

# 2016-2017 8 & UNDER MEMBERSHIP REPORT



## TABLE OF CONTENTS

Background .....	Page 1
National Analysis .....	Page 2
Oregon Analysis .....	Pages 3-4
2 and 2 Challenge .....	Page 5
Oregon's 2016-17 Association Performance .....	Page 6
Local Association Analysis .....	Page 7
Program Services Contact for Affiliate .....	Kevin Erlenbach (719) 538-1119/ KevinE@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 local 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 2017-18 season.

## TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 8 & UNDER

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>Participants</b>	102,956	103,961	105,925	107,703	115,694
<b>% increase</b>	-4.1%	1.0%	1.9%	1.7%	7.4%

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

- 8 & under participation saw an increase for the fourth year in a row.
- During the 2016-17 season there were 115,694 players; the highest total in USA Hockey's 80 year 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

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>Participants</b>	175,867	177,906	181,107	183,275	184,502
<b>% increase</b>	0.6%	1.2%	1.8%	1.2%	0.7%

## 2 AND 2 CHALLENGE REPORTING

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.

By combining established growth initiatives with USA Hockey's American Development Model, associations are poised to acquire players and retain those players through age-appropriate developmental principles.

Number of players acquired		Current season performance compared to previous season totals							
Total number of 8 & under players		Current season performance compared to 2 and 2 Challenge goals							
BOYS & GIRLS 8U						2 AND 2 CHALLENGE			
	2012-13	2013-14	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
<b>TOTAL</b>	102,956	103,961	105,925	107,703	115,694	111,065	4,629	7,991	120,738
	-4.1%	1.0%	1.9%	1.7%	7.4%				
<b>NEW</b>	41,000	44,628	45,480	45,539	52,076	48,062	4,014	6,537	54,598
	-10.9%	8.8%	1.9%	0.1%	14.4%				
<b>RETAINED</b>	61,956	59,333	60,445	62,164	63,618	63,027	591	1,454	66,140
	0.9%	-4.2%	1.9%	2.8%	2.3%				
<b>LOST</b>	19,509	18,316	19,382	19,518	19,372	# OF ASSOCIATIONS			1,261
	1.5%	-6.1%	5.8%	0.7%	-0.7%	AVERAGE # PLAYERS/ASSOCIATION			91.7

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

## 2016-17 KEY TAKEAWAYS—NATIONAL

### Total

- In 2016-17, the total number of players ages 8 & under increased by 7,991 (+7.4%) to 115,694.
- With this increase, the 2016-17 season represents the largest total at the 8 & under level in USA Hockey history.
- In addition, girls' participation surpassed the unprecedented 20,000-player mark for a new record total.

### Acquisition

- New players increased from 45,539 to 52,076 in 2016-17, an addition of 6,537 (+14.4%).
- This marks the fourth consecutive season of growth in new players.
- USA Hockey saw a record level of growth with new girl participants from 9,341 last season to 10,731 (+14.9%).

### Retained

- Retained players increased by 1,454 (+2.3%) to 63,618.
- This was a new record high for retained players.

### NATIONAL BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	102,956	103,961	105,925	107,703	115,694
%	-4.1%	1.0%	1.9%	1.7%	7.4%
<b>NEW</b>	41,000	44,628	45,480	45,539	52,076
%	-10.9%	8.8%	1.9%	0.1%	14.4%
<b>RETAINED</b>	61,956	59,333	60,445	62,164	63,618
%	0.9%	-4.2%	1.9%	2.8%	2.3%
<b>LOST</b>	19,509	18,316	19,382	19,518	19,372
%	1.5%	-6.1%	5.8%	0.7%	-0.7%

### NATIONAL BOYS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	87,805	88,168	89,386	89,353	95,136
%	-3.7%	0.4%	1.4%	-0.04%	6.5%
<b>NEW</b>	33,917	36,744	37,184	36,198	41,346
%	-10.5%	8.3%	1.2%	-2.7%	14.2%
<b>RETAINED</b>	53,888	51,424	52,202	53,155	53,790
%	1.1%	-4.6%	1.5%	1.8%	1.2%
<b>LOST</b>	15,308	14,559	15,304	15,463	14,792
%	1.0%	-4.9%	5.1%	1.0%	-4.3%

### NATIONAL GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	15,152	15,794	16,539	18,350	20,558
%	-6.4%	4.2%	4.7%	10.9%	12.0%
<b>NEW</b>	7,085	7,887	8,299	9,341	10,731
%	-12.7%	11.3%	5.2%	12.6%	14.9%
<b>RETAINED</b>	8,067	7,907	8,240	9,009	9,827
%	-0.1%	-2.0%	4.2%	9.3%	9.1%
<b>LOST</b>	4,201	3,759	4,082	4,055	4,581
%	2.9%	-10.5%	8.6%	-0.7%	13.0%

## 2016-17 KEY TAKEAWAYS—OREGON

### Total

- The total number of players ages 8 & under in Oregon increased by 28 (+12.7%) to 249.
- This is the highest total player participation in Oregon history.
- In addition, girls' participation increased by 21 (+84.0%) for a new record high.

### Acquisition

- New players increased by 19 (+17.1%) to 130.
- The number of new girl participants grew from 13 last season to 33 (+153.8%).

### Retention

- Retained players increased by 9 (+8.2%) to 119.

### OREGON BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	200	209	233	221	249
<b>%</b>	19.8%	4.5%	11.5%	-5.2%	12.7%
<b>NEW</b>	123	108	106	111	130
<b>%</b>	51.9%	-12.2%	-1.9%	4.7%	17.1%
<b>RETAINED</b>	77	101	127	110	119
<b>%</b>	-10.5%	31.2%	25.7%	-13.4%	8.2%
<b>LOST</b>	31	43	40	62	43
<b>%</b>	29.2%	38.7%	-7.0%	55.0%	-30.6%

### OREGON BOYS 8U

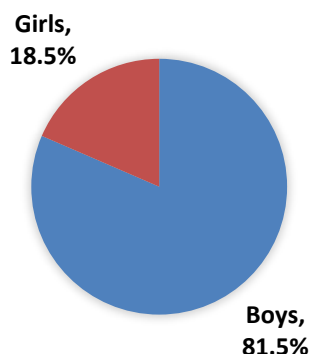
	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	178	183	216	196	203
<b>%</b>	15.6%	2.8%	18.0%	-9.3%	3.6%
<b>NEW</b>	105	92	100	98	97
<b>%</b>	45.8%	-12.4%	8.7%	-2.0%	-1.0%
<b>RETAINED</b>	73	91	116	98	106
<b>%</b>	-11.0%	24.7%	27.5%	-15.5%	8.2%
<b>LOST</b>	25	36	34	59	38
<b>%</b>	25.0%	44.0%	-5.6%	73.5%	-35.6%

### OREGON GIRLS 8U

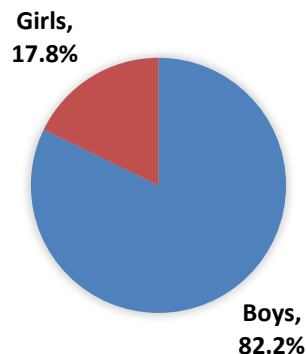
	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	22	26	17	25	46
<b>%</b>	69.2%	18.2%	-34.6%	47.1%	84.0%
<b>NEW</b>	18	16	6	13	33
<b>%</b>	100.0%	-11.1%	-62.5%	116.7%	153.8%
<b>RETAINED</b>	4	10	11	12	13
<b>%</b>	0.0%	150.0%	10.0%	9.1%	8.3%
<b>LOST</b>	6	7	6	3	5
<b>%</b>	50.0%	16.7%	-14.3%	-50.0%	66.7%

## RATIO OF GIRLS TO BOYS—8 & UNDER

**OREGON RATIO OF 8 & UNDER  
GIRLS TO BOYS 2016-17**



**NATIONAL RATIO OF 8 & UNDER  
GIRLS TO BOYS 2016-17**



## RETENTION INCREASES WITH AGE

Youth hockey retention increases with both age and seasons played. While retention rates are consistently maintained from 10U, 12U and 14U age levels, the overall growth of hockey relies on acquiring more 8 & under players.

Oregon's retention results for 2016-17 by age segment in comparison to National average:

OREGON RETENTION	AGE SEGMENT	NATIONAL AVERAGE
36.4%	4 Year Olds returned as 5 Year Olds	35.6%
45.7%	5 Year Olds returned as 6 Year Olds	53.6%
61.1%	6 Year Olds returned as 7 Year Olds	68.3%
59.7%	7 Year Olds returned as 8 Year Olds	74.9%
62.9%	10 & Under	87.0%
82.1%	12 & Under	93.0%
87.9%	14 & Under	95.6%

## 2 AND 2 CHALLENGE GOALS FOR 2017-18 SEASON

### OREGON

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	229	249	261
NEW	115	130	136
RETAINED	114	119	125

Based on 3 associations that registered 5 players or more, the Oregon 2017-18 goals are:

**TOTAL:** 249 + 12 = 261 (+4.8%)

**NEW:** 130 + 6 = 136 (+4.6%)

**RETAINED:** 119 + 6 = 125 (+5.0%)

### NATIONAL

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
TOTAL	111,065	115,694	120,738
NEW	48,062	52,076	54,598
RETAINED	63,027	63,618	66,140

Based on 1,261 associations that registered 5 players or more, the National 2017-18 goals are:

**TOTAL:** 115,694 + 5,044 = 120,738 (+4.4%)

**NEW:** 52,076 + 2,522 = 54,598 (+4.8%)

**RETAINED:** 63,618 + 2,522 = 66,140 (+4.0%)



## 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 18<sup>th</sup> - 24<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 4<sup>th</sup> & March 3<sup>rd</sup>)

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* (Followed by Try Hockey For Free Days)

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](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 the 2016-17 past season and their new goals for 2017-18 season:

Previous three seasons results

2 and 2 Challenge results and goals

BOYS & GIRLS 8 & UNDER				2 AND 2 CHALLENGE			
	2014-15	2015-16	2016-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	64	79	84	83	1	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 2017-18, 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



## ASSOCIATIONS ACCOMPLISHING THEIR 2 AND 2 CHALLENGE GOALS

While some associations experienced growth, none of the associations below successfully met their 2 and 2 Challenge goals by adding two new players and retaining two additional players than the previous season's total.

## OREGON'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. Rogue Valley Youth Hockey Association		+8
2. Lane Amateur Hockey Association		+1
3. Portland Junior Hawks		-6

**ORH0002 LANE AMATEUR HOCKEY ASSOCIATION**

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	30	17	18	21	(3)	1	22
NEW	12	5	9	7	2	4	11
RETAINED	18	12	9	14	(5)	(3)	11
LOST	31	11	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	28	15	17	TOTAL	2	2	1
NEW	12	5	9	NEW	0	0	0
RETAINED	16	10	8	RETAINED	2	2	1
LOST	26	11	2	LOST	5	0	0
RATIO BOYS TO GIRLS			94.4%				5.6%

**ORH0077 PORTLAND JUNIOR HAWKS**

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	126	131	125	135	(10)	(6)	129
NEW	54	58	37	60	(23)	(21)	39
RETAINED	72	73	88	75	13	15	90
LOST	10	22	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	114	115	109	TOTAL	12	16	16
NEW	49	51	32	NEW	5	7	5
RETAINED	65	64	77	RETAINED	7	9	11
LOST	10	20	13	LOST	0	2	2
RATIO BOYS TO GIRLS			87.2%				12.8%

**ORH0005 ROGUE VALLEY YOUTH HOCKEY ASSOCIATION**

BOYS & GIRLS_8 & UNDER				2 AND 2 CHALLENGE			
	14-15	15-16	16-17	16-17 GOAL	VS. GOAL	VS. ACTUAL	17-18 GOAL
TOTAL	0	0	8	4	4	8	12
NEW	0	0	4	2	2	4	6
RETAINED	0	0	4	2	2	4	6
LOST	0	0	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	0	0	8	TOTAL	0	0	0
NEW	0	0	4	NEW	0	0	0
RETAINED	0	0	4	RETAINED	0	0	0
LOST	0	0	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%