



49ers Museum Education Program

**Session 1: Education Programs
International Sports Heritage Association
Annual Conference 2015**

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49ers Museum presented by Sony
San Francisco 49ers**



INTRODUCTION

About the 49ers Museum presented by Sony

- Celebration of 49ers past, present and future
- Dedicated to the values of education, innovation and heritage
- 11 unique galleries and exhibit spaces over 20,000 square feet at the main entry plaza of Levi's® Stadium



EDUCATION PROGRAM MISSION

The 49ers Museum Education Program uses football as a platform to:

- Connect, inspire and engage
- Provide interactive explorations and group collaboration
- Make concepts of Science, Technology, Engineering, and Mathematics (STEM) relevant and exciting
- Ingrain valuable life skills
- Encourage physical activity



EDUCATION PROGRAM OVERVIEW

No Cost to Schools

- Field Trips offered free of charge to all participating schools
- Funding partially provided through partnership
- Goal: 50% of all schools served are designated as Title I
- Application process begins in spring and are processed on first-come, first-served basis



Transportation Option

- Free bussing offered to all schools within 75-mile radius of Levi's® Stadium
- Made possible through 49ers contract with local charter bus company
- Museum staff schedules bus pick-ups for consistent communication



EDUCATION PROGRAM OVERVIEW

Field Trip Components



STEM Lesson



Movement Lab



Museum Exploration



Stadium Tour





EDUCATION PROGRAM OVERVIEW

STEM Lesson Options

Grades K-3

- Gearing Up for the Big Game
- Football Forces & Movement Lab
- Measure Up with Math
- Tackling Literacy

Grades 4-6

- World of Engineering & Design in Football
- Environmental Sustainability in Levi's® Stadium
- Goal Line Mathematics
- Technological Advancements of the Game
- Health & Nutrition

Grades 7-8

- Game Day Forces
- Gridiron Engineering & Design Lab
- Game Communications and Technology
- Career Connections



EDUCATION PROGRAM OVERVIEW

Family Learning Nights

- Make program offerings even more accessible to area students
- Provide families the opportunity to learn together through collaborative educational activities
- Allow parents to be more engaged with their child's interests and concepts learned in school



EDUCATION PROGRAM DEVELOPMENT

Education Advisory Council

- Committee of like-minded professionals with whom we consulted for curriculum development
- Comprised of local educators, school administrators, as well as staff from museums, science centers, and institutions with similar K-8 educational programs
- Three sessions to ask our questions, present our material, and receive feedback from council members
- Share subsequent programs and partnerships for feedback and potential participation



EDUCATION PROGRAM DEVELOPMENT

Curriculum Development

- Hired credentialed teacher to oversee program development
- Curriculum designed to align with education standards, including:
 - California Common Core
 - Next Generation Science Standards
 - 21st Century Learning Skills (Critical Thinking, Problem-Solving, Communication, Collaboration and Creativity)
- All curriculum and lessons were developed specifically for our program





EDUCATION PROGRAM DEVELOPMENT

Curriculum Focus

- Consulted with focus groups comprised of educators, parents, and students
- Determined that STEM-focused lessons and physical education components would best supplement general classroom curriculum
- STEM became our primary focus of the curriculum

Grade Levels Focus

- Initially targeted students in Grades 4-6, a grade group lacking in STEM-related education
- High interest led to expanded program offerings to students in Kindergarten through Grade 8
 - Grades K-3: initial introduction to STEM concepts
 - Grades 7-8: prepare for secondary-level STEM education



EDUCATION PROGRAM DEVELOPMENT

Physical Spaces

- Classroom space included early in Museum design process
- Located near other exhibits geared towards children
- Traditional classroom setting with special design elements added in
- Technology integration in the classroom always a high priority
- Utilize actual classroom space to teach the design-build process



EDUCATION PROGRAM IMPACT

Year 1

- Total number of school visits: **238**
- Total number of participants served: **27,204**
 - Field Trips: **26,304 students and teachers**
 - Family Learning Nights: **906 participants**
- Average students served per week: **555**
- Average students served per month: **2,060**
- Title 1 programs served: **38%** (goal was 50%)
- Grades served
 - K-3: **39%**
 - 4-6: **43%**
 - 7-8: **18%**



Year 2

- Goal: serve **60,000 Students**





BEST PRACTICES

Understand your unique offering.

- Curriculum, sport, etc.

What resources are at your disposal?

- Funding
- Space/Facility

What is your desired model?

- Revenue
- Community Service

Talk to those who have already done it.

- The 49ers Museum is committed to helping all institutions interested in establishing an education program and will be more than happy to advise.





EDUCATION PROGRAM CONTACTS

**For more information on the 49ers Museum Education Program,
please contact:**

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