

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

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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—NEW MEXICO

Total

- The total number of players ages 8 & under in New Mexico decreased by 34 (-15.0%) to 192.
- The 2013-14 season was the second consecutive decrease in total players.

Acquisition

- New players decreased by 5 (-5.9%) to 80.
- The 2013-14 season marked the lowest total of new players for the previous three seasons.

Retention

- Retained players decreased by 29 (-20.6%) from 2012-13 to 112.
- 2013-14 was only the second decrease in the past five seasons.

NEW MEXICO BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	212	222	246	226	192
%	7.1%	4.7%	10.8%	-8.1%	-15.0%
NEW	100	112	119	85	80
%	5.3%	12.0%	6.3%	-28.6%	-5.9%
RETAINED	112	110	127	141	112
%	8.7%	-1.8%	15.5%	11.0%	-20.6%
LOST	38	49	39	43	49
%	11.8%	28.9%	-20.4%	10.3%	14.0%

NEW MEXICO BOYS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	176	176	207	190	153
%	5.4%	0.0%	17.6%	-8.2%	-19.5%
NEW	84	87	102	68	59
%	12.0%	3.6%	17.2%	-33.3%	-13.2%
RETAINED	92	89	105	122	94
%	0.0%	-3.3%	18.0%	16.2%	-23.0%
LOST	31	43	28	32	37
%	14.8%	38.7%	-34.9%	14.3%	15.6%

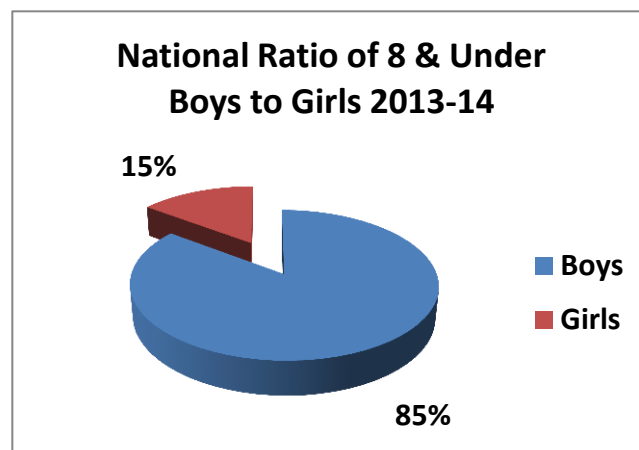
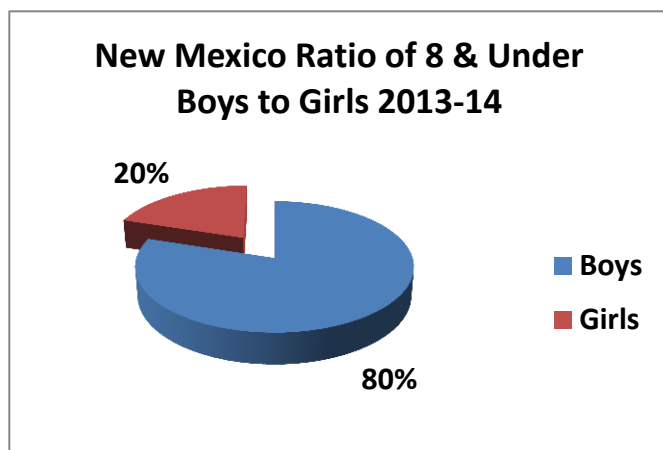
NEW MEXICO GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	36	46	39	36	39
%	16.1%	27.8%	-15.2%	-7.7%	8.3%
NEW	16	25	17	17	21
%	-20.0%	56.3%	-32.0%	0.0%	23.5%
RETAINED	20	21	22	19	18
%	81.8%	5.0%	4.8%	-13.6%	-5.3%
LOST	7	6	11	11	12
%	0.0%	-14.3%	83.3%	0.0%	9.1%

RATIO OF BOYS TO GIRLS—8 & UNDERS

New Mexico: Boys represented 80% of all 8 & under youth hockey participants, while girls represented 20%.

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.

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

- 60.0% of all 4 Year Olds returned as 5 Year Olds
- 57.9% of all 5 Year Olds returned as 6 Year Olds
- 58.1% of all 6 Year Olds returned as 7 Year Olds
- 72.6% of all 7 Year Olds returned as 8 Year Olds
- 80.6% of all Squirts returned in 2013-14
- 90.1% of all Pee Wees returned in 2013-14
- 95.4% 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

NEW MEXICO

NEW MEXICO	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	246	192	212
NEW	95	80	90
RETAINED	151	112	122

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

- **TOTAL:** 192 + 20 = 212 (10.4%)
- **NEW:** 80 + 10 = 90 (12.5%)
- **RETAINED:** 112 + 10 = 122 (8.9%)

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

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

NEW MEXICO'S 2013-14 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Taos Youth Hockey Association	-3
2. Santa Fe Skaters Association	-4
3. New Mexico Amateur Hockey Association	-5
4. New Mexico Ice Hockey Foundation	-10
5. Los Alamos Hockey Association	-17

NMH0030 LOS ALAMOS 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	64	64	47	68	(21)	(17)	51
NEW	24	22	13	24	(11)	(9)	15
RETAINED	40	42	34	44	(10)	(8)	36
LOST	13	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	51	49	36	TOTAL	13	15	11
NEW	18	18	10	NEW	6	4	3
RETAINED	33	31	26	RETAINED	7	11	8
LOST	10	3	7	LOST	3	1	2
RATIO BOYS TO GIRLS			76.6%				23.4%

NMH0054 NEW MEXICO 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	48	44	39	48	(9)	(5)	43
NEW	21	16	14	18	(4)	(2)	16
RETAINED	27	28	25	30	(5)	(3)	27
LOST	8	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	44	42	35	TOTAL	4	2	4
NEW	20	15	11	NEW	1	1	3
RETAINED	24	27	24	RETAINED	3	1	1
LOST	7	3	8	LOST	1	1	1
RATIO BOYS TO GIRLS			89.7%				10.3%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	58	52	42	56	(14)	(10)	46
NEW	32	24	22	26	(4)	(2)	24
RETAINED	26	28	20	30	(10)	(8)	22
LOST	10	10	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	46	47	35	TOTAL	12	5	7
NEW	25	23	16	NEW	7	1	6
RETAINED	21	24	19	RETAINED	5	4	1
LOST	8	6	14	LOST	2	4	2
RATIO BOYS TO GIRLS			83.3%				16.7%

NMH0070 SANTA FE SKATERS 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	30	25	21	29	(8)	(4)	25
NEW	14	6	11	8	3	5	13
RETAINED	16	19	10	21	(11)	(9)	12
LOST	4	3	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	30	25	19	TOTAL	0	0	2
NEW	14	6	9	NEW	0	0	2
RETAINED	16	19	10	RETAINED	0	0	0
LOST	3	3	2	LOST	1	0	0
RATIO BOYS TO GIRLS			90.5%				9.5%

NMH0040 TAOS 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	38	34	31	38	(7)	(3)	35
NEW	26	13	15	15	0	2	17
RETAINED	12	21	16	23	(7)	(5)	18
LOST	2	13	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	30	25	23	TOTAL	8	9	8
NEW	21	7	11	NEW	5	6	4
RETAINED	9	18	12	RETAINED	3	3	4
LOST	1	10	6	LOST	1	3	5
RATIO BOYS TO GIRLS			74.2%				25.8%