



**TO:** SNA Board of Directors and State Leaders  
**CC:** Jen Lewi  
**FROM:** Laura Maynard  
**SUBJECT:** April 2015 Membership, Certificate & Credentialing Program Report  
**DATE:** May 7, 2015

## Membership Overview

The April Membership Report shows that we have 56,180 members (which is 1,047 more than April 2014). This is also 249 more members than May 2014 year-end.

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

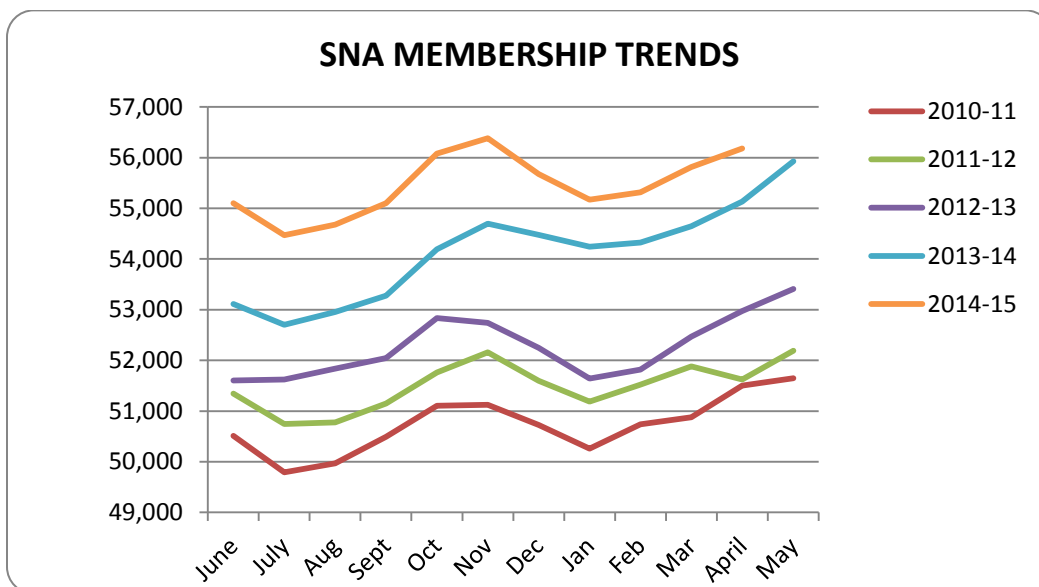
The list of states with an increase of 10% or more since May 2014 year-end is also growing and includes Hawaii, Wyoming, Oregon, New Jersey, Nevada, Idaho and Oklahoma.

Major City Director and District Director memberships have increased by 40 and 2 respectively.

Region	April 2015	April 2014	Diff	% Diff
Mideast	6,342	6,341	1	0%
Northeast	4,027	3,977	50	1%
Southeast	21,743	21,573	170	1%
West	4,773	4,579	194	4%
Midwest	7,601	7,527	74	1%
Northwest	4,497	4,093	404	10%
Southwest	6,653	6,512	141	2%
Misc.	544	531	12	-
<b>Total</b>	<b>56,180</b>	<b>55,133</b>	<b>1,047</b>	<b>1.9%</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 the winter and then bounce back in the fall and spring.

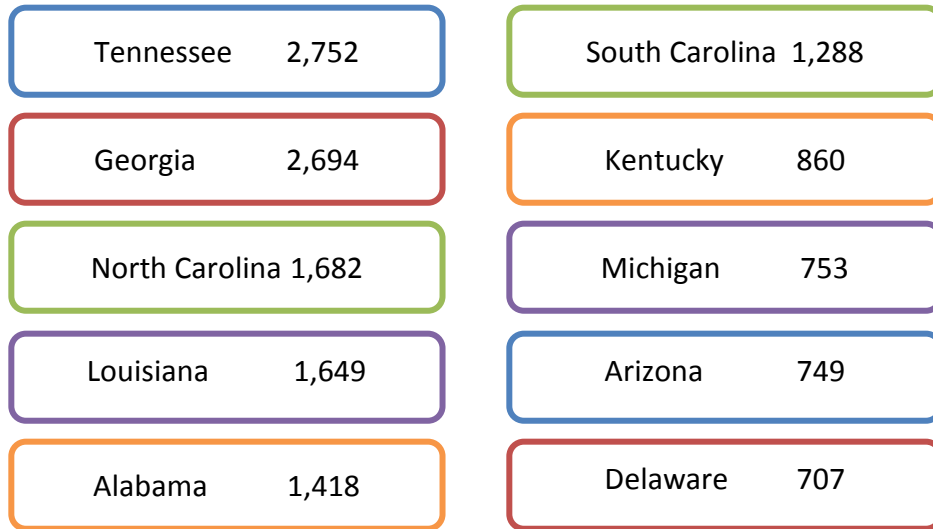


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### School District Owned Membership (SDM)

The total number of SDMs for April 2015 is 25,300 (which is 4,568 more than the May 2014 year-end total). SDMs currently account for 45% 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



### Credentialing Overview

The April Credentialing Report shows that we have 1,356 credentialed members which is 61 more than the May 2014 year-end and 69 more than April 2014.

### Certificate Program Overview

The April Certificate Program Report shows that we have 20,227 members with a Certificate in School Nutrition which is 459 more than April 2014. The number of members with a certificate has also increased by 364 since May 2014 year-end. More specifically:

- Level 1 Certificates have increased by 1.93%
- Level 2 Certificates have decreased by 1.79%
- Level 3 Certificates increased by 3.54%

234 people received a new certificate in April and 1,575 people renewed their certificate. Also, members with a certificate account for 36% of our membership. This is down from 45% in 2009.

Region	April 2015	April 2014	Diff	% Diff
Mideast	1,830	1,803	27	1%
Northeast	775	756	19	3%
Southeast	9,052	8,879	173	2%
West	1,355	1,318	37	3%
Midwest	4,172	4,190	-18	0%
Northwest	2,249	2,120	129	6%
Southwest	794	702	92	13%
Misc.	0	0	0	-
Total	20,227	19,768	459	2%



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

April 2015	(Applications processed through 04/30/2015)									Apr 2015	+/-	Apr 2015	+/-
April 2015	March 2015	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2014/15 3% Goal	Cert Program	Prior Month	Credentialing	Prior Month	
<b>MIDEAST REGION</b>													
Delaware	1,004	1,010	-6	2	0	8	205	707	973	180	0	10	0
Dist. of Columbia	19	21	-2	3	0	2	4	10	28	1	0	0	0
Indiana	1,355	1,359	-4	11	1	19	144	649	1,357	351	0	23	0
Maryland	515	519	-4	0	1	5	44	56	554	353	-4	53	0
Michigan	1,691	1,696	-5	8	19	30	269	753	1,761	353	1	40	0
Ohio	1,479	1,468	11	16	1	14	369	590	1,519	548	15	53	0
West Virginia	279	284	-5	2	0	6	32	197	346	44	2	4	0
<b>TOTAL</b>	<b>6,342</b>	<b>6,357</b>	<b>-15</b>	<b>42</b>	<b>22</b>	<b>84</b>	<b>1,067</b>	<b>2,962</b>	<b>6,538</b>	<b>1,830</b>	<b>14</b>	<b>183</b>	<b>0</b>
<b>NORTHEAST REGION</b>													
Connecticut	466	500	-34	4	4	39	58	145	559	151	4	18	0
Maine	324	327	-3	2	0	4	49	133	356	106	1	19	0
Massachusetts	987	977	10	12	6	21	127	577	1,034	152	4	54	0
New Hampshire	387	365	22	12	18	6	45	191	410	144	-6	13	0
New Jersey	487	421	66	51	0	6	25	188	395	43	1	11	0
New York	520	498	22	6	11	4	63	188	576	76	0	48	0
Pennsylvania	739	721	18	19	2	6	75	199	762	87	1	32	0
Rhode Island	6	6	0	0	0	0	2	0	10	0	0	3	0
Vermont	111	114	-3	0	0	3	10	27	135	16	0	8	0
<b>TOTAL</b>	<b>4,027</b>	<b>3,929</b>	<b>98</b>	<b>106</b>	<b>41</b>	<b>89</b>	<b>454</b>	<b>1,648</b>	<b>4,237</b>	<b>775</b>	<b>5</b>	<b>206</b>	<b>0</b>
<b>SOUTHEAST REGION</b>													
Alabama	2,270	2,307	-37	5	0	45	219	1,418	2,194	1,101	-6	16	0
Florida	2,566	2,566	0	35	13	54	229	480	2,794	1,648	-17	73	0
Georgia	4,292	4,353	-61	11	7	84	186	2,694	4,497	1,774	-2	57	-1
Kentucky	1,919	1,913	6	29	0	25	171	860	1,919	745	1	47	-1
Mississippi	904	928	-24	4	2	29	52	548	1,033	87	8	3	0
North Carolina	2,714	2,626	88	104	5	28	252	1,682	2,810	772	-13	36	0
South Carolina	1,825	1,836	-11	5	1	21	161	1,288	2,014	433	-5	15	0
Tennessee	3,577	3,541	36	98	4	57	583	2,752	3,625	1,685	9	42	-1
Virginia	1,676	1,663	13	24	5	24	91	464	1,737	807	-7	64	0
<b>TOTAL</b>	<b>21,743</b>	<b>21,733</b>	<b>10</b>	<b>315</b>	<b>37</b>	<b>367</b>	<b>1,944</b>	<b>12,186</b>	<b>22,623</b>	<b>9,052</b>	<b>-32</b>	<b>353</b>	<b>-3</b>
<b>WEST REGION</b>													
Arizona	1,035	1,047	-12	8	4	21	47	749	1,029	124	1	51	-1
California	1,523	1,536	-13	9	5	28	171	329	1,590	191	4	101	-1
Hawaii	273	276	-3	0	0	3	27	262	132	0	0	1	0
Nevada	102	99	3	3	0	0	14	53	94	17	0	3	0
New Mexico	846	818	28	37	1	9	119	409	885	396	2	13	0
Utah	994	978	16	28	0	9	92	222	1,045	627	-4	10	0
<b>TOTAL</b>	<b>4,773</b>	<b>4,754</b>	<b>19</b>	<b>85</b>	<b>10</b>	<b>70</b>	<b>470</b>	<b>2,024</b>	<b>4,775</b>	<b>1,355</b>	<b>3</b>	<b>179</b>	<b>-2</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

April 2015 (continued)

	April 2015	March 2015	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2014/15 3% Goal	Apr 2015 Cert Program	+/- Prior Month	Apr 2015 Credentialing	+/- Prior Month
<b>MIDWEST REGION</b>													
Illinois	560	536	24	30	2	7	79	142	579	101	1	37	0
Iowa	941	938	3	14	1	14	63	123	1,005	595	2	18	0
Minnesota	2,956	2,943	13	48	0	39	155	686	2,995	2,330	4	67	0
Missouri	851	843	8	24	3	16	64	274	986	427	8	24	0
Nebraska	367	364	3	7	0	7	46	52	384	135	-1	4	0
North Dakota	268	254	14	13	1	0	33	7	261	46	0	4	-1
South Dakota	425	424	1	3	0	1	21	198	431	111	1	5	0
Wisconsin	1,233	1,227	6	21	2	21	77	435	1,221	427	-8	33	-1
<b>TOTAL</b>	<b>7,601</b>	<b>7,529</b>	<b>72</b>	<b>160</b>	<b>9</b>	<b>105</b>	<b>538</b>	<b>1,917</b>	<b>7,862</b>	<b>4,172</b>	<b>7</b>	<b>192</b>	<b>-2</b>
<b>NORTHWEST REGION</b>													
Alaska	142	146	-4	0	0	4	5	84	146	15	-1	3	0
Idaho	1,037	1,009	28	43	1	14	101	360	794	387	-1	10	0
Montana	210	204	6	4	0	0	27	14	205	61	0	2	0
Oregon	513	545	-32	6	0	37	37	237	471	132	0	12	0
Washington	2,319	2,335	-16	16	1	36	149	549	2,416	1,551	0	32	0
Wyoming	276	275	1	2	0	1	10	174	180	103	5	3	0
<b>TOTAL</b>	<b>4,497</b>	<b>4,514</b>	<b>-17</b>	<b>71</b>	<b>2</b>	<b>92</b>	<b>329</b>	<b>1,418</b>	<b>4,212</b>	<b>2,249</b>	<b>3</b>	<b>62</b>	<b>0</b>
<b>SOUTHWEST REGION</b>													
Arkansas	688	692	-4	3	1	8	46	102	749	52	1	10	0
Colorado	752	735	17	27	3	8	93	313	817	190	-1	39	0
Kansas	451	442	9	13	0	8	57	76	483	179	-4	15	0
Louisiana	3,000	2,855	145	151	34	42	822	1,649	3,118	97	1	7	0
Oklahoma	878	869	9	21	0	6	46	589	710	229	2	7	0
Texas	884	870	14	22	1	10	131	416	920	47	-5	102	0
<b>TOTAL</b>	<b>6,653</b>	<b>6,463</b>	<b>190</b>	<b>237</b>	<b>39</b>	<b>82</b>	<b>1,195</b>	<b>3,145</b>	<b>6,797</b>	<b>794</b>	<b>-6</b>	<b>180</b>	<b>0</b>
<b>SUBTOTAL</b>	<b>55,636</b>	<b>55,279</b>	<b>357</b>	<b>1,016</b>	<b>160</b>	<b>889</b>	<b>5,997</b>	<b>25,300</b>	<b>57,044</b>	<b>20,227</b>	<b>-6</b>	<b>1,355</b>	<b>-7</b>
<b>Miscellaneous</b>	<b>544</b>	<b>536</b>	<b>8</b>	<b>31</b>	<b>0</b>	<b>14</b>	<b>3</b>	<b>0</b>	<b>567</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>
<b>GRAND TOTAL</b>	<b>56,180</b>	<b>55,815</b>	<b>365</b>	<b>1,047</b>	<b>160</b>	<b>903</b>	<b>6,000</b>	<b>25,300</b>	<b>57,611</b>	<b>20,227</b>	<b>-6</b>	<b>1,356</b>	<b>-7</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 2015

Year To Date Retention

	Apr 2015	May 2014	+/- Members	Reinstated Members	Expired Members	Retention Rate	2014/15 3 % Goal
<b>MIDEAST REGION</b>							
Delaware	1,004	945	59	10	96	91%	973
Dist. of Columbia	19	27	-8	0	14	48%	28
Indiana	1,355	1,317	38	102	237	90%	1,357
Maryland	515	538	-23	6	107	81%	554
Michigan	1,691	1,710	-19	182	601	75%	1,761
Ohio	1,479	1,475	4	48	180	91%	1,519
West Virginia	279	336	-57	6	126	64%	346
<b>TOTAL</b>	<b>6,342</b>	<b>6,348</b>	<b>-6</b>	<b>354</b>	<b>1,361</b>	<b>84%</b>	<b>6,538</b>

**NORTHEAST REGION**

Connecticut	466	543	-77	30	141	80%	559
Maine	324	346	-22	13	71	83%	356
Massachusetts	987	1,004	-17	56	218	84%	1,034
New Hampshire	387	398	-11	36	81	89%	410
New Jersey	487	383	104	17	151	65%	395
New York	520	559	-39	56	140	85%	576
Pennsylvania	739	740	-1	42	141	87%	762
Rhode Island	6	10	-4	0	3	70%	10
Vermont	111	131	-20	0	27	79%	135
<b>TOTAL</b>	<b>4,027</b>	<b>4,114</b>	<b>-87</b>	<b>250</b>	<b>973</b>	<b>82%</b>	<b>4,237</b>

**SOUTHEAST REGION**

Alabama	2,270	2,130	140	212	344	94%	2,194
Florida	2,566	2,713	-147	233	832	78%	2,794
Georgia	4,292	4,366	-74	210	1,091	80%	4,497
Kentucky	1,919	1,863	56	36	271	87%	1,919
Mississippi	904	1,003	-99	53	306	75%	1,033
North Carolina	2,714	2,728	-14	143	556	85%	2,810
South Carolina	1,825	1,955	-130	292	620	83%	2,014
Tennessee	3,577	3,519	58	134	591	87%	3,625
Virginia	1,676	1,686	-10	27	281	85%	1,737
<b>TOTAL</b>	<b>21,743</b>	<b>21,963</b>	<b>-220</b>	<b>1,340</b>	<b>4,892</b>	<b>84%</b>	<b>22,623</b>

**WEST REGION**

Arizona	1,035	999	36	89	267	82%	1,029
California	1,523	1,544	-21	70	479	74%	1,590
Hawaii	273	128	145	4	77	43%	132
Nevada	102	91	11	2	19	81%	94
New Mexico	846	859	-13	20	161	84%	885
Utah	994	1,015	-21	26	179	85%	1,045
<b>TOTAL</b>	<b>4,773</b>	<b>4,636</b>	<b>137</b>	<b>211</b>	<b>1,182</b>	<b>79%</b>	<b>4,775</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP RETENTION ANALYSIS REPORT

April 2015

(continued)

	Apr 2015	May 2014	+/- Members	Reinstated Members	Expired Members	Retention Rate	2014/15 3 % Goal
<b>MIDWEST REGION</b>							
Illinois	560	562	-2	24	109	85%	579
Iowa	941	976	-35	18	173	84%	1,005
Minnesota	2,956	2,908	48	45	367	89%	2,995
Missouri	851	957	-106	60	258	79%	986
Nebraska	367	373	-6	11	64	86%	384
North Dakota	268	253	15	8	68	76%	261
South Dakota	425	418	7	18	82	85%	431
Wisconsin	1,233	1,185	48	29	181	87%	1,221
<b>TOTAL</b>	<b>7,601</b>	<b>7,632</b>	<b>-31</b>	<b>213</b>	<b>1,302</b>	<b>86%</b>	<b>7,862</b>
<b>NORTHWEST REGION</b>							
Alaska	142	142	0	2	32	79%	146
Idaho	1,037	771	266	20	117	87%	794
Montana	210	199	11	10	39	85%	205
Oregon	513	457	56	52	112	87%	471
Washington	2,319	2,346	-27	34	309	88%	2,416
Wyoming	276	175	101	3	32	83%	180
<b>TOTAL</b>	<b>4,497</b>	<b>4,090</b>	<b>407</b>	<b>121</b>	<b>641</b>	<b>87%</b>	<b>4,212</b>
<b>SOUTHWEST REGION</b>							
Arkansas	688	727	-39	20	207	74%	749
Colorado	752	793	-41	21	186	79%	817
Kansas	451	469	-18	28	128	79%	483
Louisiana	3,000	3,027	-27	112	516	87%	3,118
Oklahoma	878	689	189	55	176	82%	710
Texas	884	893	-9	261	421	82%	920
<b>TOTAL</b>	<b>6,653</b>	<b>6,598</b>	<b>55</b>	<b>497</b>	<b>1,634</b>	<b>83%</b>	<b>6,797</b>
<b>SUBTOTAL</b>	<b>55,636</b>	<b>55,381</b>	<b>255</b>	<b>2,986</b>	<b>11,985</b>	<b>84%</b>	<b>57,044</b>
<b>Miscellaneous</b>	544	550	-6	4	123	*	567
<b>GRAND TOTAL</b>	<b>56,180</b>	<b>55,931</b>	<b>249</b>	<b>2,990</b>	<b>12,108</b>	<b>84%</b>	<b>57,611</b>

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



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

April 2015

	Apr 2015	Apr 2014	+/- Members	Percentage Difference
<b>MIDEAST REGION</b>				
Delaware	1,004	955	49	5%
Dist. of Columbia	19	25	-6	-24%
Indiana	1,355	1,294	61	5%
Maryland	515	538	-23	-4%
Michigan	1,691	1,736	-45	-3%
Ohio	1,479	1,445	34	2%
West Virginia	279	348	-69	-20%
<b>TOTAL</b>	<b>6,342</b>	<b>6,341</b>	<b>1</b>	<b>0%</b>

**NORTHEAST REGION**

Connecticut	466	536	-70	-13%
Maine	324	329	-5	-2%
Massachusetts	987	982	5	1%
New Hampshire	387	404	-17	-4%
New Jersey	487	382	105	27%
New York	520	548	-28	-5%
Pennsylvania	739	655	84	13%
Rhode Island	6	10	-4	-40%
Vermont	111	131	-20	-15%
<b>TOTAL</b>	<b>4,027</b>	<b>3,977</b>	<b>50</b>	<b>1%</b>

**SOUTHEAST REGION**

Alabama	2,270	2,114	156	7%
Florida	2,566	2,752	-186	-7%
Georgia	4,292	4,399	-107	-2%
Kentucky	1,919	1,841	78	4%
Mississippi	904	980	-76	-8%
North Carolina	2,714	2,694	20	1%
South Carolina	1,825	1,889	-64	-3%
Tennessee	3,577	3,231	346	11%
Virginia	1,676	1,673	3	0%
<b>TOTAL</b>	<b>21,743</b>	<b>21,573</b>	<b>170</b>	<b>1%</b>

**WEST REGION**

Arizona	1,035	985	50	5%
California	1,523	1,532	-9	-1%
Hawaii	273	130	143	110%
Nevada	102	85	17	20%
New Mexico	846	831	15	2%
Utah	994	1,016	-22	-2%
<b>TOTAL</b>	<b>4,773</b>	<b>4,579</b>	<b>194</b>	<b>4%</b>



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

April 2015

	Apr 2015	Apr 2014	+/- Members	Percentage Difference
<b>MIDWEST REGION</b>				
Illinois	560	551	9	2%
Iowa	941	965	-24	-2%
Minnesota	2,956	2,897	59	2%
Missouri	851	950	-99	-10%
Nebraska	367	354	13	4%
North Dakota	268	234	34	15%
South Dakota	425	385	40	10%
Wisconsin	1,233	1,191	42	4%
<b>TOTAL</b>	<b>7,601</b>	<b>7,527</b>	74	1%
<b>NORTHWEST REGION</b>				
Alaska	142	145	-3	-2%
Idaho	1,037	775	262	34%
Montana	210	185	25	14%
Oregon	513	467	46	10%
Washington	2,319	2,350	-31	-1%
Wyoming	276	171	105	61%
<b>TOTAL</b>	<b>4,497</b>	<b>4,093</b>	404	10%
<b>SOUTHWEST REGION</b>				
Arkansas	688	736	-48	-7%
Colorado	752	752	0	0%
Kansas	451	465	-14	-3%
Louisiana	3,000	3,037	-37	-1%
Oklahoma	878	661	217	33%
Texas	884	861	23	3%
<b>TOTAL</b>	<b>6,653</b>	<b>6,512</b>	141	2%
<b>SUBTOTAL</b>	<b>55,636</b>	<b>54,602</b>	1,034	1.9%
<b>Miscellaneous</b>	<b>544</b>	<b>531</b>	13	2%
<b>GRAND TOTAL</b>	<b>56,180</b>	<b>55,133</b>	1,047	1.9%





# 1 TO 500 DIVISION

## STATE MEMBERSHIP GROWTH RANKINGS

April 2015

	State	+/- Members	Apr 2015	May 2014	Members Diff in %	Ranking % Growth	2014/2015 3% Goal
1	Hawaii	145	273	128	113%	1	132
2	New Jersey	104	487	383	27%	3	395
3	Wyoming	101	276	175	58%	2	180
4	Oregon	56	513	457	12%	4	471
5	North Dakota	15	268	253	6%	6	261
6	Nevada	11	102	91	12%	4	94
7	Montana	11	210	199	6%	6	205
8	South Dakota	7	425	418	2%	8	431
9	Alaska	0	142	142	0%	9	146
10	Rhode Island	-4	6	10	-40%	17	10
11	Nebraska	-6	367	373	-2%	10	384
12	Dist. of Columbia	-8	19	27	-30%	16	28
13	New Hampshire	-11	387	398	-3%	11	410
14	Kansas	-18	451	469	-4%	12	483
15	Vermont	-20	111	131	-15%	14	135
16	Maine	-22	324	346	-6%	13	356
17	West Virginia	-57	279	336	-17%	15	346

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 1,000 DIVISION

# STATE MEMBERSHIP GROWTH RANKINGS

**April 2015**

	State	+/- Members	Apr 2015	May 2014	Members Diff in %	Ranking % Growth	2014/2015 3% Goal
1	Idaho	266	1,037	771	35%	1	794
2	Oklahoma	189	878	689	27%	2	710
3	Delaware	59	1,004	945	6%	3	973
4	Arizona	36	1,035	999	4%	4	1,029
5	Pennsylvania	-1	739	740	0%	5	762
6	Illinois	-2	560	562	0%	5	579
7	Texas	-9	884	893	-1%	7	920
8	New Mexico	-13	846	859	-2%	8	885
9	Maryland	-23	515	538	-4%	9	554
10	Iowa	-35	941	976	-4%	9	1,005
11	Arkansas	-39	688	727	-5%	11	749
12	New York	-39	520	559	-7%	13	576
13	Colorado	-41	752	793	-5%	11	817
14	Connecticut	-77	466	543	-14%	15	559
15	Missouri	-106	851	957	-11%	14	986

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

April 2015

	State	+/- Members	Apr 2015	May 2014	Members Diff in %	Ranking % Growth	2014/2015 3% Goal
1	Alabama	140	2,270	2,130	7%	1	2,194
2	Tennessee	58	3,577	3,519	2%	5	3,625
3	Kentucky	56	1,919	1,863	3%	3	1,919
4	Wisconsin	48	1,233	1,185	4%	2	1,221
5	Minnesota	48	2,956	2,908	2%	5	2,995
6	Indiana	38	1,355	1,317	3%	3	1,357
7	Ohio	4	1,479	1,475	0%	7	1,519
8	Virginia	-10	1,676	1,686	-1%	8	1,737
9	North Carolina	-14	2,714	2,728	-1%	8	2,810
10	Massachusetts	-17	987	1,004	-2%	14	1,034
11	Michigan	-19	1,691	1,710	-1%	8	1,761
12	California	-21	1,523	1,544	-1%	8	1,590
13	Utah	-21	994	1,015	-2%	14	1,045
14	Washington	-27	2,319	2,346	-1%	8	2,416
15	Louisiana	-27	3,000	3,027	-1%	8	3,118
16	Georgia	-74	4,292	4,366	-2%	14	4,497
17	Mississippi	-99	904	1,003	-10%	19	1,033
18	South Carolina	-130	1,825	1,955	-7%	18	2,014
19	Florida	-147	2,566	2,713	-5%	17	2,713

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

April 2015

	Apr 2015	May 2014	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition/Child Care Employees	28,219	27,512	707	50%	3%	14,472	10,357
School Nutrition/Child Care Managers	18,326	18,603	-277	33%	-1%	8,793	6,543
District Directors/Child Care Directors	5,361	5,359	2	10%	0%	1,125	1,522
Retired	560	552	8	1%	1%	n/a	133
Affiliate	1,726	1,969	-243	3%	-12%	n/a	757
State Agency Directors	591	559	32	1%	6%	331	75
Major City Directors	447	407	40	1%	10%	239	112
Other	152	155	-3	*	-2%	340	695
Industry Individual	44	57	-13	*	-23%	n/a	-
Life	68	69	-1	*	-1%	n/a	2
Corporate Industry + Patron	485	474	11	1%	2%	n/a	-
Educators	77	90	-13	*	-14%	n/a	9
Student	117	114	3	*	3%	n/a	22
International	7	11	-4	*	-	n/a	-
<b>TOTAL MEMBERS</b>	<b>56,180</b>	<b>55,931</b>	<b>249</b>	<b>100%</b>	<b>0.4%</b>	<b>25,300</b>	<b>20,227</b>

Note: \* is less than 1%



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

April 2015 (Applications processed through 04/30/2015)

	April 2015	March 2015	+/- Members	May 2014	+/- Members	% of Total Membership
<b>MIDEAST REGION</b>						
Delaware	707	706	1	475	232	70%
Dist. of Columbia	10	10	0	5	5	53%
Indiana	649	649	0	589	60	48%
Maryland	56	56	0	0	0	11%
Michigan	753	765	-12	656	97	45%
Ohio	590	604	-14	571	19	40%
West Virginia	197	203	-6	238	-41	71%
<b>TOTAL</b>	<b>2,962</b>	<b>2,993</b>	<b>-31</b>	<b>2,534</b>	<b>372</b>	<b>47%</b>

### NORTHEAST REGION

Connecticut	145	175	-30	181	-36	31%
Maine	133	134	-1	134	-1	41%
Massachusetts	577	556	21	578	-1	58%
New Hampshire	191	172	19	184	7	49%
New Jersey	188	128	60	43	145	39%
New York	188	182	6	219	-31	36%
Pennsylvania	199	195	4	152	47	27%
Rhode Island	0	0	0	0	0	0%
Vermont	27	27	0	26	0	24%
<b>TOTAL</b>	<b>1,648</b>	<b>1,569</b>	<b>79</b>	<b>1,517</b>	<b>130</b>	<b>41%</b>

### SOUTHEAST REGION

Alabama	1,418	1,424	-6	1,133	285	62%
Florida	480	460	20	432	48	19%
Georgia	2,694	2,738	-44	2,366	328	63%
Kentucky	860	859	1	762	98	45%
Mississippi	548	569	-21	600	-52	61%
North Carolina	1,682	1,604	78	1,664	18	62%
South Carolina	1,288	1,295	-7	1,313	-25	71%
Tennessee	2,752	2,716	36	2,273	479	77%
Virginia	464	443	21	396	68	28%
<b>TOTAL</b>	<b>12,186</b>	<b>12,108</b>	<b>78</b>	<b>10,939</b>	<b>1,247</b>	<b>56%</b>

### WEST REGION

Arizona	749	751	-2	648	101	72%
California	329	338	-9	320	9	22%
Hawaii	262	265	-3	6	256	96%
Nevada	53	53	0	41	12	52%
New Mexico	409	404	5	369	40	48%
Utah	222	222	0	191	31	22%
<b>TOTAL</b>	<b>2,024</b>	<b>2,033</b>	<b>-9</b>	<b>1,575</b>	<b>449</b>	<b>42%</b>



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

April 2015

	April 2015	March 2015	+/- Members	May 2014	+/- Members	% of Total Membership
<b>MIDWEST REGION</b>						
Illinois	142	135	7	116	26	25%
Iowa	123	110	13	117	6	13%
Minnesota	686	604	82	363	323	23%
Missouri	274	271	3	311	-37	32%
Nebraska	52	52	0	61	-9	14%
North Dakota	7	7	0	16	-9	3%
South Dakota	198	199	-1	186	12	47%
Wisconsin	435	424	11	344	91	35%
<b>TOTAL</b>	<b>1,917</b>	<b>1,802</b>	<b>115</b>	<b>1,514</b>	<b>403</b>	<b>25%</b>
<b>NORTHWEST REGION</b>						
Alaska	84	84	0	4	80	59%
Idaho	360	362	-2	109	251	35%
Montana	14	14	0	17	-3	7%
Oregon	237	235	2	174	63	46%
Washington	549	552	-3	500	49	24%
Wyoming	174	175	-1	71	103	63%
<b>TOTAL</b>	<b>1,418</b>	<b>1,422</b>	<b>-4</b>	<b>875</b>	<b>543</b>	<b>32%</b>
<b>SOUTHWEST REGION</b>						
Arkansas	102	101	1	0	102	15%
Colorado	313	302	11	281	32	42%
Kansas	76	73	3	71	5	17%
Louisiana	1,649	1,267	382	522	1,127	55%
Oklahoma	589	579	10	403	186	67%
Texas	416	413	3	427	-11	47%
<b>TOTAL</b>	<b>3,145</b>	<b>2,735</b>	<b>410</b>	<b>1,704</b>	<b>1,441</b>	<b>47%</b>
<b>SUBTOTAL</b>	<b>25,300</b>	<b>24,662</b>	<b>638</b>	<b>20,658</b>	<b>4,585</b>	<b>45%</b>
<b>Miscellaneous</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>74</b>	<b>-74</b>	<b>0%</b>
<b>GRAND TOTAL</b>	<b>25,300</b>	<b>24,662</b>	<b>638</b>	<b>20,732</b>	<b>4,568</b>	<b>45%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

**April 2015** (Applications processed through 04/30/2015)

	Apr 2015	Mar 2015	+/-	May 2014	+/-	% Diff in Cert	Apr 2014	2014/2015 3% Goal	% of Total Membership
<b>MIDEAST REGION</b>									
Delaware	180	180	0	160	20	13%	146	165	18%
Dist. of Columbia	1	1	0	1	0	-	1	2	5%
Indiana	351	351	0	371	-20	-5%	369	382	26%
Maryland	353	357	-4	362	-9	-2%	359	373	69%
Michigan	353	352	1	369	-16	-4%	376	380	21%
Ohio	548	533	15	508	40	8%	508	523	37%
West Virginia	44	42	2	45	-1	-2%	44	46	16%
<b>TOTAL</b>	<b>1,830</b>	<b>1,816</b>	<b>14</b>	<b>1,816</b>	<b>14</b>	<b>1%</b>	<b>1,803</b>	<b>1,871</b>	<b>29%</b>
<b>NORTHEAST REGION</b>									
Connecticut	151	147	4	147	4	3%	150	151	32%
Maine	106	105	1	106	0	0%	107	109	33%
Massachusetts	152	148	4	145	7	5%	143	149	15%
New Hampshire	144	150	-6	142	2	1%	142	146	37%
New Jersey	43	42	1	44	-1	-2%	42	45	9%
New York	76	76	0	75	1	1%	78	77	15%
Pennsylvania	87	86	1	76	11	14%	76	78	12%
Rhode Island	0	0	0	1	-1	-100%	2	2	0%
Vermont	16	16	0	16	0	0%	16	17	14%
<b>TOTAL</b>	<b>775</b>	<b>770</b>	<b>5</b>	<b>752</b>	<b>23</b>	<b>3%</b>	<b>756</b>	<b>774</b>	<b>19%</b>
<b>SOUTHEAST REGION</b>									
Alabama	1,101	1,107	-6	1,067	34	3%	1,047	1,099	49%
Florida	1,648	1,665	-17	1,739	-91	-5%	1,756	1,791	64%
Georgia	1,774	1,776	-2	1,716	58	3%	1,709	1,767	41%
Kentucky	745	744	1	732	13	2%	723	754	39%
Mississippi	87	79	8	77	10	13%	81	79	10%
North Carolina	772	785	-13	828	-56	-7%	828	853	28%
South Carolina	433	438	-5	421	12	3%	418	434	24%
Tennessee	1,685	1,676	9	1,485	200	13%	1,487	1,530	47%
Virginia	807	814	-7	831	-24	-3%	830	856	48%
<b>TOTAL</b>	<b>9,052</b>	<b>9,084</b>	<b>-32</b>	<b>8,896</b>	<b>156</b>	<b>2%</b>	<b>8,879</b>	<b>9,163</b>	<b>42%</b>
<b>WEST REGION</b>									
Arizona	124	123	1	121	3	2%	106	125	12%
California	191	187	4	184	7	4%	172	190	13%
Hawaii	0	0	0	0	0	-	0	1	0%
Nevada	17	17	0	14	3	21%	14	15	17%
New Mexico	396	394	2	391	5	1%	385	403	47%
Utah	627	631	-4	649	-22	-3%	641	668	63%
<b>TOTAL</b>	<b>1,355</b>	<b>1,352</b>	<b>3</b>	<b>1,359</b>	<b>-4</b>	<b>0%</b>	<b>1,318</b>	<b>1,402</b>	<b>28%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

April 2015

	Apr 2015	Mar 2015	+/-	May 2014	+/-	% Diff in Cert	Apr 2014	2014/2015 3% Goal	% of Total Membership
<b>MIDWEST REGION</b>									
Illinois	101	100	1	77	24	31%	76	79	18%
Iowa	595	593	2	619	-24	-4%	616	638	63%
Minnesota	2,330	2,326	4	2,327	3	0%	2,324	2,397	79%
Missouri	427	419	8	428	-1	0%	416	441	50%
Nebraska	135	136	-1	135	0	0%	137	139	37%
North Dakota	46	46	0	40	6	15%	42	41	17%
South Dakota	111	110	1	119	-8	-7%	119	123	26%
Wisconsin	427	435	-8	456	-29	-6%	460	470	35%
<b>TOTAL</b>	<b>4,172</b>	<b>4,165</b>	<b>7</b>	<b>4,201</b>	<b>-29</b>	<b>-1%</b>	<b>4,190</b>	<b>4,328</b>	<b>55%</b>
<b>NORTHWEST REGION</b>									
Alaska	15	16	-1	13	2	15%	12	14	11%
Idaho	387	388	-1	360	27	8%	355	371	37%
Montana	61	61	0	59	2	3%	59	61	29%
Oregon	132	132	0	107	25	23%	105	110	26%
Washington	1,551	1,551	0	1,537	14	1%	1,542	1,583	67%
Wyoming	103	98	5	47	56	119%	47	48	37%
<b>TOTAL</b>	<b>2,249</b>	<b>2,246</b>	<b>3</b>	<b>2,123</b>	<b>126</b>	<b>6%</b>	<b>2,120</b>	<b>2,187</b>	<b>50%</b>
<b>SOUTHWEST REGION</b>									
Arkansas	52	51	1	38	14	37%	35	39	8%
Colorado	190	191	-1	188	2	1%	182	194	25%
Kansas	179	183	-4	185	-6	-3%	184	191	40%
Louisiana	97	96	1	80	17	21%	78	82	3%
Oklahoma	229	227	2	174	55	32%	172	179	26%
Texas	47	52	-5	51	-4	-8%	51	53	5%
<b>TOTAL</b>	<b>794</b>	<b>800</b>	<b>-6</b>	<b>716</b>	<b>78</b>	<b>11%</b>	<b>702</b>	<b>738</b>	<b>12%</b>
<b>SUBTOTAL</b>	<b>20,227</b>	<b>20,233</b>	<b>-6</b>	<b>19,863</b>	<b>364</b>	<b>2%</b>	<b>19,768</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>20,227</b>	<b>20,233</b>	<b>-6</b>	<b>19,863</b>	<b>364</b>	<b>2%</b>	<b>19,768</b>	<b>20,463</b>	<b>36%</b>





# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

**April 2015** (Applications processed through 04/30/2015)

	Apr 2015	Mar 2015	+/-	May 2014	+/-	% Diff in Cred	Apr 2014	# Times Exam Hosted
<b>MIDEAST REGION</b>								
Delaware	10	10	0	8	2	25%	8	0
Dist. of Columbia	0	0	0	0	0	-	0	11
Indiana	23	23	0	24	-1	-4%	24	3
Maryland	53	53	0	56	-3	-5%	56	3
Michigan	40	40	0	40	0	0%	40	8
Ohio	53	53	0	41	12	29%	41	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>172</b>	<b>30</b>
<b>NORTHEAST REGION</b>								
Connecticut	18	18	0	17	1	6%	17	3
Maine	19	19	0	13	6	46%	13	4
Massachusetts	54	54	0	49	5	10%	48	8
New Hampshire	13	13	0	12	1	8%	12	1
New Jersey	11	11	0	9	2	22%	9	3
New York	48	48	0	48	0	0%	48	16
Pennsylvania	32	32	0	33	-1	-3%	33	13
Rhode Island	3	3	0	4	-1	-25%	4	1
Vermont	8	8	0	8	0	0%	8	5
<b>TOTAL</b>	<b>206</b>	<b>206</b>	<b>0</b>	<b>193</b>	<b>13</b>	<b>7%</b>	<b>192</b>	<b>54</b>
<b>SOUTHEAST REGION</b>								
Alabama	16	16	0	17	-1	-6%	17	0
Florida	73	73	0	67	6	9%	67	12
Georgia	57	58	-1	60	-3	-5%	60	14
Kentucky	47	48	-1	50	-3	-6%	50	10
Mississippi	3	3	0	2	1	50%	2	0
North Carolina	36	36	0	32	4	13%	32	6
South Carolina	15	15	0	15	0	0%	15	3
Tennessee	42	43	-1	42	0	0%	42	15
Virginia	64	64	0	66	-2	-3%	63	20
<b>TOTAL</b>	<b>353</b>	<b>356</b>	<b>-3</b>	<b>351</b>	<b>2</b>	<b>1%</b>	<b>348</b>	<b>80</b>
<b>WEST REGION</b>								
Arizona	51	52	-1	57	-6	-11%	57	10
California	101	102	-1	87	14	16%	83	15
Hawaii	1	1	0	1	0	0%	1	3
Nevada	3	3	0	3	0	0%	3	2
New Mexico	13	13	0	15	-2	-13%	15	4
Utah	10	10	0	7	3	43%	7	2
<b>TOTAL</b>	<b>179</b>	<b>181</b>	<b>-2</b>	<b>170</b>	<b>9</b>	<b>5%</b>	<b>166</b>	<b>36</b>



# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

April 2015

	Apr 2015	Mar 2015	+/-	May 2014	+/-	% Diff in Cred	Apr 2014	# Times Exam Hosted
<b>MIDWEST REGION</b>								
Illinois	37	37	0	37	0	0%	37	6
Iowa	18	18	0	20	-2	-10%	20	5
Minnesota	67	67	0	59	8	14%	59	8
Missouri	24	24	0	27	-3	-11%	27	5
Nebraska	4	4	0	4	0	0%	4	0
North Dakota	4	5	-1	4	0	0%	4	0
South Dakota	5	5	0	5	0	0%	5	1
Wisconsin	33	34	-1	28	5	18%	27	12
<b>TOTAL</b>	<b>192</b>	<b>194</b>	<b>-2</b>	<b>184</b>	<b>8</b>	<b>4%</b>	<b>183</b>	<b>37</b>
<b>NORTHWEST REGION</b>								
Alaska	3	3	0	3	0	0%	4	0
Idaho	10	10	0	11	-1	-9%	11	2
Montana	2	2	0	2	0	0%	2	0
Oregon	12	12	0	12	0	0%	12	2
Washington	32	32	0	31	1	3%	31	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>63</b>	<b>9</b>
<b>SOUTHWEST REGION</b>								
Arkansas	10	10	0	10	0	0%	10	2
Colorado	39	39	0	31	8	26%	31	7
Kansas	15	15	0	14	1	7%	14	1
Louisiana	7	7	0	6	1	17%	6	2
Oklahoma	7	7	0	7	0	0%	7	1
Texas	102	102	0	94	8	9%	94	19
<b>TOTAL</b>	<b>180</b>	<b>180</b>	<b>0</b>	<b>162</b>	<b>18</b>	<b>11%</b>	<b>162</b>	<b>32</b>
<b>SUBTOTAL</b>	<b>1,355</b>	<b>1,362</b>	<b>-7</b>	<b>1,294</b>	<b>61</b>	<b>5%</b>	<b>1,286</b>	<b>278</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>1,356</b>	<b>1,363</b>	<b>-7</b>	<b>1,295</b>	<b>61</b>	<b>5%</b>	<b>1,287</b>	<b>279</b>