The University of Iowa Sport and Recreation Management program created and successfully delivered the first UISRM Agency practicum during the summer 2020 sessions. Created to expose students to sport marketing agencies and the work they perform, the practicum also provided students flexibility in earning critical field experience coursework.

During the inaugural UISRM Agency, Packy Moran, Anna Jensen, and Jeremy Parrish led approximately sixty UISRM Agency Associates and worked with clients such as the Iowa Wild, Eternal Fan, Iowa Club Hockey, Think Iowa City, and Regina Softball Club and Hitting Facility. In addition, associates completed personalized professional development and conducted exploratory research to uncover projects and work for future UISRM Agency Associates.

_As is true with sport marketing agencies, the UISRM Agency’s list of clients is growing and evolving. Spring 2021 clients will be announced closer to the start of the semester._

The UISRM Agency practicum moves SRM students closer to completing their Field Experience requirement for graduation.
Student Outcomes: Selected UISRM Agency Associates will earn the following experience through the UISRM Agency practicum:

- Collaboration in small and large project teams.
- Development of digital deliverables.
- Delivery of virtual project presentations.
- Proficiency in Microsoft Teams (right), a business communication and collaboration platform.
- Participation in personalized professional development activities.

Desirable Characteristics: Interested prospective associates who possess or aspire to refine the following characteristics are encouraged to apply.

- Strong written and verbal communication skills.
- Entrepreneurial mindset, creativity, and ability to develop solutions with limited resources.
- Comfort working with others in a team-based environment or enthusiasm to refine skills that contribute to collaboratively-created reports and presentations.

Application: Due to limited number of UISRM Agency Associate positions and anticipated demand, students must apply for consideration for enrollment in the course. Prospective associates must submit a cover letter and resume to Alex Voss via email at alex-voss@uiowa.edu by 5:00pm on Sunday, November 15, 2020. In the cover letter, prospective associates should explain:

1. Why the prospective associate wishes to enroll in the UISRM Agency.
2. What skills, knowledge, or experience will contribute to their success as a UISRM Agency Associate.
3. The prospective associate’s interest or career aspirations in the sport and recreation industry.

The instructor may review each applicant’s GPA and completed coursework during the application process. Students selected for the course will register for SRM:4197:0019 once spring 2021 registration opens.

Knowledge of and expertise in sport marketing agencies 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 UISRM Agency practicum instructor is Alex Voss, Lecturer in Sport and Recreation Management. Alex assisted UISRM faculty Packy Moran, Anna Jensen, and Jeremy Parrish during the inaugural UISRM Agency practicum. Previously, Alex served as the Old Capitol Tennis Championships Tournament Director and teaches the following courses: Design/Management of Sport/Recreation Facilities, Foundations of Event Management, and Sport Event Management.