

**WELLNESS  
AND  
LIFESTYLE MANAGEMENT**

Internship Guidelines

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## TABLE OF CONTENTS

	Page
<b>INTRODUCTION</b>	<b>3</b>
<b>INTERNSHIP OVERVIEW</b>	<b>4</b>
<b>GRADING GUIDELINES</b>	<b>6</b>
<b>WEEKLY REPORTS</b>	<b>9</b>
<b>PROJECT GUIDELINES</b>	<b>9</b>
<b>INTERVIEW GUIDELINES</b>	<b>11</b>
<b>INTERNSHIP FINAL REFLECTION</b>	<b>12</b>
<b>FINAL EVALUATION SURVEY</b>	<b>13</b>
<b>INTERNSHIP AGREEMENT FORM (WITH SITE)</b>	<b>14</b>
<b>SAMPLE HOURS RECORDING FORM</b>	<b>15</b>
<b>SUMMARY DESCRIPTION OF INTERNSHIP FOR SITE SUPERVISOR</b>	<b>16</b>

## INTRODUCTION

**Course Number:** WLM 00620    **Prerequisites:** Must be taken as the last course in the program

The guidelines are designed to provide students in the Wellness and Lifestyle Management program with the information and procedures needed to successfully complete a three-credit Internship. This course is the final, culminating experience for WLM students and is taken as the last course. Students will choose either the Internship in WLM or the Capstone Project as the final three-credit course in the WLM program.

### Description

Students complete 80 hours of a paid or unpaid supervised internship enabling them to gain practical experience in an environment focused on Wellness and Lifestyle Management. Placements are made in agencies selected on the basis of student's goals, interests, and program specializations. The Internship site should provide experiences that build on the skills, knowledge, and dispositions acquired during coursework and related professional experiences. Each student participates in daily opportunities to apply his or her professional skills and knowledge to design or evaluate programs and materials, interact with the site staff, clients or community members, lead classes or groups, perform assessments, or develop presentations. The site should offer opportunities to learn new skills and gain new experiences that contribute to the student's goals.

It is recommended that students complete 10 hours per week which results in an 80 hour internship over the eight-week Internship course. Students may take an Incomplete at the end of the eight-week course if they are unable to complete 10 hours each week. The student must communicate with both the site supervisor and the faculty advisor at the start of the internship to determine the number of hours s/he will be at the site each week and the anticipated completion date. Some internship experiences may require more than 8 weeks, but all should be completed in a maximum of 16 weeks.

The site supervisor should have the necessary education and experience to be an effective mentor. A minimum of a Bachelor's degree in a related health, fitness or exercise science area is required for the site supervisor and he or she should have at least two years of post-college work experience.

### Categories of internships

**Community and Public Health** – These are experiences focused on learning the skills, knowledge and dispositions that contribute to a population's healthy active lifestyle. This type of experience can include programs and services that target children, teens, senior citizens, special populations **or other** community based groups.

Examples are:

- State, county, town, or city Health Departments
- Non Profit Organizations such as the American Heart Association, American Cancer Society, Red Cross, Dairy Council, YMCA, community farms focused on nutrition, university research programs that address issues on Health Education.
- Health Promotion Consulting Firm who provide services to client organizations
- Summer camps for youth where fitness and nutrition are included in the program.

**Clinical Setting** – The clinical setting is focused on learning the skills, knowledge and dispositions associated with a profession in which students develop and implement wellness programs and services

in medical or allied health settings. This type of site can occur in a P-12 school environment, a hospital environment or a private therapy environment for patients ranging from infancy to older adults, including individuals with disabilities.

**Worksite Wellness** - This experience is focused on learning the skills, knowledge and dispositions needed for worksite wellness program management. These include centers which offer health promotion and fitness programs to employees to reduce health risks and improve productivity. The programs are staffed with qualified professionals who develop and manage programs and provide education, counseling and training to the employee population.

**School-Based Wellness** – This experience is focused on the development, implementation and evaluation of wellness programs for students and their families through a school-based wellness program. These may be supervised by school nurses, teachers or other qualified professional staff. The intern may work at a school with an existing wellness initiative to improve the health status and quality of life for students, families and school staff.

**Research** – This experience is focused on learning the theory and application of exercise based research. Students work in a University lab getting direct contact with study participants, collecting data, analyzing data, and creating exercise physiology protocols. (Note: the student must have prior training in exercise physiology to qualify to do this type of work.)

#### **Types of Activities that can occur during the internship**

- Program Development
- Program Administration and Evaluation
- Event planning and implementation
- Health Education and Behavior Change Counseling
- Health Communication – Social Marketing
- Communication of Program Initiatives or presentations
- Research assistant
- Creating and delivering presentations for staff and clients

### **INTERNSHIP OVERVIEW**

The Internship addresses three of the National Wellness Institute (NWI) Standards.

**Standard 2 Building Healthy Behaviors**

**Standard 3 Professional Preparation**

**Standard 4 Management Foundation**

During the Internship each student should participate in activities that address all three Standards.

#### **Standard 2 Building Healthy Behaviors**

2.1 Health Assessment and Evaluation and Programming. The student will demonstrate the ability to perform or observe a wellness assessment with an individual client using established protocols. The student will demonstrate an ability to explain the results and address the client's questions or concerns under the supervision of his or her site supervisor.

2.2 Health Behavior Change Process. The student will demonstrate the ability to design and/or implement a program to facilitate behavior change in one or more clients or client groups.

### **Standard 3 Professional Preparation**

3.1 Wellness Philosophy and Role Modeling. The student will demonstrate a professional disposition that is reflective of his or her wellness philosophy. The student will model for clients the type of attitudes and behaviors that are in keeping with a wellness philosophy.

3.2 Wellness/Health Promotion Program Implementation. The student will have an opportunity to design and/or implement a health promotion program based on established health promotion program planning models. The student will demonstrate his/her understanding of the program design and implementation process and his/her ability to perform it.

3.3 Wellness Internship. The student will provide evidence of having fulfilled the requirements of the Senior Internship.

### **Standard 4 Management Foundation**

4.1 Wellness Communication and Marketing. The student will demonstrate communication skills that effectively promote health promotion and wellness activities among potential clients. For example: presentations, instruction, mentoring an individual or group, composing newsletters, website information or other promotional or educational materials.

### **Letter of Intent for Internship**

Students will write a letter to communicate with Dr. Bloom (Faculty Advisor for Internship) suggestions for a site for their Internship. The letter should address:

1. The category of internship: Community and Public Health, Clinical Setting, Worksite Wellness, or School -Based, or Research.
2. One or more specific sites for completion of the internship, include a description of the site, a potential site supervisor and a website link.
3. Two or three goals the student wants to achieve during the internship. Goals should be clearly stated and reflect the NWI standards described above. The goals should be specific and measurable. The student should indicate how s/he will assess the degree to which these goals are met at the end of the internship.

This letter is completed six months prior to the Internship in WLM course and submitted to Dr. Bloom ([blooms@rowan.edu](mailto:blooms@rowan.edu)), and copied to Dr. DiRosa ([dirosa@rowan.edu](mailto:dirosa@rowan.edu)), the Internship Coordinator.

### **Assignments submitted during the Internship are:**

#### **Step 1: Project Proposal and Final Report**

Each student will complete a major project during the internship that s/he has the primary responsibility for planning and implementing. The project should be broad enough in scope to require several skills, which may include: planning, finding resources, budgeting, working with a group or committee, marketing, evaluation, computer skills, public speaking or individual counseling.

Within the first week of the internship, the student will design a plan for the project (proposal) that is implemented during the internship. After the project is completed the student will write a report to

describe how the project met the anticipated goals and what the student learned from the experience. Recommendations for change will be included. See page 9 for format of Reports.

**Step 2: Weekly reports**

Each student submits a weekly report to their assigned Faculty Advisor that includes the number of hours completed for the week, a description of the activities conducted during the week and a reflection describing what was learned about the profession and themselves as professionals. See page 9 for the document template.

Each week, the supervisor is to sign a **log form of hours completed**. This is to be submitted at the completion of the internship. See page 15 for a sample form.

**Step 3: Interviews**

A minimum of two individuals with a minimum of three questions need to be interviewed. After each interview is a short reflection about what was learned. See page 11 for the requirements for this assignment.

**Step 4: Internship Final Reflection**

The student will reflect on the specific profession-related knowledge and skills that he or she has acquired or improved upon during the internship which includes skills in communication, assessment/evaluation, program design and implementation and professional dispositions. See page 12 for format.

**Step 5: Site Supervisor Final Evaluation**

In the final week of the internship, the Site Supervisor is required to complete a Final Evaluation of the student. The evaluation is sent to the site supervisor by the student, as it is an electronic form. A hard copy of the evaluation can be found on page 13.

**Step 6: Student Survey**

The School of Biomedical Science and Health Professions requires each Intern to complete a final survey for Middle States Accreditation. This survey is electronic and can be accessed through Canvas.

**Students who do not complete the required 80 hours during the scheduled semester will receive an IN (incomplete grade) until all requirements are met. Students are expected to complete the internship experience in a maximum of 16 weeks (8 weeks beyond the completion of the Internship course).**

**Grading**

All assignment submissions are completed through Canvas.

<i>Requirements</i>	<i>Grading (%)</i>
<input checked="" type="checkbox"/> Weekly Reports	25 (sum is divided by # of weeks to get average)
<input checked="" type="checkbox"/> Interviews (2)	15
<input checked="" type="checkbox"/> Project Proposal	15
<input checked="" type="checkbox"/> Final Project Report	20
<input checked="" type="checkbox"/> Internship Reflection	15

<input checked="" type="checkbox"/> Participation in Discussion Board	5 (sum is divided by # of weeks to get average)
<input checked="" type="checkbox"/> Supervisor Final Evaluation (submitted)	5
<input checked="" type="checkbox"/> Student Survey completed	0 (final grade not submitted until completed)
Total	100%

### Grading Scale (%)

A+ 96-100	B+ 86-89.99	C+ 76-79.99	D+ 66-69.99	F < or = 59%
A 93-95.99	B 83-85.99	C 73-75.99	D 63-65.99	
A- 90-92.99	B- 80-82.99	C- 70-72.99	D- 60-62.99	

### Certifications: New or Renewal

Sites may require current CPR/AED or First Aid certification. Students may also consider obtaining an additional certification in a particular area of interest, such as personal training, aerobics class instruction or in a behavior modification program. The Department of Health and Exercise Science offers training in blood pressure, cholesterol measurement and motivational interviewing. Contact Dr. Spencer ([spencer@rowan.edu](mailto:spencer@rowan.edu)) or Dr. DiRosa ([dirosa@rowan.edu](mailto:dirosa@rowan.edu)) for additional information.

### National Criminal Background Check

Sites may require a national criminal background check. Check with the site for requirements. One suggested site is:

<https://www.instantpeoplecheck.com/default.aspx>

### Medical Requirements

Sites may require a TB test, drug test, hepatitis screenings, flu shots and/or other medical tests, especially if you are in a hospital environment. Check with the site for medical requirements.

### Site Approval

The selected site is submitted to the Faculty Advisor after s/he has received the Letter of Intent. Once the site has approved by the Faculty Advisor, the student submits to the Site Supervisor the Rowan University Internship Agreement Form (see page 14). The student should also share with the Site Supervisor the brief description of the internship experience found on pages 16 – 17. The Site Supervisor signs the Agreement and maintains a copy for his or her files. The original signed Agreement is returned directly to both Dr. DiRosa ([dirosa@rowan.edu](mailto:dirosa@rowan.edu)), the Internship Coordinator, and Dr. Bloom ([blooms@rowan.edu](mailto:blooms@rowan.edu)), the Faculty Advisor. A signed Agreement is required before the internship begins. It is recommended that the Agreement is submitted a minimum of two months prior to the internship start date.

### Liability Insurance

Rowan covers liability insurance for each student intern; however students should have their own health insurance. Rowan University provides \$1 million in commercial liability insurance for each intern for each occurrence. The liability covers you in the event that you damage property at the site. It does not insure you against a professional judgment error or similar mistake. A Certificate of Liability is sent to the site supervisor via email from the insurance company if the site requests a copy or if the current Affiliation Agreement we have on file requires a copy of the certificate.

## APPENDIX

1. Weekly Report Format (p. 9)
2. Project Guidelines (p. 9)
3. Interview Guidelines (p. 11)
4. Internship Final Reflection (p. 12)
5. Final Evaluation Survey (for Site Supervisor to complete) (p. 13)
6. Internship Agreement (p. 14)
7. Sample Form to Record Hours (p. 15)
8. Brief informational form to share with Site Supervisor to describe the internship (p. 16)



## WEEKLY REPORT

### HOUR LOGS/DESCRIPTION/REFLECTION

Each student submits a weekly report in Canvas that includes the number of hours completed for the week, a description of the activities conducted during the week and a reflection describing what was learned about the profession and themselves as professionals.

The report is submitted electronically in a Word Document via their Internship Canvas course site by the Monday (11:59 p.m.) following the week of the internship. The Rowan Internship Supervisor will respond to each weekly report and grade the report for completeness and professionalism.

**The following format is used for all reports.**

**Name:** Student's name is stated here

**Week:** Include the number of the week such as, Week 1

**Internship site:** Identify the name of the site

**Dates:** Include the dates for the weekly report such as, September 9-14.

**Hours Completed:** Identify the number of hours completed for the week.

**Total hours accumulated:** Identify the total hours completed. This is updated each week.

**Activity Description:** A detailed description of the activities completed during the week at the internship site (approximately 300 words).

**Reflection:** The reflection describes what the student learned about the profession and new insights gained as a result of the experience related to their knowledge, skills and ability to complete the activities and interact with clients and the staff (approximately 200 words).

### INTERNSHIP PROJECT GUIDELINES

The goal of the project is to provide the student with an experience that challenges his or her skills and knowledge and is focused on a specific topic within the health promotion and fitness management profession. The project is in addition to the daily activities of the field experience and the student will have the primary responsibility for planning and implementation. The project should be broad enough in scope to require several skills, which may include: planning, finding resources, budgeting, working with a group or committee, marketing, evaluation, computer skills, public speaking or individual counseling.

**Project Proposal (15% of grade)**

Within the first week of the internship, the student will design a plan for the project that is implemented during the experience. The student and the site supervisor discuss the benefit of the project and procedures for implementation. The **Project Proposal** is submitted in Canvas for approval before the project begins. The project addresses NWI Standard 3.2.

#### *Format for the Project Proposal*

- Title
- Rationale for selecting the project
- Purpose of the project. What is the goal of the project? What are the specific **measurable** objectives for this project (process, impact and/or outcome)?
- Target audience. Who is the target audience and what are the anticipated benefits to the target audience
- Procedures for implementation. Describe in detail the steps that will be used to facilitate the project.
- Budget, marketing strategy and timeline for the implementation
- Evaluation. How will you evaluate the project? Your evaluation procedures (process, impact, and/or outcome) must be in line with your stated objectives for the program. What type of data will be collected and how will you analyze this data? Be specific.

#### **Final Report (20% of grade)**

After the project is completed the student will write a report (2-3 pages) **using their data to describe how the project met the stated goals and objectives of the program**. Recommendations for change will be included. A final statement will describe what was learned in planning, implementing and analyzing the success. The project report is submitted to the Academic Supervisor at the completion of the internship.

#### **Format for the Final Report**

- Title
- Executive Summary or Abstract of the project (500 words or less) that includes:
  - Purpose of the project
  - Goals and objectives
  - Description of program/project (2-3 sentences)
  - How program met or did not meet goals/objectives
- Narrative of the description of the program, with details on implementation (what actually happened, not what was proposed), how it was marketed (attach marketing materials as Appendix A), if the program stayed on budget, etc.
- Evaluation of the project
  - What data collection methods did you use? Attach what you used to collect your data as Appendix B (e.g. survey).
  - Description of participants (if applicable)
  - Analysis of data – according to your data, did you meet the project objectives?
- Recommendations for Change
- Final Conclusion - what was learned in planning, implementing and analyzing?

## INTERVIEW GUIDELINES

The purpose of the interviews is to gain insight into how the organization, agency, or program operates as well as staff background, experiences and client perspectives. Questions can include topics such as administration, mission, history, current issues, future directions, and changes that have occurred. Students conduct three interviews. The interviews can be with individuals that are executive officers, administrators, or department heads within the organization. One or more of the interviews can also include clients, patients, students, community members or other employees working at the site. Students prepare three or four questions that are of interest and record the responses of the person being interviewed. After each interview, students write a paragraph about what was learned or insights gained from the interview. Permission (can be verbal) must be granted from the individual being interviewed before the interview. The interview responses are used only for the student's internship and responses are not used for any other purpose.

### Requirements

- Interview 2 people, and be sure to describe who they are and how they fit into the organization
- Include the questions that were asked and responses to each question
- Include a personal reflection on what was learned or insights from each interview (at least 1-2 paragraphs)

### Sample questions:

#### *Administrator questions*

- What kinds of questions would you ask an applicant interviewing for this program?
- What challenges do you face in developing and maintaining this program?
- What is the most rewarding aspect of your position?
- What are some of the most memorable experience in your professional career?
- What is unique about this program?
- What are the significant issues that the company faces on a daily basis and in the near future?
- What is the philosophy of this program?
- What makes this program stand out from other similar programs?

#### *Client or patient questions*

- What aspects of this program are most rewarding?
- Why did you choose this program?
- Was health and wellness a familiar topic in your home as you were growing up?
- What was the turning point in your life to a healthier lifestyle?
- How has health promotion/wellness impacted your life?

## INTERNSHIP FINAL REFLECTION

This document is a written reflection describing what was learned during the Internship. The student will reflect on the specific profession-related knowledge and skills that he or she has acquired or improved upon during the internship which includes skills in health assessment, evaluation, programming, communication, professional dispositions, and how their wellness philosophy and role modeling were evident in their activities. The student writes a response to each of the six statements using the following format.

**Statement 1.** (Standard 3.1) Describe your wellness philosophy in 3-4 sentences.

**Statement 2** (Standard 3.1) Describe how you demonstrated the dispositions, attitudes and behaviors that align with your wellness philosophy. Provide an example.

Dispositions can include: Shows initiative, takes responsibility for work, solves problems, generates ideas independently, interacts easily and professionally with co-workers and clients/members, accepts constructive criticism, works to improve, uses good judgment, is reliable (punctual and completes work when due, demonstrates leadership ability.

**Statement 3.** (Standard 2.1) Describe a minimum of two opportunities where you used or observed an assessment or evaluation of a client or group of clients. Note if you conducted the assessment or evaluation independently or under the guidance of your site supervisor? Explain how you or the person you observed communicated the results to the client.

**Statement 4.** (Standard 2.1) Describe how you had an impact on the knowledge, attitudes and or behaviors of a client or the client group.

**Statement 5** (Standard 2.2) Describe how you designed and/or implemented a program that facilitated a behavior change with a client or client group. Did you do this independently or as part of a team approach? This statement may be related to your project if applicable.

**Statement 6.** (Standard 4.1) Describe how you effectively promoted the programs and services of your internship site.

## WELLNESS INTERNSHIP FINAL EVALUATION

(the link to this electronic survey is available on Canvas)

Student Intern Name: \_\_\_\_\_

Internship site: \_\_\_\_\_

Site Supervisor Name and Title: \_\_\_\_\_

To the site supervisor: Thank you for your guidance and help with the Rowan student completing his or her internship at your site. Please complete this evaluation form and review it with the student during the final week of his or her internship. Your thoughtful, honest responses are greatly appreciated and will be used to help determine the student's final grade. **Please be sure to submit this evaluation by the final day of the internship; the student will not receive a grade until the evaluation is complete.**

5 = Strongly Agree 4 = Agree 3 = Unsure 2 = Disagree 1 = Strongly Disagree N/A = Not Applicable

(required; items 1 – 10 used for student assessment)

1. The student intern had sufficient *content knowledge* to be effective in this internship.
2. The student intern had sufficient *practical skills* to be effective in this internship.
3. The student intern demonstrated professionalism in his/her work.
4. The student intern was reliable.
5. The student intern showed good judgment.
6. The student was able to work effectively with colleagues and clients from diverse ethnic and social backgrounds and/or with differing abilities.
7. The student demonstrated a proficient use of technology as required by the internship.
8. The student intern was organized.
9. The student intern had good interpersonal skills with colleagues and clients.
10. The student had a positive impact on the clients/participants with whom s/he worked.

(optional; items 11 – 14 used for program improvement only)

11. Communication between you and the Rowan Faculty Advisor was adequate.
12. The Rowan Faculty Advisor answered your questions accurately and quickly.
13. From your perspective, the curriculum of the Rowan undergraduate Health Promotion and Fitness Management program is comprehensive and relevant to the demands of the job.
14. The Rowan internship program is structured and organized well.

(required; items 1 and 2 used for student assessment)

1. What are the student's major strengths and assets?
2. What are the areas in which she/he needs to grow?

(optional; items 3 and 4 used for program improvement)

3. Was the student prepared with the skills and abilities that you expected? If no, what was missing?
4. How could Rowan improve the curriculum or internship experience?

**Rowan University**  
**Department of Health and Exercise Science**  
**Wellness and Lifestyle Management Internship Agreement**

This Agreement form confirms that \_\_\_\_\_  
(Print Name of Agency)

\_\_\_\_\_  
(Street) (City) (State) (Zip Code)

agrees to participate as a site for the Internship program for the specialization in Health Promotion and Fitness Management at Rowan University. The agency understands that its role in accepting a student is to aid in the student's education process. Further, the agency agrees to supply the student with materials pertinent to the agency, i.e., sample job descriptions, personnel policies, training manuals, program guidelines, and other applicable materials.

\_\_\_\_\_  
Print Name of Site Supervisor

Site Supervisor's email \_\_\_\_\_

Site Supervisor's phone: \_\_\_\_\_

\_\_\_\_\_  
Signature of Site Supervisor (Date)

This is the first time we have worked with a Rowan University Intern

Rowan University agrees to periodically consult with the student's site supervisor and to monitor student's weekly reports and all other assignments.

\_\_\_\_\_  
Signature of Rowan Internship Coordinator (Date)

\_\_\_\_\_  
Signature of Health and Exercise Science Department Chairperson (Date)

Name of Student: \_\_\_\_\_

Student's email: \_\_\_\_\_

Faculty Advisor \_\_\_\_\_

Faculty Advisor's email \_\_\_\_\_ Phone \_\_\_\_\_

Internship Dates: From: \_\_\_\_\_ To: \_\_\_\_\_

**Sample Form to Record Hours**

<b>Week # and Dates</b>	<b>Number of Hours</b>	<b>Site supervisor Signature or initials</b>
Week 1 September 9-14	35	
Week 2 September 16-21	20	
etc		

Total Hours: 80

Site Supervisor Signature

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Date \_\_\_\_\_



**School of Biomedical Science and  
Health Professions**

***Department of Health and Exercise  
Science***

### **Wellness and Lifestyle Management Internship**

Students complete 80 hours of paid or unpaid supervised field experience enabling them to gain practical experience in an environment focused on Wellness and Lifestyle Management. Placements are made in agencies selected on the basis of student's goals, interests, and program specializations. The internship site should provide experiences that build on the skills and knowledge acquired during coursework and related professional experiences. Each student participates in daily opportunities to apply his or her professional skills and knowledge to design or evaluate programs and materials, interact with the site staff, clients or community members, lead classes or groups, perform assessments, or develop presentations. The site should offer opportunities to learn new skills and gain new experiences that contribute to the student's goals.

The site supervisor should have the necessary education and experience to be an effective mentor. A minimum of a Bachelor's degree in a related health, fitness or exercise science area is required for the site supervisor and he or she should have at least two years of post-college work experience.

### **Student Responsibilities**

**Weekly Reports submitted to the Faculty Advisor.** Students submit weekly reports that describe their activities, accumulated hours, and a reflection on what they have learned about themselves and the profession.

**Internship Project.** Students design a major project that is completed during the field experience. This is in addition to the ongoing, daily duties of the internship. The student and his or her Site Supervisor will agree upon a project that expands their knowledge and skills in health promotion and fitness management. A project proposal and final report is submitted to their Faculty Advisor.

**Interviews.** The student conducts two interviews with administrators, clients, staff or other relevant personnel at the site. The purpose of the interviews is to gain insight on organization, agency, or program operations, staff background and experiences, or client perspectives.

**Internship Reflection.** The student submits a final written reflection of the internship experience to their Faculty Advisor based on the National Wellness Institute standards.

### **Site Supervisor Responsibilities**

The role of the site supervisor is to introduce the student to the scope of the profession and help them gain an understanding of the knowledge, skills, and dispositions needed to be an effective professional. The site supervisor also completes the *Rowan University Department of Health and Exercise*



*Science Internship Agreement* which is submitted to the Rowan Internship Coordinator before it begins. If necessary, the site supervisor may also be asked to assist in completing an Affiliation Agreement between Rowan University and the site.

The site supervisor completes a final evaluation at the conclusion of the internship. The evaluation is reviewed by the student and supervisor and submitted to the Faculty Advisor. In addition, the site supervisor signs a form that verifies the completion of the 80 hours.

### **Faculty Advisor Responsibilities**

Each student is assigned a Faculty Advisor. The supervisor communicates weekly with each student regarding his or her activities, and grades all project reports, interviews, and other related assignments. The final evaluation is reviewed by the Faculty Advisor and filed with the Internship Coordinator. The Faculty Advisor submits the student's grade.

### **Internship Coordinator Responsibilities**

The coordinator approves all field experience sites, ensures completion of the Department Agreement Form, and coordinates the completion of a formal Affiliation Agreement between sites if necessary. The Coordinator communicates with the site supervisor to describe his or her responsibilities and is available throughout the internship, if needed, to discuss the student's progress. The final evaluation is kept on file by the coordinator.