Super Bowl or Bust! Providing a Practical Guide for Faculty to Provide a Practical Experience for Students

Alan Ledford, Wilmington College of Ohio

Teaching/Learning - Learning (Volunteers)  
20-minute oral presentation (including questions)  
Abstract 2019-152  
Friday, May 31, 2019  
8:30 AM  
Room: Napoleon A2

This work is important because I want to show a step by step process to faculty members that enables students to get practical experience at a Mega-Event. As far as teaching principles, this shows the use of new curriculum, internal and external relationships and educational innovation.

At present, there is no handbook or guide as to how to show faculty members how to start working at a mega-event like the Super Bowl. This presentation is to show how a new or seasoned faculty member could take this process and to help them succeed in such an endeavor. This is a step-by-step guide to help faculty gain the expertise in being able find and book student experiential trips to mega-events.

In the past three years the program has attended three Super Bowls.

Super Bowl LI – Houston  
- Total Cost - $720  
- 14 total students

Super Bowl LII – Minneapolis  
- Total Cost - $1,000  
- 18 total students

Super Bowl LIII – Atlanta  
- Total Cost - $600  
- 29 - total students

To Do List:

Pre-Trip  
- Cost of hotel – must include free breakfast  
- Do you have meat on your breakfast bar? If so, what kind of meat?  
- Proximity of hotel to venue  
- Monthly deposits  
- Volunteering schedule  
- Excursions around working schedule

During Trip  
- Ensure student safety  
- Have fun!  
- After shifts on van ride to hotel – roundtable/discuss the day  
- Early night before game day – will work 14+ hours on game day

Post Trip  
- Have students complete journals/recap/what do you learn assignments

Recommendations for future use:

Continue to disseminate information on research and practical findings. Share resources, program tools, and seek collaboration on programming offering (intra or inter-university; practitioners; students). Super Bowl LII – Five schools collectively worked on tours (Timberwolves), networking (Timberwolves, Gladiators, Georgia Tech) and other practical hands on experiences (College Football Hall of Fame all-access tour and Q&A).