# 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 VS. VS. 14-15 09-10 10-11 11-12 12-13 13-14 13-14 GOAL GOAL ACTUAL **GOAL** 102956 TOTAL 95775 105394 107387 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 -10.9% 6.0% 15.0% -4.7% 8.8% RET 53808 57140 61396 61956 59333 64710 (5377)(2623)61913 3.4% 6.2% 7.4% 0.9% -4.2% LOST 15184 19229 19509 18316 1290 15620 # OF ASSOCIATIONS -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



## 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
%	4.5%	10.0%	1.9%	-4.1%	1.0%
NEW	41967	48254	45991	41000	44628
%	6.0%	15.0%	-4.7%	-10.9%	8.8%
RET	53808	57140	61396	61956	59333
%	3.4%	6.2%	7.4%	0.9%	-4.2%
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—WYOMING

## **Total**

- The total number of players ages 8 & under in Wyoming decreased by 44 (-8.6%) to 465.
- This marked the second consecutive season of decrease in total players.

#### Acquisition

- New players decreased by 71 (-28.3%) to 180.
- The 2013-14 season had the lowest total of new players over the previous five seasons.

#### Retention

- Retained players increased by 27 (10.5%) from 2012-13 to 285.
- 285 is the highest total of retained players for the past five seasons.

## **WYOMING BOYS AND GIRLS 8U**

	09-10	10-11	11-12	12-13	13-14
TOTAL	437	462	515	509	465
%	-0.9%	5.7%	11.5%	-1.2%	-8.6%
NEW	186	226	267	251	180
%	-1.1%	21.5%	18.1%	-6.0%	-28.3%
RETAINED	251	236	248	258	285
%	-0.8%	-6.0%	5.1%	4.0%	10.5%
LOST	104	87	107	129	127
%	4.0%	-16.3%	23.0%	20.6%	-1.6%

#### **WYOMING BOYS 8U**

	09-10	10-11	11-12	12-13	13-14
TOTAL	372	392	432	435	399
%	-2.9%	5.4%	10.2%	0.7%	-8.3%
NEW	150	187	215	205	148
%	-3.8%	24.7%	15.0%	-4.7%	-27.8%
RETAINED	222	205	217	230	251
%	-2.2%	-7.7%	5.9%	6.0%	9.1%
LOST	81	70	85	93	99
%	-4.7%	-13.6%	21.4%	9.4%	6.5%

## **WYOMING GIRLS 8U**

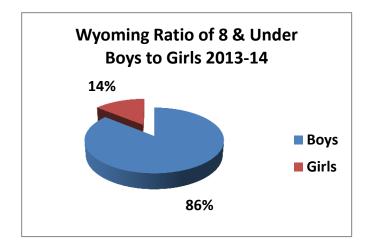
	09-10	10-11	11-12	12-13	13-14
TOTAL	65	70	83	74	66
%	12.1%	7.7%	18.6%	-10.8%	-10.8%
NEW	36	39	52	46	32
%	12.5%	8.3%	33.3%	-11.5%	-30.4%
RETAINED	29	31	31	28	34
%	11.5%	6.9%	0.0%	-9.7%	21.4%
LOST	23	17	22	36	28
%	53.3%	-26.1%	29.4%	63.6%	-22.2%

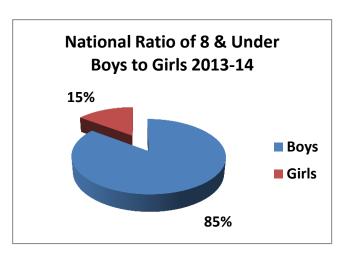


## **RATIO OF BOYS TO GIRLS—8 & UNDERS**

Wyoming: Boys represented 86% of all 8 & under youth hockey participants, while girls represented 14%.

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.

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

•	52.6% of all 4 Year Olds returned as 5 Year Olds	National Average 36.5%
•	67.3% of all 5 Year Olds returned as 6 Year Olds	National Average 54.9%
•	65.3% of all 6 Year Olds returned as 7 Year Olds	National Average 70.2%
•	74.4% of all 7 Year Olds returned as 8 Year Olds	National Average 78.2%

83.0% of all Squirts returned in 2013-14
National Average 86.8%
92.0% of all Pee Wees returned in 2013-14
National Average 92.1%
94.4% of all Bantams returned in 2013-14
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 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 se	easons re	sults —		2 and 2	2 and 2 Challenge results and goals			
DOVE & CIDIC & &	LINDED	250				CHALLENCE		
BOYS & GIRLS_8 &	UNDER				Z AND Z	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

## **WYOMING**

WYOMING	YOMING   2013-14   2013-14   GOAL   ACTUAL		2014-15 GOAL
TOTAL	549	465	501
NEW	271	180	198
RETAINED	278	285	303

Based on 9 associations that registered 5 players or more, the 2014-15 goals are:

• **TOTAL:** 465 + 36 = **501 (7.7%)** 

• **NEW:** 180 + 18 = **198 (10.0%)** 

• **RETAINED:** 285 + 18 = **303 (6.3%)** 

## **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 some associations experienced growth, none successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

## **WYOMING'S 2013-14 ASSOCIATION PERFORMANCE**

<u>As</u>	<u>sociation</u>	<u>Net Growth</u>
1.	Laramie Amateur Hockey Club	+14
2.	Rock Springs Youth Hockey	+6
3.	Pinedale Hockey Association	+1
4.	Casper Amateur Hockey Club	-2
5.	Douglas Youth Hockey Association	-2
6.	Park County Youth Hockey Association	-5
7.	Cheyenne Youth Hockey Association	-8
8.	Riverton Ice Hockey Association	-8
9.	Jackson Youth Hockey	-31



#### WYH0004 CASPER AMATEUR HOCKEY CLUB

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	85	77	75	81	(6)	(2)	79
NEW	45	36	30	38	(8)	(6)	32
RETAINED	40	41	45	43	2	4	47
LOST	20	21	17				
			•		•	•	

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	11-12	12-13	13-14		11-12	12-13	13-14		
TOTAL	80	71	69	TOTAL	5	6	6		
NEW	43	31	26	NEW	2	5	4		
RETAINED	37	40	43	RETAINED	3	1	2		
LOST	16	19	15	LOST	4	2	2		
RATIO BOYS TO									
GIRLS			92.0%				8.0%		

## WYH0011 CHEYENNE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	2 AND 2 CHALLENGE						
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	55	42	34	46	(12)	(8)	38
NEW	19	11	8	13	(5)	(3)	10
RETAINED	36	31	26	33	(7)	(5)	28
LOST	19	13	4				

BOYS_8 & UNDER	BOYS_8 & UNDER					GIRLS_8 & UNDER				
	11-12	12-13	13-14		11-12	12-13	13-14			
TOTAL	47	38	30	TOTAL	8	4	4			
NEW	16	11	7	NEW	3	0	1			
RETAINED	31	27	23	RETAINED	5	4	3			
LOST	15	11	4	LOST	4	2	0			
RATIO BOYS TO										
GIRLS			88.2%				11.8%			

## WYH0015 DOUGLAS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	25	18	16	22	(6)	(2)	20
NEW	11	11	9	13	(4)	(2)	11
RETAINED	14	7	7	9	(2)	0	9
LOST	9	11	7				

BOYS_8 & UNDER	GIRLS_8 & UNDER						
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	18	17	12	TOTAL	7	1	4
NEW	8	10	5	NEW	3	1	4
RETAINED	10	7	7	RETAINED	4	0	0
LOST	7	6	7	LOST	2	5	0
RATIO BOYS TO							
GIRLS			75.0%				25.0%



WYH0080 JACKSON YOUTH HOCKEY

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BOYS & GIRLS_8 & U	INDER		2 AND 2 CHALLENGE								
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL				
TOTAL	113	129	98	133	(35)	(31)	102				
NEW	54	58	16	60	(44)	(42)	18				
RETAINED	59	71	82	73	9	11	84				
LOST	13	18	21								

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	11-12	12-13	13-14		11-12	12-13	13-14	
TOTAL	97	112	86	TOTAL	16	17	12	
NEW	46	46	11	NEW	8	12	5	
RETAINED	51	66	75	RETAINED	8	5	7	
LOST	10	12	14	LOST	3	6	7	
RATIO BOYS TO								
GIRLS			87.8%				12.2%	

WYH0003 LARAMIE AMATEUR HOCKEY CLUB

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	28	34	48	38	10	14	52
NEW	15	18	31	20	11	13	33
RETAINED	13	16	17	18	(1)	1	19
LOST	9	2	13				

BOYS_8 & UNDER			GIRLS_8 & UNDER				
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	24	30	40	TOTAL	4	4	8
NEW	13	16	26	NEW	2	2	5
RETAINED	11	14	14	RETAINED	2	2	3
LOST	7	1	11	LOST	2	1	2
RATIO BOYS TO							
GIRLS			83.3%				16.7%

WYH0050 PARK COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	2 AND 2 CHALLENGE						
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	25	32	27	36	(9)	(5)	31
NEW	6	14	12	16	(4)	(2)	14
RETAINED	19	18	15	20	(5)	(3)	17
LOST	7	3	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER				
11-12 12-13 13-14					11-12	12-13	13-14	
TOTAL	24	29	24	TOTAL	1	3	3	
NEW	6	12	10	NEW	0	2	2	
RETAINED	18	17	14	RETAINED	1	1	1	
LOST	7	3	8	LOST	0	0	2	
RATIO BOYS TO								
GIRLS			88.9%				11.1%	



#### WYH0008 PINEDALE 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	30	25	26	29	(3)	1	30	
NEW	16	16	7	18	(11)	(9)	9	
RETAINED	14	9	19	11	8	10	21	
LOST	0	10	6					

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	11-12	12-13	13-14		11-12	12-13	13-14	
TOTAL	25	21	22	TOTAL	5	4	4	
NEW	11	13	7	NEW	5	3	0	
RETAINED	14	8	15	RETAINED	0	1	4	
LOST	0	8	6	LOST	0	2	0	
RATIO BOYS TO								
GIRLS			84.6%				15.4%	

## WYH0040 RIVERTON ICE 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	25	24	16	28	(12)	(8)	20	
NEW	14	10	7	12	(5)	(3)	9	
RETAINED	11	14	9	16	(7)	(5)	11	
LOST	14	7	8					

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	11-12	12-13	13-14		11-12	12-13	13-14	
TOTAL	20	18	13	TOTAL	5	6	3	
NEW	12	7	5	NEW	2	3	2	
RETAINED	8	11	8	RETAINED	3	3	1	
LOST	12	5	6	LOST	2	2	2	
RATIO BOYS TO								
GIRLS			81.3%				18.8%	

## WYH0009 ROCK SPRINGS 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	38	35	41	39	2	6	45	
NEW	23	17	17	19	(2)	0	19	
RETAINED	15	18	24	20	4	6	26	
LOST	6	14	9					
			•	•	•			

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	11-12	12-13	13-14		11-12	12-13	13-14	
TOTAL	31	27	34	TOTAL	7	8	7	
NEW	18	14	15	NEW	5	3	2	
RETAINED	13	13	19	RETAINED	2	5	5	
LOST	5	12	7	LOST	1	2	2	
RATIO BOYS TO								
GIRLS			82.9%				17.1%	