



FUTURE GOALS™

POWERED BY EVERFI

Executive Summary

2023-24 National Hockey League and National Hockey League Player's Association

Prepared by EVERFI from Blackbaud with data from the 2022-23 Impact Report

Program Impact



171,574
Students Reached



3,107
Active Schools



247,562
Hours of Learning



26
Point Increase in knowledge of
STEM concepts after participating
in the program

STEM Attitudes



59%
Students agree the Future Goals –
Hockey Scholar™ course helped them
understand how math and science concepts
are used in the real world



58%
Agreed it helped them understand math and
science concepts through hockey



41%
of students agreed they were more interested
in math and science after completing the
Future Goals –Hockey Scholar™ course

Educator Ratings

NPS score or Net Promoter Score, measures teacher loyalty of the likelihood of them recommending the program to other teachers

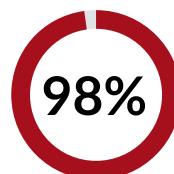
“How likely are you to recommend this course to another educator?”
(Scale from -100 to 100). Education industry average is +50



The course
was interesting
for students.



The course
enhanced
the material
I teach in class.



Overall,
how would
you rate the
course?



Future Goals Activations

Club Engagement



21

Virtual Events



24

In-Person Events



22,198

Students Impacted



817

Schools Participated



Most Valuable Teacher

For the fourth year, the NHL & NHLPA launched the Future Goals™ Most Valuable Teacher Program presented by SAP, which celebrated 80 dynamic Future Goals teachers January through April across North America. Public voting narrowed the field to four finalists and culminated with the awarding of the Future Goals™ Most Valuable Teacher of the Year presented by SAP in mid-May.



121,325

Most Valuable Teacher
Program Votes



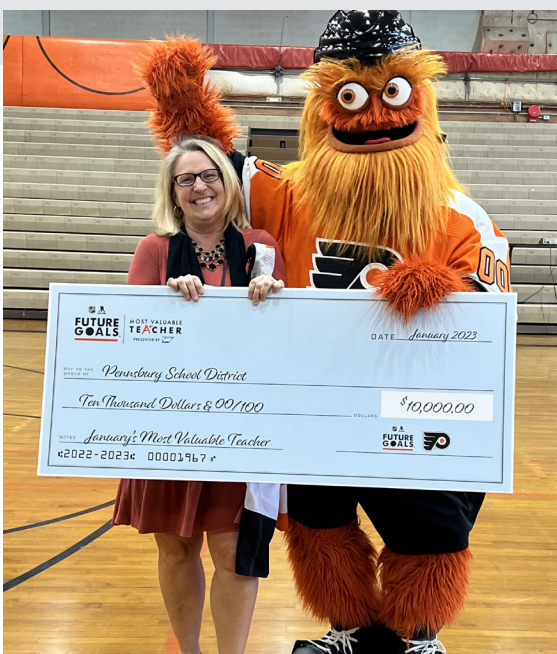
43,230

Emails
Captured



80

Most Valuable Teachers
Recognized



“Wow! Thank you for this exciting news! I am honored to have been picked for the MVT Nominee of January. My classes have enjoyed using Hockey Scholars for at least 5 years while I have taught both 7th and 8th grade.”

Sandra M. | Charles Boehm
Middle School Teacher | PA