Biking Across Kansas
Fall Sport Management Practicum Position Description

**Position Title:** Sport Management Fall Practicum

**Purpose:** To increase awareness of Biking Across Kansas (BAK) and to further the mission of BAK to promote health and wellness through bicycling, the history and beauty of the Kansas, and the warm hospitality of the Kansas towns and people.

**Key Practicum Components:**
- **Volunteer Recruitment:**
  - Analyze BAK structure and needs
  - Identify additional or enhanced opportunities for volunteer engagement
  - Develop volunteer position descriptions
  - Design volunteer recruitment plan
  - Initiate implementation of volunteer recruitment plan
- **Scholarship Program Development:**
  - Research scholarship programs in place for other bike rides and/or other athletic activities
  - Design a plan for scholarship implementation
  - Determine need for scholarship task force and structure appropriate task force design
  - Research strategies for growing seed money into a sustainable source for annual rider support
- **Marketing:**
  - Understand existing BAK marketing strategies
  - Develop a marketing plan with the following priorities in mind:
    - Increasing awareness of, and participation in, BAK among young adults (age 18-34)
    - Increasing participation among multi-generational families
    - Increasing awareness among Kansas community leaders of the benefits of hosting BAK as overnight or meal-stop
    - Enhancing safe and courteous behavior toward cyclists among motorists, including professional truck drivers
    - Exploring synergistic relationships with local businesses and communities throughout Kansas

**Qualifications:**
- Positive attitude
- Ability to work as part of a team
- Ability to work independently, with minimal in-person supervision
- Curiosity and eagerness to learn about the state of Kansas
- Internet research skills
- Ability to synthesize ideas and data into coherent strategies
- Ability to direct and/or facilitate implementation of strategies

**Training & Supervision:**
- Orientation to BAK
- Supervision by BAK Executive Director and/or selected Board Members

**Length of Appointment:**
- August 2015 (or as soon as possible) through December 2015 (can extend into January or February 2016, as mutually beneficial to student and BAK)

**Time Commitment:**
- 160 hours
- Participate, as requested by executive director, in BAK Board meetings.

**Benefits:**
- Develop skills in organization and administration of multiple aspects of a long, multi-day sporting event
- Build relationships with business and community leaders throughout the state of Kansas

Biking Across Kansas (BAK), a Kansas nonprofit, is an annual, eight-day bicycle tour across the state of Kansas. BAK promotes health and wellness through bicycling, the history and beauty of Kansas and the warm hospitality of the Kansas towns and people.

**To apply, contact:** Stefanie Weaver, Executive Director
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