

2016-2017 8 & UNDER MEMBERSHIP REPORT



Rhode Island Hockey

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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—RHODE ISLAND

Total

- The total number of players ages 8 & under in Rhode Island decreased by 134 (-9.5%) to 1,274.

Acquisition

- New players decreased by 64 (-11.6%) to 490.

Retention

- Retained players decreased by 70 (-8.2%) 784.

RHODE ISLAND BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	1,496	1,534	1,416	1,408	1,274
%	-8.9%	2.5%	-7.7%	-0.6%	-9.5%
NEW	533	658	546	554	490
%	-23.1%	23.5%	-17.0%	1.5%	-11.6%
RETAINED	963	876	870	854	784
%	1.5%	-9.0%	-0.7%	-1.8%	-8.2%
LOST	384	337	382	316	353
%	5.2%	-12.2%	13.4%	-17.3%	11.7%

RHODE ISLAND BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	1,261	1,285	1,179	1,136	1,011
%	-7.3%	1.9%	-8.2%	-3.6%	-11.0%
NEW	435	523	418	411	365
%	-21.8%	20.2%	-20.1%	-1.7%	-11.2%
RETAINED	826	762	761	725	646
%	2.7%	-7.7%	-0.1%	-4.7%	-10.9%
LOST	278	261	287	244	255
%	4.9%	-6.1%	10.0%	-15.0%	4.5%

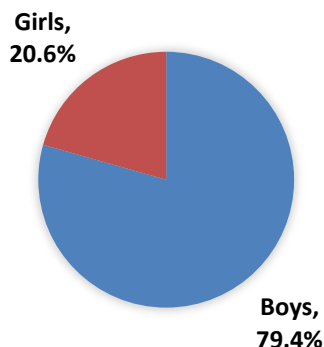
RHODE ISLAND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	235	249	237	272	263
%	-16.7%	6.0%	-4.8%	14.8%	-3.3%
NEW	98	135	128	143	125
%	-28.5%	37.8%	-5.2%	11.7%	-12.6%
RETAINED	137	114	109	129	138
%	-5.5%	-16.8%	-4.4%	18.3%	7.0%
LOST	106	76	95	72	98
%	6.0%	-28.3%	25.0%	-24.2%	36.1%

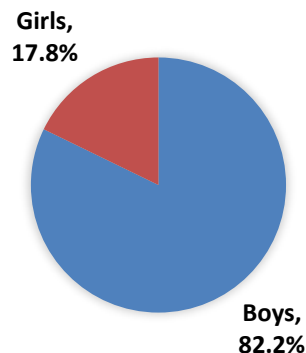


RATIO OF GIRLS TO BOYS—8 & UNDER

RHODE ISLAND 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.

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

RHODE ISLAND RETENTION	AGE SEGMENT	NATIONAL AVERAGE
47.8%	4 Year Olds returned as 5 Year Olds	35.6%
64.5%	5 Year Olds returned as 6 Year Olds	53.6%
77.7%	6 Year Olds returned as 7 Year Olds	68.3%
86.0%	7 Year Olds returned as 8 Year Olds	74.9%
90.4%	10 & Under	87.0%
93.2%	12 & Under	93.0%
93.5%	14 & Under	95.6%

2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

RHODE ISLAND

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	1,460	1,274	1,326
NEW	580	490	516
RETAINED	880	784	810

Based on 13 associations that registered 5 players or more, the Rhode Island 2017-18 goals are:

TOTAL: 1,274 + 52 = **1,326 (+4.1%)**

NEW: 490 + 26 = **516 (+5.3%)**

RETAINED: 784 + 26 = **810 (+3.3%)**

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.

RHODE ISLAND'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. GPYHA Special		+51
2. Edgewood Rhode Island	Achieved	+38
3. Burrillville Junior Hockey League		+18
4. CRI Knights Youth Hockey League		+18
5. N.R.I Vikings		+16
6. Providence Capitals		+12
7. Rhode Island Sting		+10
8. Newport Youth Hockey		+6
9. GPYHA		-2
10. Providence Jr Friars		-7
11. Southern Rhode Island Youth Hockey Assoc		-24
12. Woonsocket North Stars		-58
13. Warwick Junior Hockey Association		-99



RIH0142 BURRILLVILLE JUNIOR HOCKEY LEAGUE

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	81	80	98	84	14	18	102
NEW	37	25	53	27	26	28	55
RETAINED	44	55	45	57	(12)	(10)	47
LOST	15	19	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	66	67	78	TOTAL	15	13	20
NEW	27	21	45	NEW	10	4	8
RETAINED	39	46	33	RETAINED	5	9	12
LOST	12	14	18	LOST	3	5	0
RATIO BOYS TO GIRLS			79.6%				20.4%

RIH0012 CRI KNIGHTS YOUTH HOCKEY LEAGUE

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	0	55	73	59	14	18	77
NEW	0	55	42	57	(15)	(13)	44
RETAINED	0	0	31	2	29	31	33
LOST	0	0	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	43	55	TOTAL	0	12	18
NEW	0	43	27	NEW	0	12	15
RETAINED	0	0	28	RETAINED	0	0	3
LOST	0	0	12	LOST	0	0	5
RATIO BOYS TO GIRLS			75.3%				24.7%

RIH0150 EDGEWOOD RHODE ISLAND

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	0	25	63	29	34	38	67
NEW	0	14	42	16	26	28	44
RETAINED	0	11	21	13	8	10	23
LOST	0	9	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	19	52	TOTAL	0	6	11
NEW	0	10	33	NEW	0	4	9
RETAINED	0	9	19	RETAINED	0	2	2
LOST	0	8	6	LOST	0	1	3
RATIO BOYS TO GIRLS			82.5%				17.5%



RIH0139 GPYHA

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	67	113	111	117	(6)	(2)	115
NEW	21	69	51	71	(20)	(18)	53
RETAINED	46	44	60	46	14	16	62
LOST	42	12	21				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	59	92	87	TOTAL	8	21	24
NEW	16	53	39	NEW	5	16	12
RETAINED	43	39	48	RETAINED	3	5	12
LOST	36	9	16	LOST	6	3	5
RATIO BOYS TO GIRLS			78.4%				21.6%

RIH0173 GPYHA SPECIAL

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	0	0	51	4	47	51	55
NEW	0	0	49	2	47	49	51
RETAINED	0	0	2	2	0	2	4
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	0	37	TOTAL	0	0	14
NEW	0	0	35	NEW	0	0	14
RETAINED	0	0	2	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			72.5%				27.5%

RIH0170 NEWPORT 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	162	203	209	207	2	6	213
NEW	73	118	100	120	(20)	(18)	102
RETAINED	89	85	109	87	22	24	111
LOST	56	37	72				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	137	151	151	TOTAL	25	52	58
NEW	60	81	66	NEW	13	37	34
RETAINED	77	70	85	RETAINED	12	15	24
LOST	33	30	49	LOST	23	7	23
RATIO BOYS TO GIRLS			72.2%				27.8%



RIH0146 N.R.I. VIKINGS

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	85	58	74	62	12	16	78
NEW	8	14	45	16	29	31	47
RETAINED	77	44	29	46	(17)	(15)	31
LOST	44	17	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	77	49	62	TOTAL	8	9	12
NEW	7	11	34	NEW	1	3	11
RETAINED	70	38	28	RETAINED	7	6	1
LOST	39	16	8	LOST	5	1	1
RATIO BOYS TO GIRLS			83.8%				16.2%

RIH0008 PROVIDENCE CAPITALS

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	69	81	73	8	12	85
NEW	36	31	47	33	14	16	49
RETAINED	21	38	34	40	(6)	(4)	36
LOST	50	22	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	53	63	79	TOTAL	4	6	2
NEW	32	28	45	NEW	4	3	2
RETAINED	21	35	34	RETAINED	0	3	0
LOST	44	18	8	LOST	6	4	1
RATIO BOYS TO GIRLS			97.5%				2.5%

RIH0174 PROVIDENCE JR FRIARS

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	37	30	41	(11)	(7)	34
NEW	32	23	19	25	(6)	(4)	21
RETAINED	0	14	11	16	(5)	(3)	13
LOST	0	2	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	31	35	26	TOTAL	1	2	4
NEW	31	21	17	NEW	1	2	2
RETAINED	0	14	9	RETAINED	0	0	2
LOST	0	2	1	LOST	0	0	0
RATIO BOYS TO GIRLS			86.7%				13.3%



RIH0134 RHODE ISLAND STING

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	18	8	18	12	6	10	22
NEW	17	3	14	5	9	11	16
RETAINED	1	5	4	7	(3)	(1)	6
LOST	0	4	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	0	0	TOTAL	18	8	18
NEW	0	0	0	NEW	17	3	14
RETAINED	0	0	0	RETAINED	1	5	4
LOST	0	0	0	LOST	0	4	1
RATIO BOYS TO GIRLS			0.0%				100.0%

RIH0011 SOUTHERN RHODE ISLAND YOUTH HOCKEY ASSOC

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	140	155	131	159	(28)	(24)	135
NEW	49	60	48	62	(14)	(12)	50
RETAINED	91	95	83	97	(14)	(12)	85
LOST	27	12	20				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	118	126	107	TOTAL	22	29	24
NEW	40	43	34	NEW	9	17	14
RETAINED	78	83	73	RETAINED	13	12	10
LOST	22	11	12	LOST	5	1	8
RATIO BOYS TO GIRLS			81.7%				18.3%

RIH0144 WARWICK JUNIOR 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	243	216	117	220	(103)	(99)	121
NEW	92	71	15	73	(58)	(56)	17
RETAINED	151	145	102	147	(45)	(43)	104
LOST	62	54	56				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	207	184	104	TOTAL	36	32	13
NEW	69	56	14	NEW	23	15	1
RETAINED	138	128	90	RETAINED	13	17	12
LOST	54	44	51	LOST	8	10	5
RATIO BOYS TO GIRLS			88.9%				11.1%



RIH0161 WOONSOCKET NORTH STARS

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	45	88	30	92	(62)	(58)	34
NEW	5	57	9	59	(50)	(48)	11
RETAINED	40	31	21	33	(12)	(10)	23
LOST	90	12	47				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	44	77	30	TOTAL	1	11	0
NEW	5	48	9	NEW	0	9	0
RETAINED	39	29	21	RETAINED	1	2	0
LOST	66	11	39	LOST	24	1	8
RATIO BOYS TO GIRLS			100.0%				0.0%