

TO: University of Michigan Sport Management Underclassmen
FROM: Ian Sheets, Former Elite Football Network Intern
SUBJECT: Elite Football Network Internship Opportunity
DATE: September 25th, 2020



Purpose

The purpose of this report is to inform you about the opportunities that Elite Football Network offers to undergraduate University of Michigan students and how it can positively affect your professional development.

The information of this report comes from my personal experience with Elite Football Network and the extensive company knowledge that I acquired while I was an intern.

What is Elite Football Network?

Scouting Service and Media Company

Elite Football Network (EFN) is a national media company and NCAA approved scouting service that covers high school football scores and recruiting. Elite Football Network is most known for their database array that currently covers the main football recruiting centers in the United States. There has been massive growth recently within the company to expand to more states.

Structure of Elite Football Network

Elite Football Network's structure is organized by the Founder and CEO, George Yarberry. Yarberry covers a variety of positions within the organization including overseeing the interns. Throughout the year, EFN has anywhere from 4-10 interns at one time. These interns are majority University of Michigan students that have a passion to work in the sports industry. The interns provide most of the day-to-day operations that occur within the company. While Yarberry handles the big picture ideas and the final product, the interns provide him and the other few employees with the data and information needed to make the decisions for the company.

Goal of Elite Football Network

The main goal for Elite Football Network is to connect high school football players with opportunities to play at the collegiate level. This process is monetized via the high-quality and in-depth databases of each state that is a part of the network. The databases include a full scouting report of each player that is reviewed by the coaching staff associated with Elite Football Network.

In addition to the databases, Elite Football Network puts on a national camp circuit in the United States to place athletes in positions to be successful in front of collegiate scouts. These camps produce some monetary value to the company and allow for more exposure of the media side of the business.

The media aspect of the company is being grown substantially. There is a push for more content from the staff and interns in order to maximize the exposure of the Network. This process yields for a multitude of expansion opportunities for young aspiring journalists to shine a light on an under appreciated athlete. This creates a greater moral goal for the Network as it constantly grows over the next months.

Internship Responsibilities and Application Process

Application and Dates to Apply

The application process for Elite Football Network's Internship Program is simple. It starts with an email to the internship supervisor, George Yarberry (email: gyarberry32@gmail.com), with a detailed cover letter and resume. Yarberry will then call you for an over the phone interview.

The Internship Program at Elite Football Network is constantly looking for new interns. There are positions all year round that can be for a variety of lengths. All of the intern positions are remote based, which allows for flexibility from both the supervisor and the intern to create a fluid schedule.

Responsibilities of Interns

The Internship Program covers many different aspects of the sport industry. Assignments include but are not limited to; product development, event planning, data entry and analytics, market research and promotion, social media management, and player identification. In addition to the weekly assignments, interns must maintain a clear line of communication between themselves and George Yarberry to ensure that their work is being completed well and on time. A typical week for an intern within the program consists of 5-15 hours of work depending on the time frame of the individual intern.

Candidate Requirements

To be considered for an internship position with Elite Football Network, you must be willing to work for college-credit. Skills include, but are not limited to: a passion for sports, excellent writing ability, self-starter, organizational behaviors, creative problem solving, outgoing personality, and innovative thinker. Interns must also be familiar with the Google Drive assets and any previous experience with Adobe/Microsoft Suite is a plus.

Examples of Weekly Assignments

Specific examples of the assignments that you may be covering as an intern include:

- Reaching out to local high school football programs for in-person visits to gain a deeper understanding of talent in the area.



Elite Football Network is NCAA recognized scouting service and national media company centered around high school football recruiting and scores.

The internship program covers a variety of topics in the sports industry including product development, event planning, data analytics, market research, social media management, and player identification.

Interns work directly with the Founder and CEO of EFN, George Yarberry. This produces a tremendous amount of professional development and Yarberry puts his interns in a strong foundation for the rest of their career.

Applications are rolling throughout the year. Internship lengths are constantly changing around YOUR schedule. Reach out to gyarberry32@gmail.com for more information.

- Interviewing players to add additional content to a Featured Player Article or Team Preview, which are two extremely common writing assignments.
- Studying local recruiting classes to see trends in industry and how Elite Football Network can further expand on their research and data analytics.

Why Intern at Elite Football Network?

Professional Development Opportunities

Elite Football Network allows students to gain industry knowledge and experience from the comfort of their own home. With work that has a real impact on the growth of the Network, this experience provides great opportunities for success with minimal failure possible. The supportive nature of the position grows an intern throughout their time with Elite Football Network to reach a point of confident sports journalism, data entry, and interpersonal skills. There is constant communication occurring between the interns and the supervisor, George Yarberry. This is on top of any extra communication that takes place between high school programs or players and the interns. The professional communication gives interns a great area to expand their knowledge and professional development.

Use of College Credit

With the Intern Program being fulfilled by college credit, this allows students to get ahead of the graduation requirement of 6 internship credits for the Sport Management department at the University of Michigan. After completion of a 3-credit internship with Elite Football Network, students at Michigan will only need to complete one more 3-credit internship in order to fulfill the SM 403 requirement.

Post-Internship Support

The Internship Supervisor, George Yarberry, is extremely clear with his passion to see his interns be successful after their internship. He will connect you with potential employers down the line and he is always there for a reference. In addition, he will provide a detailed Letter of

Recommendation at the end of the internship and he supports his Interns needs even after they work for Elite Football Network.

Conclusion

The Intern Program at Elite Football Network is the perfect internship for any University of Michigan students who are looking to take the first step in their professional career path. Elite Football Network is a national media company that connects interns with the opportunities to be successful. The program yields experiences that are unmatched in the sport industry today. From assignments in player identification to data analytics to marketing, the position is constantly changing and allowing for interns to explore their personal interests. The application process is easy and only consists of a resume, cover letter, and a quick phone interview with the supervisor, George Yarberry. The remote nature of business allows interns to learn the “ins and outs” of professional communication today. Each intern is assigned weekly assignments that cover all of the topics that were previously stated. The Internship Program can be used for college credit which fulfills half of the SM 403 graduation requirement for the Sport Management Program at the University of Michigan. After the internship, Elite Football Network continues to be a resource for post-interns to further their career through connections that Elite Football Network has to the industry. Elite Football Network truly has the balance of work to fully prepare their interns for the next steps in whichever career they decide.

If there are any questions or you want to reachout to apply the contact information is as follows:

George Yarberry

Founder, CEO and Internship Supervisor

gyarberry32@gmail.com