

# WHERE TO

A resource dedicated to student-athletes and their Life after Notre Dame.



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## A SPECIAL INTERNSHIP - MY SUMMER WITH PROJECT LAND

By Peyton Carter



I'm fresh off my internship helping Project LAND raise awareness about the resources it offers former student-athletes and managers launching a life after sports. We promoted career services that provide the tools and sharpen the skills necessary to pursue internships and jobs. LAND led by example in allowing me, a former student-athlete, the opportunity to soak in aspects of marketing, business operations, relationship management, and more, and set me up for my current graduate studies - and future career - in sports management.

Increasing my knowledge of the multifaceted world that is American sports will in turn serve me well in my latest internship in the Athletics Department Compliance Office at Florida State University. This team ensures rules are adhered to and eligibility standards met, while delving into the complexities of Name, Image, and Likeness, for which the rule book is still being written.

### APPLY YOUR STRENGTHS

When preparing former student-athletes for an internship, LAND advises them to apply their particular strengths to the position. I am, by nature, an observational person and so anytime I go into something new, I watch, listen, and learn.

I actually applied these techniques before starting at LAND, as I listened to my dad on the phone with the office in his role as president and CEO. He conducts business at the kitchen table of our small townhouse, and in between his corny jokes, I couldn't help but hear him offer sage advice and apply his business acumen to developing LAND partnerships and programs.

Once I started interning at LAND, these conversations came to life immediately, as I saw the team put on their many hats - typical for a start-up. Topics ranging from philanthropy to social media allowed me to take something valuable from each encounter and employee.

It occurred to me that college sports prepare you for an environment like this. You're doing many different things at once - going to class, practice, and rehab, for those of us who have sustained injuries. Athletes learn to focus, multitask, manage time, and stay organized, which translates well to work.

### APPLY YOUR POWERS



I started to develop these habits at a young age: 6. My parents got me into golf, I loved it and played all the way through high school. Basketball came a bit later when I was in second grade. Playing these two sports concurrently is unusual, I admit, but doing so brought me benefits.

Nothing teaches you to have a short memory like golf does. In basketball, if you make a mistake, you can get subbed out (and go over and over what just happened in your head). But if you hit a golf ball into the water, nobody comes in to replace you. So, you learn to erase the memory of the mistake, otherwise it's a long, four-hour walk dwelling on how you messed up.

Basketball helped me learn how to use my body better. I built my physical strength through weightlifting and improved my athleticism. When I received a basketball scholarship to attend Davidson College, the sport that a high school friend convinced me to take up again after a three-year hiatus became my ticket to Division 1 play.

### APPLY FOR AN INTERNSHIP!

As my time at Davidson was ending, I looked into the future knowing one thing for certain: I wasn't going to play professional basketball. That was my decision before the knee injury that forced me to cheer on my teammates from the sidelines during senior year. Recuperating at home, I used my downtime to explore the possibility of graduate school and chose FSU.

Many of my teammates at the end of our last season were also asking, "what now?" just as thousands of others leaving colleges and universities across the U.S. do each year. Project LAND provides an answer, internship being an excellent one. The LAND team encourages businesses and organizations to consider bringing former student-athletes into their operation and will help make those connections. And those of you who are Notre Dame alumni know the caliber of intern you would be paying it forward to.

One of the projects I was given during my LAND internship that continues to resonate with me involved reviewing lists of former Notre Dame student-athletes who were in the Olympics. I recognized several names and was awed by what they had achieved. Another list detailed the many CEOs and other leaders who played for Notre Dame.

I'm not certain all of these individuals were interns, but surely some were. So, I say to both those considering whether to offer an internship or to pursue one - apply yourselves, and go for it!

**Peyton Carter** was born in Cincinnati, Ohio, where she lived with her family until the age of two. Her dad, Dr. Tom Carter, III (ND '95), was playing for the Bengals at the time. When he retired from football in 2001, the family moved to Northern Virginia before settling in Jacksonville, Florida. In high school, Peyton played golf and basketball and then attended Davidson College in North Carolina on a full scholarship. While an NCAA Division 1 basketball player, she obtained her bachelor's degree in political science and interned for the organizations Green and Prosperous and FeedNC. Peyton is currently a graduate student at Florida State University, studying sports management, and an intern for the Athletics Department Compliance Office.