



Minnesota Hockey Growth Workshops Event Summary April 20, 2013



The Minnesota Hockey Recruiting and Retention Committee organized and conducted a series of growth workshops over the past month. Five workshops were held April 12-14 at the following locations: Eagan, Duluth, Bemidji, Alexandria and Brooklyn Park. A workshop originally scheduled in Mankato was postponed to Thursday, April 25 due to inclement weather.

Over the first five workshops, the committee was able to reach 46 different associations and almost 80 people. Here is a complete list of the associations that attended broken down by district:

District 1

City of Lakes
Edgumbe

District 2

Forest Lake
Highland/Central
Tartan
Roseville
Mahtomedi

District 3

Armstrong/Cooper
Hopkins
North Metro
Osseo/Maple Grove
Wayzata
St. Louis Park

District 5

Becker/Big Lake
Buffalo

District 6

Burnsville
Eden Prairie
Prior Lake/Savage
Richfield
Bloomington Girls

District 8

Apple Valley
Como/Johnson
Eagan
Inver Grove Heights
Sibley
South St. Paul

District 10

Andover
Anoka
Blaine
Cambridge/Isanti
Centennial
Coon Rapids
Princeton
St. Francis

District 11

Duluth
Glen Avon (Duluth)
Esko

District 12

Ely
Virginia

District 15

Alexandria
Brainerd
Park Rapids
Perham

District 16

Bemidji
Crookston
Lake of the Woods

Workshop Feedback (23 responses)

- Almost everyone agreed the workshops were valuable, provided ideas.
- There was also a consensus that they would recommend a fellow board member should attend and would be interested in returning next year.
- No one said that the workshop should be shorter.
- There was a mixed response on whether to lengthen the workshop or not.
- The most common suggestion for improvement was to spend more time in breakout sessions to allow for additional interaction between associations and sharing of ideas.
- We even had multiple requests to host these workshops twice a year.



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Mite Survey (18 responses)

- About half of the associations have already created an Intro to Hockey or Learn to Play program that is separate from their mites.
- The majority of mites are skating 2-3 times per week with beginners getting a little less ice time.
- Practices are typically Saturday and Sunday. For outdoor associations, Monday and Wednesday were the normal nights.
- The majority of associations used outdoor ice at least once per week.
- The most common end of the season follow ups are surveys and banquets.
- About half of the associations have a minimum age for participation (four years old).

What can Minnesota Hockey do for our community associations?

- Communication
 - Improve communication of CEP requirements by sending an email to unregistered coaches similar to player retention emails (USA Hockey)
 - Create a networking group for R&R coordinators
 - Help share success stories
 - Add a R&R specific column to the newsletter
 - Track the names of association R&R people
 - Communicate regularly with R&R Coordinators - contact info, info on website, deadlines, new ideas, success stories, planning calendar
 - Provide girls specific ideas
 - Help secure/access school district mailing lists (may have to pay for them)
- Education
 - Host additional workshops
 - Create a transition program for new recruiting coordinators
 - Educate parents – ADM, scholarship opportunities, equipment
 - Simplify CEP (keep them age appropriate - eliminate Alcohol, Nutrition modules at mite/Squirt levels)
 - Help with goalies - equipment, how to coach, etc.
 - How to keep girls in girls' program - migration to youth with absence of checking in PW
- Marketing
 - Promote girls' hockey
 - Help with marketing of hockey in general
 - Influence public perception - cost, popularity of other sports, etc.
 - Advertising to non-hockey markets
 - Generate awareness and interest by minorities
 - Combat Minnesota Made
- Grants/Scholarships
 - Facility help (Mission 10,000 Rinks)
 - Offer additional sizing options with equipment grants
 - Provide sticks with equipment grants
 - Create grants for street or floor hockey equipment
 - Establish a lease program of equipment for Try Hockey events