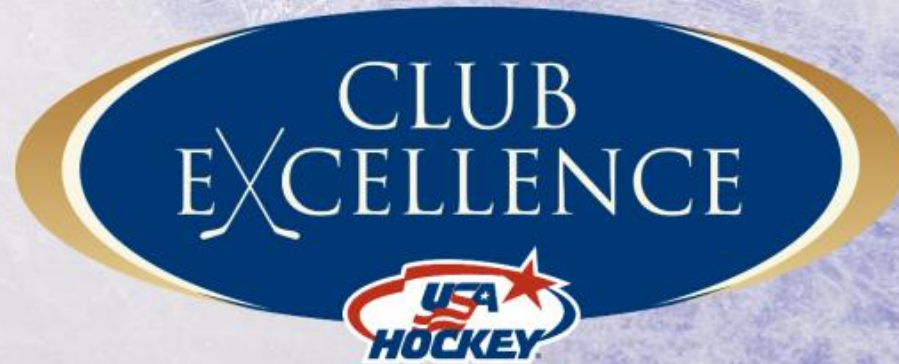


Club Excellence

- *What is it?*
 - *An online platform designed to equip youth hockey associations with the knowledge and tools to offer the best youth sports programming*
 - *Guides an association board through their season*



Club Excellence Areas of Focus

➤ Administration

- Strategic Planning
- Financial Development
- Governance
- Quick reference resources
- Consistency from season to season even with board turnover

➤ Hockey Development

- ADM
- CEP
- Participation Growth

➤ Volunteer Development

- Consumer Education
- Volunteer Recruitment
- DEI



NEW Club Excellence Portal

- Job Descriptions
 - Gives volunteers direction and clarity of role
 - Ability to more easily create custom positions
- Position Specific Tasks
 - Monthly guide to direct each position
 - Ability to send self reminders
 - Board can create custom tasks for roles that stay with the association from season to season
- Resources
 - Quick reference documents on non-profit board governance
 - Links to all areas of USA Hockey within appropriate tasks
 - Affiliate-specific resources
- Analytics
 - New real-time membership analytics tool

Vice President

The main purpose of the Vice President is to act as support to the President and fulfill the duties of the President in his/her absence. Additionally, the Vice President's key role is to all all board members and committees with their tasks as well as assist with the communication to the general association's membership.

Job Description

- Plan, develop, and enforce club policies and bylaws
- Ensure organization is meeting its goals
- Provide input to board meetings in the absence of the President
- Assist the President in any or all tasks
- Lead/attend committee meetings
- Identify candidates to serve as committee chairs
- Report to the board activities undertaken by any committees
- Review coaching Candidates / selections with Hockey Director
- Review tryout results with Hockey Director
- Lead contact for recruiting and retaining volunteers
- Fulfill other tasks assigned by the association President or board as necessary

Qualifications

- Strong leadership ability
- Conducts themselves at a high standard
- High energy and passionate about youth hockey
- Extremely well organized
- Excellent communication skills, both in-person and by email
- Able to build and maintain relationships
- Efficient planner with a commitment to follow-through on tasks
- A strong belief in youth hockey and its benefits
- Able to build and maintain relationships

Hockey Development Coordinator

The Hockey Development Coordinator plays a vital role for a youth hockey association. This individual is responsible for ensuring that the on-ice product being offered is of the best possible quality. Besides making sure that coaches are teaching skills in a fun and engaging manner, the Hockey Development Coordinator needs to communicate the long term athlete focus being applied to both coaches and parents. The ability to apply and promote USA Hockey's age-appropriate recommendations is key to both player development and consumer satisfaction.

A successful candidate in this role will drive an association's success on and off the ice.

Job Description

- Implement the developmental guidelines and training priorities of the American Development Model
 - Both on and off the ice
- Ensure proper instruction is being offered at each level
- Facilitates the recruitment of coaches
- Assigns coaches to appropriate teams by interviewing candidates and matching them by qualifications and USA Hockey Coaching Education Program certification
- Facilitates monthly coaching meetings
- Coordinate with coaching staff on completing appropriate USA Hockey
 - Coaching Education Program certification level
 - Background screening
 - Online age specific module training
 - Safe Sport training
- Implement ongoing education & training programs (team building, practice plans, small games, etc.)
- Coordinate the tryout process and define the selection committee process
- Determine the structure and execution for introductory programming (learn to play)
- Attend and evaluate skills sessions, practices and games for all levels of play
- Responsible for communicating with parents regularly on the development plan being implemented
- Act as the main contact between the hockey program and its board, coaches and parents

Qualifications

- A strong belief and knowledge of the American Development Model
- Well organized
- Good communication skills, both in-person and by email
- High energy and passionate about youth hockey
- Efficient planner with a commitment to follow-through on tasks
- Commitment to professional development through acquiring appropriate USA Hockey Coaching Education Program Levels

Dashboard

The dashboard features a dark sidebar on the left with navigation options: Home, Dashboard, My Tasks, Board Members, Resource Center, Custom Task Management, User Profile, Analytics, and Content Management. The main content area is titled 'CLUB EXCELLENCE' and 'Dashboard'. It includes four summary cards: Full Name (Katie Holmgren), Association Name (Colorado o Misc), Association Code (COH0000), and Current Season (2021-2022). Below these are two main sections: 'List Of Board Members' and 'Task Progress'. The board members list includes Katie Holmgren as Board Director, and other roles like President, Registrar, Treasurer, and Vice President. The task progress section shows a task for 'Aug-2021' with details for 'Hockey Development - President'.

USA HOCKEY CLUB EXCELLENCE Katie Holmgren Logout

Dashboard

FULL NAME
KATIE HOLMGREN

ASSOCIATION NAME
COLORADO o MISC

ASSOCIATION CODE
COH0000

CURRENT SEASON
2021-2022

List Of Board Members

Position	First Name	Last Name
Board Director	Katie	Holmgren
CUSTOM TEST ROLE	Katie	Holmgren
President	Taylor	Gross
Registrar	Christopher	Liang
Treasurer	Test	Event
Vice President	Taylor	Gross

Task Progress

My Task List

Full Name	Position	Season
KATIE HOLMGREN	Board Director	2021-2022

Aug-2021

Task Details

View Tasks

Hockey Development - President

- [Task Item]
- [Task Item]
- Connect with the Hockey Development Coordinator and Growth Coordinator to evaluate your transitional programming that will take a Top Hockey for Free participant to an association member.

Task Lists


Jul-2021

25% Complete


Hockey Development - President

- With the board, evaluate player skill development, participation levels, and any surveys to determine any needed programming adjustments for next season
- Adjust ice allocation and budget to fit modified program offerings

Governance - President

- Review the board self-assessments and provide appropriate feedback and action plans for individual board members to improve their performance
- Customize the board meeting agenda and have the Secretary distribute 10 days prior to next board meeting
- To ensure candidates fit the association's culture, whomever is involved in the selection process should have a strategic mindset. Meaning, select individuals that possess quality 

Financial - President

- Work with your Treasurer to identify a CPA to perform a financial audit in accordance with the association bylaws
 - A full audit should be considered every 3-5 years
- After reviewing this season's financial dashboards and any survey results, work with the board to review the new budget to make sure you have resources allocated to achieving your 
- Budget review and approval by the board

Resources

SWOT Analysis

Now that you've completed the first steps of the strategic planning process, your leadership will need to take the time to identify potential areas for improvement, expansion and change. Before setting new goals and initiatives, a great exercise to identify your current landscape is doing a SWOT Analysis. SWOT stands for Strengths, Weaknesses, Opportunities & Threats.

As a group, use the diagram below to identify these influences.

STRENGTHS (Internal): (Examples: funding, organizational structure, culture, policies)

- _____
- _____
- _____

Vision Statement Worksheet

Now that you've identified your Guiding Values, your next step is to work with your board on building a dynamic and inspirational Vision Statement. Think of your Vision Statement as what life would be like if your association's mission and goals were achieved.

Use the exercises below to foster and shape discussion for the purpose of a Vision Statement.

Exercise 1: List the Five Words the board wants associated with the association

1. _____
2. _____
3. _____
4. _____
5. _____

Guiding Values Worksheet

When beginning the strategic planning process, the first step is for your association board to discuss and identify the values that best represent your organization. Through establishing your Guiding Values, it will better guide your group through developing your vision, mission and goals.

Please note:

- There is no recommended minimum number
- Does your board feel that these values identify with you?
- Look for values that would inspire individuals to want to
- Remember that your Guiding Values will be rooted in you
- Sample Guiding Values: opportunity, excellence, diversity

List your Guiding Values below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Once your board feels confident in the Guiding Values you've identified, the next step of developing a strategic plan, building your Vision Statement.



Mission Statement Worksheet

Your board has taken the time to identify the values that best represent what your association does, then you provided vision for how the community would be impacted through your organization's success, now you want to take those two items to build your Mission Statement.

The Mission Statement acts as the youth hockey association's marching orders. It should inspire your members and add transparency to what you are all about. Above all else, it should direct the board on how to operate as an organization. Most importantly, it should guide the board's decisions.

Use the exercises below to foster and shape discussion for the development of your Mission Statement.

Exercise 1: In one sentence, answer "Why does your association exist?"

_____ like, does,

Exercise 2: How will the association conduct itself to fulfill the previously defined purpose?

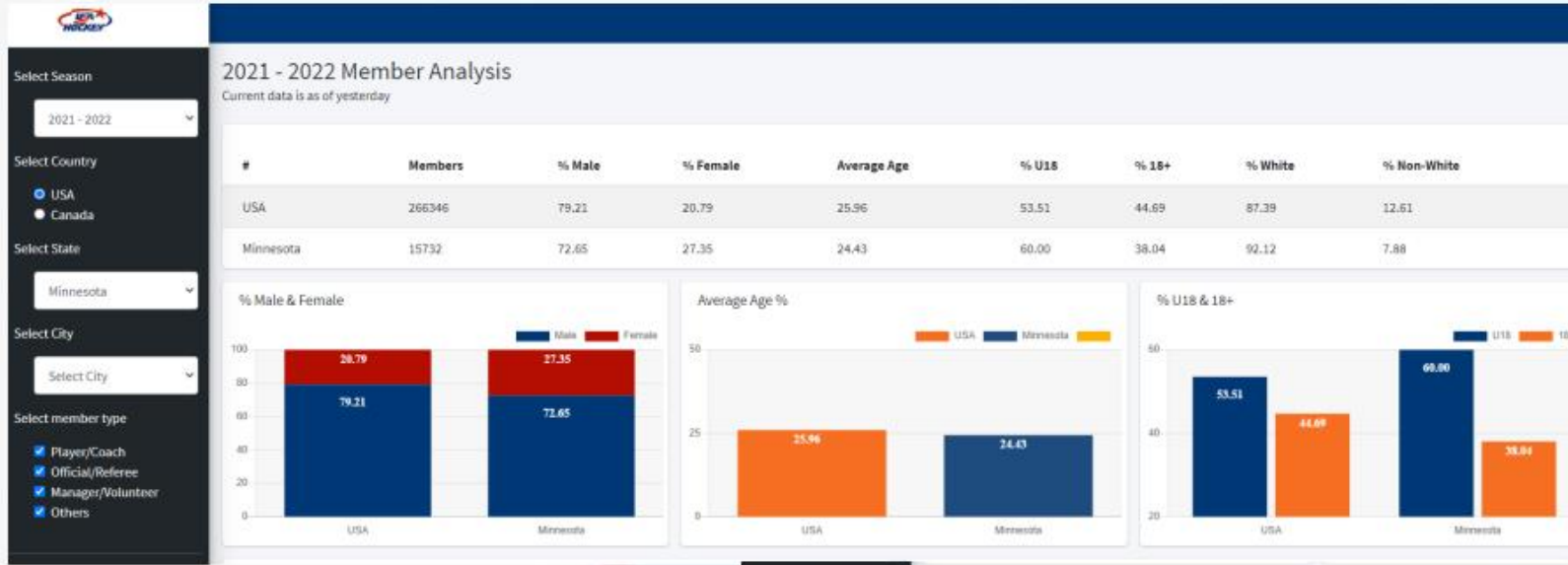
1. _____
2. _____
3. _____
4. _____
5. _____

Exercise 3: What services will the association provide to fulfill that purpose?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____



Analytics Tool



Select Season
2021 - 2022

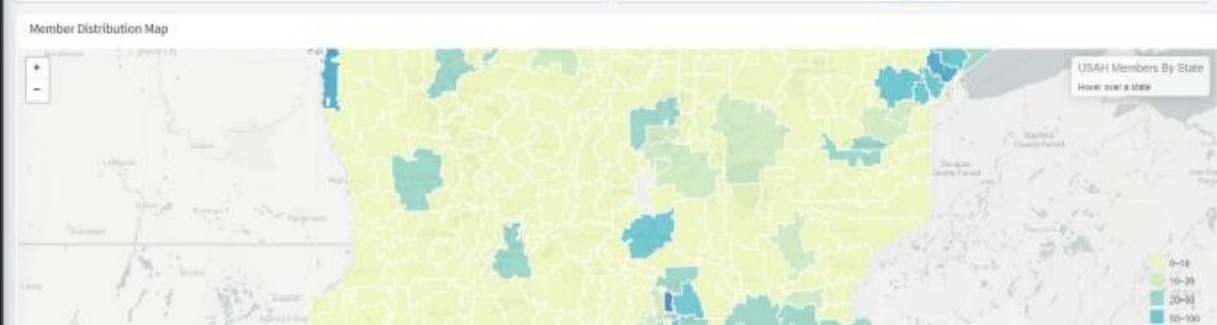
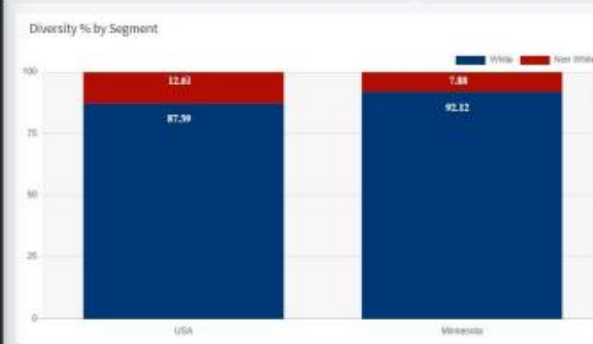
Select Country
 USA
 Canada

Select State
Minnesota

Select City
Select City

Select member type
 Player/Coach
 Official/Referee
 Manager/Volunteer
 Others

[Return to Club Excellence Dashboard](#)



How can Club Excellence help?

➤ Roles and responsibility of a board:

Determine Organizational Direction	Provide Necessary Resources	Provide Oversight
<ul style="list-style-type: none">• Develop organizational mission and vision• Ensure effective Planning• Being more a more inclusive sport	<ul style="list-style-type: none">• Determine coaches and administrators• Ensure adequate resources to achieve organizational goals• Identify competent leadership• Increase the organization's reputation	<ul style="list-style-type: none">• Develop, evaluate and improve your programs and services• Provide assessment and support for coaches and administrators• Provide financial oversight• Maintain accountability of legal and ethical integrity

➤ Resources to keep you at your best!



Governance

- The difference between a bylaw and policy
- Ensure your board has a roadmap to avoid conflict
 - Conflict of Interest, Whistle Blower, Document Retention

Lead with Intent

- Running impactful & efficient board meetings
- Committee best practices
- Strategic planning framework
- Self-evaluation framework

Develop Financial Oversight

- Employee vs. independent contractor
- Helpful policies to ensure financial abuse safeguards
- Guidance on fundraising, locating and securing grants

Legal Guidance

- The 3 D's (legal responsibilities)
- Basic elements of bylaws and how to best leverage them
- Basic responsibilities of a board