

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**

Number of players acquired

	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%
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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—WYOMING

Total

- The total number of players ages 8 & under in Wyoming increased by 62 (13.3%) to 527.

Acquisition

- New players increased by 91 (50.6%) to 271.
- This marked the first increase in new players since the 2011-12 season and a 5 year peak in growth.

Retention

- Retained players decreased by 29 (-10.2%) from 2013-14 to 256.

WYOMING BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	462	515	509	465	527
%	5.7%	11.5%	-1.2%	-8.6%	13.3%
NEW	226	267	251	180	271
%	21.5%	18.1%	-6.0%	-28.3%	50.6%
RETAINED	236	248	258	285	256
%	-6.0%	5.1%	4.0%	10.5%	-10.2%
LOST	87	107	129	127	96
%	-16.3%	23.0%	20.6%	-1.6%	-24.4%

WYOMING BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	392	432	435	399	446
%	5.4%	10.2%	0.7%	-8.3%	11.8%
NEW	187	215	205	148	222
%	24.7%	15.0%	-4.7%	-27.8%	50.0%
RETAINED	205	217	230	251	224
%	-7.7%	5.9%	6.0%	9.1%	-10.8%
LOST	70	85	93	99	75
%	-13.6%	21.4%	9.4%	6.5%	-24.2%

WYOMING GIRLS 8U

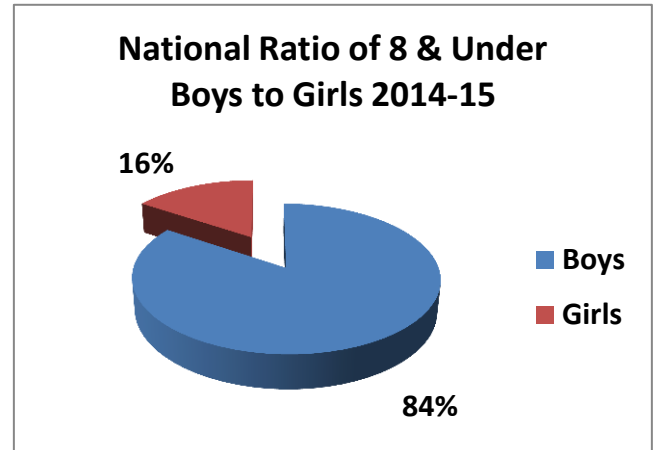
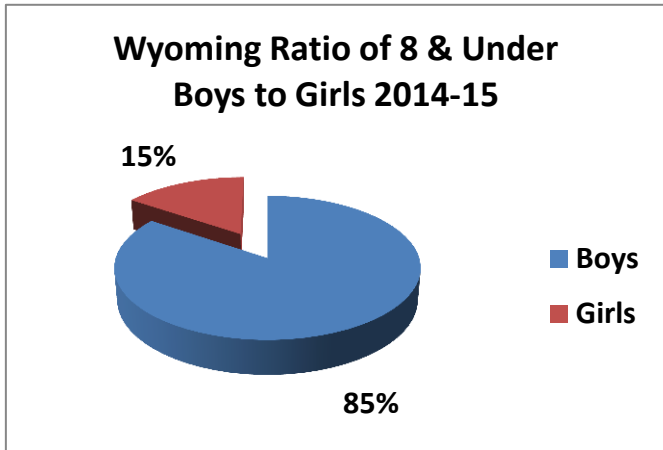
	10-11	11-12	12-13	13-14	14-15
TOTAL	70	83	74	66	81
%	7.7%	18.6%	-10.8%	-10.8%	22.7%
NEW	39	52	46	32	49
%	8.3%	33.3%	-11.5%	-30.4%	53.1%
RETAINED	31	31	28	34	32
%	6.9%	0.0%	-9.7%	21.4%	-5.9%
LOST	17	22	36	28	21
%	-26.1%	29.4%	63.6%	-22.2%	-25.0%



RATIO OF BOYS TO GIRLS—8 & UNDERS

Wyoming: Boys represented 85% of all 8 & under youth hockey participants, while girls represented 15%.

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.

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

- 21.8% of all 4 Year Olds returned as 5 Year Olds
- 49.0% of all 5 Year Olds returned as 6 Year Olds
- 61.7% of all 6 Year Olds returned as 7 Year Olds
- 70.7% of all 7 Year Olds returned as 8 Year Olds

- 74.6% of all 10 & Under returned in 2014-15
- 85.8% of all 12 & Under returned in 2014-15
- 89.5% 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

WYOMING

WYOMING	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	501	527	571
NEW	198	271	293
RETAINED	303	256	278

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

- **TOTAL:** 527 + 44 = 571 (8.3%)
- **NEW:** 271 + 22 = 293 (8.1%)
- **RETAINED:** 256 + 22 = 278 (8.6%)

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 Casper Amateur Hockey Club and Laramie Amateur Hockey Club successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

WYOMING'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Laramie Amateur Hockey Club	+99
2. Jackson Youth Hockey	+21
3. Gillette Hockey Association	+15
4. Casper Amateur Hockey Club	+10
5. Cheyenne Youth Hockey Association	+7
6. Wyoming State Teams	+7
7. Riverton Ice Hockey Association	+6
8. Park County Youth Hockey Association	+5
9. Rock Springs Youth Hockey	+5
10. Douglas Youth Hockey Association	-4
11. Pinedale Hockey Association	-4



WYH0004 CASPER AMATEUR HOCKEY CLUB

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	77	75	85	79	6	10	89
NEW	36	30	34	32	2	4	36
RETAINED	41	45	51	47	4	6	53
LOST	21	17	11				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	71	69	77	TOTAL	6	6	8
NEW	31	26	29	NEW	5	4	5
RETAINED	40	43	48	RETAINED	1	2	3
LOST	19	15	11	LOST	2	2	0
RATIO BOYS TO GIRLS			90.6%				9.4%

WYH0011 CHEYENNE 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	42	34	41	38	3	7	45
NEW	11	8	27	10	17	19	29
RETAINED	31	26	14	28	(14)	(12)	16
LOST	13	4	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	38	30	36	TOTAL	4	4	5
NEW	11	7	22	NEW	0	1	5
RETAINED	27	23	14	RETAINED	4	3	0
LOST	11	4	8	LOST	2	0	1
RATIO BOYS TO GIRLS			87.8%				12.2%

WYH0015 DOUGLAS 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	18	16	12	20	(8)	(4)	16
NEW	11	9	5	11	(6)	(4)	7
RETAINED	7	7	7	9	(2)	0	9
LOST	11	7	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	17	12	9	TOTAL	1	4	3
NEW	10	5	4	NEW	1	4	1
RETAINED	7	7	5	RETAINED	0	0	2
LOST	6	7	7	LOST	5	0	2
RATIO BOYS TO GIRLS			75.0%				25.0%



WYH0060 GILLETTE 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	0	0	15	4	11	15	19
NEW	0	0	2	2	0	2	4
RETAINED	0	0	13	2	11	13	15
LOST	0	0	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	14	TOTAL	0	0	1
NEW	0	0	1	NEW	0	0	1
RETAINED	0	0	13	RETAINED	0	0	0
LOST	0	0	4	LOST	0	0	2
RATIO BOYS TO GIRLS			93.3%				6.7%

WYH0080 JACKSON YOUTH HOCKEY

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	129	98	119	102	17	21	123
NEW	58	16	68	18	50	52	70
RETAINED	71	82	51	84	(33)	(31)	53
LOST	18	21	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	112	86	100	TOTAL	17	12	19
NEW	46	11	53	NEW	12	5	15
RETAINED	66	75	47	RETAINED	5	7	4
LOST	12	14	13	LOST	6	7	6
RATIO BOYS TO GIRLS			84.0%				16.0%

WYH0003 LARAMIE AMATEUR HOCKEY CLUB

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	48	147	52	95	99	151
NEW	18	31	116	33	83	85	118
RETAINED	16	17	31	19	12	14	33
LOST	2	13	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	30	40	119	TOTAL	4	8	28
NEW	16	26	93	NEW	2	5	23
RETAINED	14	14	26	RETAINED	2	3	5
LOST	1	11	5	LOST	1	2	2
RATIO BOYS TO GIRLS			81.0%				19.0%



WYH0050 PARK COUNTY 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	32	27	32	31	1	5	36
NEW	14	12	21	14	7	9	23
RETAINED	18	15	11	17	(6)	(4)	13
LOST	3	10	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	29	24	27	TOTAL	3	3	5
NEW	12	10	18	NEW	2	2	3
RETAINED	17	14	9	RETAINED	1	1	2
LOST	3	8	5	LOST	0	2	1
RATIO BOYS TO GIRLS			84.4%				15.6%

WYH0008 PINEDALE 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	25	26	22	30	(8)	(4)	26
NEW	16	7	11	9	2	4	13
RETAINED	9	19	11	21	(10)	(8)	13
LOST	10	6	8				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	21	22	18	TOTAL	4	4	4
NEW	13	7	8	NEW	3	0	3
RETAINED	8	15	10	RETAINED	1	4	1
LOST	8	6	6	LOST	2	0	2
RATIO BOYS TO GIRLS			81.8%				18.2%

WYH0040 RIVERTON ICE 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	24	16	22	20	2	6	26
NEW	10	7	15	9	6	8	17
RETAINED	14	9	7	11	(4)	(2)	9
LOST	7	8	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	18	13	18	TOTAL	6	3	4
NEW	7	5	12	NEW	3	2	3
RETAINED	11	8	6	RETAINED	3	1	1
LOST	5	6	2	LOST	2	2	3
RATIO BOYS TO GIRLS			81.8%				18.2%



WYH0009 ROCK SPRINGS YOUTH HOCKEY

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	35	41	46	45	1	5	50
NEW	17	17	21	19	2	4	23
RETAINED	18	24	25	26	(1)	1	27
LOST	14	9	6				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	27	34	40	TOTAL	8	7	6
NEW	14	15	19	NEW	3	2	2
RETAINED	13	19	21	RETAINED	5	5	4
LOST	12	7	5	LOST	2	2	1
RATIO BOYS TO GIRLS			87.0%				13.0%

WYH0001 WYOMING STATE TEAMS

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	0	0	7	4	3	7	11
NEW	0	0	7	2	5	7	9
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	0	7	TOTAL	0	0	0
NEW	0	0	7	NEW	0	0	0
RETAINED	0	0	0	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%