

2015-2016 8 & UNDER MEMBERSHIP REPORT

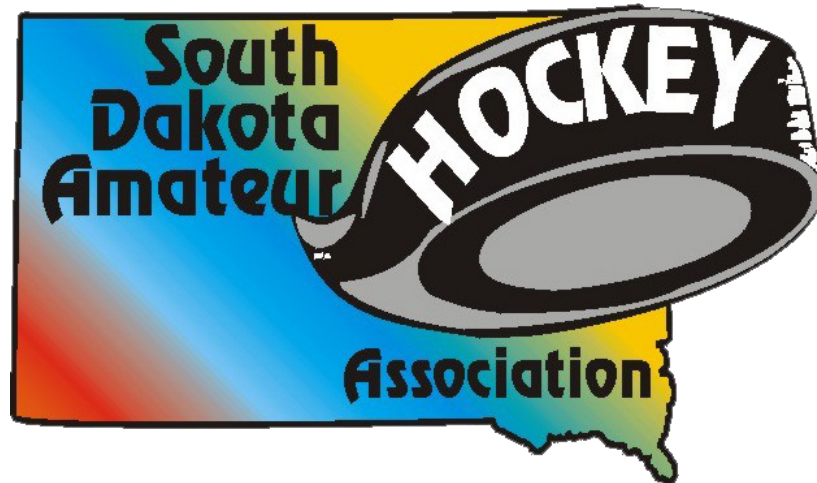


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This report focuses on the foundation of USA Hockey’s player base – the 8 & under age category. It examines the entry-level age group at both the National and the Affiliate level for the past five seasons, as well as the past three seasons at the association level. The objective is to help all levels of USA Hockey’s structure understand their past performance and create achievable growth goals for the 2016-17 season.

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

- 8 & under participation saw an increase for the third year in a row and four out of the last five seasons.
- During the 2015-16 season there were 107,703 players; the highest total in USA Hockey 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

	2011-12	2012-13	2013-14	2014-15	2015-16
Participants	174,884	175,867	177,906	181,107	183,275
% increase	1.8%	0.6%	1.2%	1.8%	1.2%

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			
	2011-12	2012-13	2013-14	2014-15	2015-16	2015-16 GOAL	VS. GOAL	VS. ACTUAL	2016-17 GOAL
TOTAL	107387	102956	103961	105925	107703	111065	(3362)	1778	112,843
	1.9%	-4.1%	1.0%	1.9%	1.7%				
NEW	45991	41000	44628	45480	45539	48050	(2511)	59	48,109
	-4.7%	-10.9%	8.8%	1.9%	0.1%				
RETAINED	61369	61956	59333	60445	62164	63015	(851)	1719	64,734
	7.4%	0.9%	-4.2%	1.9%	2.8%				
LOST	19229	19509	18316	19382	19518	# OF ASSOCIATIONS			1285
	23.1%	1.5%	-6.1%	5.8%	0.7%	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



2015-16 KEY TAKEAWAYS—NATIONAL

Total

- In 2015-16, the total number of players ages 8 & under increased by 1,778 (1.7%) to 107,703.
- With this increase, the 2015-16 season represents the largest total at the 8 & under level in USA Hockey history.

Acquisition

- New players increased from 45,480 to 45,539 in 2015-16, an addition of 59 (0.1%).
- This is the third consecutive season of growth in new players.
- This is the largest growth in new girl players from 8,299 last season to 9,341 (12.5%).

Retention

- Retained players increased by 1,719 (2.8%) to 62,164.
- This was a new record high for retained players.

NATIONAL BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	107387	102956	103961	105925	107703
%	1.9%	-4.1%	1.0%	1.9%	1.7%
NEW	45991	41000	44628	45480	45539
%	-4.7%	-10.9%	8.8%	1.9%	0.1%
RETAINED	61396	61956	59333	60445	62164
%	7.4%	0.9%	-4.2%	1.9%	2.8%
LOST	19229	19509	18316	19382	19518
%	23.1%	1.5%	-6.1%	5.8%	0.7%

NATIONAL BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	91199	87805	88168	89386	89353
%	1.4%	-3.7%	0.4%	1.4%	-0.04%
NEW	37875	33917	36744	37184	36198
%	-5.4%	-10.5%	8.3%	1.2%	-2.7%
RETAINED	53324	53888	51424	52202	53155
%	7.0%	1.1%	-4.6%	1.5%	1.8%
LOST	15149	15308	14559	15304	15463
%	22.7%	1.0%	-4.9%	5.1%	1.0%

NATIONAL GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	16188	15152	15794	16539	18350
%	4.5%	-6.4%	4.2%	4.7%	10.9%
NEW	8116	7085	7887	8299	9341
%	-1.0%	-12.7%	11.3%	5.2%	12.6%
RETAINED	8072	8067	7907	8240	9009
%	10.7%	-0.1%	-2.0%	4.2%	9.3%
LOST	4081	4201	3759	4082	4055
%	24.7%	2.9%	-10.5%	8.6%	-0.7%



2015-16 KEY TAKEAWAYS—SOUTH DAKOTA

Total

- The total number of players ages 8 & under in South Dakota increased by 57 (6.9%) to 881.
- This marks the peak total of players over the last five seasons.

Acquisition

- New players increased by 21 (6.1%) to 365.

Retention

- Retained players increased by 36 (7.5%) to 516.
- This is the fifth consecutive season of growth in retention over the last five seasons.

SOUTH DAKOTA BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	729	790	820	824	881
%	4.1%	8.4%	3.8%	0.5%	6.9%
NEW	329	362	348	344	365
%	-2.1%	10.0%	-3.9%	-1.1%	6.1%
RETAINED	400	428	472	480	516
%	9.9%	7.0%	10.3%	1.7%	7.5%
LOST	141	138	142	156	131
%	22.6%	-2.1%	2.9%	9.9%	-16.0%

SOUTH DAKOTA BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	615	673	700	687	725
%	2.7%	9.4%	4.0%	-1.9%	5.5%
NEW	261	304	288	275	293
%	-5.8%	16.5%	-5.3%	-4.5%	6.5%
RETAINED	354	369	412	412	432
%	9.9%	4.2%	11.7%	0.0%	4.9%
LOST	112	112	106	126	102
%	14.3%	0.0%	-5.4%	18.9%	-19.0%

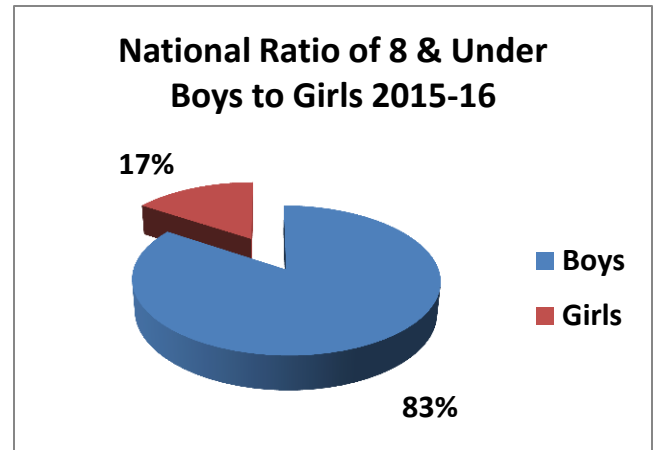
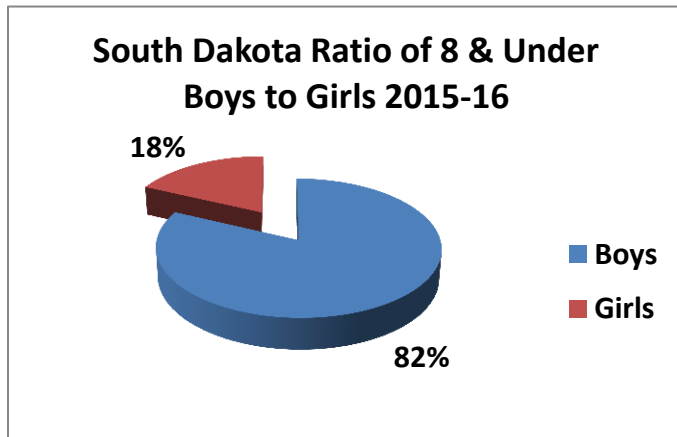
SOUTH DAKOTA GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	114	117	120	137	156
%	12.9%	2.6%	2.6%	14.2%	13.9%
NEW	68	58	60	69	72
%	15.3%	-14.7%	3.4%	15.0%	4.3%
RETAINED	46	59	60	68	84
%	9.5%	28.3%	1.7%	13.3%	23.5%
LOST	29	26	36	30	29
%	70.6%	-10.3%	38.5%	-16.7%	-3.3%

RATIO OF BOYS TO GIRLS—8 & UNDERS

South Dakota: Boys represented 82% of all 8 & under youth hockey participants, while girls represented 18%.

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



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.

South Dakota's retention results for 2015-16 by age segment:

- 35.5% of all 4 Year Olds returned as 5 Year Olds
- 57.2% of all 5 Year Olds returned as 6 Year Olds
- 74.6% of all 6 Year Olds returned as 7 Year Olds
- 79.3% of all 7 Year Olds returned as 8 Year Olds

- 87.7% of all 10 & Under returned in 2015-16
- 92.3% of all 12 & Under returned in 2015-16
- 93.2% of all 14 & Under returned in 2015-16

National Average 38.5%
 National Average 56.2%
 National Average 70.7%
 National Average 77.2%

National Average 86.3%
 National Average 92.1%
 National Average 95.0%



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 19th - 25th

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 12th & February 25th

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*

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 this past season and their new goals for 2016-17:

Previous three seasons results				2 and 2 Challenge results and goals			
BOYS & GIRLS_ 8 & UNDER			2 AND 2 CHALLENGE				
	2013-14	2014-15	2015-16	2015-16 GOAL	VS. GOAL	VS. ACTUAL	2016-17 GOAL
TOTAL	64	79	84	83	5	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 2016-17, 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

SOUTH DAKOTA

SOUTH DAKOTA	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	864	881	921
NEW	364	365	385
RETAINED	500	516	536

Based on 10 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 881 + 40 = 921 (4.5%)
- **NEW:** 365 + 20 = 385 (5.5%)
- **RETAINED:** 516 + 20 = 536 (3.9%)

NATIONAL

NATIONAL	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	111,065	107,703	112,843
NEW	48,050	45,539	48,109
RETAINED	63,015	62,164	64,734

Based on 1,285 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 107,703 + 5,140 = 112,843 (4.8%)
- **NEW:** 45,539 + 2,570 = 48,109 (5.6%)
- **RETAINED:** 62,164 + 2,570 = 64,734 (4.1%)



ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While many associations experienced growth, only Brandon Valley Hockey Association and Sioux Falls Youth Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

SOUTH DAKOTA'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Sioux Falls Youth Hockey Association	+37
2. Brandon Valley Hockey Association	+17
3. Brookings Ice Skating Association	+1
4. Rushmore Hockey Association	+1
5. Yankton Area Ice Association	-3
6. Aberdeen Hockey Association	-5
7. Huron Hockey Association	-12
8. Watertown Hockey Association	-13
9. Mitchell Skating and Hockey Association	-14
10. Oahe Hockey Association	-59



SDH0118 ABERDEEN HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	95	83	78	87	(9)	(5)	82
NEW	30	26	35	28	7	9	37
RETAINED	65	57	43	59	(16)	(14)	45
LOST	22	18	11				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	75	62	55	TOTAL	20	21	23
NEW	26	18	23	NEW	4	8	12
RETAINED	49	44	32	RETAINED	16	13	11
LOST	12	14	9	LOST	10	4	2
RATIO BOYS TO GIRLS			70.5%				29.5%

SDH0123 BRANDON VALLEY HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	17	24	41	28	13	17	45
NEW	13	14	24	16	8	10	26
RETAINED	4	10	17	12	5	7	19
LOST	3	3	3				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	14	23	39	TOTAL	3	1	2
NEW	12	13	22	NEW	1	1	2
RETAINED	2	10	17	RETAINED	2	0	0
LOST	2	2	2	LOST	1	1	1
RATIO BOYS TO GIRLS			95.1%				4.9%

SDH0119 BROOKINGS ICE SKATING ASSOCIATION

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	91	78	79	82	(3)	1	83
NEW	26	24	29	26	3	5	31
RETAINED	65	54	50	56	(6)	(4)	52
LOST	10	18	10				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	85	69	65	TOTAL	6	9	14
NEW	22	18	24	NEW	4	6	5
RETAINED	63	51	41	RETAINED	2	3	9
LOST	7	16	8	LOST	3	2	2
RATIO BOYS TO GIRLS			82.3%				17.7%



SDH0116 HURON HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	45	57	45	61	(16)	(12)	49
NEW	23	24	5	26	(21)	(19)	7
RETAINED	22	33	40	35	5	7	42
LOST	2	7	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	33	42	34	TOTAL	12	15	11
NEW	18	17	3	NEW	5	7	2
RETAINED	15	25	31	RETAINED	7	8	9
LOST	2	6	6	LOST	0	1	4
RATIO BOYS TO GIRLS			75.6%				24.4%

SDH0124 MITCHELL SKATING AND HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	57	71	57	75	(18)	(14)	61
NEW	23	35	20	37	(17)	(15)	22
RETAINED	34	36	37	38	(1)	1	39
LOST	15	10	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	44	51	45	TOTAL	13	20	12
NEW	16	25	17	NEW	7	10	3
RETAINED	28	26	28	RETAINED	6	10	9
LOST	9	10	8	LOST	6	0	3
RATIO BOYS TO GIRLS			78.9%				21.1%

SDH0127 OAHE HOCKEY ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	92	96	37	100	(63)	(59)	41
NEW	43	43	5	45	(40)	(38)	7
RETAINED	49	53	32	55	(23)	(21)	34
LOST	15	24	50				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	75	75	27	TOTAL	17	21	10
NEW	30	31	3	NEW	13	12	2
RETAINED	45	44	24	RETAINED	4	9	8
LOST	11	18	38	LOST	4	6	12
RATIO BOYS TO GIRLS			73.0%				27.0%



SDH0129 RUSHMORE HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	117	109	110	113	(3)	1	114
NEW	45	47	38	49	(11)	(9)	40
RETAINED	72	62	72	64	8	10	74
LOST	27	23	18				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	106	102	100	TOTAL	11	7	10
NEW	41	43	31	NEW	4	4	7
RETAINED	65	59	69	RETAINED	7	3	3
LOST	25	20	16	LOST	2	3	2
RATIO BOYS TO GIRLS			90.9%				9.1%

SDH0117 SIOUX FALLS YOUTH HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	161	168	205	172	33	37	209
NEW	69	76	101	78	23	25	103
RETAINED	92	92	104	94	10	12	106
LOST	20	23	18				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	144	147	184	TOTAL	17	21	21
NEW	57	66	91	NEW	12	10	10
RETAINED	87	81	93	RETAINED	5	11	11
LOST	15	18	14	LOST	5	5	4
RATIO BOYS TO GIRLS			89.8%				10.2%

SDH0120 WATERTOWN HOCKEY ASSOCIATION

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	33	41	28	45	(17)	(13)	32
NEW	8	24	7	26	(19)	(17)	9
RETAINED	25	17	21	19	2	4	23
LOST	16	3	6				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	27	33	19	TOTAL	6	8	9
NEW	6	19	4	NEW	2	5	3
RETAINED	21	14	15	RETAINED	4	3	6
LOST	12	2	6	LOST	4	1	0
RATIO BOYS TO GIRLS			67.9%				32.1%



SDH0121 YANKTON AREA ICE ASSOCIATION

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	13-14	14-15	15-16	15-16 GOAL	VS. GOAL	VS. ACTUAL	16-17 GOAL
TOTAL	48	46	43	50	(7)	(3)	47
NEW	22	20	15	22	(7)	(5)	17
RETAINED	26	26	28	28	0	2	30
LOST	8	10	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	41	37	34	TOTAL	7	9	9
NEW	18	15	13	NEW	4	5	2
RETAINED	23	22	21	RETAINED	3	4	7
LOST	5	7	8	LOST	3	3	1
RATIO BOYS TO GIRLS			79.1%				20.9%