

2014-2015 8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

Background	Page 1
National Analysis	Page 2
Arizona Analysis	Pages 3-4
2 and 2 Challenge	Pages 5-6
Arizona's 2014-15 Association Performance	Page 7
Local Association Analysis	Pages 8-11
Program Services Contact for Affiliate	Mike Lukken (719) 538-1115/ mikel@usahockey.org





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

Current season performance compared to 2 and 2 Challenge

Total number of 8 & under players **Current season performance compared to previous season**

Number of players acquired

	BOYS & GIRLS 8U					2 AND 2 CHALLENGE			
	10-11	11-12	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	105394	107387	102956	103961	105925	109469	(3544)	1964	111065
	10.0%	1.9%	-4.1%	1.0%	1.9%				
NEW	48254	45991	41000	44628	45480	47382	(1902)	852	48062
	15.0%	-4.7%	-10.9%	8.8%	1.9%				
RETAINED	57140	61369	61956	59333	60445	62087	(1642)	1112	61913
	6.2%	7.4%	0.9%	-4.2%	1.9%				
LOST	15620	19229	19509	18316	19382	# OF ASSOCIATIONS			1285
	2.9%	23.1%	1.5%	-6.1%	5.8%	AVERAGE # PLAYERS/ASSOCIATION			86.4

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



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—ARIZONA

Total

- The total number of players ages 8 & under in Arizona increased by 616 (126.0%) to 1,105.
- This was the highest total participation over the previous five seasons.

Acquisition

- New players increased by 508 (181.4%) to 788.
- This was the first increase in new players since the 2011-12 season.

Retention

- Retained players increased by 108 (51.7%) from 2013-14 to 317.
- This was the fourth consecutive season of retention growth.

ARIZONA BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	369	512	489	489	1105
%	1.4%	38.8%	-4.5%	0.0%	126.0%
NEW	213	315	288	280	788
%	16.4%	47.9%	-8.6%	-2.8%	181.4%
RETAINED	156	197	201	209	317
%	-13.8%	26.3%	2.0%	4.0%	51.7%
LOST	112	77	149	130	103
%	-56.3%	-31.3%	93.5%	-12.8%	-20.8%

ARIZONA BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	335	463	450	442	987
%	-0.3%	38.2%	-2.8%	-1.8%	123.3%
NEW	190	284	258	245	695
%	16.6%	49.5%	-9.2%	-5.0%	183.7%
RETAINED	145	179	192	197	292
%	-16.2%	23.4%	7.3%	2.6%	48.2%
LOST	99	67	120	109	85
%	-54.6%	-32.3%	79.1%	-9.2%	-22.0%

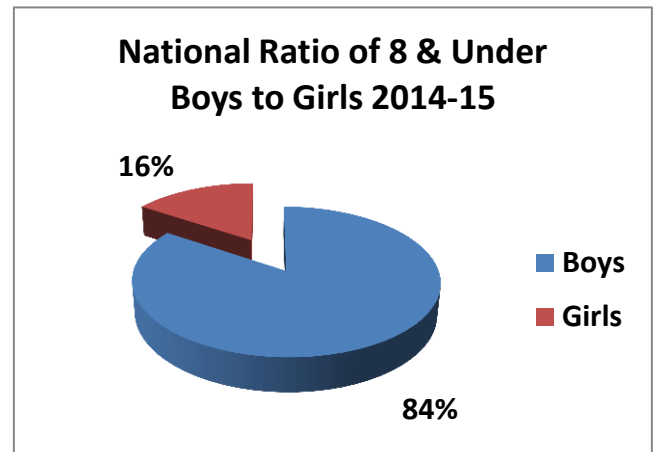
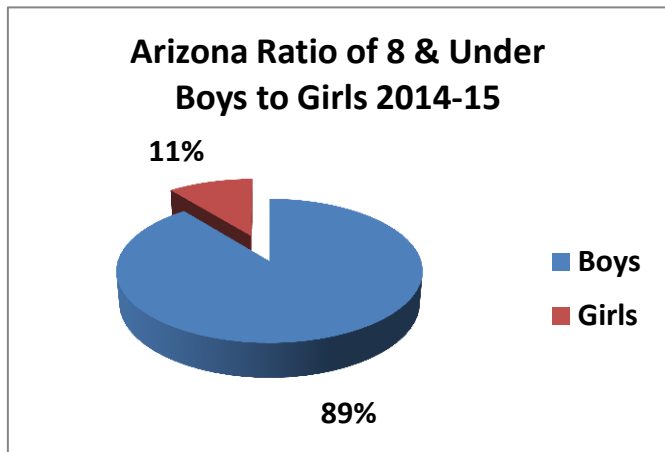
ARIZONA GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	34	49	39	47	118
%	21.4%	44.1%	-20.4%	20.5%	151.1%
NEW	23	31	30	35	93
%	15.0%	34.8%	-3.2%	16.7%	165.7%
RETAINED	11	18	9	12	25
%	37.5%	63.6%	-50.0%	33.3%	108.3%
LOST	13	10	29	21	18
%	-65.8%	-23.1%	190.0%	-27.6%	-14.3%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Arizona: Boys represented 89% of all 8 & under youth hockey participants, while girls represented 11%.

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.

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

- 16.8% of all 4 Year Olds returned as 5 Year Olds
- 22.6% of all 5 Year Olds returned as 6 Year Olds
- 41.0% of all 6 Year Olds returned as 7 Year Olds
- 46.7% of all 7 Year Olds returned as 8 Year Olds

- 59.3% of all 10 & Under returned in 2014-15
- 68.5% of all 12 & Under returned in 2014-15
- 78.7% 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

ARIZONA

ARIZONA	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	521	1,105	1,145
NEW	296	788	808
RETAINED	225	317	337

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

- **TOTAL:** 1,105 + 40 = **1,145 (3.6%)**
- **NEW:** 788 + 20 = **808 (2.5%)**
- **RETAINED:** 317 + 20 = **337 (6.3%)**

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 the majority of associations grew, only Coyotes Amateur Hockey Association and Polar Ice Chandler successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

AZRIZONA'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. AZ Ice Gilbert Youth	+225
2. Desert SCH Coyotes	+81
3. Polar Ice Chandler	+30
4. Desert Youth Hockey Association	+25
5. Arizona Hockey Union Rec	+22
6. Flagstaff Youth Hockey Association	+16
7. Mission Arizona Ice	+13
8. Coyotes Amateur Hockey Association	+8
9. Wildcat Youth Hockey Association	-8
10. Valley of the Sun Hockey Association	-40



AZH0045 ARIZONA HOCKEY UNION REC

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	35	16	38	20	18	22	42
NEW	35	14	35	16	19	21	37
RETAINED	0	2	3	4	(1)	1	5
LOST	0	8	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	35	16	38	TOTAL	0	0	0
NEW	35	14	35	NEW	0	0	0
RETAINED	0	2	3	RETAINED	0	0	0
LOST	0	8	4	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

AZH0043 AZ ICE GILBERT YOUTH

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	225	4	221	225	229
NEW	0	0	180	2	178	180	182
RETAINED	0	0	45	2	43	45	47
LOST	0	0	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	203	TOTAL	0	0	22
NEW	0	0	160	NEW	0	0	20
RETAINED	0	0	43	RETAINED	0	0	2
LOST	0	0	29	LOST	0	0	2
RATIO BOYS TO GIRLS			90.2%				9.8%

AZH0028 COYOTES AMATEUR 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	176	162	170	166	4	8	174
NEW	112	86	89	88	1	3	91
RETAINED	64	76	81	78	3	5	83
LOST	16	35	33				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	170	153	160	TOTAL	6	9	10
NEW	107	80	83	NEW	5	6	6
RETAINED	63	73	77	RETAINED	1	3	4
LOST	14	35	30	LOST	2	0	3
RATIO BOYS TO GIRLS			94.1%				5.9%



AZH0010 DESERT SCH COYOTES

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	15	14	95	18	77	81	99
NEW	11	11	95	13	82	84	97
RETAINED	4	3	0	5	(5)	(3)	2
LOST	2	0	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	14	13	86	TOTAL	1	1	9
NEW	11	10	86	NEW	0	1	9
RETAINED	3	3	0	RETAINED	1	0	0
LOST	2	0	6	LOST	0	0	0
RATIO BOYS TO GIRLS			90.5%				9.5%

AZH0020 DESERT 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	25	4	21	25	29
NEW	0	0	25	2	23	25	27
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	24	TOTAL	0	0	1
NEW	0	0	24	NEW	0	0	1
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	5	LOST	0	0	0
RATIO BOYS TO GIRLS			96.0%				4.0%

AZH0018 FLAGSTAFF 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	57	86	102	90	12	16	106
NEW	26	52	46	54	(8)	(6)	48
RETAINED	31	34	56	36	20	22	58
LOST	31	20	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	53	76	91	TOTAL	4	10	11
NEW	25	44	40	NEW	1	8	6
RETAINED	28	32	51	RETAINED	3	2	5
LOST	23	19	15	LOST	8	1	4
RATIO BOYS TO GIRLS			89.2%				10.8%



AZH0033 MISSION ARIZONA ICE

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	13	4	9	13	17
NEW	0	0	12	2	10	12	14
RETAINED	0	0	1	2	(1)	1	3
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	12	TOTAL	0	0	1
NEW	0	0	11	NEW	0	0	1
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			92.3%				7.7%

AZH0006 POLAR ICE CHANDLER

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	16	16	46	20	26	30	50
NEW	15	16	44	18	26	28	46
RETAINED	1	0	2	2	0	2	4
LOST	12	10	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	15	15	43	TOTAL	1	1	3
NEW	14	15	41	NEW	1	1	3
RETAINED	1	0	2	RETAINED	0	0	0
LOST	12	9	4	LOST	0	1	0
RATIO BOYS TO GIRLS			93.5%				6.5%

AZH0047 WILDCAT 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	23	21	13	25	(12)	(8)	17
NEW	23	12	4	14	(10)	(8)	6
RETAINED	0	9	9	11	(2)	0	11
LOST	0	9	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	20	20	12	TOTAL	3	1	1
NEW	20	11	3	NEW	3	1	1
RETAINED	0	9	9	RETAINED	0	0	0
LOST	0	6	7	LOST	0	3	0
RATIO BOYS TO GIRLS			92.3%				7.7%



AZH0022 VALLEY OF THE SUN 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	61	81	41	85	(44)	(40)	45
NEW	51	69	25	71	(46)	(44)	27
RETAINED	10	12	16	14	2	4	18
LOST	55	54	54				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	55	68	41	TOTAL	6	13	0
NEW	45	56	25	NEW	6	13	0
RETAINED	10	12	16	RETAINED	0	0	0
LOST	46	46	43	LOST	9	8	11
RATIO BOYS TO GIRLS			100.0%				0.0%