

2014-2015 8 & UNDER MEMBERSHIP REPORT

CAROLINA AMATEUR



HOCKEY ASSOCIATION



TABLE OF CONTENTS

Background	Page 1
National Analysis	Page 2
Carolina Analysis	Pages 3-4
2 and 2 Challenge	Pages 5-6
Carolina's 2014-15 Association Performance	Page 7
District and Local Association Analysis	Pages 8-12
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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.

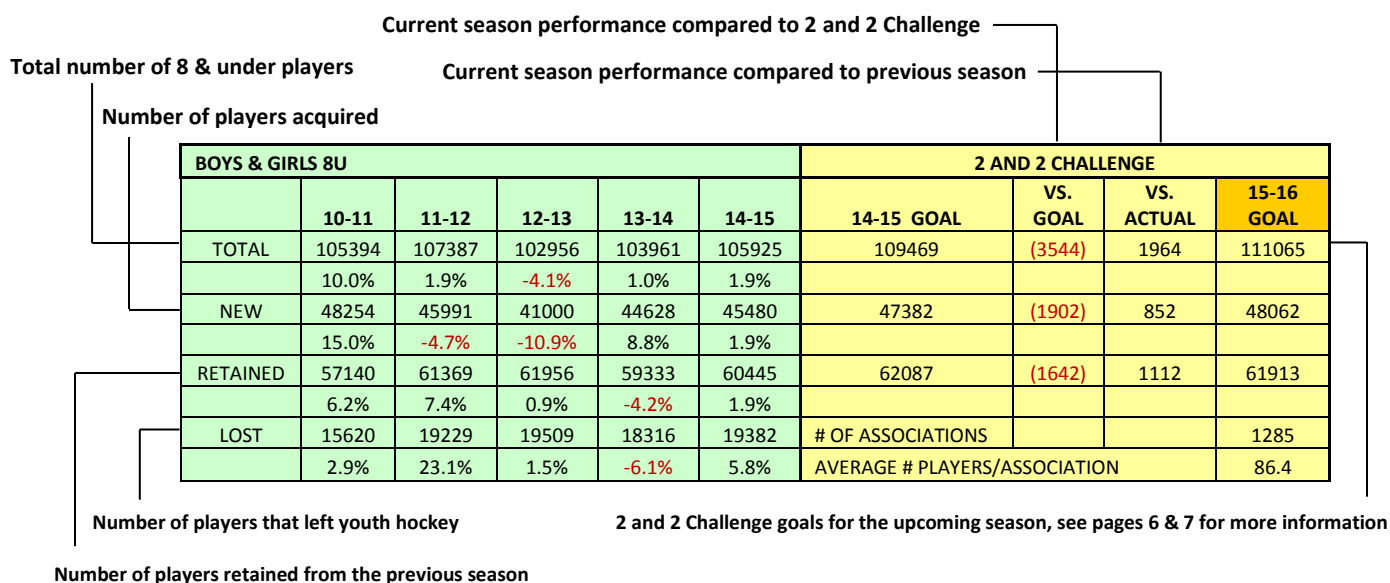
TOTAL BOYS & GIRLS HOCKEY PARTICIPATION: AGES 9 THROUGH 14

	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—CAROLINA

Total

- The total number of players ages 8 & under in Carolina increased by 65 (7.5%) to 936.
- The Total Girl's number hit a 5-year peak at 95 players.

Acquisition

- New players increased by 29 (6.4%) to 479.
- This was the second consecutive season Carolina has seen an increase in new players.

Retention

- Retained players increased by 36 (8.6%) from 2013-14 to 457.

CAROLINA BOYS AND GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	854	957	853	871	936
%	9.6%	12.1%	-10.9%	2.1%	7.5%
NEW	438	514	387	450	479
%	-0.7%	17.4%	-24.7%	16.3%	6.4%
RETAINED	416	443	466	421	457
%	23.1%	6.5%	5.2%	-9.7%	8.6%
LOST	153	194	211	199	176
%	25.4%	26.8%	8.8%	-5.7%	-11.6%

CAROLINA BOYS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	779	880	782	782	841
%	7.7%	13.0%	-11.1%	0.0%	7.5%
NEW	393	464	358	392	428
%	-2.0%	18.1%	-22.8%	9.5%	9.2%
RETAINED	386	416	424	390	413
%	19.9%	7.8%	1.9%	-8.0%	5.9%
LOST	141	170	191	175	147
%	21.6%	20.6%	12.4%	-8.4%	-16.0%

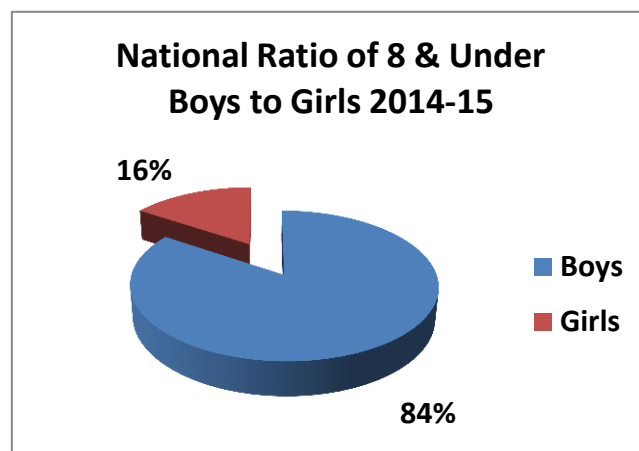
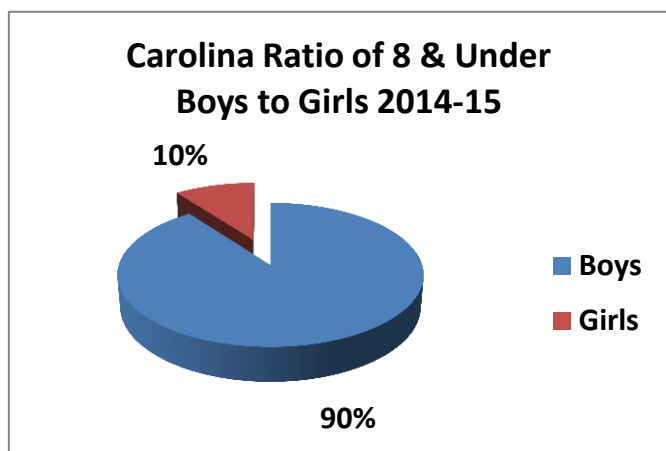
CAROLINA GIRLS 8U

	10-11	11-12	12-13	13-14	14-15
TOTAL	75	77	71	89	95
%	33.9%	2.7%	-7.8%	25.4%	6.7%
NEW	45	50	29	58	51
%	12.5%	11.1%	-42.0%	100.0%	-12.1%
RETAINED	30	27	42	31	44
%	87.5%	-10.0%	55.6%	-26.2%	41.9%
LOST	12	24	20	24	29
%	100.0%	100.0%	-16.7%	20.0%	20.8%

RATIO OF BOYS TO GIRLS—8 & UNDERS

Carolina: Boys represented 90% of all 8 & under youth hockey participants, while girls represented 10%.

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.

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

- 26.5% of all 4 Year Olds returned as 5 Year Olds
- 43.8% of all 5 Year Olds returned as 6 Year Olds
- 54.3% of all 6 Year Olds returned as 7 Year Olds
- 62.5% of all 7 Year Olds returned as 8 Year Olds

- 71.5% of all 10 & Under returned in 2014-15
- 80.2% of all 12 & Under returned in 2014-15
- 88.3% 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

CAROLINA

CAROLINA	2014-15 GOAL	2014-15 ACTUAL	2015-16 GOAL
TOTAL	927	936	992
NEW	478	479	507
RETAINED	449	457	485

Based on 14 associations that registered 5 players or more, the 2015-16 goals are:

- **TOTAL:** 936 + 56 = 992 (6.0%)
- **NEW:** 479 + 28 = 507 (5.8%)
- **RETAINED:** 457 + 28 = 485 (6.1%)

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 Carolina Ice Palace Senior League, Charleston Youth Hockey Association, Greensboro Youth Hockey Association, Polar House Hockey Association, and Triangle Youth Hockey of North Carolina only successfully met their 2 and 2 Challenge goals of growing by two for both new and retained players.

CAROLINA'S 2014-15 ASSOCIATION PERFORMANCE

<u>Association</u>	<u>Net Growth</u>
1. Polar House Hockey Association	+135
2. Pavilion Recreation Complex	+39
3. Charlotte Metro Hockey Association	+31
4. Carolina Ice Palace Senior League	+22
5. Triangle Youth Hockey of North Carolina	+19
6. Charleston Youth Hockey Association	+17
7. Greensboro Youth Hockey Association	+6
8. Wilmington Ice Hockey Association	+4
9. Pineville Ice House	+2
10. Upstate Sports Association	-1
11. Raleigh Ice Plex	-5
12. Cape Fear Youth Hockey	-20
13. Carolina Lightning Hockey	-40
14. Raleigh Youth Hockey Association	-53



NORTH CAROLINA

NCH0005 CAPE FEAR YOUTH HOCKEY

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	20	39	19	43	(24)	(20)	23
NEW	13	30	9	32	(23)	(21)	11
RETAINED	7	9	10	11	(1)	1	12
LOST	0	5	19				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	20	33	16	TOTAL	0	6	3
NEW	13	24	9	NEW	0	6	0
RETAINED	7	9	7	RETAINED	0	0	3
LOST	0	4	16	LOST	0	1	3
RATIO BOYS TO GIRLS			84.2%				15.8%

NCH0019 CAROLINA LIGHTNING HOCKEY

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	0	51	11	55	(44)	(40)	15
NEW	0	51	8	53	(45)	(43)	10
RETAINED	0	0	3	2	1	3	5
LOST	0	2	31				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	46	6	TOTAL	0	5	5
NEW	0	46	3	NEW	0	5	5
RETAINED	0	0	3	RETAINED	0	0	0
LOST	0	2	29	LOST	0	0	2
RATIO BOYS TO GIRLS			54.5%				45.5%

NCH0003 CHARLOTTE METRO 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	31	74	105	78	27	31	109
NEW	17	42	76	44	32	34	78
RETAINED	14	32	29	34	(5)	(3)	31
LOST	16	9	26				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	30	68	97	TOTAL	1	6	8
NEW	16	38	69	NEW	1	4	7
RETAINED	14	30	28	RETAINED	0	2	1
LOST	16	9	23	LOST	0	0	3
RATIO BOYS TO GIRLS			92.4%				7.6%



NCH0021 GREENSBORO 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	22	21	27	25	2	6	31
NEW	3	12	16	14	2	4	18
RETAINED	19	9	11	11	0	2	13
LOST	12	2	2				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	22	20	26	TOTAL	0	1	1
NEW	3	11	16	NEW	0	1	0
RETAINED	19	9	10	RETAINED	0	0	1
LOST	12	2	1	LOST	0	0	1
RATIO BOYS TO GIRLS			96.3%				3.7%

NCH0010 PINEVILLE ICE HOUSE

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	23	14	16	18	(2)	2	20
NEW	18	9	9	11	(2)	0	11
RETAINED	5	5	7	7	0	2	9
LOST	3	2	0				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	23	14	15	TOTAL	0	0	1
NEW	18	9	8	NEW	0	0	1
RETAINED	5	5	7	RETAINED	0	0	0
LOST	3	2	0	LOST	0	0	0
RATIO BOYS TO GIRLS			93.8%				6.3%

NCH0034 POLAR HOUSE 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	0	111	246	115	131	135	250
NEW	0	111	144	113	31	33	146
RETAINED	0	0	102	2	100	102	104
LOST	0	0	28				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	100	232	TOTAL	0	11	14
NEW	0	100	137	NEW	0	11	7
RETAINED	0	0	95	RETAINED	0	0	7
LOST	0	0	20	LOST	0	0	8
RATIO BOYS TO GIRLS			94.3%				5.7%



NCH0014 RALEIGH ICE PLEX

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	25	12	7	16	(9)	(5)	11
NEW	21	9	6	11	(5)	(3)	8
RETAINED	4	3	1	5	(4)	(2)	3
LOST	4	14	8				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	23	9	7	TOTAL	2	3	0
NEW	19	7	6	NEW	2	2	0
RETAINED	4	2	1	RETAINED	0	1	0
LOST	4	14	6	LOST	0	0	2
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0038 RALEIGH 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	266	61	8	65	(57)	(53)	12
NEW	138	6	1	8	(7)	(5)	3
RETAINED	128	55	7	57	(50)	(48)	9
LOST	23	109	20				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	249	59	8	TOTAL	17	2	0
NEW	129	6	1	NEW	9	0	0
RETAINED	120	53	7	RETAINED	8	2	0
LOST	18	100	18	LOST	5	9	2
RATIO BOYS TO GIRLS			100.0%				0.0%

NCH0006 TRIANGLE YOUTH HOCKEY OF NORTH CAROLINA

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	15	15	34	19	15	19	38
NEW	9	10	24	12	12	14	26
RETAINED	6	5	10	7	3	5	12
LOST	8	1	0				

BOYS_ 8 & UNDER				GIRLS_ 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	15	14	32	TOTAL	0	1	2
NEW	9	9	23	NEW	0	1	1
RETAINED	6	5	9	RETAINED	0	0	1
LOST	8	1	0	LOST	0	0	0
RATIO BOYS TO GIRLS			94.1%				5.9%



NCH0008 WILMINGTON ICE HOCKEY ASSOC

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	7	12	16	16	0	4	20
NEW	1	8	12	10	2	4	14
RETAINED	6	4	4	6	(2)	0	6
LOST	5	2	1				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	7	12	14	TOTAL	0	0	2
NEW	1	8	10	NEW	0	0	2
RETAINED	6	4	4	RETAINED	0	0	0
LOST	5	2	1	LOST	0	0	0
RATIO BOYS TO GIRLS			87.5%				12.5%

SOUTH CAROLINA

SCH0006 CAROLINA ICE PALACE SENIOR LEAGUE

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	64	48	70	52	18	22	74
NEW	23	23	31	25	6	8	33
RETAINED	41	25	39	27	12	14	41
LOST	33	42	24				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	57	45	68	TOTAL	7	3	2
NEW	23	22	30	NEW	0	1	1
RETAINED	34	23	38	RETAINED	7	2	1
LOST	30	37	21	LOST	3	5	3
RATIO BOYS TO GIRLS			97.1%				2.9%

SCH0003 CHARLESTON 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	17	19	36	23	13	17	40
NEW	12	15	27	17	10	12	29
RETAINED	5	4	9	6	3	5	11
LOST	0	2	0				

BOYS 8 & UNDER				GIRLS 8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	17	18	33	TOTAL	0	1	3
NEW	12	14	25	NEW	0	1	2
RETAINED	5	4	8	RETAINED	0	0	1
LOST	0	2	0	LOST	0	0	0
RATIO BOYS TO GIRLS			91.7%				8.3%



SCH0010 PAVILLION RECREATION COMPLEX

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	0	0	39	4	35	39	43
NEW	0	0	32	2	30	32	34
RETAINED	0	0	7	2	5	7	9
LOST	0	0	40				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	0	0	29	TOTAL	0	0	10
NEW	0	0	23	NEW	0	0	9
RETAINED	0	0	6	RETAINED	0	0	1
LOST	0	0	38	LOST	0	0	2
RATIO BOYS TO GIRLS			74.4%				25.6%

SCH0007 UPSTATE SPORTS ASSOCIATION (GREATER GREENVILLE 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	37	16	15	20	(5)	(1)	19
NEW	20	5	3	7	(4)	(2)	5
RETAINED	17	11	12	13	(1)	1	14
LOST	5	15	23				

BOYS_8 & UNDER				GIRLS_8 & UNDER			
	12-13	13-14	14-15		12-13	13-14	14-15
TOTAL	35	14	12	TOTAL	2	2	3
NEW	18	4	3	NEW	2	1	0
RETAINED	17	10	9	RETAINED	0	1	3
LOST	5	14	23	LOST	0	1	0
RATIO BOYS TO GIRLS			80.0%				20.0%