



Minnesota Hockey Membership Development Report January 28, 2017



The Minnesota Hockey Membership Development Committee continues to make a significant effort to increase the awareness of and participation in hockey through the utilization of available Minnesota Hockey and USA Hockey growth programs. Here is a recap of some of our efforts.

We are excited to report that we have achieved a fourth consecutive season of growth at the 8 & Under level. According to USA Hockey’s 9-Month report, we are currently at **17,767 8U players**, which is up **412 (2.4%) compared to last year** at this time and 116 more than last year’s final total. That means we will set a new state record for total 8U players for the second consecutive season!

November 12, 2016 - Try Hockey For Free Results

On Nov. 12th, there were 55 sites in Minnesota that hosted Try Hockey For Free Day and a total of 958 participants were reported. Compared to last year, there were two more host sites this year but about 100 less participants.

February 25, 2017 – Try Hockey For Free

On February 25th, USA Hockey is hosting the second Try Hockey For Free day of the season in conjunction with Hockey Weekend Across America. As of January 19th, Minnesota had a total of 26 associations hosting events at 27 sites. Here is a summary of the participating associations by district:

<u>District 1</u> City of Lakes	<u>District 5</u> River Lakes Sartell Willmar	<u>District 9</u> Albert Lea Faribault Waseca	<u>District 11</u>
<u>District 2</u> Mounds View Roseville St. Paul (Highland)	<u>District 6</u> Shakopee	<u>District 10</u> Andover Becker-Big Lake Mora Princeton Spring Lake Park	<u>District 12</u> Ely Hibbing-Chisholm
<u>District 3</u> Delano Osseo-Maple Grove	<u>District 8</u> Apple Valley Eagan Sibley Woodbury		<u>District 15</u> Fergus Falls Little Falls
<u>District 4</u>			<u>District 16</u>

Minnesota Hockey Growth Grants

The Membership Development Committee has received and reviewed 13 applications already in the 2016-17 season. Nine associations have been approved for funds through our grant programs totaling \$11,500.

USA Hockey Club Excellence

Club Excellence is a new online portal system designed to give the 1,500 youth USA Hockey associations a unique home to drive organizational success. The portal walks youth hockey leadership through the day-to-day needs of running a successful youth hockey association.

To access to the portal, an association's President or Vice President must submit their information through the link below. Once the registration is confirmed, they may invite the rest of the board to join them in the portal. Each leader has a job description, monthly tasks and a resource center with quick reference templates / best practice guides that relates to their association role.

To date, 421 of USA Hockey's 1,431 (29%) youth hockey associations have registered an account in Club Excellence. Minnesota is currently at 38 participants, which is a slightly lower percentage (26%) than the national average.

District 1
Edgumbe

District 4
Marshall

District 9
Dodge County
Red Wing

District 12
Grand Rapids
Greenway
Hibbing-Chisholm

District 2
Roseville

District 5
Sartell

District 10
Andover
Becker-Big Lake
Centennial
Elk River

District 15
Alexandria
Little Falls
Moorhead

District 3
Armstrong Cooper
Delano
Hopkins
Minneapolis
Mound Westonka
Orono
Osseo-Maple Grove
St. Louis Park

District 6
Chaska Chanhassen

District 8
Farmington
Hastings
Inver Grove Heights
Lakeville
Rosemount
Woodbury

Mora
Rogers
District 11
Hermantown
Two Harbors

District 16
East Grand Forks
Lake of the Woods
Thief River Falls

Little Wild Learn to Play

We're in the process of starting to quantify the impact of the Little Wild Learn to Play program. By comparing Little Wild participant data with USA Hockey data, we're able to determine how many Little Wild players eventually join their local association.

There were 269 (59%) participants of 2014 Little Wild registered in the 2014-15 season and that total rose to nearly 290 (63%) in 2015-16. Perhaps even more impressively, over 87% of the 2014 Little Wild players who registered with USA Hockey in 2014-15 returned to play again in 2015-16. That statistic far exceeds standard retention rates for 5-8 year olds, which typically vary from 50%-80% depending on age.

The data from 2015 showed once again that the Little Wild program is an effective way to introduce players to hockey. The 2015 Little Wild program had a 67% conversion rate into USA Hockey, compared to reported conversion rates of 20-30% at most Try Hockey For Free events.

We will be examining retention rates for 2014 and 2015 as well as 2016 conversion rates again this summer.