



NFL + HBCU INITIATIVES

The NFL's strong commitment to diversity, equity, and inclusion in all facets of professional football is reflected within the various initiatives we implement to provide access and exposure to students from Historically Black Colleges and Universities (HBCUs). We aim to develop a diverse pipeline of candidates and do so by providing undergraduate and graduate students nationwide with opportunities to develop professionally, showcase their talent, expand their network, and learn about the innerworkings of careers at the League office and the 32 member clubs. Below are program summaries for opportunities at the League office available to students broadly, as well as initiatives designed for students from HBCUs.

For any inquiries, please contact a member of the Football Inclusion team at NFLHBCUProgramming@nfl.com. To enjoy exclusive NFL x HBCU content, please visit www.nfl.com/causes/hbcu.



EARLY CAREERS

NFL SUMMER INTERNSHIP

The NFL Summer Internship aims to build a pipeline of talent for future opportunities, particularly the League's Rotational Program. Though summer interns work within specific departments, they can explore all aspects of the business of professional football through project assignments, speaker presentations, mentoring relationships, and networking opportunities.

This program offers 10-week internships across various departments:

- NFL League Office (NY)
- NFL Media Office (CA)
- NFL Films Office (NJ)

- Eligibility:** Current undergraduate juniors or first year Master's/Law students
- Cohort Size:** 45-50 participants
- Program Timeline:** 10-weeks (Early June to mid-August) >> Paid Opportunity
- To Apply:** Applications will be posted to www.nfl-careers.com in early December for approximately 2-3 weeks



NFL ROTATIONAL PROGRAM

The NFL Rotational Program provides participants with an unparalleled opportunity to contribute to the NFL's success through a series of project work assignments, League events, and networking opportunities across different League departments.

Program participants may complete up to four rotations over a two-year period in any one of the following offices or locations:

- NFL League Office (NY)
- NFL Media Office (CA)
- NFL Films Office (NJ)
- Government Affairs (DC)

During each rotation, participants are placed in a department with project-based assignments based on interest and skillset as well as business need.

- Eligibility:** Current undergraduate seniors graduating Winter or Spring as this is a full-time opportunity starting mid-July of each year
- Cohort Size:** 7-10 participants
- Program Timeline:** Two-year program, beginning Mid-July >> Paid Opportunity
- To Apply:** Applications will be posted to www.nfl-careers.com in early October for approximately 2 weeks

Participating Departments: Communications & Public Affairs, Community Relations & Social Responsibility, Broadcasting, Data & Analytics, Events, Football Operations, International, Legal, Marketing, Media Strategy & Business Development and various departments across NFL Media and NFL Films.

LEAGUE & FRONT OFFICE DEVELOPMENT

WOMEN'S CAREERS IN FOOTBALL FORUM

- Eligibility:** Women with 1-3 years working in college Football Operations roles
- Cohort Size:** Approximately 40 participants
- Program Timeline:** Every February in Indianapolis
- To Apply:** Registration is invite-only, send your resume to NFLWomensForum@nfl.com

The Women's Careers in Football Forum helps the NFL identify women currently working in college football to join its next generations of leaders. The Forum educates and connects female candidates currently working in college football roles. **Participants interact with Owners, General Managers, Head Coaches, and club executives in the NFL and in college football programs.**



HBCU CAREERS IN FOOTBALL FORUM

This forum brings together students from HBCUs across the country to connect with industry professionals and League partners. The objective is to inspire and develop students interested in careers in football. Through this platform, students are able to participate in case study presentations, lectures and panel discussions with NFL leadership and club executives, resume and skill-building workshops, and peer-to-peer networking. **This one-day event is traditionally hosted in Atlanta, GA prior to the Celebration Bowl.**

- Eligibility:** Current undergraduate juniors or seniors, or first year Master's/Law Students
- Cohort Size:** 100 -125 Participants
- Program Timeline:** Mid-December
- To Apply:** Please send your resume to NFLHBCUProgramming@nfl.com



HBCU EXPERIENCESHIPS

The NFL Football Operations department launched this initiative to provide collegiate candidates interested in a career in sports and entertainment with opportunities to learn about the business of sports through practical learning and shadowing experiences. **The initiative aims to connect, develop, and provide HBCU students with valuable career exposure. Candidates are selected through their participation in the HBCU Careers in Football Forum, Seedkit Program, and other Partner Events. Students have had the opportunity to shadow at the following events:**



SEEDKIT PROGRAM

Seedkit is an innovation program within the NFL that provides a tactical framework to empower, develop, and mature forward thinking ideas. Each year, we issue challenges to the participating students that utilize the Seedkit framework to build presentations surrounding real business problems that we're trying to solve for here at the League. As a part of the program, we also offer bi-weekly "Learning Labs" sessions, where we answer questions that students have throughout the process and bring in colleagues from around the League to speak about their experiences. **To conclude the Seedkit program, students get the opportunity to present their findings to NFL staff in the NY office.**

- Eligibility:** Current undergraduate juniors or first year Master's/Law Students
- Cohort Size:** 35
- Program Timeline:** Early October - April
- To Apply:** Registration is invite-only, please send your resume to NFLHBCUProgramming@nfl.com



MADDEN + NFL HBCU TOURNAMENT AND EXPERIENCESHIP

The EA SPORTS Madden NFL x HBCU Tournament provides a unique opportunity for students attending HBCUs that have a passion for gaming and football to participate in job shadowing experiences. There are two ways to enter: 1) The tournament is available to students to put their Madden skills to work by competing in one of several online qualifiers offered or 2) Students can submit a video essay regarding why they should be selected. Finalists will further their experience through receiving exposure to the intricacies of the business of sports through professional development sessions, and practical learning and job shadowing experiences at an NFL tent-pole event. **Student finalists take home cash and other prizes.**

- Eligibility:** Current undergraduate HBCU students who are interested in gaming are encouraged to apply. A current student ID and most recent transcript will be verified for the final number of students.
- Cohort Size:** 8 - 10



CAMPUS CONNECTION

The NFL's Campus Connection program is a commitment to celebrating the impact HBCUs have had on the game and provides access to the business of sports for HBCU students.



Through this initiative, the NFL partners with different HBCU's to host:

CASE STUDY CAPSTONE PROJECTS:

Students tackle a case study and present solutions to NFL staff in the NYC League office. Projects have focused on the areas of Events, Analytics, and Football Operations.

NFL GUEST LECTURER SERIES:

NFL staff provide knowledge and real-world experience to enhance the class curriculum. Speakers have included staff from Communications, Legal, IT, Sponsorship, NFL Network and FOPs.

HBCU BATTLE OF THE BRAINS

The NFL is a proud sponsor of the HBCU Battle of the Brains, whose mission is to address inequities in industries in which Black and Brown representation is severely lacking. In the Battle of the Brains competition Black and Brown students from HBCUs to compete in a 24-hour hackathon-style competition. Students present comprehensive strategies, go-to-market plans, and technology solutions to an NFL-related business case study to a panel of industry leaders. **Students interact with NFL executives and staff from the League and Media offices who serve as competition judges, coaches, event speakers, etc. The top 3 winning teams receive scholarship prizes.**

- Eligibility:** Current undergraduate students
- Cohort Size:** Varies each year according to teams
- Program Timeline:** Early March
- For More Information, Please Visit:** www.hbcubattleofthebrains.com



NFL BIG DATA BOWL



The annual sports analytics contest from NFL Football Operations challenges members of the analytics community - from college students to professionals to contribute to the NFL's continuing evolution of the use of advanced analytics. **The crowd-sourced competition uses data and technology to spur innovation that results in creating new insights and making the game more exciting for fans.**

- Cohort Size:** Unlimited - typically around 200 participants
- For More Information, Please Visit:** www.operations.nfl.com/gameday/analytics/big-data-bowl

*Program specific details are subject to change

FOOTBALL DEVELOPMENT

QUARTERBACK COACHING SUMMIT

Eligibility:
Attendees are selected by the Black College Football Hall of Fame staff




Program Timeline:
June of each year

To Apply:
If interested in being considered, please email:
Quarterbackcoachingsummit@nfl.com

In partnership with the Black College Football Hall of Fame, assistant and positional NFL and NCAA coaches are invited to participate in a two-day summit aimed at identifying and strengthening the pipeline development of club personnel. **Through this forum, future candidates receive information regarding the interview process, leadership, relationship-management, and best practices during lectures, panel discussions, and demonstrations with leaders in professional football.**

ALL-STAR GAME INTEGRATIONS

Similar to the NFL Experienceship program, participants are provided opportunities to garner hands on experience at All-Star games such as the East West Shrine Bowl, HBCU Legacy Bowl, and Senior Bowl. **Candidates have an opportunity to apply for a week-long experienceship within the areas of Coaching, Athletic Training, Equipment and Video.**

East West Shrine Bowl:
February 1, 2024,
at Ford Center
in Frisco, Texas

HBCU Legacy Bowl:
February 24, 2024,
at Tulane's Yulman Stadium
in New Orleans

Senior Bowl:
February 3, 2024,
at Hancock Stadium
in Mobile, Alabama

Eligibility:

- ATC candidates must be certified.
- Video staff candidates preferred to have experience with DVSport or XOS


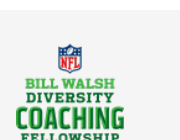
Cohort Size:

- Athletic Trainers (6-8)
- Equipment staff (2)
- Video staff (2)

To Apply:
Provide a resume and a written recommendation by an immediate supervisor to: NFLHBCUProgramming@nfl.com

COACHING FELLOWSHIPS

These fellowships use NFL clubs' training camps, offseason workout programs, and minicamps to give talented coaches opportunities to observe, participate, and gain relevant NFL experience. It includes virtual programming in which the League supplements sessions to enhance knowledge on core league functions as well as team evaluations of the fellow to highlight strengths and areas of opportunity for improvement. Highly evaluated participants are placed in the pipeline for future opportunities.

Eligibility:
Former NFL Players, Coaching experience at the following levels: high school, college, and/or other football leagues (CFL, XFL, etc.)

Cohort Size:
Dependent on Club selections

Program Timeline:
Fellowships can take place during OTAs, minicamps, or Training Camp and the length of the fellowship ranges from a few days to a few weeks. In select cases, clubs have extended a fellow to work on staff with them for a season or year.




Eligibility:
Former NFL players, former college football players, current college football employees working in recruiting/personnel.

Cohort Size:
Dependent on Club selection

Program Timeline:
Most fellowships take place during Training Camp (July - August) and the length of the fellowship ranges from a few days to a few weeks. In select cases, clubs have extended a fellow to work on staff with them for a year.

PLAYER DEVELOPMENT

HBCU COMBINE



The HBCU combine provides exposure, mentorship, and development opportunities for HBCU prospects while simplifying talent identification and prospect evaluation. The event showcases 100 of the best NFL draft-eligible football players from HBCUs and is broadcast live on NFL Network. **Representatives from all 32 NFL and other professional sports leagues attend.**

Event Date:
February - The week after Super Bowl



HBCU PLAYER PANEL

The champions from the SWAC and the MEAC in town for the Cricket Celebration Bowl participate in a 45-minute panel discussion provided by the NFL. **Panel discussion topics include life after football, business operations at the League office, working for an NFL Franchise, and soft skills development.**

HBCU LEGACY BOWL



The NFL is proud to support the HBCU Legacy Bowl, established by the Black College Football Hall of Fame. The event showcases 100 of the best NFL draft-eligible football players from HBCUs and is broadcast live on NFL Network. **More than a football game, the week-long celebration of Black culture and history provides invaluable exposure for HBCU football players and coaches.**

MEDIA DEVELOPMENT

NFL FILMS WOMEN IN SPORTS FILMMAKING EXPERIENCESHIP WORKSHOP

This Experienceship is designed to inspire and develop female talent in sports cinematography, sound capture, and design. **It will provide a behind-the-scenes look at techniques unique to sports filmmaking.**



Eligibility:
Graduate students with 1-2 years of experience

Cohort Size:
13 (can vary)

Program Timeline:
June 7-8

To Apply:
Participants must have 1-2 years of experience in filmmaking and will be selected through an application-based process where they will be required to submit a resume, essay question response (500 words or less), and hirevue interview.

TECHNICAL OPERATIONS TRAINING CAMP

This camp exposes individuals to various technical and operations jobs while receiving hands-on training from experienced professionals. **The focus areas include Technical Director, Viz Graphics, Audio, Camera, Lighting, EVS/Playback, Technical Operation Center, Ingest, Post-Production, and Engineering.**



Eligibility:
Undergraduate/Graduate seniors

Cohort Size:
24 (can vary)

Program Timeline:
First two weeks of June

To Participate:
Applications are invited between January - February

Location:
Los Angeles, NFL Media Office

STUDENT PHOTOGRAPHY PORTFOLIO REVIEWS

The NFL Photography team offers hour-long career advice sessions designed to empower aspiring photographers in the sports industry by providing students with an **opportunity to showcase their work and receive constructive feedback.**

Virtual Event

Program Timeline:
The end of June

Application Open:
Mid-June (for approximately 2 weeks)



SPORTS MEDICINE DEVELOPMENT

NFL DIVERSITY IN SPORTS MEDICINE PIPELINE INITIATIVE

This initiative provides medical students at HBCU medical schools as well as other medical schools across the country with the **opportunity to complete a one-month clinical rotation with NFL club medical staff during the NFL season.**



Eligibility:
3rd or 4th medical students interested in Sports Medicine

Cohort Size:
One medical student per NFL Club

Program Timeline:
Application timelines vary depending upon each NFL club and each medical school

To Apply:
Contact your dean to confirm your medical school's participation in this initiative.

*Program specific details are subject to change