

Cumberland County Minor Hockey Association – Policy Manual

CATEGORY: Communications	LAST REVIEW: NEW
POLICY NUMBER: 8.0	DATE APPROVED: October 13, 2025
TITLE: Team Communications	
PURPOSE: This policy is intended to define how COACHES and MANAGERS within CCMHA shall communicate with their teams, players and parents/guardians.	
RELATED GUIDELINES/DOCUMENTS: Disciplinary Action Policy	

1. INTRODUCTION

This policy applies to all teams within the Cumberland County Minor Hockey Association (CCMHA) and to all members of those teams, including players, parents and guardians, coaches, team managers, and volunteers.

The Association recognizes and values the importance of clear, consistent, and inclusive communication among team members. Families may have different communication needs and preferences, and not all may feel comfortable or included when relying on informal channels. By standardizing communication through the GrayJay app, CCMHA ensures that:

- All caregivers receive the same information at the same time.
- Privacy is respected without requiring families to share personal details.
- Every household has equal access to accurate and timely updates.

2. PURPOSE

The purpose of this policy is to ensure that all parents, guardians, caregivers, and players have equal access to team information. By standardizing communication through the GrayJay app, the Association aims to:

- Promote fairness and inclusion for all families, including separated, blended, and minority households, regardless of communication dynamics.
- Reduce miscommunication and ensure consistency across all teams in the association.
- Prevent the unintentional exclusion of parents or guardians from important updates.
- Protect the privacy of families who may not wish to disclose their personal circumstances.

3. SCOPE

All official team communications must be posted and maintained on the GrayJay app. At minimum, each team is required to use the GrayJay app's core functions (roster, schedule, team chat, direct messaging, push notifications, RSVP) to ensure equal access to essential information.

This includes, but is not limited to:

- Game schedules and changes
- Practice times and cancellations

- Fundraising activities and ticket sales
- Tournaments, team events, and travel plans
- Volunteer opportunities and requirements
- Managerial or coaching announcements

No team updates or critical information shall be communicated solely through unofficial platforms (e.g., private Facebook groups, personal text chains, Messenger chats, or non-GrayJay email lists). While these may be used to supplement communication, the GrayJay app must remain the primary and consistent communication channel.

4. POSITION ON COST AND APP USE

The Association requires that all teams use the GrayJay app as the official platform for communication. At minimum, teams must utilize the free/basic tier to meet policy requirements.

Teams who wish to access additional features (e.g., bulk email, RSVP reminders, ad-free experience) may choose to upgrade to a paid tier. The cost of such upgrades will be the responsibility of the individual team, at the discretion of the team's manager, coaching staff, AND parents.

By structuring the requirement this way, the Association ensures fairness and consistency across all teams, while allowing flexibility for each team to decide whether enhanced features are valuable for their needs.

5. USER RESPONSIBILITIES

Coaches and Team Managers are responsible for ensuring that all relevant updates are posted to GrayJay in a timely manner.

Assistant Coaches and Team Volunteers should support this process as directed by the team manager or head coach.

Parents and Guardians are responsible for ensuring they have access to the GrayJay app and regularly check updates.

The Association will provide support via the Manager Liaison and post a link to the GrayJay Teams User Guide on CCMHA's "Managers Ice Pad" page of the association website.

6. COMPLIANCE

Teams are expected to comply fully with this policy.

Team managers and coaching staff are responsible for ensuring updates are posted to GrayJay in a timely manner. Teams are encouraged to maintain transparency with the Association if challenges arise.

The Association may occasionally review team communication to ensure updates are being shared in a timely and consistent manner. This review is intended to support teams and maintain fairness across all members, rather than to penalize.

7. 24 HOUR RULE

All teams, coaches and parents are expected to support Hockey Canada's recommended 24-hour rule.

Parents (or others) who wish to speak to a team official are required to wait 24 hours following the incident/matter before arranging an agreed upon time to discuss.

All members are expected to follow the CCMHA Chain of Communication when submitting questions, raising concerns, or seeking resolution.

- Coach or Team Manager
- Division Coordinator
- Discipline Chair
- Member of the Executive

8. DISCIPLINE

Comments, remarks, or messages shared through the GrayJay app or any other communication platforms; whether electronic, written, or verbal (including but not limited to Facebook, Messenger/texting, or email) that are inappropriate, harmful, or detrimental to a team, the Association, or an individual will not be tolerated.

Teams are responsible for addressing concerns about inappropriate communication in the first instance. If a reported issue cannot be resolved at the team level, it may be escalated to the Division Coordinator in accordance with the CCMHA Chain of Communications.

If a violation of this policy is confirmed, the Disciplinary Committee and/or Board will determine and implement appropriate corrective or disciplinary actions, with the goal of maintaining a safe, respectful, and inclusive environment for all members.

9. REVIEW

The Policy will be reviewed by Cumberland County Minor Hockey Association on an annual basis.