

Careers in the NFL

Field Trip/Video Conferencing Program



"Field Trip/Video Conferencing" Experience Outline:

10 minutes – Welcome/Mission/Vision/Values

30 minutes – Discussion/Videos on Careers in the NFL

10 minutes – Question and Answers

Instructions:

Please use the following lesson to help prepare your students for a more meaningful and interactive educational experience.



Subject: Family and Consumer Sciences and Technology

Lesson Title: Careers in the NFL

Goals/Objectives:

- Students will:
 - Identify careers in the NFL and careers at the Pro Football Hall of Fame
 - Demonstrate the education needed how to position themselves for these careers.
 - Conduct an exploratory interview to get an insider's view of a career in football.
 - Investigate career opportunities that reflect their interests, abilities, and personality.
 - Utilize various sources of career information.
 - Get a behind the scenes look at careers with the San Francisco 49ers by viewing.

National Standards Met:

- **Family and Consumer Sciences:** 1-Career, Community, and Family Connections
- **Technology:** Basic Operations and Concepts; Technology Communication Tools; Technology Research Tools

Methods/Procedures:

Prior to Program

- Have students complete the following activities (pages 5-10):
 - Careers in the NFL from A to Z
 - Football Careers Scramble
 - Football Careers Matching
- Discuss with students additional NFL related careers
- Have students conduct more in-depth research on careers identified.
- Have students compile a list of questions to be asked during the Careers in the NFL program

During the Program

- Students will learn about the Mission/Vision/Values of the Pro Football Hall of Fame.
- Students will discuss the wide variety of careers in and around the NFL.
- Instructions for the Teacher:
 - Have students complete the "Careers in the NFL Summary Sheet" (pages 11-12). Students will be able to use this information during their post-program activity.
 - For students on a field trip to the Pro Football Hall of Fame have them:



- View the “Careers in the NFL” presentation, presented by the Hall of Fame’s Youth and Education Staff
- Complete the “Executive” Questionnaire booklet

After the Program

- Discuss with students the probability of becoming an NFL football player. According to the National Collegiate Athletic Association (NCAA.org): *Only 0.02% of the high school football players will make an NFL roster.*
<http://www.ncaa.org/about/resources/research/estimated-probability-competing-professional-athletics>
- Discuss with students the following statistics related to an NFL players careers according to NFLPlayers.com:
 - *The average career length for a player who makes a club’s opening-day roster (active/inactive roster or injured reserve) in his rookie season is 6.0 years. There are some exceptional players who have long careers that extend over 12 seasons. Players leave because of injury, self-induced retirement, or being cut by the team.*
 - *The importance of NFL players’ preparation for a second career: Football players make more money than most people, but they’re only making it for an average of 3 ½ years. Most players must invest their money and make plans for another career. A 30-year-old man is considered old in football but he is young in life so it important to be prepared.*
<https://www.statista.com/statistics/240102/average-player-career-length-in-the-national-football-league/>
 - *Players with degrees earn 20 to 30 percent more than players who don’t have degrees. Their career lasts about 50 percent longer. The theory is that players with a degree have stronger careers is that players who show the intelligence, concentration, and mental discipline to complete a degree show these qualities on the field more. Doing well in school from an early age also helps players develop the concentration they will need to memorize plays and avoid eligibility problems in high school and college.*
<http://www.livestrong.com/article/15527-long-average-career-nfl-player/>
- Discuss with the students that resources are available to help players transition to a second career or to further their education: *Former NFL Commissioner Paul Tagliabue created the Player Development Program in 1991 to help players prepare for life after football. The NFL Player Development (department) is a resource that offers assistance that is divided into four areas: continuing education, financial education, career development, and player assistance services.*
- Have students review the website:
<http://footballjobs.teamworkonline.com/teamwork/jobs/default.cfm> to learn about the variety of position openings available in the NFL. Tell them to take notes from



this site to learn more what education background, skills, and tools are needed to obtain one of these highly sought-after positions.

- Students can learn more about Sport Management and can view the colleges/universities around the globe that offer this as an undergraduate, graduate or doctoral, have students review the website: <https://www.cosmaweb.org/list-of-accredited-programs.html>.
- Invite people to class who are in or retired from careers related to football (i.e. sportswriter, radio or TV broadcaster, coach, advertising agency, artist, player, retailer, sports statistician, referee, etc). Brainstorm a list of questions to ask including how they began their careers, what training, education, and qualifications they needed, and any personal interest stories.
- In pairs or small groups, have students choose one of the careers they have learned about and write a one page narrative of a typical workday during the season for that career.
- Have students complete the "Career Future" activity (pages 13-14). This will allow the students to choose and further explore a particular career that interests them. Students can use some of the websites provided to assist with their research.
- Have students interview a person (in person or via telephone/email) who works in the area the students have chosen.
- Have each student develop a résumé that could be used to apply for the career in which he/she is interested in the "Career Future" activity (pages 13-14).
- Have each student create a collage to illustrate the career in which he/she is interested in the "Career Future" activity (pages 13-14). Make a class scrapbook of dream careers.

Materials:

- Career worksheets (pages 5-14)
- Internet access to career/job/vocation/college sites such as:
 - <http://www.nfl.com/careers/about>
 - <http://footballjobs.teamworkonline.com/teamwork/jobs/default.cfm>
 - <https://www.cosmaweb.org/list-of-accredited-programs.html>
 - www.bls.gov/

Assessment:

- Students will be assessed on performance and accuracy of responses



Careers in the NFL from A to Z

There are hundreds of careers related to the NFL. See if you can think of one career for each letter in the alphabet.

A _____

O _____

B _____

P _____

C _____

Q _____

D _____

R _____

E _____

S _____

F _____

T _____

G _____

U _____

H _____

V _____

I _____

W _____

J _____

X _____

K _____

Y _____

L _____

Z _____

M _____

What additional jobs can you think of related to the sport of football?

N _____



NFL Careers Scramble

Unscramble the following NFL related careers

1. EHAD HACCO _____

2. UNTAOCCANT _____

3. NRLSJTUOIA _____

4. ROPAHOPGHTER _____

5. HCATRCIET _____

6. NOWRE _____

7. TENARIR _____

8. CTSUO _____

9. CINTSAATISTI _____

10. GERNIENE _____

11. NEMPIQTUE GNAMARE _____

12. EFREREE _____

13. BICPUL NATRELIOS _____

14. RECNUONNA _____

15. ENTAG _____



NFL Careers Matching

The following job titles and descriptions were taken from actual job postings from the NFL and NFL Club members. Teachers should know that job titles for the same role vary from team to team. Also, the full job description for these positions is not limited to just the responsibilities listed.

Job Titles:

1. Manager of Digital Media
2. Season Ticket Sales Coordinator
3. Accounts Receivable Specialist
4. Senior Administrative Assistant
5. Director of IT
6. Senior Application Developer
7. Stadium Grounds Crew
8. Stadium General Maintenance Technician
9. Stadium Culinary Personnel
10. Menswear Designer
11. Marketing Intern – Hispanic Platform



Job Descriptions:

1. General responsibilities include:

- Manage site's editorial content
- Oversee a team of content producers
- Manage club's social media presence
- Construct site pages and sections
- Insure site-wide quality assurance
- Implement new technologies and tools
- Provide graphic design for various digital media projects

"General Description for younger students – Oversees the team's website, Facebook, twitter and YouTube."

2. General responsibilities include:

- Prospect and acquire new customers through both inside and outside sales
- Cultivate new business and service existing clients
- Maintain a detailed customer database of all clients and prospects
- Meet and exceed weekly and monthly sales and productivity goals
- Work all home games to support ticket sales initiatives
- Perform all other duties as assigned

"General Description for younger students – Responsible for filling up the seats at each game."

3. General responsibilities include:

- Responsible for all suite reconciliations and invoicing
- Maintain all escrow accounts
- Collect all outstanding AR
- Maintain all Suite customer files
- Work closely with the suite department and involved with other departments as needed
- Assist in other areas of accounting as needed

"General Description for younger students – Responsible for collecting money from other companies that owe their organization."

4. General responsibilities include:

- Answer phones, file, order supplies, maintain office inventories, update contacts and files, and perform errands Responsibilities also include monitoring of office equipment and maintenance, meeting setup and breakdown and overall office organization.
- Monitor office equipment and maintenance, setup/breakdown for meetings and organize office.

"General Description for younger students – Responsible for assisting senior staff members."

5. General responsibilities include:

- Provide technical thought leadership on an architecture strategy that delivers a frictionless and engaging fan experience.
- Build and execute a comprehensive integration plan to unify the fan experience across all systems.
- Design and develop a mobile platform to enhance the stadium and game experience.
- Integrate live content, audio/video streaming, games, reward programs, Wayfinders, social technologies (Facebook, Twitter), retail, eWallet, etc., into the mobile experience.



- Develop and execute a strategy around social integration that brings communities together to share experiences and content.
- Build and manage a world-class team of engineers.
- Forecast and plan budget.

"General Description for younger students – Oversees the company's network (computers, internet, etc.)."

6. General responsibilities include:

- Application development - Meet with key team members to gather requirements and deliver fully functional applications.
- Database administration/development - Manage and administer a SQL Server database server including all day-to-day and annual maintenance. Retrieve and store data. Manage reporting, and work with external heterogeneous.

"General Description for younger students – Designs software applications for team."

7. General responsibilities include:

- Turf maintenance.
- Painting/field layout.
- Equipment maintenance.
- Other related duties as assigned.
- Conversion Special Events (Bowl Games, Concerts, Soccer, etc.)
- Clean and organize all shops and storage areas.
- Repair, service, and clean all grounds equipment.

"General Description for younger students – Takes care of the football field."

8. General responsibilities include:

- Perform repairs and maintenance of stadium.
- Identify equipment and building structure in need of repair.
- Perform event support for various events supported at facility as a stadium representative.
- Schedule and performs repairs on walls, floors, framing, ceilings and doors throughout stadium.
- Assists other staff in the operation and replacement of equipment throughout the facility.

"General Description for younger students – Takes care of the stadium."

9. General responsibilities include:

- Follow Chef's assignments for opening and closing procedures and food preparation.
- Set-up and operate equipment.
- Prepare food items by complying with portion size, quality standards, departmental rules, policies and procedures.
- Ensures that proper food temperatures are maintained.
- Responsible for safety standards, neatness and sanitation of work areas.

"General Description for younger students – Cooks food at the stadium"

10. General responsibilities include:

- Research and present trends as inspiration for color, fabric, silhouette, and graphics.
- Work with Merchandise Manager in developing styles for mass, mid-tier, and upstairs distribution channels.
- Create designs desirable for our target retailers and end consumers.



- Understand desired price points per collection and create designs that fit within those parameters.
- Sketch garment silhouettes in Adobe Illustrator and present the line to merchandising and design team during line reviews.
- Give relevant graphic direction and inspiration to graphic design through the development process.

"General Description for younger students – Designs merchandise for team"

11. General responsibilities include:
- Develop a short and long-term marketing plan focused on Hispanic outreach including ideas and costs
 - Help facilitate and coordinate proposed Hispanic marketing and advertising campaigns, and incorporate into all mediums (website, radio, game day production, TV)
 - Create, coordinate, and execute game day initiatives/promotions
 - Explore relationships with Hispanic media outlets (radio/TV) to initiate on-air/in-market consumer promotions
 - Help coordinate the creation of Spanish-language marketing assets including: banners, ticket collateral, and print/web ads
 - Create and execute a strategy to connect with the Hispanic population via large-scale events, neighborhood programs, special interest programs, community-based organizations, player/cheerleader appearances, youth clinics, etc.

"General Description for younger students – Helps team to reach Hispanic fans."



Student's Name: _____

Careers in the NFL Summary Sheet

List 10 careers reported in the presentation?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

What did you learn from the presentation?



Career Future

Being an NFL football player can offer a ticket to fame and fortune. However, only a small percentage of athletes actually achieve this status. Even those who do must someday retire and begin new careers. Education is the key to the future.

Think about the types of NFL career possibilities that exist for a person with your interests, abilities, and personality. Project yourself into the future and choose one NFL occupation that interests you. Answer the following questions using any resources available (parents, relatives, career mentors, teachers, guidance counselors, Internet and printed material).

Job Title: _____

1. What is the job description?
2. What are the working conditions for this job?
3. What are the skills and abilities needed to succeed in this job?
4. What interests and personality characteristics are needed to succeed in this job?
5. What classes would be good to take in high school to help with this job?
6. What training after high school is needed for this job? How long does it take?
7. What is the average starting salary for this job?



8. What are the opportunities for advancement in this job?

9. What is the employment outlook for this job?
 - A. Increasing about as much as average
 - B. Increasing more slowly than average
 - C. Increasing more quickly than average
 - D. Decreasing

10. What are some related jobs that might be of interest to explore?

11. What did you like about this job?

12. What didn't you like about this job?

13. Now that you know more about the career, is it still something you would like to pursue? Yes/no and why?



Answer Key

Careers in the NFL - Possible Answers

- | | |
|-------------------------|-----------------------------|
| A = Agent | N = Nutritionist |
| B = Broadcaster | O = Owner |
| C = Community Relations | P = Photographer |
| D = Doctor | Q = Quarterback Coach |
| E = Equipment Manager | R = Referee |
| F = Field Judge | S = Scout |
| G = Groundskeeper | T = Trainer |
| H = Human Resource | U = Umpire |
| I = IT Administrator | V = Vice President |
| J = Journalist | W = Writer |
| K = Kicking Coach | X = X-Ray Technician |
| L = Legal Counsel | Y = Youth Outreach Director |
| M = Mascot | Z = Zeppelin Pilot |

Sports Career Scramble

- | | |
|-----------------|-----------------------|
| 1. Head Coach | 9. Statistician |
| 2. Accountant | 10. Engineer |
| 3. Journalist | 11. Equipment Manager |
| 4. Photographer | 12. Referee |
| 5. Architect | 13. Public Relations |
| 6. Owner | 14. Announcer |
| 7. Trainer | 15. Agent |
| 8. Scout | |

NFL Careers Matching

- | | |
|------|--------|
| 1. 1 | 7. 7 |
| 2. 2 | 8. 8 |
| 3. 3 | 9. 9 |
| 4. 4 | 10. 10 |
| 5. 5 | 11. 11 |
| 6. 6 | |

