



**TO:** SNA Board of Directors and State Leaders  
**CC:** Jen Lewi  
**FROM:** Laura Maynard  
**SUBJECT:** April 2016 Membership, Certificate & Credentialing Program Report  
**DATE:** May 5, 2016

## Membership Overview

The April Membership Report shows that we have 58,073 members (which is 1,893 more than April 2015). This is also 1,944 more members than May 2015 year-end and our membership numbers still remain at the highest levels they have been in over 15 years.

All of the seven regions have more members when compared with this time last year. The Northeast is showing the strongest growth.

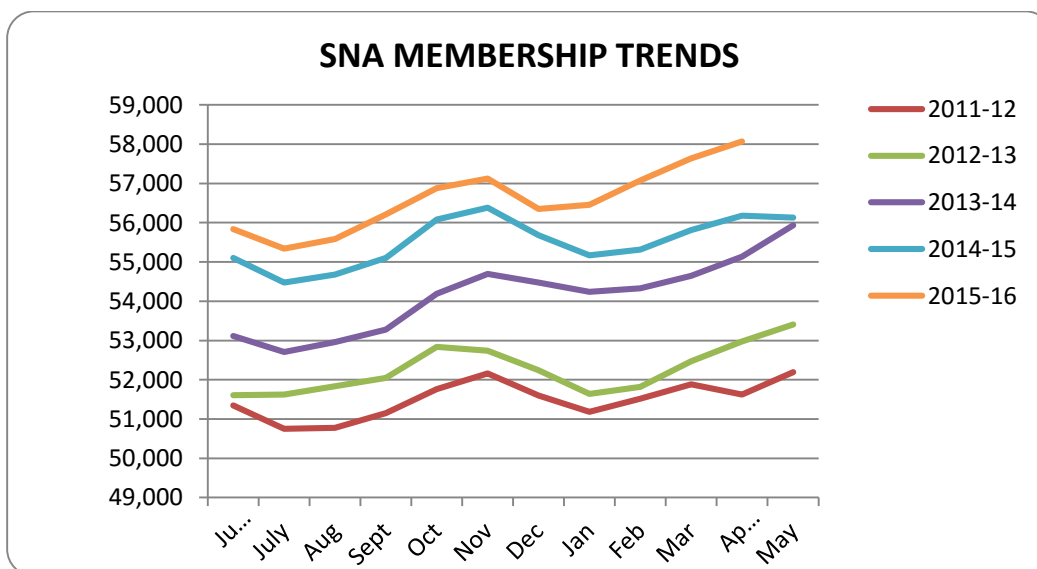
The states with an increase of 10% or more since May 2015 year-end are New Jersey, Montana, Alaska, Arkansas, Delaware, Texas, Pennsylvania, Missouri, New York, Maryland and Florida.

Region	April 2016	April 2015	Diff	% Diff
Mideast	6,389	6,342	47	1%
Northeast	4,552	4,027	525	13%
Southeast	22,572	21,743	829	4%
West	4,886	4,773	113	2%
Midwest	7,904	7,601	303	4%
Northwest	4,515	4,497	18	0%
Southwest	6,710	6,653	57	1%
Misc.	545	544	1	-
<b>Total</b>	<b>58,073</b>	<b>56,180</b>	<b>1,893</b>	<b>3.4%</b>

The Major City Director and District Director membership categories have grown by 67 and 330 respectively since May 2015.

## 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 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).

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### School District Owned Membership (SDM)

The total number of SDMs for April 2016 is 28,824 (which is 3,241 more than the May 2015 year-end total). SDMs currently account for 50% of the total membership. All states associations are now participating in SDM and the chart below shows the top 10 SDM states.

#### Top 10 SDM States

<b>Georgia</b>	3,002	<b>Alabama</b>	1,458
<b>Tennessee</b>	2,820	<b>Kentucky</b>	1,009
<b>Louisiana</b>	1,896	<b>Florida</b>	920
<b>North Carolina</b>	1,746	<b>Minnesota</b>	880
<b>South Carolina</b>	1,466	<b>Michigan</b>	843

### Credentialing Overview

The April Credentialing Report shows that we have a record 1,471 credentialed members which is 115 more than the May 2015 year-end and 115 more than April 2015.

### Certificate Program Overview

The April Certificate Program Report shows that we have 19,914 certificate holders which is 313 less than April 2015. The number of members with a certificate has decreased by 296 since May 2015 year-end. More specifically:

- Level 1 Certificates have decreased by -2.56%
- Level 2 Certificates have decreased by -1.59%
- Level 3 Certificates have increased by 4.63%

216 people earned a new certificate in April and 1,532 people renewed their certificate. Also, members with a certificate account for 34% of our membership.

Region	April 2016	April 2015	Diff	% Diff
Mideast	1,680	1,782	-102	-6%
Northeast	739	775	-36	-5%
Southeast	8,772	9,052	-280	-3%
West	1,376	1,355	21	2%
Midwest	4,185	4,172	13	0%
Northwest	2,335	2,249	86	4%
Southwest	778	794	-16	-2%
Misc.	49	48	1	-
<b>Total</b>	<b>19,914</b>	<b>20,227</b>	<b>-313</b>	<b>-1.5%</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

April 2016	(Applications processed through 04/30/2016)									Apr 2016	+/-	Apr 2016	+/-
April 2016	March 2016	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2015/16 3% Goal	Cert Program	Prior Month	Credentialing	Prior Month	
<b>MIDEAST REGION</b>													
Delaware	1,034	1,032	2	21	1	13	49	792	908	175	1	9	0
Dist. of Columbia	21	21	0	0	0	0	12	10	21	1	0	0	0
Indiana	1,399	1,361	38	58	2	22	183	713	1,394	330	-9	28	1
Maryland	562	557	5	7	0	3	28	207	526	258	-1	20	0
Michigan	1,666	1,663	3	26	2	37	123	843	1,756	334	1	42	0
Ohio	1,429	1,413	16	18	11	14	346	612	1,496	523	-5	56	0
West Virginia	278	278	0	4	0	6	6	192	278	59	1	4	0
<b>TOTAL</b>	<b>6,389</b>	<b>6,325</b>	<b>64</b>	<b>134</b>	<b>16</b>	<b>95</b>	<b>747</b>	<b>3,369</b>	<b>6,379</b>	<b>1,680</b>	<b>-12</b>	<b>159</b>	<b>1</b>
<b>NORTHEAST REGION</b>													
Connecticut	439	474	-35	3	1	41	33	130	506	139	-3	15	0
Maine	302	303	-1	4	0	5	22	106	334	88	-1	23	0
Massachusetts	1,022	1,002	20	23	37	34	137	642	1,015	160	-2	57	0
New Hampshire	386	390	-4	1	0	7	47	202	400	141	1	11	0
New Jersey	720	710	10	14	2	7	65	314	506	46	0	15	0
New York	640	644	-4	28	1	10	40	306	579	75	-1	53	1
Pennsylvania	920	927	-7	8	3	20	127	375	817	74	-4	31	0
Rhode Island	6	6	0	0	0	0	2	0	7	0	0	3	0
Vermont	117	125	-8	1	0	9	4	19	114	16	0	11	0
<b>TOTAL</b>	<b>4,552</b>	<b>4,581</b>	<b>-29</b>	<b>82</b>	<b>44</b>	<b>133</b>	<b>477</b>	<b>2,094</b>	<b>4,278</b>	<b>739</b>	<b>-10</b>	<b>219</b>	<b>1</b>
<b>SOUTHEAST REGION</b>													
Alabama	2,504	2,515	-11	11	3	41	206	1,458	2,348	1,122	5	18	2
Florida	2,861	2,587	274	232	11	51	195	920	2,614	1,565	15	78	0
Georgia	4,483	4,557	-74	7	2	87	243	3,002	4,455	1,632	-20	59	1
Kentucky	2,004	1,990	14	15	46	11	183	1,009	2,015	778	-7	52	0
Mississippi	938	945	-7	4	1	8	25	615	928	91	-2	8	0
North Carolina	2,673	2,670	3	32	2	35	334	1,746	2,845	734	-9	46	0
South Carolina	1,867	1,859	8	4	1	17	110	1,466	1,865	396	-10	18	0
Tennessee	3,577	3,501	76	130	0	49	207	2,820	3,687	1,673	-14	43	2
Virginia	1,665	1,673	-8	8	0	15	65	560	1,719	781	4	64	-4
<b>TOTAL</b>	<b>22,572</b>	<b>22,297</b>	<b>275</b>	<b>443</b>	<b>66</b>	<b>314</b>	<b>1,568</b>	<b>13,596</b>	<b>22,476</b>	<b>8,772</b>	<b>-38</b>	<b>386</b>	<b>1</b>
<b>WEST REGION</b>													
Arizona	941	1,010	-69	7	0	71	30	653	1,075	120	-2	47	0
California	1,668	1,689	-21	7	6	41	118	505	1,580	189	-2	118	0
Hawaii	272	272	0	10	0	10	37	242	287	3	0	1	0
Nevada	99	98	1	3	0	1	16	44	106	15	0	3	0
New Mexico	890	890	0	12	1	5	171	366	885	420	-8	12	0
Utah	1,016	1,003	13	23	3	7	81	260	1,031	629	3	15	0
<b>TOTAL</b>	<b>4,886</b>	<b>4,962</b>	<b>-76</b>	<b>62</b>	<b>10</b>	<b>135</b>	<b>453</b>	<b>2,070</b>	<b>4,964</b>	<b>1,376</b>	<b>-9</b>	<b>196</b>	<b>0</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

April 2016	(continued)												
	April 2016	March 2016	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2015/16 3% Goal	Apr 2016 Cert Program	+/- Prior Month	Apr 2016 Credentialing	+/- Prior Month
<b>MIDWEST REGION</b>													
Illinois	577	563	14	15	1	5	76	148	586	110	1	40	1
Iowa	1,022	1,029	-7	14	0	17	82	234	974	594	8	19	0
Minnesota	3,011	3,027	-16	38	2	48	180	880	3,070	2,374	1	75	1
Missouri	958	949	9	4	4	5	65	368	884	415	-3	30	0
Nebraska	381	373	8	14	0	5	46	64	400	121	-3	5	0
North Dakota	283	275	8	7	0	0	25	10	286	44	0	5	0
South Dakota	421	424	-3	6	1	4	29	200	447	113	0	4	0
Wisconsin	1,251	1,244	7	27	11	32	84	516	1,275	414	0	32	0
<b>TOTAL</b>	<b>7,904</b>	<b>7,884</b>	<b>20</b>	<b>125</b>	<b>19</b>	<b>116</b>	<b>587</b>	<b>2,420</b>	<b>7,922</b>	<b>4,185</b>	<b>4</b>	<b>210</b>	<b>2</b>
<b>NORTHWEST REGION</b>													
Alaska	159	161	-2	1	0	4	1	89	145	17	-1	3	0
Idaho	968	963	5	30	0	19	88	360	1,036	472	0	16	0
Montana	241	223	18	19	0	0	27	28	222	58	0	2	0
Oregon	506	540	-34	6	1	44	39	248	509	128	9	15	2
Washington	2,382	2,376	6	35	2	24	112	670	2,412	1,524	1	36	0
Wyoming	259	259	0	1	0	1	32	120	301	136	-1	3	0
<b>TOTAL</b>	<b>4,515</b>	<b>4,522</b>	<b>-7</b>	<b>92</b>	<b>3</b>	<b>92</b>	<b>299</b>	<b>1,515</b>	<b>4,625</b>	<b>2,335</b>	<b>8</b>	<b>75</b>	<b>2</b>
<b>SOUTHWEST REGION</b>													
Arkansas	840	777	63	29	42	14	31	456	691	50	2	10	1
Colorado	851	841	10	27	0	9	101	381	805	188	-2	45	1
Kansas	452	452	0	6	0	5	41	106	459	178	-2	15	0
Louisiana	2,615	2,616	-1	21	2	45	865	1,896	2,820	72	1	6	0
Oklahoma	927	904	23	6	18	7	118	572	913	243	0	6	0
Texas	1,025	932	93	104	1	11	90	349	907	47	-1	103	1
<b>TOTAL</b>	<b>6,710</b>	<b>6,522</b>	<b>188</b>	<b>193</b>	<b>63</b>	<b>91</b>	<b>1,246</b>	<b>3,760</b>	<b>6,595</b>	<b>778</b>	<b>-2</b>	<b>185</b>	<b>3</b>
<b>SUBTOTAL</b>	<b>57,528</b>	<b>57,093</b>	<b>435</b>	<b>1,131</b>	<b>221</b>	<b>976</b>	<b>5,377</b>	<b>28,824</b>	<b>57,239</b>	<b>19,865</b>	<b>-59</b>	<b>1,430</b>	<b>10</b>
<b>Miscellaneous</b>	<b>545</b>	<b>544</b>	<b>1</b>	<b>20</b>	<b>0</b>	<b>5</b>	<b>7</b>	<b>0</b>	<b>573</b>	<b>49</b>	<b>-1</b>	<b>41</b>	<b>-2</b>
<b>GRAND TOTAL</b>	<b>58,073</b>	<b>57,637</b>	<b>436</b>	<b>1,151</b>	<b>221</b>	<b>981</b>	<b>5,384</b>	<b>28,824</b>	<b>57,812</b>	<b>19,914</b>	<b>-60</b>	<b>1,471</b>	<b>8</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

April 2016	Year To Date Retention						
	April 2016	May 2015	+/- Members	Reinstated Members	Expired Members	Retention Rate	2015/16 3% Goal
<b>MIDEAST REGION</b>							
Delaware	1,034	882	152	94	133	96%	908
Dist. of Columbia	21	20	1	0	4	80%	21
Indiana	1,399	1,353	46	24	208	86%	1,394
Maryland	562	511	51	21	83	88%	526
Michigan	1,666	1,705	-39	67	498	75%	1,756
Ohio	1,429	1,452	-23	33	213	88%	1,496
West Virginia	278	270	8	15	60	83%	278
<b>TOTAL</b>	<b>6,389</b>	<b>6,193</b>	<b>196</b>	<b>254</b>	<b>1,199</b>	<b>85%</b>	<b>6,379</b>
<b>NORTHEAST REGION</b>							
Connecticut	439	491	-52	20	132	77%	506
Maine	302	324	-22	28	91	81%	334
Massachusetts	1,022	985	37	79	245	83%	1,015
New Hampshire	386	388	-2	30	81	87%	400
New Jersey	720	491	229	16	96	84%	506
New York	640	562	78	23	114	84%	579
Pennsylvania	920	793	127	19	131	86%	817
Rhode Island	6	6	0	0	0	100%	7
Vermont	117	111	6	0	23	79%	114
<b>TOTAL</b>	<b>4,552</b>	<b>4,151</b>	<b>401</b>	<b>215</b>	<b>913</b>	<b>83%</b>	<b>4,278</b>
<b>SOUTHEAST REGION</b>							
Alabama	2,504	2,280	224	71	321	89%	2,348
Florida	2,861	2,538	323	230	610	85%	2,614
Georgia	4,483	4,325	158	81	799	83%	4,455
Kentucky	2,004	1,956	48	68	282	89%	2,015
Mississippi	938	901	37	53	192	85%	928
North Carolina	2,673	2,762	-89	78	436	87%	2,845
South Carolina	1,867	1,811	56	270	620	81%	1,865
Tennessee	3,577	3,580	-3	123	620	86%	3,687
Virginia	1,665	1,669	-4	26	269	85%	1,719
<b>TOTAL</b>	<b>22,572</b>	<b>21,822</b>	<b>750</b>	<b>1,000</b>	<b>4,149</b>	<b>86%</b>	<b>22,476</b>
<b>WEST REGION</b>							
Arizona	941	1,044	-103	91	394	71%	1,075
California	1,668	1,534	134	67	451	75%	1,580
Hawaii	272	279	-7	0	20	93%	287
Nevada	99	103	-4	0	18	83%	106
New Mexico	890	859	31	22	161	84%	885
Utah	1,016	1,001	15	16	158	86%	1,031
<b>TOTAL</b>	<b>4,886</b>	<b>4,820</b>	<b>66</b>	<b>196</b>	<b>1,202</b>	<b>79%</b>	<b>4,964</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP RETENTION ANALYSIS REPORT

April 2016

(continued)

	April 2016	May 2015	+/- Members	Reinstated Members	Expired Members	Retention Rate	2015/16 3% Goal
<b>MIDWEST REGION</b>							
Illinois	577	569	8	10	98	85%	586
Iowa	1,022	946	76	6	156	84%	974
Minnesota	3,011	2,981	30	37	393	88%	3,070
Missouri	958	858	100	24	130	88%	884
Nebraska	381	388	-7	5	69	84%	400
North Dakota	283	278	5	8	70	78%	286
South Dakota	421	434	-13	140	122	104%	447
Wisconsin	1,251	1,238	13	24	166	89%	1,275
<b>TOTAL</b>	<b>7,904</b>	<b>7,692</b>	<b>212</b>	<b>254</b>	<b>1,204</b>	<b>88%</b>	<b>7,922</b>
<b>NORTHWEST REGION</b>							
Alaska	159	141	18	26	44	87%	145
Idaho	968	1,006	-38	11	208	80%	1,036
Montana	241	216	25	1	38	83%	222
Oregon	506	494	12	7	108	80%	509
Washington	2,382	2,342	40	55	328	88%	2,412
Wyoming	259	292	-33	3	91	70%	301
<b>TOTAL</b>	<b>4,515</b>	<b>4,491</b>	<b>24</b>	<b>103</b>	<b>817</b>	<b>84%</b>	<b>4,625</b>
<b>SOUTHWEST REGION</b>							
Arkansas	840	671	169	63	173	84%	691
Colorado	851	782	69	14	190	77%	805
Kansas	452	446	6	9	103	79%	459
Louisiana	2,615	2,738	-123	76	482	85%	2,820
Oklahoma	927	886	41	91	168	91%	913
Texas	1,025	881	144	61	382	64%	907
<b>TOTAL</b>	<b>6,710</b>	<b>6,404</b>	<b>306</b>	<b>314</b>	<b>1,498</b>	<b>82%</b>	<b>6,595</b>
<b>SUBTOTAL</b>	<b>57,528</b>	<b>55,573</b>	<b>1,955</b>	<b>2,336</b>	<b>10,982</b>	<b>84%</b>	<b>57,239</b>
<b>Miscellaneous</b>	<b>545</b>	<b>556</b>	<b>-11</b>	<b>0</b>	<b>101</b>	<b>*</b>	<b>573</b>
<b>GRAND TOTAL</b>	<b>58,073</b>	<b>56,129</b>	<b>1,944</b>	<b>2,336</b>	<b>11,083</b>	<b>84%</b>	<b>57,812</b>

Note: The retention rate will be skewing slightly higher as this report does not contain a full year of data. In 2014-15, SNA's national retention rate was 82%, and in 2014, the average association retention rate was 80%.



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

April 2016

	April 2016	April 2015	+/- Members	Percentage Difference
<b>MIDEAST REGION</b>				
Delaware	1,034	1,004	30	3%
Dist. of Columbia	21	19	2	11%
Indiana	1,399	1,355	44	3%
Maryland	562	515	47	9%
Michigan	1,666	1,691	-25	-1%
Ohio	1,429	1,479	-50	-3%
West Virginia	278	279	-1	0%
<b>TOTAL</b>	<b>6,389</b>	<b>6,342</b>	<b>47</b>	<b>1%</b>
<b>NORTHEAST REGION</b>				
Connecticut	439	466	-27	-6%
Maine	302	324	-22	-7%
Massachusetts	1,022	987	35	4%
New Hampshire	386	387	-1	0%
New Jersey	720	487	233	48%
New York	640	520	120	23%
Pennsylvania	920	739	181	24%
Rhode Island	6	6	0	0%
Vermont	117	111	6	5%
<b>TOTAL</b>	<b>4,552</b>	<b>4,027</b>	<b>525</b>	<b>13%</b>
<b>SOUTHEAST REGION</b>				
Alabama	2,504	2,270	234	10%
Florida	2,861	2,566	295	11%
Georgia	4,483	4,292	191	4%
Kentucky	2,004	1,919	85	4%
Mississippi	938	904	34	4%
North Carolina	2,673	2,714	-41	-2%
South Carolina	1,867	1,825	42	2%
Tennessee	3,577	3,577	0	0%
Virginia	1,665	1,676	-11	-1%
<b>TOTAL</b>	<b>22,572</b>	<b>21,743</b>	<b>829</b>	<b>4%</b>
<b>WEST REGION</b>				
Arizona	941	1,035	-94	-9%
California	1,668	1,523	145	10%
Hawaii	272	273	-1	0%
Nevada	99	102	-3	-3%
New Mexico	890	846	44	5%
Utah	1,016	994	22	2%
<b>TOTAL</b>	<b>4,886</b>	<b>4,773</b>	<b>113</b>	<b>2%</b>



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

April 2016

	April 2016	April 2015	+/- Members	Percentage Difference
<b>MIDWEST REGION</b>				
Illinois	577	560	17	3%
Iowa	1,022	941	81	9%
Minnesota	3,011	2,956	55	2%
Missouri	958	851	107	13%
Nebraska	381	367	14	4%
North Dakota	283	268	15	6%
South Dakota	421	425	-4	-1%
Wisconsin	1,251	1,233	18	1%
<b>TOTAL</b>	<b>7,904</b>	<b>7,601</b>	<b>303</b>	<b>4%</b>
<b>NORTHWEST REGION</b>				
Alaska	159	142	17	12%
Idaho	968	1,037	-69	-7%
Montana	241	210	31	15%
Oregon	506	513	-7	-1%
Washington	2,382	2,319	63	3%
Wyoming	259	276	-17	-6%
<b>TOTAL</b>	<b>4,515</b>	<b>4,497</b>	<b>18</b>	<b>0%</b>
<b>SOUTHWEST REGION</b>				
Arkansas	840	688	152	22%
Colorado	851	752	99	13%
Kansas	452	451	1	0%
Louisiana	2,615	3,000	-385	-13%
Oklahoma	927	878	49	6%
Texas	1,025	884	141	16%
<b>TOTAL</b>	<b>6,710</b>	<b>6,653</b>	<b>57</b>	<b>1%</b>
<b>SUBTOTAL</b>	<b>57,528</b>	<b>55,636</b>	<b>1,892</b>	<b>3.4%</b>
<b>Miscellaneous</b>	<b>545</b>	<b>544</b>	<b>1</b>	<b>0%</b>
<b>GRAND TOTAL</b>	<b>58,073</b>	<b>56,180</b>	<b>1,893</b>	<b>3.4%</b>





# 1 TO 500 DIVISION

## STATE MEMBERSHIP GROWTH RANKINGS

April 2016

	State	+/- Members	Apr 2016	May 2015	Members Diff in %	Ranking % Growth	2015/2016 3% Goal
1	New Jersey	229	720	491	46.6%	1	506
2	Montana	25	241	216	11.6%	3	222
3	Alaska	18	159	141	12.8%	2	145
4	Oregon	12	506	494	2.4%	7	509
5	West Virginia	8	278	270	3.0%	6	278
6	Vermont	6	117	111	5.4%	4	114
7	Kansas	6	452	446	1.3%	9	459
8	North Dakota	5	283	278	1.8%	8	286
9	Dist. of Columbia	1	21	20	5.0%	5	21
10	Rhode Island	0	6	6	0.0%	10	7
11	New Hampshire	-2	386	388	-0.5%	11	400
12	Nevada	-4	99	103	-3.9%	15	106
13	Nebraska	-7	381	388	-1.8%	12	400
14	Hawaii	-7	272	279	-2.5%	13	287
15	South Dakota	-13	421	434	-3.0%	14	447
16	Maine	-22	302	324	-6.8%	16	334
17	Wyoming	-33	259	292	-11.3%	18	301
18	Connecticut	-52	439	491	-10.6%	17	506

Guidelines to determine Membership Division Champions require that although one state may be ranked #1 in both categories at time of report, awards will be given to the top 2 ranking states in each division, one for increase in the number of members and one for percentage increase. Awards are also given to states which increase membership and achieve the annual membership goal.



## 501 TO 1,000 DIVISION

### STATE MEMBERSHIP GROWTH RANKINGS

April 2016

	State	+/- Members	Apr 2016	May 2015	Members Diff in %	Ranking % Growth	2015/2016 3% Goal
1	Arkansas	169	840	671	25.2%	1	691
2	Delaware	152	1,034	882	17.2%	2	908
3	Texas	144	1,025	881	16.3%	3	907
4	Pennsylvania	127	920	793	16.0%	4	817
5	Missouri	100	958	858	11.7%	6	884
6	New York	78	640	562	13.9%	5	579
7	Iowa	76	1,022	946	8.0%	9	974
8	Colorado	69	851	782	8.8%	8	805
9	Maryland	51	562	511	10.0%	7	526
10	Oklahoma	41	927	886	4.6%	10	913
11	Mississippi	37	938	901	4.1%	11	928
12	Massachusetts	37	1,022	985	3.8%	12	1,015
13	New Mexico	31	890	859	3.6%	13	885
14	Illinois	8	577	569	1.4%	14	586

Guidelines to determine Membership Division Champions require that although one state may be ranked #1 in both categories at time of report, awards will be given to the top 2 ranking states in each division, one for increase in the number of members and one for percentage increase. Awards are also given to states which increase membership and achieve the annual membership goal.



# 1,001+ DIVISION

## STATE MEMBERSHIP GROWTH RANKINGS

April 2016

	State	+/- Members	Apr 2016	May 2015	Members Diff in %	Ranking % Growth	2015/2016 3% Goal
1	Florida	323	2,861	2,538	12.7%	1	2,614
2	Alabama	224	2,504	2,280	9.8%	2	2,348
3	Georgia	158	4,483	4,325	3.7%	4	4,455
4	California	134	1,668	1,534	8.7%	3	1,580
5	South Carolina	56	1,867	1,811	3.1%	6	1,865
6	Kentucky	48	2,004	1,956	2.5%	7	2,015
7	Indiana	46	1,399	1,353	3.4%	5	1,394
8	Washington	40	2,382	2,342	1.7%	8	2,412
9	Minnesota	30	3,011	2,981	1.0%	11	3,070
10	Utah	15	1,016	1,001	1.5%	9	1,031
11	Wisconsin	13	1,251	1,238	1.1%	10	1,275
12	Tennessee	-3	3,577	3,580	-0.1%	12	3,687
13	Virginia	-4	1,665	1,669	-0.2%	13	1,719
14	Ohio	-23	1,429	1,452	-1.6%	14	1,496
15	Idaho	-38	968	1,006	-3.8%	17	1,036
16	Michigan	-39	1,666	1,705	-2.3%	15	1,756
17	North Carolina	-89	2,673	2,762	-3.2%	16	2,845
18	Arizona	-103	941	1,044	-9.9%	19	1,075
19	Louisiana	-123	2,615	2,738	-4.5%	18	2,820

Guidelines to determine Membership Division Champions require that although one state may be ranked #1 in both categories at time of report, awards will be given to the top 2 ranking states in each division, one for increase in the number of members and one for percentage increase. Awards are also given to states which increase membership and achieve the annual membership goal.



## MEMBERSHIP PROFILE

April 2016

	April 2016	May 2015	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition Employees	29,212	27,949	1,263	50%	5%	16,463	10,363
School Nutrition Managers	18,843	18,480	363	32%	2%	9,883	6,402
District Directors Directors	5,754	5,424	330	10%	6%	1,384	1,537
Retired	552	565	-13	1%	-2%	26	127
Affiliate	1,602	1,703	-101	3%	-6%	n/a	699
State Agency Directors	639	592	47	1%	8%	421	65
Major City Directors	525	458	67	1%	15%	295	111
Other	144	151	-7	*	-5%	352	590
Industry Individual	45	44	1	*	2%	n/a	-
Life	68	67	1	*	1%	n/a	2
Corporate Industry + Patron	493	490	3	1%	1%	n/a	-
Allied Groups	1	-	-	*		n/a	-
Educators	74	76	-2	*	-3%	n/a	12
Student	117	124	-7	*	-6%	n/a	6
International	4	6	-2	*	-	n/a	-
<b>TOTAL MEMBERS</b>	<b>58,073</b>	<b>56,129</b>	<b>1,944</b>	<b>100%</b>	<b>3.5%</b>	<b>28,824</b>	<b>19,914</b>

Note: \* is less than 1%



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

April 2016 (Applications processed through 04/30/2016)

	April 2016	March 2016	+/- Members	May 2015	+/- Members	% of Total Membership
<b>MIDEAST REGION</b>						
Delaware	792	780	12	616	176	77%
Dist. of Columbia	10	10	0	10	0	48%
Indiana	713	703	10	659	54	51%
Maryland	207	205	2	56	151	37%
Michigan	843	765	78	728	115	51%
Ohio	612	633	-21	589	23	43%
West Virginia	192	192	0	197	-5	69%
<b>TOTAL</b>	<b>3,369</b>	<b>3,288</b>	<b>81</b>	<b>2,855</b>	<b>514</b>	<b>53%</b>

### NORTHEAST REGION

Connecticut	130	169	-39	174	-44	30%
Maine	106	105	1	124	-18	35%
Massachusetts	642	616	26	580	62	63%
New Hampshire	202	207	-5	190	12	52%
New Jersey	314	306	8	191	123	44%
New York	306	306	0	220	86	48%
Pennsylvania	375	388	-13	232	143	41%
Rhode Island	0	0	0	0	0	0%
Vermont	19	21	-2	27	-8	16%
<b>TOTAL</b>	<b>2,094</b>	<b>2,118</b>	<b>-24</b>	<b>1,738</b>	<b>356</b>	<b>46%</b>

### SOUTHEAST REGION

Alabama	1,458	1,650	-192	1,427	31	58%
Florida	920	641	279	480	440	32%
Georgia	3,002	3,044	-42	2,769	233	67%
Kentucky	1,009	1,003	6	875	134	50%
Mississippi	615	622	-7	549	66	66%
North Carolina	1,746	1,717	29	1,727	19	65%
South Carolina	1,466	1,452	14	1,275	191	79%
Tennessee	2,820	2,723	97	2,689	131	79%
Virginia	560	560	0	453	107	34%
<b>TOTAL</b>	<b>13,596</b>	<b>13,412</b>	<b>184</b>	<b>12,244</b>	<b>1,352</b>	<b>60%</b>

### WEST REGION

Arizona	653	697	-44	743	-90	69%
California	505	516	-11	320	185	30%
Hawaii	242	259	-17	265	-23	89%
Nevada	44	44	0	50	-6	44%
New Mexico	366	385	-19	422	-56	41%
Utah	260	259	1	226	34	26%
<b>TOTAL</b>	<b>2,070</b>	<b>2,160</b>	<b>-90</b>	<b>2,026</b>	<b>44</b>	<b>42%</b>



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

April 2016

	April 2016	March 2016	+/- Members	May 2015	+/- Members	% of Total Membership
<b>MIDWEST REGION</b>						
Illinois	148	148	0	143	5	26%
Iowa	234	237	-3	124	110	23%
Minnesota	880	880	0	689	191	29%
Missouri	368	358	10	269	99	38%
Nebraska	64	63	1	54	10	17%
North Dakota	10	8	2	9	1	4%
South Dakota	200	200	0	196	4	48%
Wisconsin	516	491	25	445	71	41%
<b>TOTAL</b>	<b>2,420</b>	<b>2,385</b>	<b>35</b>	<b>1,929</b>	<b>491</b>	<b>31%</b>
<b>NORTHWEST REGION</b>						
Alaska	89	89	0	84	5	56%
Idaho	360	365	-5	365	-5	37%
Montana	28	28	0	14	14	12%
Oregon	248	247	1	242	6	49%
Washington	670	678	-8	568	102	28%
Wyoming	120	119	1	178	-58	46%
<b>TOTAL</b>	<b>1,515</b>	<b>1,526</b>	<b>-11</b>	<b>1,451</b>	<b>64</b>	<b>34%</b>
<b>SOUTHWEST REGION</b>						
Arkansas	456	382	74	102	354	54%
Colorado	381	412	-31	318	63	45%
Kansas	106	104	2	73	33	23%
Louisiana	1,896	1,892	4	1,841	55	73%
Oklahoma	572	565	7	591	-19	62%
Texas	349	319	30	415	-66	34%
<b>TOTAL</b>	<b>3,760</b>	<b>3,674</b>	<b>86</b>	<b>3,340</b>	<b>420</b>	<b>56%</b>
<b>SUBTOTAL</b>	<b>28,824</b>	<b>28,563</b>	<b>261</b>	<b>25,583</b>	<b>3,241</b>	<b>50%</b>
<b>Miscellaneous</b>	<b>0</b>	<b>1</b>	<b>-1</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>GRAND TOTAL</b>	<b>28,824</b>	<b>28,564</b>	<b>260</b>	<b>25,583</b>	<b>3,241</b>	<b>50%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

**April 2016** (Applications processed through 04/30/2016)

	April 2016	March 2016	+/-	May 2015	+/-	% Diff in Cert	Apr 2015	2015/2016 3% Goal	% of Total Membership
<b>MIDEAST REGION</b>									
Delaware	175	174	1	183	-8	-4%	180	188	17%
Dist. of Columbia	1	1	0	1	0	-	1	2	5%
Indiana	330	339	-9	349	-19	-5%	351	359	24%
Maryland	258	259	-1	307	-49	-16%	305	316	46%
Michigan	334	333	1	351	-17	-5%	353	362	20%
Ohio	523	528	-5	551	-28	-5%	548	568	37%
West Virginia	59	58	1	44	15	34%	44	45	21%
<b>TOTAL</b>	<b>1,680</b>	<b>1,692</b>	<b>-12</b>	<b>1,786</b>	<b>-106</b>	<b>-6%</b>	<b>1,782</b>	<b>1,840</b>	<b>26%</b>
<b>NORTHEAST REGION</b>									
Connecticut	139	142	-3	150	-11	-7%	151	155	32%
Maine	88	89	-1	104	-16	-15%	106	107	29%
Massachusetts	160	162	-2	148	12	8%	152	152	16%
New Hampshire	141	140	1	152	-11	-7%	144	157	37%
New Jersey	46	46	0	44	2	5%	43	45	6%
New York	75	76	-1	76	-1	-1%	76	78	12%
Pennsylvania	74	78	-4	87	-13	-15%	87	90	8%
Rhode Island	0	0	0	0	0	-	0	1	0%
Vermont	16	16	0	16	0	0%	16	17	14%
<b>TOTAL</b>	<b>739</b>	<b>749</b>	<b>-10</b>	<b>777</b>	<b>-38</b>	<b>-5%</b>	<b>775</b>	<b>802</b>	<b>16%</b>
<b>SOUTHEAST REGION</b>									
Alabama	1,122	1,117	5	1,102	20	2%	1,101	1,135	45%
Florida	1,565	1,550	15	1,635	-70	-4%	1,648	1,684	55%
Georgia	1,632	1,652	-20	1,779	-147	-8%	1,774	1,832	36%
Kentucky	778	785	-7	748	30	4%	745	770	39%
Mississippi	91	93	-2	86	5	6%	87	89	10%
North Carolina	734	743	-9	762	-28	-4%	772	785	27%
South Carolina	396	406	-10	429	-33	-8%	433	442	21%
Tennessee	1,673	1,687	-14	1,682	-9	-1%	1,685	1,732	47%
Virginia	781	777	4	803	-22	-3%	807	827	47%
<b>TOTAL</b>	<b>8,772</b>	<b>8,810</b>	<b>-38</b>	<b>9,026</b>	<b>-254</b>	<b>-3%</b>	<b>9,052</b>	<b>9,296</b>	<b>39%</b>
<b>WEST REGION</b>									
Arizona	120	122	-2	137	-17	-12%	124	141	13%
California	189	191	-2	191	-2	-1%	191	197	11%
Hawaii	3	3	0	0	3	-	0	1	1%
Nevada	15	15	0	17	-2	-12%	17	18	15%
New Mexico	420	428	-8	389	31	8%	396	401	47%
Utah	629	626	3	633	-4	-1%	627	652	62%
<b>TOTAL</b>	<b>1,376</b>	<b>1,385</b>	<b>-9</b>	<b>1,367</b>	<b>9</b>	<b>1%</b>	<b>1,355</b>	<b>1,410</b>	<b>28%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

April 2016

	April 2016	March 2016	+/-	May 2015	+/-	% Diff in Cert	Apr 2015	2015/2016 3% Goal	% of Total Membership
<b>MIDWEST REGION</b>									
Illinois	110	109	1	101	9	9%	101	104	19%
Iowa	594	586	8	590	4	1%	595	608	58%
Minnesota	2,374	2,373	1	2317	57	2%	2,330	2,387	79%
Missouri	415	418	-3	420	-5	-1%	427	433	43%
Nebraska	121	124	-3	135	-14	-10%	135	139	32%
North Dakota	44	44	0	46	-2	-4%	46	47	16%
South Dakota	113	113	0	114	-1	-1%	111	117	27%
Wisconsin	414	414	0	426	-12	-3%	427	439	33%
<b>TOTAL</b>	<b>4,185</b>	<b>4,181</b>	<b>4</b>	<b>4,149</b>	<b>36</b>	<b>1%</b>	<b>4,172</b>	<b>4,274</b>	<b>53%</b>
<b>NORTHWEST REGION</b>									
Alaska	17	18	-1	16	1	6%	15	17	11%
Idaho	472	472	0	391	81	21%	387	403	49%
Montana	58	58	0	60	-2	-3%	61	62	24%
Oregon	128	119	9	129	-1	-1%	132	133	25%
Washington	1,524	1,523	1	1,533	-9	-1%	1,551	1,579	64%
Wyoming	136	137	-1	139	-3	-2%	103	143	53%
<b>TOTAL</b>	<b>2,335</b>	<b>2,327</b>	<b>8</b>	<b>2,268</b>	<b>67</b>	<b>3%</b>	<b>2,249</b>	<b>2,337</b>	<b>52%</b>
<b>SOUTHWEST REGION</b>									
Arkansas	50	48	2	54	-4	-7%	52	56	6%
Colorado	188	190	-2	192	-4	-2%	190	198	22%
Kansas	178	180	-2	176	2	1%	179	181	39%
Louisiana	72	71	1	97	-25	-26%	97	100	3%
Oklahoma	243	243	0	234	9	4%	229	241	26%
Texas	47	48	-1	46	1	2%	47	47	5%
<b>TOTAL</b>	<b>778</b>	<b>780</b>	<b>-2</b>	<b>799</b>	<b>-21</b>	<b>-3%</b>	<b>794</b>	<b>823</b>	<b>12%</b>
<b>SUBTOTAL</b>	<b>19,865</b>	<b>19,924</b>	<b>-59</b>	<b>20,172</b>	<b>-307</b>	<b>-2%</b>	<b>20,179</b>	<b>20,782</b>	<b>35%</b>
<b>Miscellaneous</b>	<b>49</b>	<b>50</b>	<b>-1</b>	<b>38</b>	<b>11</b>	<b>-</b>	<b>48</b>	<b>48</b>	<b>9%</b>
<b>GRAND TOTAL</b>	<b>19,914</b>	<b>19,974</b>	<b>-60</b>	<b>20,210</b>	<b>-296</b>	<b>-1%</b>	<b>20,227</b>	<b>20,830</b>	<b>34%</b>





# SNA STATE ASSOCIATION

## CREDENTIALING (SNS) REPORT

**April 2016** (Applications processed through 04/30/2016)

	April 2016	March 2016	+/-	May 2015	+/-	% Diff in Cred	Apr 2015	# Times Exam Hosted
<b>MIDEAST REGION</b>								
Delaware	9	9	0	10	-1	-10%	10	0
Dist. of Columbia	0	0	0	0	0	-	0	12
Indiana	28	27	1	23	5	22%	23	4
Maryland	20	20	0	24	-4	-17%	26	3
Michigan	42	42	0	37	5	14%	40	9
Ohio	56	56	0	53	3	6%	53	5
West Virginia	4	4	0	4	0	0%	4	0
<b>TOTAL</b>	<b>159</b>	<b>158</b>	<b>1</b>	<b>151</b>	<b>8</b>	<b>5%</b>	<b>156</b>	<b>33</b>
<b>NORTHEAST REGION</b>								
Connecticut	15	15	0	18	-3	-17%	18	3
Maine	23	23	0	20	3	15%	19	4
Massachusetts	57	57	0	54	3	6%	54	8
New Hampshire	11	11	0	13	-2	-15%	13	3
New Jersey	15	15	0	12	3	25%	11	4
New York	53	52	1	48	5	10%	48	17
Pennsylvania	31	31	0	32	-1	-3%	32	14
Rhode Island	3	3	0	3	0	0%	3	1
Vermont	11	11	0	8	3	38%	8	6
<b>TOTAL</b>	<b>219</b>	<b>218</b>	<b>1</b>	<b>208</b>	<b>11</b>	<b>5%</b>	<b>206</b>	<b>60</b>
<b>SOUTHEAST REGION</b>								
Alabama	18	16	2	17	1	6%	16	1
Florida	78	78	0	74	4	5%	73	13
Georgia	59	58	1	55	4	7%	57	15
Kentucky	52	52	0	47	5	11%	47	11
Mississippi	8	8	0	4	4	100%	3	0
North Carolina	46	46	0	36	10	28%	36	7
South Carolina	18	18	0	15	3	20%	15	4
Tennessee	43	41	2	41	2	5%	42	16
Virginia	64	68	-4	64	0	0%	64	22
<b>TOTAL</b>	<b>386</b>	<b>385</b>	<b>1</b>	<b>353</b>	<b>33</b>	<b>9%</b>	<b>353</b>	<b>89</b>
<b>WEST REGION</b>								
Arizona	47	47	0	51	-4	-8%	51	11
California	118	118	0	101	17	17%	101	17
Hawaii	1	1	0	1	0	0%	1	3
Nevada	3	3	0	3	0	0%	3	2
New Mexico	12	12	0	13	-1	-8%	13	4
Utah	15	15	0	10	5	50%	10	3
<b>TOTAL</b>	<b>196</b>	<b>196</b>	<b>0</b>	<b>179</b>	<b>17</b>	<b>9%</b>	<b>179</b>	<b>40</b>



# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

April 2016

	April 2016	March 2016	+/-	May 2015	+/-	% Diff in Cred	Apr 2015	# Times Exam Hosted
<b>MIDWEST REGION</b>								
Illinois	40	39	1	37	3	8%	37	6
Iowa	19	19	0	18	1	6%	18	5
Minnesota	75	74	1	68	7	10%	67	11
Missouri	30	30	0	24	6	25%	24	6
Nebraska	5	5	0	4	1	25%	4	0
North Dakota	5	5	0	4	1	25%	4	0
South Dakota	4	4	0	4	0	0%	5	1
Wisconsin	32	32	0	33	-1	-3%	33	12
<b>TOTAL</b>	<b>210</b>	<b>208</b>	<b>2</b>	<b>192</b>	<b>18</b>	<b>9%</b>	<b>192</b>	<b>41</b>
<b>NORTHWEST REGION</b>								
Alaska	3	3	0	3	0	0%	3	0
Idaho	16	16	0	10	6	60%	10	2
Montana	2	2	0	2	0	0%	2	0
Oregon	15	13	2	12	3	25%	12	3
Washington	36	36	0	32	4	13%	32	6
Wyoming	3	3	0	3	0	0%	3	0
<b>TOTAL</b>	<b>75</b>	<b>73</b>	<b>2</b>	<b>62</b>	<b>13</b>	<b>21%</b>	<b>62</b>	<b>11</b>
<b>SOUTHWEST REGION</b>								
Arkansas	10	9	1	10	0	0%	10	2
Colorado	45	44	1	39	6	15%	39	7
Kansas	15	15	0	15	0	0%	15	1
Louisiana	6	6	0	7	-1	-14%	7	2
Oklahoma	6	6	0	6	0	0%	7	1
Texas	103	102	1	102	1	1%	102	19
<b>TOTAL</b>	<b>185</b>	<b>182</b>	<b>3</b>	<b>179</b>	<b>6</b>	<b>3%</b>	<b>180</b>	<b>32</b>
<b>SUBTOTAL</b>	<b>1,430</b>	<b>1,420</b>	<b>10</b>	<b>1,324</b>	<b>106</b>	<b>8%</b>	<b>1,328</b>	<b>306</b>
<b>Miscellaneous</b>	<b>41</b>	<b>43</b>	<b>-2</b>	<b>32</b>	<b>9</b>	<b>28%</b>	<b>28</b>	<b>1</b>
<b>GRAND TOTAL</b>	<b>1,471</b>	<b>1,463</b>	<b>8</b>	<b>1,356</b>	<b>115</b>	<b>8%</b>	<b>1,356</b>	<b>307</b>