email at alex-voss@uiowa.edu by February 14, 2020. 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 practicum.
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 Tennis Championships practicum instructor is Alex Voss, Lecturer in Sport and Recreation Management. Alex is the Old Capitol Tennis Championships 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 Management Certificate committee.