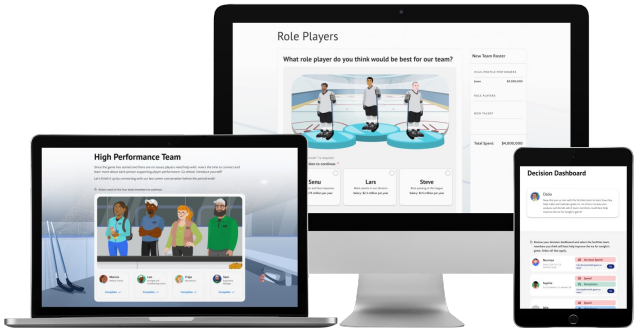
FREE DIGITAL LESSONS

Future Goals™: Hockey Careers Beyond the Ice

Career education has become increasingly important in today's dynamic job market. One major challenge for young people is gaining exposure to the wide range of careers that exist in an ever-changing landscape. Middle school presents an opportune time for students to explore various career pathways and connect their passions and skills with opportunities in the current and future workforce.

Future Goals: Hockey Careers Beyond the Ice is a free digital course that 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 Club. The course introduces 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.



Future Goals: Hockey Careers Beyond the Ice

GRADE LEVEL:
6–9

LENGTH:
4 digital lessons (20 min each) and up to 3 hr of offline learning

CURRICULUM FIT:
Career and Technical Education, STEM, and Business and Marketing

STANDARDS ALIGNMENT:
National Career Clusters® Framework; Common Career Technical Core (CCTC) Career Ready Practices; Canadian Provincial Curriculum expectations

EFFICACY:
Everfi courses are research-based.

Learn more at everfi.com/research

RESEARCH-BASED DESIGN ESSA TIER 4 Product Certification ISSUED BY Digital Promise

Free Learning Platform and Support

- Self-guided, interactive digital lessons with real-world scenarios
- Offline lessons and resources to bring the digital lessons to life
- Built-in student assessments with automatic grading
- Single sign-on (SSO) available to streamline student registration

Clever -and- ClassLink

everfi

Regional team to support you every step of the way

PRE-SURVEY

LESSON 1
Facilities Operations

LESSON 2
Player Performance

LESSON 3
Fan Engagement

LESSON 4
Business Intelligence

POST-SURVEY

FUTURE GOALS™ POWERED BY everfi

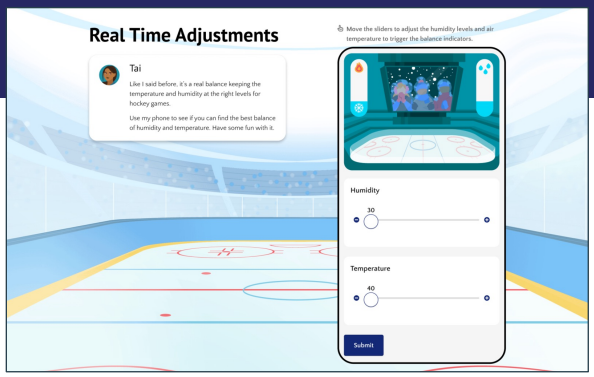
MEASURABLE IMPACT

Evaluate learning gains with pre- and post-lesson assessment questions and real-time score reporting.

Empower Your Students to Develop an Understanding of Valuable Career Skills

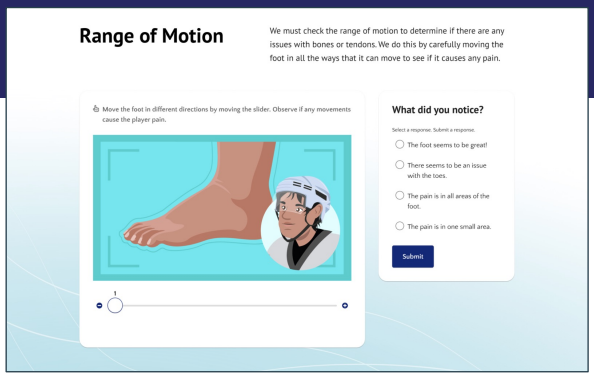


The course features the following interactive digital lessons:



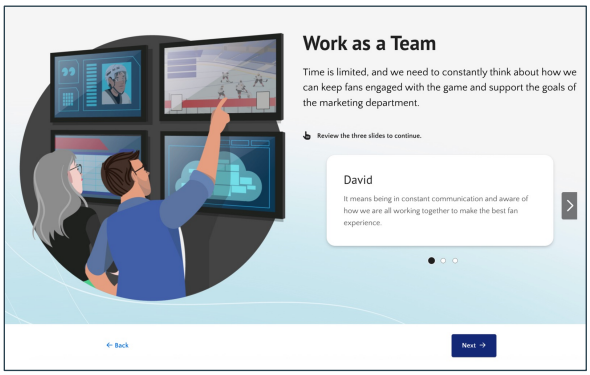
Facilities Operations

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.



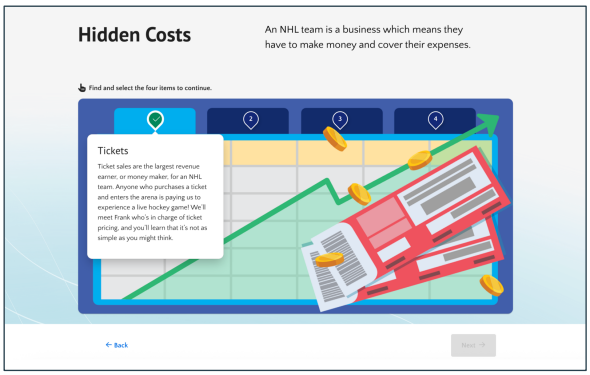
Player Performance

Students learn about careers that play a critical role in helping players perform at their highest level while addressing physical issues that players face.



Fan Engagement

Students learn about fan engagement through game presentation, social media and journalism careers, and attempt to increase fan engagement.



Business Intelligence

Students learn about careers that help an NHL Team thrive financially by analyzing ticket sales, merchandising, player salaries and awards, and corporate sponsorship.

This course is a part of our Workforce Readiness Suite

Discover complementary courses covering topics like career pathways, entrepreneurship, financing higher education, and beginning employment.

iste seal AUG. 2025–2027

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Register now at everfi.com/newteacher

Everfi empowers educators with free, standards-aligned content that equips students with the personal finance and essential life skills they need for success—now and in the future.

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