

# **Minnesota Hockey Executive Director Report**

## **Glen Andresen – September 19, 2020**

### **COVID-19 Response and Return to Play Guidelines**

The top focus in the past three months continued to be focused on returning kids to play and providing guidance to our associations as they prepare for the upcoming season. As of September 1, we entered Phase 3 of our Return to Play guidelines, and outlined what policies should be in place for associations as they navigate this season, which will undoubtedly bring various challenges.

The important things to remember are that we are far ahead of many areas, and in many ways, less restrictive. It will be incumbent upon our members and leaders to make sure everybody is doing the right things to keep our players on the ice. It goes without saying that the last thing we want is to see a major outbreak among our teams, and to get shut down by the state.

Here's an overview of the timeline this process since our June meeting:

July 7 – Return to Play Phase 2 Webinar for associations

July 28 – MASC Covid Update

August 10 – Return to Play Discussion

August 19 – MASC Update

August 20 – Linsy Holst Call to discuss Quick Check In process

August 21 – Announcement of Return to Play Phase 3 Guidelines

August 23 – Meeting with MHCA on Bridge season

August 25 – ALEC Return to Play Session and introduction of Quick Check In process

August 27 – MASC Working Group

August 30 – High School Bridge Season meeting

September 8 – High School Bridge Season meeting

September 17 – Meeting with MDH for clarification on pods and tryouts

### **Diversity Project**

We continue to put a focus on diversity and inclusion within Minnesota Hockey, and have made some good steps forward over the summer. We continue to work with Stephanie Jackson at USA Hockey, and we are continually reaching out to others on this topic as well.

On July 13, we hosted a Diversity and Inclusion webinar that included myself, Stephanie Jackson, Adair Mosely from Pillsbury Companies and Jeffrey Baidoo of the Minnesota Wild. This was mostly a forum to hear from those in our membership about the issues they face and questions they had. It was a great conversation, and led to the creation of several action items that Steve Oleheiser, Kendra Verbeten, Derek Ricke and myself went over to try and finalize.

We also made Diversity and Inclusion a topic session during the Association Leader Conference on September 15. We were thrilled to have Matt Dumba, the 2020 recipient of the NHL's King Clancy Award given for humanitarian efforts, join us as our featured guest. Matt provided great insight on the efforts of the Hockey Diversity Alliance and how they are looking to work with governing bodies on implementing strategies to eliminate racism from our game and change the culture.

Among other happenings on the diversity front:

July 24 – USA Hockey RISE webinar

Ongoing – Working with University of Minnesota Sports Management on GIRSO project (see below)

August 12 – Meeting with Kendall Bolen-Porter, African American professional player looking to get involved

August 14 – Sport as a Vehicle for Change Webinar

August 20 – Hockey and Hispanics webinar

September 14 – Agreed with Jeffrey Baidoo to become our Minnesota Hockey Equity Advisor

## **GIRSO Project**

I have submitted a proposal to the University of Minnesota's Global Institute for Responsible Sport Organizations (GIRSO) Social Innovation in Sport Competition (SISC), which seeks proposals from sport entities (e.g., professional sport organizations, for profit organizations, athlete foundations, players' associations, non-profit sport organizations, community sport organizations, intercollegiate athletic departments, high school athletic departments) for partnerships for the 2021–2022 academic year.

GIRSO SISC Partnerships are intended for sport entities interested in collaborating with the University of Minnesota on developing and implementing a social innovative strategy to address a particular social priority in their respective community.

Priority themes should demonstrably relate to a social concern (e.g., health, education, racial injustice, obesity diversity and inclusion, climate change, physical literacy, food literacy, safety) within a specific local, regional, national or global community. They will be considering our theme of growing diversity within Minnesota Hockey.

Partners benefit from students who use research, social innovative, and technical project implementation assistance in developing a project proposal that addresses the community social priority theme in a new and effective way. Student groups are mentored by expert University of Minnesota faculty. The selection process is competitive, and successful applicants must support the effort through dedicated staff time and a financial contribution of \$5,000 that supports the implementation of the SISC proposal by the winning team.

## **High School Bridge Season**

Since Minnesota Hockey District Directors showed their support of a "Bridge season" for high school players should the MSHSL delay the start to their season, Derek, Twig and I have been a part of ongoing discussions with the High School Coaches Associations on what a Bridge Season will look like.

There is been good progress made, although much depends on what will be allowed by High School League. There are still a lot of unanswered questions, especially around cost and coaching. Mike MacMillan has been continuously updating us on his discussions with the High School League and we hope to know more soon.

Obviously the hope is that this Bridge season is not even necessary, and the high school Winter sports are allowed to take place.

## **Team Packages for 2020 State Tournament Qualifiers**

On July 29, Derek, Twig and I put together a State Tournament packing party to send gift bags to every team that qualified for our State Tournaments that were cancelled in March. Each team got a large State Tournament qualifier banner, and every player also got a smaller version of that same banner. We also included skate laces, Jimmy John's gift cards and commemorative State Tournament programs while supplies lasted.

The three of us divvied up all packages, which we either delivered in person to homes or arenas, or were sent by Twig via Fed Ex. This was an enormous project, but our teams were very appreciative of the gesture.

## **2020 Minnesota Hockey Golf Benefit**

We had planned to host our Golf Benefit this past Wednesday at Bunker Hills. Unfortunately, less than three weeks before the date, I was notified by the course that there was a double booking and they would need to reschedule us. Rather than push it to another date and scramble to notify everybody, we made the decision to cancel this year's event.

We will bring it back again next July.

## **Little Wild**

Typically the Little Wild Learn to Play program would be in full swing right now. Unfortunately, that was not allowed to happen, however there will be sessions hosted in April at 16 locations. I will have more details on all of those at the January meeting.

## **Legacy Fund**

In its second year, the Legacy Fund was rolling right along in February and had awarded just north of \$10,000 to families that have undergone major hardships. Obviously, things changed shortly after and we did not award any money from March through August. Interestingly, we didn't receive too many applications during that time either.

However, as we have been getting back up and running, more applications have come in, and there are more situations we would like to deal with. The Legacy Fund committee will be meeting once again on September 22 to review further applications.

## **Let's Play Hockey Equipment Drive**

There will be a Let's Play Hockey Equipment Drive this year, however details are still being finalized between the Wild and Let's Play Hockey. The event will be scaled back quite a bit, but it was decided the event should be held as now as a time that people will be looking for gear more than ever.

## **Website/Newsletter**

For more stats on our newsletter, social media and website traffic, please view the attached at the end of this report.

## Top 10 Newsletter Articles (Sept. 2019 – Aug. 2020)

Title	Clicks
<b>MH RULE CHANGES FOR 2019-20 SEASON</b>	9,803
<b>2020 STATE TOURNAMENT LOCATIONS</b>	8,304
<b>2020 REGION TOURNAMENT BRACKETS</b>	4,419
<b>PLAYER-FIRST SQUIRT MODEL GAINING STEAM</b>	4,109
<b>8 TIPS FOR TRYOUTS</b>	4,039
<b>8 TRAITS OF COACHABLE KIDS</b>	3,950
<b>MINNESOTA HOCKEY PHASE 3 TO START SEPT. 1</b>	3,913
<b>MH RETURN TO PLAY GUIDELINES</b>	3,811
<b>2020 TIER I LEAGUE ROSTERS ANNOUNCED</b>	3,374
<b>HONORING 2020 STATE PARTICIPANTS</b>	3,237

### Summer Web Traffic (June 1<sup>st</sup> – August 31<sup>st</sup>)

Metric	2020	2019	% Change	2018	2 yr. Change
Sessions	191,980	223,100	-13.96%	203,000	-5.62%
Users	100,250	112,700	-11.06%	94,049	6.60%
Pageviews	580,560	707,539	-17.95%	684,780	-15.22%

### Top Visited Web Pages (June 1<sup>st</sup> – August 31<sup>st</sup>)

Page Title	2020 Pageviews	2019 Pageviews
Minnesota Hockey Home Page	33,718	38,899
Youth 16U Tier I League (Main)	22,208	16,311
CCM HP Tier I Leagues (Main)	21,905	19,513
Youth 14U Tier I League (Main)	16,995	14,128
Youth 15 Tier I League (Main)	10,750	8,192
CCM High Performance (Main)	9,538	16,086
2020 Tier I League Rosters Ann.	9,130	8,326
2020 Tier I League Registration Ann.	8,927	11,210
Girls 14U Tier I League (Main)	8,734	6,767
Player-First Squirt Model (Proctor)	8,576	N/A
Age Classification Change Release	N/A	17,374
Roster Release - HP Summer Camps	N/A	15,191
Boys HP 15 Summer Camp	N/A	13,719
Boys HP 14 Summer Camp	N/A	12,419
Girls HP 15 Summer Camp	N/A	11,975

### Summer Newsletter – Open Rates

Year	June	July	August
2017	20.10%	19.54%	15.18%
2018	19.83%	21.14%	21.53%

2019	21.58%	29.93%	14.10%
<b>2020</b>	<b>18.73%</b>	<b>19.75%</b>	<b>18.18%</b>

### Summer Newsletter – Click Rates

Year	June	July	August
2017	5.41%	5.54%	3.61%
2018	5.10%	2.29%	5.32%
2019	6.07%	10.63%	3.37%
<b>2020</b>	<b>3.51%</b>	<b>3.67%</b>	<b>3.84%</b>

### Instagram

- 2,754 Followers (+1,100 since Fall 2019)

### Facebook

- 7,473 (+650 Likes since Fall 2019)
- Top Posts
  - 6/20 – Return to Hockey Protocol Video – 5,100 reached and 600 engaged
  - 6/19 – MDH Announces Phase Return to Games – 3,200 reached & 1,500 engaged
  - 6/23 – MH Announces Advancing to Phase 2 RTP – 3,100 reached & 800 engaged
  - 6/18 – Return to Play Q&A – 3,000 reached & 800 engaged
  - 6/9 – MH COVID-19 Update on MDH Guidance – 3,000 reached & 1,200 engaged

### Twitter

- Main Acct: 18,201 Followers (+1,900 since Fall 2019)
- HP Acct: 5,019 Followers (+800 since Fall 2019)
- Top Posts
  - 6/15 – Facts on MN Players reaching Div. I Hockey – 26,761 impressions, 441 engaged
  - 6/11 – Statement on working with MDH & MN Gov for RTP – 26,286 impr., 3,685 eng.
  - 6/19 – MDH Releases Plan for Phased Return to Games – 23, 509 impr., 564 engaged
  - 8/25 – RIP Tweet for Mark Sertich – 22,586 impressions, 552 engaged
  - 8/17 – Vote EGF for Hockeyville w/ Region/State Tie-In – 20,679 impr, 229 engaged