



Mission

To build champion student athletes who will positively impact the world around them.



Vision



Hockey East is the premier college hockey conference in the nation. The league's member institutions make academic excellence and a championship student-athlete experience the top

Core Values

Integrity

we conduct ourselves with dignity and hold ourselves and each other to the highest ethical standards.

Respect

we treat everyone with mutual respect and value diverse views and opinions.

Competitive Excellence

we compete at the highest level to achieve our academic and athletic vision.

Service

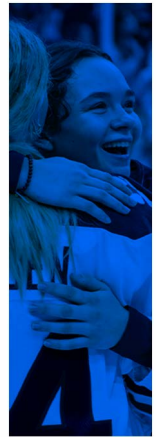
we are grateful for the opportunity we have been provided and share our gifts and talents in the service of others.

Trust

we trust each other to be honest in our actions and words and know that the power of trust will help us achieve our vision.

Accountability

we are 100% accountable for our actions and will always look for ways to improve our performance and productivity.



Strategic



Goals

① **Student-athlete experience and development:** To provide an enriching student-athlete experience and robust opportunities to develop

Provide first class experience through facilities and team services for student-athletes

Annual review of Hockey East Bylaws and Policy & Procedures

Enforce accountability of Hockey East Bylaws and Policy & Procedures

Create best-in-class championship experiences

Student-athlete gifts

Host all games in first class facilities that can accommodate teams in a professional manner and provide great atmosphere for fans

Promote the broadest national and international coverage of championship weekends, including linear television production and promotion

Continue to provide exclusive opportunities and unique game environments (Fenway, International games)

Foster leadership development opportunities on campus, nationally, and at all levels of hockey

Hockey East provided annual leadership development for student-athletes

Each institution should leadership programming to its student-athletes

Provide scholarship opportunity to foster further education

② **Competitive excellence: To build a championship culture**

Compete for national championships every year

Utilize strategic scheduling to grow national brand and increase NCAA appearances

Provide annual scheduling review

Explore partnership with another league(s) for scheduling strength

Provide leadership and professional development for coaches and staff

Hockey East to partner with the AHCA and NHL Coaching Association in providing professional development opportunities at both annual convention and with NHL/PWHL

Promote and recognize academic success and graduation rates

Reward academic success with post-graduate scholarships via corporate partnerships

Maintain comprehensive off-season content plan showcasing “hockey-adjacent” life

Representation on national level boards/committees

Active pursuit of all opportunities on national level committees

③ **Resource growth and initiatives: To develop a sustainable financial model to support the league and its strategic vision**

Develop assets and maximize corporate sponsorship revenue

Produce multi-media content for television, online, and print sources

Retain creative control over all digital materials

Substantial and reliable linear TV and streaming opportunities and revenue

Position all membership to provide high production quality, creating demand with media partners for high-level and dynamic partnerships

Hire neutral broadcasters for all NESN and ESPN linear games

Maximize Hockey East revenue streams through creative opportunities

Centralize linear and streaming rights, nationally and internationally

Develop assets to be sold within linear and streaming broadcasts

Create synergistic features that apply to each multi-media channel, reaching the widest possible audience

Own the vertical of linear television assets

First class league staffing and structure

Retain and develop

④ **Branding and strategic partnerships: To develop, build, and sustain strong, synergistic relationships**

Timeless Hockey East storytelling and branding, both league-wide and local

Create unique and specific content promoting teams, players, and media partners

Maintain and support specific and strict brand standards to elevate Hockey East above other college hockey conferences visually and stylistically

Publish “hockey-adjacent” content that showcases Hockey East, its programs and student-athletes outside of the ice rink

Aid in promoting and lifting players’ brands and career journeys

Unique and innovative digital strategy that promotes cooperation between league office and campuses

Support and grow streaming and television partners, allowing Hockey East to be viewed regionally, nationally, and internationally.

Generate content from the league office to be used in broadcasts highlighting the entire league

Create weekly multi-media shows that set the agenda for the league and promote key discussion topics

Allow for timely updates to all promo material, both on television and social media

Synergistic branding of Hockey East on campus

School and league coordinate ways to lift the Hockey East brand (and the brand of other members) within campus and championship ice rink facilities

Create dynamic and high-visibility displays of the league’s rich history

Cultivate and maintain strong relationships with all hockey stakeholders (NHL/PWHL/NCAA/ESPN/NESN/CHI)

Regularly meet with key constituents

Collaborate with professional leagues and media partners to leverage Hockey East alumni and league visibility with external programming