

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—ARIZONA

Total

- The total number of players ages 8 & under in Arizona remained constant at 489.

Acquisition

- New players decreased by 8 (-2.8%) to 280.
- The 2013-14 season was the second consecutive decrease in new players.

Retention

- Retained players increased by 8 (4.0%) from 2012-13 to 209.
- 209 is the highest total of retained players over the previous five seasons.

ARIZONA BOYS AND GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	364	369	512	489	489
%	-35.2%	1.4%	38.8%	-4.5%	0.0%
NEW	183	213	315	288	280
%	-49.2%	16.4%	47.9%	-8.6%	-2.8%
RETAINED	181	156	197	201	209
%	-10.4%	-13.8%	26.3%	2.0%	4.0%
LOST	256	112	77	149	130
%	236.8%	-56.3%	-31.3%	93.5%	-12.8%

ARIZONA BOYS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	336	335	463	450	442
%	-33.9%	-0.3%	38.2%	-2.8%	-1.8%
NEW	163	190	284	258	245
%	-48.6%	16.6%	49.5%	-9.2%	-5.0%
RETAINED	173	145	179	192	197
%	-9.4%	-16.2%	23.4%	7.3%	2.6%
LOST	218	99	67	120	109
%	211.4%	-54.6%	-32.3%	79.1%	-9.2%

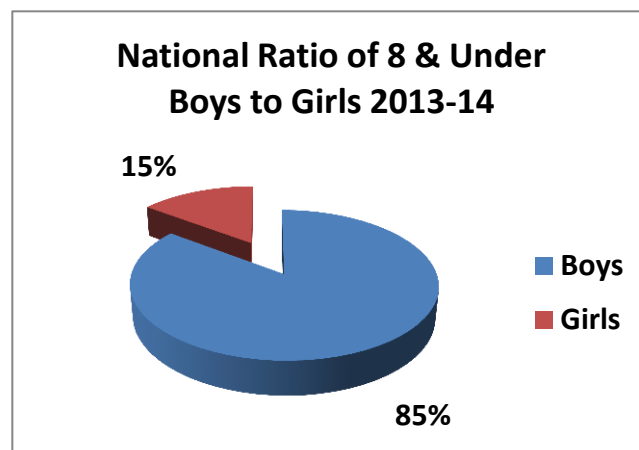
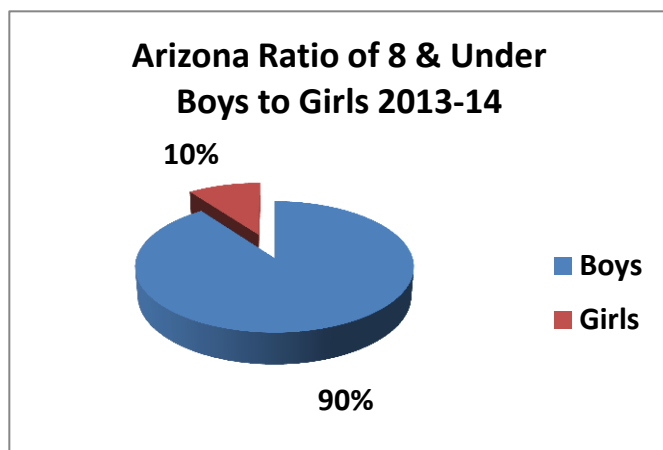
ARIZONA GIRLS 8U

	09-10	10-11	11-12	12-13	13-14
TOTAL	28	34	49	39	47
%	-48.1%	21.4%	44.1%	-20.4%	20.5%
NEW	20	23	31	30	35
%	-53.5%	15.0%	34.8%	-3.2%	16.7%
RETAINED	8	11	18	9	12
%	-27.3%	37.5%	63.6%	-50.0%	33.3%
LOST	38	13	10	29	21
%	533.3%	-65.8%	-23.1%	190.0%	-27.6%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Arizona: Boys represented 90% of all 8 & under youth hockey participants, while girls represented 10%.

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.

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

- 16.9% of all 4 Year Olds returned as 5 Year Olds
- 45.3% of all 5 Year Olds returned as 6 Year Olds
- 43.4% of all 6 Year Olds returned as 7 Year Olds
- 60.7% of all 7 Year Olds returned as 8 Year Olds
- 74.5% of all Squirts returned in 2013-14
- 82.9% of all Pee Wees returned in 2013-14
- 84.7% 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

ARIZONA

ARIZONA	2013-14 GOAL	2013-14 ACTUAL	2014-15 GOAL
TOTAL	521	489	521
NEW	304	280	296
RETAINED	217	209	225

Based on 8 associations that registered 5 players or more, the 2014-15 goals are:

- **TOTAL:** 489 + 32 = 521 (6.5%)
- **NEW:** 280 + 16 = 296 (5.7%)
- **RETAINED:** 209 + 16 = 225 (7.7%)

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 Arizona, both Flagstaff Youth Hockey Association and Valley of the Sun Hockey Association successfully met their 2 and 2 Challenge goals of growing by two players for both new and retained players.

ARIZONA'S 2013-14 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Flagstaff Youth Hockey Association	+29
2. Valley of the Sun Hockey Association	+20
3. Mission Arizona Runners	+10
4. Polar Ice Chandler	0
5. Desert SCH Coyotes	-1
6. Wildcat Youth Hockey Association	-2
7. Coyotes Amateur Hockey Association	-14
8. Arizona Hockey Union Rec	-19

AZH0045 ARIZONA HOCKEY UNION REC

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	0	35	16	39	(23)	(19)	20
NEW	0	35	14	37	(23)	(21)	16
RETAINED	0	0	2	2	0	2	4
LOST	0	0	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	35	16	TOTAL	0	0	0
NEW	0	35	14	NEW	0	0	0
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	8	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

AZH0028 COYOTES 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	139	176	162	180	(18)	(14)	166
NEW	99	112	86	114	(28)	(26)	88
RETAINED	40	64	76	66	10	12	78
LOST	14	16	35				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	135	170	153	TOTAL	4	6	9
NEW	96	107	80	NEW	3	5	6
RETAINED	39	63	73	RETAINED	1	1	3
LOST	12	14	35	LOST	2	2	0
RATIO BOYS TO GIRLS			94.4%				5.6%

AZH0010 DESERT SCH COYOTES

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	0	15	14	19	(5)	(1)	18
NEW	0	11	11	13	(2)	0	13
RETAINED	0	4	3	6	(3)	(1)	5
LOST	0	2	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	14	13	TOTAL	0	1	1
NEW	0	11	10	NEW	0	0	1
RETAINED	0	3	3	RETAINED	0	1	0
LOST	0	2	0	LOST	0	0	0
RATIO BOYS TO GIRLS			92.9%				7.1%

AZH0018 FLAGSTAFF 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	85	57	86	61	25	29	90
NEW	47	26	52	28	24	26	54
RETAINED	38	31	34	33	1	3	36
LOST	14	31	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	74	53	76	TOTAL	11	4	10
NEW	38	25	44	NEW	9	1	8
RETAINED	36	28	32	RETAINED	2	3	2
LOST	11	23	19	LOST	3	8	1
RATIO BOYS TO GIRLS			88.4%				11.6%

AZH0029 MISSION ARIZONA RUNNERS

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	0	0	10	4	6	10	14
NEW	0	0	6	2	4	6	8
RETAINED	0	0	4	2	2	4	6
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	0	9	TOTAL	0	0	1
NEW	0	0	5	NEW	0	0	1
RETAINED	0	0	4	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			90.0%				10.0%

AZH0006 POLAR ICE CHANDLER

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	0	16	16	20	(4)	0	20
NEW	0	15	16	17	(1)	1	18
RETAINED	0	1	0	3	(3)	(1)	2
LOST	0	12	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	15	15	TOTAL	0	1	1
NEW	0	14	15	NEW	0	1	1
RETAINED	0	1	0	RETAINED	0	0	0
LOST	0	12	9	LOST	0	0	1
RATIO BOYS TO GIRLS			93.8%				6.3%



AZH0047 WILDCAT 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	0	23	21	27	(6)	(2)	25
NEW	0	23	12	25	(13)	(11)	14
RETAINED	0	0	9	2	7	9	11
LOST	0	0	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	20	20	TOTAL	0	3	1
NEW	0	20	11	NEW	0	3	1
RETAINED	0	0	9	RETAINED	0	0	0
LOST	0	0	6	LOST	0	0	3
RATIO BOYS TO GIRLS			95.2%				4.8%

AZH0022 VALLEY OF THE SUN 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	59	61	81	65	16	20	85
NEW	57	51	69	53	16	18	71
RETAINED	2	10	12	12	0	2	14
LOST	2	55	54				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	52	55	68	TOTAL	7	6	13
NEW	50	45	56	NEW	7	6	13
RETAINED	2	10	12	RETAINED	0	0	0
LOST	2	46	46	LOST	0	9	8
RATIO BOYS TO GIRLS			84.0%				16.0%