

2016-2017 8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

Background	Page 1
National Analysis	Page 2
Nevada Analysis	Pages 3-4
2 and 2 Challenge	Page 5
Nevada's 2016-17 Association Performance	Page 6
Local Association Analysis	Page 7
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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—NEVADA

Total

- The total number of players ages 8 & under in Nevada decreased by 17 (-15.6%) to 92.

Acquisition

- New players decreased by 4 (-10.3%) to 35.

Retention

- Retained players decreased by 13 (-18.6%) to 57.

NEVADA BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	125	146	143	109	92
%	7.8%	16.8%	-2.1%	-23.8%	-15.6%
NEW	70	79	78	39	35
%	22.8%	12.9%	-1.3%	-50.0%	-10.3%
RETAINED	55	67	65	70	57
%	-6.8%	21.8%	-3.0%	7.7%	-18.6%
LOST	26	37	33	30	20
%	-21.2%	42.3%	-10.8%	-9.1%	-33.3%

NEVADA BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	117	135	134	99	81
%	14.7%	15.4%	-0.7%	-26.1%	-18.2%
NEW	65	70	72	34	33
%	27.5%	7.7%	2.9%	-52.8%	-2.9%
RETAINED	52	65	62	65	48
%	2.0%	25.0%	-4.6%	4.8%	-26.2%
LOST	23	33	31	29	19
%	-11.5%	43.5%	-6.1%	-6.5%	-34.5%

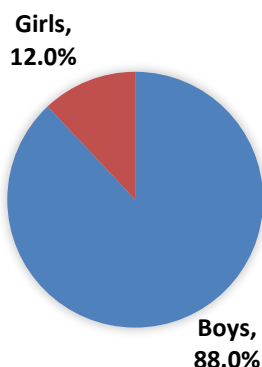
NEVADA GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
TOTAL	8	11	9	10	11
%	-42.9%	37.5%	-18.2%	11.1%	10.0%
NEW	5	9	6	5	2
%	-16.7%	80.0%	-33.3%	-16.7%	-60.0%
RETAINED	3	2	3	5	9
%	-62.5%	-33.3%	50.0%	66.7%	80.0%
LOST	3	4	2	1	1
%	-57.1%	33.3%	-50.0%	-50.0%	0.0%

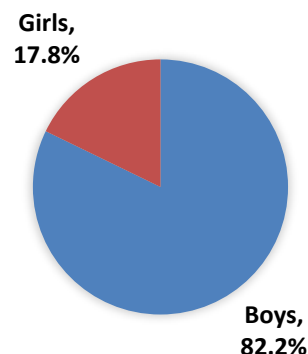


RATIO OF GIRLS TO BOYS—8 & UNDER

NEVADA 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.

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

NEVADA RETENTION	AGE SEGMENT	NATIONAL AVERAGE
12.5%	4 Year Olds returned as 5 Year Olds	35.6%
58.8%	5 Year Olds returned as 6 Year Olds	53.6%
54.2%	6 Year Olds returned as 7 Year Olds	68.3%
80.0%	7 Year Olds returned as 8 Year Olds	74.9%
79.8%	10 & Under	87.0%
85.0%	12 & Under	93.0%
83.3%	14 & Under	95.6%

2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

NEVADA

NATIONAL

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL		16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	117	92	96	TOTAL	111,065	115,694	120,738
NEW	43	35	37	NEW	48,062	52,076	54,598
RETAINED	74	57	59	RETAINED	63,027	63,618	66,140

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

TOTAL: 92 + 4 = 96 (+4.3%)

NEW: 35 + 2 = 37 (+5.7%)

RETAINED: 57 + 2 = 59 (+3.5%)

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.

NEVADA'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. Team Brooks Youth Hockey Association	Achieved	7



NVH0004 TEAM BROOKS 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	75	78	85	82	3	7	89
NEW	62	36	38	38	0	2	40
RETAINED	13	42	47	44	3	5	49
LOST	0	4	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	70	72	75	TOTAL	5	6	10
NEW	57	31	34	NEW	5	5	4
RETAINED	13	41	41	RETAINED	0	1	6
LOST	0	2	11	LOST	0	2	0
RATIO BOYS TO GIRLS			88.2%				11.8%