# 2014-2015 8 & Under Membership Report



# Rhode Island Hockey



# TABLE OF CONTENTS

Background	Page 1
National Analysis	Page 2
Rhode Island Analysis	Pages 3-4
2 and 2 Challenge	Pages 5-6
Rhode Island's 2014-15 Association Perf	formance 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 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.

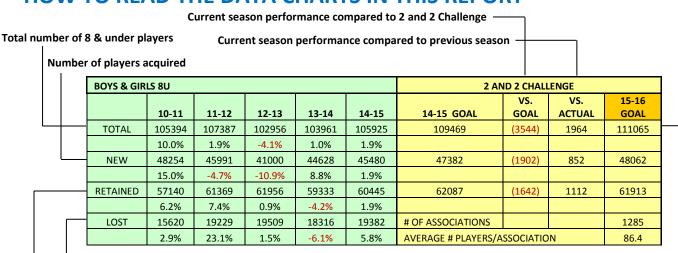
#### **TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14**

	2010-11	2011-12	2012-13	2013-14	2014-15
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



Number of players that left youth hockey

2 and 2 Challenge goals for the upcoming season, see pages 6 & 7 for more information



# 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—RHODE ISLAND**

#### Total

• The total number of players ages 8 & under in Rhode Island decreased by 118 (-7.7%) to 1,416.

#### Acquisition

- New players decreased by 112 (-17.0%) to 546.
- This was the third decrease in new players in the past five seasons.

#### Retention

• Retained players decreased by 6 (-0.7%) from 2013-14 to 870.

#### **RHODE ISLAND BOYS AND GIRLS 8U**

	10-11	11-12	12-13	13-14	14-15
TOTAL	1639	1642	1496	1534	1416
%	-2.1%	0.2%	-8.9%	2.5%	-7.7%
NEW	624	693	533	658	546
%	-2.5%	11.1%	-23.1%	23.5%	-17.0%
RETAINED	1015	949	963	876	870
%	-1.8%	-6.5%	1.5%	-9.0%	-0.7%
LOST	376	365	384	337	382
%	4.4%	<b>-2.9%</b> 5.2%		-12.2%	13.4%

#### **RHODE ISLAND BOYS 8U**

	10-11	11-12	12-13	13-14	14-15
TOTAL	1363	1360	1261	1285	1179
%	-1.1%	-0.2%	-7.3%	1.9%	-8.2%
NEW	495	556	435	523	418
%	-1.2%	12.3%	-21.8%	20.2%	-20.1%
RETAINED	868	804	826	762	761
%	-1.0%	-7.4%	2.7%	-7.7%	-0.1%
LOST	280	265	278	261	287
%	4.1%	-5.4%	-5.4% 4.9% -6.3		10.0%

#### **RHODE ISLAND GIRLS 8U**

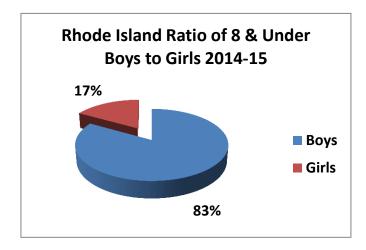
	10-11	11-12	12-13	13-14	14-15
TOTAL	276	282	235	249	237
%	-6.8%	2.2%	-16.7%	6.0%	-4.8%
NEW	129	137	98	135	128
%	-7.2%	6.2%	-28.5%	37.8%	-5.2%
RETAINED	147	145	137	114	109
%	-6.4%	-1.4%	-5.5%	-16.8%	-4.4%
LOST	96	100	106	76	95
%	5.5%	4.2%	6.0%	-28.3%	25.0%

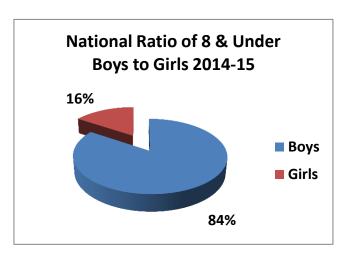


## **RATIO OF BOYS TO GIRLS—8 & UNDERS**

Rhode Island: 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.

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

•	52.6% of all 4 Year Olds returned as 5 Year Olds	National Average 37.4%
•	63.4% of all 5 Year Olds returned as 6 Year Olds	National Average 55.2%
•	76.1% of all 6 Year Olds returned as 7 Year Olds	National Average 70.1%

83.2% of all 7 Year Olds returned as 8 Year Olds National Average 77.2%

**86.5% of all 10 & Under returned in 2014-15**National Average 86.0%

**90.9% of all 12 & Under returned in 2014-15**National Average 91.6%

**93.2% of all 14 & Under returned in 2014-15**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 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 s	evious three seasons results—				Challenge	results and go	oals
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

#### **RHODE ISLAND**

RHODE ISLAND	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	1,590	1,416	1,460
NEW	686	546	568
RETAINED	904	870	892

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

• **TOTAL:** 1,416 + 44 = **1,460 (3.1%)** 

• **NEW:** 546 + 22 = **568 (4.0%)** 

RETAINED: 870 + 22 = 892 (2.5%)

#### **NATIONAL**

NATIONAL	TIONAL 2014-15 2014-15 GOAL 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, unfortunately no one successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

# **RHODE ISLAND'S 2014-15 ASSOCIATION PERFORMANCE**

<u>Ass</u>	<u>ociation</u>	Net Growth
1.	Providence Jr Friars	+17
2.	Burrillville Junior Hockey League	+10
3.	Rhode Island Stings	+10
4.	Providence Capitals	-8
5.	Brown Youth Hockey Association Inc.	-9
6.	Newport Youth Hockey	-16
7.	Southern Rhode Island Youth Hockey Assoc	-17
8.	Warwick Junior Hockey Association	-27
9.	GPYHA	-49
10.	N.R.I. Vikings	-59
11.	Woonsocket North Stars	-115



RIH0003 BROWN YOUTH HOCKEY ASSOCIATION INC

BOYS & GIRLS_8 & U	INDER		2 AND 2 CHALLENGE				
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	38	50	41	54	(13)	(9)	45
NEW	17	29	18	31	(13)	(11)	20
RETAINED	21	21	23	23	0	2	25
LOST	14	5	12				

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	34	40	32	TOTAL	4	10	9		
NEW	16	21	12	NEW	1	8	6		
RETAINED	18	19	20	RETAINED	3	2	3		
LOST	10	5	7	LOST	4	0	5		
RATIO BOYS TO									
GIRLS			78.0%				22.0%		

RIH0142 BURRILLVILLE JUNIOR HOCKEY LEAGUE

MIIIOITE	MINO142 BONNIEWILLE JONION HOCKET LEAGUE									
BOYS & GIRLS_8 & U	INDER		2 AND 2 CHALLENGE							
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL			
TOTAL	86	71	81	75	6	10	85			
NEW	31	19	37	21	16	18	39			
RETAINED	55	52	44	54	(10)	(8)	46			
LOST	20	19	15							

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	71	59	66	TOTAL	15	12	15		
NEW	24	15	27	NEW	7	4	10		
RETAINED	47	44	39	RETAINED	8	8	5		
LOST	13	15	12	LOST	7	4	3		
RATIO BOYS TO									
GIRLS			81.5%				18.5%		

RIH0139 GPYHA

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	125	116	67	120	(53)	(49)	71
NEW	71	43	21	45	(24)	(22)	23
RETAINED	54	73	46	75	(29)	(27)	48
LOST	29	30	42				

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	114	105	59	TOTAL	11	11	8		
NEW	66	39	16	NEW	5	4	5		
RETAINED	48	66	43	RETAINED	6	7	3		
LOST	23	26	36	LOST	6	4	6		
RATIO BOYS TO GIRLS			88.1%				11.9%		



RIH0170 NEWPORT YOUTH HOCKEY

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	192	178	162	182	(20)	(16)	166
NEW	78	74	73	76	(3)	(1)	75
RETAINED	114	104	89	106	(17)	(15)	91
LOST	63	47	56				

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	151	134	137	TOTAL	41	44	25		
NEW	59	48	60	NEW	19	26	13		
RETAINED	92	86	77	RETAINED	22	18	12		
LOST	38	35	33	LOST	25	12	23		
RATIO BOYS TO									
GIRLS			84.6%				15.4%		

RIH0146 N.R.I. VIKINGS

BOYS & GIRLS_8 & U	2 AND 2 CHALLENGE						
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	142	144	85	148	(63)	(59)	89
NEW	39	65	8	67	(59)	(57)	10
RETAINED	103	79	77	81	(4)	(2)	79
LOST	37	32	44				

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	123	128	77	TOTAL	19	16	8		
NEW	35	57	7	NEW	4	8	1		
RETAINED	88	71	70	RETAINED	15	8	7		
LOST	28	26	39	LOST	9	6	5		
RATIO BOYS TO									
GIRLS			90.6%				9.4%		

RIH0008 PROVIDENCE CAPITALS

BOYS & GIRLS_8 & U	NDER		2 AND 2 CHALLENGE				
	12-13	13-14	14-15	14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	151	65	57	69	(12)	(8)	61
NEW	104	45	36	47	(11)	(9)	38
RETAINED	47	20	21	22	(1)	1	23
LOST	90	102	50				

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	134	59	53	TOTAL	17	6	4		
NEW	94	40	32	NEW	10	5	4		
RETAINED	40	19	21	RETAINED	7	1	0		
LOST	72	86	44	LOST	18	16	6		
RATIO BOYS TO									
GIRLS			93.0%				7.0%		



RIH0174 PROVIDENCE JR FRIARS

BOYS & GIRLS_8 & U	NDER			2 AND 2 CHALLENGE			
	12-13 13-14 14-15				VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	0	15	32	19	13	17	36
NEW	0	15	32	17	15	17	34
RETAINED	0	0	0	2	(2)	0	2
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15	
TOTAL	0	15	31	TOTAL	0	0	1	
NEW	0	15	31	NEW	0	0	1	
RETAINED	0	0	0	RETAINED	0	0	0	
LOST	0	0	0	LOST	0	0	0	
RATIO BOYS TO								
GIRLS			96.9%				3.1%	

RIH0134 RHODE ISLAND STINGS

BOYS & GIRLS_8 & U	NDER			2 AND 2 CHALLENGE							
	12-13 13-14 14-15			14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL				
TOTAL	14	8	18	12	6	10	22				
NEW	14	2	17	4	13	15	19				
RETAINED	0	6	1	8	(7)	(5)	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	0	TOTAL	14	8	18	
NEW	0	0	0	NEW	14	2	17	
RETAINED	0	0	0	RETAINED	0	6	1	
LOST	0	0	0	LOST	0	0	0	
RATIO BOYS TO								
GIRLS			0.0%				100.0%	

RIH0011 SOUTHERN RHODE ISLAND YOUTH HOCKEY ASSOC

BOYS & GIRLS_8 & U	NDER			2 AND 2 CHALLENGE			
	12-13 13-14 14-15			14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL
TOTAL	138	157	140	161	(21)	(17)	144
NEW	53	70	49	72	(23)	(21)	51
RETAINED	85	87	91	89	2	4	93
LOST	34	26	27				

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	117	130	118	TOTAL	21	27	22		
NEW	44	59	40	NEW	9	11	9		
RETAINED	73	71	78	RETAINED	12	16	13		
LOST	24	23	22	LOST	10	3	5		
RATIO BOYS TO									
GIRLS			84.3%				15.7%		



#### RIH0144 WARWICK JUNIOR HOCKEY ASSOCIATION

BOYS & GIRLS_8 & U	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	246	270	243	274	(31)	(27)	247	
NEW	86	129	92	131	(39)	(37)	94	
RETAINED	160	141	151	143	8	10	153	
LOST	62	63	62					
	•				•	•		

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	214	240	207	TOTAL	32	30	36		
NEW	71	114	69	NEW	15	15	23		
RETAINED	143	126	138	RETAINED	17	15	13		
LOST	51	52	54	LOST	11	11	8		
RATIO BOYS TO									
GIRLS			85.2%				14.8%		

#### RIH0161 WOONSOCKET NORTH STARS

	71 C C 110 C C112 1									
BOYS & GIRLS_8 & U	JNDER			2 AND 2 CHALLENGE						
	12-13 13-14 14-15			14-15 GOAL	VS. GOAL	VS. ACTUAL	15-16 GOAL			
TOTAL	116	160	45	164	(119)	(115)	49			
NEW	45	104	5	106	(101)	(99)	7			
RETAINED	71	56	40	58	(18)	(16)	42			
LOST	28	26	90							

BOYS_8 & UNDER	BOYS_8 & UNDER				GIRLS_8 & UNDER				
	12-13	13-14	14-15		12-13	13-14	14-15		
TOTAL	102	134	44	TOTAL	14	26	1		
NEW	39	82	5	NEW	6	22	0		
RETAINED	63	52	39	RETAINED	8	4	1		
LOST	23	19	66	LOST	5	7	24		
RATIO BOYS TO									
GIRLS			97.8%				2.2%		