

# Loras College Sports Information Office Learning Plan

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## **1. Objective: Learn the aspects that make up being the Sports Information Director**

**Means:** Engaging in the promotion and creation of a public image for individuals and athletic teams, work as a liaison between the school or league and any media.

- Development of game programs for athletic teams
- Reporting to Iowa Conference regarding team's results
- Communicating with coaches
- Participating in event management for athletics

**Evaluation-** Learn the elements needed to be the sole director of receiving and promoting all information regarding athletics on college campus.

## **2. Objective: Learn the process of running the Loras athletics web site**

**Means:** Update information on school web site for view of alumni, students, recruits, conference, ect.

- Compile Statistics for each sport
- Collect information on specific athletes
- Forming media guides for each sport
- Construct press releases for the sports program

**Evaluation-** Learn the behind-the-scenes web applications that make up the site and get content on to it.

## **3. Objective: Enhance knowledge of various tools**

**Means:** Gaining experience in many areas that are needed to assume everyday responsibilities.

- Communications & Media – Knowledge of media production, including alternative ways to inform and entertain via written, oral, and visual media
- English Language – Knowledge of English structure, grammar, rules of composition
- Administration and Management - Knowledge of business and management principles involved in strategic planning, resource allocation, production methods.

**Evaluation-** Not needing any assistance from supervisor to complete day-to-day duties.

**4. Objective: Develop an understanding for variety of sports**

**Means:** Contribute to all the sports and athletic events on campus rather than the expected sports that get most of the attention like football or basketball.

- Have a clear understanding of most of the rules of each sport.
- How each statistic is achieved for each sport

**Evaluation-** Learn the rules of each sport and how each statistic is gathered through formulas.