

## Content Outline

# Future Goals™: Hockey Careers Beyond the Ice

### Lesson 1: Facilities Operations

**Description** Students learn about the careers that play a critical role in the creation and maintenance of the rink slab of ice while trying to solve an issue with ice quality before the game.

- Topics**
- The lesson opens with a challenge to help the Facilities Operations team determine what is wrong with the ice.
  - Investigate how ice slabs are made and review the cooling mechanisms for the concrete slab with the Operations Manager.
  - Learn how air temperature and humidity must be balanced to ensure the ice is high quality and fans are comfortable with the HVAC Technician.
  - Investigate how water quality impacts ice formation and the efforts teams are using to reduce energy consumption with the Sustainability Manager.
  - Explore how resurfacing the ice works and how this contributes to high quality ice with the Ice Technician.
  - Make suggestions on how best to improve the ice based on knowledge gained.

- Learning Objectives**
- 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.

### Lesson 2: Player Performance

**Description** 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.



<b>Topics</b>	<ul style="list-style-type: none"> <li>• During the first period of the game, students are faced with helping players experiencing lace bite, sluggishness and a puck to the shoulder.</li> <li>• Engage with the Athletic Trainer to learn how she supports players with medical evaluations and rehabilitation interventions.</li> <li>• Help the Strength and Conditioning Coach analyze player performance data and make suggestions for continual improvement.</li> <li>• Support the nutritional needs of each player, by aiding the team Nutritionist to customize meal plans and support performance during games.</li> <li>• Troubleshoot safety improvements by working with the Equipment Manager to customize player pads and skates to meet their needs.</li> <li>• Evaluate which support team member can best help each hockey player as they come off the ice with different issues</li> </ul>
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Define the roles and responsibilities of the sports medicine and Player Performance staff of an NHL Team.</li> <li>• Identify common health issues that players may face and propose appropriate interventions.</li> <li>• Demonstrate effective problem-solving skills in addressing player health concerns in collaboration with sports medicine staff.</li> </ul>

### Lesson 3: Fan Engagement

<b>Description</b>	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.
<b>Topics</b>	<ul style="list-style-type: none"> <li>• Fan engagement is defined, and students are tasked with determining how best to engage fans throughout the lesson.</li> <li>• Analyze audience demographics, learn about segmentation, and make predictions about effective marketing campaigns while working with the Marketing Manager.</li> <li>• Explore how social media activity can indicate fan opinions through sentiment analysis with the Social Media Manager.</li> <li>• Analyze audience reaction data and determine the best social media content to post during the second period of the game.</li> <li>• Meet the Game Presentation Director and learn how to manage media shown during games.</li> <li>• Evaluate videoboard content and decide what to present while responding to what is happening in the game.</li> <li>• Align webpage content to support the Team Journalist's article recap of the hockey game.</li> <li>• Shoot a puck and try to score during the second intermission as part of a fan engagement marketing campaign.</li> </ul>

<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Define the roles and responsibilities of the marketing department of an NHL Team including social media, game presentation and team journalist.</li> <li>• Analyze social media feeds to identify trends and fan engagement metrics.</li> <li>• Evaluate the impact of broadcast and social media strategies on the overall fan experience and recommend improvements.</li> </ul>
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## Lesson 4: Business Intelligence

<b>Description</b>	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.
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<b>Topics</b>	<ul style="list-style-type: none"> <li>• An NHL Team is a business that must be managed effectively by paying attention to income and expenses.</li> <li>• Learn how player salaries are determined with the Senior Accountant.</li> <li>• Recruit new players that meet the team's needs for performance and finances.</li> <li>• Explore dynamic and variable ticket pricing with the Director of Ticket Operations.</li> <li>• Evaluate and choose the best pricing level for tickets for several games based on supply and demand.</li> <li>• Analyze data on merchandise and concession sales to adjust actions and increase sales while working with the Vice President of Business Strategy and Analytics.</li> <li>• Determine the best businesses to target aligned sponsorship opportunities while working with the Director of Corporate Sponsorships.</li> </ul>
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<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• Define the roles and responsibilities of the business leadership team of an NHL Club including accounting, business intelligence and corporate sponsorship.</li> <li>• Analyze financial data through business intelligence to understand the economic health of the NHL Team.</li> <li>• Evaluate the impact of business strategy decisions on the financial health of the NHL Team.</li> </ul>
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