

LBSU Fit Lab

# Leveraging Interns to Grow Your Programs and Business

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## Objectives

Compare volunteer, service learning and internship programs

Explain the benefits of developing an internship program

Describe the policies and procedures for internship programs

Discuss how to network with colleges and universities to secure interns

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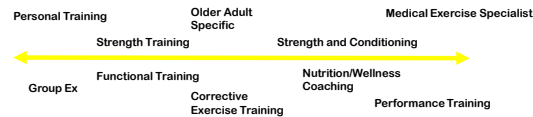
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## Being Asked to Do More



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### Education Evolves the Industry

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Allied Health  
Requires Hours  
200+

Certifications  
Require Hours

Programs  
Require  
Fieldwork

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### More Academic Research is Applied

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### Defining Opportunities

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Volunteer  
Program

Service Learning  
Program

Internship  
Program

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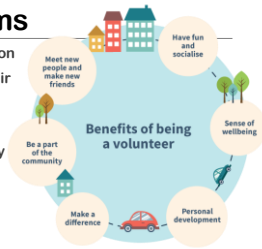
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## Volunteer Programs

To serve a community or organization in efforts to get better results in their mission.

Time is always unpaid and voluntary




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## Service Learning Programs

Serves the purpose of learning about a specific topic




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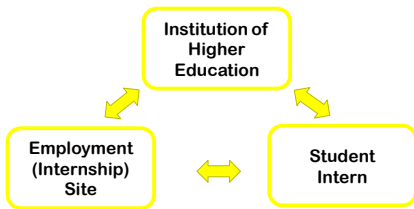
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## Internship Programs




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10

### Benefits for a Facility

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Find talent w/o commitment



Close the skills gap



Reduction in onboarding time



Employee retention/satisfaction



Fresh Perspective



Improve Social Media



Be a Mentor



Create an advocate



Increase Local Footprint



Boost Campus Presence

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### Cons of Internship for Facilities

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University Relationship



University Requirements



Development Time



Liability Issues



Hand Holding



Intern Turnover



Possible Member Dissatisfaction

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12

### Benefits to Students

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Explore Career Path

Develop and Refine Skills

On-the-Job w/o Commitment

Networking opportunities

Possible employment

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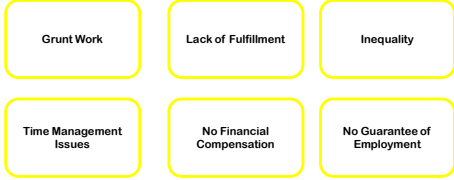
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### Cons for Students

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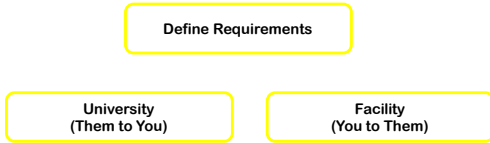
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### Getting Started...Organizational Structure

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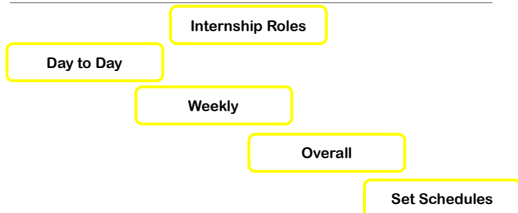
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### Getting Started...Organizational Structure

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## Intern Requirements

What positions will you need?

What qualities are required/desired?

What do the interns gain from the program?

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## Intern Recruitment

Job Description

Flyer

Email Template

Hiring

Academic Outreach Best Practices

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21

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## Intern Training

What to Train?

Mentorship Structure

ACSM Accreditation Option - Requirements

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# Intern Performance Assessment

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Professional Conduct

Task Performance

Firings

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# Intern Strengths Assessment

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What are you (intern) looking to get out of internship?



1. Name  
Enter your answer

2. Email  
Enter your answer

3. Are you interested in healthcare training or research?  
 Yes  
 No

4. Are you available for 10-15 hours per week?  
 Yes  
 No

5. Please list at least 3 reasons you are interested in this opportunity.  
Enter your answer

6. Please describe your past experience with research in a lab, clinic, research center, school setting.  
Enter your answer

7. Other people from LBSU have indicated you may work in your own after receiving feedback?  
 Yes  
 No

8. What do you know about health and wellness research?  
Enter your answer

9. Why are you interested in this internship?  
Enter your answer

10. What would you seek to gain from this internship?  
Enter your answer

11. What other skills do you feel are relevant to this internship position?  
Enter your answer

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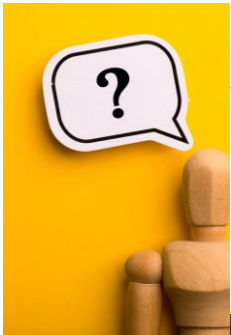
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# Intern Strengths Assessment

What are you (employer) looking out get out internship?

Strengths Assessments

- 1. Several Available and FREE
- 2. <https://high5test.com/personality-test-for-individuals/>



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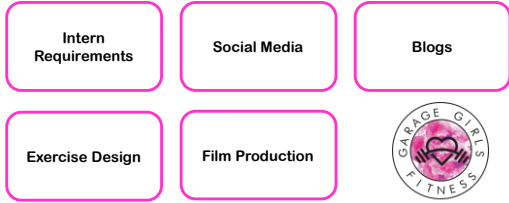
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### Case Study for Garage Girls Fitness

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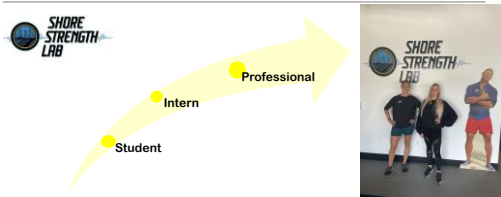
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### Case Study for Shore Strength Lab

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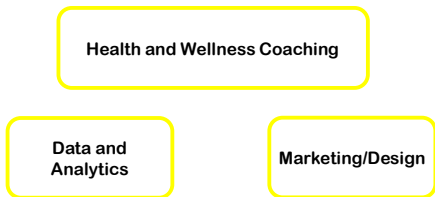
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### Case Study from inHealth



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### Case Study from inHealth

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Year	Participants	Nonprofits/Partners/Community	Physical Activity	Physical Activity	Program Cost	Program Cost	Program Cost	Program Cost		
1	76	78	85	89	\$3,250	\$2,928	\$278	\$275		
2	156	78	142	294	\$9,440	\$2,058	\$1,142	\$1,060		
3	205	78	127	254	\$8,890	\$2,028	\$6,462	\$1,895		
4	220	78	142	284	\$9,440	\$2,028	\$1,142	\$1,100		
5	205	78	127	254	\$8,890	\$2,028	\$6,462	\$1,895		
6	480	78	142	284	\$8,440	\$2,028	\$6,142	\$1,890		
7	321	78	48	86	\$3,610	\$2,028	\$102	\$645		
8										
9	390	114	184	368	\$12,880	\$3,054	\$9,884	\$2,760		
10	250	78	172	344	\$12,440	\$2,028	\$10,112	\$2,990		
11	480	78	160	296	\$7,440	\$2,028	\$6,142	\$1,690		
12	120	78	42	84	\$2,440	\$2,028	\$112	\$630		
13	120	78	42	84	\$2,440	\$2,028	\$112	\$630		
14	120	78	42	84	\$2,440	\$2,028	\$112	\$630		
15	90	24	27	54	\$1,890	\$198	\$1,192	\$425		
Total:				2716	367	1277	2534	\$99,470	\$25,476	\$74,000

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### MARKETING AND DESIGN INTERNSHIP



**Summary:** Marketing and design internship for a fitness program. The program aims to increase participation and awareness of its services. The program provides a variety of physical activity options for all ages and abilities, including group fitness, personal training, and outdoor recreation.

**Key Objectives:**

- Increase community awareness of program services
- Increase participation in group fitness classes
- Increase awareness of outdoor recreation options
- Increase awareness of personal training services
- Increase awareness of community events and programs
- Increase awareness of program hours and locations
- Increase awareness of program website and social media
- Increase awareness of program staff and volunteers

**Marketing and Design Strategies:**

- Develop a brand identity and logo
- Create a website and social media presence
- Develop a marketing plan and budget
- Create promotional materials (brochures, flyers, etc.)
- Conduct a market research and analysis
- Monitor and evaluate marketing and design efforts



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### Create Expectations & Guidelines

**SYLLABUS**

**Program Description:** This program is designed to provide students with the knowledge and skills necessary to work in the fitness industry. The program includes a combination of classroom instruction and hands-on experience in a fitness setting.

**Program Objectives:**

- Understand the role of a fitness professional
- Develop a fitness plan for a client
- Demonstrate proper form and technique for various exercises
- Provide customer service and safety
- Understand the importance of a healthy lifestyle

**Program Structure:** The program consists of 12 weeks of instruction, with 30 hours of classroom time and 30 hours of hands-on experience. The program is designed to be completed over the course of one semester.

**Program Requirements:** Students must maintain a minimum grade of C in all courses and complete all assignments and projects. Students must also complete a minimum of 100 hours of hands-on experience in a fitness setting.

**Program Evaluation:** The program is evaluated through a combination of classroom assessments, hands-on evaluations, and student feedback. The program is designed to be continuously updated and improved based on the needs of the industry.

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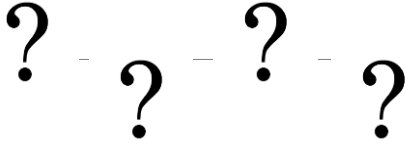
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