

Program Support
Annual Meeting 2018



HOCKEY

- 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



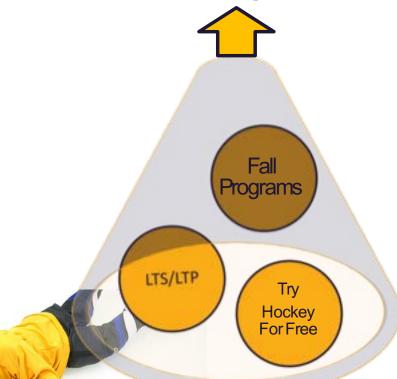
- 8/144 associations registered
 - 7 Bronze Status
 - 0 Silver Status
 - 1 Gold Status

2018-19 Season

• 141 eligible associations



8U Program







HOW CAN CLUB EXCELLENCE HELP?

"Raise the bar"

A roadmap to help you embrace your role Improve governance

Enhanced communic-

ation

SWOT Analysis

Now that you've completed the first steps of the strategic planning process, your leadership will nee to take the time to identify potential areas for improvement, expansion and change. Before setting new gools and initiatives, a resear exercise to identify your current leaders is identify a NOVIC Analysis.

As a group, use the div

Vision Statement Worksheet

've identified your Guiding Values, your next step is to work with your board or

Guiding Values Worksheet

Grand Statement of the purpose of a Vision Statement of the purpose of a Vision Statement.

and identify the value	etegic planning process, the first step s that best represent your organization	on. Through establishing	
Values, it will bett	er guide your group through develop	ing your vision, mission	-
Please note:			
	mended minimum number led that these values identify with yo		Your board
	at would inspire individuals to want t		then you p
	our Guiding Values will be rooted in y		The Missi
Sample Guiding V	alves: apportunity, excellence, alversi	ty, sportsmanship, drivet	members
List your Guiding Values I	wlew:		how to op
1			Use the ex
		- 10	10011100
1		_	Election 3
1.		_	_
			Exercise 2
-		-	1
4		_	-
			1 -
			1
		-	4
			33.0

from board has taken the time to identify the values that have represent what your association has you provided without how the commonly would be impossible through your empirical courses, their your want to take those two them to hading your Mindow-Stermans. He Mindow-Stermans at sa at the provide hockey vancelation's meritaing orders. It should interest the provided of the provided of the provided of the provided of the course members and add for transparency to such up you are all about. Allows all thes, It should didn't the course of provided as one organization, haden importunity, It should got the hard's decision to the provided as one organization, haden importunity, It should got the hard's decision to the secretion Section to Institute and design account for the devictories of the hard's decisions.

Service 2 has will the association conduct had the held the provincity defined proposed.

2.

3.

4.

5.

5.

Commission of the association provides to held the proposed to the commission of the association provides to held the proposed to the commission of the association provides to held the proposed to the commission of the association provides to held the proposed to the commission of the association provides to held the proposed to the commission of the association provides to held the proposed to the commission of the association provides to held the proposed to the commission of the association provides to held the proposed to the commission of the association provides to held the provincial proposed to the commission of the commissi

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

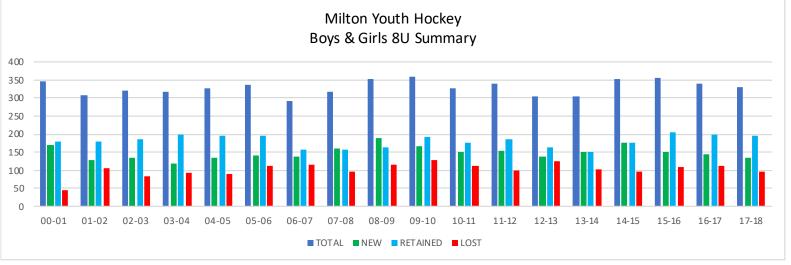






MAH3059- MILTON YOUTH HOCKEY ASSOCIATION

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



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!

Michael DiOrio

MDiOrio@MAHockey.org

(781)664-2700 x103