

2014-2015 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 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 2015-16 season.

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

- 8 & under participation saw an increase for the second year in a row and four out of the last five seasons.
- During the 2014-15 season there were 105,925 players; the 2nd 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.

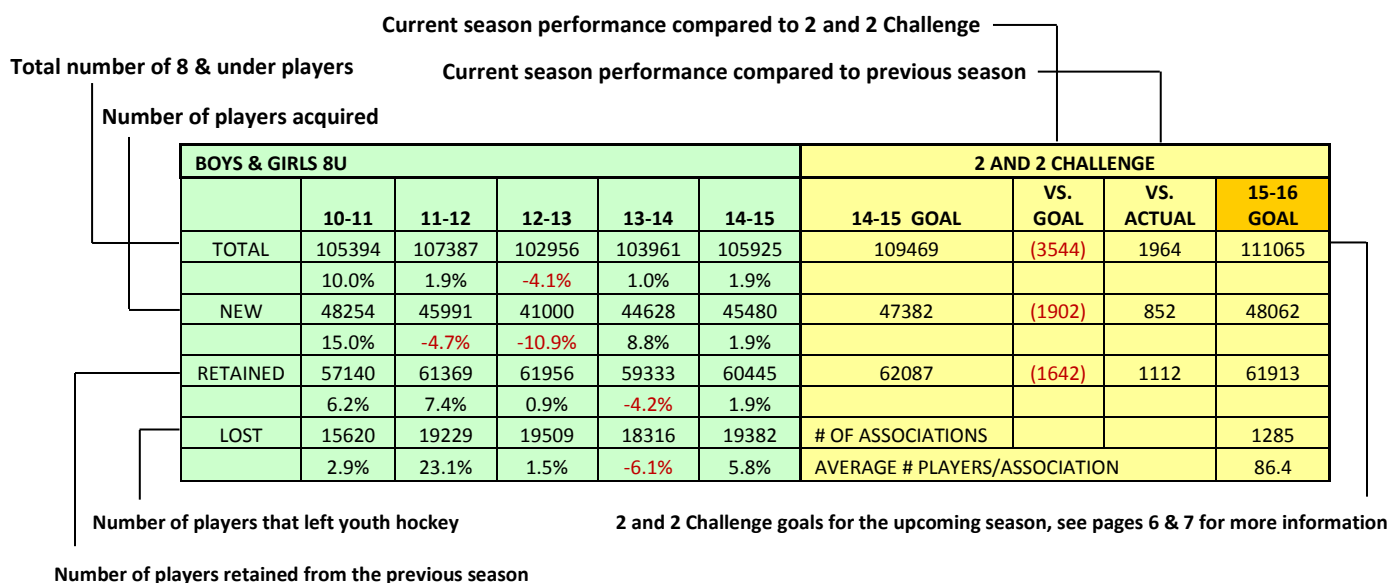
TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2010-11	2011-12	2012-13	2013-14	2014-15
Participants	171,826	174,884	175,867	177,906	181,107
% increase	1.7%	1.8%	0.6%	1.2%	1.8%

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 additional 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





2014-15 KEY TAKEAWAYS—NATIONAL

Total

- In 2014-15, the total number of players ages 8 & under increased by 1,964 (1.9%) to 105,925.
- With this increase, the 2014-15 season represents the 2nd largest total of players at the 8 & under level in USA Hockey history.

Acquisition

- New players increased from 44,628 to 45,480 in 2014-15, an addition of 852 (1.9%).
- This is the second consecutive season of growth in new players.

Retention

- Retained players increased by 1,112 (1.9%) to a total of 60,445.

NATIONAL BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	105394	107387	102956	103961	105925
%	10.0%	1.9%	-4.1%	1.0%	1.9%
NEW	48254	45991	41000	44628	45480
%	15.0%	-4.7%	-10.9%	8.8%	1.9%
RETAINED	57140	61396	61956	59333	60445
%	6.2%	7.4%	0.9%	-4.2%	1.9%
LOST	15620	19229	19509	18316	19382
%	2.9%	23.1%	1.5%	-6.1%	5.8%

NATIONAL BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	89907	91199	87805	88168	89386
%	9.7%	1.4%	-3.7%	0.4%	1.4%
NEW	40058	37875	33917	36744	37184
%	15.0%	-5.4%	-10.5%	8.3%	1.2%
RETAINED	49849	53324	53888	51424	52202
%	5.7%	7.0%	1.1%	-4.6%	1.5%
LOST	12350	15149	15308	14559	15304
%	3.5%	22.7%	1.0%	-4.9%	5.1%

NATIONAL GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	15487	16188	15152	15794	16539
%	-1.9%	4.5%	-6.4%	4.2%	4.7%
NEW	8197	8116	7085	7887	8299
%	3.9%	-1.0%	-12.7%	11.3%	5.2%
RETAINED	7290	8072	8067	7907	8240
%	-7.8%	10.7%	-0.1%	-2.0%	4.2%
LOST	3272	4081	4201	3759	4082
%	-13.0%	24.7%	2.9%	-10.5%	8.6%



2014-15 KEY TAKEAWAYS—MISSOURI

Total

- The total number of players ages 8 & under in Missouri decreased by 13 (-0.7%) to 1,879.

Acquisition

- New players decreased by 17 (-2.0%) to 819.
- This marked the third decrease in new players since the 2011-12 season.

Retention

- Retained players increased by 4 (0.4%) from 2013-14 to 1,060.
- This was the 5th consecutive season Missouri has seen growth in retained players.

MISSOURI BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	1844	1888	1883	1892	1879
%	15.3%	2.4%	-0.3%	0.5%	-0.7%
NEW	883	895	845	836	819
%	19.3%	1.4%	-5.6%	-1.1%	-2.0%
RETAINED	961	993	1038	1056	1060
%	11.9%	3.3%	4.5%	1.7%	0.4%
LOST	329	414	443	468	481
%	31.6%	25.8%	7.0%	5.6%	2.8%

MISSOURI BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	1731	1765	1735	1744	1715
%	15.3%	2.0%	-1.7%	0.5%	-1.7%
NEW	817	816	749	745	725
%	19.3%	-0.1%	-8.2%	-0.5%	-2.7%
RETAINED	914	949	986	999	990
%	12.0%	3.8%	3.9%	1.3%	-0.9%
LOST	287	379	405	405	426
%	34.1%	32.1%	6.9%	0.0%	5.2%

MISSOURI GIRLS 8U

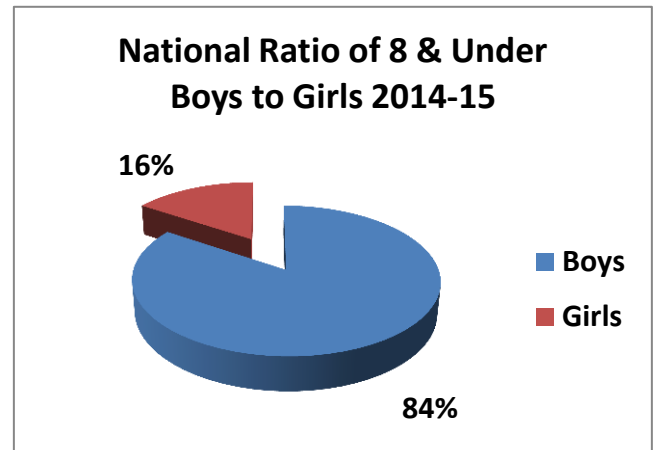
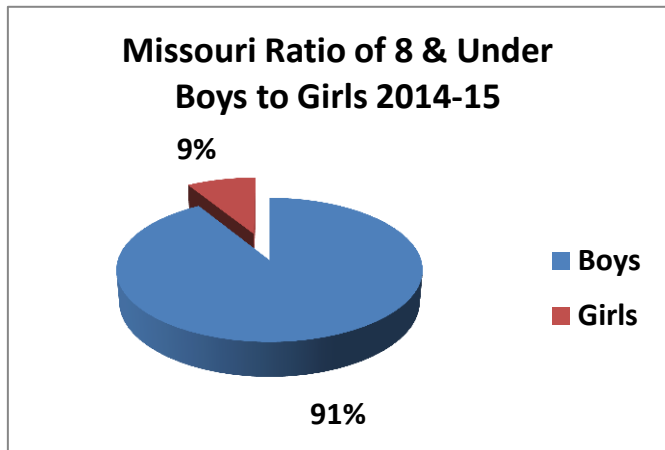
	10-11	11-12	12-13	13-14	14-15
TOTAL	113	123	148	148	164
%	15.3%	8.8%	20.3%	0.0%	10.8%
NEW	66	79	96	91	94
%	20.0%	19.7%	21.5%	-5.2%	3.3%
RETAINED	47	44	52	57	70
%	9.3%	-6.4%	18.2%	9.6%	22.8%
LOST	42	35	38	63	55
%	16.7%	-16.7%	8.6%	65.8%	-12.7%



RATIO OF BOYS TO GIRLS—8 & UNDERS

Missouri: Boys represented 91% of all 8 & under youth hockey participants, while girls represented 9%.

National: Boys represented 84% of all 8 & under youth hockey participants, while girls represented 16%.



RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons accrued. While retention rates increase from 10 & under on up, the overall growth of hockey relies on acquiring more 8 & under players.

Missouri's retention results for 2014-15 by age segment:

- 45.8% of all 4 Year Olds returned as 5 Year Olds
- 55.1% of all 5 Year Olds returned as 6 Year Olds
- 66.9% of all 6 Year Olds returned as 7 Year Olds
- 73.8% of all 7 Year Olds returned as 8 Year Olds

- 83.8% of all 10 & Under returned in 2014-15
- 89.3% of all 12 & Under returned in 2014-15
- 91.3% of all 14 & Under returned in 2014-15

National Average 37.4%
National Average 55.2%
National Average 70.1%
National Average 77.2%

National Average 86.0%
National Average 91.6%
National Average 94.5%



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 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 14th - 20th

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 7th & February 20th

Try Hockey events provide associations the opportunity to attract new families to the rink. Last season over 25,000 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 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 this past season and their new goals for 2015-16:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 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 2015-16, 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

MISSOURI

MISSOURI	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	1,932	1,879	1,919
NEW	856	819	839
RETAINED	1,076	1,060	1,080

Based on 10 associations that registered 5 players or more, the 2015-16 goals are:

- **TOTAL:** 1,987 + 40 = 1,919 (2.1%)
- **NEW:** 819 + 20 = 839 (2.4%)
- **RETAINED:** 1,060 + 20 = 1,080 (1.9%)

NATIONAL

NATIONAL	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	109,469	105,925	111,065
NEW	47,382	45,480	48,050
RETAINED	62,087	60,445	63,015

Based on 1,285 associations that registered 5 players or more, the 2015-16 goals are:

- **TOTAL:** 105,925 + 5,140 = 111,065 (4.9%)
- **NEW:** 45,480 + 2,570 = 48,050 (5.7%)
- **RETAINED:** 60,445 + 2,570 = 63,015 (4.3%)



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, unfortunately none of them successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

MISSOURI'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. St Louis Rockets Hockey Association	+95
2. St Peters Hockey Club	+18
3. Kirkwood Youth Hockey Association	+12
4. Twin Bridges Lightning	+12
5. Mid Missouri Tigers	+6
6. Springfield Youth Hockey Association	+6
7. Affton Athletic Association	-3
8. Meramec Hockey Club	-10
9. Southern Illinois Ice Hawks	-12
10. Chesterfield Hockey Association	-19



MOH0119 AFFTON ATHLETIC ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	80	201	198	205	(7)	(3)	202
NEW	23	124	89	126	(37)	(35)	91
RETAINED	57	77	109	79	30	32	111
LOST	11	38	56				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	77	186	185	TOTAL	3	15	13
NEW	22	113	82	NEW	1	11	7
RETAINED	55	73	103	RETAINED	2	4	6
LOST	9	38	49	LOST	2	0	7
RATIO BOYS TO GIRLS			93.4%				6.6%

MOH0121 CHESTERFIELD HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	92	130	111	134	(23)	(19)	115
NEW	21	78	39	80	(41)	(39)	41
RETAINED	71	52	72	54	18	20	74
LOST	17	4	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	89	125	105	TOTAL	3	5	6
NEW	21	74	36	NEW	0	4	3
RETAINED	68	51	69	RETAINED	3	1	3
LOST	17	3	22	LOST	0	1	2
RATIO BOYS TO GIRLS			94.6%				5.4%

MOH0174 KIRKWOOD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	115	110	122	114	8	12	126
NEW	35	40	52	42	10	12	54
RETAINED	80	70	70	72	(2)	0	72
LOST	41	10	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	105	102	115	TOTAL	10	8	7
NEW	29	39	51	NEW	6	1	1
RETAINED	76	63	64	RETAINED	4	7	6
LOST	36	9	7	LOST	5	1	0
RATIO BOYS TO GIRLS			94.3%				5.7%



MOH0175 MERAMEC HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	150	299	289	303	(14)	(10)	293
NEW	19	120	132	122	10	12	134
RETAINED	131	179	157	181	(24)	(22)	159
LOST	105	58	83				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	143	276	267	TOTAL	7	23	22
NEW	18	105	119	NEW	1	15	13
RETAINED	125	171	148	RETAINED	6	8	9
LOST	95	51	70	LOST	10	7	13
RATIO BOYS TO GIRLS			92.4%				7.6%

MOH0125 MID MISSOURI TIGERS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	27	18	24	22	2	6	28
NEW	3	4	9	6	3	5	11
RETAINED	24	14	15	16	(1)	1	17
LOST	20	6	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	26	17	23	TOTAL	1	1	1
NEW	3	4	9	NEW	0	0	0
RETAINED	23	13	14	RETAINED	1	1	1
LOST	17	6	2	LOST	3	0	0
RATIO BOYS TO GIRLS			95.8%				4.2%

MOH0167 SOUTHERN ILLINOIS ICE HAWKS

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	80	55	43	59	(16)	(12)	47
NEW	38	9	18	11	7	9	20
RETAINED	42	46	25	48	(23)	(21)	27
LOST	5	9	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	79	54	43	TOTAL	1	1	0
NEW	38	9	18	NEW	0	0	0
RETAINED	41	45	25	RETAINED	1	1	0
LOST	5	9	4	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



MOH0122 SPRINGFIELD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	0	0	6	4	2	6	10
NEW	0	0	3	2	1	3	5
RETAINED	0	0	3	2	1	3	5
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	0	0	5	TOTAL	0	0	1
NEW	0	0	2	NEW	0	0	1
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	1
RATIO BOYS TO GIRLS			83.3%				16.7%

MOH0169 ST LOUIS ROCKETS HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	165	153	248	157	91	95	252
NEW	59	38	135	40	95	97	137
RETAINED	106	115	113	117	(4)	(2)	115
LOST	38	75	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	155	147	231	TOTAL	10	6	17
NEW	53	36	125	NEW	6	2	10
RETAINED	102	111	106	RETAINED	4	4	7
LOST	37	68	11	LOST	1	7	0
RATIO BOYS TO GIRLS			93.1%				6.9%

MOH0248 ST PETERS HOCKEY CLUB

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	113	127	145	131	14	18	149
NEW	20	25	63	27	36	38	65
RETAINED	93	102	82	104	(22)	(20)	84
LOST	54	32	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	109	125	144	TOTAL	4	2	1
NEW	18	24	63	NEW	2	1	0
RETAINED	91	101	81	RETAINED	2	1	1
LOST	51	28	6	LOST	3	4	0
RATIO BOYS TO GIRLS			99.3%				0.7%



MOH0173 TWIN BRIDGES LIGHTNING

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	69	60	72	64	8	12	76
NEW	35	20	39	22	17	19	41
RETAINED	34	40	33	42	(9)	(7)	35
LOST	4	8	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	63	55	70	TOTAL	6	5	2
NEW	31	17	38	NEW	4	3	1
RETAINED	32	38	32	RETAINED	2	2	1
LOST	4	8	1	LOST	0	0	0
RATIO BOYS TO GIRLS			97.2%				2.8%