

2016-2017 8 & UNDER MEMBERSHIP REPORT

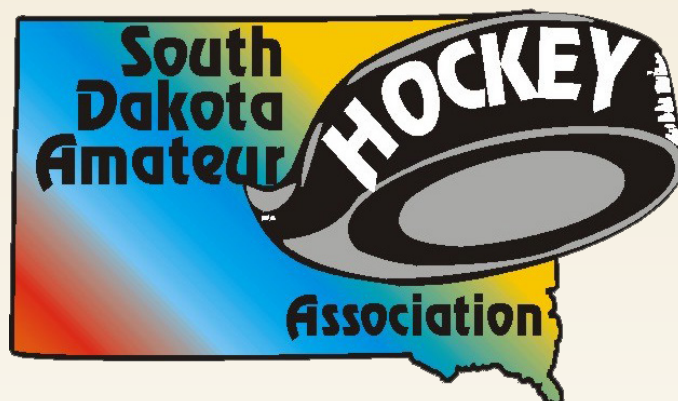


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This report focuses on the foundation of USA Hockey’s player base – the 8 & under age category. It examines the entry-level age group at both the National and the Affiliate level for the past five seasons, as well as the past three seasons at the local 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
Participants	102,956	103,961	105,925	107,703	115,694
% increase	-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
Participants	175,867	177,906	181,107	183,275	184,502
% increase	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
TOTAL	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%				
NEW	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%				
RETAINED	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%				
LOST	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
TOTAL	102,956	103,961	105,925	107,703	115,694
%	-4.1%	1.0%	1.9%	1.7%	7.4%
NEW	41,000	44,628	45,480	45,539	52,076
%	-10.9%	8.8%	1.9%	0.1%	14.4%
RETAINED	61,956	59,333	60,445	62,164	63,618
%	0.9%	-4.2%	1.9%	2.8%	2.3%
LOST	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
TOTAL	87,805	88,168	89,386	89,353	95,136
%	-3.7%	0.4%	1.4%	-0.04%	6.5%
NEW	33,917	36,744	37,184	36,198	41,346
%	-10.5%	8.3%	1.2%	-2.7%	14.2%
RETAINED	53,888	51,424	52,202	53,155	53,790
%	1.1%	-4.6%	1.5%	1.8%	1.2%
LOST	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
TOTAL	15,152	15,794	16,539	18,350	20,558
%	-6.4%	4.2%	4.7%	10.9%	12.0%
NEW	7,085	7,887	8,299	9,341	10,731
%	-12.7%	11.3%	5.2%	12.6%	14.9%
RETAINED	8,067	7,907	8,240	9,009	9,827
%	-0.1%	-2.0%	4.2%	9.3%	9.1%
LOST	4,201	3,759	4,082	4,055	4,581
%	2.9%	-10.5%	8.6%	-0.7%	13.0%



2016-17 KEY TAKEAWAYS—SOUTH DAKOTA

Total

- The total number of players ages 8 & under in South Dakota decreased by 20 (-2.3%) to 861.
- Girls' participation increased by 11 (+7.1%) for a new record high.

Acquisition

- New players decreased by 18 (-4.9%) 347.

Retention

- Retained players decreased by 2 (-0.4%) to 514.

SOUTH DAKOTA BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	790	820	824	881	861
%	8.4%	3.8%	0.5%	6.9%	-2.3%
NEW	362	348	344	365	347
%	10.0%	-3.9%	-1.1%	6.1%	-4.9%
RETAINED	428	472	480	516	514
%	7.0%	10.3%	1.7%	7.5%	-0.4%
LOST	138	142	156	131	157
%	-2.1%	2.9%	9.9%	-16.0%	19.8%

SOUTH DAKOTA BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	673	700	687	725	694
%	9.4%	4.0%	-1.9%	5.5%	-4.3%
NEW	304	288	275	293	263
%	16.5%	-5.3%	-4.5%	6.5%	-10.2%
RETAINED	369	412	412	432	431
%	4.2%	11.7%	0.0%	4.9%	-0.2%
LOST	112	106	126	102	116
%	0.0%	-5.4%	18.9%	-19.0%	13.7%

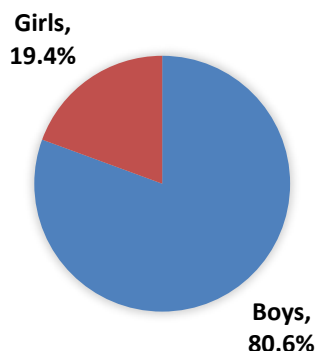
SOUTH DAKOTA GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	117	120	137	156	167
%	2.6%	2.6%	14.2%	13.9%	7.1%
NEW	58	60	69	72	84
%	-14.7%	3.4%	15.0%	4.3%	16.7%
RETAINED	59	60	68	84	83
%	28.3%	1.7%	13.3%	23.5%	-1.2%
LOST	26	36	30	29	41
%	-10.3%	38.5%	-16.7%	-3.3%	41.4%

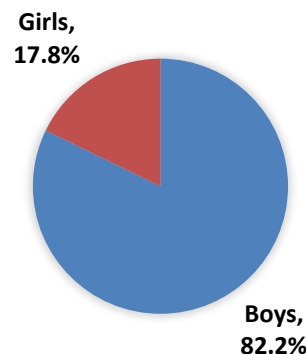


RATIO OF GIRLS TO BOYS—8 & UNDER

SOUTH DAKOTA 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.

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

SOUTH DAKOTA RETENTION	AGE SEGMENT	NATIONAL AVERAGE
35.3%	4 Year Olds returned as 5 Year Olds	35.6%
63.6%	5 Year Olds returned as 6 Year Olds	53.6%
73.5%	6 Year Olds returned as 7 Year Olds	68.3%
84.0%	7 Year Olds returned as 8 Year Olds	74.9%
88.1%	10 & Under	87.0%
92.9%	12 & Under	93.0%
95.7%	14 & Under	95.6%

2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

SOUTH DAKOTA

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	921	861	901
NEW	385	347	367
RETAINED	536	514	534

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

TOTAL: 861 + 40 = **901 (+4.6%)**

NEW: 347 + 20 = **367 (+5.8%)**

RETAINED: 514 + 20 = **534 (+3.9%)**

NATIONAL

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	111,065	115,694	120,738
NEW	48,062	52,076	54,598
RETAINED	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 18th - 24th)

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 4th & March 3rd)

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 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	2014-15	2015-16	2016-17	2 AND 2 CHALLENGE			
				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.

SOUTH DAKOTA'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. OAHE Hockey Association	Achieved	+50
2. Watertown Hockey Association		+33
3. Sioux Falls Youth Hockey Association		+17
4. Brandon Valley Hockey Association		+10
5. Brookings Ice Skating Association		+8
6. Huron Hockey Association		+6
7. Aberdeen Hockey Association		-1
8. Mitchell Skating and Hockey Association		-2
9. Yankton Area Ice Association		-9
10. Rushmore Hockey Association		-12



SDH0118 ABERDEEN 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	83	78	77	82	(5)	(1)	81
NEW	26	35	35	37	(2)	0	37
RETAINED	57	43	42	45	(3)	(1)	44
LOST	18	11	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	62	55	56	TOTAL	21	23	21
NEW	18	23	24	NEW	8	12	11
RETAINED	44	32	32	RETAINED	13	11	10
LOST	14	9	6	LOST	4	2	6
RATIO BOYS TO GIRLS			72.7%				27.3%

SDH0123 BRANDON VALLEY 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	24	41	51	45	6	10	55
NEW	14	24	20	26	(6)	(4)	22
RETAINED	10	17	31	19	12	14	33
LOST	3	3	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	23	39	47	TOTAL	1	2	4
NEW	13	22	18	NEW	1	2	2
RETAINED	10	17	29	RETAINED	0	0	2
LOST	2	2	6	LOST	1	1	1
RATIO BOYS TO GIRLS			92.2%				7.8%

SDH0119 BROOKINGS ICE SKATING 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	78	79	87	83	4	8	91
NEW	24	29	40	31	9	11	42
RETAINED	54	50	47	52	(5)	(3)	49
LOST	18	10	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	69	65	67	TOTAL	9	14	20
NEW	18	24	29	NEW	6	5	11
RETAINED	51	41	38	RETAINED	3	9	9
LOST	16	8	4	LOST	2	2	0
RATIO BOYS TO GIRLS			77.0%				23.0%



SDH0116 HURON 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	57	45	51	49	2	6	55
NEW	24	5	19	7	12	14	21
RETAINED	33	40	32	42	(10)	(8)	34
LOST	7	10	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	42	34	41	TOTAL	15	11	10
NEW	17	3	16	NEW	7	2	3
RETAINED	25	31	25	RETAINED	8	9	7
LOST	6	6	4	LOST	1	4	3
RATIO BOYS TO GIRLS			80.4%				19.6%

SDH0124 MITCHELL SKATING AND 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	71	57	55	61	(6)	(2)	59
NEW	35	20	22	22	0	2	24
RETAINED	36	37	33	39	(6)	(4)	35
LOST	10	11	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	51	45	45	TOTAL	20	12	10
NEW	25	17	17	NEW	10	3	5
RETAINED	26	28	28	RETAINED	10	9	5
LOST	10	8	6	LOST	0	3	1
RATIO BOYS TO GIRLS			81.8%				18.2%

SDH0127 OAHE 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	96	37	87	41	46	50	91
NEW	43	5	46	7	39	41	48
RETAINED	53	32	41	34	7	9	43
LOST	24	50	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	75	27	60	TOTAL	21	10	27
NEW	31	3	31	NEW	12	2	15
RETAINED	44	24	29	RETAINED	9	8	12
LOST	18	38	3	LOST	6	12	2
RATIO BOYS TO GIRLS			69.0%				31.0%



SDH0129 RUSHMORE 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	109	110	98	114	(16)	(12)	102
NEW	47	38	38	40	(2)	0	40
RETAINED	62	72	60	74	(14)	(12)	62
LOST	23	18	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	102	100	86	TOTAL	7	10	12
NEW	43	31	31	NEW	4	7	7
RETAINED	59	69	55	RETAINED	3	3	5
LOST	20	16	11	LOST	3	2	4
RATIO BOYS TO GIRLS			87.8%				12.2%

SDH0117 SIOUX FALLS 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	168	205	222	209	13	17	226
NEW	76	101	94	103	(9)	(7)	96
RETAINED	92	104	128	106	22	24	130
LOST	23	18	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	147	184	186	TOTAL	21	21	36
NEW	66	91	70	NEW	10	10	24
RETAINED	81	93	116	RETAINED	11	11	12
LOST	18	14	25	LOST	5	4	3
RATIO BOYS TO GIRLS			83.8%				16.2%

SDH0120 WATERTOWN 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	28	61	32	29	33	65
NEW	24	7	42	9	33	35	44
RETAINED	17	21	19	23	(4)	(2)	21
LOST	3	6	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	33	19	48	TOTAL	8	9	13
NEW	19	4	33	NEW	5	3	9
RETAINED	14	15	15	RETAINED	3	6	4
LOST	2	6	0	LOST	1	0	0
RATIO BOYS TO GIRLS			78.7%				21.3%



SDH0121 YANKTON AREA ICE 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	46	43	34	47	(13)	(9)	38
NEW	20	15	15	17	(2)	0	17
RETAINED	26	28	19	30	(11)	(9)	21
LOST	10	9	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	37	34	27	TOTAL	9	9	7
NEW	15	13	13	NEW	5	2	2
RETAINED	22	21	14	RETAINED	4	7	5
LOST	7	8	7	LOST	3	1	1
RATIO BOYS TO GIRLS			79.4%				20.6%