

Career Services Committee – 2024

Committee:

Fritz Middleton – Western Chapter/Northern Chapter
Logan Simmonds- Western Chapter
Ward Sutton – Western Chapter
Josh Richter – Northern Chapter
Ken Johnston – Eastern Chapter
Chris Zito – Eastern Chapter

MI PGA committee consultants

Todd Smith – MI Career Consultant
Jeff Van Putten – MI recruiting specialist
Diane Lazaros – MI Membership Services Administrator

Our committee met on January 16 to plan our 2024 objectives:

Key Initiatives:

Intern best practices manual for MI facilities to attract PGM interns, specifically FSU. Josh Richter is creating document using Boyne Resorts best practices and S.U.P.P.O.R.T document provided by Todd through Florida Gulf Coast – rough draft below

Bring back Assistants Association – Less formal and more for networking and mentor opportunities

Mentorship to include:

Creation of MI apprentice orientation-modeling NCPGA program presented by Ward Sutton
Monitoring progress toward membership for all registered apprentices

Focus on DII, DIII, NAIA and Jr College events to recruit talent to our industry – Jeff Van Putten to head recruiting initiatives.

Targeted communication to all new course owners in MI since 2020 – benefits of PGA

Hiring and Coaching Interns Best Practices

-On a yearly basis Boyne Resorts work with five PGA PGM University program directors, that we have relationships with, to be sure we have the most up to date information on hand for the students to review in helping them make decisions on where to interview or seek employment.

-Boyne Resorts attends interview job fairs at Ferris State University each fall to interview as many candidates as possible for the following season as well as for the future.

-Attending the interview fairs is also another great opportunity to see your previous interns as well to help with recruitment. Their past experiences and word of mouth can greatly impact the amount of interest that you receive from the underclassmen.

-During these interviews Boyne Resorts inform them on what their day/season will look like. From how much time they will spend behind the counter, to tournament ops, to merchandising the golf shop. We want to paint a picture of all the opportunities they will have to learn and grow, being on our team.

Schedule regular intern meetings

Best Practice: Block a 20 minute weekly meeting to provide job performance feedback and answer questions.

-During their employment we have monthly “check-in’s”. Through trial and error, we have found that the monthly check in works best for the intern, and they get the most out of that timeframe. We do this to help them stay on track throughout their time with us. Regarding playing golf, practicing, book work and any other requirements they have during their time with us. This is more of an accountability checkup, to see if we can be doing anything more to help them with their experience.

-Once the interns have left to go back to school, we follow up with them and encourage them to recruit underclassmen. Word of mouth goes a long way, and this has been successful for us.

Understand the PGA Golf Management Program curriculum

Best Practice: Read and familiarize yourself with the PGA Portfolio Activities. At the start of the internship, meet with your intern to devise a plan to incorporate the activities into your intern’s experience. The successful completion of required portfolio activities accounts for approximately 1/3 of your intern’s final internship course grade.



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Publicize and welcome your intern

Best Practices: Announce your intern's arrival in your membership newsletter. Provide your intern a name badge that includes "FGCU PGM Intern" if possible. Introduce your intern to all staff members, including department heads.

Promote personal and career development

Best Practice: Counsel your intern on career goals and direction. Help your intern with networking strategies, resume preparation, and interviewing skills. Support your intern's efforts to pass the PGA Playing Ability Test.

-Most of these students have some experience of the golf industry. Whether it is working for a golf course, or at least playing golf. With that being said, we don't employ interns to work as bag staff. Yes, there are times where they may help on the bag drop. But we don't hire interns to work the drop.

Ownership

Best Practice: Challenge your intern to improve an area of the operation. Place your intern in charge of club repair, special orders, rewriting policies and procedures, social media updates etc.

-At the end of the day, we want them to get the absolute most out of their time with us. It is our job to get them ready to be the best team member possible for their next job. It is 100% our belief that from all the time that we invest in our interns, that is the reason why we are so successful in retaining and hiring previous interns as future PGA golf professionals.

-Before the intern leaves our facility to head back to school, we sit down and do an end of season review with them. This covers how we feel they performed, how they feel they performed and then they provide feedback to us on how we did for them. Did we give them opportunities to grow and did we follow through on our promises.

Role variety

Best Practice: Place your intern in a variety of roles during the internship-starter, ranger, merchandise assistant, tournament administrator etc. Your intern will quickly lose energy, motivation and passion for the business if relegated to one task or dimension of the operation everyday. Your intern is excited to learn as much as he or she can about your golf operation!

-Throughout the summer we have weekly deliveries from our internal distribution center. The interns play a pivotal role in merchandising the golf shop and rotating merchandise on a bi-weekly basis. This keeps the shop fresh and looking full.

Training

"Osmosis" will not motivate or allow your intern to feel prepared to succeed.

Best Practices:

- Provide your facility's policy and procedure manual to your intern prior to the start of the internship.
- Personally spend time working side-by-side with your intern and providing feedback during the first week of employment.
- If you employ several interns, coordinate formalized education sessions conducted by staff members and local industry experts-Director of Instruction, Outside Services Director, Superintendent, HR Director, Titleist Sales Rep etc.

-We employ interns to help cultivate them into young golf professionals. A big part of what they get out of their time with us, is how hungry they are to grow. We provide them with all the tools to learn as much in 3 months as possible. Upon completion of their initial two week on boarding training of how to use our operating systems, we shift their focus to work closely with our golf professionals on our weekly member events. They help with registration, tournament set up in golf genius and day of execution. This gives them the opportunity to run smaller events from start to finish.

-Once they are comfortable with the tournament ops, we give them more opportunity with our major events (Member/Guest and Club Championships) They have daily jobs that rotate between interns and professionals, ranging from staging the golf car fleet, to marking the golf course, to being an on-course ambassador to help ensure proper pace of play.