

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

Current season performance compared to 2 and 2 Challenge

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

	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
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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—MONTANA

Total

- The total number of players ages 8 & under in Montana decreased by 64 (-8.7%) to 675.

Acquisition

- New players decreased by 70 (-19.3%) to 292.

Retention

- Retained players increased by 6 (1.6%) from 2013-14 to 383.
- This marked the fifth consecutive year Montana has seen an increase in retention.

MONTANA BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	567	622	650	739	675
%	11.8%	9.7%	4.5%	13.7%	-8.7%
NEW	303	305	303	362	292
%	21.7%	0.7%	-0.7%	19.5%	-19.3%
RETAINED	264	317	347	377	383
%	2.3%	20.1%	9.5%	8.6%	1.6%
LOST	108	109	133	126	191
%	2.9%	0.9%	22.0%	-5.3%	51.6%

MONTANA BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	487	502	548	617	558
%	10.4%	3.1%	9.2%	12.6%	-9.6%
NEW	251	230	261	299	237
%	21.3%	-8.4%	13.5%	14.6%	-20.7%
RETAINED	236	272	287	318	321
%	0.9%	15.3%	5.5%	10.8%	0.9%
LOST	93	85	100	109	156
%	16.3%	-8.6%	17.6%	9.0%	43.1%

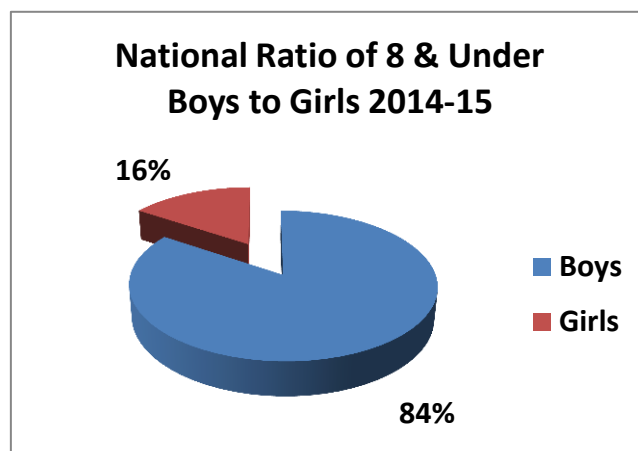
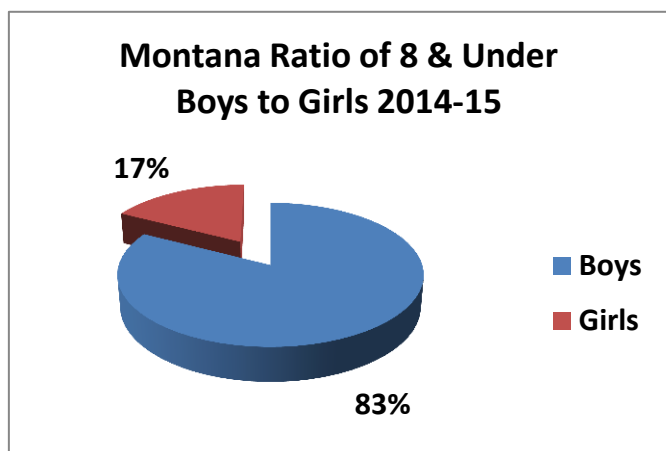
MONTANA GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	80	120	102	122	117
%	21.2%	50.0%	-15.0%	19.6%	-4.1%
NEW	52	75	42	63	55
%	23.8%	44.2%	-44.0%	50.0%	-12.7%
RETAINED	28	45	60	59	62
%	16.7%	60.7%	33.3%	-1.7%	5.1%
LOST	15	24	33	17	35
%	-40.0%	60.0%	37.5%	-48.5%	105.9%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Montana: Boys represented 83% of all 8 & under youth hockey participants, while girls represented 17%.

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.

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

- 46.5% of all 4 Year Olds returned as 5 Year Olds
- 64.5% of all 5 Year Olds returned as 6 Year Olds
- 61.7% of all 6 Year Olds returned as 7 Year Olds
- 68.4% of all 7 Year Olds returned as 8 Year Olds

- 82.8% of all 10 & Under returned in 2014-15
- 85.3% of all 12 & Under returned in 2014-15
- 88.5% 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

MONTANA

MONTANA	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	783	675	719
NEW	384	292	314
RETAINED	399	383	405

Based on 11 associations that registered 5 players or more, the 2015-16 goals are:

- **TOTAL:** 675 + 44 = **719 (6.5%)**
- **NEW:** 292 + 22 = **314 (7.5%)**
- **RETAINED:** 383 + 22 = **405 (5.7%)**

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, only Butte Amateur Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

MONTANA'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Butte Amateur Hockey Association	+17
2. Missoula Area Youth Hockey Association	+4
3. Flathead Youth Hockey Association	-1
4. Helena Bighorn Youth Hockey Association	-1
5. Bozeman Amateur Hockey Association	-4
6. Hilina Youth Hockey	-7
7. Billings Amateur Hockey League	-10
8. Great Falls Amateur Hockey	-10
9. Glacier Hockey Association	-12
10. Havre Youth Hockey Association	-16
11. Miles City Youth Hockey	-16



MTH0011 BILLINGS AMATEUR HOCKEY LEAGUE

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	53	97	87	101	(14)	(10)	91
NEW	29	54	42	56	(14)	(12)	44
RETAINED	24	43	45	45	0	2	47
LOST	16	22	31				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	47	89	79	TOTAL	6	8	8
NEW	26	49	39	NEW	3	5	3
RETAINED	21	40	40	RETAINED	3	3	5
LOST	15	19	28	LOST	1	3	3
RATIO BOYS TO GIRLS			90.8%				9.2%

MTH0015 BOZEMAN AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	58	64	60	68	(8)	(4)	64
NEW	16	33	29	35	(6)	(4)	31
RETAINED	42	31	31	33	(2)	0	33
LOST	12	10	12				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	51	58	54	TOTAL	7	6	6
NEW	11	29	28	NEW	5	4	1
RETAINED	40	29	26	RETAINED	2	2	5
LOST	8	6	10	LOST	4	4	2
RATIO BOYS TO GIRLS			90.0%				10.0%

MTH0076 BUTTE AMATEUR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	23	43	60	47	13	17	64
NEW	11	27	36	29	7	9	38
RETAINED	12	16	24	18	6	8	26
LOST	3	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	16	35	44	TOTAL	7	8	16
NEW	5	22	27	NEW	6	5	9
RETAINED	11	13	17	RETAINED	1	3	7
LOST	3	2	8	LOST	0	2	1
RATIO BOYS TO GIRLS			73.3%				26.7%



MTH0029 FLATHEAD YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	28	33	32	37	(5)	(1)	36
NEW	17	19	21	21	0	2	23
RETAINED	11	14	11	16	(5)	(3)	13
LOST	9	5	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	22	25	25	TOTAL	6	8	7
NEW	15	15	16	NEW	2	4	5
RETAINED	7	10	9	RETAINED	4	4	2
LOST	8	5	8	LOST	1	0	3
RATIO BOYS TO GIRLS			78.1%				21.9%

MTH0016 GLACIER HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	42	35	23	39	(16)	(12)	27
NEW	18	17	8	19	(11)	(9)	10
RETAINED	24	18	15	20	(5)	(3)	17
LOST	9	10	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	38	32	22	TOTAL	4	3	1
NEW	16	15	8	NEW	2	2	0
RETAINED	22	17	14	RETAINED	2	1	1
LOST	9	9	8	LOST	0	1	0
RATIO BOYS TO GIRLS			95.7%				4.3%

MTH0013 GREAT FALLS AMATEUR HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	59	58	48	62	(14)	(10)	52
NEW	30	30	23	32	(9)	(7)	25
RETAINED	29	28	25	30	(5)	(3)	27
LOST	17	19	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	56	54	45	TOTAL	3	4	3
NEW	28	27	22	NEW	2	3	1
RETAINED	28	27	23	RETAINED	1	1	2
LOST	12	17	19	LOST	5	2	0
RATIO BOYS TO GIRLS			93.8%				6.3%



MTH0012 HAVRE YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	63	70	54	74	(20)	(16)	58
NEW	28	28	16	30	(14)	(12)	18
RETAINED	35	42	38	44	(6)	(4)	40
LOST	2	15	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	48	52	44	TOTAL	15	18	10
NEW	24	21	14	NEW	4	7	2
RETAINED	24	31	30	RETAINED	11	11	8
LOST	2	13	16	LOST	0	2	4
RATIO BOYS TO GIRLS			81.5%				18.5%

MTH0014 HELENA BIGHORN YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	61	89	88	93	(5)	(1)	92
NEW	31	46	33	48	(15)	(13)	35
RETAINED	30	43	55	45	10	12	57
LOST	6	10	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	56	80	80	TOTAL	5	9	8
NEW	29	39	27	NEW	2	7	6
RETAINED	27	41	53	RETAINED	3	2	2
LOST	5	9	9	LOST	1	1	6
RATIO BOYS TO GIRLS			90.9%				9.1%

MTH0018 HILINE YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	43	31	24	35	(11)	(7)	28
NEW	10	9	11	11	0	2	13
RETAINED	33	22	13	24	(11)	(9)	15
LOST	10	3	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	33	25	22	TOTAL	10	6	2
NEW	8	8	10	NEW	2	1	1
RETAINED	25	17	12	RETAINED	8	5	1
LOST	6	3	9	LOST	4	0	2
RATIO BOYS TO GIRLS			91.7%				8.3%



MTH0028 MILES CITY YOUTH HOCKEY

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	49	77	61	81	(20)	(16)	65
NEW	26	47	29	49	(20)	(18)	31
RETAINED	23	30	32	32	0	2	34
LOST	12	8	30				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	37	51	39	TOTAL	12	26	22
NEW	19	30	17	NEW	7	17	12
RETAINED	18	21	22	RETAINED	5	9	10
LOST	6	7	16	LOST	6	1	14
RATIO BOYS TO GIRLS			63.9%				36.1%

MTH0017 MISSOULA AREA YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	11-12	12-13	13-14	13-14 GOAL	VS. GOAL	VS. ACTUAL	14-15 GOAL
TOTAL	114	116	120	120	0	4	124
NEW	81	49	45	51	(6)	(4)	47
RETAINED	33	67	75	69	6	8	77
LOST	7	26	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	11-12	12-13	13-14		11-12	12-13	13-14
TOTAL	95	96	90	TOTAL	19	20	30
NEW	66	43	31	NEW	15	6	14
RETAINED	29	53	59	RETAINED	4	14	16
LOST	7	23	18	LOST	0	3	1
RATIO BOYS TO GIRLS			75.0%				25.0%