

Careers in the NFL

Field Trip/Virtual Field Trip Program



General Description / Overview

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

Desired Outcome Alignment
Subject / Content Area <ul style="list-style-type: none">- Family and Consumer Sciences and Technology
Common Core Academic Standards Language Arts: <ul style="list-style-type: none">- Using Technology
National Academic Standards: <ul style="list-style-type: none">- Family and Consumer Sciences: 1-Career, Community, and Family Connections- Technology: 1-Empowered Learner; 2-Digital Citizen; 3-Knowledge Constructor
What will students be able to do (Objectives) <ul style="list-style-type: none">- Identify careers in the NFL and careers at the Pro Football Hall of Fame.- Demonstrate the education needed 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.

Personalized Learning

Universal Design for Learning

- Students will get to choose their type of multimedia format to present their project
- Students will have the opportunity to integrate their interests into all learning activities, fostering engagement and individualized learning experiences.

Accommodations / Modifications

- Allow students who require additional time to complete tasks or assessments to have extended time. - Break down lesson content into smaller, more manageable chunks to help students process information more effectively. Provide frequent breaks or checkpoints during instruction to review key concepts and ensure understanding.
- Provide alternative reading materials with more in-depth instruction written on the work pages to meet the needs of diverse learners.

This is the lesson component the instructor will complete before bringing students to the HOF for the field trip program.

Prior to the Program (5-12 School)

Time Allotted: 40 minutes

Materials/ Resources

- Pages 6-14 - Careers in the NFL from A to Z, Football Careers Scramble, and Football Careers Matching

Activating Prior Knowledge

- Ask the students: "How many different kinds of careers do you know that are in the NFL? Give me an example of some."
- Discuss with students additional NFL related careers.

Assessment

- Some type of formative assessment such as checking their research sheet prior to going to the program.

Enrichment

- 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.

This is the lesson component the HOF staff will complete with students at the HOF site during the field trip program.

During the Program (HOF)	
Time Allotted: 50 minutes	
Materials/ Resources <ul style="list-style-type: none">- Worksheet (pages 5)	
Activities <ul style="list-style-type: none">- (10 minutes) Welcome/Mission/Values- (30 minutes) Discussion/Presentation and Videos on Careers in the NFL- (10 minutes) Question and Answer	
Assessment <ul style="list-style-type: none">- Have students complete the “Careers in the NFL Summary Sheet”	
Enrichment <ul style="list-style-type: none">- Students will learn about the Mission/Values of the Pro Football Hall of Fame through brief presentation.- Students on the field trip to the Pro Football Hall of Fame, view the “Careers in the NFL” presentation, presented by the Hall of Fame’s youth and Education Staff.	

This is the lesson component the instructor will complete with students back at their classroom after the field trip program.

After the Program (5-12 School)	
Time Allotted: 20 minutes	
Materials/ Resources <ul style="list-style-type: none">- Computer- Pencil- Activity Sheets (p. 6-14)	
Activities <ul style="list-style-type: none">- Have the students select a player from any football team of their choice and look up their statistics from their past season of football. Then compare it to someone from another team and talk with the person next to you about what you have found.- Have students review this website: https://www.teamworkonline.com/football-jobs/footballjobs/nfl-football-jobs and learn about the variety of position openings available in the NFL.- Then takes notes from the site to learn more about the educational background, skills, and tools of those positions.	

Assessment

- Have each student develop a resume that could be used to apply for the career in which
- he/she is interested in the “Career Future” activity (pages 13).
- Assess on performance and accuracy of responses from all activities “After the Program.”

Enrichment

- Invite people to class who are in or retired from careers related to football. Brainstorm a list of questions as a class to ask them when they come in.
- 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 (page 13).
- Have students interview a person via phone/email or even in person if necessary, who works in the area the students have chosen.
- Have each student then create a collage to illustrate the career in which he/she is interested in the “Career Future” activity (page 13). Make a class scrapbook of dream careers.

Assessment Student's Name: _____

Careers in the NFL Summary Sheet

1. Give five facts reported in the presentation.

2. What did you learn from the presentation?

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

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?

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, Instagram, Snapchat), 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.”*

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6. What training after high school is needed for this job? How long does it take?

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Answer Key

Careers in the NFL - Possible Answers

A = Agent

B = Broadcaster

C = Community Relations

D = Doctor

E = Equipment Manager

F = Field Judge

G = Groundskeeper

H = Human Resource

I = IT Administrator

J = Journalist

K = Kicking Coach

L = Legal Counsel

M = Mascot

N = Nutritionist

O = Owner

P = Photographer

Q = Quarterback Coach

R = Referee

S = Scout

T = Trainer

U = Umpire

V = Vice President

W = Writer

X = X-Ray Technician

Y = Youth Outreach Director

Z = Zeppelin Pilot

Sports Career Scramble

1. Head Coach

2. Accountant

3. Journalist

4. Photographer

5. Architect

6. Owner

7. Trainer

8. Scout

9. Statistician

10. Engineer

11. Equipment Manager

12. Referee

13. Public Relations

14. Announcer

15. Agent

NFL Careers Matching

1. 1

2. 2

3. 3

4. 4

5. 5

6. 6

7. 7

8. 8

9. 9

10. 10

11. 11