

Parent Awareness Committee

2017-2018 Annual Report

Chair: Tim McMahon and Dave Moses

Members: Dr. Alan Ashare, DJ Briggs, Keith Carter, James Donovan, Christine Fries, Kelly-Jean Huard, Josh Reed, Daniel Sheehan, Maura Sheehan

Massachusetts Hockey is dedicated to the players, coaches, associations and families of Mass Hockey to keep them informed of news and events and provide valuable information for all.

This committee came up with two goals for the 2017-18 season. The first goal was to provide much needed information to new families to hockey and the other was to develop the Association Leadership Conference to reach out to ALL associations across the state with the resources that are available.

The first goal is a work in progress. We have started to outline the information we are looking to share with the MA Hockey families. The goal of taking this information to our MA Hockey web site is a work in progress. We look to continue on this goal in the upcoming 2018-19 season.

The 2nd Annual Leadership Conference was held on May 5th, 2018 at Sheraton Needham Hotel. It featured Northeastern Head Coach Jim Madigan who addressed youth hockey leaders from all over the state.

There were 6 breakout sessions with speakers from youth organizations, USA Hockey,

Growing Your Organization Speaker: Andy Gibson, USA Hockey

Growing the game is more than a slogan; it is a goal of USA Hockey, Massachusetts Hockey and for each of you. Membership development is about helping more kids and families experience the enjoyment of youth hockey. We will share how local programs can leverage USA Hockey as a source of information and resources to grow the game in Massachusetts.

ADM/Player Development Speaker: Keith Carter, Director of Coaching Education

The American Development Model (ADM) is much more than 8 & Under cross-ice hockey. We will share information on what positive changes we have already seen regarding the ADM and how it can be applied to all age groups. We will speak about how the ADM is expanding into programs across Massachusetts and highlight the opportunities for training on-site for all programs.

Club Excellence Speaker: Andy Gibson, USA Hockey

Does your program struggle with communication between Board Members and program families? In this session we will share information about Club Excellence, a new online portal system designed to give USA Hockey associations a unique home that will drive organizational success. The portal walks local leadership through the day-to-day needs of running a successful youth hockey association.

Coaching Communication Speaker: Keith Carter, Director of Coaching Education

USA Hockey makes a commitment to coaching education, which means that members of USA Hockey receive support and resources for developing young players. The Coaching Education Program requires

both certification and registration to be eligible to coach. How does an association make sure those coaches are receiving that education and applying it with the associations overall goals? We are here to help align the two.

Learn to Play Program Speaker: Kevin Keating, Milton Youth Hockey President

This is a once-in-a-lifetime opportunity to attract new skaters to the game of hockey. Also, it is a family's first introduction to your association. How does your program make sure you are building an effective culture on and off the ice at the LTP level that guarantees those families to return the next season? We want to help build your future with the LTP Program.

Marketing for Growth Speaker: Jon Come, Cambridge Youth Hockey

We want to help all of our associations across Massachusetts reach out throughout their local community from school systems to other sports programs to non-traditional hockey families. Here is where we can show how other programs have made progress with their grassroots marketing and what might work for your program.

The conference also featured roundtable discussion which highlighted several topics which organizations face. Members were able to share best practices amongst each other.

Next season the leadership conference will likely move earlier in the season so information can get in front of those newly formed boards and members where it will be best needed.