

CAPSTONE PROJECT IN SPORT HOSPITALITY

As required during your final semester in the CHES Sport Hospitality Graduate Program, the graduate student must complete the Capstone Project in Sport Hospitality. The Capstone Project, a portfolio, allows students to document their curriculum, scholarly activities, and relevant professional competencies that they have attained from coursework during their time in the graduate program. The purpose of this comprehensive portfolio is to serve as an assessment for faculty to appraise students' professional development, scholarly achievements, and continuing learning competencies. Project specifications are listed below:

Components	Supporting Materials
Title Page	
Table of Contents	
Section 1. Student Profile – Executive summary of the student	<ul style="list-style-type: none"> • Updated Resume/CV • Statement of Purpose – Students will draft a 1-page SOP. However, instead of writing it towards a graduation admissions committee, students will attempt to impress upon the Evaluation Committee that they have successfully navigated the graduate program and are prepared to enter/progress in the sport industry. • Personal Statement of Diversity, Equity, & Inclusion – Students will draft a 2-page DEI statement. See Appendix A for details. • Cover Letter – Students will find a job announcement and draft a cover letter to that position. This could potentially be a position that you would apply to upon graduation. If students wish to draft this letter for a promotion at their current job, or an unlisted position, they will need to compile a detailed job description including qualifications and responsibilities. • Thank-You letter – Students will write a detailed thank you letter to a person who has made a meaningful impact on their current or future career. • Five (5) Year Plan (FYP): Students will draft a FYP of their professional and personal goals, and how they plan to achieve them. Link to potential templates: https://tinyurl.com/5xyyz48u
Section 2. Industry Experiences – Detailed overview of professional experiences in the sport industry	<ul style="list-style-type: none"> • For each professional experience in the sport industry, students will create a 1,000-word (min) overview including the following for each experience: organization name, logo(s), website, mission/vision statement (if available), and detailed description of both knowledge and skills acquired from that experience. A minimum of two experiences – internship, job, fellowship, assistantship, practicum, etc. – is required. If students have more than two, they may include all experiences.
Section 3. Scholarship – Demonstration of connecting content to theory	<ul style="list-style-type: none"> • Students will include three projects/papers from any course(s) taken within the 30-hour graduate requirement in the appendix. Students may also include a research paper/poster (outside of required coursework). These three projects/papers should highlight your best/most meaningful work. Students are permitted to include group projects (optional). If students received feedback/edits from faculty, these should be addressed prior to submission. In the scholarship section, students will write a 750-word (min) reflection for each project/paper. Reflections can include: Why are you proud of it? What did you learn from it? Can it help you in your current/future career?
Other considerations	<ul style="list-style-type: none"> • The project must be reflective of collegiate academic writing (grammar, style, etc.). • The project must be well-organized, visually appealing, and include a minimum of fifteen (15) unique pictures throughout the portfolio.

Cont. to next page.....

Submission Guidelines

While students can construct their portfolios using various software (Microsoft Word, Pages, Adobe Acrobat, Google Docs, etc.), final portfolios must be submitted as a PDF file. All completed Capstone Projects must be emailed to Dr. Melvin Lewis at melvinl@ches.ua.edu to be considered by the Evaluation Committee.

Nonnegotiable Deadlines:

June 1 (August graduation), **October 1** (December graduation), & **February 1** (May graduation)

Evaluation

The Evaluation Committee consists of select full-time graduate faculty members in the Sport Hospitality Graduate Program. The committee members will independently appraise the portfolios submitted by each student. Using an evaluation form (Appendix B), committee members will assign a score of “pass” or “fail” to each of the individual aspects that comprise each component. Evaluation forms will be collected and tallied. Passing projects must receive an evaluation form with at least 85% of the individual aspects designated as “pass” from each committee member. If a student does not pass, they will receive feedback and one additional attempt to revise and resubmit within five (5) calendar days.

APPENDIX A – Personal Statement of Diversity Equity & Inclusion (DEI)

Many organizations, especially those in sport and entertainment, are being more intentional and systematic with their efforts to champion principles on diversity, equity, and inclusion. Included in these efforts are ensuring that those who join their team share their same vision and values. For this assignment, students will write a two-page Personal Statement of DEI. While many organizations outside of higher education do not require this type of written statement, they most certainly value the content of what the message holds. Furthermore, this is a great pre-interview prep to show your experience with and commitment to Diversity, Equity, and Inclusion. Students will do the following:

1. Students will identify a future employer. Ideally, you'll choose an organization that you hope to work for one day.
2. Research that organization and their stance on Diversity, Equity, and Inclusion. This is going to take a little work. If you come up short-handed (which most people will not), then you can use this as an argument that they should have a stance/policy/approach to DEI.
3. In addition to your research on that company, reflect on your position on Diversity, Equity, and Inclusion. I've included a really good resource to help with this step (Vanderbilt).
4. Draft a personal Diversity, Equity, and Inclusion Statement.

Your two-page paper should incorporate one or more of the following approaches:

- How will your experience contribute to the culture of DEI with that organization?
- How will/can you help the organization achieve their stated goals on DEI?
- How will you incorporate DEI into your role and department within that organization?

Note the following:

- Your paper must be two full pages in length (no less, no more).
- Times New Roman, Size 12 Font, Double-spaced
- This is YOUR statement. This is not a research paper or a cover letter. This is your personal statement on DEI and how it could benefit your future employer. The below Vanderbilt University resource will help walk you through this process.
 - It's catered towards those applying in Higher Education, but the format and points align nicely with this paper. I especially think the "Getting started" and "Adapting your statement for a job application" sections will be helpful.
 - <https://cft.vanderbilt.edu/guides-sub-pages/developing-and-writing-a-diversity-statement/>

APPENDIX B – Evaluation Committee Evaluation Form (Students do not complete/submit)

Student Name: _____ Student ID: _____

	Pass	Fail	Comment(s)
Title Page			
Table of Contents			
Section 1. Student Profile			
1.a – Updated Resume/CV			
1.b – Statement of Purpose			
1.c – Personal DEI Statement			
1.d – Cover Letter			
1.e – Thank You Letter			
1.f – Five (5) Year Plan			
Section 2. Industry Experiences – Each experience includes....			
2.a – Minimum of two industry experiences			
2.b – Organization Name			
2.c – Logo			
2.d – Website			
2.e – Mission/Vision Statements		N/A	
2.f – Detailed Description of Knowledge Acquired			
2.g – Detailed Description of Skills Acquired			
Section 3. Scholarship			
3.a – #1 Paper/Project w/ reflection			
3.b – #2 Paper/Project w/ reflection			
3.c – #3 Paper/Project w/ reflection			
Other – Minimum of fifteen (15) unique pictures included throughout portfolios (not including company logos in Section 2)			

*** In addition to the depth of the portfolio content, committee members will also consider grammatical accuracy, flow, and organization while assessing the above areas as “pass” or “fail”.

Comments on any specific areas for improvement:	
Comments on overall quality of the project:	

Based on my evaluation of the Capstone Project, I recommend that the student **PASS** or **FAIL** (circle one) the Capstone Project.

Committee Member Name: _____ Review Date: _____

Committee Member Signature: _____