



**Program Support**  
**Annual Meeting 2018**

# Program Support



- Building Relationships
  - Calls/emails/visits
  - District Meetings
    - Association Meetings
  - State Tournaments
  - Player Development
    - Non-NB Intro Clinic
  - Association Leadership Conference
- Initiatives
  - One Goal Gear
  - Hard Dividers
  - Cheever Grant
  - Quick Change
  - Intermediate Nets



# National Perspective



National 8U Boys and Girls					
	13-14	14-15	15-16	16-17	17-18
Total	103,961	105,925	107,703	115,694	122,135
	1.0%	1.9%	1.7%	7.4%	5.6%
New	44,628	45,480	45,539	52,076	55,769
Retained	59,333	60,445	62,164	63,618	66,366

- Driven by significant growth from NEW players
  - NEW player boost thanks to NHL Learn to Play initiative (+7.1% or +3,693)
  - Highest 8U total in USA Hockey history
- The highly important 6U group grew for the 3rd straight year
- Girls hockey grew by **+9.6%** (5th straight year)
  - 22,532 girl players is the highest TOTAL ever

# Massachusetts Perspective



Massachusetts 8U Boys and Girls					
	13-14	14-15	15-16	16-17	17-18
Total	13,326	13,862	13,098	13,196	13,019
	0.2%	4.0%	-5.5%	0.7%	-1.3%
New	5,872	6,100	5,147	5,709	5,566
Retained	7,454	7,762	7,951	7,487	7,453

- -2.5% (143) decrease in NEW players
- -0.5% (34) decrease in RETAINED players
- 8U decreased overall by -1.3% (177)
  - Girls' 8U participation increased by +5.5% (162)



# Market Segments with Highest Growth Potential



- Girls/Women's
  - Host girls only try hockey events
  - Organize girls only teams at each level
  - Encourage past girls players and moms to become more active as coaches
    - High School and youth players providing support/encouragement to younger girls in the program
  - Work with local Girl's Scouts troop.
    - Badge for trying skating/hockey
- Non traditional Hockey Families
  - Changing demographics
  - Different sport backgrounds
  - Create ambassadors
    - "See Me"
  - Diversity committee
  - Marketing in different languages





# 2 & 2 Challenge

## 2017-18 Season

- 8/144 associations registered
  - 7 Bronze Status
  - 0 Silver Status
  - 1 Gold Status

## 2018-19 Season

- 141 eligible associations



## 8U Program





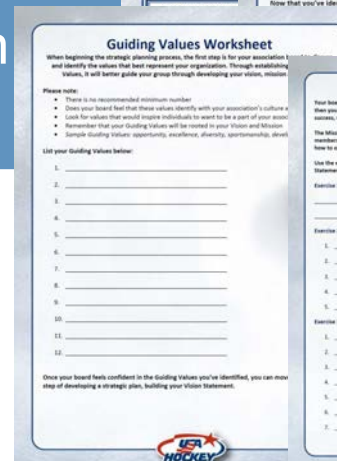
# HOW CAN CLUB EXCELLENCE HELP?

A roadmap to help you embrace your role

“Raise the bar”

Enhanced communication

Improve governance



# Resources

- 2 & 2 Challenge
  - Try Hockey For Free
    - Across MA, 875 kids participated at 27 host sites
- Club Excellence
  - MN- 15
  - WI- 13
  - MA- 5
- Data
  - Provide insight into association progress
  - Quantitative support for future decisions





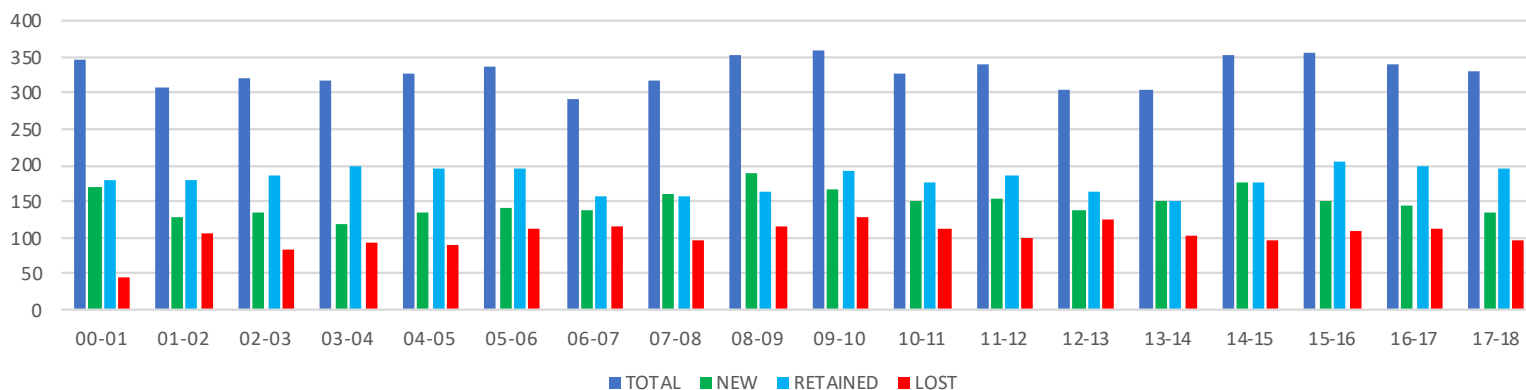


# MAH3059- MILTON YOUTH HOCKEY ASSOCIATION

## BOYS & GIRLS YOUTH HOCKEY 8U SUMMARY

	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18
<b>TOTAL</b>	347	309	322	316	328	338	293	316	352	359	328	340	303	303	354	355	341	329
<b>NEW</b>	169	129	135	119	134	142	137	160	188	168	151	154	139	152	177	150	144	135
<b>RETAINED</b>	178	180	187	197	194	196	156	156	164	191	177	186	164	151	177	205	197	194
<b>LOST</b>	45	104	83	93	88	112	114	95	116	129	113	100	125	102	95	108	111	97

Milton Youth Hockey  
Boys & Girls 8U Summary



## LOCKOUT

## Post Olympic

\*This report focuses on the foundation of the Association's player base in the 8U age category. It examines the entry-level age group at the association level for the past 18 seasons.

\*The objective is to help all levels of the Association's structure understand their past performance and create achievable growth goals for the 2018-19 season.

# Questions for Associations



- What is your association's most unique quality?
- What are your top 3 assets?
- Within the last 2 seasons, what is the best decision your board has made?
  - What decisions would you change?
- What 2 items would you change to increase your board's effectiveness?
- What are your 3 greatest opportunities for next year?





Thank you!

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