

NSCA

COACHES

CONFERENCE 2023

JANUARY 4 – 6, 2023

Charlotte, NC & Online | 2.0 CEUs

#NSCACoaches23

CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.

Ryan Metzger

Background



2015 – 2019 -> Virginia Commonwealth University

Assistant Sports Performance Coach

- Intern Director



2022 – Present -> University of Tennessee

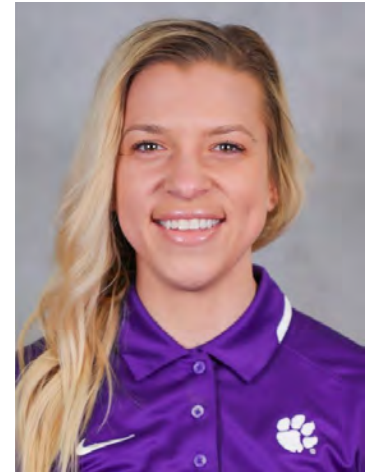
Assistant Director of Olympic Sports Performance

- Intern Director

2019 – 2022 -> Clemson University

Senior Assistant Strength and Conditioning Coach

- Intern Director



Objectives



Marketing your organization to potential interns



Logistics of running an internship program

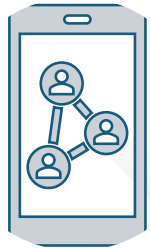


Educating young professionals

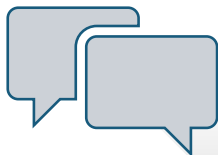
Marketing



Professional Organizations



Social Media



Word of Mouth

Marketing

Professional Organizations



FootballSCOOP

University of Tennessee Olympic Sports Performance Department is seeking highly motivated candidates to fill **Spring 2023 (January to May)** internship positions. Individuals will gain knowledge and experience in a Division I Collegiate Strength and Conditioning setting. Individuals will also have the opportunity to work with all the Olympic sports that train out of the Brenda Lawson Athletic Center as well as various satellite weight rooms.

Responsibilities: Include but not limited to set up breakdown of equipment, daily maintenance of facility, supervision and execution of training programs, utilization and troubleshooting of technology, completion of the Tennessee Olympic Sports Performance Internship curriculum.

Qualifications: Currently pursuing bachelors/masters in exercise science or related field, certified in CPR/First Aid, a strong desire to become a Collegiate Strength and Conditioning Coach and pursuing CSCCa-SCCC and/or NSCA-CSCS certification(s).

Compensation: This is a non-paid volunteer position. You will gain experience as well as the opportunity to learn and grow in a highly competitive Division 1 Power 5 setting in the field of Strength & Conditioning. It may fulfill course credit if necessary.

Applicants must submit a cover letter, resume, and professional reference list in ONE PDF document to **Tennessee Olympic Sports Performance – at tennesseeeintern@gmail.com**



Ryan Metzger, MS, CSCS, RSCC

Tips and Tricks to Running a Top-Notch Internship Program

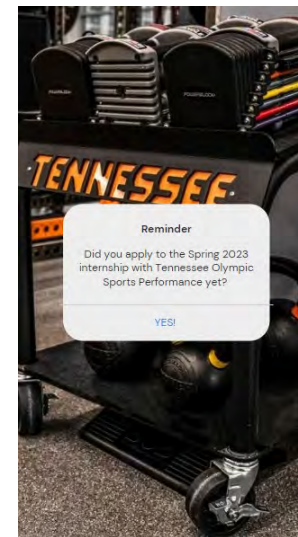


Marketing

Social Media

- Play to your audience
 - Utilizing social media can have a big impact on applicant pool (35%+)
 - Your own platform and/or the organization
- Post on all available social media platforms
- Post during high traffic times (Business account)
- Include all “necessary” information on main graphic
- Can supplement with information that makes your organization unique
- Utilize story graphics if using Instagram
- Graphics made on Canva

Canva



Marketing

Word of Mouth

- Introduce potential pool of candidates to interning within organization
- More personal outreach

Academics



- Social media component
- Potentially larger outreach
- More targeted approach

Testimoial
Video



Logistics



Interview Process



Organization Requirements



Arrival

Logistics

Interview Process

Review Resume

- Show desire to pursue Strength and Conditioning profession
- Previous internship experience
- Athletic experience



Contact References

- Positive personality traits of candidate
- Reactions to challenges
- Overall red / green flags

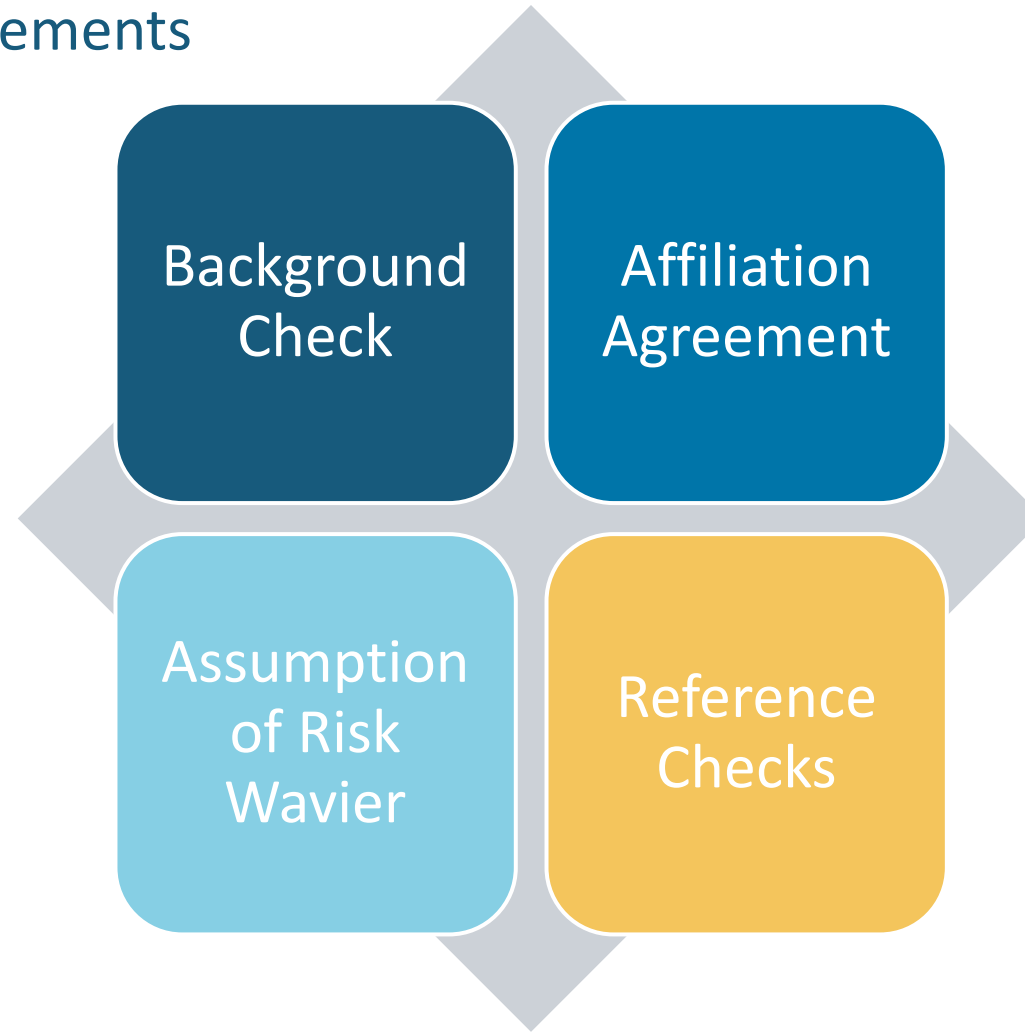


Conduct Interview

- General to specific
- Give information about your organization
- Questions from candidate

Logistics

Organization Requirements



Logistics

Before to Arrival

1

Financially Feasible

4

Staff Contact Sheet

Housing / Roommates

2

Communication Apps

5

3

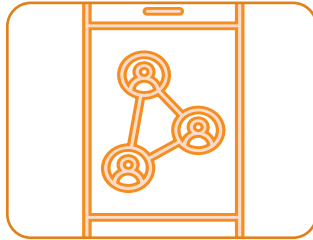
Expected Arrival Date

6

Incoming Team Zoom Session

Logistics

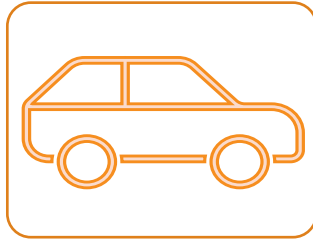
Before to Arrival



Social Media Introduction



Organization Gear



Parking Pass

Logistics

After Arrival

1

Meet Staff

4

Facility
Maintenance

Intern Policy
Manual

2

Introduction
to Curriculum

5

3

Facility Tour

6

Gear

Education



Building a Curriculum



Implementation of Education



Beyond the Basics

Education

Building a Curriculum



Define Your Organization's Philosophy

- Written principles of which your organization operates when training athletes
- Areas of expertise



Identify Umbrella Topics

- Energy System Development
- Technology



Break It Down

- Proper warm up sequences before lifting session
- Speed development progressions

Education

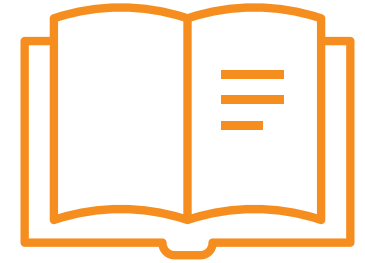
Implementation of Education

Have A Flow

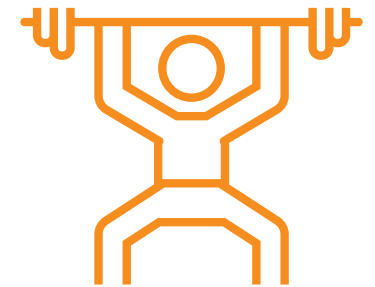
Plan Ahead

Daily vs. Weekly Outline

Reoccurring Assignments



Leadership
Readings



Training Logs

Education

Implementation of Education

*SEND OUT MID WEEK OF WEEK LISTED

VCU SPORTS PERFORMANCE INTERNSHIP - CURRICULUM				
MEETING DAY	TOPIC	SUB-TOPIC	READINGS & VIDEOS	ASSIGNMENT - DUE FOLLOWING MONDAY
WEEK 1 (1/14/19)	INTRODUCTION - SEND OUT MONDAY 1/14/19	INTERNING; VCU SPORTS PERFORMANCE	FEIT - HOW TO MAKE IT BIG PART 2; FEIT - HOW TO MAKE IT BIG PART 3; ELITE FTS - DON'T DO IT INTERNS; CAST IRON STRENGTH - HOW TO BE AN AWESOME INTERN; PETROSINO - INTERNS AND IMPACT PART 1; FEIT - BROKEN WINDOWS AND FIRST IMPRESSIONS; VCU - SPORTS PERFORMANCE PAGE	2 TAKE AWAYS FROM EACH INTERN ARTICLE AND HOW YOU CAN APPLY THEM TO THIS INTERNSHIP (DUE 1 WEEK AFTER OFFICIAL START DATE)
WEEK 2 (1/21/19)		WEIGHT ROOM ORIENTATION - OLYMPIC LIFTING; POWER LIFTING	PALMIERI - MEET THE CLEAN; BREAKING MUSCLE - LEARNING AND TRAINING THE SNATCH; POLIQUIN - TOP 5 BENEFITS OF OLYMPIC WEIGHTLIFTING; LIVESTRONG - BENEFITS OF POWERLIFTING; VIDEOS - CHAD VAUGHN - SNATCH; CLEAN AND JERK LEADERSHIP READINGS: CHAPTER 1-3 (LAW OF THE LID, LAW OF INFLUENCE, LAW OF PROCESS)	POWER POINT PRESENTATION ON SPORT TEAMS AT VCU AND COACHES (TEAMS ASSIGNED TO INTERNS) AND 1 ADMINISTRATOR; HIGHLIGHT THE MAIN POINTS OF THE LEADERSHIP READINGS AND HOW THEY APPLY; TRAINING LOGS DUE
WEEK 3 (1/28/19)		FMS	IARDELLA - EXPOSING IMPORTANCE OF FMS; GRAY COOK - MOVEMENT LEADERSHIP READINGS: CHAPTER 4-5 (LAW OF NAVIGATION, LAW OF E.F. HUTTON)	FMS QUIZ ONLINE; HIGHLIGHT MAIN POINTS OF LEADERSHIP READING AND HOW THEY APPLY; TRAINING LOGS DUE
WEEK 4 (2/4/19)		WARM-UPS	ROBERTSON - MOBILITY - STABILITY CONTINUUM; BERNHARDT - THE REAL REASON YOU SHOULD WARM UP; CRESSEY - 6 CHARACTERISTICS OF A GOOD DYNAMIC WARM UP LEADERSHIP READINGS: CHAPTER 6-7 (LAW OF SOLID GROUND; LAW OF RESPECT)	DESIGN A WARM UP THAT IS SPECIFIC TO A LIFTING SESSION AND TO A CONDITIONING SESSION FOR SPORT OF YOUR CHOICE; HIGHLIGHT THE MAIN POINTS IN THE LEADERSHIP READINGS AND HOW THEY APPLY; TRAINING LOGS DUE
WEEK 5 (2/11/19)		RESISTANCE TRAINING	PATTERSON - STRENGTH 101 PART 1; PART 2; FISHER - VOLUME TRAINING FOR STRENGTH AND SIZE; HARGROVE - SAID PRINCIPLE; KONIOS - UTILIZING PRILEPIN'S CHART LEADERSHIP READINGS: CHAPTER 8-9 (LAW OF INTUITION; LAW OF MAGNETISM)	DESIGN A RESISTANCE TRAINING WORKOUT THAT FOCUSES ON ACHIEVING EACH STRENGTH QUALITY (ENDURANCE; HYPERTROPHY; STRENGTH; POWER); HIGHLIGHT THE MAIN POINTS IN THE LEADERSHIP READINGS AND HOW THEY APPLY; TRAINING LOGS DUE
WEEK 6 (2/18/19)		FLEX WEEK	LEADERSHIP READINGS: CHAPTER 10-11 (LAW OF CONNECTION; LAW OF THE INNER CIRCLE)	TRAINING LOGS DUE

Clemson Olympic Sports Strength and Conditioning Internship				
UNIT FOCUS: OPERATIONAL	WEEK OBJECTIVES	STAFF AND INTERN INTRODUCTIONS, INITIAL INTERN MEETING WITH STAFF, GO OVER INTERN POLICY MANUAL (SIGN CONTRACT), INTRODUCTION TO CLEANING, TOUR OF JERVEY, GOAL SETTING ASSIGNMENT, HOW TO SET UP FOR LIFTS/CONDITIONING, INTRODUCTION TO TECHNOLOGY, INTRODUCTION TO ATHLETE TRACKING/REPORTING, LEADERSHIP READINGS, INTRODUCTION TO GROUND ZERO, INTRODUCTION TO COACHING CERTIFICATION "MAIN 6 LIFTS", INTERN PICTURE DAY, PARKING PASSES, BEGIN PERSONAL TRAINING LOGS, CHOP WOOD CARRY WATER CHAPTERS, POWER POINT ON ROUTINE/TIME MANAGEMENT, COMMUNICATION ACTIVITY, INTRODUCTION TO SUMMER LONG PROJECT		
DAY OF WEEK		DAILY OBJECTIVE	ASSIGNMENT	COACH LEAD
	TRAINING LOGS (DUE FOLLOWING MONDAY BY SPM)	STAFF AND INTERN INTRODUCTIONS INITIAL INTERN MEETING	NONE	STAFF
		REVIEW INTERN POLICY MANUAL	SIGN CONTRACT; EMERGENCY CONTACT; REPORT SCHEDULE	STAFF
		INTRODUCTION TO CLEANING TOUR OF JERVEY	NONE	BILLY / GRADUATE ASSISTANTS METZ
1		GOAL SETTING ASSIGNMENT (DUE WEEK 2 DAY 1)	2 GOALS - WHAT YOU WOULD LIKE TO ACCOMPLISH DURING INTERNSHIP; 1 GOAL - WHAT YOU WOULD LIKE TO CONTRIBUTE DURING THIS INTERNSHIP; WHAT WOULD YOU LIKE TO DO AFTER COMPLETING YOUR INTERNSHIP AT CLEMSON	METZ
		HOW TO -> SET UP FOR LIFTS AND CONDITIONING	NONE	GRADUATE ASSISTANTS
		INTRODUCTION TO TECHNOLOGY	1080 MOTION FREE LAP MUSCLE LAB	GRADUATE ASSISTANTS
		INTRODUCTION TO ATHLETE	COACH ME PLUS -> DATA INPUT MAKING THE MOST OF YOUR INTERNSHIP	GRADUATE ASSISTANTS
2		ASSIGN LEADERSHIP READINGS	BROKEN WINDOWS AND FIRST IMPRESSIONS GROW YOUR MINDSET -> FIXED VS GROWTH	METZ
3		INTRODUCTION TO TECHNOLOGY	HOGGAN SCIENTIFIC VALD HAWKIN DYNAMICS	GRADUATE ASSISTANTS
4		INTRODUCTION TO GROUND ZERO PROGRAM INTRODUCTION OF COACHING CERTIFICATION -> "MAIN 6 LIFTS" INTERN PICTURE DAY -> SOCIAL	STRENGTH MANUAL READING SECTION 1 STRENGTH MANUAL READING SECTION 2	METZ METZ
5	REVIEW OF WEEK: TECHNOLOGY CLEANING	NONE	GRADUATE ASSISTANTS	
			AS NEEDED	STAFF

CSCS PREP/ACTIVITY/POWER POINT: PP ON ROUTINE AND HABITS; COMMUNICATION ACTIVITY



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Tips and Tricks to Running a Top-Notch Internship Program



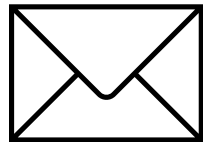
Education

Beyond the Basics



Contact Information

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