

2015-2016 8 & UNDER MEMBERSHIP REPORT



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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 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—MISSOURI

Total

- The total number of players ages 8 & under in Missouri increased by 89 (4.7%) to 1,968.
- This marks the peak total of players over the last five seasons.

Acquisition

- New players increased by 56 (6.8%) to 875.
- This is the first time out of the last four seasons that Missouri has seen growth in new players.

Retention

- Retained players increased by 33 (3.1%) to 1,093.
- This is the fifth consecutive season of growth in retention over the last five seasons.

MISSOURI BOYS AND GIRLS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	1888	1883	1892	1879	1968
%	2.4%	-0.3%	0.5%	-0.7%	4.7%
NEW	895	845	836	819	875
%	1.4%	-5.6%	-1.1%	-2.0%	6.8%
RETAINED	993	1038	1056	1060	1093
%	3.3%	4.5%	1.7%	0.4%	3.1%
LOST	414	443	468	481	395
%	25.8%	7.0%	5.6%	2.8%	-17.9%

MISSOURI BOYS 8U

	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	1765	1735	1744	1715	1747
%	2.0%	-1.7%	0.5%	-1.7%	1.9%
NEW	816	749	745	725	725
%	-0.1%	-8.2%	-0.5%	-2.7%	0.0%
RETAINED	949	986	999	990	1022
%	3.8%	3.9%	1.3%	-0.9%	3.2%
LOST	379	405	405	426	337
%	32.1%	6.9%	0.0%	5.2%	-20.9%

MISSOURI GIRLS 8U

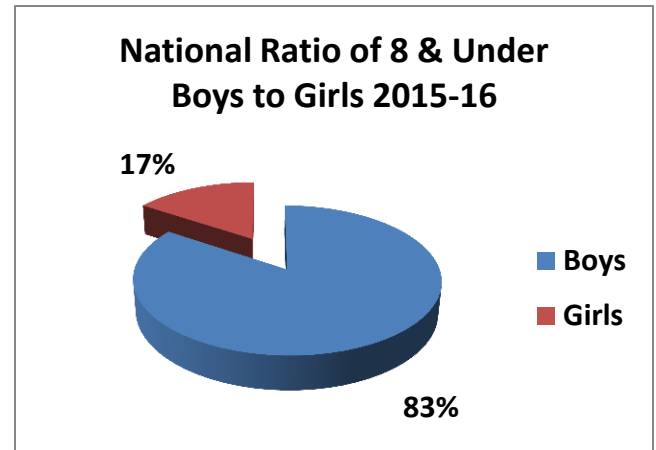
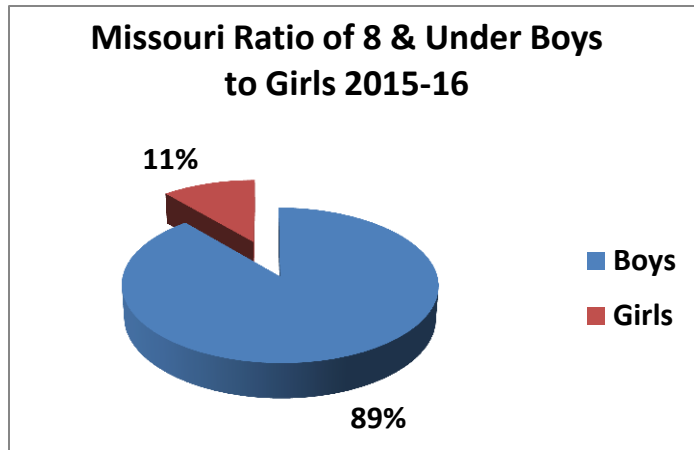
	2011-12	2012-13	2013-14	2014-15	2015-16
TOTAL	123	148	148	164	221
%	8.8%	20.3%	0.0%	10.8%	34.8%
NEW	79	96	91	94	150
%	19.7%	21.5%	-5.2%	3.3%	59.6%
RETAINED	44	52	57	70	71
%	-6.4%	18.2%	9.6%	22.8%	1.4%
LOST	35	38	63	55	58
%	-16.7%	8.6%	65.8%	-12.7%	5.5%



RATIO OF BOYS TO GIRLS—8 & UNDERS

Missouri: Boys represented 89% of all 8 & under youth hockey participants, while girls represented 11%.

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.

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

- 39.9% of all 4 Year Olds returned as 5 Year Olds
- 54.1% of all 5 Year Olds returned as 6 Year Olds
- 69.7% of all 6 Year Olds returned as 7 Year Olds
- 73.2% of all 7 Year Olds returned as 8 Year Olds

- 83.7% of all 10 & Under returned in 2015-16
- 89.0% of all 12 & Under returned in 2015-16
- 91.4% 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

MISSOURI

MISSOURI	2015-16 GOAL	2015-16 ACTUAL	2016-17 GOAL
TOTAL	1,919	1,968	2,012
NEW	839	875	897
RETAINED	1,080	1,093	1,115

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

- **TOTAL:** 1,968 + 44 = **2,012 (2.2%)**
- **NEW:** 875 + 22 = **897 (2.5%)**
- **RETAINED:** 1,093 + 22 = **1,115 (2.0%)**

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, only Affton Athletic Association and Meramec Hockey Club successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

MISSOURI'S 2015-16 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Meramec Hockey Club	+60
2. St. Louis Girls' Hockey Association	+55
3. East Alton Ice Arena	+43
4. Affton Athletic Association	+18
5. Chesterfield Hockey Association	+8
6. Kirkwood Youth Hockey Association	+5
7. Mid Missouri Tigers	-2
8. Southern Illinois Ice Hawks	-6
9. Twin Bridges Lightning	-9
10. St. Peters Hockey Club	-12
11. St. Louis Rockets Hockey Association	-143



MOH0119 AFFTON ATHLETIC 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	201	198	216	202	14	18	220
NEW	124	89	98	91	7	9	100
RETAINED	77	109	118	111	7	9	120
LOST	38	56	53				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	186	185	203	TOTAL	15	13	13
NEW	113	82	93	NEW	11	7	5
RETAINED	73	103	110	RETAINED	4	6	8
LOST	38	49	51	LOST	0	7	2
RATIO BOYS TO GIRLS			94.0%				6.0%

MOH0121 CHESTERFIELD 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	130	111	119	115	4	8	123
NEW	78	39	55	41	14	16	57
RETAINED	52	72	64	74	(10)	(8)	66
LOST	4	24	15				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	125	105	113	TOTAL	5	6	6
NEW	74	36	52	NEW	4	3	3
RETAINED	51	69	61	RETAINED	1	3	3
LOST	3	22	14	LOST	1	2	1
RATIO BOYS TO GIRLS			95.0%				5.0%

MOH0252 EAST ALTON ICE ARENA

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	0	43	4	39	43	47
NEW	0	0	27	2	25	27	29
RETAINED	0	0	16	2	14	16	18
LOST	0	0	17				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	0	41	TOTAL	0	0	2
NEW	0	0	25	NEW	0	0	2
RETAINED	0	0	16	RETAINED	0	0	0
LOST	0	0	15	LOST	0	0	2
RATIO BOYS TO GIRLS			95.3%				4.7%



MOH0174 KIRKWOOD 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	110	122	127	126	1	5	131
NEW	40	52	56	54	2	4	58
RETAINED	70	70	71	72	(1)	1	73
LOST	10	7	9				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	102	115	126	TOTAL	8	7	1
NEW	39	51	55	NEW	1	1	1
RETAINED	63	64	71	RETAINED	7	6	0
LOST	9	7	9	LOST	1	0	0
RATIO BOYS TO GIRLS			99.2%				0.8%

MOH0175 MERAMEC 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	299	289	349	293	56	60	353
NEW	120	132	166	134	32	34	168
RETAINED	179	152	183	159	24	26	185
LOST	58	83	54				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	276	267	318	TOTAL	23	22	31
NEW	105	119	145	NEW	15	13	21
RETAINED	171	148	173	RETAINED	8	9	10
LOST	51	70	44	LOST	7	13	10
RATIO BOYS TO GIRLS			91.1%				8.9%

MOH0125 MID MISSOURI TIGERS

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	18	24	22	28	(6)	(2)	26
NEW	4	9	7	11	(4)	(2)	9
RETAINED	14	15	15	17	(2)	0	17
LOST	6	2	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	17	23	22	TOTAL	1	1	0
NEW	4	9	7	NEW	0	0	0
RETAINED	13	14	15	RETAINED	1	1	0
LOST	6	2	0	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%



MOH0167 SOUTHERN ILLINOIS ICE HAWKS

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	55	43	37	47	(10)	(6)	41
NEW	9	18	13	20	(7)	(5)	15
RETAINED	46	25	24	27	(3)	(1)	26
LOST	9	4	5				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	54	43	34	TOTAL	1	0	3
NEW	9	18	10	NEW	0	0	3
RETAINED	45	25	24	RETAINED	1	0	0
LOST	9	4	5	LOST	0	0	0
RATIO BOYS TO GIRLS			91.9%				8.1%

MOH0300 ST LOUIS GIRLS' 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	0	55	4	51	55	59
NEW	0	0	47	2	45	47	49
RETAINED	0	0	8	2	6	8	10
LOST	0	0	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	0	0	0	TOTAL	0	0	55
NEW	0	0	0	NEW	0	0	47
RETAINED	0	0	0	RETAINED	0	0	8
LOST	0	0	0	LOST	0	0	2
RATIO BOYS TO GIRLS			0.0%				100.0%

MOH0169 ST LOUIS ROCKETS 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	153	248	105	252	(147)	(143)	109
NEW	38	135	11	137	(126)	(124)	13
RETAINED	115	113	94	115	(21)	(19)	96
LOST	75	11	145				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	147	231	101	TOTAL	6	17	4
NEW	36	125	11	NEW	2	10	0
RETAINED	111	106	90	RETAINED	4	7	4
LOST	68	11	137	LOST	7	0	8
RATIO BOYS TO GIRLS			96.2%				3.8%



MOH0248 ST PETERS 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	127	145	133	149	(16)	(12)	137
NEW	25	63	29	65	(36)	(34)	31
RETAINED	102	82	104	84	20	22	106
LOST	32	6	55				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	125	144	130	TOTAL	2	1	3
NEW	24	63	27	NEW	1	0	2
RETAINED	101	81	103	RETAINED	1	1	1
LOST	28	6	55	LOST	4	0	0
RATIO BOYS TO GIRLS			97.7%				2.3%

MOH0173 TWIN BRIDGES LIGHTNING

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	60	72	63	76	(13)	(9)	67
NEW	20	39	32	41	(9)	(7)	34
RETAINED	40	33	31	35	(4)	(2)	33
LOST	8	1	16				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	13-14	14-15	15-16		13-14	14-15	15-16
TOTAL	55	70	58	TOTAL	5	2	5
NEW	17	38	29	NEW	3	1	3
RETAINED	38	32	29	RETAINED	2	1	2
LOST	8	1	16	LOST	0	0	0
RATIO BOYS TO GIRLS			92.1%				7.9%