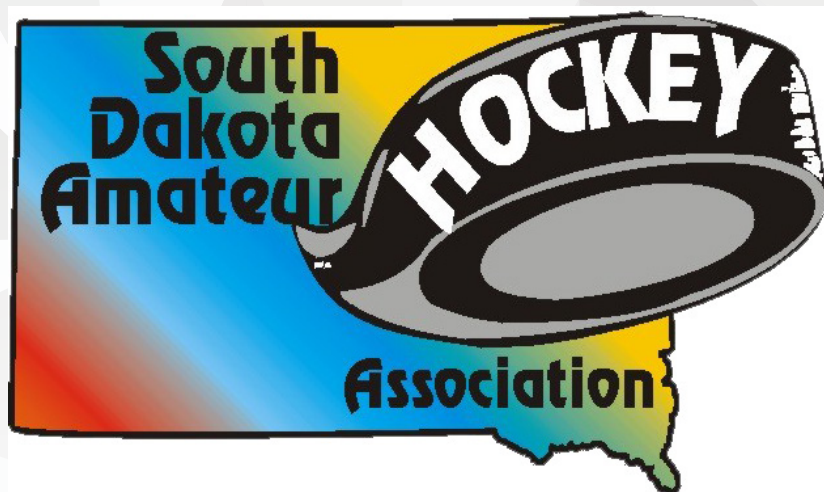


# 2013-2014 8 & UNDER MEMBERSHIP REPORT



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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
<b>Participants</b>	169,025	171,826	174,884	175,867	177,906
<b>% increase</b>	-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
<b>TOTAL</b>	95775	105394	107387	102956	103961
<b>%</b>	4.5%	10.0%	1.9%	-4.1%	1.0%
<b>NEW</b>	41967	48254	45991	41000	44628
<b>%</b>	6.0%	15.0%	-4.7%	-10.9%	8.8%
<b>RET</b>	53808	57140	61396	61956	59333
<b>%</b>	3.4%	6.2%	7.4%	0.9%	-4.2%
<b>LOST</b>	15184	15620	19229	19509	18316
<b>%</b>	-0.8%	2.9%	23.1%	1.5%	-6.1%

### NATIONAL BOYS 8U

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

### NATIONAL GIRLS 8U

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

## 2013-14 KEY TAKEAWAYS—SOUTH DAKOTA

### Total

- The total number of players ages 8 & under in South Dakota increased by 30 (3.8%) to 820.
- This was South Dakota's fifth consecutive season with an increase in total participation.

### Acquisition

- New players decreased by 14 (-3.9%) to 348.
- The 2013-14 season marked only the second decrease in new players for the past five seasons.

### Retention

- Retained players increased by 44 (10.3%) from 2012-13 to 472.
- 472 players is the highest total of retained players over the previous five seasons.

### SOUTH DAKOTA BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	633	700	729	790	820
<b>%</b>	4.6%	10.6%	4.1%	8.4%	3.8%
<b>NEW</b>	297	336	329	362	348
<b>%</b>	3.5%	13.1%	-2.1%	10.0%	-3.9%
<b>RETAINED</b>	336	364	400	428	472
<b>%</b>	5.7%	8.3%	9.9%	7.0%	10.3%
<b>LOST</b>	126	115	141	138	142
<b>%</b>	1.6%	-8.7%	22.6%	-2.1%	2.9%

### SOUTH DAKOTA BOYS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	557	599	615	673	700
<b>%</b>	6.7%	7.5%	2.7%	9.4%	4.0%
<b>NEW</b>	258	277	261	304	288
<b>%</b>	7.5%	7.4%	-5.8%	16.5%	-5.3%
<b>RETAINED</b>	299	322	354	369	412
<b>%</b>	6.0%	7.7%	9.9%	4.2%	11.7%
<b>LOST</b>	98	98	112	112	106
<b>%</b>	2.1%	0.0%	14.3%	0.0%	-5.4%

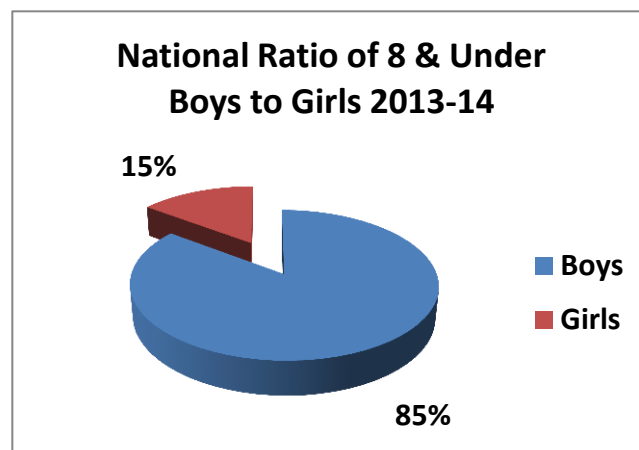
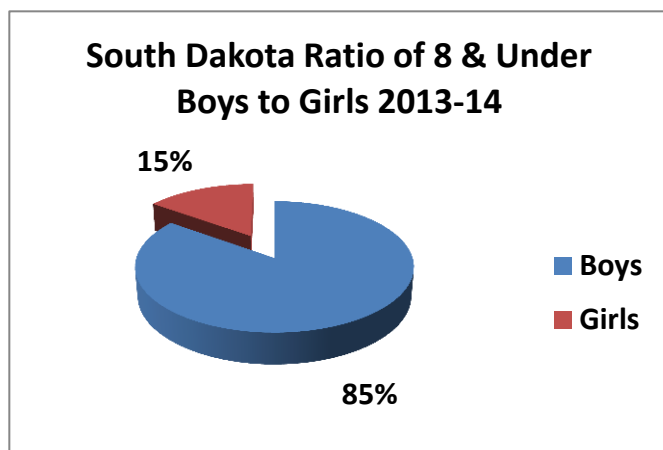
### SOUTH DAKOTA GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
<b>TOTAL</b>	76	101	114	117	120
<b>%</b>	-8.4%	32.9%	12.9%	2.6%	2.6%
<b>NEW</b>	39	59	68	58	60
<b>%</b>	-17.0%	51.3%	15.3%	-14.7%	3.4%
<b>RETAINED</b>	37	42	46	59	60
<b>%</b>	2.8%	13.5%	9.5%	28.3%	1.7%
<b>LOST</b>	28	17	29	26	36
<b>%</b>	0.0%	-39.3%	70.6%	-10.3%	38.5%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

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

**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.

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

- 36.0% of all 4 Year Olds returned as 5 Year Olds
- 59.4% of all 5 Year Olds returned as 6 Year Olds
- 76.0% of all 6 Year Olds returned as 7 Year Olds
- 78.2% of all 7 Year Olds returned as 8 Year Olds
- 83.8% of all Squirts returned in 2013-14
- 90.8% of all Pee Wees returned in 2013-14
- 92.0% 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 15<sup>th</sup>-21<sup>st</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 8<sup>th</sup> & February 21<sup>st</sup>

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](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 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

### SOUTH DAKOTA

SOUTH DAKOTA	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	830	820	860
NEW	382	348	368
RETAINED	448	472	492

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

- **TOTAL:** 820 + 40 = 860 (4.9%)
- **NEW:** 348 + 20 = 368 (5.7%)
- **RETAINED:** 472 + 20 = 492 (4.2%)

### 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 grew, only Oahe Hockey Association successfully met their 2 and 2 Challenge goals of growing by two players for both new and retained players.

### SOUTH DAKOTA'S 2013-14 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Oahe Hockey Association	+18
2. Huron Hockey Association	+13
3. Brandon Valley Hockey Association	+7
4. Yankton Area Ice Association	+6
5. Brookings Ice Skating Association	+5
6. Sioux Falls Youth Hockey Association	+5
7. Mitchell Skating and Hockey Association	-6
8. Rushmore Hockey Association	-19
9. Aberdeen Hockey Association	-20
10. Watertown Hockey Association	-21



SDH0118 ABERDEEN 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	83	115	95	119	(24)	(20)	99
NEW	40	56	30	58	(28)	(26)	32
RETAINED	43	59	65	61	4	6	67
LOST	12	6	22				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	62	83	75	TOTAL	21	32	20
NEW	29	40	26	NEW	11	16	4
RETAINED	33	43	49	RETAINED	10	16	16
LOST	7	4	12	LOST	5	2	10
RATIO BOYS TO GIRLS			78.9%				21.1%

SDH0123 BRANDON VALLEY 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	7	10	17	14	3	7	21
NEW	7	7	13	9	4	6	15
RETAINED	0	3	4	5	(1)	1	6
LOST	0	1	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	4	7	14	TOTAL	3	3	3
NEW	4	5	12	NEW	3	2	1
RETAINED	0	2	2	RETAINED	0	1	2
LOST	0	1	2	LOST	0	0	1
RATIO BOYS TO GIRLS			82.4%				17.6%

SDH0119 BROOKINGS ICE SKATING 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	70	86	91	90	1	5	95
NEW	32	42	26	44	(18)	(16)	28
RETAINED	38	44	65	46	19	21	67
LOST	10	12	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	58	74	85	TOTAL	12	12	6
NEW	23	36	22	NEW	9	6	4
RETAINED	35	38	63	RETAINED	3	6	2
LOST	7	7	7	LOST	3	5	3
RATIO BOYS TO GIRLS			93.4%				6.6%

SDH0116 HURON 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	32	45	36	9	13	49
NEW	24	11	23	13	10	12	25
RETAINED	23	21	22	23	(1)	1	24
LOST	14	15	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	38	26	33	TOTAL	9	6	12
NEW	20	8	18	NEW	4	3	5
RETAINED	18	18	15	RETAINED	5	3	7
LOST	11	10	2	LOST	3	5	0
RATIO BOYS TO GIRLS			73.3%				26.7%

SDH0124 MITCHELL SKATING AND 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	69	63	57	67	(10)	(6)	61
NEW	29	25	23	27	(4)	(2)	25
RETAINED	40	38	34	40	(6)	(4)	36
LOST	8	17	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	53	48	44	TOTAL	16	15	13
NEW	19	18	16	NEW	10	7	7
RETAINED	34	30	28	RETAINED	6	8	6
LOST	6	12	9	LOST	2	5	6
RATIO BOYS TO GIRLS			77.2%				22.8%

SDH0127 OAHE 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	74	92	78	14	18	96
NEW	33	37	43	39	4	6	45
RETAINED	31	37	49	39	10	12	51
LOST	10	20	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	55	63	75	TOTAL	9	11	17
NEW	25	30	30	NEW	8	7	13
RETAINED	30	33	45	RETAINED	1	4	4
LOST	8	14	11	LOST	2	6	4
RATIO BOYS TO GIRLS			81.5%				18.5%

SDH0129 RUSHMORE 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	124	136	117	140	(23)	(19)	121
NEW	44	60	45	62	(17)	(15)	47
RETAINED	80	76	72	78	(6)	(4)	74
LOST	25	22	27				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	111	126	106	TOTAL	13	10	11
NEW	38	57	41	NEW	6	3	4
RETAINED	73	69	65	RETAINED	7	7	7
LOST	22	22	25	LOST	3	0	2
RATIO BOYS TO GIRLS			90.6%				9.4%

SDH0117 SIOUX FALLS 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	162	156	161	160	1	5	165
NEW	69	65	69	67	2	4	71
RETAINED	93	91	92	93	(1)	1	94
LOST	30	29	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	149	143	144	TOTAL	13	13	17
NEW	61	57	57	NEW	8	8	12
RETAINED	88	86	87	RETAINED	5	5	5
LOST	25	27	15	LOST	5	2	5
RATIO BOYS TO GIRLS			89.4%				10.6%

SDH0120 WATERTOWN 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	56	54	33	58	(25)	(21)	37
NEW	28	21	8	23	(15)	(13)	10
RETAINED	28	33	25	35	(10)	(8)	27
LOST	11	8	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	47	47	27	TOTAL	9	7	6
NEW	22	17	6	NEW	6	4	2
RETAINED	25	30	21	RETAINED	3	3	4
LOST	8	7	12	LOST	3	1	4
RATIO BOYS TO GIRLS			81.8%				18.2%



SDH0121 YANKTON AREA ICE 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	37	42	48	46	2	6	52
NEW	19	24	22	26	(4)	(2)	24
RETAINED	18	18	26	20	6	8	28
LOST	2	8	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	31	36	41	TOTAL	6	6	7
NEW	17	19	18	NEW	2	5	4
RETAINED	14	17	23	RETAINED	4	1	3
LOST	1	7	5	LOST	1	1	3
RATIO BOYS TO GIRLS			85.4%				14.6%