

# 2016-2017 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 group at both the National and the Affiliate level for the past five seasons, as well as the past three seasons at the local 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 2017-18 season.

### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>Participants</b>	102,956	103,961	105,925	107,703	115,694
<b>% increase</b>	-4.1%	1.0%	1.9%	1.7%	7.4%

Recently, concentrated growth efforts in the 8 & under age category have produced positive results:

- 8 & under participation saw an increase for the fourth year in a row.
- During the 2016-17 season there were 115,694 players; the highest total in USA Hockey’s 80 year history.

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

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>Participants</b>	175,867	177,906	181,107	183,275	184,502
<b>% increase</b>	0.6%	1.2%	1.8%	1.2%	0.7%

### 2 AND 2 CHALLENGE REPORTING

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 additional players than the previous season’s total.

By combining established growth initiatives with USA Hockey’s American Development Model, associations are poised to acquire players and retain those players through age-appropriate developmental principles.

BOYS & GIRLS 8U	Current season performance compared to previous season totals					2 AND 2 CHALLENGE			
	2012-13	2013-14	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
<b>TOTAL</b>	102,956	103,961	105,925	107,703	115,694	111,065	4,629	7,991	120,738
	-4.1%	1.0%	1.9%	1.7%	7.4%				
<b>NEW</b>	41,000	44,628	45,480	45,539	52,076	48,062	4,014	6,537	54,598
	-10.9%	8.8%	1.9%	0.1%	14.4%				
<b>RETAINED</b>	61,956	59,333	60,445	62,164	63,618	63,027	591	1,454	66,140
	0.9%	-4.2%	1.9%	2.8%	2.3%				
<b>LOST</b>	19,509	18,316	19,382	19,518	19,372	# OF ASSOCIATIONS			1,261
	1.5%	-6.1%	5.8%	0.7%	-0.7%	AVERAGE # PLAYERS/ASSOCIATION			91.7

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



## 2016-17 KEY TAKEAWAYS—NATIONAL

### Total

- In 2016-17, the total number of players ages 8 & under increased by 7,991 (+7.4%) to 115,694.
- With this increase, the 2016-17 season represents the largest total at the 8 & under level in USA Hockey history.
- In addition, girls' participation surpassed the unprecedented 20,000-player mark for a new record total.

### Acquisition

- New players increased from 45,539 to 52,076 in 2016-17, an addition of 6,537 (+14.4%).
- This marks the fourth consecutive season of growth in new players.
- USA Hockey saw a record level of growth with new girl participants from 9,341 last season to 10,731 (+14.9%).

### Retained

- Retained players increased by 1,454 (+2.3%) to 63,618.
- This was a new record high for retained players.

### NATIONAL BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	102,956	103,961	105,925	107,703	115,694
%	-4.1%	1.0%	1.9%	1.7%	7.4%
<b>NEW</b>	41,000	44,628	45,480	45,539	52,076
%	-10.9%	8.8%	1.9%	0.1%	14.4%
<b>RETAINED</b>	61,956	59,333	60,445	62,164	63,618
%	0.9%	-4.2%	1.9%	2.8%	2.3%
<b>LOST</b>	19,509	18,316	19,382	19,518	19,372
%	1.5%	-6.1%	5.8%	0.7%	-0.7%

### NATIONAL BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	87,805	88,168	89,386	89,353	95,136
%	-3.7%	0.4%	1.4%	-0.04%	6.5%
<b>NEW</b>	33,917	36,744	37,184	36,198	41,346
%	-10.5%	8.3%	1.2%	-2.7%	14.2%
<b>RETAINED</b>	53,888	51,424	52,202	53,155	53,790
%	1.1%	-4.6%	1.5%	1.8%	1.2%
<b>LOST</b>	15,308	14,559	15,304	15,463	14,792
%	1.0%	-4.9%	5.1%	1.0%	-4.3%

### NATIONAL GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	15,152	15,794	16,539	18,350	20,558
%	-6.4%	4.2%	4.7%	10.9%	12.0%
<b>NEW</b>	7,085	7,887	8,299	9,341	10,731
%	-12.7%	11.3%	5.2%	12.6%	14.9%
<b>RETAINED</b>	8,067	7,907	8,240	9,009	9,827
%	-0.1%	-2.0%	4.2%	9.3%	9.1%
<b>LOST</b>	4,201	3,759	4,082	4,055	4,581
%	2.9%	-10.5%	8.6%	-0.7%	13.0%



## 2016-17 KEY TAKEAWAYS—WYOMING

### Total

- The total number of players ages 8 & under in Wyoming increased by 82 (+14.6%) to 643.
- This is the largest number of total participants in Wyoming Hockey history.

### Acquisition

- New players increased by 48 or (+17.8%) to 318.
- This is a record high for new players.

### Retention

- Retained players increased by 34 (+11.7%) to 325.

### WYOMING BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	509	465	527	561	643
<b>%</b>	-1.2%	-8.6%	13.3%	6.5%	14.6%
<b>NEW</b>	251	180	271	270	318
<b>%</b>	-6.0%	-28.3%	50.6%	-0.4%	17.8%
<b>RETAINED</b>	258	285	256	291	325
<b>%</b>	4.0%	10.5%	-10.2%	13.7%	11.7%
<b>LOST</b>	129	127	96	112	120
<b>%</b>	20.6%	-1.6%	-24.4%	16.7%	7.1%

### WYOMING BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	435	399	446	451	521
<b>%</b>	0.7%	-8.3%	11.8%	1.1%	15.5%
<b>NEW</b>	205	148	222	202	253
<b>%</b>	-4.7%	-27.8%	50.0%	-9.0%	25.2%
<b>RETAINED</b>	230	251	224	249	268
<b>%</b>	6.0%	9.1%	-10.8%	11.2%	7.6%
<b>LOST</b>	93	99	75	84	94
<b>%</b>	9.4%	6.5%	-24.2%	12.0%	11.9%

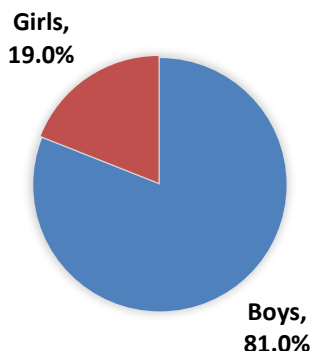
### WYOMING GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	74	66	81	110	122
<b>%</b>	-10.8%	-10.8%	22.7%	35.8%	10.9%
<b>NEW</b>	46	32	49	68	65
<b>%</b>	-11.5%	-30.4%	53.1%	38.8%	-4.4%
<b>RETAINED</b>	28	34	32	42	57
<b>%</b>	-9.7%	21.4%	-5.9%	31.3%	35.7%
<b>LOST</b>	36	28	21	28	26
<b>%</b>	63.6%	-22.2%	-25.0%	33.3%	-7.1%

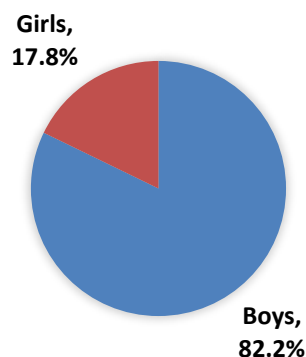


## RATIO OF GIRLS TO BOYS—8 & UNDER

**WYOMING RATIO OF 8 & UNDER  
GIRLS TO BOYS 2016-17**



**NATIONAL RATIO OF 8 & UNDER  
GIRLS TO BOYS 2016-17**



## RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons played. While retention rates are consistently maintained from 10U, 12U and 14U age levels, the overall growth of hockey relies on acquiring more 8 & under players.

Wyoming's retention results for 2016-17 by age segment in comparison to National average:

WYOMING RETENTION	AGE SEGMENT	NATIONAL AVERAGE
31.0%	4 Year Olds returned as 5 Year Olds	35.6%
56.3%	5 Year Olds returned as 6 Year Olds	53.6%
65.3%	6 Year Olds returned as 7 Year Olds	68.3%
64.9%	7 Year Olds returned as 8 Year Olds	74.9%
78.7%	10 & Under	87.0%
87.7%	12 & Under	93.0%
88.1%	14 & Under	95.6%

## 2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

### WYOMING

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
<b>TOTAL</b>	571	643	683
<b>NEW</b>	293	318	338
<b>RETAINED</b>	278	325	345

Based on 10 associations that registered 5 players or more, the Wyoming 2017-18 goals are:

**TOTAL:** 643 + 40 = **683 (+6.2%)**

**NEW:** 318 + 20 = **338 (+6.3%)**

**RETAINED:** 325 + 20 = **345 (+6.2%)**

### NATIONAL

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
<b>TOTAL</b>	111,065	115,694	120,738
<b>NEW</b>	48,062	52,076	54,598
<b>RETAINED</b>	63,027	63,618	66,140

Based on 1,261 associations that registered 5 players or more, the National 2017-18 goals are:

**TOTAL:** 115,694 + 5,044 = **120,738 (+4.4%)**

**NEW:** 52,076 + 2,522 = **54,598 (+4.8%)**

**RETAINED:** 63,618 + 2,522 = **66,140 (+4.0%)**



## 2 AND 2 CHALLENGE

The 2 and 2 Challenge is a comprehensive growth program for local associations. The program guides youth hockey leadership through national programs and tools to reach their growth goals of acquiring two new players and retaining two additional players than the previous season's total.



To complete the 2 and 2 Challenge, associations utilize three programs that drive growth – **Retention**, **Acquisition** & **Conversion**.



### **RETENTION**—*Welcome Back Week* (September 18<sup>th</sup> - 24<sup>th</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 4<sup>th</sup> & March 3<sup>rd</sup>)

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season, over 26,000 kids were introduced to youth hockey through this program.



### **CONVERSION**—*Transition Program* (Followed by Try Hockey For Free Days)

Children that sample youth hockey do not 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 new players and retain two additional 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 the 2016-17 past season and their new goals for 2017-18 season:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	64	79	84	83	1	5	88
NEW	32	42	44	44	0	2	46
RETAINED	32	37	40	39	1	3	42
LOST	25	15	14				

If the 2 and 2 Challenge goals are achieved again in 2017-18, this program will enjoy a 4.8% increase.

**TOTAL:** 46 new + 42 retained = 88 total players

**NEW:** 44 + 2 = 46 new players

**RETAINED:** 40 + 2 = 42 retained players



## ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only the associations highlighted below successfully met their 2 and 2 Challenge goals by adding two new players and retaining two additional players than the previous season's total.

### WYOMING'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. Cheyenne Youth Hockey Association	Achieved	+21
2. Pinedale Hockey Association	Achieved	+21
3. Douglas Youth Hockey Association	Achieved	+20
4. Jackson Youth Hockey		+17
5. Gillette Hockey Association		+7
6. Rock Springs Youth Hockey		+2
7. Riverton Ice Hockey Association		+1
8. Casper Amateur Hockey Club		-2
9. Laramie Amateur Hockey Club		-3
10. Park County Youth Hockey Association		-23



WYH0004 CASPER AMATEUR HOCKEY CLUB

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	15-16	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	85	63	61	67	(6)	(2)	65
NEW	34	21	22	23	(1)	1	24
RETAINED	51	42	39	44	(5)	(3)	41
LOST	11	16	10				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	77	56	58	TOTAL	8	7	3
NEW	29	19	22	NEW	5	2	0
RETAINED	48	37	36	RETAINED	3	5	3
LOST	11	15	9	LOST	0	1	1
RATIO BOYS TO GIRLS			95.1%				4.9%

WYH0011 CHEYENNE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	41	47	68	51	17	21	72
NEW	27	26	40	28	12	14	42
RETAINED	14	21	28	23	5	7	30
LOST	9	1	9				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	36	37	58	TOTAL	5	10	10
NEW	22	20	33	NEW	5	6	7
RETAINED	14	17	25	RETAINED	0	4	3
LOST	8	1	5	LOST	1	0	4
RATIO BOYS TO GIRLS			85.3%				14.7%

WYH0015 DOUGLAS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_ 8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	12	23	43	27	16	20	47
NEW	5	18	26	20	6	8	28
RETAINED	7	5	17	7	10	12	19
LOST	9	4	3				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	9	19	30	TOTAL	3	4	13
NEW	4	15	18	NEW	1	3	8
RETAINED	5	4	12	RETAINED	2	1	5
LOST	7	3	3	LOST	2	1	0
RATIO BOYS TO GIRLS			69.8%				30.2%





WYH0060 GILLETTE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	15	20	27	24	3	7	31
NEW	2	13	22	15	7	9	24
RETAINED	13	7	5	9	(4)	(2)	7
LOST	6	2	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	14	18	26	TOTAL	1	2	1
NEW	1	11	21	NEW	1	2	1
RETAINED	13	7	5	RETAINED	0	0	0
LOST	4	1	1	LOST	2	1	0
RATIO BOYS TO GIRLS			96.3%				3.7%

WYH0080 JACKSON YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	119	124	141	128	13	17	145
NEW	68	48	49	50	(1)	1	51
RETAINED	51	76	92	78	14	16	94
LOST	19	19	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	100	103	113	TOTAL	19	21	28
NEW	53	37	36	NEW	15	11	13
RETAINED	47	66	77	RETAINED	4	10	15
LOST	13	12	14	LOST	6	7	1
RATIO BOYS TO GIRLS			80.1%				19.9%

WYH0003 LARAMIE AMATEUR HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	147	51	48	55	(7)	(3)	52
NEW	116	21	18	23	(5)	(3)	20
RETAINED	31	30	30	32	(2)	0	32
LOST	7	84	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	119	39	36	TOTAL	28	12	12
NEW	93	14	14	NEW	23	7	4
RETAINED	26	25	22	RETAINED	5	5	8
LOST	5	65	14	LOST	2	19	10
RATIO BOYS TO GIRLS			75.0%				25.0%



WYH0050 PARK COUNTY YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	32	41	18	45	(27)	(23)	22
NEW	21	20	6	22	(16)	(14)	8
RETAINED	11	21	12	23	(11)	(9)	14
LOST	6	6	13				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	27	36	17	TOTAL	5	5	1
NEW	18	16	6	NEW	3	4	0
RETAINED	9	20	11	RETAINED	2	1	1
LOST	5	3	11	LOST	1	3	2
RATIO BOYS TO GIRLS			94.4%				5.6%

WYH0008 PINEDALE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	22	12	33	16	17	21	37
NEW	11	3	22	5	17	19	24
RETAINED	11	9	11	11	0	2	13
LOST	8	10	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	18	9	24	TOTAL	4	3	9
NEW	8	1	16	NEW	3	2	6
RETAINED	10	8	8	RETAINED	1	1	3
LOST	6	8	0	LOST	2	2	0
RATIO BOYS TO GIRLS			72.7%				27.3%

WYH0040 RIVERTON ICE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	22	27	28	31	(3)	1	32
NEW	15	14	11	16	(5)	(3)	13
RETAINED	7	13	17	15	2	4	19
LOST	5	10	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	18	24	22	TOTAL	4	3	6
NEW	12	12	7	NEW	3	2	4
RETAINED	6	12	15	RETAINED	1	1	2
LOST	2	7	7	LOST	3	3	1
RATIO BOYS TO GIRLS			78.6%				21.4%



WYH0009 ROCK SPRINGS YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	46	47	49	51	(2)	2	53
NEW	21	25	21	27	(6)	(4)	23
RETAINED	25	22	28	24	4	6	30
LOST	6	5	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	40	36	39	TOTAL	6	11	10
NEW	19	17	16	NEW	2	8	5
RETAINED	21	19	23	RETAINED	4	3	5
LOST	5	4	6	LOST	1	1	1
RATIO BOYS TO GIRLS			79.6%				20.4%