

Future Goals™: Hockey Careers Beyond the Ice

Curriculum Guide

Course mission

Empower students to develop an understanding of valuable career skills such as critical thinking, problem solving, making responsible decisions, effective communication and teamwork while learning about mission critical careers that are part of an NHL Team.

Course description

Future Goals: Hockey Careers Beyond the Ice course teaches students fundamental career skills by challenging them to solve problems that are faced with people working on building and maintaining rink ice, supporting player performance, engaging fans and running the business side of an NHL Team. The course will introduce four key careers in each lesson that illustrate a lesser-known side to professional hockey and challenge students to think like the featured careers to effectively respond to challenging situations. There are four lessons that start during morning ice and work through the three periods of a regulation game.

Course overview

Topic	Description
Facility Operations	Students learn about the careers that play a critical role in the creation and maintenance of the rink's slab of ice while trying to solve an issue with ice quality before the game.
Player Performance	Students learn about careers that play a critical role in helping players perform at their highest level while addressing physical issues that players face during the first period of the game.
Fan Engagement	Students learn about fan engagement through game presentation, social media and journalism careers and attempt to increase fan engagement during the second period of the game.

Business Intelligence

Students learn about careers that help an NHL team thrive financially during the third period of the game by analyzing ticket sales, merchandising, player salaries and awards, and corporate sponsorship.

Course structure

Pre-survey	Facility Operations	Player Performance	Fan Engagement	Business Intelligence	Post-survey
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Each module is accompanied by offline lesson plans and there is a comprehensive discussion guide to use in the classroom.

Detailed course outline

Lesson 1: Facilities Operations

Students will gain an understanding of the ice operations team and how to make the best ice for puck drop.

Learning Objectives

Students will be able to...

- Define the roles and responsibilities of the Ice Operations team of an NHL Club.
- Diagnose and identify solutions for quality-related issues by using problem-solving skills.
- Analyze solutions for effectiveness and timeliness.

Activity topic	Activity description
The Problem	The lesson opens with players pointing out that the ice during morning skate is not the highest quality and students are challenged to find out how to fix it.
Facility Operations	Students meet the Ice Operations Manager and learn how ice slabs are made and review the cooling mechanisms for the concrete slab.
HVAC Technician	Students meet an HVAC Technician and learn how air temperature and humidity must be balanced to ensure the ice is high quality and fans are comfortable.
Sustainability Manager	Students meet the Manager of Sustainability to learn about how water quality impacts ice formation and their efforts to reduce energy consumption.

Activity topic	Activity description
Ice Technician	Students meet an Ice Technician who explains how resurfacing the ice works and how this contributes to high quality ice.
The Solution	Students are tasked with putting their newly learned knowledge about ice formation and maintenance into practice to improve the quality of ice before the upcoming game.

Lesson 2: Player Performance

Students are introduced to the support team that ensures players can perform at their best.

Learning Objectives

Students will be able to...

- Define the roles and responsibilities of the sports medicine and Player Performance staff of an NHL team.
- Identify common health issues that players may face and propose appropriate interventions.
- Demonstrate effective problem-solving skills in addressing player health concerns in collaboration with sports medicine staff.

Activity topic	Activity description
The Problems	Students are near the bench as players come off the ice dealing with lace bite, sluggish performance and a puck to the shoulder. Students are challenged with helping to get each player back on the ice as soon as possible.
Athletic Trainer	Students meet the Athletic Trainer and learn how she supports players with medical evaluations and rehabilitation interventions.
Strength and Conditioning Coach	Students meet the Strength and Conditioning Coach and learn how he trains and strengthens players and analyzes performance data for continual improvement.
Nutritionist	Students meet the Nutritionist and learn how she supports the nutritional needs of each player, customize meal plans and support performance during games.
Equipment Manager	Students meet the Equipment Manager and learn how he supports players by customizing pads and skates to meet players' needs.

Activity topic	Activity description
The Solution	As each player comes off the ice with an issue affecting their performance, students must determine who to seek for help and then go through a troubleshooting protocol to address each problem.

Lesson 3: Fan Engagement

Students will learn how to create the best-in-class fan experience by collaborating with the marketing manager, social media manager, game presentation director and team journalist.

Learning Objectives

Students will be able to...

- Define the roles and responsibilities of the marketing department of an NHL team including social media, game presentation and team journalist.
- Analyze social media feeds to identify trends and fan engagement metrics.
- Evaluate the impact of broadcast and social media strategies on the overall fan experience and recommend improvements.

Activity topic	Activity description
The Problem	The lesson begins with a parachute drop of hats as a promotional exercise. Students are challenged to find out why this happened and how it impacts fan engagement.
Marketing Manager	Students meet the Marketing Manager and analyze audience demographics, learn about segmentation and make predictions about effective marketing campaigns.
Social Media Manager	Students meet the Social Media Manager and learn about fan profiles and how social media activity can indicate fan opinions through sentiment analysis. Students analyze data and determine the best content to post during the second period of the game.
Game Presentation Director	Students meet the Game Presentation Director and learn how to manage media shown during games. Students are challenged with running the videoboard content while responding to what is happening in the game.
Team Journalist	Students meet the Team Journalist and learn how she recaps games and quickly publishes articles after games. Students are tasked with aligning webpage content to support this game's recap.

Activity topic	Activity description
Puck Shot	As part of fan engagement by the marketing department, students are put on the ice to shoot a puck during the second intermission!

Lesson 4: Business Intelligence

Students will learn about the economics of running an NHL Club and analyze how ticket sales, player salaries, and merchandise sales can all be responsive to the team's record.

Learning Objectives

Students will be able to...

- Define the roles and responsibilities of the business leadership team of an NHL Club including accounting, business intelligence and corporate sponsorship.
- Analyze financial data through business intelligence to understand the economic health of the NHL team.
- Evaluate the impact of business strategy decisions on the financial health of the NHL team.

Activity topic	Activity description
The Problem	Students learn that an NHL Club is a business that must be managed effectively paying attention to income and expenses.
Senior Accountant	Students meet the Senior Accountant of the team and learn how player salaries are determined. Students are challenged to recruit new players that meet the team's needs for performance and finances.
Director of Ticket Operations	Students meet the Director of Ticket Operations and learn about dynamic and variable ticket pricing. Students are challenged with pricing tickets for several games based on supply and demand.
Business Strategy and Analytics	Students meet the Vice President of Business Strategy and Analytics and analyze data on merchandise and concession sales to adjust actions and increase sales.
Director of Corporate Sponsorships	Students meet the Director of Corporate Sponsorships and determine what businesses to target for aligned sponsorship opportunities.
The Solution	Student actions with each career ensure a financially solvent NHL Club.