

# Kicking Off STEM Learning with the **New York Red Bulls**

How an MLS team turned their stadium into a classroom with help from **STEM Sports**



## THE CHALLENGE

It's not every day you see a professional soccer team teaching science to high school students.

But the New York Red Bulls aren't your average team.

Community involvement is a top priority for the soccer club. They hold various events and drives throughout the year. So when planning an initiative to connect with local schools, the team tried something new: combining the power of sports with STEM.



**Nick Palumbo**

Senior Partnership Manager  
New York Red Bulls

*"We knew we would need help to pull this off because curriculum isn't our forte. I typed 'STEM Sports' into Google and the rest was history,"*

said Nick Palumbo, Senior Manager of Marketing Partnerships for the New York Red Bulls.

## THE SOLUTION

In collaboration with STEM Sports and event sponsor the New Jersey Institute of Technology, the Red Bulls planned a one-day workshop that brought STEM and soccer together to demonstrate to high school seniors that science, technology, engineering, and math are everywhere, even on the soccer field.

STEM Sports provided educational lessons and learning materials for seven 25-minute stations. Each station employed a different concept from soccer to teach a distinct STEM skill.

### The seven station topics included:

1. Calculating Throw-Ins
2. Understanding Synthetic versus Natural Materials
3. Heart Rate & Calorie Burning
4. Effective Ball Travel
5. Pressure and Molecular Motion
6. Goal Line Technology
7. Probability and Penalty Kicks

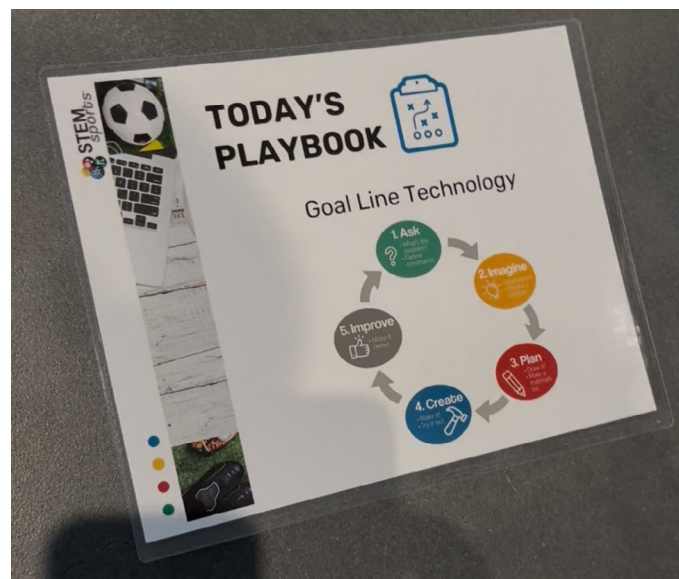
Students rotated through stations inside the stadium, exploring STEM in a unique learning experience that the Red Bulls hope will stick with them long after the event.



### THE IMPACT

"You could see the cogs turning in their brains," said Nick. "These were concepts they see every day, but then using sports and our club and stadium as the vehicle for learning, it was great. Some students even said they could see themselves doing this as a career."

Providing the space for students to have fun, get hands-on experience, and actively learn was exactly what the club aimed for. At the end of the five-hour event, everyone agreed it was a success. Plans are underway to make next year's event even more impactful.



### THE RECOMMENDATION

Nick wrapped up the experience by saying, "If you're a team or club looking to relate learning back to the club itself, this is a great program. Soccer was authentic to us as a club, and it helped the kids learn and grow in a way that felt real. It's a no-brainer for any team thinking about doing community outreach with STEM."