

# Undergraduate Internship Program

## City of Ocala Recreation and Parks Department



**City of Ocala  
Recreation and Parks  
Department**

**Undergraduate  
Internship Program**

## Table of Contents

Directors Welcome Letter_____	2
Scope of the Department_____	3
Internship Purpose_____	7
What the Intern Will Learn_____	9
Special Projects_____	10
Criteria for Student Application and Selection_____	11
Description of Program_____	13
Departmental Support_____	14
Special Assignments_____	14
Performance Evaluation_____	15 & 16
Check Sheet_____	17

Dear Student:

Thank you for picking up this intern packet. We at the Ocala Recreation and Parks Department acknowledge that you, as a young professional, hold the key to the future of this profession. It is imperative to all that you leave school and enter this profession with the knowledge and skills that will make you a successful recreator. We recognize our responsibility as working professionals to assist you in whatever way possible; whether it is our involvement in state and national organizations, or offering a quality intern experience.

The Ocala Recreation and Parks Department's staff has worked diligently to prepare a quality intern program. Our program is designed to expose students to all aspects of municipal recreation.

Please allow me to personally thank you for your interest in Ocala Recreation and Parks. I wish you a long and rewarding career!

Sincerely,

Kathy Crile  
Director

pd

## **SCOPE OF THE DEPARTMENT**

The mission of the Recreation and Parks Department is to offer its citizens the opportunity for an improved quality of life and increased community pride through the programming and maintenance of various recreational and public facilities. The department is separated into four operating divisions. The department has approximately 30 full time and up to 106 part time employees, as well as numerous contractual employees. We utilize the assistance of over 200 volunteers annually. The annual departmental budget is \$5.7 million.

### **ADMINISTRATION**

The Administration staff includes a department director and administrative support staff who provide clerical support, marketing, travel & training and personnel management. In addition, all fiscal processes are filtered through this staff ensuring a balanced budget and compliance with city policy. This division is the “behind the scenes” operation of the department.

### **ENFORCEMENT DIVISION**

**Downtown Parking/Ranger Services** – This section monitors over 150 reserved parking spaces and 100 metered spaces in downtown Ocala. The park rangers patrol parks and department facilities and monitor rentals. This staff is also responsible for natural resources management, ensuring a “balance” between peoples’ rights to utilize the facilities and a responsibility to properly manage same.

**Animal Control** – This section is responsible for ensuring compliance with City codes related to the ownership and safekeeping of domestic animals, as well as relocation and control of wildlife within City limited.

The enforcement division is also responsible for stewardship programs designed to educate the public on responsible use of natural resources, responsible pet ownership, and how we might best co-exist with wildlife in an urban setting.

### **RECREATION DIVISION**

The Recreation division is committed to providing its patrons diverse recreational, cultural and educational opportunities with emphasis on constructive personal growth and participant satisfaction.

**Community Centers** - This section provides recreation activities for all age groups at recreation centers located throughout the community. Programs include table games, indoor and outdoor court sports, after school programs and tutoring, organized athletic leagues (i.e. basketball or shuffleboard depending on the age), summer camps, scout and 4-H programs, field trips, and more. Adults have the opportunity to participate in exercise programs, card groups, dance clubs and a variety of athletic programs. Centers staff networks with other agencies throughout the community to eliminate duplication of services while at the same time ensuring that everyone is provided with some opportunity for participation. Most of the City's community centers are available for rental by outside organizations for meetings and small banquets. The primary function of the community centers section is to provide a place for all age groups to "join in" the fun! While many programs are offered free of charge, costs for programs over and above the general expectation are passed on to the users through fees. The City operates five community centers:

E.D. Croskey Recreation Center – Serves all age groups with a primary focus on youth programs. Provides a high level of athletic programs (i.e. organized basketball leagues). This center sits amidst the 33 acre Martin Luther King Recreation Complex and has access to a variety of resources including baseball fields; a football/soccer field; a lighted walking trail; a large outdoor group picnic facility; basketball courts; a playground; and the adjacent Hampton Aquatic Fun Center.

Lillian Bryant Recreation Center – Serves all age groups with a primary focus on youth programs. Some senior citizen programs are provided. This center sits amidst the 22 acre Lillian Bryant Park and has access to a variety of resources including a baseball/softball field; a lighted walking trail; tennis, basketball and shuffleboard courts; a playground; and a large outdoor group picnic facility.

8<sup>th</sup> Avenue Senior Center – Serves senior citizens primarily. Offers a high level of activities for seniors to encourage an active lifestyle. This center also sits amidst Tusawilla Park.

Herbert S. Coleman Center – Serves senior citizens primarily. Houses a senior meal program and a variety of afternoon recreational programs. This center sits amidst the 56-acre Jervey Gantt Park and has access to a variety of resources, including baseball/softball fields; a lighted walking trail; tennis, basketball and racquetball courts; a playground; two large group picnic pavilions, and nearby Jervey Gantt Aquatic Fun Center.

**Aquatics/Events** - This section operates the City's two Aquatic Fun Centers which are open seven days a week from Memorial Day through Labor Day. The Jervey Gantt Aquatic Fun Center remains open on the weekends until late September. Swim lessons are conducted in June and July of each year. Certification classes in

life guarding are also offered. Various organizations utilize the aquatic facilities for parties and workshops. The Aquatic Fun Centers, which opened in summer 2003, offer competitive swimming pools, water play areas with a variety of splash toys for younger children and a large slide for older youth. The facilities each also provide a large deck space, a group picnic shelter, a full concession operation, and locker rooms for patrons.

This section is also responsible for City-sponsored special events, including large scale events and smaller park programs.

**Therapeutic Recreation** - This section provides programming for those with special needs including senior citizens and those who are physically, mentally and emotionally challenged. Many programs are offered in an attempt to mainstream this group into society. Staff in this section work closely with other agencies including the Marion Therapeutic Riding Association (horseback riding), and Special Olympics (training and competition). Staff coordinates a variety of internal programs and events designed to expand the recreational opportunities for this constituency. These include several fishing derbies, dances, and Parade of Senior Services. This staff provides all programming for both senior centers and serves as a resource to other recreation staff in providing centers based therapeutic recreation programs.

**S.T.A.R.S.** – Success Through Academic and Recreation Support is a grant funded program that is designed to transport youth from the 13 area subsidized and public housing developments to various recreation programs and activities throughout the City. Some of these activities are planned specifically for the program participants and others are pre-existing programs/activities. Program staff monitors student grades and provides transportation for a number of non-profit groups in town. The program is operated primarily from the E.D. Croskey Recreation Center, however, transportation is provided to other City community centers.

**Ocala Regional Sportsplex (ORS)/Community Athletics** – The primary function of the Ocala Regional Sportsplex is to provide athletic programs. The facility has five softball fields, two football/soccer fields, two basketball courts, volleyball courts, and eight regulation horseshoe pits. All facilities are lit. A playground provides entertainment for the youth while their parents enjoy recreational leagues and a full-scale concessions operation is provided. This premier athletic facility serves the entire Marion County region. The facility also hosts several special events and private large-scale rentals throughout the year. Youth athletic programs, as well as a summer camp are provided at ORS. This section also facilitates athletic programs throughout the community, including youth t-ball, flag football, adult basketball, etc.

## **GOLF & TENNIS DIVISION**

The Golf & Tennis Division is responsible for the operation of the City's two municipal golf courses and the Ft. King Tennis Center.

**Ocala Golf Club** – This 18-hole golf course is located in east Ocala on Silver Springs Boulevard. The course is spread amongst 85 acres and includes two putting greens, day and night driving ranges, a full service pro shop and snack bar, professional offices, ladies and men's meeting rooms and a banquet hall. The operations of this facility include complete internal clubhouse and maintenance services. This facility offers fall and winter youth golf clinics.

**Pine Oaks of Ocala** – This 18-hole course is located in west Ocala near Lillian Bryant Park. The course is spread amongst 135 acres and includes two putting greens, a chipping practice area, a day driving range, a full service pro-shop and snack bar, professional offices and a small banquet facility. The operations of this course, clubhouse and maintenance, are also handled internally. This facility offers a summer camp for youth.

**Fort King Tennis Center** – The tennis center is a public tennis facility offering memberships, league play and tournaments. The center features eight lighted clay courts and four lighted hard courts. The facility is equipped with a full service pro shop and provides programs for youth and adults. A Certified Tennis Professional provides tennis lessons for all age groups.

## **SPECIAL SERVICES DIVISION**

This division is responsible for infrastructure improvements and additions needed to serve the City and surrounding communities. This staff also markets, services and promotes department programs, coordinates department technology programs; issues permits for community events and coordinates reservations for park facilities and banquet halls. The special services section also manages special department facilities including:

**Trailer Park** – The City operates a mobile home park with 58 occupied lots adjacent to Tusawilla Park.

**Discovery Science and Outdoor Center** – This Center (DSOC) provides science education and outdoor recreation providing hands on learning experiences for all ages but focuses primarily on youth and school groups. The center offers memberships which encourage family participation. The facility is located amidst the 34-acre Tusawilla Park and has access to a variety of resources including a baseball field, 2 lakes, a lighted walking trail, tennis, basketball/racquetball courts and two playgrounds.

## **INTERNSHIP PURPOSE**

The purpose of the Internship Program is to accept qualified applicants and expose them to the workings of a diversified municipal recreation and parks department.

The Intern can expect to be assigned duties and responsibilities that are comparable to those performed by full-time, entry level employees.

Interns will be able to visit and work within all areas of service that the department has to offer. The Intern will have the opportunity to develop a specialized program for study in a field of his/her interest. Internships are offered in the following focus areas:

- ◆ Community Centers
- ◆ Special Events
- ◆ Discovery Science and Outdoor Center
- ◆ Administration
- ◆ Therapeutic Recreation
- ◆ Golf
- ◆ Aquatics
- ◆ Senior Programs
- ◆ STARS
- ◆ Enforcement/Natural Resources Management
- ◆ Athletics

## WHAT THE INTERN WILL LEARN

1. The workings of all divisions of a municipal Recreation and Parks department.
2. Administrative Responsibilities
  - Budget processes/Management of fiscal resources
  - Personnel and payroll procedures
  - Risk Management
3. Program planning, implementation and evaluation
  - Step by step process
  - Attention to detail
  - Committees and their functions
  - Identifying potential funding sources
  - Evaluation of fees
  - Creating partnerships
  - Acquiring sponsorships
  - Evaluation of program upon completion
4. Marketing/Promotions
  - Making media contacts
  - Targeting the potential market
  - Development of brochures and calendars
  - Press releases
  - Paid advertising
  - Internet marketing
  - It Starts in Parks
5. Staffing
  - Preparing a staffing plan
  - Recruiting volunteers
6. Equipment and supplies – procurement and management
7. Facility management
  - Standard operating procedures
  - Setting operating hours
  - Maximizing “prime-time” hours
  - Maintenance of buildings and grounds – Work Orders
8. Benefits of professional associations and certifications
  - Florida Recreation and Parks Association (FRPA)
  - National Recreation and Parks Association (NRPA)
  - Florida Institute of Parks Professionals (FIPP)
  - Certified Parks & Recreational Professional
  - Certified Therapeutic Recreation Specialist

9. Public Awareness/Networking
  - Speaking engagements
  - Involvement with outside organizations
10. Differences in government vs. private enterprise
11. Grant Processes/Programs
  - Florida Recreation Development Assistance Program (FRDAP)
  - Land & Water Conservation Fund (LWCF)
  - Urban & Community Forestry Grant (U&CF)
  - Community Block Grant (CDBG)
  - Other grant sources and issues
12. Infrastructure Management
  - Maintenance scheduling and funding
  - Enhancement to accommodate growth

If none of the options outlined appeals to the intern's area of interest, the intern will be given the opportunity to develop a program plan that is better suited to the intern's educational goals.

### **Community Centers**

1. Plan, organize and implement a new program with the assistance of a center supervisor or coordinator.
2. Coordinate a summer field day or intramural athletics program.
3. Develop and conduct a survey of municipalities the size of Ocala and cross reference pertinent information for comparison purposes (programs, staffing, facilities, sponsors, grant funding, etc.)

### **Discovery Science and Outdoor Center**

1. Coordinate Outdoor Adventure or Science Adventure programs.
2. Develop a new outdoor exhibit along with corresponding curriculum.
3. Develop an environmental resource center.

### **Special Events**

1. Coordinate one of the City's existing special events.
2. Sit as a committee member for a major special event.
3. Develop and coordinate a new special event.
4. Develop and implement a "Parties in the Parks" program for events and gatherings.

### **Athletics**

1. Coordinate adult volleyball or basketball.
2. Coordinate youth T-Ball or Flag Football.
3. Develop a new fitness program or event.

### **Aquatics**

1. Coordinate “Learn to Swim Program” – spring/summer
2. Coordinate staff conditioning/in-service training program-summer.
3. Coordinate youth swim team – summer.
4. Develop a new Aquatics program (Aquasize, water walking, lap swim, etc.).

### **Senior Programs**

1. Parade of Senior Services – Coordinate event operations – winter.
2. Assist with development of new senior programs.

### **S.T.A.R.S.**

1. Coordinate and implement a drug and tobacco prevention program.
2. Coordinate a S.T.A.R.S. special event (i.e. field day)
3. Coordinate a S.T.A.R.S. fund raiser.

### **Parks/Beautification**

1. Conduct an inventory of City trees and computerize same.
2. Develop a plan for updating landscaping at a City building.

### **Golf**

1. Coordinate a summer youth golf camp/clinic.
2. Develop a year-round maintenance plan working in conjunction with the Golf Superintendent.
3. Manage operations of the golf clubhouse including pro-shop, snack bar and banquet facilities.

### **Administration/Special Services**

1. Develop and implement a marketing plan for the department’s programs for the upcoming season.
2. Prepare a grant application for a department program or project.
3. Update the department’s Adopt-A-Park program.
4. Evaluate a department “process” and make recommendations on improving that process.

# CRITERIA FOR STUDENT APPLICATION AND SELECTION

## APPLICATION PROCEDURES

Students interested in completing their internship with the City of Ocala Recreation and Parks Department should follow these procedures.

1. Contact the Director in writing, stating the desire to intern with the Department. Internship dates, goals & objectives, and an application request should be included.
2. Return the completed Internship application along with the University intern forms, a college transcript, and a resume to:

Ocala Recreation and Parks Department  
Attention: Director  
828 N.E. 8<sup>th</sup> Avenue  
Ocala, Florida 34470

3. Submit to a pre-employment physical, drug screen and background check (at City's expense) prior to employment as schedule by the City.

**Questions? Please call (352) 368-5550**

## AGENCY SELECTION

One of the most important decisions a student will make during their college career is the selection of the organization for their internship. The internship should provide the student with

- Realistic professional working experiences in their selected field
- An opportunity to work with a diversified professional staff
- A chance to test their own knowledge and skills in an actual working environment

The Ocala Recreation and Parks Department offers an internship program open to any full time student who is interested in actively pursuing a professional career in the field of recreation and parks and meets the internship requirements of their university.

## RESPONSIBILITIES OF THE STUDENT

To view the internship experience as a professional job, as well as a part of the overall education process; to fulfill the responsibilities given to the intern in a professional manner; and to observe and participate in the daily work activities of the department's professional staff.

## **DESCRIPTION OF PROGRAM**

### **1. The Intern Supervisor**

The Intern Supervisor will assist the Intern in establishing an outline of the Internship Program. The Supervisor and Intern will meet regularly throughout the Internship Program to evaluate and discuss the student's progress. These discussions will include any changes which need to be made in the outline of the program, and problems which the intern might be incurring, etc.

### **2. Housing**

The Department cannot provide housing for the Intern. However, the Director will assist in locating a place for the Intern to reside during the internship. All costs involved in renting are the responsibility of the Intern. Average housing cost is \$638.00 per month for a one bedroom apartment.

### **3. Employment**

The Intern will receive a \$600 stipend. If the Intern desires additional money, they can work in part-time positions in departmental programs after regular scheduled work hours are completed. Other outside employment by the Intern is discouraged. If it is necessary for the Intern to be employed outside of the City, approval must be obtained from the Director. Such outside employment shall in no way conflict with or be detrimental to the Intern's City work.

### **4. Intern's Schedule**

All interns will be scheduled to work in all divisions of the department. The scheduling will give the student a well-rounded view of all spheres, which constitute the Recreation and Parks Department.

Major scheduling emphasis will be placed in the area that most closely parallels the professional goals of the student. This area will be selected under the guidance of the Director.

The intern will choose a special project to plan and develop during the Internship. The project will be completed with a presentation of the project to members of the department's professional staff.

### **5. Transportation**

Interns will be expected to provide their own transportation.

## **WHAT TYPE OF SUPPORT WILL AN INTERN RECEIVE FROM THE DEPARTMENTAL PROFESSIONALS?**

Every recreation professional has been in the position of the intern. The Ocala Recreation and Parks Department is cognizant of how the intern feels at this point in their career. Please be assured that the City staff will provide the intern with all the needed support to guarantee a positive professional experience.

On occasion, the intern will feel overwhelmed by the complexity of public recreation and wonder if it's possible to ever catch on to how everything works. The recreation and parks professionals working with the intern during this period have been through this same transitional period. Rest assured, the new intern will make it through this learning experience unscathed (but not unchanged!)

The Ocala Recreation and Parks Department truly believes that the up and coming recreation and parks professional is the future of the industry and hope the intern can accept the challenge of meeting an increasingly diverse public's needs.

## **SPECIAL ASSIGNMENTS**

During an internship with the Ocala Recreation and Parks Department, the student will be offered the opportunity to attend as many of the following as they have interest:

- City Council Meeting
- County Commission Meeting
- Recreation Commission Meeting
- Arts Commission Meeting
- Golf Board Meeting
- Tennis Board Meeting
- Staff Meetings (dependant upon the assignment)
- Major Meetings related to the area of assignment
- A tour of another Recreation Department within a 200 mile radius
- Attend FRPA/NRPA Meetings or Conferences

**CITY OF OCALA  
RECREATION AND PARKS**

**INTERN PERFORMANCE EVALUATION**

**NAME:** \_\_\_\_\_

Stated Objective:
Rating: <input type="checkbox"/> Outstanding <input type="checkbox"/> Meets Requirement <input type="checkbox"/> Improvement Needed
Comments:

Stated Objective:
Rating: <input type="checkbox"/> Outstanding <input type="checkbox"/> Meets Requirement <input type="checkbox"/> Improvement Needed
Comments:

Stated Objective:
Rating: <input type="checkbox"/> Outstanding <input type="checkbox"/> Meets Requirement <input type="checkbox"/> Improvement Needed
Comments:

Stated Objective:
Rating: <input type="checkbox"/> Outstanding <input type="checkbox"/> Meets Requirement <input type="checkbox"/> Improvement Needed
Comments:

Stated Objective:
Rating: <input type="checkbox"/> Outstanding <input type="checkbox"/> Meets Requirement <input type="checkbox"/> Improvement Needed
Comments:

Completion of all items in the “What the Intern will learn” section as documented on the check sheet for same (attached).

Intern’s Signature \_\_\_\_\_ Date \_\_\_\_\_

Supervisor’s Signature \_\_\_\_\_ Date \_\_\_\_\_

Director’s Signature \_\_\_\_\_ Date \_\_\_\_\_

## CHECK SHEET

Review of Agency Operations as outlined under section titled “What the Intern will learn.”

- Administrative Responsibilities.  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Program Planning, Implementation and Evaluation.  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Marketing / Promotions  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Staffing  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Equipment and Supplies  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Facility Management  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Benefits of Professional Associations and Certifications.  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Public Awareness / Networking  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Grant Processes / Programs  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_
- Infrastructure Management  
Date Complete \_\_\_\_\_ Staff Initials \_\_\_\_\_

