

2013-2014 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, as well as 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 2014-15 season.

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

- 8 & under participation has seen a 16% increase since the 2007-08 season
- During the 2013-14 season there were 103,961 players; the 3rd highest total in USA Hockey history

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

- Attracting new players each season
- 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, thus supplementing long-term growth.

TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2009-10	2010-11	2011-12	2012-13	2013-14
Participants	169,025	171,826	174,884	175,867	177,906
% increase	-2.5%	1.7%	1.8%	0.6%	1.2%

Putting growth initiatives into action requires a coordinated effort between USA Hockey national staff and local youth hockey volunteers. In an effort to work more closely with local associations, USA Hockey has instituted the 2 and 2 Challenge. The 2 and 2 Challenge, further explained on page 5, is a comprehensive program that utilizes existing national growth programs, resources, and tools to help youth hockey leaders grow participation with their local associations. To achieve these growth goals, the 2 and 2 Challenge asks participating associations to add two 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

Total number of 8 & under players

Current season performance compared to previous season

Number of players acquired

BOYS & GIRLS 8U						2 AND 2 CHALLENGE			
	09-10	10-11	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	95775	105394	107387	102956	103961	108464	(4503)	1005	109121
	4.5%	10.0%	1.9%	-4.1%	1.0%				
NEW	41967	48254	45991	41000	44628	43754	874	3628	47208
	6.0%	15.0%	-4.7%	-10.9%	8.8%				
RET	53808	57140	61396	61956	59333	64710	(5377)	(2623)	61913
	3.4%	6.2%	7.4%	0.9%	-4.2%				
LOST	15184	15620	19229	19509	18316	# OF ASSOCIATIONS			1290
	-0.8%	2.9%	23.1%	1.5%	-6.1%	AVERAGE # PLAYERS/ASSOCIATION			80.6

Number of players that left youth hockey

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

Number of players retained from the previous season

2013-14 KEY TAKEAWAYS—NATIONAL

Total

- In 2013-14, the total number of players ages 8 & under increased by 1,005 (1.0%) to 103,961.
- With this increase, the 2013-14 season represents the 3rd largest total of players at the 8 & under level in USA Hockey's history.

Acquisition

- New players increased from 41,000 to 44,628 in 2013-14, an addition of 3,628 (8.8%).
- This is the first increase in new players since the 2010-11 season.

Retention

- Retained players decreased by 2,623 (-4.2%) to 59,333.
- The drop in retention was the result of back-to-back seasons (2011-13) of decreased player acquisition.

NATIONAL BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	95775	105394	107387	102956	103961
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NATIONAL BOYS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	81978	89907	91199	87805	88168
%	4.1%	9.7%	1.4%	-3.7%	0.4%
NEW	34819	40058	37875	33917	36744
%	5.5%	15.0%	-5.4%	-10.5%	8.3%
RET	47159	49849	53324	53888	51424
%	3.0%	5.7%	7.0%	1.1%	-4.6%
LOST	11932	12350	15149	15308	14559
%	-1.9%	3.5%	22.7%	1.0%	-4.9%

NATIONAL GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	13798	15487	16188	15152	15794
%	7.2%	-1.9%	4.5%	-6.4%	4.2%
NEW	7149	8197	8116	7085	7887
%	8.3%	3.9%	-1.0%	-12.7%	11.3%
RET	6649	7290	8072	8067	7907
%	6.0%	-7.8%	10.7%	-0.1%	-2.0%
LOST	3253	3272	4081	4201	3759
%	3.4%	-13.0%	24.7%	2.9%	-10.5%

2013-14 KEY TAKEAWAYS—MISSOURI

Total

- The total number of players ages 8 & under in Missouri increased by 9 (0.5%) to 1,892.
- 1,892 is the peak for total players over the previous five seasons.

Acquisition

- New players decreased by 9 (-1.1%) to 836.
- This was the second consecutive season in which new players decreased.

Retention

- Retained players increased by 18 (1.7%) to 1,056.
- This was the fifth consecutive season of player retention growth.

MISSOURI BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	1599	1844	1888	1883	1892
%	18.5%	15.3%	2.4%	-0.3%	0.5%
NEW	740	883	895	845	836
%	32.6%	19.3%	1.4%	-5.6%	-1.1%
RETAINED	859	961	993	1038	1056
%	8.6%	11.9%	3.3%	4.5%	1.7%
LOST	250	329	414	443	468
%	-21.4%	31.6%	25.8%	7.0%	5.6%

MISSOURI BOYS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	1501	1731	1765	1735	1744
%	19.8%	15.3%	2.0%	-1.7%	0.5%
NEW	685	817	816	749	745
%	37.8%	19.3%	-0.1%	-8.2%	-0.5%
RETAINED	816	914	949	986	999
%	7.9%	12.0%	3.8%	3.9%	1.3%
LOST	214	287	379	405	405
%	-25.2%	34.1%	32.1%	6.9%	0.0%

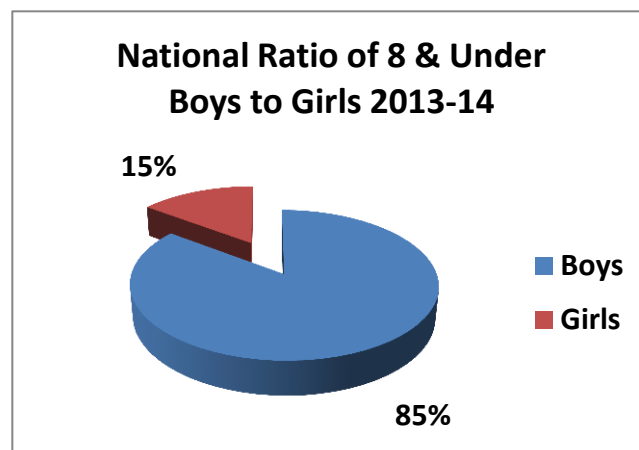
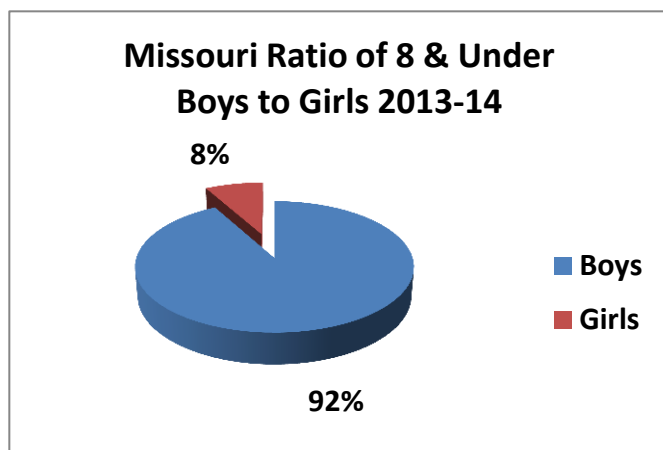
MISSOURI GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	98	113	123	148	148
%	2.1%	15.3%	8.8%	20.3%	0.0%
NEW	55	66	79	96	91
%	-9.8%	20.0%	19.7%	21.5%	-5.2%
RETAINED	43	47	44	52	57
%	22.9%	9.3%	-6.4%	18.2%	9.6%
LOST	36	42	35	38	63
%	12.5%	16.7%	-16.7%	8.6%	65.8%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Missouri: Boys represented 92% of all 8 & under youth hockey participants, while girls represented 8%.

National: Boys represented 85% of all 8 & under youth hockey participants, while girls represented 15%.



RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from Squirts (9 years old) on up, the overall growth of hockey relies on acquiring more 8 & under players.

Missouri's retention results for 2013-14 by age segment:

- 44.1% of all 4 Year Olds returned as 5 Year Olds
- 56.3% of all 5 Year Olds returned as 6 Year Olds
- 72.4% of all 6 Year Olds returned as 7 Year Olds
- 77.1% of all 7 Year Olds returned as 8 Year Olds
- 85.2% of all Squirts returned in 2013-14
- 90.3% of all Pee Wees returned in 2013-14
- 92.4% of all Bantams returned in 2013-14

National Average 36.5%
 National Average 54.9%
 National Average 70.2%
 National Average 78.2%

National Average 86.8%
 National Average 92.1%
 National Average 94.6%



2 AND 2 CHALLENGE

The 2 and 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 15th-21st

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 8th & February 21st

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 28,000 kids were introduced to youth hockey through this program.



CONVERSION—*Transition Program*

Children that sample youth hockey don't always become new hockey players. A low-cost, low-commitment program to easily transition families from trying hockey to participating in youth hockey programs will significantly increase the likelihood of adding more players. Examples of how this can be achieved is offering a Learn-to-Play program or mixing prospective players into existing beginner programs.



By taking advantage of these national programs, participating associations will be nationally recognized as achieving the 2 and 2 Challenge and be 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 2014-15:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 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 2014-15, 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

MISSOURI

MISSOURI	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	1,931	1,892	1,932
NEW	869	836	856
RETAINED	1,062	1,056	1,076

Based on 10 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 1,892 + 40 = **1,932 (2.1%)**
- **NEW:** 836 + 20 = **856 (2.4%)**
- **RETAINED:** 1,056 + 20 = **1,076 (1.9%)**

NATIONAL

NATIONAL	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	108,464	103,961	109,121
NEW	43,754	44,628	47,208
RETAINED	64,710	59,333	61,913

Based on 1,290 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 103,961 + 5,160 = **109,121 (5.0%)**
- **NEW:** 44,628 + 2,580 = **47,208 (5.8%)**
- **RETAINED:** 59,333 + 2,580 = **61,913 (4.3%)**



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only Affton Athletic Association, Meramec Hockey Club, and St Peters Hockey Club successfully met their 2 and 2 Challenge goals of growing by two players for both new and retained players.

MISSOURI'S 2013-14 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Meramec Hockey Club	+149
2. Affton Athletic Association	+121
3. Chesterfield Hockey Association	+38
4. St Peters Hockey Club	+14
5. Springfield Youth Hockey Association	+11
6. Kirkwood Youth Hockey Association	-5
7. Mid Missouri Tigers	-9
8. Twin Bridges Lightning	-9
9. St Louis Rockets Hockey Association	-12
10. Southern Illinois Ice Hawks	-25

MOH0119 AFFTON ATHLETIC ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	92	80	201	84	117	121	205
NEW	34	23	124	25	99	101	126
RETAINED	58	57	77	59	18	20	79
LOST	12	11	38				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	86	77	186	TOTAL	6	3	15
NEW	31	22	113	NEW	3	1	11
RETAINED	55	55	73	RETAINED	3	2	4
LOST	12	9	38	LOST	0	2	0
RATIO BOYS TO GIRLS			92.5%				7.5%

MOH0121 CHESTERFIELD HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	138	92	130	96	34	38	134
NEW	73	21	78	23	55	57	80
RETAINED	65	71	52	73	(21)	(19)	54
LOST	2	17	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	135	89	125	TOTAL	3	3	5
NEW	70	21	74	NEW	3	0	4
RETAINED	65	68	51	RETAINED	0	3	1
LOST	2	17	3	LOST	0	0	1
RATIO BOYS TO GIRLS			96.2%				3.8%

MOH0174 KIRKWOOD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	156	115	110	119	(9)	(5)	114
NEW	72	35	40	37	3	5	42
RETAINED	84	80	70	82	(12)	(10)	72
LOST	42	41	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	146	105	102	TOTAL	10	10	8
NEW	68	29	39	NEW	4	6	1
RETAINED	78	76	63	RETAINED	6	4	7
LOST	35	36	9	LOST	7	5	1
RATIO BOYS TO GIRLS			92.7%				7.3%

MOH0175 MERAMEC HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	281	150	299	154	145	149	303
NEW	134	19	120	21	99	101	122
RETAINED	147	131	179	133	46	48	181
LOST	65	105	58				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	264	143	276	TOTAL	17	7	23
NEW	124	18	105	NEW	10	1	15
RETAINED	140	125	171	RETAINED	7	6	8
LOST	60	95	51	LOST	5	10	7
RATIO BOYS TO GIRLS			92.3%				7.7%

MOH0125 MID MISSOURI TIGERS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	53	27	18	31	(13)	(9)	22
NEW	34	3	4	5	(1)	1	6
RETAINED	19	24	14	26	(12)	(10)	16
LOST	22	20	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	46	26	17	TOTAL	7	1	1
NEW	28	3	4	NEW	6	0	0
RETAINED	18	23	13	RETAINED	1	1	1
LOST	20	17	6	LOST	2	3	0
RATIO BOYS TO GIRLS			94.4%				5.6%

MOH0167 SOUTHERN ILLINOIS ICE HAWKS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	67	80	55	84	(29)	(25)	59
NEW	36	38	9	40	(31)	(29)	11
RETAINED	31	42	46	44	2	4	48
LOST	9	5	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	63	79	54	TOTAL	4	1	1
NEW	34	38	9	NEW	2	0	0
RETAINED	29	41	45	RETAINED	2	1	1
LOST	8	5	9	LOST	1	0	0
RATIO BOYS TO GIRLS			98.2%				1.8%

MOH0177 SPRINGFIELD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	94	64	75	68	7	11	79
NEW	41	17	47	19	28	30	49
RETAINED	53	47	28	49	(21)	(19)	30
LOST	30	29	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	86	63	72	TOTAL	8	1	3
NEW	36	17	45	NEW	5	0	2
RETAINED	50	46	27	RETAINED	3	1	1
LOST	30	24	20	LOST	0	5	1
RATIO BOYS TO GIRLS			96.0%				4.0%

MOH0169 ST LOUIS ROCKETS HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	176	165	153	169	(16)	(12)	157
NEW	85	59	38	61	(23)	(21)	40
RETAINED	91	106	115	108	7	9	117
LOST	52	38	75				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	170	155	147	TOTAL	6	10	6
NEW	80	53	36	NEW	5	6	2
RETAINED	90	102	111	RETAINED	1	4	4
LOST	50	37	68	LOST	2	1	7
RATIO BOYS TO GIRLS			96.1%				3.9%

MOH0248 ST PETERS HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	191	113	127	117	10	14	131
NEW	75	20	25	22	3	5	27
RETAINED	116	93	102	95	7	9	104
LOST	56	54	32				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	186	109	125	TOTAL	5	4	2
NEW	73	18	24	NEW	2	2	1
RETAINED	113	91	101	RETAINED	3	2	1
LOST	49	51	28	LOST	7	3	4
RATIO BOYS TO GIRLS			98.4%				1.6%

MOH0173 TWIN BRIDGES LIGHTNING

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	65	69	60	73	(13)	(9)	64
NEW	21	35	20	37	(17)	(15)	22
RETAINED	44	34	40	36	4	6	42
LOST	10	4	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	62	63	55	TOTAL	3	6	5
NEW	21	31	17	NEW	0	4	3
RETAINED	41	32	38	RETAINED	3	2	2
LOST	10	4	8	LOST	0	0	0
RATIO BOYS TO GIRLS			91.7%				8.3%