

2014-2015 8 & UNDER MEMBERSHIP REPORT

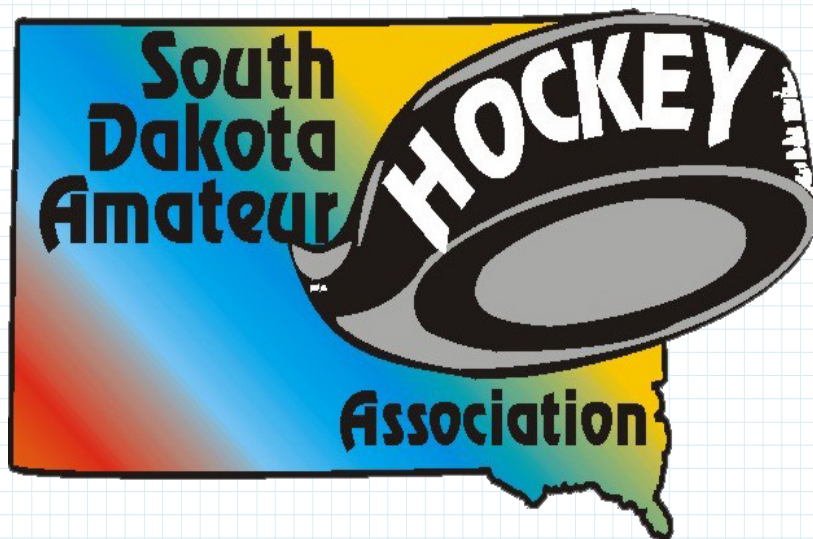


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This report focuses on the foundation of USA Hockey’s player base – the 8 & under age category. It examines the entry-level age group both at the National and Affiliate level for the past five seasons, as well as the past three seasons at the association 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.

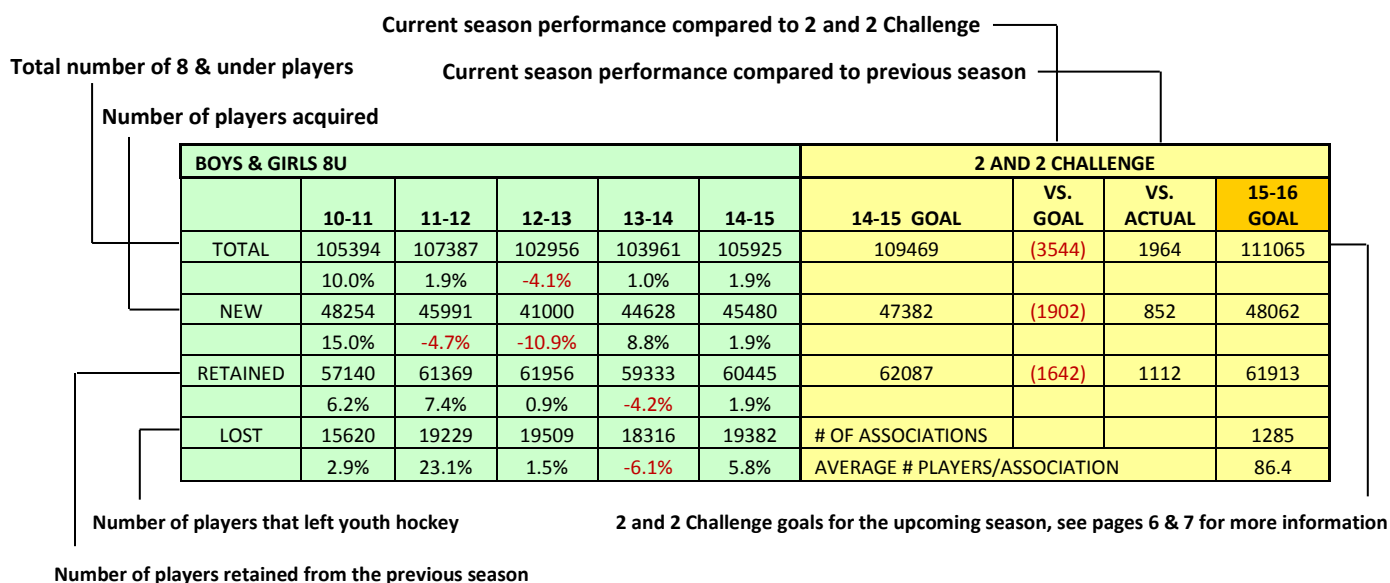
TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	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





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—SOUTH DAKOTA

Total

- The total number of players ages 8 & under in South Dakota increased by 4 (0.5%) to 824.
- This marked the 7th consecutive season South Dakota has seen an increase in total players.

Acquisition

- New players decreased by 4 (-1.1%) to 344.

Retention

- Retained players increased by 8 (1.7%) from 2013-14 to 480.

SOUTH DAKOTA BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	700	729	790	820	824
%	10.6%	4.1%	8.4%	3.8%	0.5%
NEW	336	329	362	348	344
%	13.1%	-2.1%	10.0%	-3.9%	-1.1%
RETAINED	364	400	428	472	480
%	8.3%	9.9%	7.0%	10.3%	1.7%
LOST	115	141	138	142	156
%	-8.7%	22.6%	-2.1%	2.9%	9.9%

SOUTH DAKOTA BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	599	615	673	700	687
%	7.5%	2.7%	9.4%	4.0%	-1.9%
NEW	277	261	304	288	275
%	7.4%	-5.8%	16.5%	-5.3%	-4.5%
RETAINED	322	354	369	412	412
%	7.7%	9.9%	4.2%	11.7%	0.0%
LOST	98	112	112	106	126
%	0.0%	14.3%	0.0%	-5.4%	18.9%

SOUTH DAKOTA GIRLS 8U

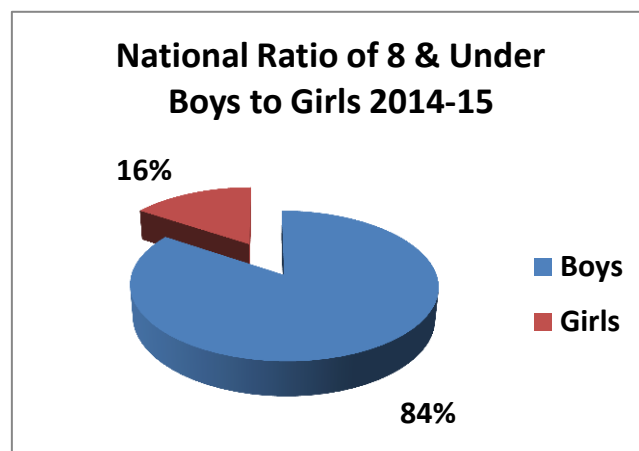
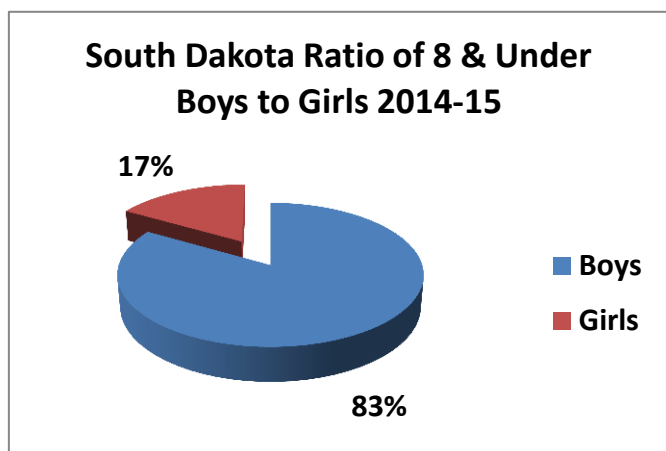
	10-11	11-12	12-13	13-14	14-15
TOTAL	101	114	117	120	137
%	32.9%	12.9%	2.6%	2.6%	14.2%
NEW	59	68	58	60	69
%	51.3%	15.3%	-14.7%	3.4%	15.0%
RETAINED	42	46	59	60	68
%	13.5%	9.5%	28.3%	1.7%	13.3%
LOST	17	29	26	36	30
%	-39.3%	70.6%	-10.3%	38.5%	-16.7%



RATIO OF BOYS TO GIRLS—8 & UNDERS

South Dakota: 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.

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

- 38.5% of all 4 Year Olds returned as 5 Year Olds
- 54.8% of all 5 Year Olds returned as 6 Year Olds
- 73.3% of all 6 Year Olds returned as 7 Year Olds
- 77.5% of all 7 Year Olds returned as 8 Year Olds

- 86.5% of all 10 & Under returned in 2014-15
- 89.3% of all 12 & Under returned in 2014-15
- 93.4% 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

SOUTH DAKOTA

SOUTH DAKOTA	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	860	824	864
NEW	368	344	364
RETAINED	492	480	500

Based on 10 associations that registered 5 players or more, the 2015-16 goals are:

- **TOTAL:** 824 + 40 = 864 (4.9%)
- **NEW:** 344 + 20 = 364 (5.8%)
- **RETAINED:** 480 + 20 = 500 (4.2%)

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 Mitchell Skating and Hockey Association successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

SOUTH DAKOTA'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Mitchell Skating and Hockey Association	+14
2. Huron Hockey Association	+12
3. Watertown Hockey Association	+8
4. Brandon Valley Hockey Association	+7
5. Sioux Falls Youth Hockey Association	+7
6. Oahe Hockey Association	+4
7. Yankton Area Ice Association	-2
8. Rushmore Hockey Association	-8
9. Aberdeen Hockey Association	-12
10. Brookings Ice Skating Association	-13



SDH0118 ABERDEEN 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	115	95	83	99	(16)	(12)	87
NEW	56	30	26	32	(6)	(4)	28
RETAINED	59	65	57	67	(10)	(8)	59
LOST	6	22	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	83	75	62	TOTAL	32	20	21
NEW	40	26	18	NEW	16	4	8
RETAINED	43	49	44	RETAINED	16	16	13
LOST	4	12	14	LOST	2	10	4
RATIO BOYS TO GIRLS			74.7%				25.3%

SDH0123 BRANDON VALLEY 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	10	17	24	21	3	7	28
NEW	7	13	14	15	(1)	1	16
RETAINED	3	4	10	6	4	6	12
LOST	1	3	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	7	14	23	TOTAL	3	3	1
NEW	5	12	13	NEW	2	1	1
RETAINED	2	2	10	RETAINED	1	2	0
LOST	1	2	2	LOST	0	1	1
RATIO BOYS TO GIRLS			95.8%				4.2%

SDH0119 BROOKINGS ICE SKATING 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	86	91	78	95	(17)	(13)	82
NEW	42	26	24	28	(4)	(2)	26
RETAINED	44	65	54	67	(13)	(11)	56
LOST	12	10	18				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	74	85	69	TOTAL	12	6	9
NEW	36	22	18	NEW	6	4	6
RETAINED	38	63	51	RETAINED	6	2	3
LOST	7	7	16	LOST	5	3	2
RATIO BOYS TO GIRLS			88.5%				11.5%



SDH0116 HURON 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	45	57	49	8	12	61
NEW	11	23	24	25	(1)	1	26
RETAINED	21	22	33	24	9	11	35
LOST	15	2	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	26	33	42	TOTAL	6	12	15
NEW	8	18	17	NEW	3	5	7
RETAINED	18	15	25	RETAINED	3	7	8
LOST	10	2	6	LOST	5	0	1
RATIO BOYS TO GIRLS			73.7%				26.3%

SDH0124 MITCHELL SKATING AND 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	63	57	71	61	10	14	75
NEW	25	23	35	25	10	12	37
RETAINED	38	34	36	36	0	2	38
LOST	17	15	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	48	44	51	TOTAL	15	13	20
NEW	18	16	25	NEW	7	7	10
RETAINED	30	28	26	RETAINED	8	6	10
LOST	12	9	10	LOST	5	6	0
RATIO BOYS TO GIRLS			71.8%				28.2%

SDH0127 OAHE 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	74	92	96	96	0	4	100
NEW	37	43	43	45	(2)	0	45
RETAINED	37	49	53	51	2	4	55
LOST	20	15	24				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	63	75	75	TOTAL	11	17	21
NEW	30	30	31	NEW	7	13	12
RETAINED	33	45	44	RETAINED	4	4	9
LOST	14	11	18	LOST	6	4	6
RATIO BOYS TO GIRLS			78.1%				21.9%



SDH0129 RUSHMORE 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	136	117	109	121	(12)	(8)	113
NEW	60	45	47	47	0	2	49
RETAINED	76	72	62	74	(12)	(10)	64
LOST	22	27	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	126	106	102	TOTAL	10	11	7
NEW	57	41	43	NEW	3	4	4
RETAINED	69	65	59	RETAINED	7	7	3
LOST	22	25	20	LOST	0	2	3
RATIO BOYS TO GIRLS			93.6%				6.4%

SDH0117 SIOUX FALLS 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	156	161	168	165	3	7	172
NEW	65	69	76	71	5	7	78
RETAINED	91	92	92	94	(2)	0	94
LOST	29	20	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	143	144	147	TOTAL	13	17	21
NEW	57	57	66	NEW	8	12	10
RETAINED	86	87	81	RETAINED	5	5	11
LOST	27	15	18	LOST	2	5	5
RATIO BOYS TO GIRLS			87.5%				12.5%

SDH0120 WATERTOWN 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	54	33	41	37	4	8	45
NEW	21	8	24	10	14	16	26
RETAINED	33	25	17	27	(10)	(8)	19
LOST	8	16	3				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	47	27	33	TOTAL	7	6	8
NEW	17	6	19	NEW	4	2	5
RETAINED	30	21	14	RETAINED	3	4	3
LOST	7	12	2	LOST	1	4	1
RATIO BOYS TO GIRLS			80.5%				19.5%



SDH0121 YANKTON AREA ICE 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	48	46	52	(6)	(2)	50
NEW	24	22	20	24	(4)	(2)	22
RETAINED	18	26	26	28	(2)	0	28
LOST	8	8	10				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	36	41	37	TOTAL	6	7	9
NEW	19	18	15	NEW	5	4	5
RETAINED	17	23	22	RETAINED	1	3	4
LOST	7	5	7	LOST	1	3	3
RATIO BOYS TO GIRLS			80.4%				19.6%