

2015-2016 8 & UNDER MEMBERSHIP REPORT



TABLE OF CONTENTS

Background	Page 1
National Analysis	Page 2
NewMexico Analysis	Pages 3-4
2 and 2 Challenge	Pages 5-6
NewMexico's 2015-16 Association Performance	Page 7
Local Association Analysis	Pages 8-9
Program Services Contact for Affiliate	Shannon Webster (719) 538-1118/ shannonw@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 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—NEW MEXICO

Total

- The total number of players ages 8 & under in New Mexico increased by 18 (8.3%) to 234.
- This is the second consecutive season New Mexico has seen growth in total players.

Acquisition

- New players increased by 16 (14.2%) to 129.
- This is the second consecutive season New Mexico has seen growth in new players.

Retention

- Retained players increased by 2 (1.9%) to 105.

NEW MEXICO BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	246	226	192	216	234
%	10.8%	-8.1%	-15.0%	12.5%	8.3%
NEW	119	85	80	113	129
%	6.3%	-28.6%	-5.9%	41.3%	14.2%
RETAINED	127	141	112	103	105
%	15.5%	11.0%	-20.6%	-8.0%	1.9%
LOST	39	43	49	32	56
%	-20.4%	10.3%	14.0%	-34.7%	75.0%

NEW MEXICO BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	207	190	153	177	179
%	17.6%	-8.2%	-19.5%	15.7%	1.1%
NEW	102	68	59	92	93
%	17.2%	-33.3%	-13.2%	55.9%	1.1%
RETAINED	105	122	94	85	86
%	18.0%	16.2%	-23.0%	-9.6%	1.2%
LOST	28	32	37	21	45
%	-34.9%	14.3%	15.6%	-43.2%	114.3%

NEW MEXICO GIRLS 8U

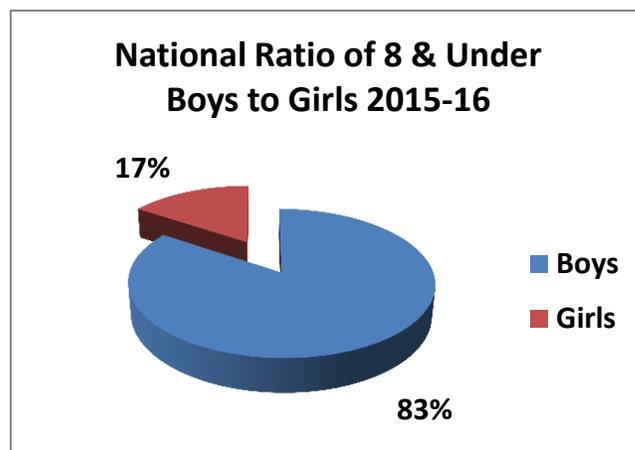
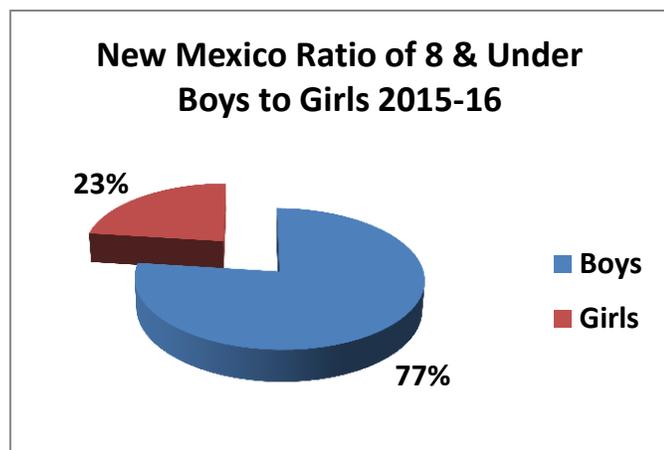
	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	39	36	39	39	55
%	-15.2%	-7.7%	8.3%	0.0%	41.0%
NEW	17	17	21	21	36
%	-32.0%	0.0%	23.5%	0.0%	19.0%
RETAINED	22	19	18	18	19
%	4.8%	-13.6%	-5.3%	0.0%	5.6%
LOST	11	11	12	11	11
%	83.3%	0.0%	9.1%	-8.3%	0.0%



RATIO OF BOYS TO GIRLS—8 & UNDERS

New Mexico: Boys represented 77% of all 8 & under youth hockey participants, while girls represented 23%.

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.

New Mexico's retention results for 2015-16 by age segment:

- 27.9% of all 4 Year Olds returned as 5 Year Olds
- 36.7% of all 5 Year Olds returned as 6 Year Olds
- 72.3% of all 6 Year Olds returned as 7 Year Olds
- 70.6% of all 7 Year Olds returned as 8 Year Olds

- 85.5% of all 10 & Under returned in 2015-16
- 80.9% of all 12 & Under returned in 2015-16
- 95.1% 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

NEW MEXICO

NEW MEXICO	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	236	234	254
NEW	123	129	139
RETAINED	113	105	115

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

- **TOTAL:** 234 + 20 = 254 (8.5%)
- **NEW:** 129 + 10 = 139 (7.8%)
- **RETAINED:** 105 + 10 = 115 (9.5%)

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 New Mexico Ice Hockey Foundation successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

NEW MEXICO'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Los Alamos Hockey Association	+23
2. New Mexico Ice Hockey Foundation	+15
3. New Mexico Amateur Hockey Association	+1
4. Taos Youth Hockey Association	-7
5. Santa Fe Skaters Association	-10



NMH0030 LOS ALAMOS 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	47	41	64	45	19	23	68
NEW	13	11	38	13	25	27	40
RETAINED	34	30	26	32	(6)	(4)	28
LOST	9	9	1				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	36	32	44	TOTAL	11	9	20
NEW	10	8	25	NEW	3	3	13
RETAINED	26	24	19	RETAINED	8	6	7
LOST	7	5	1	LOST	2	4	0
RATIO BOYS TO GIRLS			68.8%				31.3%

NMH0054 NEW MEXICO AMATEUR 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	39	27	28	31	(3)	1	32
NEW	14	9	11	11	0	2	13
RETAINED	25	18	17	20	(3)	(1)	19
LOST	9	5	5				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	35	25	25	TOTAL	4	2	3
NEW	11	7	9	NEW	3	2	2
RETAINED	24	18	16	RETAINED	1	0	1
LOST	8	4	5	LOST	1	1	0
RATIO BOYS TO GIRLS			89.3%				10.7%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	42	48	63	52	11	15	67
NEW	22	30	39	32	7	9	41
RETAINED	20	18	24	20	4	6	26
LOST	16	6	11				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	35	39	49	TOTAL	7	9	16
NEW	16	22	37	NEW	6	8	12
RETAINED	19	17	20	RETAINED	1	1	4
LOST	14	5	7	LOST	2	1	4
RATIO BOYS TO GIRLS			74.6%				25.4%



NMH0070 SANTA FE SKATERS 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	21	24	14	28	(14)	(10)	18
NEW	11	12	6	14	(8)	(6)	8
RETAINED	10	12	8	14	(6)	(4)	10
LOST	2	3	3				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	19	20	12	TOTAL	2	4	2
NEW	9	10	5	NEW	2	2	1
RETAINED	10	10	7	RETAINED	0	2	1
LOST	2	3	3	LOST	0	0	0
RATIO BOYS TO GIRLS			85.7%				14.3%

NMH0040 TAOS 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	31	43	36	47	(11)	(7)	40
NEW	15	27	17	29	(12)	(10)	19
RETAINED	16	16	19	18	1	3	21
LOST	11	5	13				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	23	33	28	TOTAL	8	10	8
NEW	11	23	12	NEW	4	4	5
RETAINED	12	10	16	RETAINED	4	6	3
LOST	6	4	10	LOST	5	1	3
RATIO BOYS TO GIRLS			77.8%				22.2%