

2011-2012 8 & UNDER MEMBERSHIP REPORT

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This report focuses on the foundation of USA Hockey's membership – the 8 & under age category. Analysis of USA Hockey's membership data has shown that growth in this age category will positively impact the larger 9 to 14 age groups for many years.

During the last four seasons, concentrated growth efforts in the 8 & under age category has produced positive results:

- The 8 & under segment has seen a 20% increase in membership since the 2007-08 season
- In 2011-12, there was a record number of 8 & under participants with over 107,000 registered members

This report examines the 8 & under membership category, both at the National and Affiliate level for the past five seasons and past three seasons at the local association level. This is done to help all levels of USA Hockey's structure understand their past performance and create achievable growth goals for the 2012-13 season.

To continue to increase participation and membership, USA Hockey must remain focused on the following two key initiatives:

- Attracting new players each season in the crucial 8 & under age category
- Retaining participants from one season to the next in local youth hockey programs

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and youth hockey volunteers at the grassroots level. USA Hockey provides resources for local associations to use in both the acquisition and retention of 8 & under players.

The 2 and 2 Challenge, explained in greater detail later in this report, is a comprehensive program utilizing existing national growth programs, resources and tools to help local youth hockey leaders achieve their 2 and 2 Challenge goals. Their goals are to add two additional new players and retain two more players, than the previous season's total.

Combining growth of the game at the youngest age levels with USA Hockey's American Development Model (ADM) will ensure the future health of the hockey in the U.S.

HOW TO READ THE DATA CHARTS IN THIS REPORT

Total number of 8 & under players

Number of players acquired

BOYS & GIRLS 8U						2 AND 2 CHALLENGE			
	07-08	08-09	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL*
TOTAL	89423	91622	95775	105394	107387	110902	(3515)	1993	112875
	-0.6%	2.5%	4.5%	10.0%	1.9%				
NEW	38013	39580	41967	48254	45991	51008	(5017)	(2263)	48735
	-2.4%	4.1%	6.0%	15.0%	-4.7%				
RET	51410	52042	53808	57140	61396	59894	1502	4256	64140
	0.8%	1.2%	3.4%	6.2%	7.4%				
LOST	15899	15305	15184	15620	19229	# OF ASSOCIATIONS			1372
	7.8%	-3.7%	-0.8%	2.9%	23.1%	AVERAGE # PLAYERS/ASSOCIATION			78.3

Number of players that left youth hockey

National 2 and 2 Challenge Goals, see pages 6 & 7 for more information

Number of players retained

2011-12 KEY TAKEAWAYS—NATIONAL

Total

- The total number of children ages 8 & under registered in 2011-12 increased by 1,993 (1.9%) to 107,387.
- The 2011-12 season represents the fourth consecutive year of growth in the 8 & under age category and the all-time largest total of members in this age group.

Acquisition

- For the first-time in four seasons, new players decreased from 48,254 in 2010-11 to 45,991; a decrease of 2,263 (-4.7%).
- Even though the acquisition total decreased, it is the second-highest total for new players entering youth hockey ever.

Retention

- Retained players increased by 4,256 (7.4%) to 61,396.
- The increase in retained players was the largest positive gain over the past four seasons.

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BOYS 8U					
	07-08	08-09	09-10	10-11	11-12
TOTAL	77128	78782	81978	89907	91199
%	-0.8%	2.1%	4.1%	9.7%	1.4%
NEW	31733	33013	34819	40058	37875
%	-2.3%	4.0%	5.5%	15.0%	-5.4%
RET	45395	45769	47159	49849	53324
%	0.3%	0.8%	3.0%	5.7%	7.0%
LOST	12672	12161	11932	12350	15149
%	6.7%	-4.0%	-1.9%	3.5%	22.7%

GIRLS 8U					
	07-08	08-09	09-10	10-11	11-12
TOTAL	12295	12876	13798	15487	16188
%	0.8%	4.7%	7.2%	20.3%	4.5%
NEW	6285	6604	7149	8197	8116
%	-2.7%	5.1%	8.3%	24.1%	-1.0%
RET	6010	6272	6649	7290	8072
%	4.7%	4.4%	6.0%	16.2%	10.7%
LOST	3234	3145	3253	3272	4081
%	12.5%	-2.8%	3.4%	4.0%	24.7%

2011-12 KEY TAKEAWAYS—SOUTH DAKOTA

Total – Fourth consecutive season of growth.

- The total number of children ages 8 & under registered in South Dakota increased by 29 (+4.1%) to 729.
- 729 players was the peak total for the last five seasons.

Acquisition

- New players decreased by 7 (-2.1%) to 329.
- Although the 2011-2012 season saw a decrease, it was still the second-highest participation total in five seasons.

Retention

- Retained players increased by 36 (+9.9%) from 2010-11 to 400.
- 400 players is the peak total for retained 8 & under players in South Dakota over the past five seasons.

BOYS & GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	573	605	633	700	729
%	-2.6%	5.6%	4.6%	10.6%	4.1%
NEW	259	287	297	336	329
%	-1.9%	10.8%	3.5%	13.1%	-2.1%
RETAINED	314	318	336	364	400
%	-3.1%	1.3%	5.7%	8.3%	9.9%
LOST	138	124	126	115	141
%	36.6%	-10.1%	1.6%	-8.7%	22.6%

BOYS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	495	522	557	599	615
%	-0.6%	5.5%	6.7%	7.5%	2.7%
NEW	221	240	258	277	261
%	2.8%	8.6%	7.5%	7.4%	-5.8%
RETAINED	274	282	299	322	354
%	-3.2%	2.9%	6.0%	7.7%	9.9%
LOST	107	96	98	98	112
%	30.5%	-10.3%	2.1%	0.0%	14.3%

GIRLS_8 & UNDER_ SUMMARY					
	07-08	08-09	09-10	10-11	11-12
TOTAL	78	83	76	101	114
%	-13.3%	6.4%	-8.4%	32.9%	12.9%
NEW	38	47	39	59	68
%	-22.4%	23.7%	-17.0%	51.3%	15.3%
RETAINED	40	36	37	42	46
%	-2.4%	-10.0%	2.8%	13.5%	9.5%
LOST	32	28	88	17	29
%	68.4%	-12.5%	0.0%	-39.3%	70.6%

RETENTION INCREASES WITH AGE

The older a player gets and/or the more seasons a player plays, the more likely that player will stick with youth hockey. So while retention rates are high from Squirts on up, the overall growth of hockey relies on acquiring more 8 & under players.

South Dakota's retention results for 2011-12 by age segment:

- **29.5% of all 4 Year Olds returned as 5 Year Olds** – National Average 37.4%
- **52.8% of all 5 Year Olds returned as 6 Year Olds** – National Average 56.2%
- **71.4% of all 6 Year Olds returned as 7 Year Olds** – National Average 68.9%
- **76.8% of all 7 Year Olds returned as 8 Year Olds** – National Average 76.1%

- **84.3% of all Squirts returned in 2011-12** – National Average 84.7%
- **89.7% of all Pee Wees returned in 2011-12** – National Average 90.6%
- **88.1% of all Bantams returned in 2011-12** – National Average 93.9%

GRADUATION RATE OF 8 & UNDERS

Thanks to the concentrated focus on growing the 8 & under base level, local programs are seeing more players graduating onto the 9 to 14 age groups.

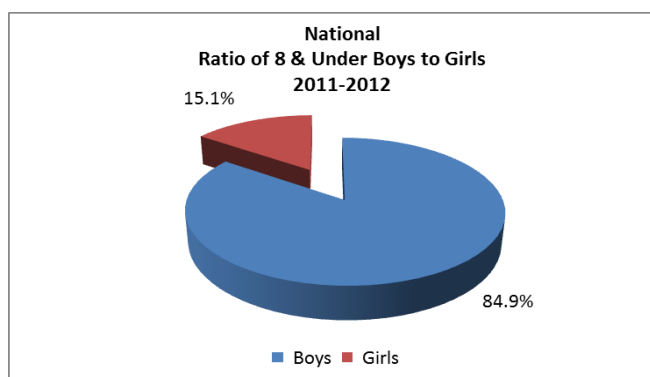
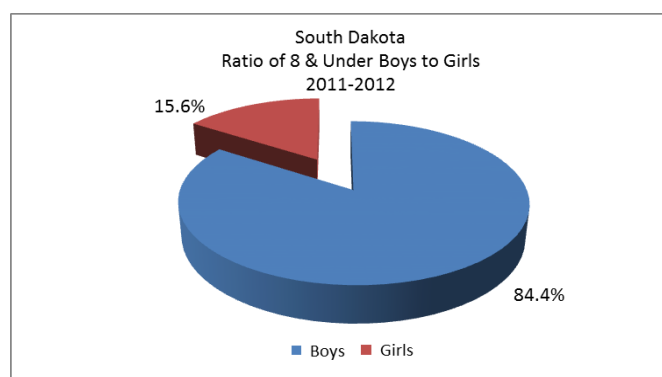
BOYS & GIRLS GRADUATING FROM 8 TO 9

	07-08	08-09	09-10	10-11	11-12
8 TO 9	23314	23281	23108	23468	24618
%	-1.4%	-0.1%	-0.7%	1.6%	4.9%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 84.4% of all 8 & unders in South Dakota, while girls represented 15.6%.

Nationally, boys represented 84.9% of all 8 & unders, while girls represented 15.1%.



2 AND 2 CHALLENGE

The 2 & 2 Challenge is a comprehensive growth program for local associations. It is a blueprint that guides youth hockey leadership through national programs and tools to realize their growth goal of acquiring two additional players and retaining two more players than last season.

By participating in the 2 and 2 challenge, your program will achieve the following:

1. Drive participation in the 8 & under age group to ensure continued growth as these players graduate to older age levels.
2. Establish itself as the best youth sports option in your community.

To complete the 2 and 2 Challenge, associations utilize three programs that drive growth – **Retention**, **Acquisition** & **Conversion**.

RETENTION—*Welcome Back Week*

Reaching out with a personal invitation to return to youth hockey is crucial. For this program, associations coordinate phone calls inviting families back to youth hockey.



ACQUISITION—*Try Hockey For Free Days*

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 17,000 kids were introduced to youth hockey through this program.



CONVERSION—*Transition Program*

Children that sample youth hockey don't always become a new hockey player. A low-cost, low-commitment program to easily transition families from try hockey to youth hockey will significantly increase the likelihood of adding more new players.



By taking advantage of all three national programs, associations will be recognized as achieving the 2 and 2 Challenge and be rewarded with starter equipment and will receive national recognition. If programs choose, they can participate in additional national initiatives to achieve a higher status.

To learn more and to accept the 2 and 2 Challenge, visit www.2and2Challenge.com or call (719) 538-1124.



2 AND 2 CHALLENGE GOALS

ASSOCIATION

The 2 and 2 Challenge goals for every association are to add two additional new players and retain two additional players than the previous season's 8 & under totals.

Below is an example of an association that achieved their 2 and 2 Challenge goals from this past season and their new goals for 2012-13:

Previous three seasons results				2 and 2 challenge results and goals			
BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	70	85	94	89	5	9	98
NEW	30	38	44	40	4	6	46
RETAINED	40	47	50	49	1	3	52
LOST	13	7	8				

If the achieve their 2 and 2 Challenge Goals again in 2012-13, this program will enjoy a 4.3% increase.

TOTAL: 46 new + 52 retained = 98 total players

NEW: 44 + 2 = 46 new players

RETAINED: 50 + 2 = 52 retained players

SOUTH DAKOTA

SOUTH DAKOTA	2011-12 GOAL	2011-12 ACTUAL	2012-13 GOAL
TOTAL	740	729	769
NEW	356	329	349
RETAINED	384	400	420

Based on 10 associations that registered 5 players or more, the 2012-13 goals are:

- TOTAL:** 729 + 40 = 769 (+5.5%)
- NEW:** 329 + 20 = 349 (+6.1%)
- RETAINED:** 400 + 20 = 420 (+5.0%)

NATIONAL

NATIONAL	2011-12 GOAL	2011-12 ACTUAL	2012-13 GOAL
TOTAL	110,902	107,387	112,875
NEW	51,008	45,991	48,735
RETAINED	59,894	61,396	64,140

Based on 1,372 associations that registered 5 players or more, the 2012-13 goals are:

- TOTAL:** 107,387 + 5,488 = 112,875 (+5.1%)
- NEW:** 45,991 + 2,744 = 48,735 (+6.0%)
- RETAINED:** 61,396 + 2,744 = 64,140 (+4.5%)



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

Congratulations to Oahe Hockey Association, Watertown Hockey Association and Yankton Area Ice Association for successfully meeting the 2 and 2 Challenge goals. While many associations grew, only three associations were able to successfully meet all components of the 2 and 2 Challenge Goals.

SOUTH DAKOTA'S 2011-12 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Oahe Hockey Association	+19
2. Aberdeen Hockey Association	+15
3. Watertown Hockey Association	+10
4. Yankton Area Ice Association	+10
5. Brandon Valley Hockey Association	+7
6. Huron Hockey Association	+3
7. Brookings Ice Skating Association	+2
8. Mitchell Skating and Hockey Association	+2
9. Sioux Falls Youth Hockey Association	-2
10. Rushmore Hockey Association	-13

SOUTH DAKOTA ASSOCIATIONS

SDH0118 ABERDEEN HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	57	68	83	72	11	15	87
NEW	30	39	40	41	(1)	1	42
RETAINED	27	29	43	31	12	14	45
LOST	10	15	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	44	47	62	TOTAL	13	21	21
NEW	24	24	29	NEW	6	15	11
RETAINED	20	23	33	RETAINED	7	6	10
LOST	6	10	7	LOST	4	5	5
RATIO BOYS TO GIRLS			74.7%				25.3%

SDH0123 BRANDON VALLEY HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	0	0	7	4	3	7	11
NEW	0	0	7	2	5	7	9
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	0	0	4	TOTAL	0	0	3
NEW	0	0	4	NEW	0	0	3
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			57.1%				42.9%

SDH0119 BROOKINGS ICE SKATING ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	77	68	70	72	(2)	2	74
NEW	26	21	32	23	9	11	34
RETAINED	51	47	38	49	(11)	(9)	40
LOST	12	10	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	68	56	58	TOTAL	9	12	12
NEW	22	13	23	NEW	4	8	9
RETAINED	46	43	35	RETAINED	5	4	3
LOST	10	8	7	LOST	2	2	3
RATIO BOYS TO GIRLS			82.9%				17.1%

SDH0116 HURON HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	41	44	47	48	(1)	3	51
NEW	19	22	24	24	0	2	26
RETAINED	22	22	23	24	(1)	1	25
LOST	14	13	14				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	38	34	38	TOTAL	3	10	9
NEW	16	15	20	NEW	3	7	4
RETAINED	22	19	18	RETAINED	0	3	5
LOST	8	11	11	LOST	6	2	3
RATIO BOYS TO GIRLS			80.9%				19.1%

SDH0124 MITCHELL SKATING AND HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	53	67	69	71	(2)	2	73
NEW	18	30	29	32	(3)	(1)	31
RETAINED	35	37	40	39	1	3	42
LOST	11	6	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	46	56	53	TOTAL	7	11	16
NEW	16	24	19	NEW	2	6	10
RETAINED	30	32	34	RETAINED	5	5	6
LOST	7	5	6	LOST	4	1	2
RATIO BOYS TO GIRLS			76.8%				23.2%

SDH0127 OAHE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	52	45	64	49	15	19	68
NEW	25	18	33	20	13	15	35
RETAINED	27	27	31	29	2	4	33
LOST	17	8	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	46	43	55	TOTAL	6	2	9
NEW	21	18	25	NEW	4	0	8
RETAINED	25	25	30	RETAINED	2	2	1
LOST	11	6	8	LOST	6	2	2
RATIO BOYS TO GIRLS			85.9%				14.1%

SDH0129 RUSHMORE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	106	137	124	141	(17)	(13)	128
NEW	58	70	44	72	(28)	(26)	46
RETAINED	48	67	80	69	11	13	82
LOST	21	16	25				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	89	121	111	TOTAL	17	16	13
NEW	49	64	38	NEW	9	6	6
RETAINED	40	57	73	RETAINED	8	10	7
LOST	18	13	22	LOST	3	3	3
RATIO BOYS TO GIRLS			89.5%				10.5%

SDH0117 SIOUX FALLS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	162	164	162	168	(6)	(2)	166
NEW	79	73	69	75	(6)	(4)	71
RETAINED	83	91	93	93	0	2	95
LOST	35	30	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	149	153	149	TOTAL	13	11	13
NEW	71	69	61	NEW	8	4	8
RETAINED	78	84	88	RETAINED	5	7	5
LOST	33	28	25	LOST	2	2	5
RATIO BOYS TO GIRLS			92.0%				8.0%

SDH0120 WATERTOWN HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	35	46	56	50	6	10	60
NEW	18	25	28	27	1	3	30
RETAINED	17	21	28	23	5	7	30
LOST	4	7	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	34	39	47	TOTAL	1	7	9
NEW	17	19	22	NEW	1	6	6
RETAINED	17	20	25	RETAINED	0	1	3
LOST	2	7	8	LOST	2	0	3
RATIO BOYS TO GIRLS			83.9%				16.1%

SDH0121 YANKTON AREA ICE ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	09-10	10-11	11-12	11-12 GOAL	VS. GOAL	VS. ACTUAL	12-13 GOAL
TOTAL	27	27	37	31	6	10	41
NEW	11	15	19	17	2	4	21
RETAINED	16	12	18	14	4	6	20
LOST	1	5	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	09-10	10-11	11-12		09-10	10-11	11-12
TOTAL	24	22	31	TOTAL	3	5	6
NEW	9	13	17	NEW	2	2	2
RETAINED	15	9	14	RETAINED	1	3	4
LOST	1	5	1	LOST	0	0	1
RATIO BOYS TO GIRLS			83.8%				16.2%