



Strategy Plan Effective 2020-21 Season

Growing Youth Hockey in the Carolinas

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National Structure

Insurance

Research and development

National Directives and Orientation

USA Hockey Structure



National - Identify
national Goals,
Objectives and Priorities



Districts - Coordination
of National approach (12
districts)

Affiliate - Enforcement
of National Rules and
Priorities, affiliate
strategies, support
Associations (34
affiliates)



Associations - who you
play with and for

Your Association



Board of Directors

North and South Carolina

North Carolina - 6 District Directors

- District 1 (Greensboro, Winston Salem) - Paul Fidishun - President - Girls/Womens
- District 2 (Charlotte) - Brad Hoffman - Youth, Strategy, Grants, Tournaments
- District 3 (Cape Fear, Wilmington, Greenville NC) - Matt Hurley - Communications, Strategy, Grants
- District 4 (Raleigh) - Rick Daniel - Vice President - Discipline, Grants
- District 5 (Charlotte) - Jeff Holdenrid - Director - Girl's/Womens
- District 6 (Raleigh) - Brian Mehm - Secretary, Strategy

South Carolina - 3 District Directors

- District 1 (Charleston) - Chad Boerst - Director - Strategy, Girls/Womens, Grants
- District 2 (Charleston) - Robert Engler - Treasurer - High School
- District 3 (Columbia, Greenville SC) - Jake Yenser - Director - Grants, High School

Non-Voting Members of the Board

- Jessica Westphal - District Associate Registrar - Membership, Grants, Tournaments
- Ed Morris - Affiliate Coach in Chief - Player Development, Tournaments, Strategy
- Kevin Universal - Director Emeritus, Adult & Membership
- Matt Meinig - Affiliate Safe Sport Coordinator
- Brian Haaland - CAHA Goaltending Coordinator
- Andy Lindley - NC Officiating Supervisor
- Jerry Folk - SC Officiating Supervisor



Strategy Plan

During the 2018 and 2019 CAHA Annual Meetings, Associations identified the need for a long-term strategic plan. CAHA put together a Strategy Plan Committee to develop a long-term plan to grow the sport of hockey in the Carolinas.

Strategic Vision

By 2025, CAHA's goal is to meet or exceed national growth and retention rates across all ages and demographics. Our desire is that the majority of CAHA Associations will meet the national standard for implementation of ADM Principles by 2025 and meet or exceed CAHA/USA Hockey "Model Association" standards. Achieving this vision means that our coaches will lead the implementation of the best coaching methods, create a fun environment, and work to grow the sport. Our programs will deliver fun, skill development, and competitiveness while preparing players for the highest level of hockey that they desire. We do the right thing to instill the love of hockey in every player so they play hockey for life.



What was the process?

Strategy Committee Formed in August 2019 After Associations requested formation

Deep dive into data from youth sports studies, USA Hockey registration and historical data, affiliate data, CAHA surveys of coaches & members

Input from USA Hockey, other affiliates, CAHA Associations, parents, coaches on the vision and strategies

Developed specific action plans and had 2nd meeting with Associations to get input and feedback. Also additional feedback and input from USAH, other affiliates, coaches.

Reworked the Action Plans based on the feedback

Final plan adopted by CAHA Board of Directors in February 2020

Implement the plans starting in 2020-21 season



Deep dive into the data

Trends in Youth Sports - growth & retention

USAH and CAHA Growth & Retention

Player Development Success at SE District level

ADM & Skill Development

Coaching & Referee Development

Cost or Value of playing hockey

Equity & Inclusion

What growth & retention practices are working
in other Affiliates and other sports



Trends in Youth Sports

Youth Sports - drop out rate is high for all sports due to many factors -lack of fun, too much emphasis on winning, too competitive too soon, burnout, cost, poor coaching. Hockey is no different.

MORE FUN (in order of importance)	LESS FUN (in order of importance)
<i>Trying your best</i> <i>When Coach treats player with respect</i> <i>Getting Playing time</i> <i>Playing well together as a team</i> <i>Getting along with teammates</i> <i>Exercising and being active</i>	<i>Winning</i> <i>Playing in tournaments</i> <i>Practicing with specialty coaches</i> <i>Earning medals or trophies</i> <i>Traveling to new places to play</i> <i>Getting pictures taken</i>



USAH & CAHA Growth & Retention



CAHA registrations for youth players (0 to 18 years of age) increased by 23.3% in the last 5 years (2014-15 to 2018-19 seasons) exceeding the national average.

CAHA experiences growth when players move from 6U to 8U and from 8U to 10U but this growth levels off significantly when players move from 10U to 12U.

When players move from 12U to 14U and 14U to 16U and 16U to 18U we start to lose players significantly.

In the last 4 seasons, youth registrations 6U to 8U, 8U to 10U, and 10U to 12U have seen either faster declines each year or slower growth each year.



Player Development Results



BOYS - from 2016 to 2019 seasons, CAHA players that advanced from the SE District Camp went from 20% of total players (7 players) to 5.7% of total players (2 players).



GIRLS - CAHA girls advancing to the different levels of player development camps had declined for 2 years (2017 and 2018 - in total and as a % of SE District players advancing) before experiencing a rebound in 2019.

CAROLINA AMATEUR



HOCKEY ASSOCIATION

ADM & Skill Development

Many Associations are committed to ADM and have success with implementing Best Practices

The definition of an ADM Best Practice is sometimes unclear with the volume of information available

Turnover in leadership in Associations & Hockey Directors leads to uneven implementation of ADM Best Practices in program structure and on-ice content.



Coaching & Referee Development

Coaching Development is primarily via USAH Coaching Education Program

CAHA Coaching Survey in 2019 - coaches expressed a desire for supplemental development opportunities - 91% said they would attend a Coaching Symposium in Charlotte or Raleigh in May or June.

Referee loss is a national crisis - we lose 1/3 of new officials after the 1st year, another 1/3 in the 2nd year, and only have 20% at 5 years

Number #1 reason why officials leave is abuse



Cost or Value of playing hockey

Hockey is the 2nd expensive sport behind lacrosse

“Value” defined as what families receive from their hockey experience - the fee, travel costs, extra lessons, equipment, etc. compared to the fun, team experience, life lessons, competitiveness, exercise, friendships

Travel hockey adds significant cost especially when teams choose to travel to locations outside of CAHA

The CHL doesn't always provide the right competitive environment for all teams

Watering down of travel hockey as more families want to experience better coaching, travel, better “team” experience, and cool jerseys and gear. House hockey suffers



What are other sports & hockey affiliates doing to address growth & retention?

All major sports have addressed when they introduce the adult-sized version of their sport to children - typically at 13-14 years old. Hockey is at 9

Age Appropriate equipment, coaching, and parent expectations including training, number of games, and game formats (e.g. Cross-Ice games at 6U/8U)

10U Half-Ice as a step between Cross-Ice and Full-Ice to bring the age we introduce the adult game to 11 instead of 9



4 Strategies

STRATEGY 1

Focus on the on-ice content or execution so that ADM Best Practices are implemented in every age group in every Association with a primary focus on 6U/8U/10U/12U and Goaltending

STRATEGY 2

Improve the Value that Families Receive By Playing Hockey

STRATEGY 3

Hockey is for Everyone: Equity & Inclusion to grow our sport in all areas to include everyone - Girl's Hockey, Adult, Disabled, etc

STRATEGY 4

Improve the local marketing of the sport to all groups



Improve the local marketing of the sport to all groups

Social Media and Target Marketing Campaigns

Support Associations with programs

Partner with other sports to access their players and support multi-sport focus

Use Marketing data to attract new players



Focus on the on-ice content & execution of ADM Best Practices in every age group in every Association with a primary focus on 6U/8U/10U/12U and Goaltending

Maximize ADM Execution in Programs and on the ice

Grow House Programs and emphasize Learn to Play, 6U/8U, and 10U programs - Includes building House hockey effectiveness at delivering fun, skill development, and competitiveness. Improve structure, coaching and competition at this level.

Coaching & Referee Development & Growth - Invest in this area to include attracting new coaches and referees. Implement on-going coaching and referee development, support our referees to address abuse from coaches and parents. Partner with Positive Coaching Alliance, host annual Coaching Symposium, and offering additional learning for coaches.

CAHA - "Association of Excellence" Program - Implement a CAHA "Association of Excellence" Standards that are based on ADM Best Practices.



Improve the Value that Families Receive By Playing Hockey

Improve skill development by helping Associations follow ADM Best Practices

Improve the overall experience to include more fun Improve our coaching expertise to deliver better on-ice content in practices

Reduce travel and associated costs

Improve CHL so that every team wants to play in the league



Hockey is for Everyone: Equity & Inclusion

NHL Hockey is for Everyone embraces all people

Celebrate all people who play or watch hockey, including fans of every race, color, religion, national origin, gender identity, age, sexual orientation, socio-economic status, and those with disabilities.

Girls Hockey, Disabled Hockey, Adult Hockey, Youth Hockey

Welcome and ensure that all people feel included in the experience



2020-21 Season

6U & 8U Cross-Ice Games in all Associations

8U Development team programs renamed from 8U Select and must be formed via open registration (no tryouts or selection process)

10U Half-Ice Games in 25% House/House Select/Travel B

ADM Best Practices Support and Reporting

Coaching Development - Coaching Symposium, Positive Coaching Alliance Partnership, On-line Resources

Learn To Play Program Support

Equity & Inclusion - Hockey is for Everyone

Marketing of the Sport - Targeted, Social Media, Using Data



A Great Day To Play Hockey!

Q & A

Improved Growth & Retention

More Fun

Improved Skill Development

Improved coaching

Positive Coaching Alliance

Improved Referee Retention

Hockey is for Everyone

Better Value for Families