

# 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 2<sup>nd</sup> 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.

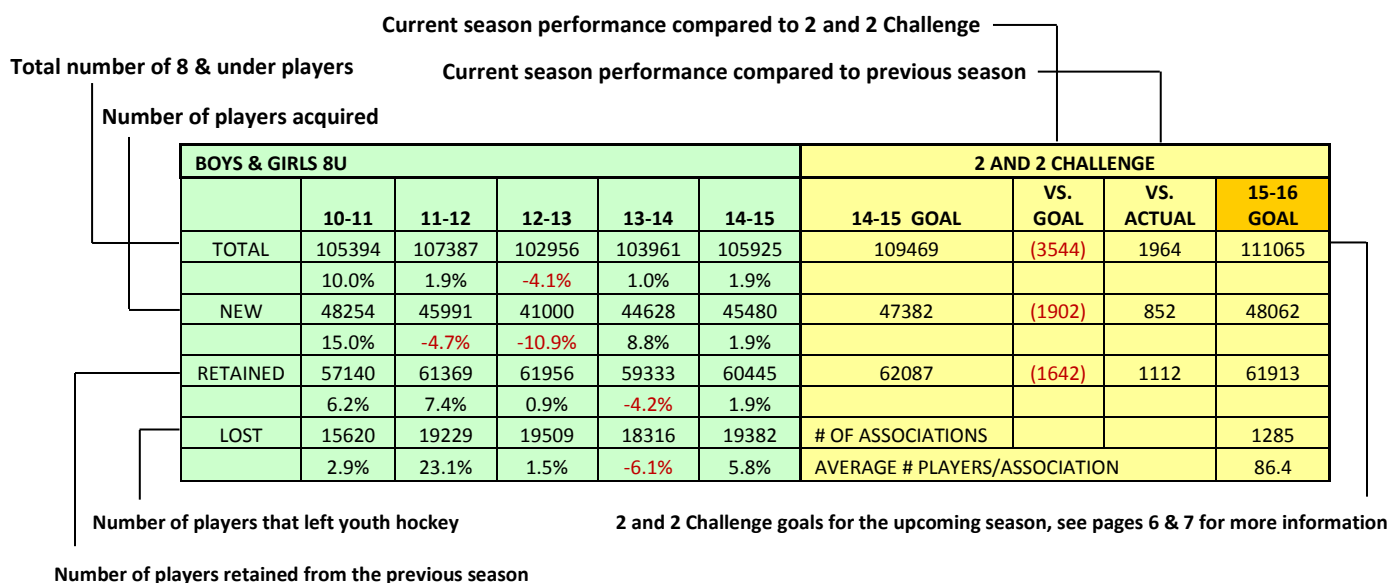
### TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	2010-11	2011-12	2012-13	2013-14	2014-15
<b>Participants</b>	171,826	174,884	175,867	177,906	181,107
<b>% increase</b>	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
<b>TOTAL</b>	105394	107387	102956	103961	105925
<b>%</b>	10.0%	1.9%	-4.1%	1.0%	1.9%
<b>NEW</b>	48254	45991	41000	44628	45480
<b>%</b>	15.0%	-4.7%	-10.9%	8.8%	1.9%
<b>RETAINED</b>	57140	61396	61956	59333	60445
<b>%</b>	6.2%	7.4%	0.9%	-4.2%	1.9%
<b>LOST</b>	15620	19229	19509	18316	19382
<b>%</b>	2.9%	23.1%	1.5%	-6.1%	5.8%

### NATIONAL BOYS 8U

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

### NATIONAL GIRLS 8U

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



## 2014-15 KEY TAKEAWAYS—NEW MEXICO

### Total

- The total number of players ages 8 & under in New Mexico increased by 24 (12.5%) to 216.
- This was the highest percentage of growth in total players in the past 5 seasons.

### Acquisition

- New players increased by 33 (41.3%) to 113.
- This marked the first growth in new players since the 2011-12 season.

### Retention

- Retained players decreased by 9 (-8.0%) from 2013-14 to 103.

### NEW MEXICO BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	222	246	226	192	216
%	4.7%	10.8%	-8.1%	-15.0%	12.5%
<b>NEW</b>	112	119	85	80	113
%	12.0%	6.3%	-28.6%	-5.9%	41.3%
<b>RETAINED</b>	110	127	141	112	103
%	-1.8%	15.5%	11.0%	-20.6%	-8.0%
<b>LOST</b>	49	39	43	49	32
%	28.9%	-20.4%	10.3%	14.0%	-34.7%

### NEW MEXICO BOYS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	176	207	190	153	177
%	0.0%	17.6%	-8.2%	-19.5%	15.7%
<b>NEW</b>	87	102	68	59	92
%	3.6%	17.2%	-33.3%	-13.2%	55.9%
<b>RETAINED</b>	89	105	122	94	85
%	-3.3%	18.0%	16.2%	-23.0%	-9.6%
<b>LOST</b>	43	28	32	37	21
%	38.7%	-34.9%	14.3%	15.6%	-43.2%

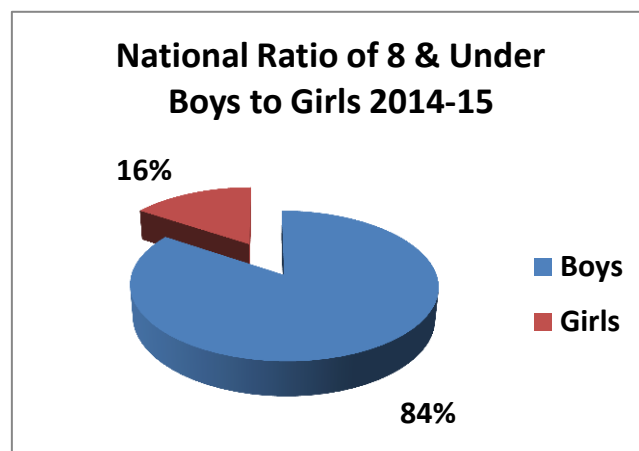
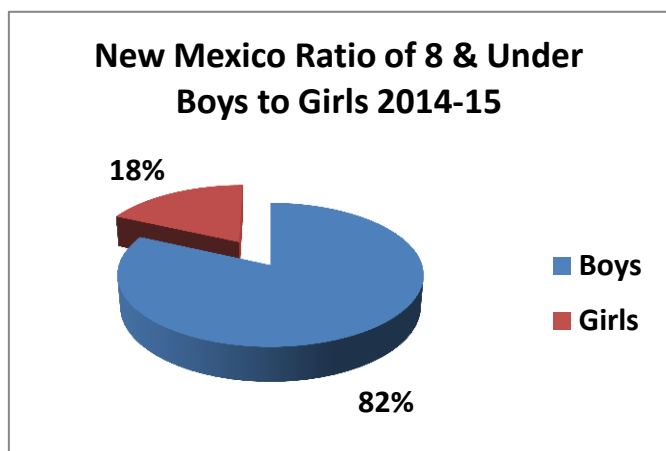
### NEW MEXICO GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
<b>TOTAL</b>	46	39	36	39	39
%	27.8%	-15.2%	-7.7%	8.3%	0.0%
<b>NEW</b>	25	17	17	21	21
%	56.3%	-32.0%	0.0%	23.5%	0.0%
<b>RETAINED</b>	21	22	19	18	18
%	5.0%	4.8%	-13.6%	-5.3%	0.0%
<b>LOST</b>	6	11	11	12	11
%	-14.3%	83.3%	0.0%	9.1%	-8.3%

## RATIO OF BOYS TO GIRLS—8 & UNDERS

**New Mexico:** Boys represented 82% of all 8 & under youth hockey participants, while girls represented 18%.

**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.

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

- 41.4% of all 4 Year Olds returned as 5 Year Olds
- 32.7% of all 5 Year Olds returned as 6 Year Olds
- 63.8% of all 6 Year Olds returned as 7 Year Olds
- 65.1% of all 7 Year Olds returned as 8 Year Olds
  
- 77.1% of all 10 & Under returned in 2014-15
- 77.8% of all 12 & Under returned in 2014-15
- 93.7% 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 14<sup>th</sup> - 20<sup>th</sup>

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 7<sup>th</sup> & February 20<sup>th</sup>

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](http://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

### NEW MEXICO

NEW MEXICO	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	212	216	236
NEW	90	113	123
RETAINED	122	103	113

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

- **TOTAL:** 216 + 20 = 236 (9.3%)
- **NEW:** 113 + 10 = 123 (8.9%)
- **RETAINED:** 103 + 10 = 113 (9.7%)

### 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 several associations experienced growth, no one successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

### NEW MEXICO'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Taos Youth Hockey Association	+12
2. New Mexico Ice Hockey Foundation	+6
3. Santa Fe Skaters Association	+3
4. Los Alamos Hockey Association	-6
5. New Mexico Amateur Hockey Association	-12





NMH0030 LOS ALAMOS 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	64	47	41	51	(10)	(6)	45
NEW	22	13	11	15	(4)	(2)	13
RETAINED	42	34	30	36	(6)	(4)	32
LOST	4	9	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	49	36	32	TOTAL	15	11	9
NEW	18	10	8	NEW	4	3	3
RETAINED	31	26	24	RETAINED	11	8	6
LOST	3	7	5	LOST	1	2	4
RATIO BOYS TO GIRLS			78.0%				22.0%

NMH0054 NEW MEXICO 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	44	39	27	43	(16)	(12)	31
NEW	16	14	9	16	(7)	(5)	11
RETAINED	28	25	18	27	(9)	(7)	20
LOST	4	9	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	42	35	25	TOTAL	2	4	2
NEW	15	11	7	NEW	1	3	2
RETAINED	27	24	18	RETAINED	1	1	0
LOST	3	8	4	LOST	1	1	1
RATIO BOYS TO GIRLS			92.6%				7.4%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	52	42	48	46	2	6	52
NEW	24	22	30	24	6	8	32
RETAINED	28	20	18	22	(4)	(2)	20
LOST	10	16	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	47	35	39	TOTAL	5	7	9
NEW	23	16	22	NEW	1	6	8
RETAINED	24	19	17	RETAINED	4	1	1
LOST	6	14	5	LOST	4	2	1
RATIO BOYS TO GIRLS			81.3%				18.8%



NMH0070 SANTA FE SKATERS 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	25	21	24	25	(1)	3	28
NEW	6	11	12	13	(1)	1	14
RETAINED	19	10	12	12	0	2	14
LOST	3	2	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	25	19	20	TOTAL	0	2	4
NEW	6	9	10	NEW	0	2	2
RETAINED	19	10	10	RETAINED	0	0	2
LOST	3	2	3	LOST	0	0	0
RATIO BOYS TO GIRLS			83.3%				16.7%

NMH0040 TAOS 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	34	31	43	35	8	12	47
NEW	13	15	27	17	10	12	29
RETAINED	21	16	16	18	(2)	0	18
LOST	13	11	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	25	23	33	TOTAL	9	8	10
NEW	7	11	23	NEW	6	4	4
RETAINED	18	12	10	RETAINED	3	4	6
LOST	10	6	4	LOST	3	5	1
RATIO BOYS TO GIRLS			76.7%				23.3%