

Dear Members of WAHC,

I am writing to formally express my interest in continuing to serve as the 12U/15U Girls Hockey Director for the Woodbury Area Hockey Club.

Over the past 1.5 years as the incumbent Level Director, I have had the privilege of working closely with our players, coaches, and families during a pivotal stage of development in girls hockey. This level represents not only a critical window for skill progression, but also a defining period for identity, confidence, and long-term love of the game. I am proud of the stability, communication, and structure we have built—and I am energized by the opportunity to continue elevating the experience.

In alignment with the Level Director responsibilities, I have:

- Led level-specific planning across 12U and 15U, and the entire girls WAHC program ensuring thoughtful team formation processes grounded in fairness, transparency, and competitive balance.
- Supported coaching development through regular touchpoints, clear expectations, and collaborative problem-solving.
- Assisted in coach recruitment and onboarding, helping identify leaders who align with our culture and development philosophy.
- Served as an accessible and proactive communicator with families, especially before and during tryouts
- Reported consistently to the Board on level health, challenges, and opportunities for improvement.

Beyond operational oversight, I believe this role requires vision. Woodbury hockey is growing albeit not as rapidly as the city it serves. While we may not have generations of tradition behind us, we are actively building our culture in real time. The 12U/15U girls level sits at the center of that effort. These athletes are role models to younger players and ambassadors of what Woodbury girls hockey can become.

If reappointed, my focus areas will include:

1. **Elevating Player Development** – Ensuring clear skill benchmarks at each age level, strengthening off-ice leadership opportunities, and aligning expectations between coaches and families.
2. **Strengthening Coach Support** – Providing more structured collaboration between head and assistant coaches, sharing best practices, and reinforcing a consistent identity across teams.
3. **Retention & Experience** – Making the 12U to 15U transition seamless and intentional, supporting multi-sport athletes, and fostering an environment where players feel valued and motivated to continue through high school.
4. **Clear Communication & Transparency** – Maintaining proactive updates to families and strengthening trust through clarity in process and decision-making.

My leadership approach is grounded in accountability, accessibility, and a long-term mindset. I care deeply about the health of this association and about creating an environment where athletes can thrive competitively and personally. I bring a strategic lens, an operational mindset, and a commitment to continuous improvement—while never losing sight of the fact that this is youth sports and the experience must remain positive and developmental.

It would be an honor to continue serving our girls hockey community in this capacity. Thank you for your consideration and for your continued leadership of Woodbury Area Hockey Club.

Respectfully,

Jacob Higgins