



**TO:** SNA Board of Directors and State Leaders  
**CC:** Jen Lewi  
**FROM:** Laura Maynard  
**SUBJECT:** December 2015 Membership, Certificate & Credentialing Program Report  
**DATE:** January 8, 2016

## Membership Overview

The December Membership Report shows that we have 56,347 members (which is 669 more than December 2014). This is also 218 more members than May 2015 year-end and despite a seasonal decline our membership numbers still remain at the highest levels they have been in over a decade.

Four of the seven regions have more members when compared with this time last year. The West and Northeast are showing the strongest growth.

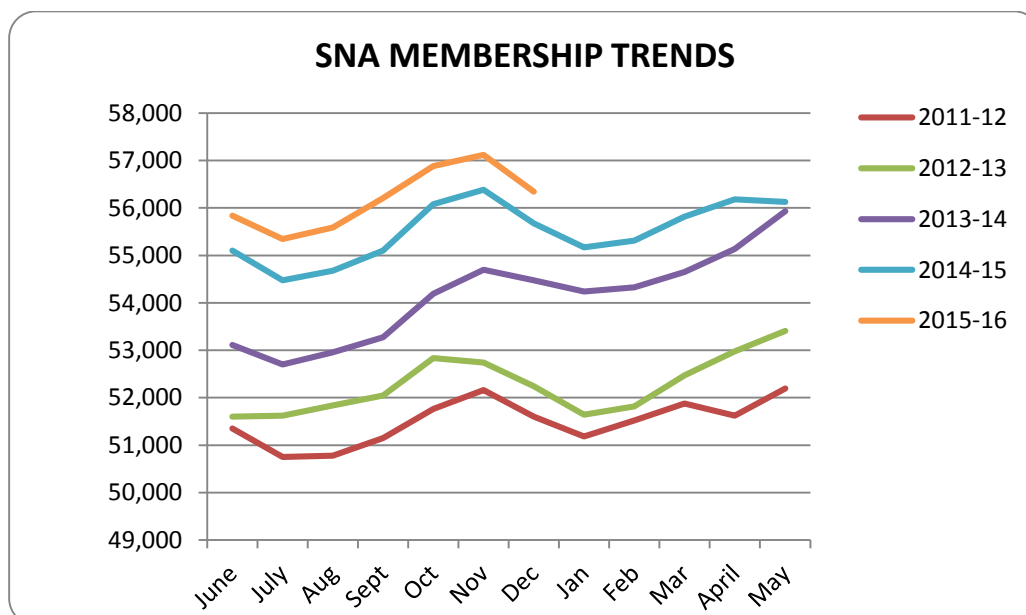
The states with an increase of 10% or more since May 2015 year-end are New Jersey, Pennsylvania, Delaware and California.

Region	December 2015	December 2014	Diff	% Diff
Mideast	6,183	6,199	-16	0%
Northeast	4,475	3,938	537	14%
Southeast	21,773	22,072	-299	-1%
West	4,983	4,581	402	9%
Midwest	7,670	7,547	123	2%
Northwest	4,551	4,402	149	3%
Southwest	6,193	6,407	-214	-3%
Misc.	519	532	-13	-
<b>Total</b>	<b>56,347</b>	<b>55,678</b>	<b>669</b>	<b>1.2%</b>

The Major City Director and District Director membership categories have grown by 22 and 116 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 December 2015 is 26,918 (which is 1,335 more than the May 2015 year-end total). SDMs currently account for 48% 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>	2,926	<b>South Carolina</b>	1,277
<b>Tennessee</b>	2,630	<b>Kentucky</b>	961
<b>Louisiana</b>	1,869	<b>Delaware</b>	754
<b>North Carolina</b>	1,675	<b>Michigan</b>	739
<b>Alabama</b>	1,466	<b>Minnesota</b>	716

### Credentialing Overview

The December Credentialing Report shows that we have a **record 1,450** credentialed members which is 94 more than the May 2015 year-end and 89 more than December 2014.

### Certificate Program Overview

The December Certificate Program Report shows that we have 19,961 certificate holders which is 140 less than December 2014. The number of members with a certificate has decreased by 249 since May 2015 year-end. More specifically:

- Level 1 Certificates have decreased by -1.92%
- Level 2 Certificates have decreased by -1.17%
- Level 3 Certificates have increased by 2.66%

122 people earned a new certificate in December and 992 people renewed their certificate. Also, members with a certificate account for 35% of our membership. This is down from 45% in 2009.

Region	December 2015	December 2014	Diff	% Diff
Midwest	1,726	1,800	-74	-4%
Northeast	758	778	-20	-3%
Southeast	8,838	9,076	-238	-3%
West	1,396	1,366	30	2%
Midwest	4,141	4,163	-22	-1%
Northwest	2,267	2,150	117	5%
Southwest	790	768	22	3%
Misc.	45	0	45	-
<b>Total</b>	<b>19,961</b>	<b>20,101</b>	<b>-140</b>	<b>-0.7%</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

December 2015	(Applications processed through 12/31/2015)												
	December 2015	November 2015	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2015/16 3% Goal	Dec 2015 Cert Program	+/- Prior Month	Dec 2015 Credentialing	+/- Prior Month
<b>MIDEAST REGION</b>													
Delaware	971	954	17	20	0	3	44	754	908	183	1	9	-1
Dist. of Columbia	21	21	0	0	0	0	0	10	21	1	0	0	0
Indiana	1,346	1,360	-14	7	1	20	70	683	1,394	345	-1	28	0
Maryland	478	486	-8	0	0	8	17	56	526	268	0	21	0
Michigan	1,652	1,624	28	49	14	72	155	739	1,756	343	-4	42	0
Ohio	1,446	1,418	28	39	1	10	74	636	1,496	528	1	55	1
West Virginia	269	272	-3	7	0	4	18	191	278	58	-1	4	0
<b>TOTAL</b>	<b>6,183</b>	<b>6,135</b>	<b>48</b>	<b>122</b>	<b>16</b>	<b>117</b>	<b>378</b>	<b>3,069</b>	<b>6,379</b>	<b>1,726</b>	<b>-4</b>	<b>159</b>	<b>0</b>
<b>NORTHEAST REGION</b>													
Connecticut	476	475	1	2	0	2	47	166	506	143	-2	15	0
Maine	310	322	-12	0	0	10	38	108	334	97	-3	23	2
Massachusetts	999	1,012	-13	8	2	22	102	618	1,015	163	-3	56	0
New Hampshire	381	387	-6	1	0	7	14	200	400	143	-4	11	0
New Jersey	681	672	9	14	1	5	60	265	506	42	0	15	0
New York	575	563	12	9	3	3	60	254	579	77	0	48	0
Pennsylvania	921	919	2	8	1	12	28	379	817	77	-1	31	0
Rhode Island	6	6	0	0	0	0	0	0	7	0	0	3	0
Vermont	126	123	3	5	0	3	3	27	114	16	1	9	0
<b>TOTAL</b>	<b>4,475</b>	<b>4,479</b>	<b>-4</b>	<b>47</b>	<b>7</b>	<b>64</b>	<b>352</b>	<b>2,017</b>	<b>4,278</b>	<b>758</b>	<b>-12</b>	<b>211</b>	<b>2</b>
<b>SOUTHEAST REGION</b>													
Alabama	2,337	2,383	-46	27	0	93	164	1,466	2,348	1,109	-4	16	0
Florida	2,571	2,592	-21	28	6	55	253	602	2,614	1,586	-9	77	0
Georgia	4,543	4,571	-28	55	6	100	412	2,926	4,455	1,701	-7	57	0
Kentucky	1,941	1,961	-20	14	0	30	115	961	2,015	759	0	52	0
Mississippi	920	956	-36	7	7	40	46	582	928	80	0	7	0
North Carolina	2,667	2,745	-78	23	4	94	130	1,675	2,845	747	3	46	0
South Carolina	1,692	1,713	-21	4	1	27	206	1,277	1,865	409	-1	14	0
Tennessee	3,417	3,427	-10	15	0	42	120	2,630	3,687	1,680	11	41	0
Virginia	1,685	1,718	-33	11	0	50	92	556	1,719	767	-4	66	1
<b>TOTAL</b>	<b>21,773</b>	<b>22,066</b>	<b>-293</b>	<b>184</b>	<b>24</b>	<b>531</b>	<b>1,538</b>	<b>12,675</b>	<b>22,476</b>	<b>8,838</b>	<b>-11</b>	<b>376</b>	<b>1</b>
<b>WEST REGION</b>													
Arizona	1,013	1,061	-48	4	0	53	98	691	1,075	132	-1	46	2
California	1,719	1,789	-70	7	2	81	165	488	1,580	199	2	118	2
Hawaii	277	278	-1	0	0	1	8	266	287	2	1	1	0
Nevada	99	102	-3	0	0	4	1	47	106	17	0	3	0
New Mexico	881	885	-4	7	0	11	24	393	885	421	-5	12	-1
Utah	994	1,011	-17	1	1	24	30	256	1,031	625	-6	15	0
<b>TOTAL</b>	<b>4,983</b>	<b>5,126</b>	<b>-143</b>	<b>19</b>	<b>3</b>	<b>174</b>	<b>326</b>	<b>2,141</b>	<b>4,964</b>	<b>1,396</b>	<b>-9</b>	<b>195</b>	<b>3</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

December 2015

(continued)

	December 2015	November 2015	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2015/16 3% Goal	Dec 2015 Cert Program	+/- Prior Month	Dec 2015 Credentialing	+/- Prior Month
<b>MIDWEST REGION</b>													
Illinois	559	557	2	10	0	8	17	166	586	101	1	40	0
Iowa	941	945	-4	6	0	12	42	141	974	591	-1	19	0
Minnesota	2,999	3,017	-18	31	3	64	108	716	3,070	2,326	-1	73	3
Missouri	937	942	-5	10	2	19	40	346	884	420	-3	30	1
Nebraska	374	380	-6	1	0	7	13	67	400	125	-1	5	0
North Dakota	280	280	0	1	0	1	16	9	286	40	0	5	0
South Dakota	363	439	-76	3	0	77	23	137	447	113	0	4	0
Wisconsin	1,217	1,226	-9	9	2	19	94	462	1,275	425	0	33	0
<b>TOTAL</b>	<b>7,670</b>	<b>7,786</b>	<b>-116</b>	<b>71</b>	<b>7</b>	<b>207</b>	<b>353</b>	<b>2,044</b>	<b>7,922</b>	<b>4,141</b>	<b>-5</b>	<b>209</b>	<b>4</b>
<b>NORTHWEST REGION</b>													
Alaska	142	143	-1	0	0	1	75	76	145	16	0	3	0
Idaho	1,038	1,049	-11	5	0	17	107	386	1,036	390	-4	16	0
Montana	202	203	-1	0	0	1	2	14	222	58	0	2	0
Oregon	510	512	-2	4	0	6	48	257	509	124	-8	13	0
Washington	2,346	2,362	-16	27	11	49	122	654	2,412	1,529	-1	36	0
Wyoming	313	312	1	3	0	2	62	184	301	150	2	3	0
<b>TOTAL</b>	<b>4,551</b>	<b>4,581</b>	<b>-30</b>	<b>39</b>	<b>11</b>	<b>76</b>	<b>416</b>	<b>1,571</b>	<b>4,625</b>	<b>2,267</b>	<b>-11</b>	<b>73</b>	<b>0</b>
<b>SOUTHWEST REGION</b>													
Arkansas	699	731	-32	1	0	32	166	214	691	54	1	8	0
Colorado	845	857	-12	12	0	33	26	404	805	180	-12	45	0
Kansas	446	454	-8	1	0	10	15	93	459	177	-1	15	0
Louisiana	2,583	2,569	14	51	0	43	200	1,869	2,820	86	-1	6	0
Oklahoma	941	941	0	10	70	4	106	597	913	248	9	6	0
Texas	679	878	-199	10	1	210	28	224	907	45	0	103	1
<b>TOTAL</b>	<b>6,193</b>	<b>6,430</b>	<b>-237</b>	<b>85</b>	<b>71</b>	<b>332</b>	<b>541</b>	<b>3,401</b>	<b>6,595</b>	<b>790</b>	<b>-4</b>	<b>183</b>	<b>1</b>
<b>SUBTOTAL</b>	<b>55,828</b>	<b>56,603</b>	<b>-775</b>	<b>567</b>	<b>139</b>	<b>1,501</b>	<b>3,904</b>	<b>26,918</b>	<b>57,239</b>	<b>19,916</b>	<b>-56</b>	<b>1,406</b>	<b>11</b>
<b>Miscellaneous</b>	<b>519</b>	<b>518</b>	<b>1</b>	<b>34</b>	<b>0</b>	<b>40</b>	<b>1</b>		<b>573</b>	<b>45</b>	<b>-6</b>	<b>44</b>	<b>-3</b>
<b>GRAND TOTAL</b>	<b>56,347</b>	<b>57,121</b>	<b>-774</b>	<b>601</b>	<b>139</b>	<b>1,541</b>	<b>3,905</b>	<b>26,918</b>	<b>57,812</b>	<b>19,961</b>	<b>-62</b>	<b>1,450</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

December 2015	Year To Date Retention						
	Dec 2015	May 2015	+/- Members	Reinstated Members	Expired Members	Retention Rate	2015/16 3% Goal
<b>MIDEAST REGION</b>							
Delaware	971	882	89	88	84	100%	908
Dist. of Columbia	21	20	1	0	4	80%	21
Indiana	1,346	1,353	-7	14	142	91%	1,394
Maryland	478	511	-33	16	70	89%	526
Michigan	1,652	1,705	-53	30	394	79%	1,756
Ohio	1,446	1,452	-6	10	131	92%	1,496
West Virginia	269	270	-1	14	37	91%	278
<b>TOTAL</b>	<b>6,183</b>	<b>6,193</b>	<b>-10</b>	<b>172</b>	<b>862</b>	<b>89%</b>	<b>6,379</b>
<b>NORTHEAST REGION</b>							
Connecticut	476	491	-15	6	60	89%	506
Maine	310	324	-14	8	61	84%	334
Massachusetts	999	985	14	37	136	90%	1,015
New Hampshire	381	388	-7	26	60	91%	400
New Jersey	681	491	190	8	44	93%	506
New York	575	562	13	16	70	90%	579
Pennsylvania	921	793	128	10	89	90%	817
Rhode Island	6	6	0	0	0	100%	7
Vermont	126	111	15	0	12	89%	114
<b>TOTAL</b>	<b>4,475</b>	<b>4,151</b>	<b>324</b>	<b>111</b>	<b>532</b>	<b>90%</b>	<b>4,278</b>
<b>SOUTHEAST REGION</b>							
Alabama	2,337	2,280	57	13	192	92%	2,348
Florida	2,571	2,538	33	191	427	91%	2,614
Georgia	4,543	4,325	218	50	462	90%	4,455
Kentucky	1,941	1,956	-15	13	206	90%	2,015
Mississippi	920	901	19	24	141	87%	928
North Carolina	2,667	2,762	-95	22	292	90%	2,845
South Carolina	1,692	1,811	-119	81	404	82%	1,865
Tennessee	3,417	3,580	-163	66	465	89%	3,687
Virginia	1,685	1,669	16	15	180	90%	1,719
<b>TOTAL</b>	<b>21,773</b>	<b>21,822</b>	<b>-49</b>	<b>475</b>	<b>2,769</b>	<b>89%</b>	<b>22,476</b>
<b>WEST REGION</b>							
Arizona	1,013	1,044	-31	46	230	82%	1,075
California	1,719	1,534	185	44	277	85%	1,580
Hawaii	277	279	-2	0	3	99%	287
Nevada	99	103	-4	0	14	86%	106
New Mexico	881	859	22	20	137	86%	885
Utah	994	1,001	-7	9	127	88%	1,031
<b>TOTAL</b>	<b>4,983</b>	<b>4,820</b>	<b>163</b>	<b>119</b>	<b>788</b>	<b>86%</b>	<b>4,964</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP RETENTION ANALYSIS REPORT

December 2015

(continued)

	Dec 2015	May 2015	+/- Members	Reinstated Members	Expired Members	Retention Rate	2015/16 3% Goal
<b>MIDWEST REGION</b>							
Illinois	559	569	-10	9	82	87%	586
Iowa	941	946	-5	4	103	90%	974
Minnesota	2,999	2,981	18	23	257	92%	3,070
Missouri	937	858	79	14	90	91%	884
Nebraska	374	388	-14	4	54	87%	400
North Dakota	280	278	2	5	56	82%	286
South Dakota	363	434	-71	5	107	76%	447
Wisconsin	1,217	1,238	-21	11	91	94%	1,275
<b>TOTAL</b>	<b>7,670</b>	<b>7,692</b>	<b>-22</b>	<b>75</b>	<b>840</b>	<b>90%</b>	<b>7,922</b>
<b>NORTHWEST REGION</b>							
Alaska	142	141	1	3	5	99%	145
Idaho	1,038	1,006	32	7	85	92%	1,036
Montana	202	216	-14	1	36	84%	222
Oregon	510	494	16	4	25	96%	509
Washington	2,346	2,342	4	23	211	92%	2,412
Wyoming	313	292	21	2	30	90%	301
<b>TOTAL</b>	<b>4,551</b>	<b>4,491</b>	<b>60</b>	<b>40</b>	<b>392</b>	<b>92%</b>	<b>4,625</b>
<b>SOUTHWEST REGION</b>							
Arkansas	699	671	28	3	67	90%	691
Colorado	845	782	63	11	145	83%	805
Kansas	446	446	0	9	86	83%	459
Louisiana	2,583	2,738	-155	19	319	89%	2,820
Oklahoma	941	886	55	71	104	96%	913
Texas	679	881	-202	49	351	66%	907
<b>TOTAL</b>	<b>6,193</b>	<b>6,404</b>	<b>-211</b>	<b>162</b>	<b>1,072</b>	<b>86%</b>	<b>6,595</b>
<b>SUBTOTAL</b>	<b>55,828</b>	<b>55,573</b>	<b>255</b>	<b>1,154</b>	<b>7,255</b>	<b>89%</b>	<b>57,239</b>
<b>Miscellaneous</b>	<b>519</b>	<b>556</b>	<b>-37</b>	<b>0</b>	<b>73</b>	<b>*</b>	<b>573</b>
<b>GRAND TOTAL</b>	<b>56,347</b>	<b>56,129</b>	<b>218</b>	<b>1,154</b>	<b>7,328</b>	<b>89%</b>	<b>57,812</b>

Note: The retention rate will be skewing slightly higher as this report does not contain a full month 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

### December 2015

	December 2015	December 2014	+/- Members	Percentage Difference
<b>MIDEAST REGION</b>				
Delaware	971	942	29	3%
Dist. of Columbia	21	20	1	5%
Indiana	1,346	1,304	42	3%
Maryland	478	510	-32	-6%
Michigan	1,652	1,648	4	0%
Ohio	1,446	1,468	-22	-1%
West Virginia	269	307	-38	-12%
<b>TOTAL</b>	<b>6,183</b>	<b>6,199</b>	<b>-16</b>	<b>0%</b>
<b>NORTHEAST REGION</b>				
Connecticut	476	518	-42	-8%
Maine	310	319	-9	-3%
Massachusetts	999	949	50	5%
New Hampshire	381	387	-6	-2%
New Jersey	681	383	298	78%
New York	575	562	13	2%
Pennsylvania	921	695	226	33%
Rhode Island	6	8	-2	-25%
Vermont	126	117	9	8%
<b>TOTAL</b>	<b>4,475</b>	<b>3,938</b>	<b>537</b>	<b>14%</b>
<b>SOUTHEAST REGION</b>				
Alabama	2,337	2,301	36	2%
Florida	2,571	2,717	-146	-5%
Georgia	4,543	4,458	85	2%
Kentucky	1,941	1,884	57	3%
Mississippi	920	954	-34	-4%
North Carolina	2,667	2,635	32	1%
South Carolina	1,692	1,970	-278	-14%
Tennessee	3,417	3,442	-25	-1%
Virginia	1,685	1,711	-26	-2%
<b>TOTAL</b>	<b>21,773</b>	<b>22,072</b>	<b>-299</b>	<b>-1%</b>
<b>WEST REGION</b>				
Arizona	1,013	1,057	-44	-4%
California	1,719	1,522	197	13%
Hawaii	277	119	158	133%
Nevada	99	98	1	1%
New Mexico	881	810	71	9%
Utah	994	975	19	2%
<b>TOTAL</b>	<b>4,983</b>	<b>4,581</b>	<b>402</b>	<b>9%</b>



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

December 2015

	December 2015	December 2014	+/- Members	Percentage Difference
<b>MIDWEST REGION</b>				
Illinois	559	544	15	3%
Iowa	941	913	28	3%
Minnesota	2,999	2,926	73	2%
Missouri	937	922	15	2%
Nebraska	374	358	16	4%
North Dakota	280	258	22	9%
South Dakota	363	419	-56	-13%
Wisconsin	1,217	1,207	10	1%
<b>TOTAL</b>	<b>7,670</b>	<b>7,547</b>	123	2%
<b>NORTHWEST REGION</b>				
Alaska	142	144	-2	-1%
Idaho	1,038	971	67	7%
Montana	202	194	8	4%
Oregon	510	476	34	7%
Washington	2,346	2,360	-14	-1%
Wyoming	313	257	56	22%
<b>TOTAL</b>	<b>4,551</b>	<b>4,402</b>	149	3%
<b>SOUTHWEST REGION</b>				
Arkansas	699	726	-27	-4%
Colorado	845	746	99	13%
Kansas	446	441	5	1%
Louisiana	2,583	2,887	-304	-11%
Oklahoma	941	740	201	27%
Texas	679	867	-188	-22%
<b>TOTAL</b>	<b>6,193</b>	<b>6,407</b>	-214	-3%
<b>SUBTOTAL</b>	<b>55,828</b>	<b>55,146</b>	682	1.2%
<b>Miscellaneous</b>	<b>519</b>	532	-13	-2%
<b>GRAND TOTAL</b>	<b>56,347</b>	<b>55,678</b>	669	1.2%





# 1 TO 500 DIVISION

## STATE MEMBERSHIP GROWTH RANKINGS

### December 2015

	State	+/- Members	Dec 2015	May 2015	Members Diff in %	Ranking % Growth	2015/2016 3% Goal
1	New Jersey	190	681	491	38.7%	1	506
2	Wyoming	21	313	292	7.2%	3	301
3	Oregon	16	510	494	3.2%	5	509
4	Vermont	15	126	111	13.5%	2	114
5	North Dakota	2	280	278	0.7%	6	286
6	Dist. of Columbia	1	21	20	5.0%	4	21
7	Alaska	1	142	141	0.7%	7	145
8	Kansas	0	446	446	0.0%	8	459
9	Rhode Island	0	6	6	0.0%	8	7
10	West Virginia	-1	269	270	-0.4%	10	278
11	Hawaii	-2	277	279	-0.7%	11	287
12	Nevada	-4	99	103	-3.9%	15	106
13	New Hampshire	-7	381	388	-1.8%	12	400
14	Nebraska	-14	374	388	-3.6%	14	400
15	Maine	-14	310	324	-4.3%	16	334
16	Montana	-14	202	216	-6.5%	17	222
17	Connecticut	-15	476	491	-3.1%	13	506
18	South Dakota	-71	363	434	-16.4%	18	447

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

December 2015

	State	+/- Members	Dec 2015	May 2015	Members Diff in %	Ranking % Growth	2015/2016 3% Goal
1	Pennsylvania	128	921	793	16.1%	1	817
2	Delaware	89	971	882	10.1%	2	908
3	Missouri	79	937	858	9.2%	3	884
4	Colorado	63	845	782	8.1%	4	805
5	Oklahoma	55	941	886	6.2%	5	913
6	Arkansas	28	699	671	4.2%	6	691
7	New Mexico	22	881	859	2.6%	7	885
8	New York	13	575	562	2.3%	8	579
9	Mississippi	19	920	901	2.1%	9	928
10	Massachusetts	14	999	985	1.4%	10	1,015
11	Iowa	-5	941	946	-0.5%	11	974
12	Illinois	-10	559	569	-1.8%	12	586
13	Maryland	-33	478	511	-6.5%	13	526
14	Texas	-202	679	881	-22.9%	14	907

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

December 2015

	State	+/- Members	Dec 2015	May 2015	Members Diff in %	Ranking % Growth	2015/2016 3% Goal
1	Georgia	218	4,543	4,325	5.0%	2	4,455
2	California	185	1,719	1,534	12.1%	1	1,580
3	Alabama	57	2,337	2,280	2.5%	4	2,348
4	Florida	33	2,571	2,538	1.3%	5	2,614
5	Idaho	32	1,038	1,006	3.2%	3	1,036
6	Minnesota	18	2,999	2,981	0.6%	7	3,070
7	Virginia	16	1,685	1,669	1.0%	6	1,719
8	Washington	4	2,346	2,342	0.2%	8	2,412
9	Ohio	-6	1,446	1,452	-0.4%	9	1,496
10	Indiana	-7	1,346	1,353	-0.5%	10	1,394
11	Utah	-7	994	1,001	-0.7%	11	1,031
12	Kentucky	-15	1,941	1,956	-0.8%	12	2,015
13	Wisconsin	-21	1,217	1,238	-1.7%	13	1,275
14	Arizona	-31	1,013	1,044	-3.0%	14	1,075
15	Michigan	-53	1,652	1,705	-3.1%	15	1,756
16	North Carolina	-95	2,667	2,762	-3.4%	16	2,845
17	South Carolina	-119	1,692	1,811	-6.6%	19	1,865
18	Louisiana	-155	2,583	2,738	-5.7%	18	2,820
19	Tennessee	-163	3,417	3,580	-4.6%	17	3,687

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

### December 2015

	December 2015	May 2015	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition Employees	28,149	27,949	200	50%	1%	15,139	
School Nutrition Managers	18,463	18,480	-17	33%	0%	9,456	
District Directors Directors	5,540	5,424	116	10%	2%	1,289	
Retired	554	565	-11	1%	-2%	n/a	
Affiliate	1,623	1,703	-80	3%	-5%	n/a	
State Agency Directors	612	592	20	1%	3%	381	
Major City Directors	480	458	22	1%	5%	278	
Other	152	151	1	*	1%	375	
Industry Individual	46	44	2	*	5%	n/a	-
Life	68	67	1	*	1%	n/a	
Corporate Industry + Patron	466	490	-24	1%	-5%	n/a	-
Allied Groups	1	-	-	*		n/a	-
Educators	70	76	-6	*	-8%	n/a	
Student	119	124	-5	*	-4%	n/a	
International	4	6	-2	*	-	n/a	-
<b>TOTAL MEMBERS</b>	<b>56,347</b>	<b>56,129</b>	<b>218</b>	<b>100%</b>	<b>0.4%</b>	<b>26,918</b>	<b>0</b>

Note: \* is less than 1%



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

December 2015 (Applications processed through 12/31/2015)

	December 2015	November 2015	+/- Members	May 2015	+/- Members	% of Total Membership
<b>MIDEAST REGION</b>						
Delaware	754	722	32	616	138	78%
Dist. of Columbia	10	10	0	10	0	48%
Indiana	683	682	1	659	24	51%
Maryland	56	56	0	56	0	12%
Michigan	739	742	-3	728	11	45%
Ohio	636	604	32	589	47	44%
West Virginia	191	191	0	197	-6	71%
<b>TOTAL</b>	<b>3,069</b>	<b>3,007</b>	<b>62</b>	<b>2,855</b>	<b>214</b>	<b>50%</b>

### NORTHEAST REGION

Connecticut	166	165	1	174	-8	35%
Maine	108	119	-11	124	-16	35%
Massachusetts	618	624	-6	580	38	62%
New Hampshire	200	202	-2	190	10	52%
New Jersey	265	262	3	191	74	39%
New York	254	244	10	220	34	44%
Pennsylvania	379	373	6	232	147	41%
Rhode Island	0	0	0	0	0	0%
Vermont	27	27	0	27	0	21%
<b>TOTAL</b>	<b>2,017</b>	<b>2,016</b>	<b>1</b>	<b>1,738</b>	<b>279</b>	<b>45%</b>

### SOUTHEAST REGION

Alabama	1,466	1,476	-10	1,427	39	63%
Florida	602	590	12	480	122	23%
Georgia	2,926	2,931	-5	2,769	157	64%
Kentucky	961	958	3	875	86	50%
Mississippi	582	601	-19	549	33	63%
North Carolina	1,675	1,730	-55	1,727	-52	63%
South Carolina	1,277	1,276	1	1,275	2	75%
Tennessee	2,630	2,625	5	2,689	-59	77%
Virginia	556	555	1	453	103	33%
<b>TOTAL</b>	<b>12,675</b>	<b>12,742</b>	<b>-67</b>	<b>12,244</b>	<b>431</b>	<b>58%</b>

### WEST REGION

Arizona	691	707	-16	743	-52	68%
California	488	486	2	320	168	28%
Hawaii	266	266	0	265	1	96%
Nevada	47	47	0	50	-3	47%
New Mexico	393	393	0	422	-29	45%
Utah	256	256	0	226	30	26%
<b>TOTAL</b>	<b>2,141</b>	<b>2,155</b>	<b>-14</b>	<b>2,026</b>	<b>115</b>	<b>43%</b>



# SCHOOL DISTRICT OWNED MEMBERSHIP (SDM)

## REPORT

December 2015

	December 2015	November 2015	+/- Members	May 2015	+/- Members	% of Total Membership
<b>MIDWEST REGION</b>						
Illinois	166	167	-1	143	23	30%
Iowa	141	131	10	124	17	15%
Minnesota	716	722	-6	689	27	24%
Missouri	346	338	8	269	77	37%
Nebraska	67	67	0	54	13	18%
North Dakota	9	9	0	9	0	3%
South Dakota	137	210	-73	196	-59	38%
Wisconsin	462	441	21	445	17	38%
<b>TOTAL</b>	<b>2,044</b>	<b>2,085</b>	<b>-41</b>	<b>1,929</b>	<b>115</b>	<b>27%</b>
<b>NORTHWEST REGION</b>						
Alaska	76	76	0	84	-8	54%
Idaho	386	385	1	365	21	37%
Montana	14	14	0	14	0	7%
Oregon	257	257	0	242	15	50%
Washington	654	660	-6	568	86	28%
Wyoming	184	184	0	178	6	59%
<b>TOTAL</b>	<b>1,571</b>	<b>1,576</b>	<b>-5</b>	<b>1,451</b>	<b>120</b>	<b>35%</b>
<b>SOUTHWEST REGION</b>						
Arkansas	214	122	92	102	112	31%
Colorado	404	402	2	318	86	48%
Kansas	93	93	0	73	20	21%
Louisiana	1,869	1,869	0	1,841	28	72%
Oklahoma	597	598	-1	591	6	63%
Texas	224	418	-194	415	-191	33%
<b>TOTAL</b>	<b>3,401</b>	<b>3,502</b>	<b>-101</b>	<b>3,340</b>	<b>61</b>	<b>55%</b>
<b>SUBTOTAL</b>	<b>26,918</b>	<b>27,083</b>	<b>-165</b>	<b>25,583</b>	<b>1,335</b>	<b>48%</b>
<b>Miscellaneous</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>GRAND TOTAL</b>	<b>26,918</b>	<b>27,083</b>	<b>-165</b>	<b>25,583</b>	<b>1,335</b>	<b>48%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

December 2015 (Applications processed through 12/31/2015)

	Dec 2015	Nov 2015	+/-	May 2015	+/-	% Diff in Cert	Dec 2014	2015/2016 3% Goal	% of Total Membership
<b>MIDEAST REGION</b>									
Delaware	183	182	1	183	0	0%	158	188	19%
Dist. of Columbia	1	1	0	1	0	-	1	2	5%
Indiana	345	346	-1	349	-4	-1%	356	359	26%
Maryland	268	268	0	307	-39	-13%	360	316	56%
Michigan	343	347	-4	351	-8	-2%	364	362	21%
Ohio	528	527	1	551	-23	-4%	514	568	37%
West Virginia	58	59	-1	44	14	32%	47	45	22%
<b>TOTAL</b>	<b>1,726</b>	<b>1,730</b>	<b>-4</b>	<b>1,786</b>	<b>-60</b>	<b>-3%</b>	<b>1,800</b>	<b>1,840</b>	<b>28%</b>
<b>NORTHEAST REGION</b>									
Connecticut	143	145	-2	150	-7	-5%	148	155	30%
Maine	97	100	-3	104	-7	-7%	107	107	31%
Massachusetts	163	166	-3	148	15	10%	151	152	16%
New Hampshire	143	147	-4	152	-9	-6%	152	157	38%
New Jersey	42	42	0	44	-2	-5%	45	45	6%
New York	77	77	0	76	1	1%	75	78	13%
Pennsylvania	77	78	-1	87	-10	-11%	84	90	8%
Rhode Island	0	0	0	0	0	-	0	1	0%
Vermont	16	15	1	16	0	0%	16	17	13%
<b>TOTAL</b>	<b>758</b>	<b>770</b>	<b>-12</b>	<b>777</b>	<b>-19</b>	<b>-2%</b>	<b>778</b>	<b>802</b>	<b>17%</b>
<b>SOUTHEAST REGION</b>									
Alabama	1,109	1,113	-4	1,102	7	1%	1,110	1,135	47%
Florida	1,586	1,595	-9	1,635	-49	-3%	1,680	1,684	62%
Georgia	1,701	1,708	-7	1,779	-78	-4%	1,719	1,832	37%
Kentucky	759	759	0	748	11	1%	750	770	39%
Mississippi	80	80	0	86	-6	-7%	74	89	9%
North Carolina	747	744	3	762	-15	-2%	799	785	28%
South Carolina	409	410	-1	429	-20	-5%	443	442	24%
Tennessee	1,680	1,669	11	1,682	-2	0%	1,687	1,732	49%
Virginia	767	771	-4	803	-36	-4%	814	827	46%
<b>TOTAL</b>	<b>8,838</b>	<b>8,849</b>	<b>-11</b>	<b>9,026</b>	<b>-188</b>	<b>-2%</b>	<b>9,076</b>	<b>9,296</b>	<b>41%</b>
<b>WEST REGION</b>									
Arizona	132	133	-1	137	-5	-4%	118	141	13%
California	199	197	2	191	8	4%	185	197	12%
Hawaii	2	1	1	0	2	-	0	1	1%
Nevada	17	17	0	17	0	0%	18	18	17%
New Mexico	421	426	-5	389	32	8%	402	401	48%
Utah	625	631	-6	633	-8	-1%	643	652	63%
<b>TOTAL</b>	<b>1,396</b>	<b>1,405</b>	<b>-9</b>	<b>1,367</b>	<b>29</b>	<b>2%</b>	<b>1,366</b>	<b>1,410</b>	<b>28%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

December 2015

	Dec 2015	Nov 2015	+/-	May 2015	+/-	% Diff in Cert	Dec 2014	2015/2016 3% Goal	% of Total Membership
<b>MIDWEST REGION</b>									
Illinois	101	100	1	101	0	0%	88	104	18%
Iowa	591	592	-1	590	1	0%	596	608	63%
Minnesota	2,326	2,327	-1	2317	9	0%	2,307	2,387	78%
Missouri	420	423	-3	420	0	0%	438	433	45%
Nebraska	125	126	-1	135	-10	-7%	138	139	33%
North Dakota	40	40	0	46	-6	-13%	46	47	14%
South Dakota	113	113	0	114	-1	-1%	111	117	31%
Wisconsin	425	425	0	426	-1	0%	439	439	35%
<b>TOTAL</b>	<b>4,141</b>	<b>4,146</b>	<b>-5</b>	<b>4,149</b>	<b>-8</b>	<b>0%</b>	<b>4,163</b>	<b>4,274</b>	<b>54%</b>
<b>NORTHWEST REGION</b>									
Alaska	16	16	0	16	0	0%	16	17	11%
Idaho	390	394	-4	391	-1	0%	362	403	38%
Montana	58	58	0	60	-2	-3%	59	62	29%
Oregon	124	132	-8	129	-5	-4%	116	133	24%
Washington	1,529	1,530	-1	1,533	-4	0%	1,554	1,579	65%
Wyoming	150	148	2	139	11	8%	43	143	48%
<b>TOTAL</b>	<b>2,267</b>	<b>2,278</b>	<b>-11</b>	<b>2,268</b>	<b>-1</b>	<b>0%</b>	<b>2,150</b>	<b>2,337</b>	<b>50%</b>
<b>SOUTHWEST REGION</b>									
Arkansas	54	53	1	54	0	0%	37	56	8%
Colorado	180	192	-12	192	-12	-6%	182	198	21%
Kansas	177	178	-1	176	1	1%	191	181	40%
Louisiana	86	87	-1	97	-11	-11%	84	100	3%
Oklahoma	248	239	9	234	14	6%	225	241	26%
Texas	45	45	0	46	-1	-2%	49	47	7%
<b>TOTAL</b>	<b>790</b>	<b>794</b>	<b>-4</b>	<b>799</b>	<b>-9</b>	<b>-1%</b>	<b>768</b>	<b>823</b>	<b>13%</b>
<b>SUBTOTAL</b>	<b>19,916</b>	<b>19,972</b>	<b>-56</b>	<b>20,172</b>	<b>-256</b>	<b>-1%</b>	<b>20,101</b>	<b>20,782</b>	<b>36%</b>
<b>Miscellaneous</b>	<b>45</b>	<b>51</b>	<b>-6</b>	<b>38</b>	<b>7</b>	<b>-</b>	<b>0</b>	<b>39</b>	<b>9%</b>
<b>GRAND TOTAL</b>	<b>19,961</b>	<b>20,023</b>	<b>-62</b>	<b>20,210</b>	<b>-249</b>	<b>-1%</b>	<b>20,101</b>	<b>20,821</b>	<b>35%</b>





# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

December 2015 (Applications processed through 12/31/2015)

	Dec 2015	Nov 2015	+/-	May 2015	+/-	% Diff in Cred	Dec 2014	# Times Exam Hosted
<b>MIDEAST REGION</b>								
Delaware	9	10	-1	10	-1	-10%	9	0
Dist. of Columbia	0	0	0	0	0	-	0	11
Indiana	28	28	0	23	5	22%	24	4
Maryland	21	21	0	24	-3	-13%	53	3
Michigan	42	42	0	37	5	14%	40	9
Ohio	55	54	1	53	2	4%	52	5
West Virginia	4	4	0	4	0	0%	4	0
<b>TOTAL</b>	<b>159</b>	<b>159</b>	<b>0</b>	<b>151</b>	<b>8</b>	<b>5%</b>	<b>182</b>	<b>32</b>
<b>NORTHEAST REGION</b>								
Connecticut	15	15	0	18	-3	-17%	18	3
Maine	23	21	2	20	3	15%	16	4
Massachusetts	56	56	0	54	2	4%	54	8
New Hampshire	11	11	0	13	-2	-15%	13	2
New Jersey	15	15	0	12	3	25%	11	4
New York	48	48	0	48	0	0%	49	16
Pennsylvania	31	31	0	32	-1	-3%	32	14
Rhode Island	3	3	0	3	0	0%	4	1
Vermont	9	9	0	8	1	13%	8	6
<b>TOTAL</b>	<b>211</b>	<b>209</b>	<b>2</b>	<b>208</b>	<b>3</b>	<b>1%</b>	<b>205</b>	<b>58</b>
<b>SOUTHEAST REGION</b>								
Alabama	16	16	0	17	-1	-6%	16	0
Florida	77	77	0	74	3	4%	73	13
Georgia	57	57	0	55	2	4%	62	14
Kentucky	52	52	0	47	5	11%	48	11
Mississippi	7	7	0	4	3	75%	2	0
North Carolina	46	46	0	36	10	28%	34	7
South Carolina	14	14	0	15	-1	-7%	15	3
Tennessee	41	41	0	41	0	0%	44	16
Virginia	66	65	1	64	2	3%	65	21
<b>TOTAL</b>	<b>376</b>	<b>375</b>	<b>1</b>	<b>353</b>	<b>23</b>	<b>7%</b>	<b>359</b>	<b>85</b>
<b>WEST REGION</b>								
Arizona	46	44	2	51	-5	-10%	53	11
California	118	116	2	101	17	17%	101	16
Hawaii	1	1	0	1	0	0%	1	3
Nevada	3	3	0	3	0	0%	3	2
New Mexico	12	13	-1	13	-1	-8%	15	4
Utah	15	15	0	10	5	50%	10	3
<b>TOTAL</b>	<b>195</b>	<b>192</b>	<b>3</b>	<b>179</b>	<b>16</b>	<b>9%</b>	<b>183</b>	<b>39</b>



# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

December 2015

	Dec 2015	Nov 2015	+/-	May 2015	+/-	% Diff in Cred	Dec 2014	# Times Exam Hosted
<b>MIDWEST REGION</b>								
Illinois	40	40	0	37	3	8%	37	6
Iowa	19	19	0	18	1	6%	19	5
Minnesota	73	70	3	68	5	7%	67	9
Missouri	30	29	1	24	6	25%	25	6
Nebraska	5	5	0	4	1	25%	4	0
North Dakota	5	5	0	4	1	25%	5	0
South Dakota	4	4	0	4	0	0%	5	1
Wisconsin	33	33	0	33	0	0%	33	12
<b>TOTAL</b>	<b>209</b>	<b>205</b>	<b>4</b>	<b>192</b>	<b>17</b>	<b>9%</b>	<b>195</b>	<b>39</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	13	13	0	12	1	8%	12	2
Washington	36	36	0	32	4	13%	32	6
Wyoming	3	3	0	3	0	0%	3	0
<b>TOTAL</b>	<b>73</b>	<b>73</b>	<b>0</b>	<b>62</b>	<b>11</b>	<b>18%</b>	<b>62</b>	<b>10</b>
<b>SOUTHWEST REGION</b>								
Arkansas	8	8	0	10	-2	-20%	9	2
Colorado	45	45	0	39	6	15%	35	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%	101	19
<b>TOTAL</b>	<b>183</b>	<b>182</b>	<b>1</b>	<b>179</b>	<b>4</b>	<b>2%</b>	<b>174</b>	<b>32</b>
<b>SUBTOTAL</b>	<b>1,406</b>	<b>1,395</b>	<b>11</b>	<b>1,324</b>	<b>82</b>	<b>6%</b>	<b>1,360</b>	<b>295</b>
<b>Miscellaneous</b>	<b>44</b>	<b>47</b>	<b>-3</b>	<b>32</b>	<b>12</b>	<b>38%</b>	<b>1</b>	<b>1</b>
<b>GRAND TOTAL</b>	<b>1,450</b>	<b>1,442</b>	<b>8</b>	<b>1,356</b>	<b>94</b>	<b>7%</b>	<b>1,361</b>	<b>296</b>