

2012 – 13

8 & Under Membership Report

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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 3rd 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
9-14	173,362	169,025	171,826	174,884	175,867
%	-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 3rd 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
TOTAL	91622	95775	105394	107387	102956
	2.5%	4.5%	10.0%	1.9%	-4.1%
NEW	39580	41967	48254	45991	41000
	4.1%	6.0%	15.0%	-4.7%	-10.9%
RETAINED	52042	53808	57140	61396	61956
	1.2%	3.4%	6.2%	7.4%	0.9%
LOST	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
TOTAL	78782	81978	89907	91199	87805
	2.1%	4.1%	9.7%	1.4%	-3.7%
NEW	33013	34819	40058	37875	33917
	4.0%	5.5%	15.0%	-5.4%	-10.5%
RETAINED	45769	47159	49849	53324	53888
	0.8%	3.0%	5.7%	7.0%	1.1%
LOST	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
TOTAL	12876	13798	15487	16188	15152
	4.7%	7.2%	20.3%	4.5%	-6.4%
NEW	6604	7149	8197	8116	7085
	5.1%	8.3%	24.1%	-1.0%	-12.7%
RETAINED	6272	6649	7290	8072	8067
	4.4%	6.0%	16.2%	10.7%	-0.1%
LOST	3145	3253	3272	4081	4201
	-2.8%	3.4%	4.0%	24.7%	2.9%

2012-13 KEY TAKEAWAYS—SOUTH DAKOTA

Total

- The total number of players ages 8 & under in South Dakota increased by 61 (8.4%) to 790.
- This was South Dakota's peak total participation in the past five seasons.

Acquisition

- New players increased by 33 (10.0%) to 362.
- This is the highest number of new players entering youth hockey for the past five seasons.

Retention - *Fifth consecutive year of positive growth*

- Retained players increased by 28 (7.0%) from 2011-12 to 428.
- This was the peak total of retained players for the past five seasons.

SOUTH DAKOTA BOYS AND GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	605	633	700	729	790
	5.6%	4.6%	10.6%	4.1%	8.4%
NEW	287	297	336	329	362
	10.8%	3.5%	13.1%	-2.1%	10.0%
RETAINED	318	336	364	400	428
	1.3%	5.7%	8.3%	9.9%	7.0%
LOST	124	126	115	141	138
	-10.1%	1.6%	-8.7%	22.6%	-2.1%

BOYS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	522	557	599	615	673
	5.5%	6.7%	7.5%	2.7%	9.4%
NEW	240	258	277	261	304
	8.6%	7.5%	7.4%	-5.8%	16.5%
RETAINED	282	299	322	354	369
	2.9%	6.0%	7.7%	9.9%	4.2%
LOST	96	98	98	112	112
	-10.3%	2.1%	0.0%	14.3%	0.0%

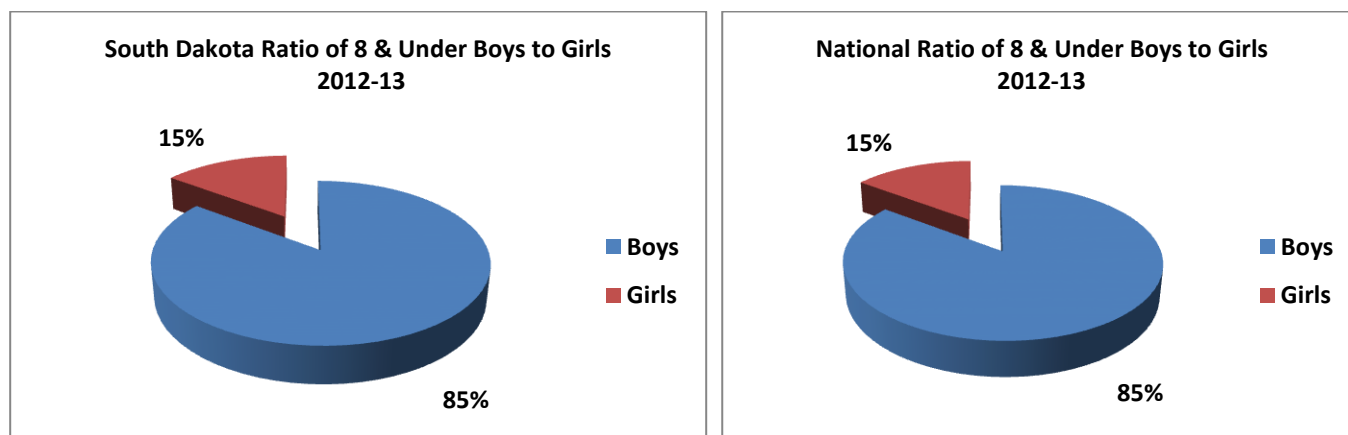
GIRLS 8U

	08-09	09-10	10-11	11-12	12-13
TOTAL	83	76	101	114	117
	6.4%	-8.4%	32.9%	12.9%	2.6%
NEW	47	39	59	68	58
	23.7%	-17.0%	51.3%	15.3%	-14.7%
RETAINED	36	37	42	46	59
	-10.0%	2.8%	13.5%	9.5%	28.3%
LOST	28	28	17	29	26
	-12.5%	0.0%	-39.3%	70.6%	-10.3%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Boys represented 85% of all 8 & under in South Dakota, while girls represented 15%.

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.

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

- 29.8% of all 4 Year Olds returned as 5 Year Olds
- 55.0% of all 5 Year Olds returned as 6 Year Olds
- 67.4% of all 6 Year Olds returned as 7 Year Olds
- 78.3% of all 7 Year Olds returned as 8 Year Olds

- 83.9% of all Squirrels returned in 2012-13
- 92.5% of all Pee Wees returned in 2012-13
- 93.9% 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 16th-22nd

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 2nd & March 1st

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 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

SOUTH DAKOTA

SOUTH DAKOTA	2012-13 GOAL	2012-13 ACTUAL	2013-14 GOAL
TOTAL	769	790	830
NEW	349	362	382
RETAINED	420	428	448

Based on 10 associations that registered 5 players or more, the 2013-14 goals are:

- **TOTAL:** 790 + 40 = **830 (+5.1%)**
- **NEW:** 362 + 20 = **382 (+5.5%)**
- **RETAINED:** 428 + 20 = **448 (+4.7%)**

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

While many associations grew only Aberdeen Hockey Association, Brookings Ice Skating Association and Oahe Hockey Association successfully met their 2 and 2 Challenge goals of growing by two additional players for both new and retained players.

SOUTH DAKOTA'S 2012-13 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Aberdeen Hockey Association	+32
2. Brookings Ice Skating Association	+16
3. Rushmore Hockey Association	+12
4. Oahe Hockey Association	+10
5. Yankton Area Ice Association	+5
6. Brandon Valley Hockey Association	+3
7. Watertown Hockey Association	-2
8. Mitchell Skating and Hockey Association	-6
9. Sioux Falls Youth Hockey Association	-6
10. Huron Hockey Association	-15

SDH0118 ABERDEEN 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	68	83	115	87	28	32	119
NEW	39	40	56	42	14	16	58
RETAINED	29	43	59	45	14	16	61
LOST	15	12	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	47	62	83	TOTAL	21	21	32
NEW	24	29	40	NEW	15	11	16
RETAINED	23	33	43	RETAINED	6	10	16
LOST	10	7	4	LOST	5	5	2
RATIO BOYS TO GIRLS			72.2%				27.8%

SDH0123 BRANDON VALLEY 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	0	7	10	11	(1)	3	14
NEW	0	7	6	9	(3)	(1)	8
RETAINED	0	0	4	2	2	4	6
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	0	4	7	TOTAL	0	3	3
NEW	0	4	5	NEW	0	3	1
RETAINED	0	0	2	RETAINED	0	0	2
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			70.0%				30.0%

SDH0119 BROOKINGS ICE SKATING 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	68	70	86	74	12	16	90
NEW	21	32	42	34	8	10	44
RETAINED	47	38	44	40	4	6	46
LOST	10	10	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	56	58	74	TOTAL	12	12	12
NEW	13	23	36	NEW	8	9	6
RETAINED	43	35	38	RETAINED	4	3	6
LOST	8	7	7	LOST	2	3	5
RATIO BOYS TO GIRLS			86.0%				14.0%

SDH0116 HURON 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	44	47	32	51	(19)	(15)	36
NEW	22	24	11	26	(15)	(13)	13
RETAINED	22	23	21	25	(4)	(2)	23
LOST	13	14	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	34	38	26	TOTAL	10	9	6
NEW	15	20	8	NEW	7	4	3
RETAINED	19	18	18	RETAINED	3	5	3
LOST	11	11	10	LOST	2	3	5
RATIO BOYS TO GIRLS			81.3%				18.8%

SDH0124 MITCHELL SKATING AND 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	67	69	63	73	(10)	(6)	67
NEW	30	29	25	31	(6)	(4)	27
RETAINED	37	40	38	42	(4)	(2)	40
LOST	6	8	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	56	53	48	TOTAL	11	16	15
NEW	24	19	18	NEW	6	10	7
RETAINED	32	34	30	RETAINED	5	6	8
LOST	5	6	12	LOST	1	2	5
RATIO BOYS TO GIRLS			76.2%				23.8%

SDH0127 OAHE 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	45	64	74	68	6	10	78
NEW	18	33	37	35	2	4	39
RETAINED	27	31	37	33	4	6	39
LOST	8	10	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	43	55	63	TOTAL	2	9	11
NEW	18	25	30	NEW	0	8	7
RETAINED	25	30	33	RETAINED	2	1	4
LOST	6	8	14	LOST	2	2	6
RATIO BOYS TO GIRLS			85.1%				14.9%

SDH0129 RUSHMORE 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	137	124	136	128	8	12	140
NEW	70	44	60	46	14	16	62
RETAINED	67	80	76	82	(6)	(4)	78
LOST	16	25	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	121	111	126	TOTAL	16	13	10
NEW	64	38	57	NEW	6	6	3
RETAINED	57	73	69	RETAINED	10	7	7
LOST	13	22	22	LOST	3	3	0
RATIO BOYS TO GIRLS			92.6%				7.4%

SDH0117 SIOUX FALLS YOUTH 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	164	162	156	166	(10)	(6)	160
NEW	73	69	65	71	(6)	(4)	67
RETAINED	91	93	91	95	(4)	(2)	93
LOST	30	30	29				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	153	149	143	TOTAL	11	13	13
NEW	69	61	57	NEW	4	8	8
RETAINED	84	88	86	RETAINED	7	5	5
LOST	28	25	27	LOST	2	5	2
RATIO BOYS TO GIRLS			91.7%				8.3%

SDH0120 WATERTOWN 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	46	56	54	60	(6)	(2)	58
NEW	25	28	21	30	(9)	(7)	23
RETAINED	21	28	33	30	3	5	35
LOST	7	11	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	39	47	47	TOTAL	7	9	7
NEW	19	22	17	NEW	6	6	4
RETAINED	20	25	30	RETAINED	1	3	3
LOST	7	8	7	LOST	0	3	1
RATIO BOYS TO GIRLS			87.0%				13.0%

SDH0121 YANKTON AREA ICE 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	27	37	42	41	1	5	46
NEW	15	19	24	21	3	5	26
RETAINED	12	18	18	20	(2)	0	20
LOST	5	2	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	10-11	11-12	12-13		10-11	11-12	12-13
TOTAL	22	31	36	TOTAL	5	6	6
NEW	13	17	19	NEW	2	2	5
RETAINED	9	14	17	RETAINED	3	4	1
LOST	5	1	7	LOST	0	1	1
RATIO BOYS TO GIRLS			85.7%				14.3%