

Scott Gray

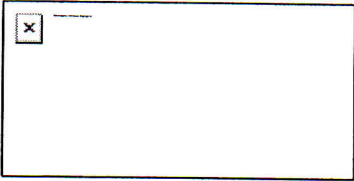
From: Bill [bill@jaxcafe.com]
Sent: Friday, April 29, 2011 2:07 PM
To: Scott Gray
Subject: Re: Minnesota Hockey Retention Survey

Scott,
thank you for taking the time to care and conduct this survey.

- 1.edina
- 2.male
- 3.no, second year of organized hockey
- 4.we decided to do Minnesota Made for 2010/2011. our experience with the edina mite program was a little disappointing. I know it is a tough situation with volunteer coaches and so many kids new to the game of hockey. I am 100% all about the kids having fun and playing with their friends at this age, as long as they are getting instruction and developing their skills. Our experience did not have enough instruction and development, partly due to the lack of ice time. there was also a lack of organization, ice time was often double booked and then cancelled or moved on short notice. I am confident we will rejoin the association in 2012.

----- Original Message -----

From: Scott Gray
Sent: Friday, April 22, 2011 10:49 AM
Subject: Minnesota Hockey Retention Survey



4/22/2011

Greetings:

One of Minnesota Hockey's main focuses is to improve our retention rates for our youth participants- particularly in the 8 and under age group. After last season, I conducted the first e-mail survey of those families who had children in the program the previous year, and who did not re-register the following year. The results of last year's survey were interesting and the responses we received enable us to target changes in our programming to more adequately address the desires of our constituents. Last year, I sent e-mails to nearly 2300 families who did not register the following year, receiving nearly a 20% response. I am repeating this survey for the 2010-11 season.

I would be grateful if you would be so kind as to take a minute and let me know why your child stopped playing organized community based hockey this season. If you could respond to the following few questions and add any commentary you may like I assure you that your response will be studied and used to enable us to address the issues that keep kids from playing this great game. Thank You!!!

Scott Gray, Vice President, Publicity and Promotion

Survey

Minnesota Hockey partners with MCAD to create inspirational hockey posters



The assignment was to design cool posters for youth hockey players around the theme, "If it is Going to be, It is up to Me." Tom Garrett's design class at the Minneapolis College of Art and Design eagerly took on the challenge to see who could design the best poster, which will be printed and handed out at the Let's Play Hockey Expo during the Minnesota State Boys Hockey Tournament in March. According to Scott Gray, VP of Publicity and Promotion for Minnesota Hockey, "We really enjoyed the ideas and art of the 23 students in the class. Unfortunately we were only able to select four winners but we hope that youth hockey players will enjoy these posters and hang them on the wall of their rooms at home."

According to Gray, "the idea of patterning with MCAD came from a chance meeting with Tom Garrett and it seemed like a great way to help design students get some real life experience on a design project. We have been looking for fun ways to share the message of individual development, playing other sports and being a good student. The collection of posters that were selected are right on the mark as a group and we are proud to showcase the work of these talented students."

The original inspiration for posters came from Bob O'Connor, long time Edina and Eden Prairie high school coach, USA Hockey coach and tireless advocate of teaching youth players the skills and attitudes to be successful as a player and individual.

The posters are dedicated to Phil Graber and Bill Gable, both long time Minnesota Hockey Board members who have passed away this season.

The winning posters were designed by Tara Carone, David Lital, Kiersten LaPatka, Jarad Jensen and Teagan White.

Editor's Note: Thank you to Minnesota Hockey for this story.

Written by Minnesota Hockey · Filed Under Featured, Minnesota Hockey News

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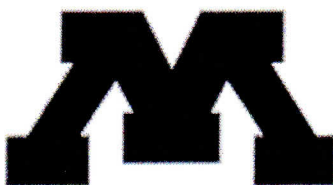
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Teams in Service

What is it?

Teams in Service is a new program adopted by Minnetonka Youth Hockey Association that encourages teams and players to give back to their community.

Purpose:

- **Help players realize the power and responsibility of serving others**
- **Promote more than game play**
- **Mobilize youth teams to volunteer**
- **Create good community citizens and athletes**
- **Model the value of working together to reach a common goal**
- **Give a player(s) leadership opportunity**

This service opportunity is intended to be youth driven

What do you need to do as a team manager?

Teams in Service is similar to the SKATE program.

Here are the recommended steps to take:

- 1) **Ask for 1-2 player(s) and 1 adult volunteer per team act as a *Teams in Service* representative. IMPORTANT: Please send their contact info (name, email, phone, team) to [laura hotvet \(laurahotvet@gmail.com\)](mailto:laurahotvet@gmail.com)**
- 2) **The team rep(s) and adult volunteer will choose and dedicate your team to a service project /organization during the season;**
 - a. **See attached list of potential volunteer projects/partners or they may choose a project/partner of their own – please take a photo to be included in the presentation – send to laurahotvet@gmail.com**
- 3) **The team rep(s) and adult volunteer are responsible for organizing the service project to best fit the schedule of the team;**
- 4) **One association-wide meeting will be scheduled in February for player and adult representatives to communicate progress and best practices;**
- 5) **Teams will be recognized for service during the SKATE program in March.**

Benefits of *Teams in Service*:

- **Unites teams**
- **Helps youth players realize the power and responsibility of serving others**
- **Plays an active role making positive community impact**
- **Models value of working together to reach a common goal**
- **Offers unlimited leadership opportunities**
- **Builds student service resume by participation**

For more info on service resume building for your players:

- <http://www.minnetonka.k12.mn.us/recognition/Pages/ServiceAwards.aspx>

Teams in Service Toolkit Outline

Pre season

1. Meet with your Hockey Association Board to introduce program, get their support
2. Team manager meeting
 - a. Meet with team managers at all levels, explain the program
 - b. Hand out information, give date of final project share meeting
 - c. Ask to collect photo, contact info of Teams in Service volunteers
 - d. Post PDF's and other helpful info on district website
 - e. Set up Project Share meeting location, put on master calendar

Beginning of Season

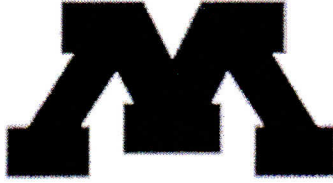
3. Collect contact info of each team's Teams in Service adult volunteer and player reps

Mid Season

4. Send out an email reminder to all teams to set up their project, offer any assistance
5. Put Teams in Service stories on front page of website
6. Collect teams service project info and photo and put into power point or some other report format

End of Season

7. Host Teams in Service Project Share meeting for all district – player reps and adult volunteers are invited – players are to share
8. Collect photos of Teams in Service projects for each team, display at district-wide SKATE program
9. Visit Hockey Association Board meeting to share the teams in service projects



Teams in Service
MYHA meeting – Thursday, Feb. 3
6:30 – 8:00 PM
MTKA District Service Center
Community Room

Thank you for your efforts with Teams in Service. It has been a highly successful year with most teams participating wholeheartedly. You and your team have made a huge impact on your community and your work is appreciated greatly.

This applies to your team if you've completed your service project or plan to before the end of the year.

Please bring the following information to the meeting-

1. Your team:
 2. Names of adult volunteer and player representatives:
 3. Service project name:
 4. Contact info at service project: (name, phone, email, website)
 5. How many people will benefit from your service?
 6. Date and time your team worked on project, include total hours:
 7. Please provide a written description of your service project –
(What you did, who you served, how your team felt about the project, etc.)
-
8. What did you learn as a player rep volunteer during this project?