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### Executive Summary

This summer, I worked for six weeks as an intern for the Southeastern Conference in Birmingham, Alabama. In the world of NCAA Division-I athletics, the SEC is one of the most feared and most respected conferences in the country. The last five football national championships belong to SEC teams, along with the past three baseball College World Series champions and a myriad of award-winning, elite student-athletes. Being exposed to a conference like the SEC and what it takes to make a powerhouse organization run smoothly was an eye-opening experience for me.

Although I worked mostly for my internship coordinator, Brett Nolen, in the Marketing and External Affairs department, I was also exposed to many other departments and tasks around the office. A lot of what I was responsible for entailed organizing television schedules for the upcoming year of competitions and games, organizing materials for the conference's annual meetings and reviewing and organizing trade agreements with the SEC's corporate sponsors. Through these different tasks I completed, I learned about how the business side of college athletics works. The SEC is a powerful organization within the NCAA and it is obvious that many corporations and businesses strongly desire to associate with the SEC because they know exactly how much exposure they will receive and how much that exposure will turn into increased revenue. The SEC has a die-hard and loyal fan base, which is made evident by the fact that ESPN would sign an extensive and expensive TV deal with the SEC to broadcast more games and events for the public. With the Creative Services team, I learned how to turn VHS copies of game film

into digital copies to be shared on the conference's website. This was a project that was also aimed at connecting more with the conference's supporters and making new information and media more readily available.

I was also able to work as an assistant to the PA announcer during the conference baseball tournament that took place my first week. Despite the fact that I was splitting time between the ballpark and the office and ended up working 13 or 14 hour days my first week on the job, I loved it and wouldn't have had it any other way. It was an exciting experience and there was always something for me to do. All of the planning and hard work that goes into creating an event like this for the student athletes was exactly what I expected. I know how important athletics is to me as a Division III athlete at Sewanee and being able to help other student athletes is what I want to do as a career. One of my favorite parts of my time at the SEC was a four day Title IX seminar that I was able to attend at the office. This class gave me an insider's look into how important compliance is in the NCAA today and how difficult it is to ensure that each school in the SEC is in compliance with the laws and rules that are set in place to protect the student athletes.

My experience as an intern for the Southeastern was enlightening and made me excited to begin a career in athletics. I was exposed to exactly how things work behind the scenes at a prominent NCAA Division I conference and how to provide the student athletes with the best possible experience. I am thankful to everyone at the SEC who made my internship such an informative and enjoyable experience and I cannot wait to start working in athletics.