

2013 Adult Task Force

Meeting Minutes

Session 1- March 20, 2013

Agenda

Introductions

Presentations from each task force member on the following:

1. Hockey background
2. Interest in growing adult play
3. Belief on how to generate more interest
4. Specific leagues, tournaments, regions and areas
5. Costs involved

Overview

1. Providing playing opportunities
 - a. Local, regional, national, and indoor options
 - b. 7 v 7 options
2. Communication
 - a. Website- pathway to provide information
 - b. Social Media outlets and options
 - c. Bridging the gap between existing leagues, clubs and tournaments.
3. Retaining athletes
 - a. Communication
 - b. New events
 - c. Club options
 - d. Membership options
 - e. Providing the tools through sanctioning
4. Adult categories
 - a. Recreational
 - b. Competitive
 - c. Master's play
 - d. Post- Collegiate
 - e. Post high school

Nominations for Chair and Secretary

- a. Adult Task Force Chair
 - i. Rachel Dawson
 - ii. Chip Rogers
- b. Adult Task Force Assistant Chair
 - i. Rachel Dawson
 - ii. Bree Gillespie
 - iii. Jelle Prins
 - iv. Chip Rogers

Minutes approved by: *Liz Tchou*
Chip Rogers

2013 Adult Task Force

Meeting Minutes

Session 2- April 3, 2013

Agenda

1. Roles established
 - a. Chair- Chip Rogers
 - b. Secretaries- Michael Boal and Bree Gillespie
2. Questions to consider:
 - a. What do we want adult play in the USA to look like in 8-10 years?
 - b. What is our creative dream and vision?
 - c. How does the vision serve the needs of all relevant parties?
 - d. How does the vision help us achieve our goal of increasing participation?

Objectives

1. Communication
1. Opportunities
2. Promoting & Marketing

Communication

1. Website and Social Media
2. Liked the overall simplicity of the website plan and agree we need this to be the hub for tournaments and club/league information.
3. Open forum suggestion to communicate effectively to other clubs.
4. Hockey in the Park idea

Marketing

1. Overall marketing plan and tactics
2. Overall Edgy feel
3. Promoting it similar to 'back to hockey'
4. Still staying true to our different demographics.
 - a. Recreational Post-Collegiate play

- b. Competitive Post-Collegiate play
- c. Masters play – over 40 years old

Opportunities

Potential Playing opportunities:

1. Indoor – Competitive & Recreational
2. Pick up at Festival

Minutes approved by: *Liz Tchou*
Chip Rogers

2013 Adult Task Force

Meeting Minutes Session 3- April 17, 2013

Agenda

1. Establish a mission and vision statement
2. Assign subcommittees
3. Chip's key note presentation

Objectives:

1. Mission Statement
2. Vision Statement
3. Subcommittees
4. Communication

Mission Statement:

1. Revised- generated more conversation about distinguishing between the different ages that pertain to Adult Play.
2. Waiting for Chip's Final

Vision Statement:

1. Waiting for Chip's Final

Communication:

1. Listing all clubs, leagues and tournaments in once place.
2. Establish more contact with college coaches to suggest adult play after graduation. Give them the resources and tools to give accurate and informative information.
3. Adult Resources:
 - a. Articles to post
 - i. Chip's Article

- ii. Potentially Jelle explaining how he started his club.
- iii. Frequently asked questions page (similar to 'ask the umpire.')

- 4. More emphasis on "Men and Women" Play Field Hockey
 - a. Potential Regional Ambassador for Adult Opportunities
 - b. Responsibilities would include-
 - Communication for the entire area.
 - Recruitment
 - Tournament organization
 - Venues
 - Also in force, more man power at the regional level for Clubs? Youth? Umpires? Boys?

Minutes approved by: *Liz Tchou*
Chip Rogers

2013 Adult Task Force

Meeting Minutes

Session 4- April 29, 2013

Agenda

Mission Statement: The Adult Task Force will increase the breadth and depth of field hockey in the United States through support, education and developing opportunities for adult men and woman.

Vision Statement: The Adult Task Force envisions consistent, convenient and clear recreational and competitive opportunities to play field hockey locally, regionally, and nationally for men and women from age 18 to the masters'.

1. Meet with their own subcommittees
2. Create a vision statement for each committee
3. Create a wish list of things to develop, create, and maintain for USA Field Hockey.
4. Consider a list of action items to help achieve some of these goals

Subcommittees

1. Support
 - a. Bree
 - b. Shawn
 - c. Jesse
2. Education
 - a. Chip
 - b. Rene
 - c. Lori
3. Opportunity
 - a. Michael
 - b. Jelle
 - c. Rachel
 - d. Darren

Minutes approved by: *Liz Tchou*
Chip Rogers

2013 Adult Task Force

Meeting Minutes

Session 5- May 15, 2013

Agenda

1. Subcommittee presentations
2. Key Note presented

Objectives

1. Mission Statement revisions
2. Vision Statement revisions
3. Support
4. Education
5. Opportunities

Support

1. Current clubs
 - a. Strengthen our current clubs with a strategy guide
 - b. Provide incentives for clubs to have adult programming
2. Players
 - a. Communication
 - b. Support everyone who wants to play
3. Tournaments
 - a. Additional playing opportunities at USA Field Hockey events
 - b. Listing the events on the website events page
4. Action Items
 - a. Create an adult section on the website
 - b. Add activities where younger kids can see adults playing
 - c. Develop strategy guide
 - d. Reduce the cost of adult teams

Education

1. Educate everyone about:
 - a. Playing opportunities with clubs
 - b. Tournaments
 - c. Clubs connecting with clubs
 - d. Benefits of USA Field Hockey membership
 - e. How to host a tournament
2. Action Items
 - a. Creation of web page
 - i. All clubs and leagues that offer adult play
 - ii. Tournaments
 - b. Regional Director who can create opportunities and educate the public about upcoming events.
3. Opportunities
 - a. Develop through existing and new clubs
 - b. USA Field Hockey National Events
 - c. Regional league structure
4. Committee Outcomes
 - a. Regional information
 - b. Creation of an adult website
 - c. Adult divisions at USA Field Hockey events

Minutes approved by: *Liz Tchou*
Chip Rogers

2013 Adult Task Force

Meeting Minutes Session 6- June 4, 2013

Agenda

1. Review USA Field Hockey sanctioning benefits
2. Subcommittee presentations
3. Action items

Recreational vs. Competitive

1. Recreational
 - a. Play in the park
 - b. Small communities campaign for everyone to play
 - c. Play days
 - d. Festival option with FUNFH
 - e. Opportunities regionally and nationally
2. Competitive
 - a. Current USA Field Hockey events
 - b. Festival
 - i. Better marketing plan
 - ii. Different flights
 - c. NIT
 - i. Add adult play
 - d. Opportunities regionally and nationally

Support

1. Supporting existing leagues and tournaments
2. Sanctioning options
3. Benefits of sanctioning

Regional Coordinator Discussion

1. Main objective to grow the game regionally

Minutes approved by: *Liz Tchou*
Chip Rogers

2013 Adult Task Force

Meeting Minutes

Session 7- August 12 , 2013

Agenda

1. Final recommendations to USA Field Hockey
2. Final thoughts

MISSION STATEMENT

The Adult Task Force will identify means to increase the breadth and depth of field hockey in the United States through support, education, and developing opportunities for adult men and women.

VISION STATEMENT

The Adult Task Force envisions consistent, convenient, and clear recreational and competitive opportunities to play field hockey locally, regionally, and nationally, for men and women, from post-high school to grand masters.

Pathway to Recommendations

1. Subcommittees
 - a. Support
 - b. Educate
 - c. Opportunity
2. Projects
 - a. Strategy guide for developing adult play
 - b. Developing recreational opportunities
 - c. Creating more competitive opportunities

Recommendations

1. Establish adult divisions at current USA Field Hockey tournaments
2. Creation of a task force to address adult play at Festival
3. Sanctioning process
 - a. More visibility on the website

4. Communication
 - a. Creation and maintenance of adult webpage
 - b. Listing all clubs, leagues and tournaments
 - c. Social media presence
5. Creation of Regional Sport Coordinator
6. Temporary Membership Option advertised to adults
7. Marketing strategies
8. Incentives for current clubs to develop adult play

Minutes approved by: *Liz Tchou*
Chip Rogers