



DISCIPLINARY LITERACY

Professional
Development:

McKinley High School, Canton,
Ohio

Canton City Schools and the Pro Football Hall of Fame



Disciplinary Literacy Professional Development CCSD & The Pro Football Hall of Fame

Idea recruitment:

- **PREGAME:**
Designing the playbook
- **GAME TIME:**
Coaching & learning
- **POST GAME reflection**



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POST GAME REFLECTION

HOW DID YOU FEEL ABOUT YOURSELF?

- I felt confused. I didn't know what I was doing.
- I physically became anxious.
- I'm going to screw this up!
- I'm lost!



POST GAME REFLECTION

HOW DID YOU FEEL
ABOUT THE COACHES?

- No check for understanding.
- Would have liked some introduction.
- Very fast-paced.
- Tier 3 words



POST GAME REFLECTION

WHAT CAN YOU APPLY TO INSTRUCTION?

- Define vocabulary.
- Work in steps.
- Make sure my audience understands.
- Use multiple learning strategies.



POST GAME REFLECTION

WHAT CAN YOU APPLY TO INSTRUCTION?

- Use multimedia to keep students' attention.
- Slow down when using academic language.
- Even if kids don't know exactly what they're doing, they can be part of a team and feel like they belong.





Youth & Education



MISSION

Honor the Greatest of the Game
Preserve its History
Promote its Values
Celebrate Excellence Together

VALUES

Commitment
Courage
Honesty
Integrity
Respect



Youth & Education

Total Overall Participants - All Programming

2020

20,874

2021

42,649

2022

39,144

2023

41,674



BILLY SHAW

PRO FOOTBALL HOF CLASS OF 1999



virtual field trips

2023 Participants

14,984

2023 Groups

572

2023 Unique States

28

(plus Canada, Mexico)



in-house programming

Heart of a Hall of Famer

Participants: 1,287
Groups: 44

Field Trips

Participants: 4,199
Groups: 66

Get-Fit Training Camp

Participants: 6,280
Groups: 75



Presented by PANINI



national programming

Heart of a Hall of Famer

2020

4,505
Participants

94
Groups

2021

15,099
Participants

350
Groups

2022

5,880
Participants

161
Groups

2023

7,474
Participants

190
Groups

Before the Snap

Since 2020, guests have come from 20 different NFL Clubs & other organizations like the NFL, HOF and more

Unique Colleges

259

Total States

44
(plus D.C.)



other programming

Playmakers Camp

Educator
Appreciation Night

Black College Football Hall of Fame Classic

College Fair

Play Football First Play
presented by Panini

Play Football
Skills Camp

Professional Development



Youth & Education

Canton City Schools and the Pro Football Hall of Fame

CCSD:

Lynn Rudd: Secondary Literacy Specialist & New Teacher Induction
Coordinator CCSD (rudd_l@ccsdistrict.org)

Gary Kandel: Secondary Curriculum Director CCSD
(kandel_g@ccsdistrict.org)

Lori Sexton: Disciplinary Literacy Coach CCSD (sexton_l@ccsdistrict.org)

Professional Football Hall of Fame:

Jerry Csaki: Senior Director of Youth, Education & Leadership at the
Professional Football Hall of Fame (Jerry.Csaki@profootballhof.com)

Jacob Ray: Youth, Education & Leadership Manager at the Professional
Football Hall of Fame (Jacob.Ray@profootballhof.com)

Nathan Martin: Youth, Education & Leadership Coordinator at the
Professional Football Hall of Fame (Nathan.Martin@profootballhof.com)