



2012 - 13

# 8 & Under Membership Report

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Program Services Contact for Affiliate .....	Kevin Erlenbach (719) 538-1119/ <a href="mailto:kevine@usahockey.org">kevine@usahockey.org</a>



This report focuses on the foundation of USA Hockey's player base – the 8 & under age category. It examines the entry-level age class both at the National and Affiliate level for the past five seasons, in addition to the past three seasons at the association level. The objective is to help all levels of USA Hockey's structure understand their past performance and create achievable growth goals for the 2013-14 season.

Recently, concentrated growth efforts in the 8 & under age category has produced positive results:

- 8 & under participation has seen a 15% increase since the 2007-08 season
- During the 2012-13 season there were 102,956 players; the 3<sup>rd</sup> highest in USA Hockey history

To continue increasing participation, USA Hockey's efforts remain focused on these key initiatives:

- 1) Attracting new players each season
- 2) Retaining players from one season to the next

By increasing the number of players at the 8 & under age level, associations are positively impacting growth at the older age levels. The table below demonstrates that recent growth at the 8 & under age level is improving the larger 9 to 14 age groups and supplementing long-term growth.

## TOTAL BOYS & GIRLS PARTICIPATING FROM AGES 9 THROUGH 14

	08-09	09-10	10-11	11-12	12-13
<b>9-14</b>	173,362	169,025	171,826	174,884	175,867
<b>%</b>	-1.6%	-2.5%	1.7%	1.8%	0.6%

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and local youth hockey grassroots volunteers. The 2 and 2 Challenge, as explained on page 5, 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. The 2 and 2 Challenge goals for every association are to add two additional new players and retain two more players than the previous season's total.

Combining established growth initiatives with USA Hockey's American Development Model will ensure greater skill development and increased participation.

## HOW TO READ THE DATA CHARTS IN THIS REPORT

Current season performance compared to 2 and 2 Challenge goals

Total number of 8 & under players

Number of players acquired

Current season performance compared to previous season totals

BOYS & GIRLS_8U						2 AND 2 CHALLENGE			
	08-09	09-10	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL*
TOTAL	91622	95775	105394	107387	102956	112875	(9939)	(4431)	108356
	2.5%	4.5%	10.0%	1.9%	-4.1%				
NEW	39580	41967	48254	45991	41000	48735	(7745)	(4991)	43700
	4.1%	6.0%	15.0%	-4.7%	-10.9%				
RET	52042	53808	57140	61396	61956	64140	(2194)	560	64656
	1.2%	3.4%	6.2%	7.4%	0.9%				
LOST	15305	15184	15620	19229	19509	# OF ASSOCIATIONS			1350
	-3.7%	-0.8%	2.9%	23.1%	1.5%	AVERAGE # PLAYERS/ASSOCIATION			80.3

Number of players that left youth hockey

Number of players retained from the previous season

2 and 2 Challenge Goals for the upcoming season, see pages 6 & 7 for more information

## 2012-13 KEY TAKEAWAYS—NATIONAL

### Total

- In 2012-13, the total number of players ages 8 & under decreased by 4,431 (-4.1%) to 102,956.
- Even though there was a loss, the 2012-13 season represents the 3<sup>rd</sup> largest total of players at 8U.

### Acquisition

- New players decreased from 45,991 to 41,000 in 2012-13, a difference of 4,991 (-10.9%)

### Retention- *Fifth consecutive year of positive growth*

- Retained players increased by 560 (0.9%) to 61,956.
- Retained players reached a peak total in USA Hockey History

## NATIONAL 8U BOYS AND GIRLS

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	91622	95775	105394	107387	102956
	2.5%	4.5%	10.0%	1.9%	-4.1%
<b>NEW</b>	39580	41967	48254	45991	41000
	4.1%	6.0%	15.0%	-4.7%	-10.9%
<b>RETAINED</b>	52042	53808	57140	61396	61956
	1.2%	3.4%	6.2%	7.4%	0.9%
<b>LOST</b>	15305	15184	15620	19229	19509
	-3.7%	-0.8%	2.9%	23.1%	1.5%

## BOYS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	78782	81978	89907	91199	87805
	2.1%	4.1%	9.7%	1.4%	-3.7%
<b>NEW</b>	33013	34819	40058	37875	33917
	4.0%	5.5%	15.0%	-5.4%	-10.5%
<b>RETAINED</b>	45769	47159	49849	53324	53888
	0.8%	3.0%	5.7%	7.0%	1.1%
<b>LOST</b>	12161	11932	12350	15149	15308
	-4.0%	-1.9%	3.5%	22.7%	1.0%

## GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	12876	13798	15487	16188	15152
	4.7%	7.2%	20.3%	4.5%	-6.4%
<b>NEW</b>	6604	7149	8197	8116	7085
	5.1%	8.3%	24.1%	-1.0%	-12.7%
<b>RETAINED</b>	6272	6649	7290	8072	8067
	4.4%	6.0%	16.2%	10.7%	-0.1%
<b>LOST</b>	3145	3253	3272	4081	4201
	-2.8%	3.4%	4.0%	24.7%	2.9%

## 2012-13 KEY TAKEAWAYS—OREGON

### Total - *Fourth consecutive year of positive growth*

- The total number of players ages 8 & under in Oregon increased by 33 (19.8%) to 200.
- This was Oregon's peak participation total for the past five seasons.

### Acquisition

- New players increased by 42 (51.9%) to 123.
- This is the peak number of new players entering the game in the past five seasons.

### Retention

- Retained players decreased by 9 (-10.5%) from 2011-12 to 77.
- This was Oregon's first decrease in five seasons.

## OREGON BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	103	119	155	167	200
	-2.8%	15.5%	30.3%	7.7%	19.8%
<b>NEW</b>	47	63	89	81	123
	-19.0%	34.0%	41.3%	-9.0%	51.9%
<b>RETAINED</b>	56	56	66	86	77
	16.7%	0.0%	17.9%	30.3%	-10.5%
<b>LOST</b>	15	13	9	24	31
	66.7%	-13.3%	-30.8%	166.7%	29.2%

## BOYS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	101	114	143	154	178
	2.0%	12.9%	25.4%	7.7%	15.6%
<b>NEW</b>	46	60	80	72	105
	-11.5%	30.4%	33.3%	-10.0%	45.8%
<b>RETAINED</b>	55	54	63	82	73
	17.0%	-1.8%	16.7%	30.2%	-11.0%
<b>LOST</b>	11	13	8	20	25
	22.2%	18.2%	-38.5%	150.0%	25.0%

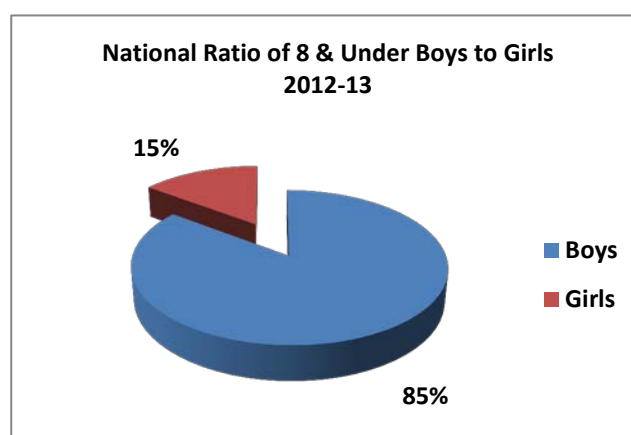
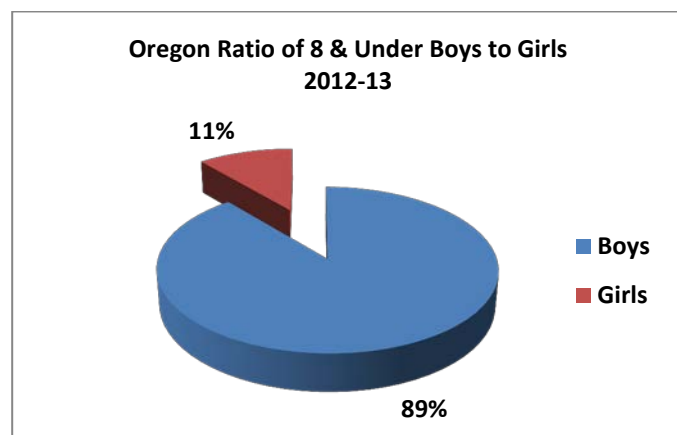
## GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
<b>TOTAL</b>	2	5	12	13	22
	-71.4%	150.0%	140.0%	8.3%	69.2%
<b>NEW</b>	1	3	9	9	18
	-83.3%	200.0%	200.0%	0.0%	100.0%
<b>RETAINED</b>	1	2	3	4	4
	0.0%	100.0%	50.0%	33.3%	0.0%
<b>LOST</b>	4	0	1	4	6
	0.0%	100.0%	0.0%	100.0%	100.0%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 89% of all 8 & under in Oregon, while girls represented 11%.

Nationally, boys represented 85% of all 8 & under, while girls represented 15%.



## RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from Squirrels on up, the overall growth of hockey relies on acquiring more 8 & under players.

Oregon's retention results for 2012-13 by age segment:

- **20.7% of all 4 Year Olds returned as 5 Year Olds**
- **44.0% of all 5 Year Olds returned as 6 Year Olds**
- **45.7% of all 6 Year Olds returned as 7 Year Olds**
- **45.8% of all 7 Year Olds returned as 8 Year Olds**
  
- **64.1% of all Squirrels returned in 2012-13**
- **78.7% of all Pee Wees returned in 2012-13**
- **80.2% of all Bantams returned in 2012-13**

National Average 39.6%  
National Average 58.1%  
National Average 72.9%  
National Average 80.0%

National Average 87.1%  
National Average 91.9%  
National Average 94.5%



## 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 reach their growth goals of acquiring two additional players and retaining two more players than last season.

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

### **RETENTION**—*Welcome Back Week* September 16<sup>th</sup>-22<sup>nd</sup>

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* November 2<sup>nd</sup> & March 1<sup>st</sup>

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 players. An example would be a Learn-to-Play or mixing them in with a current beginner program.



By taking advantage of all these growth programs, participating associations will be recognized nationally as achieving the 2 and 2 Challenge and rewarded for their efforts.

To learn more and to accept the 2 and 2 Challenge, visit  
[www.2and2Challenge.com](http://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 more players than the previous season's 8 & under player total.

Below is an example of an association that achieved their 2 and 2 Challenge goals from this past season and their new goals for 2013-14:

Previous three seasons results				2 and 2 challenge results and goals			
BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	71	64	79	68	11	15	83
NEW	37	32	42	34	8	10	44
RETAINED	34	32	37	34	3	5	39
LOST	23	25	15				

If the 2 and 2 Challenge goals are achieved again in 2013-14, this program will enjoy a 5.1% increase.

**TOTAL:** 44 new + 39 retained = 83 total players

**NEW:** 42 + 2 = 44 new players

**RETAINED:** 37 + 2 = 39 retained players

### OREGON

OREGON	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	179	200	212
NEW	87	123	129
RETAINED	92	77	83

Based on 3 associations that registered 5 players or more, the 2013-14 goals are:

- **TOTAL:** 200 + 12 = 212 (+6.0%)
- **NEW:** 123 + 6 = 129 (+4.9%)
- **RETAINED:** 77 + 6 = 83 (+7.8%)

### NATIONAL

NATIONAL	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	112,875	102,956	108,356
NEW	48,735	41,000	43,700
RETAINED	64,140	61,956	64,656

Based on 1,350 associations that registered 5 players or more, the 2013-14 goals are:

- **TOTAL:** 102,956 + 5,400 = 108,356 (+5.2%)
- **NEW:** 41,000 + 2,700 = 43,700 (+6.6%)
- **RETAINED:** 61,956 + 2,700 = 64,656 (+4.4%)



## ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

Unfortunately, no associations successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

## OREGON'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Klamath Ice Sports, Inc.	-1
2. Lane Amateur Hockey Association	-1
3. Portland Junior Hawks	-1



**ORH0009 KLAMATH ICE SPORTS, INC.**

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	7	9	8	13	(5)	(1)	12
NEW	6	6	5	8	(3)	(1)	7
RETAINED	1	3	3	5	(2)	0	5
LOST	0	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	5	8	7	TOTAL	2	1	1
NEW	4	5	4	NEW	2	1	1
RETAINED	1	3	3	RETAINED	0	0	0
LOST	0	2	2	LOST	0	1	0
RATIO BOYS TO GIRLS			87.5%				12.5%

**ORH0002 LANE AMATEUR HOCKEY ASSOCIATION**

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	47	52	51	56	(5)	(1)	55
NEW	31	26	23	28	(5)	(3)	25
RETAINED	16	26	28	28	0	2	30
LOST	3	12	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	43	46	47	TOTAL	4	6	4
NEW	27	22	21	NEW	4	4	2
RETAINED	16	24	26	RETAINED	0	2	2
LOST	3	9	10	LOST	0	3	3
RATIO BOYS TO GIRLS			92.2%				7.8%

**ORH0077 PORTLAND JUNIOR HAWKS**

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	10-11	11-12	12-13	12-13 GOAL	VS. GOAL	VS. ACTUAL	13-14 GOAL
TOTAL	90	95	94	99	(5)	(1)	98
NEW	50	45	52	47	5	7	54
RETAINED	40	50	42	52	(10)	(8)	44
LOST	3	6	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	84	90	86	TOTAL	6	5	8
NEW	46	42	46	NEW	4	3	6
RETAINED	38	48	40	RETAINED	2	2	2
LOST	2	6	10	LOST	1	0	2
RATIO BOYS TO GIRLS			91.5%				8.5%