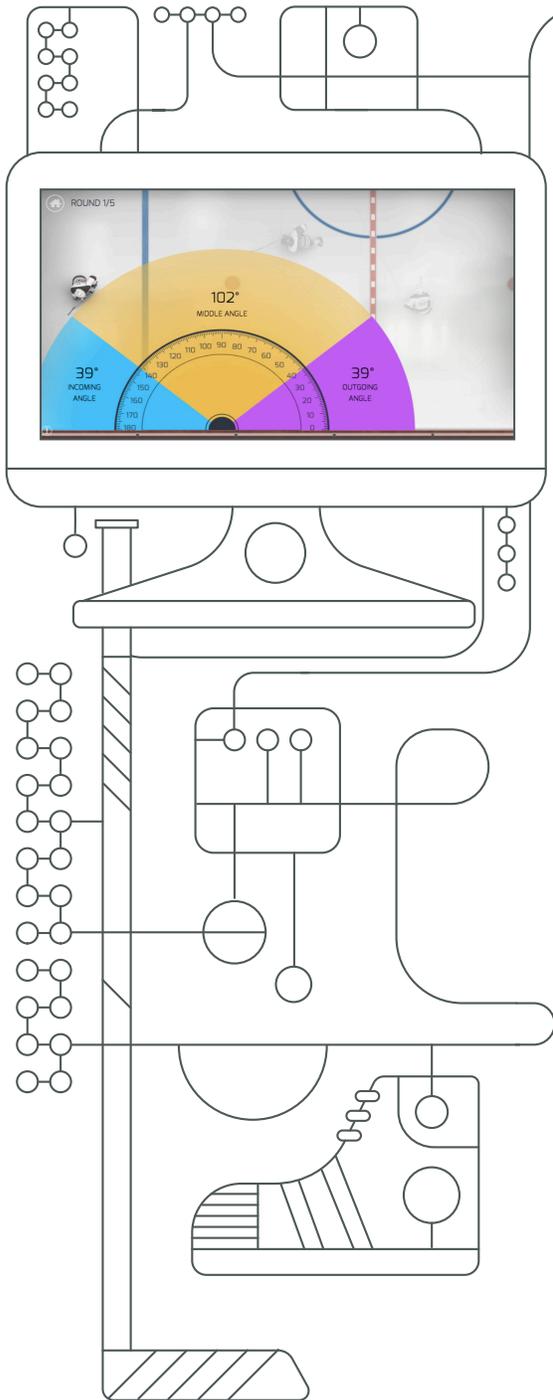


Preparing Students for the Future

How the NHL and NHLPA Uses STEM Education to Push Students Forward



The Problem

The National Hockey League (NHL) and the National Hockey League Players' Association (NHLPA) had a desire to engage more deeply with their local communities. When evaluating ways in which they could contribute to education in their communities, the NHLPA and the NHL decided to develop a resource that uses their sport to teach core STEM concepts.

The Future Goals initiative teaches STEM concepts through hockey and demonstrates the ways that STEM concepts fit into students' lives. Pairing the excitement of hockey with real-world applications of key STEM concepts inspires students to develop their skills and explore career opportunities.

The Solution

In 2014, the NHL and NHLPA worked with EVERFI to create the Future Goals program. In its first year, Future Goals drew upon EVERFI's deep STEM course library. The NHLPA and NHL's investment allowed EVERFI to create custom resources that connected STEM to the game of hockey. The program was released across the United States and Canada with a focus on all NHL markets.

Partnering with EVERFI allowed the NHL and NHLPA to operate a single program with a localized feel. EVERFI worked with NHL clubs and players to build relationships with the education community in each NHL market.

Bringing STEM Education to Life

The NHLPA and NHL have taken their partnership with EVERFI a step further by developing interactive, live events. Over the last five years, there have been more than 700 Future Goals events that provide teachers and students opportunities to interact with STEM content in an experiential manner.

NHL teams have played an active role in encouraging Future Goals students to complete the program's digital STEM course, Hockey Scholar. Schools and classrooms that successfully complete the program have occasionally received visits from NHL players, mascots, and alumni. Students have also received opportunities to attend unique field trips at the arena. In addition, NHL street hockey teams have visited participating schools during gym classes to conduct clinics, allowing students to put their knowledge to the test.

When students visit an NHL facility, they often watch the team practice. Concepts of force, friction, and angles come to life on the ice. Students may also hear from a team staff member, such as the facility manager or ice technician, to gain an understanding of how STEM is part of many careers in sports.

In recent years, students have had opportunities to engage with STEM concepts on-ice. Through interactive STEM days at team arenas and practice facilities, students rotate through on- and off-ice stations that provide tangible connections to the digital resource.

The Impact

Since 2014, over 2.7 million students have participated in the Future Goals program through the Hockey Scholar digital course, live events, and other digital courses sponsored by the NHL and NHLPA. These students have logged over 6 million hours of learning on Future Goals courses. During the 2018-19 school year, Future Goals reached 6,342 unique schools.

The Hockey Scholar course has promoted STEM knowledge gain among participating students. During the 2018-2019 school year, students increased their scores between pre- and post-assessment tests by an average of 82%, from an average pre-course score of 46 (out of 100) to an average post-course score of 84. On average, participating students doubled their assessment scores in science and improved their math scores by 75%.

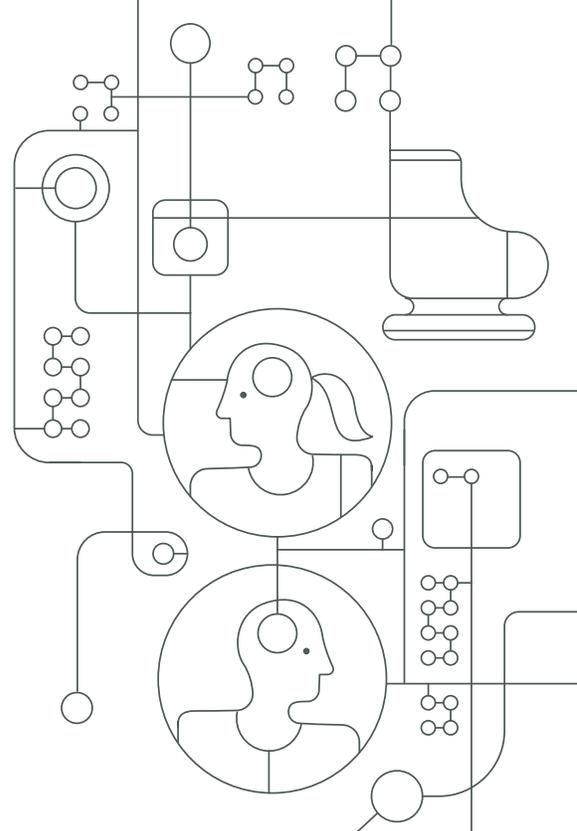
The program has also driven interest in STEM exploration outside of the course. After taking Hockey Scholar, 42% of students reported that they were more interested in taking STEM courses, and 41% of students reported that they were more interested in pursuing a career in STEM. EVERFI's impact data revealed similar engagement growth between boys and girls: 45% of girls reported that they were more interested in pursuing STEM-related careers after taking Hockey Scholar. Similarly, African-American and Hispanic students showed engagement growth. Although African-American and Hispanic students entered the course with lower average levels of STEM engagement than those of their White peers, 40% of students from underrepresented groups reported that they were more interested in STEM study after taking Hockey Scholar.

Participating teachers tend to view Hockey Scholar as an important part of their curriculums. During the 2018-19 school year, 98% of teachers described their experience with Hockey Scholar as "Good" or "Very Good." Seventy-four percent of teachers agreed that the course covered content that their students would not have otherwise seen, and 91% of teachers agreed that the course content was important and relevant to their students.

Future Goals also allowed students to engage with hockey outside of the digital course. During the 2018-19 school year, EVERFI's implementation team along with the 31 NHL clubs, ran 271 in-person Future Goals events that reached 138,024 students and teachers. These events included open practice field trips, street hockey clinics, student ticket promotions and interactive STEM days.

Looking Forward

Through this partnership with EVERFI, the NHL and NHLPA continue to push boundaries and enhance education. The partnership continues to seek new ways to promote students' understanding of science and math through the game of hockey and introduce students to new STEM opportunities.



42%

were more interested in taking STEM courses after FutureGoals

41%

were more interested in pursuing a career in STEM after FutureGoals



FUTURE GOALS™

POWERED BY EVERFI