

2013-2014 8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

Background	Page 1
National Analysis	Page 2
Montana Analysis	Pages 3-4
2 and 2 Challenge	Pages 5-6
Montana's 2013-14 Association Performance	Page 7
Local Association Analysis	Pages 8-11
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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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LOST	15184	15620	19229	19509	18316
%	-0.8%	2.9%	23.1%	1.5%	-6.1%

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—MONTANA

Total

- The total number of players ages 8 & under in Montana increased by 89 (13.7%) to 739.
- This was the fifth consecutive season with an increase in total players.

Acquisition

- New players increased by 59 (19.5%) to 362.
- The 2013-14 season marked the fourth increase in new players over the past five seasons.

Retention

- Retained players increased by 30 (8.6%) from 2012-13 to 377.
- 377 is the highest total of retained players over the previous five seasons.

MONTANA BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	507	567	622	650	739
%	2.8%	11.8%	9.7%	4.5%	13.7%
NEW	249	303	305	303	362
%	3.3%	21.7%	0.7%	-0.7%	19.5%
RETAINED	258	264	317	347	377
%	2.4%	2.3%	20.1%	9.5%	8.6%
LOST	105	108	109	133	126
%	29.6%	2.9%	0.9%	22.0%	-5.3%

MONTANA BOYS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	441	487	502	548	617
%	16.1%	10.4%	3.1%	9.2%	12.6%
NEW	207	251	230	261	299
%	39.7%	21.3%	-8.4%	13.5%	14.6%
RETAINED	234	236	272	287	318
%	0.5%	0.9%	15.3%	5.5%	10.8%
LOST	80	93	85	100	109
%	-13.5%	16.3%	-8.6%	17.6%	9.0%

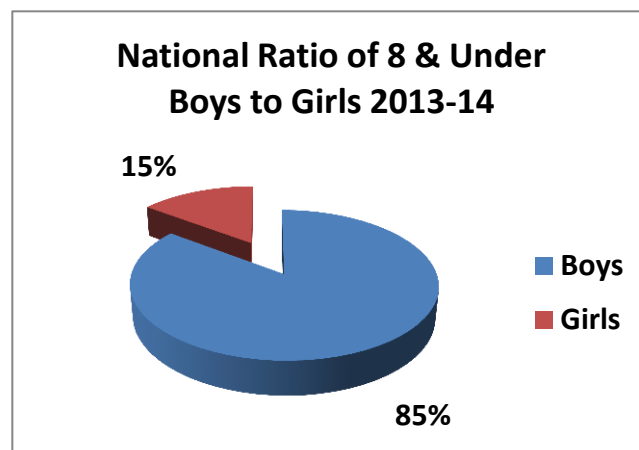
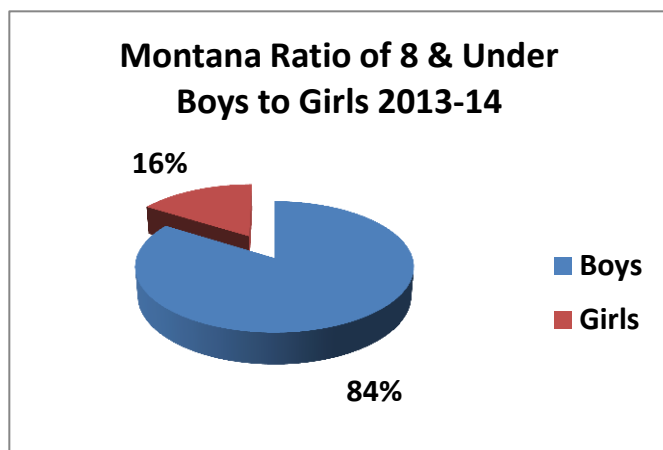
MONTANA GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	66	80	120	102	122
%	-2.9%	21.2%	50.0%	-15.0%	19.6%
NEW	42	52	75	42	63
%	13.5%	23.8%	44.2%	-44.0%	50.0%
RETAINED	24	28	45	60	59
%	-22.6%	16.7%	60.7%	33.3%	-1.7%
LOST	25	15	24	33	17
%	47.1%	-40.0%	60.0%	37.5%	-48.5%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Montana: Boys represented 84% of all 8 & under youth hockey participants, while girls represented 16%.

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.

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

- 30.2% of all 4 Year Olds returned as 5 Year Olds
- 62.6% of all 5 Year Olds returned as 6 Year Olds
- 67.5% of all 6 Year Olds returned as 7 Year Olds
- 68.0% of all 7 Year Olds returned as 8 Year Olds
- 77.2% of all Squirts returned in 2013-14
- 88.0% of all Pee Wees returned in 2013-14
- 92.2% 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

MONTANA

MONTANA	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	698	739	783
NEW	327	362	384
RETAINED	371	377	399

Based on 11 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 739 + 44 = **783 (6.0%)**
- **NEW:** 362 + 22 = **384 (6.1%)**
- **RETAINED:** 377 + 22 = **399 (5.8%)**

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 Billings Amateur Hockey League, Butte Amateur Hockey Association, Flathead Youth Hockey Association, Helena Bighorn Youth Hockey Association, and Miles City Youth Hockey successfully met their 2 and 2 Challenge goals of growing by two players for both new and retained players.

MONTANA'S 2013-14 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Billings Amateur Hockey League	+44
2. Helena Bighorn Youth Hockey Association	+28
3. Miles City Youth Hockey	+28
4. Butte Amateur Hockey Association	+20
5. Havre Youth Hockey Association	+7
6. Bozeman Amateur Hockey Association	+6
7. Flathead Youth Hockey Association	+5
8. Missoula Area Youth Hockey Association	+2
9. Great Falls Amateur Hockey	-1
10. Glacier Hockey Association	-7
11. Hilene Youth Hockey	-12

MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

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	49	53	97	57	40	44	101
NEW	28	29	54	31	23	25	56
RETAINED	21	24	43	26	17	19	45
LOST	18	16	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	44	47	89	TOTAL	5	6	8
NEW	25	26	49	NEW	3	3	5
RETAINED	19	21	40	RETAINED	2	3	3
LOST	17	15	19	LOST	1	1	3
RATIO BOYS TO GIRLS			91.8%				8.2%

MTH0015 BOZEMAN AMATEUR 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	77	58	64	62	2	6	68
NEW	31	16	33	18	15	17	35
RETAINED	46	42	31	44	(13)	(11)	33
LOST	17	12	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	67	51	58	TOTAL	10	7	6
NEW	26	11	29	NEW	5	5	4
RETAINED	41	40	29	RETAINED	5	2	2
LOST	12	8	6	LOST	5	4	4
RATIO BOYS TO GIRLS			90.6%				9.4%

MTH0076 BUTTE AMATEUR 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	20	23	43	27	16	20	47
NEW	6	11	27	13	14	16	29
RETAINED	14	12	16	14	2	4	18
LOST	11	3	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	17	16	35	TOTAL	3	7	8
NEW	6	5	22	NEW	0	6	5
RETAINED	11	11	13	RETAINED	3	1	3
LOST	7	3	2	LOST	4	0	2
RATIO BOYS TO GIRLS			81.4%				18.6%

MTH0029 FLATHEAD 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	28	28	33	32	1	5	37
NEW	19	17	19	19	0	2	21
RETAINED	9	11	14	13	1	3	16
LOST	1	9	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	20	22	25	TOTAL	8	6	8
NEW	13	15	15	NEW	6	2	4
RETAINED	7	7	10	RETAINED	2	4	4
LOST	0	8	5	LOST	1	1	0
RATIO BOYS TO GIRLS			75.8%				24.2%

MTH0016 GLACIER 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	42	42	35	46	(11)	(7)	39
NEW	18	18	17	20	(3)	(1)	19
RETAINED	24	24	18	26	(8)	(6)	20
LOST	6	9	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	40	38	32	TOTAL	2	4	3
NEW	18	16	15	NEW	0	2	2
RETAINED	22	22	17	RETAINED	2	2	1
LOST	5	9	9	LOST	1	0	1
RATIO BOYS TO GIRLS			91.4%				8.6%

MTH0013 GREAT FALLS AMATEUR HOCKEY

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	61	59	58	63	(5)	(1)	62
NEW	32	30	30	32	(2)	0	32
RETAINED	29	29	28	31	(3)	(1)	30
LOST	12	17	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	54	56	54	TOTAL	7	3	4
NEW	27	28	27	NEW	5	2	3
RETAINED	27	28	27	RETAINED	2	1	1
LOST	11	12	17	LOST	1	5	2
RATIO BOYS TO GIRLS			93.1%				6.9%

MTH0012 HAVRE 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	47	63	70	67	3	7	74
NEW	18	28	28	30	(2)	0	30
RETAINED	29	35	42	37	5	7	44
LOST	11	2	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	33	48	52	TOTAL	14	15	18
NEW	11	24	21	NEW	7	4	7
RETAINED	22	24	31	RETAINED	7	11	11
LOST	9	2	13	LOST	2	0	2
RATIO BOYS TO GIRLS			74.3%				25.7%

MTH0014 HELENA BIGHORN 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	55	61	89	65	24	28	93
NEW	20	31	46	33	13	15	48
RETAINED	35	30	43	32	11	13	45
LOST	5	6	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	48	56	80	TOTAL	7	5	9
NEW	18	29	39	NEW	2	2	7
RETAINED	30	27	41	RETAINED	5	3	2
LOST	5	5	9	LOST	0	1	1
RATIO BOYS TO GIRLS			89.9%				10.1%

MTH0018 HILINE YOUTH HOCKEY

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	52	43	31	47	(16)	(12)	35
NEW	31	10	9	12	(3)	(1)	11
RETAINED	21	33	22	35	(13)	(11)	24
LOST	1	10	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	37	33	25	TOTAL	15	10	6
NEW	19	8	8	NEW	12	2	1
RETAINED	18	25	17	RETAINED	3	8	5
LOST	1	6	3	LOST	0	4	0
RATIO BOYS TO GIRLS			80.6%				19.4%

MTH0028 MILES CITY YOUTH HOCKEY

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	37	49	77	53	24	28	81
NEW	24	26	47	28	19	21	49
RETAINED	13	23	30	25	5	7	32
LOST	11	12	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	25	37	51	TOTAL	12	12	26
NEW	15	19	30	NEW	9	7	17
RETAINED	10	18	21	RETAINED	3	5	9
LOST	9	6	7	LOST	2	6	1
RATIO BOYS TO GIRLS			66.2%				33.8%

MTH0017 MISSOULA AREA 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	49	114	116	118	(2)	2	120
NEW	8	81	49	83	(34)	(32)	51
RETAINED	41	33	67	35	32	34	69
LOST	27	7	26				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	45	95	96	TOTAL	4	19	20
NEW	7	66	43	NEW	1	15	6
RETAINED	38	29	53	RETAINED	3	4	14
LOST	17	7	23	LOST	10	0	3
RATIO BOYS TO GIRLS			82.8%				17.2%