



**TO:** SNA Board of Directors and State Leaders  
**CC:** Jen Lewi  
**FROM:** Laura Maynard  
**SUBJECT:** October 2014 Membership, Certificate & Credentialing Program Report  
**DATE:** November 12, 2014

## Membership Overview

The October Membership Report shows that we have 56,081 members (1,887 more than October 2013). This is also 150 more members than May 2014 year-end and the **highest membership since 2001!**

All seven regions have more members when compared with this time last year.

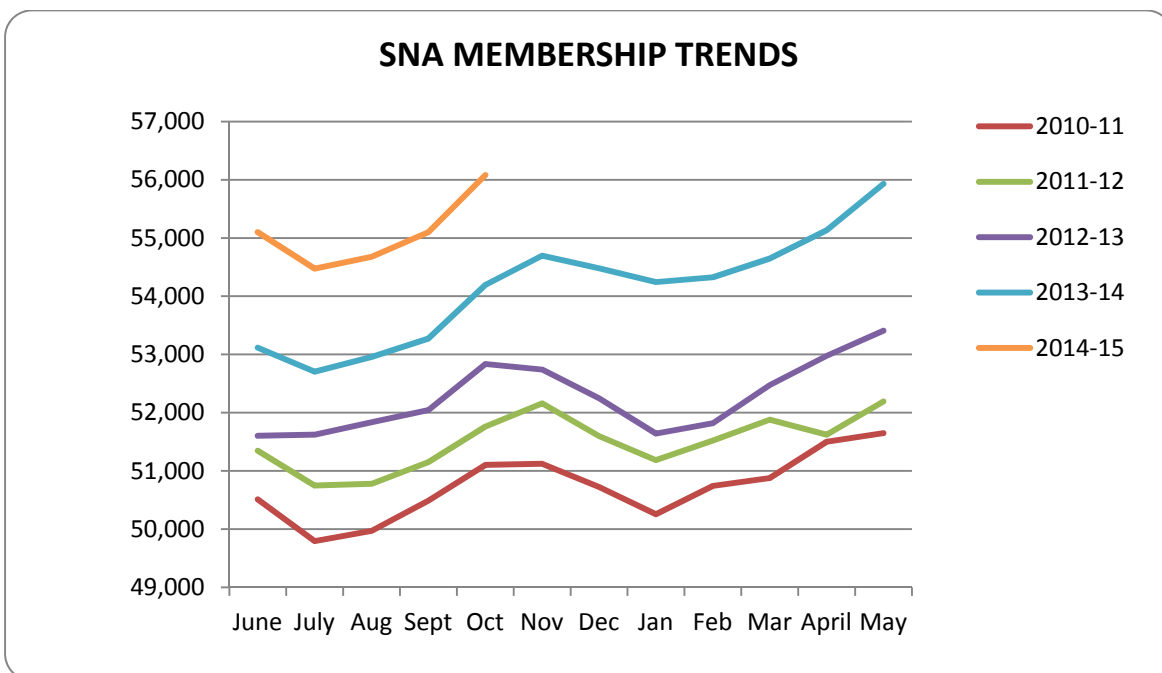
The states with an increase of 10% or more since May 2014 year-end are Wyoming, Nevada, Idaho and Oklahoma.

District Director and Major City Director Memberships have increased by 9 and 31 respectively compared with the May 2014 year-end total.

Region	October 2014	October 2013	Diff	% Diff
Mideast	6,443	6,005	438	7%
Northeast	4,035	3,803	232	6%
Southeast	22,012	21,433	579	3%
West	4,744	4,664	80	2%
Midwest	7,519	7,426	93	1%
Northwest	4,296	4,066	230	6%
Southwest	6,484	6,307	177	3%
Misc.	548	490	58	-
<b>Total</b>	<b>56,081</b>	<b>54,194</b>	<b>1,887</b>	<b>3.5%</b>

## Membership Trends

Although we have seen an increase in members compared with previous years, overall membership trends remain consistent with prior years. Membership numbers generally decline during the summer vacation months and during the winter and then bounce back in the fall and spring.



If you have any questions, please call me at ext. 120 or email [lmaynard@schoolnutrition.org](mailto:lmaynard@schoolnutrition.org).

Continued...

### School District Owned Membership (SDM)

The total number of SDMs for October 2014 is 22,272 (1,624 more than the May 2014 year-end total). SDMs currently account for 40% of the total membership. There are 47 states participating in SDM and the chart below shows the top 10 SDM states.

#### Top 10 SDM States

Georgia	2,613	Michigan	818
Tennessee	2,574	Kentucky	762
North Carolina	1,505	Louisiana	719
Alabama	1,331	Arizona	605
South Carolina	1,314	Ohio	610

### Credentialing Overview

The October Credentialing Report shows that we have 1,349 credentialed members which is 54 more than the May 2014 year-end and 69 more than October 2013.

### Certificate Program Overview

The October Certificate Program Report shows that we have 19,854 members with a Certificate in School Nutrition which is 16 more than October 2013. The number of members with a certificate has also decreased by 9 since May 2014 year-end. More specifically:

- Level 1 Certificates have decreased by 0.45%
- Level 2 Certificates have decreased by 0.58%
- Level 3 Certificate increased by 2.28%

The Southwest, Northwest and West regions are showing a slight increase since October 2013.

Region	October 2014	October 2013	Diff	% Diff
Mideast	1,765	1,800	-35	-2%
Northeast	767	780	-13	-2%
Southeast	8,899	9,027	-128	-1%
West	1,365	1,320	45	3%
Midwest	4,145	4,143	2	0%
Northwest	2,153	2,103	50	2%
Southwest	760	665	95	14%
Misc.	0	0	0	-
Total	19,854	19,838	16	0%

251 people received a new certificate in October and 1,320 people renewed their certificate. Also, members with a certificate account for 35% of our membership. This is down from 45% in 2009.

I earned my SNA Certificate in School Nutrition!

...and you can too!

[www.schoolnutrition.org/certificate](http://www.schoolnutrition.org/certificate)



To help promote and celebrate achieving a SNA Certificate in School Nutrition, SNA has created some new tools which include a downloadable button to use on Facebook and some customizable cafeteria posters. The tools are available at [www.schoolnutrition.org/certificatesuccess](http://www.schoolnutrition.org/certificatesuccess).

Banner ads for State Association Websites are also coming in December!

If you have any questions, please call me at ext. 120 or email [lmaynard@schoolnutrition.org](mailto:lmaynard@schoolnutrition.org).



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

October 2014	(Applications processed through 09/30/2014)												
	October 2014	September 2014	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2014/15 3% Goal	Oct 2014 Cert Program	+/- Prior Month	Oct 2014 Credentialing	+/- Prior Month
<b>MIDEAST REGION</b>													
Delaware	945	926	19	27	0	1	29	536	973	159	1	9	0
Dist. of Columbia	21	21	0	0	0	0	3	5	28	1	0	0	0
Indiana	1,290	1,272	18	34	4	5	96	556	1,357	345	-17	24	0
Maryland	525	534	-9	6	1	12	36	0	554	349	4	54	-1
Michigan	1,835	1,846	-11	24	6	38	314	818	1,761	355	-5	40	0
Ohio	1,463	1,463	0	7	20	15	103	610	1,519	509	-5	52	1
West Virginia	364	366	-2	4	0	3	130	269	346	47	0	4	0
<b>TOTAL</b>	<b>6,443</b>	<b>6,428</b>	<b>15</b>	<b>102</b>	<b>31</b>	<b>74</b>	<b>711</b>	<b>2,794</b>	<b>6,538</b>	<b>1,765</b>	<b>-22</b>	<b>183</b>	<b>0</b>
<b>NORTHEAST REGION</b>													
Connecticut	523	520	3	2	2	1	67	176	559	149	3	18	0
Maine	343	333	10	12	0	1	49	138	356	105	-1	15	0
Massachusetts	1,007	987	20	18	13	8	138	595	1,034	146	1	54	0
New Hampshire	393	393	0	3	1	2	62	198	410	149	-1	14	0
New Jersey	369	332	37	3	2	32	36	101	395	44	-1	9	0
New York	554	569	-15	3	0	18	3	219	576	76	1	49	0
Pennsylvania	712	712	0	7	0	9	64	151	762	82	1	32	0
Rhode Island	9	9	0	0	0	0	1	0	10	1	0	4	0
Vermont	125	124	1	4	0	1	20	26	135	15	0	8	0
<b>TOTAL</b>	<b>4,035</b>	<b>3,979</b>	<b>56</b>	<b>52</b>	<b>18</b>	<b>72</b>	<b>440</b>	<b>1,604</b>	<b>4,237</b>	<b>767</b>	<b>3</b>	<b>203</b>	<b>0</b>
<b>SOUTHEAST REGION</b>													
Alabama	2,303	2,288	15	70	5	61	152	1,331	2,194	1,102	10	16	0
Florida	2,659	2,460	199	54	152	32	257	472	2,794	1,696	6	73	1
Georgia	4,477	4,520	-43	60	6	117	884	2,613	4,497	1,719	-9	62	0
Kentucky	1,847	1,831	16	37	3	34	104	762	1,919	744	3	49	0
Mississippi	1,007	1,007	0	35	4	59	181	553	1,033	75	1	2	0
North Carolina	2,619	2,542	77	47	49	12	307	1,505	2,810	821	1	33	0
South Carolina	1,923	1,948	-25	23	0	40	102	1,314	2,014	432	14	15	0
Tennessee	3,482	3,491	-9	56	7	97	265	2,574	3,625	1,494	-11	44	0
Virginia	1,695	1,667	28	43	3	22	121	395	1,737	816	3	65	0
<b>TOTAL</b>	<b>22,012</b>	<b>21,754</b>	<b>258</b>	<b>425</b>	<b>229</b>	<b>474</b>	<b>2,373</b>	<b>11,519</b>	<b>22,623</b>	<b>8,899</b>	<b>18</b>	<b>359</b>	<b>1</b>
<b>WEST REGION</b>													
Arizona	1,075	1,040	35	76	1	54	132	696	1,029	116	-4	54	0
California	1,624	1,577	47	67	4	37	288	319	1,590	187	4	94	0
Hawaii	94	94	0	0	0	0	10	6	132	0	0	1	0
Nevada	109	109	0	1	0	1	13	55	94	18	1	3	0
New Mexico	824	829	-5	4	0	7	49	370	885	399	-2	14	0
Utah	1,018	984	34	25	0	5	98	222	1,045	645	-3	10	0
<b>TOTAL</b>	<b>4,744</b>	<b>4,633</b>	<b>111</b>	<b>173</b>	<b>5</b>	<b>104</b>	<b>590</b>	<b>1,668</b>	<b>4,775</b>	<b>1,365</b>	<b>-4</b>	<b>176</b>	<b>0</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

October 2014	(continued)												
	October 2014	September 2014	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2014/15 3% Goal	Oct 2014 Cert Program	+/- Prior Month	Oct 2014 Credentialing	+/- Prior Month
<b>MIDWEST REGION</b>													
Illinois	549	537	12	14	5	9	34	117	579	81	1	38	0
Iowa	917	924	-7	10	1	18	74	104	1,005	601	-7	19	0
Minnesota	2,887	2,862	25	47	5	25	130	379	2,995	2,282	9	67	-1
Missouri	945	926	19	29	6	10	124	312	986	443	-3	25	0
Nebraska	374	373	1	2	1	1	24	59	384	139	0	4	0
North Dakota	255	253	2	2	2	1	14	9	261	48	2	5	0
South Dakota	398	407	-9	1	1	11	59	171	431	107	-5	5	0
Wisconsin	1,194	1,189	5	7	10	16	144	386	1,221	444	0	28	0
<b>TOTAL</b>	<b>7,519</b>	<b>7,471</b>	<b>48</b>	<b>112</b>	<b>31</b>	<b>91</b>	<b>603</b>	<b>1,537</b>	<b>7,862</b>	<b>4,145</b>	<b>-3</b>	<b>191</b>	<b>-1</b>
<b>NORTHWEST REGION</b>													
Alaska	141	140	1	1	0	0	36	4	146	16	-1	3	0
Idaho	975	771	204	193	7	6	48	356	794	367	4	10	0
Montana	194	194	0	1	0	2	4	16	205	62	0	2	0
Oregon	466	450	16	17	5	5	49	188	471	108	-1	13	0
Washington	2,317	2,307	10	27	1	24	110	496	2,416	1,554	0	31	0
Wyoming	203	168	35	3	1	3	11	118	180	46	-2	3	0
<b>TOTAL</b>	<b>4,296</b>	<b>4,030</b>	<b>266</b>	<b>242</b>	<b>14</b>	<b>40</b>	<b>258</b>	<b>1,178</b>	<b>4,212</b>	<b>2,153</b>	<b>0</b>	<b>62</b>	<b>0</b>
<b>SOUTHWEST REGION</b>													
Arkansas	746	712	34	35	3	7	145	0	749	38	1	9	0
Colorado	759	757	2	14	1	7	66	287	817	188	-2	35	1
Kansas	444	443	1	8	2	8	44	59	483	188	1	15	0
Louisiana	2,890	2,893	-3	26	0	31	298	719	3,118	79	0	7	0
Oklahoma	783	822	-39	10	1	49	70	474	710	218	24	7	0
Texas	862	628	234	20	230	17	28	433	920	49	1	101	0
<b>TOTAL</b>	<b>6,484</b>	<b>6,255</b>	<b>229</b>	<b>113</b>	<b>237</b>	<b>119</b>	<b>651</b>	<b>1,972</b>	<b>6,797</b>	<b>760</b>	<b>25</b>	<b>174</b>	<b>1</b>
<b>SUBTOTAL</b>	<b>55,533</b>	<b>54,550</b>	<b>983</b>	<b>1,219</b>	<b>565</b>	<b>974</b>	<b>5,626</b>	<b>22,272</b>	<b>57,044</b>	<b>19,854</b>	<b>17</b>	<b>1,348</b>	<b>1</b>
<b>Miscellaneous</b>	<b>548</b>	<b>551</b>	<b>-3</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>84</b>	<b>567</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>
<b>GRAND TOTAL</b>	<b>56,081</b>	<b>55,101</b>	<b>980</b>	<b>1,225</b>	<b>565</b>	<b>976</b>	<b>5,629</b>	<b>22,356</b>	<b>57,611</b>	<b>19,854</b>	<b>17</b>	<b>1,349</b>	<b>1</b>

NOTES: 1) There are a few reasons why the number of expired members does not always equal the number of new and reinstated members minus the difference (+/-) in members. Most are related to SDM such as transfers and aligning renewal dates. Other reasons include an active member moving to a different state. Grace members are included in the total number of members. 2) Miscellaneous members includes industry members, international members and members in US territories such as Guam and the USVI.



# SNA STATE ASSOCIATION

## MEMBERSHIP RETENTION ANALYSIS REPORT

October 2014	Year To Date Retention						
	Oct 2014	May 2014	+/- Members	Reinstated Members	Expired Members	Retention Rate	2014/15 3 % Goal
<b>MIDEAST REGION</b>							
Delaware	945	945	0	3	33	97%	973
Dist. of Columbia	21	27	-6	0	7	74%	28
Indiana	1,290	1,317	-27	40	141	92%	1,357
Maryland	525	538	-13	1	57	90%	554
Michigan	1,835	1,710	125	59	223	90%	1,761
Ohio	1,463	1,475	-12	31	97	96%	1,519
West Virginia	364	336	28	1	12	97%	346
<b>TOTAL</b>	<b>6,443</b>	<b>6,348</b>	<b>95</b>	<b>135</b>	<b>570</b>	<b>93%</b>	<b>6,538</b>
<b>NORTHEAST REGION</b>							
Connecticut	523	543	-20	8	43	94%	559
Maine	343	346	-3	8	25	95%	356
Massachusetts	1,007	1,004	3	24	71	95%	1,034
New Hampshire	393	398	-5	3	23	95%	410
New Jersey	369	383	-14	12	103	76%	395
New York	554	559	-5	3	29	95%	576
Pennsylvania	712	740	-28	8	70	92%	762
Rhode Island	9	10	-1	0	1	90%	10
Vermont	125	131	-6	0	6	95%	135
<b>TOTAL</b>	<b>4,035</b>	<b>4,114</b>	<b>-79</b>	<b>66</b>	<b>371</b>	<b>93%</b>	<b>4,237</b>
<b>SOUTHEAST REGION</b>							
Alabama	2,303	2,130	173	137	108	101%	2,194
Florida	2,659	2,713	-54	172	374	93%	2,794
Georgia	4,477	4,366	111	58	287	95%	4,497
Kentucky	1,847	1,863	-16	20	147	93%	1,919
Mississippi	1,007	1,003	4	12	130	88%	1,033
North Carolina	2,619	2,728	-109	71	284	92%	2,810
South Carolina	1,923	1,955	-32	226	339	94%	2,014
Tennessee	3,482	3,519	-37	71	308	93%	3,625
Virginia	1,695	1,686	9	9	104	94%	1,737
<b>TOTAL</b>	<b>22,012</b>	<b>21,963</b>	<b>49</b>	<b>776</b>	<b>2,081</b>	<b>94%</b>	<b>22,623</b>
<b>WEST REGION</b>							
Arizona	1,075	999	76	30	96	93%	1,029
California	1,624	1,544	80	25	115	94%	1,590
Hawaii	94	128	-34	1	63	52%	132
Nevada	109	91	18	1	7	93%	94
New Mexico	824	859	-35	18	88	92%	885
Utah	1,018	1,015	3	15	82	93%	1,045
<b>TOTAL</b>	<b>4,744</b>	<b>4,636</b>	<b>108</b>	<b>90</b>	<b>451</b>	<b>92%</b>	<b>4,775</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP RETENTION ANALYSIS REPORT

October 2014

(continued)

	Oct 2014	May 2014	+/- Members	Reinstated Members	Expired Members	Retention Rate	2014/15 3 % Goal
<b>MIDWEST REGION</b>							
Illinois	549	562	-13	17	57	93%	579
Iowa	917	976	-59	1	104	89%	1,005
Minnesota	2,887	2,908	-21	20	176	95%	2,995
Missouri	945	957	-12	32	88	94%	986
Nebraska	374	373	1	2	29	93%	384
North Dakota	255	253	2	6	55	81%	261
South Dakota	398	418	-20	5	51	89%	431
Wisconsin	1,194	1,185	9	17	80	95%	1,221
<b>TOTAL</b>	<b>7,519</b>	<b>7,632</b>	<b>-113</b>	<b>100</b>	<b>640</b>	<b>93%</b>	<b>7,862</b>
<b>NORTHWEST REGION</b>							
Alaska	141	142	-1	1	4	98%	146
Idaho	975	771	204	16	53	95%	794
Montana	194	199	-5	9	36	86%	205
Oregon	466	457	9	19	20	100%	471
Washington	2,317	2,346	-29	8	140	94%	2,416
Wyoming	203	175	28	3	20	90%	180
<b>TOTAL</b>	<b>4,296</b>	<b>4,090</b>	<b>206</b>	<b>56</b>	<b>273</b>	<b>95%</b>	<b>4,212</b>
<b>SOUTHWEST REGION</b>							
Arkansas	746	727	19	14	50	95%	749
Colorado	759	793	-34	15	115	87%	817
Kansas	444	469	-25	14	73	87%	483
Louisiana	2,890	3,027	-137	23	253	92%	3,118
Oklahoma	783	689	94	12	85	89%	710
Texas	862	893	-31	250	346	89%	920
<b>TOTAL</b>	<b>6,484</b>	<b>6,598</b>	<b>-114</b>	<b>328</b>	<b>922</b>	<b>91%</b>	<b>6,797</b>
<b>SUBTOTAL</b>	<b>55,533</b>	<b>55,381</b>	<b>152</b>	<b>1,551</b>	<b>5,308</b>	<b>93%</b>	<b>57,044</b>
<b>Miscellaneous</b>	548	550	-2	1	34	*	567
<b>GRAND TOTAL</b>	<b>56,081</b>	<b>55,931</b>	<b>150</b>	<b>1,552</b>	<b>5,342</b>	<b>93%</b>	<b>57,611</b>

Note: The retention rate will be skewing slightly higher as this report only contains only a couple of months of data. Our retention rate for Membership Year 2013-14 was 86%.



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

### October 2014

	Oct 2014	Oct 2013	+/- Members	Percentage Difference
<b>MIDEAST REGION</b>				
Delaware	945	718	227	32%
Dist. of Columbia	21	15	6	40%
Indiana	1,290	1,269	21	2%
Maryland	525	563	-38	-7%
Michigan	1,835	1,729	106	6%
Ohio	1,463	1,387	76	5%
West Virginia	364	324	40	12%
<b>TOTAL</b>	<b>6,443</b>	<b>6,005</b>	<b>438</b>	<b>7%</b>

### NORTHEAST REGION

Connecticut	523	511	12	2%
Maine	343	312	31	10%
Massachusetts	1,007	864	143	17%
New Hampshire	393	410	-17	-4%
New Jersey	369	402	-33	-8%
New York	554	482	72	15%
Pennsylvania	712	676	36	5%
Rhode Island	9	8	1	13%
Vermont	125	138	-13	-9%
<b>TOTAL</b>	<b>4,035</b>	<b>3,803</b>	<b>232</b>	<b>6%</b>

### SOUTHEAST REGION

Alabama	2,303	1,893	410	22%
Florida	2,659	2,772	-113	-4%
Georgia	4,477	4,721	-244	-5%
Kentucky	1,847	1,733	114	7%
Mississippi	1,007	1,092	-85	-8%
North Carolina	2,619	2,725	-106	-4%
South Carolina	1,923	1,572	351	22%
Tennessee	3,482	3,211	271	8%
Virginia	1,695	1,714	-19	-1%
<b>TOTAL</b>	<b>22,012</b>	<b>21,433</b>	<b>579</b>	<b>3%</b>

### WEST REGION

Arizona	1,075	997	78	8%
California	1,624	1,547	77	5%
Hawaii	94	112	-18	-16%
Nevada	109	86	23	27%
New Mexico	824	879	-55	-6%
Utah	1,018	1,043	-25	-2%
<b>TOTAL</b>	<b>4,744</b>	<b>4,664</b>	<b>80</b>	<b>2%</b>



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

October 2014

	Oct 2014	Oct 2013	+/- Members	Percentage Difference
<b>MIDWEST REGION</b>				
Illinois	549	496	53	11%
Iowa	917	952	-35	-4%
Minnesota	2,887	2,919	-32	-1%
Missouri	945	903	42	5%
Nebraska	374	357	17	5%
North Dakota	255	234	21	9%
South Dakota	398	375	23	6%
Wisconsin	1,194	1,190	4	0%
<b>TOTAL</b>	<b>7,519</b>	<b>7,426</b>	<b>93</b>	<b>1%</b>
<b>NORTHWEST REGION</b>				
Alaska	141	145	-4	-3%
Idaho	975	758	217	29%
Montana	194	175	19	11%
Oregon	466	438	28	6%
Washington	2,317	2,372	-55	-2%
Wyoming	203	178	25	14%
<b>TOTAL</b>	<b>4,296</b>	<b>4,066</b>	<b>230</b>	<b>6%</b>
<b>SOUTHWEST REGION</b>				
Arkansas	746	705	41	6%
Colorado	759	756	3	0%
Kansas	444	460	-16	-3%
Louisiana	2,890	2,863	27	1%
Oklahoma	783	677	106	16%
Texas	862	846	16	2%
<b>TOTAL</b>	<b>6,484</b>	<b>6,307</b>	<b>177</b>	<b>3%</b>
<b>SUBTOTAL</b>	<b>55,533</b>	<b>53,704</b>	<b>1,829</b>	<b>3.4%</b>
<b>Miscellaneous</b>	<b>548</b>	<b>490</b>	<b>58</b>	<b>12%</b>
<b>GRAND TOTAL</b>	<b>56,081</b>	<b>54,194</b>	<b>1,887</b>	<b>3.5%</b>





# 1 TO 500 DIVISION

## STATE MEMBERSHIP GROWTH RANKINGS

### October 2014

	State	+/- Members	Oct 2014	May 2014	Members Diff in %	Ranking % Growth	2014/2015 3% Goal
1	Wyoming	28	203	175	16%	2	180
2	West Virginia	28	364	336	8%	3	346
3	Nevada	18	109	91	20%	1	94
4	Oregon	9	466	457	2%	4	471
5	North Dakota	2	255	253	1%	5	261
6	Nebraska	1	374	373	0%	6	384
7	Alaska	-1	141	142	-1%	7	146
8	Rhode Island	-1	9	10	-10%	15	10
9	Maine	-3	343	346	-1%	7	356
10	New Hampshire	-5	393	398	-1%	7	410
11	Montana	-5	194	199	-3%	10	205
12	Vermont	-6	125	131	-5%	12	135
13	Dist. of Columbia	-6	21	27	-22%	16	28
14	New Jersey	-14	369	383	-4%	11	395
15	South Dakota	-20	398	418	-5%	12	431
16	Kansas	-25	444	469	-5%	12	483
17	Hawaii	-34	94	128	-27%	17	132

Membership Growth Award Guidelines require that although states may be ranked #1 in both categories at time of report, awards will be given to the top 2 ranking states, one for number of members and one for percentage increase.



## 501 TO 1,001 DIVISION

# STATE MEMBERSHIP GROWTH RANKINGS

### October 2014

	State	+/- Members	Oct 2014	May 2014	Members Diff in %	Ranking % Growth	2014/2015 3% Goal
1	Idaho	204	975	771	26%	1	794
2	Oklahoma	94	783	689	14%	2	710
3	Arizona	76	1075	999	8%	3	1,029
4	Arkansas	19	746	727	3%	4	749
5	Delaware	0	945	945	0%	5	973
6	New York	-5	554	559	-1%	6	576
7	Missouri	-12	945	957	-1%	6	986
8	Illinois	-13	549	562	-2%	8	579
9	Maryland	-13	525	538	-2%	8	554
10	Connecticut	-20	523	543	-4%	11	559
11	Pennsylvania	-28	712	740	-4%	11	762
12	Texas	-31	862	893	-3%	10	920
13	Colorado	-34	759	793	-4%	11	817
14	New Mexico	-35	824	859	-4%	11	885
15	Iowa	-59	917	976	-6%	15	1,005

Membership Growth Award Guidelines require that although states may be ranked #1 in both categories at time of report, awards will be given to the top 2 ranking states, one for number of members and one for percentage increase.



## 1,001+ DIVISION

### STATE MEMBERSHIP GROWTH RANKINGS

#### October 2014

	State	+/- Members	Oct 2014	May 2014	Members Diff in %	Ranking % Growth	2014/2015 3% Goal
1	Alabama	173	2,303	2,130	8%	1	2,194
2	Michigan	125	1,835	1,710	7%	2	1,761
3	Georgia	111	4,477	4,366	3%	4	4,497
4	California	80	1,624	1,544	5%	3	1,590
5	Wisconsin	9	1,194	1,185	1%	5	1,221
6	Virginia	9	1,695	1,686	1%	5	1,737
7	Mississippi	4	1,007	1,003	0%	7	1,033
8	Massachusetts	3	1,007	1,004	0%	7	1,034
9	Utah	3	1,018	1,015	0%	7	1,045
10	Ohio	-12	1,463	1,475	-1%	10	1,519
11	Kentucky	-16	1,847	1,863	-1%	10	1,919
12	Minnesota	-21	2,887	2,908	-1%	10	2,995
13	Indiana	-27	1,290	1,317	-2%	15	1,357
14	Washington	-29	2,317	2,346	-1%	10	2,416
15	South Carolina	-32	1,923	1,955	-2%	15	2,014
16	Tennessee	-37	3,482	3,519	-1%	10	3,625
17	Florida	-54	2,659	2,713	-2%	15	2,713
18	North Carolina	-109	2,619	2,728	-4%	18	2,810
19	Louisiana	-137	2,890	3,027	-5%	19	3,118

Membership Growth Award Guidelines require that although states may be ranked #1 in both categories at time of report, awards will be given to the top 2 ranking states, one for number of members and one for percentage increase.



## MEMBERSHIP PROFILE

October 2014

	Oct 2014	May 2014	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition/Child Care Employees	27,860	27,512	348	50%	1%	12,504	10,078
School Nutrition/Child Care Managers	18,524	18,603	-79	33%	0%	8,034	6,513
District Directors/Child Care Directors	5,368	5,359	9	10%	0%	1,021	1,531
Retired	561	552	9	1%	2%	n/a	134
Affiliate	1,869	1,969	-100	3%	-5%	n/a	804
State Agency Directors	538	559	-21	1%	-4%	270	65
Major City Directors	438	407	31	1%	8%	215	122
Other	138	155	-17	*	-11%	311	585
Industry Individual	57	57	0	*	0%	n/a	-
Life	69	69	0	*	0%	n/a	2
Corporate Industry + Patron	470	474	-4	1%	-1%	n/a	-
Educators	79	90	-11	*	-12%	n/a	8
Student	101	114	-13	*	-11%	n/a	12
International	9	11	-2	*	-	n/a	-
<b>TOTAL MEMBERS</b>	<b>56,081</b>	<b>55,931</b>	<b>150</b>	<b>100%</b>	<b>0.3%</b>	<b>22,355</b>	<b>19,854</b>

Note: \* is less than 1%



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

October 2014 (Applications processed through 09/30/2014)

	October 2014	September 2014	+/- Members	May 2014	+/- Members	% of Total Membership
<b>MIDEAST REGION</b>						
Delaware	536	530	6	475	61	57%
Dist. of Columbia	5	5	0	5	0	24%
Indiana	556	555	1	589	-33	43%
Maryland	0	0	0	0	0	0%
Michigan	818	798	20	656	162	45%
Ohio	610	605	5	571	39	42%
West Virginia	269	280	-11	238	31	74%
<b>TOTAL</b>	<b>2,794</b>	<b>2,773</b>	<b>21</b>	<b>2,534</b>	<b>260</b>	<b>43%</b>

### NORTHEAST REGION

Connecticut	176	177	-1	181	-5	34%
Maine	138	131	7	134	4	40%
Massachusetts	595	583	12	578	17	59%
New Hampshire	198	191	7	184	14	50%
New Jersey	101	39	62	43	58	27%
New York	219	218	1	219	0	40%
Pennsylvania	151	155	-4	152	-1	21%
Rhode Island	0	0	0	0	0	0%
Vermont	26	26	0	26	0	21%
<b>TOTAL</b>	<b>1,604</b>	<b>1,520</b>	<b>84</b>	<b>1,517</b>	<b>87</b>	<b>40%</b>

### SOUTHEAST REGION

Alabama	1,331	1,266	65	1,133	198	58%
Florida	472	321	151	432	40	18%
Georgia	2,613	2,511	102	2,366	247	58%
Kentucky	762	762	0	762	0	41%
Mississippi	553	555	-2	600	-47	55%
North Carolina	1,505	1,496	9	1,664	-159	57%
South Carolina	1,314	1,338	-24	1,313	1	68%
Tennessee	2,574	2,608	-34	2,273	301	74%
Virginia	395	372	23	396	-1	23%
<b>TOTAL</b>	<b>11,519</b>	<b>11,229</b>	<b>290</b>	<b>10,939</b>	<b>580</b>	<b>52%</b>

### WEST REGION

Arizona	696	682	14	648	48	65%
California	319	332	-13	320	-1	20%
Hawaii	6	6	0	6	0	6%
Nevada	55	54	1	41	14	50%
New Mexico	370	374	-4	369	1	45%
Utah	222	208	14	191	31	22%
<b>TOTAL</b>	<b>1,668</b>	<b>1,656</b>	<b>12</b>	<b>1,575</b>	<b>93</b>	<b>35%</b>



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

October 2014

	October 2014	September 2014	+/- Members	May 2014	+/- Members	% of Total Membership
<b>MIDWEST REGION</b>						
Illinois	117	108	9	116	1	21%
Iowa	104	105	-1	117	-13	11%
Minnesota	379	382	-3	363	16	13%
Missouri	312	296	16	311	1	33%
Nebraska	59	59	0	61	-2	16%
North Dakota	9	10	-1	16	-7	4%
South Dakota	171	181	-10	186	-15	43%
Wisconsin	386	382	4	344	42	32%
<b>TOTAL</b>	<b>1,537</b>	<b>1,523</b>	<b>14</b>	<b>1,514</b>	<b>23</b>	<b>20%</b>
<b>NORTHWEST REGION</b>						
Alaska	4	4	0	4	0	3%
Idaho	356	135	221	109	247	37%
Montana	16	16	0	17	-1	8%
Oregon	188	172	16	174	14	40%
Washington	496	498	-2	500	-4	21%
Wyoming	118	84	34	71	47	58%
<b>TOTAL</b>	<b>1,178</b>	<b>909</b>	<b>269</b>	<b>875</b>	<b>303</b>	<b>27%</b>
<b>SOUTHWEST REGION</b>						
Arkansas	0	0	0	0	0	0%
Colorado	287	285	2	281	6	38%
Kansas	59	60	-1	71	-12	13%
Louisiana	719	508	211	522	197	25%
Oklahoma	474	511	-37	403	71	61%
Texas	433	201	232	427	6	50%
<b>TOTAL</b>	<b>1,972</b>	<b>1,565</b>	<b>407</b>	<b>1,704</b>	<b>268</b>	<b>30%</b>
<b>SUBTOTAL</b>	<b>22,272</b>	<b>21,175</b>	<b>1,097</b>	<b>20,658</b>	<b>1,614</b>	<b>40%</b>
<b>Miscellaneous</b>	<b>83</b>	<b>86</b>	<b>-3</b>	<b>74</b>	<b>9</b>	<b>15%</b>
<b>GRAND TOTAL</b>	<b>22,355</b>	<b>21,261</b>	<b>1,094</b>	<b>20,732</b>	<b>1,623</b>	<b>40%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

**October 2014** (Applications processed through 09/30/2014)

	<b>Oct 2014</b>	<b>Sept 2014</b>	<b>+/-</b>	<b>May 2014</b>	<b>+/-</b>	<b>% Diff in Cert</b>	<b>Oct 2013</b>	<b>2014/2015 3% Goal</b>	<b>% of Total Membership</b>
<b>MIDEAST REGION</b>									
Delaware	159	158	1	160	-1	-1%	148	165	17%
Dist. of Columbia	1	1	0	1	0	-	0	2	5%
Indiana	345	362	-17	371	-26	-7%	351	382	27%
Maryland	349	345	4	362	-13	-4%	357	373	66%
Michigan	355	360	-5	369	-14	-4%	395	380	19%
Ohio	509	514	-5	508	1	0%	519	523	35%
West Virginia	47	47	0	45	2	4%	30	46	13%
<b>TOTAL</b>	<b>1,765</b>	<b>1,787</b>	<b>-22</b>	<b>1,816</b>	<b>-51</b>	<b>-3%</b>	<b>1,800</b>	<b>1,871</b>	<b>27%</b>
<b>NORTHEAST REGION</b>									
Connecticut	149	146	3	147	2	1%	151	151	28%
Maine	105	106	-1	106	-1	-1%	114	109	31%
Massachusetts	146	145	1	145	1	1%	147	149	14%
New Hampshire	149	150	-1	142	7	5%	143	146	38%
New Jersey	44	45	-1	44	0	0%	44	45	12%
New York	76	75	1	75	1	1%	78	77	14%
Pennsylvania	82	81	1	76	6	8%	85	78	12%
Rhode Island	1	1	0	1	0	0%	2	2	11%
Vermont	15	15	0	16	-1	-6%	16	17	12%
<b>TOTAL</b>	<b>767</b>	<b>764</b>	<b>3</b>	<b>752</b>	<b>15</b>	<b>2%</b>	<b>780</b>	<b>774</b>	<b>19%</b>
<b>SOUTHEAST REGION</b>									
Alabama	1,102	1,092	10	1,067	35	3%	1,040	1,099	48%
Florida	1,696	1,690	6	1,739	-43	-2%	1,857	1,791	64%
Georgia	1,719	1,728	-9	1,716	3	0%	1,815	1,767	38%
Kentucky	744	741	3	732	12	2%	736	754	40%
Mississippi	75	74	1	77	-2	-3%	83	79	7%
North Carolina	821	820	1	828	-7	-1%	844	853	31%
South Carolina	432	418	14	421	11	3%	411	434	22%
Tennessee	1,494	1,505	-11	1,485	9	1%	1,417	1,530	43%
Virginia	816	813	3	831	-15	-2%	824	856	48%
<b>TOTAL</b>	<b>8,899</b>	<b>8,881</b>	<b>18</b>	<b>8,896</b>	<b>3</b>	<b>0%</b>	<b>9,027</b>	<b>9,163</b>	<b>40%</b>
<b>WEST REGION</b>									
Arizona	116	120	-4	121	-5	-4%	106	125	11%
California	187	183	4	184	3	2%	163	190	12%
Hawaii	0	0	0	0	0	-	0	1	0%
Nevada	18	17	1	14	4	29%	14	15	17%
New Mexico	399	401	-2	391	8	2%	395	403	48%
Utah	645	648	-3	649	-4	-1%	642	668	63%
<b>TOTAL</b>	<b>1,365</b>	<b>1,369</b>	<b>-4</b>	<b>1,359</b>	<b>6</b>	<b>0%</b>	<b>1,320</b>	<b>1,402</b>	<b>29%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

October 2014

	Oct 2014	Sept 2014	+/-	May 2014	+/-	% Diff in Cert	Oct 2013	2014/2015 3% Goal	% of Total Membership
<b>MIDWEST REGION</b>									
Illinois	81	80	1	77	4	5%	66	79	15%
Iowa	601	608	-7	619	-18	-3%	615	638	66%
Minnesota	2,282	2,273	9	2,327	-45	-2%	2,332	2,397	79%
Missouri	443	446	-3	428	15	4%	371	441	47%
Nebraska	139	139	0	135	4	3%	138	139	37%
North Dakota	48	46	2	40	8	20%	40	41	19%
South Dakota	107	112	-5	119	-12	-10%	119	123	27%
Wisconsin	444	444	0	456	-12	-3%	462	470	37%
<b>TOTAL</b>	<b>4,145</b>	<b>4,148</b>	<b>-3</b>	<b>4,201</b>	<b>-56</b>	<b>-1%</b>	<b>4,143</b>	<b>4,328</b>	<b>55%</b>
<b>NORTHWEST REGION</b>									
Alaska	16	17	-1	13	3	23%	9	14	11%
Idaho	367	363	4	360	7	2%	363	371	38%
Montana	62	62	0	59	3	5%	58	61	32%
Oregon	108	109	-1	107	1	1%	100	110	23%
Washington	1,554	1,554	0	1,537	17	1%	1,526	1,583	67%
Wyoming	46	48	-2	47	-1	-2%	47	48	23%
<b>TOTAL</b>	<b>2,153</b>	<b>2,153</b>	<b>0</b>	<b>2,123</b>	<b>30</b>	<b>1%</b>	<b>2,103</b>	<b>2,187</b>	<b>50%</b>
<b>SOUTHWEST REGION</b>									
Arkansas	38	37	1	38	0	0%	34	39	5%
Colorado	188	190	-2	188	0	0%	162	194	25%
Kansas	188	187	1	185	3	2%	169	191	42%
Louisiana	79	79	0	80	-1	-1%	79	82	3%
Oklahoma	218	194	24	174	44	25%	176	179	28%
Texas	49	48	1	51	-2	-4%	45	53	6%
<b>TOTAL</b>	<b>760</b>	<b>735</b>	<b>25</b>	<b>716</b>	<b>44</b>	<b>6%</b>	<b>665</b>	<b>738</b>	<b>12%</b>
<b>SUBTOTAL</b>	<b>19,854</b>	<b>19,837</b>	<b>17</b>	<b>19,863</b>	<b>-9</b>	<b>0%</b>	<b>19,838</b>	<b>20,463</b>	<b>36%</b>
<b>Miscellaneous</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>GRAND TOTAL</b>	<b>19,854</b>	<b>19,837</b>	<b>17</b>	<b>19,863</b>	<b>-9</b>	<b>0%</b>	<b>19,838</b>	<b>20,463</b>	<b>35%</b>





# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

**October 2014** (Applications processed through 09/30/2014)

	Oct 2014	Sept 2014	+/-	May 2014	+/-	% Diff in Cred	Oct 2013	# Times Exam Hosted
<b>MIDEAST REGION</b>								
Delaware	9	9	0	8	1	13%	8	0
Dist. of Columbia	0	0	0	0	0	-	0	11
Indiana	24	24	0	24	0	0%	24	3
Maryland	54	55	-1	56	-2	-4%	55	3
Michigan	40	40	0	40	0	0%	39	8
Ohio	52	51	1	41	11	27%	42	5
West Virginia	4	4	0	3	1	33%	3	0
<b>TOTAL</b>	<b>183</b>	<b>183</b>	<b>0</b>	<b>172</b>	<b>11</b>	<b>6%</b>	<b>171</b>	<b>30</b>
<b>NORTHEAST REGION</b>								
Connecticut	18	18	0	17	1	6%	18	3
Maine	15	15	0	13	2	15%	14	3
Massachusetts	54	54	0	49	5	10%	55	8
New Hampshire	14	14	0	12	2	17%	14	1
New Jersey	9	9	0	9	0	0%	8	2
New York	49	49	0	48	1	2%	48	16
Pennsylvania	32	32	0	33	-1	-3%	32	13
Rhode Island	4	4	0	4	0	0%	6	1
Vermont	8	8	0	8	0	0%	7	5
<b>TOTAL</b>	<b>203</b>	<b>203</b>	<b>0</b>	<b>193</b>	<b>10</b>	<b>5%</b>	<b>202</b>	<b>52</b>
<b>SOUTHEAST REGION</b>								
Alabama	16	16	0	17	-1	-6%	17	0
Florida	73	72	1	67	6	9%	64	12
Georgia	62	62	0	60	2	3%	59	14
Kentucky	49	49	0	50	-1	-2%	49	10
Mississippi	2	2	0	2	0	0%	2	0
North Carolina	33	33	0	32	1	3%	31	6
South Carolina	15	15	0	15	0	0%	14	3
Tennessee	44	44	0	42	2	5%	42	15
Virginia	65	65	0	66	-1	-2%	66	20
<b>TOTAL</b>	<b>359</b>	<b>358</b>	<b>1</b>	<b>351</b>	<b>8</b>	<b>2%</b>	<b>344</b>	<b>80</b>
<b>WEST REGION</b>								
Arizona	54	54	0	57	-3	-5%	55	8
California	94	94	0	87	7	8%	85	14
Hawaii	1	1	0	1	0	0%	1	3
Nevada	3	3	0	3	0	0%	3	2
New Mexico	14	14	0	15	-1	-7%	15	4
Utah	10	10	0	7	3	43%	8	2
<b>TOTAL</b>	<b>176</b>	<b>176</b>	<b>0</b>	<b>170</b>	<b>6</b>	<b>4%</b>	<b>167</b>	<b>33</b>



# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

October 2014

	Oct 2014	Sept 2014	+/-	May 2014	+/-	% Diff in Cred	Oct 2013	# Times Exam Hosted
<b>MIDWEST REGION</b>								
Illinois	38	38	0	37	1	3%	37	6
Iowa	19	19	0	20	-1	-5%	20	5
Minnesota	67	68	-1	59	8	14%	58	8
Missouri	25	25	0	27	-2	-7%	25	4
Nebraska	4	4	0	4	0	0%	4	0
North Dakota	5	5	0	4	1	25%	4	0
South Dakota	5	5	0	5	0	0%	3	1
Wisconsin	28	28	0	28	0	0%	29	11
<b>TOTAL</b>	<b>191</b>	<b>192</b>	<b>-1</b>	<b>184</b>	<b>7</b>	<b>4%</b>	<b>180</b>	<b>35</b>
<b>NORTHWEST REGION</b>								
Alaska	3	3	0	3	0	0%	3	0
Idaho	10	10	0	11	-1	-9%	10	2
Montana	2	2	0	2	0	0%	2	0
Oregon	13	13	0	12	1	8%	10	2
Washington	31	31	0	31	0	0%	32	5
Wyoming	3	3	0	3	0	0%	3	0
<b>TOTAL</b>	<b>62</b>	<b>62</b>	<b>0</b>	<b>62</b>	<b>0</b>	<b>0%</b>	<b>60</b>	<b>9</b>
<b>SOUTHWEST REGION</b>								
Arkansas	9	9	0	10	-1	-10%	10	2
Colorado	35	34	1	31	4	13%	31	7
Kansas	15	15	0	14	1	7%	12	1
Louisiana	7	7	0	6	1	17%	6	2
Oklahoma	7	7	0	7	0	0%	7	1
Texas	101	101	0	94	7	7%	89	19
<b>TOTAL</b>	<b>174</b>	<b>173</b>	<b>1</b>	<b>162</b>	<b>12</b>	<b>7%</b>	<b>155</b>	<b>32</b>
<b>SUBTOTAL</b>	<b>1,348</b>	<b>1,347</b>	<b>1</b>	<b>1,294</b>	<b>54</b>	<b>4%</b>	<b>1,279</b>	<b>271</b>
<b>Miscellaneous</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0%</b>	<b>1</b>	<b>1</b>
<b>GRAND TOTAL</b>	<b>1,349</b>	<b>1,348</b>	<b>1</b>	<b>1,295</b>	<b>54</b>	<b>4%</b>	<b>1,280</b>	<b>272</b>