

# 2016-2017 8 & UNDER MEMBERSHIP REPORT



## TABLE OF CONTENTS

Background .....	Page 1
National Analysis .....	Page 2
New Mexico Analysis .....	Pages 3-4
2 and 2 Challenge .....	Page 5
New Mexico's 2016-17 Association Performance .....	Page 6
Local Association Analysis .....	Pages 7-8
Program Services Contact for Affiliate .....	Andy Gibson (719) 538-1115/ <a href="mailto:Andy.Gibson@usahockey.org">Andy.Gibson@usahockey.org</a>





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—NEW MEXICO

### Total

- The total number of players ages 8 & under in New Mexico increased by 17 (+7.3%) to 251.
- This is the third consecutive season of growth for New Mexico.

### Acquisition

- New players increased by 3 (+2.3%) to 132.
- This is the largest amount of new player acquisition in New Mexico's history.

### Retention

- Retained players increased by 14 (+13.3%) to 119.

### NEW MEXICO BOYS AND GIRLS 8U

	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	226	192	216	234	251
<b>%</b>	-8.1%	-15.0%	12.5%	8.3%	7.3%
<b>NEW</b>	85	80	113	129	132
<b>%</b>	-28.6%	-5.9%	41.3%	14.2%	2.3%
<b>RETAINED</b>	141	112	103	105	119
<b>%</b>	11.0%	-20.6%	-8.0%	1.9%	13.3%
<b>LOST</b>	43	49	32	56	70
<b>%</b>	10.3%	14.0%	-34.7%	75.0%	25.0%

### NEW MEXICO BOYS 8U

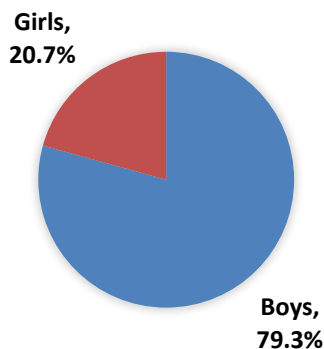
	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	190	153	177	179	199
<b>%</b>	-8.2%	-19.5%	15.7%	1.1%	11.2%
<b>NEW</b>	68	59	92	93	107
<b>%</b>	-33.3%	-13.2%	55.9%	1.1%	15.1%
<b>RETAINED</b>	122	94	85	86	92
<b>%</b>	16.2%	-23.0%	-9.6%	1.2%	7.0%
<b>LOST</b>	32	37	21	45	52
<b>%</b>	14.3%	15.6%	-43.2%	114.3%	15.6%

### NEW MEXICO GIRLS 8U

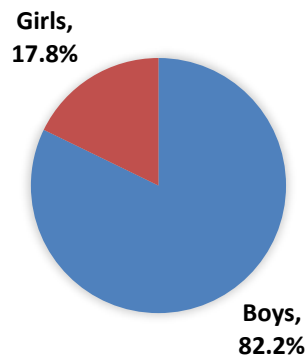
	2012-13	2013-14	2014-15	2015-16	2016-17
<b>TOTAL</b>	36	39	39	55	52
<b>%</b>	-7.7%	8.3%	0.0%	41.0%	-5.5%
<b>NEW</b>	17	21	21	36	25
<b>%</b>	0.0%	23.5%	0.0%	71.4%	-30.6%
<b>RETAINED</b>	19	18	18	19	27
<b>%</b>	-13.6%	-5.3%	0.0%	5.6%	42.1%
<b>LOST</b>	11	12	11	11	18
<b>%</b>	0.0%	9.1%	-8.3%	0.0%	63.6%

## RATIO OF GIRLS TO BOYS—8 & UNDER

**NEW MEXICO 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.

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

NEW MEXICO RETENTION	AGE SEGMENT	NATIONAL AVERAGE
33.3%	4 Year Olds returned as 5 Year Olds	35.6%
50.9%	5 Year Olds returned as 6 Year Olds	53.6%
56.6%	6 Year Olds returned as 7 Year Olds	68.3%
60.0%	7 Year Olds returned as 8 Year Olds	74.9%
77.2%	10 & Under	87.0%
80.5%	12 & Under	93.0%
89.7%	14 & Under	95.6%

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

### NEW MEXICO

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
<b>TOTAL</b>	254	251	271
<b>NEW</b>	139	132	142
<b>RETAINED</b>	115	119	129

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

**TOTAL:** 251 + 20 = **271 (+8.0%)**

**NEW:** 132 + 10 = **142 (+7.6%)**

**RETAINED:** 119 + 10 = **129 (+8.4%)**

### NATIONAL

	16-17 GOAL	16-17 ACTUAL	17-18 GOAL
<b>TOTAL</b>	111,065	115,694	120,738
<b>NEW</b>	48,062	52,076	54,598
<b>RETAINED</b>	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 many associations experienced growth, only the associations highlighted 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.

### NEW MEXICO'S 2016-17 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>2 and 2 Challenge Goals</u>	<u>Net Growth</u>
1. Taos Youth Hockey Association		+3
2. Los Alamos Hockey Association		0
3. New Mexico Amateur Hockey Association		0
4. Santa Fe Hockey Association		-2
5. New Mexico Ice Hockey Foundation		-3



NMH0030 LOS ALAMOS 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	41	64	64	68	(4)	0	68
NEW	11	38	24	40	(16)	(14)	26
RETAINED	30	26	40	28	12	14	42
LOST	9	1	10				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	32	44	46	TOTAL	9	20	18
NEW	8	25	18	NEW	3	13	6
RETAINED	24	19	28	RETAINED	6	7	12
LOST	5	1	5	LOST	4	0	5
RATIO BOYS TO GIRLS			71.9%				28.1%

NMH0054 NEW MEXICO 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	27	28	28	32	(4)	0	32
NEW	9	11	12	13	(1)	1	14
RETAINED	18	17	16	19	(3)	(1)	18
LOST	5	5	7				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	25	25	26	TOTAL	2	3	2
NEW	7	9	12	NEW	2	2	0
RETAINED	18	16	14	RETAINED	0	1	2
LOST	4	5	6	LOST	1	0	1
RATIO BOYS TO GIRLS			92.9%				7.1%

NMH0053 NEW MEXICO ICE HOCKEY FOUNDATION

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	48	63	60	67	(7)	(3)	64
NEW	30	39	31	41	(10)	(8)	33
RETAINED	18	24	29	26	3	5	31
LOST	6	11	20				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	39	47	47	TOTAL	9	16	13
NEW	22	27	24	NEW	8	12	7
RETAINED	17	20	23	RETAINED	1	4	6
LOST	5	7	14	LOST	1	4	6
RATIO BOYS TO GIRLS			78.3%				21.7%





NMH0070 SANTA FE 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	24	14	12	18	(6)	(2)	16
NEW	12	6	7	8	(1)	1	9
RETAINED	12	8	5	10	(5)	(3)	7
LOST	3	3	3				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	20	12	12	TOTAL	4	2	0
NEW	10	5	7	NEW	2	1	0
RETAINED	10	7	5	RETAINED	2	1	0
LOST	3	3	3	LOST	0	0	0
RATIO BOYS TO GIRLS			100.0%				0.0%

NMH0040 TAOS 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	43	36	39	40	(1)	3	43
NEW	27	17	19	19	0	2	21
RETAINED	16	19	20	21	(1)	1	22
LOST	5	13	12				
BOYS_8 & UNDER				GIRLS_8 & UNDER			
	14-15	15-16	16-17		14-15	15-16	16-17
TOTAL	33	28	31	TOTAL	10	8	8
NEW	23	12	15	NEW	4	5	4
RETAINED	10	16	16	RETAINED	6	3	4
LOST	4	10	11	LOST	1	3	1
RATIO BOYS TO GIRLS			79.5%				20.5%