

2015-2016 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 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—WYOMING

Total

- The total number of players ages 8 & under in Wyoming increased by 34 (6.5%) to 561.
- This marks the peak total of players over the last five seasons.

Acquisition

- New players decreased by 1 (-0.4%) to 270.

Retention

- Retained players increased by 35 (13.7%) to 291.
- This is largest amount of retained players Wyoming has seen over the past five seasons.

WYOMING BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	515	509	465	527	561
%	11.5%	-1.2%	-8.6%	13.3%	6.5%
NEW	267	251	180	271	270
%	18.1%	-6.0%	-28.3%	50.6%	-0.4%
RETAINED	248	258	285	256	291
%	5.1%	4.0%	10.5%	-10.2%	13.7%
LOST	107	129	127	96	112
%	23.0%	20.6%	-1.6%	-24.4%	16.7%

WYOMING BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	432	435	399	446	451
%	10.2%	0.7%	-8.3%	11.8%	1.1%
NEW	215	205	148	222	202
%	15.0%	-4.7%	-27.8%	50.0%	-9.0%
RETAINED	217	230	251	224	249
%	5.9%	6.0%	9.1%	-10.8%	11.2%
LOST	85	93	99	75	84
%	21.4%	9.4%	6.5%	-24.2%	12.0%

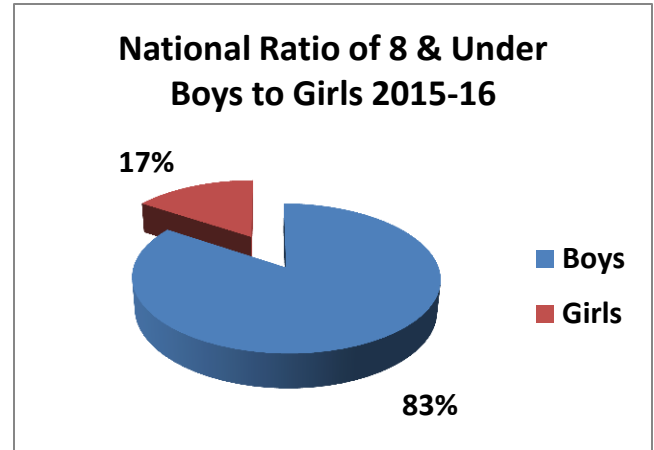
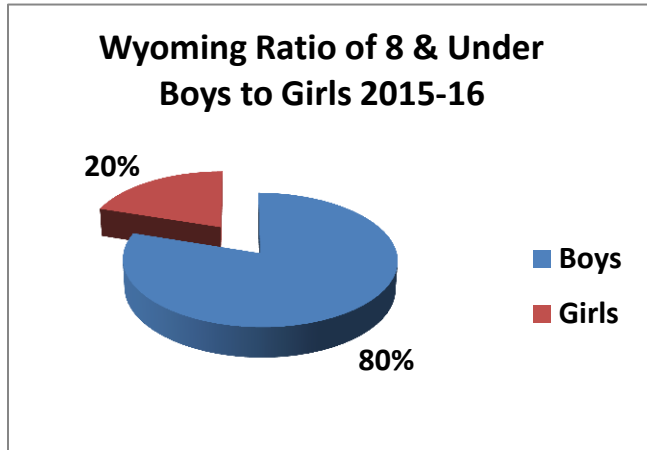
WYOMING GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	83	74	66	81	110
%	18.6%	-10.8%	-10.8%	22.7%	35.8%
NEW	52	46	32	49	68
%	33.3%	-11.5%	-30.4%	53.1%	38.8%
RETAINED	31	28	34	32	42
%	0.0%	-9.7%	21.4%	-5.9%	31.3%
LOST	22	36	28	21	28
%	29.4%	63.6%	-22.2%	-25.0%	33.3%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Wyoming: Boys represented 80% of all 8 & under youth hockey participants, while girls represented 20%.

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.

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

- 39.6% of all 4 Year Olds returned as 5 Year Olds
- 49.6% of all 5 Year Olds returned as 6 Year Olds
- 66.7% of all 6 Year Olds returned as 7 Year Olds
- 72.9% of all 7 Year Olds returned as 8 Year Olds
- 82.0% of all 10 & Under returned in 2015-16
- 89.2% of all 12 & Under returned in 2015-16
- 92.1% 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

WYOMING

WYOMING	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	571	561	605
NEW	293	270	292
RETAINED	278	291	313

Based on 11 associations that registered 5 players or more, the 2016-17 goals are:

- **TOTAL:** 561 + 44 = 605 (7.8%)
- **NEW:** 270 + 22 = 292 (8.1%)
- **RETAINED:** 291 + 22 = 313 (7.6%)

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, no team met their 2 and 2 Challenge goals.

WYOMING'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Douglas Youth Hockey Association	+11
2. Park County Youth Hockey Association	+9
3. Cheyenne Youth Hockey Association	+6
4. Wyoming State Teams	+6
5. Gillette Hockey Association	+5
6. Jackson Youth Hockey	+5
7. Riverton Ice Hockey Association	+5
8. Rock Springs Youth Hockey	+1
9. Pinedale Hockey Association	-10
10. Casper Amateur Hockey Club	-22
11. Laramie Amateur Hockey Club	-96



WYH0004 CASPER AMATEUR HOCKEY CLUB

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	75	85	63	89	(26)	(22)	67
NEW	30	34	21	36	(15)	(13)	23
RETAINED	45	51	42	53	(11)	(9)	44
LOST	17	11	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	69	77	56	TOTAL	6	8	7
NEW	26	29	19	NEW	4	5	2
RETAINED	43	48	37	RETAINED	2	3	5
LOST	15	11	15	LOST	2	0	1
RATIO BOYS TO GIRLS			88.9%				11.1%

WYH0011 CHEYENNE 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	34	41	47	45	2	6	51
NEW	8	27	26	29	(3)	(1)	28
RETAINED	26	14	21	16	5	7	23
LOST	4	9	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	30	36	37	TOTAL	4	5	10
NEW	7	22	20	NEW	1	5	6
RETAINED	23	14	17	RETAINED	3	0	4
LOST	4	8	1	LOST	0	1	0
RATIO BOYS TO GIRLS			78.7%				21.3%

WYH0015 DOUGLAS 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	16	12	23	16	7	11	27
NEW	9	5	18	7	11	13	20
RETAINED	7	7	5	9	(4)	(2)	7
LOST	7	9	4				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	12	9	19	TOTAL	4	3	4
NEW	5	4	15	NEW	4	1	3
RETAINED	7	5	4	RETAINED	0	2	1
LOST	7	7	3	LOST	0	2	1
RATIO BOYS TO GIRLS			82.6%				17.4%



WYH0060 GILLETTE 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	0	15	20	19	1	5	24
NEW	0	2	13	4	9	11	15
RETAINED	0	13	7	15	(8)	(6)	9
LOST	0	6	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	14	18	TOTAL	0	1	2
NEW	0	1	11	NEW	0	1	2
RETAINED	0	13	7	RETAINED	0	0	0
LOST	0	4	1	LOST	0	2	1
RATIO BOYS TO GIRLS			90.0%				10.0%

WYH0080 JACKSON YOUTH HOCKEY

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	98	119	124	123	1	5	128
NEW	16	68	48	70	(22)	(20)	50
RETAINED	82	51	76	53	23	25	78
LOST	21	19	19				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	86	100	103	TOTAL	12	19	21
NEW	11	53	37	NEW	5	15	11
RETAINED	75	47	66	RETAINED	7	4	10
LOST	14	13	12	LOST	7	6	7
RATIO BOYS TO GIRLS			83.1%				16.9%

WYH0003 LARAMIE AMATEUR HOCKEY CLUB

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	48	147	51	151	(100)	(96)	55
NEW	31	116	21	118	(97)	(95)	23
RETAINED	17	31	30	33	(3)	(1)	32
LOST	13	7	84				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	40	119	39	TOTAL	8	28	12
NEW	26	93	14	NEW	5	23	7
RETAINED	14	26	25	RETAINED	3	5	5
LOST	11	5	65	LOST	2	2	19
RATIO BOYS TO GIRLS			76.5%				23.5%



WYH0050 PARK COUNTY 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	27	32	41	36	5	9	45
NEW	12	21	20	23	(3)	(1)	22
RETAINED	15	11	21	13	8	10	23
LOST	10	6	6				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	24	27	36	TOTAL	3	5	5
NEW	10	18	16	NEW	2	3	4
RETAINED	14	9	20	RETAINED	1	2	1
LOST	8	5	3	LOST	2	1	3
RATIO BOYS TO GIRLS			87.8%				12.2%

WYH0008 PINEDALE 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	26	22	12	26	(14)	(10)	16
NEW	7	11	3	13	(10)	(8)	5
RETAINED	19	11	9	13	(4)	(2)	11
LOST	6	8	10				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	22	18	9	TOTAL	4	4	3
NEW	7	8	1	NEW	0	3	2
RETAINED	15	10	8	RETAINED	4	1	1
LOST	6	6	8	LOST	0	2	2
RATIO BOYS TO GIRLS			75.0%				25.0%

WYH0040 RIVERTON ICE 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	16	22	27	26	1	5	31
NEW	7	15	14	17	(3)	(1)	16
RETAINED	9	7	13	9	4	6	15
LOST	8	5	10				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	13	18	24	TOTAL	3	4	3
NEW	5	12	12	NEW	2	3	2
RETAINED	8	6	12	RETAINED	1	1	1
LOST	6	2	7	LOST	2	3	3
RATIO BOYS TO GIRLS			88.9%				11.1%



WYH0009 ROCK SPRINGS YOUTH HOCKEY

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	41	46	47	50	(3)	1	51
NEW	17	21	25	23	2	4	27
RETAINED	24	25	22	27	(5)	(3)	24
LOST	9	6	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	34	40	36	TOTAL	7	6	11
NEW	15	19	17	NEW	2	2	8
RETAINED	19	21	19	RETAINED	5	4	3
LOST	7	5	4	LOST	2	1	1
RATIO BOYS TO GIRLS			76.6%				23.4%

WYH0001 WYOMING STATE TEAMS

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	0	7	13	11	2	6	17
NEW	0	7	12	9	3	5	14
RETAINED	0	0	1	2	(1)	1	3
LOST	0	0	1				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	7	12	TOTAL	0	0	1
NEW	0	7	11	NEW	0	0	1
RETAINED	0	0	1	RETAINED	0	0	0
LOST	0	0	1	LOST	0	0	0
RATIO BOYS TO GIRLS			92.3%				7.7%