

TO: SNA Board of Directors and State Leaders
CC: Patti Montague
FROM: Laura Maynard
SUBJECT: January 2025 Membership, Certificate & Credentialing Program Report
DATE: February 6, 2025

Membership Overview

The January Membership Report shows that we have 47,674 members, which is 406 less than December 2024, 743 less than May 2024 year-end total, and only 151 less than January 2024. Although overall membership growth has levelled out over the past few months, the drop is part of the usual seasonal pattern.

The Northeast, Southeast and Southwest regions are showing increases compared to last year. The Midwest region is showing the largest declines.

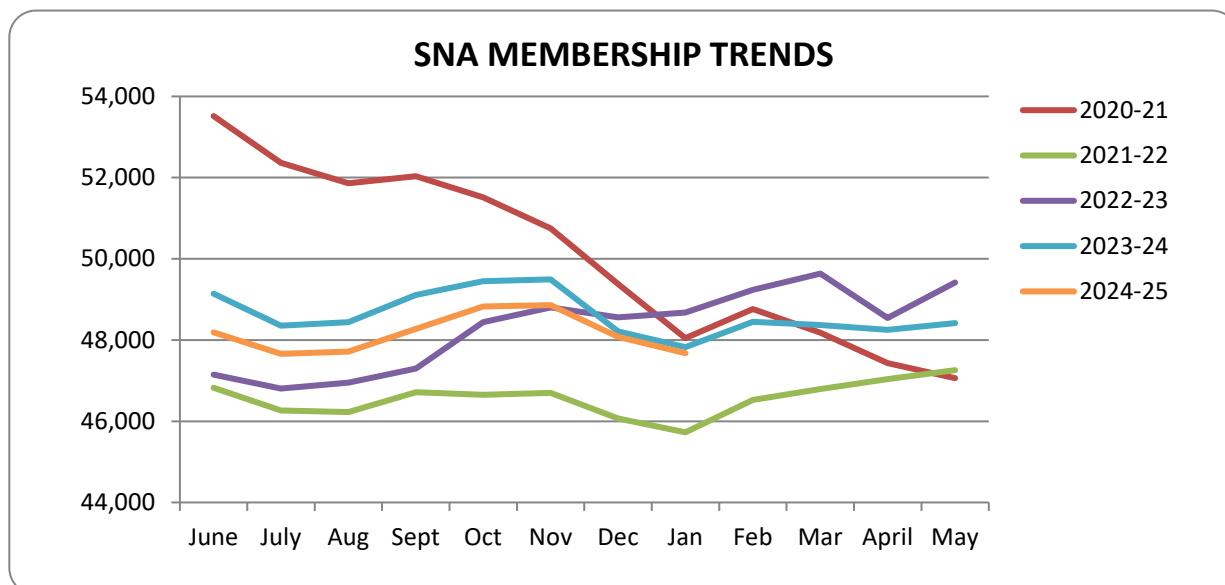
Region	Jan 2025	Jan 2024	Diff	% Diff
Mid-Atlantic	4,405	4,637	-232	-5%
Midwest	8,303	8,726	-423	-5%
Mountain Plains	3,345	3,444	-99	-3%
Northeast	2,512	2,428	84	3%
Southeast	16,868	16,712	156	1%
Southwest	6,420	5,979	441	7%
Western	5,472	5,545	-73	-1%
Misc.	349	354	-5	-1%
Total	47,674	47,825	-151	-0.3%

Many individual states are showing growth since May 2024 year-end and the states affiliates with more than 10% growth include: Delaware, Georgia, Oregon, and Vermont.

Since May 2024 year-end, the main membership categories are showing small declines but the number of Major City Directors has increased by 5.

Membership Trends

Membership numbers generally decline during the summer vacation months and the winter and then bounce back in the fall and spring. The large membership decline from 2020-2022 is due to the COVID-19 pandemic and overall membership numbers are below 2009 recession levels, but there are some signs of sustained recovery.



Continued...

School District Membership (SDM)

The total number of SDMs for January 2025 is 32,656 which is 330 less than the May 2024 year-end total. SDMs currently account for 68.5% of the total membership. The chart below shows the top 10 SDM states.

Top 10 SDM States

Georgia	3,180	Kentucky	1,511
North Carolina	2,067	Florida	1,475
Alabama	1,920	Minnesota	1,369
Tennessee	1,884	Washington	1,171
Louisiana	1,650	Delaware	1,017

Credentialing Overview

The January Credentialing Report shows that there are 1,573 members with the School Nutrition Specialist (SNS) credential which is 13 less than May 2024 year-end.

Certificate Program Overview

The January Certificate Program Report shows that we have 11,969 certificate holders, which is 7096 less than May 2024 year-end total. See table below for more details.

Level	Jan 2025	May 2024	% Diff
Level 1	7,240	7,846	-7.72%
Level 2	631	644	-2.02%
Level 3	988	1,116	-11.47%
Level 4	3,110	3,159	-1.55%
Total	11,969	12,765	-6.24%

Region	Jan 2025	Jan 2024	Diff	% Diff
Mid-Atlantic	803	984	-181	-18%
Midwest	2,980	3,121	-141	-5%
Mountain Plains	544	610	-66	-11%
Northeast	378	397	-19	-5%
Southeast	4,954	5,283	-329	-6%
Southwest	808	916	-108	-12%
Western	1,468	1,588	-120	-8%
Misc.	34	29	-	-
Total	11,969	12,928	-959	-7.4%

Members with a certificate account for 25% of our total membership.



MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

January 2025 (Applications processed through 01/31/2025)													
	Jan 2025	Dec 2024	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2024/25 2.5% Goal	Jan 2025 Cert Program	+/- Prior Month	Jan 2025 Credentialing	+/- Prior Month
MID-ATLANTIC REGION													
Delaware	1,053	1,085	-32	8	0	39	115	1,017	944	92	-2	15	0
Dist. of Columbia	33	33	0	0	0	0	1	27	36	0	0	0	0
Maryland	530	542	-12	1	0	13	14	337	550	185	2	29	0
New Jersey	406	423	-17	3	0	23	38	299	444	24	1	19	0
Pennsylvania	661	667	-6	8	2	16	144	281	706	36	-1	28	0
Puerto Rico	3	3	0	0	0	0	1	0	7	0	-	1	0
Virginia	1,417	1,453	-36	66	4	79	129	892	1,503	451	-17	57	0
West Virginia	302	298	4	3	1	0	67	241	318	15	0	7	0
TOTAL	4,405	4,504	-99	89	7	170	509	3,094	4,508	803	-17	156	0
MIDWEST REGION													
Illinois	502	504	-2	8	0	8	55	223	520	79	-3	29	0
Indiana	1,100	1,113	-13	8	1	17	42	783	1,091	166	0	41	0
Iowa	777	781	-4	10	2	15	51	338	858	335	-1	13	0
Michigan	1,388	1,394	-6	15	13	30	150	1,011	1,786	144	-1	62	0
Minnesota	2,655	2,666	-11	23	1	34	168	1,369	2,720	1,822	-3	52	0
Ohio	1,180	1,180	0	16	1	5	68	717	1,259	298	-1	57	1
Wisconsin	701	698	3	13	8	12	105	393	826	136	-1	17	0
TOTAL	8,303	8,336	-33	93	26	121	639	4,834	9,060	2,980	-10	271	1
MOUNTAIN PLAINS REGION													
Colorado	1,042	1,050	-8	8	1	17	152	854	1,088	53	0	84	0
Kansas	366	360	6	7	0	1	32	188	381	107	2	12	0
Missouri	705	712	-7	5	4	15	21	391	733	156	-2	19	0
Montana	178	181	-3	1	0	4	14	50	219	14	0	4	0
Nebraska	328	330	-2	6	0	6	13	153	352	47	2	4	0
North Dakota	298	298	0	2	0	7	40	176	345	40	-1	7	0
South Dakota	233	240	-7	1	0	8	14	130	315	38	1	3	0
Wyoming	195	200	-5	1	1	6	24	47	206	89	1	2	0
TOTAL	3,345	3,371	-26	31	6	64	310	1,989	3,639	544	3	135	0
NORTHEAST REGION													
Connecticut	477	488	-11	7	1	19	102	308	507	93	2	12	0
Maine	309	311	-2	3	1	3	49	174	324	44	0	17	0
Massachusetts	838	827	11	16	22	21	120	616	911	80	0	54	-2
New Hampshire	215	217	-2	0	0	2	21	138	235	74	-1	9	-1
New York	484	480	4	8	3	2	44	235	493	81	1	38	-1
Rhode Island	7	8	-1	0	0	1	0	0	9	0	0	0	0
US Virgin Islands (USVI)	0	0	0	0	0	0	0	0	1	0	-	0	-
Vermont	182	186	-4	5	1	5	4	133	142	6	0	12	0
TOTAL	2,512	2,517	-5	39	28	53	340	1,604	2,622	378	2	142	-4



MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

January 2025	(continued)												
	Jan 2025	Dec 2024	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2024/25 2.5% Goal	Jan 2025 Cert Program	+/- Prior Month	Jan 2025 Credentialing	+/- Prior Month
SOUTHEAST REGION													
Alabama	2,567	2,528	39	55	0	31	225	1,920	2,470	1,107	-5	37	0
Florida	2,152	2,155	-3	5	5	12	807	1,475	2,294	747	-13	75	1
Georgia	3,580	3,602	-22	31	39	97	290	3,180	3,311	830	-10	59	0
Kentucky	2,020	2,032	-12	9	0	20	96	1,511	1,942	850	-11	32	0
Mississippi	755	758	-3	2	5	11	32	605	885	27	-3	18	1
North Carolina	2,421	2,495	-74	38	3	112	371	2,067	2,680	359	1	61	0
South Carolina	1,024	1,084	-60	37	3	111	135	845	1,225	131	3	20	0
Tennessee	2,349	2,326	23	27	10	24	355	1,884	2,328	903	-2	37	0
TOTAL	16,868	16,980	-112	204	65	418	2,311	13,487	17,135	4,954	-40	339	2
SOUTHWEST REGION													
Arizona	898	953	-55	25	0	75	309	663	982	64	-8	55	0
Arkansas	466	469	-3	3	1	5	17	285	486	19	1	9	0
Louisiana	1,853	1,842	11	22	2	18	76	1,650	1,844	33	0	19	0
New Mexico	551	585	-34	4	2	39	53	404	711	221	-6	9	0
Oklahoma	742	701	41	49	0	8	102	544	713	109	-1	9	0
Texas	1,020	1,015	5	15	5	12	160	591	1,084	44	-2	110	-1
Utah	890	882	8	7	4	3	53	537	1,009	318	-3	16	0
TOTAL	6,420	6,447	-27	125	14	160	770	4,674	6,829	808	-19	227	-1
WESTERN REGION													
Alaska	105	105	0	4	0	2	11	68	101	6	-1	6	0
American Samoa	0	0	0	0	0	0	0	0	5	0	-	0	-
California	1,827	1,951	-124	48	10	186	139	746	1,875	114	-1	136	-1
CNMI*	6	6	0	0	0	0	0	0	8	0	-	0	-
Guam	1	1	0	0	0	0	0	0	2	0	-	0	-
Hawaii	37	37	0	0	0	0	1	10	35	3	0	1	0
Idaho	539	544	-5	9	2	16	32	327	570	163	-2	21	0
Nevada	100	97	3	3	1	1	34	76	101	2	0	3	0
Oregon	710	692	18	16	5	2	154	576	567	25	0	16	0
Washington	2,147	2,150	-3	29	3	16	429	1,171	2,209	1,155	-3	39	-1
TOTAL	5,472	5,583	-111	109	21	223	800	2,974	5,473	1,468	-7	222	-2
SUBTOTAL													
	47,325	47,738	-413	690	167	1,209	5,679	32,656	49,266	11,935	-88	1,492	-4
Miscellaneous													
	349	342	7	0	0	0	1	0	365	34	0	81	-1
GRAND TOTAL													
	47,674	48,080	-406	690	167	1,209	5,680	32,656	49,631	11,969	-88	1,573	-5

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 and international members. 3)* CNMI is the Commonwealth of the Northern Mariana Islands.



SNA STATE ASSOCIATION

ANNUAL MEMBERSHIP COMPARISON

January 2025

	Jan 2025	Jan 2024	+/- Members	Percentage Difference
MID-ATLANTIC REGION				
Delaware	1,053	1,005	48	5%
Dist. of Columbia	33	33	0	0%
Maryland	530	529	1	0%
New Jersey	406	429	-23	-5%
Pennsylvania	661	652	9	1%
Puerto Rico	3	5	-2	-
Virginia	1,417	1,544	-127	-8%
West Virginia	302	440	-138	-31%
TOTAL	4,405	4,637	-232	-5%
MIDWEST REGION				
Illinois	502	475	27	6%
Indiana	1,100	1,057	43	4%
Iowa	777	811	-34	-4%
Michigan	1,388	1,690	-302	-18%
Minnesota	2,655	2,673	-18	-1%
Ohio	1,180	1,212	-32	-3%
Wisconsin	701	808	-107	-13%
TOTAL	8,303	8,726	-423	-5%
MOUNTAIN PLAINS REGION				
Colorado	1,042	1,045	-3	0%
Kansas	366	357	9	3%
Missouri	705	713	-8	-1%
Montana	178	192	-14	-7%
Nebraska	328	312	16	5%
North Dakota	298	338	-40	-12%
South Dakota	233	309	-76	-25%
Wyoming	195	178	17	10%
TOTAL	3,345	3,444	-99	-3%
NORTHEAST REGION				
Connecticut	477	400	77	19%
Maine	309	294	15	5%
Massachusetts	838	839	-1	0%
New Hampshire	215	218	-3	-1%
New York	484	530	-46	-9%
Rhode Island	7	7	0	0%
US Virgin Islands (USVI)	0	0	-	-
Vermont	182	140	42	30%
TOTAL	2,512	2,428	84	3%



SNA STATE ASSOCIATION

ANNUAL MEMBERSHIP COMPARISON

January 2025	(continued)			
	Jan 2025	Jan 2024	+/- Members	Percentage Difference
SOUTHEAST REGION				
Alabama	2,567	2,571	-4	0%
Florida	2,152	2,345	-193	-8%
Georgia	3,580	3,183	397	12%
Kentucky	2,020	1,864	156	8%
Mississippi	755	831	-76	-9%
North Carolina	2,421	2,667	-246	-9%
South Carolina	1,024	1,129	-105	-9%
Tennessee	2,349	2,122	227	11%
TOTAL	16,868	16,712	156	1%
SOUTHWEST REGION				
Arizona	898	950	-52	-5%
Arkansas	466	408	58	14%
Louisiana	1,853	1,268	585	46%
New Mexico	551	693	-142	-20%
Oklahoma	742	746	-4	-1%
Texas	1,020	1,005	15	1%
Utah	890	909	-19	-2%
TOTAL	6,420	5,979	441	7%
WESTERN REGION				
Alaska	105	104	1	1%
American Samoa	0	4	-4	-
California	1,827	1,869	-42	-2%
CNMI*	6	6	0	-
Guam	1	2	-1	-
Hawaii	37	39	-2	-5%
Idaho	539	571	-32	-6%
Nevada	100	110	-10	-9%
Oregon	710	688	22	3%
Washington	2,147	2,152	-5	0%
TOTAL	5,472	5,545	-73	-1%
SUBTOTAL	47,325	47,471	-146	0%
Miscellaneous	349	354	-5	-1%
GRAND TOTAL	47,674	47,825	-151	-0.3%



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

January 2025

Year To Date Retention

	Jan 2025	May 2024	+/- Members	Reinstated Members	Expired Members	Retention Rate	2024/25 2.5% Goal
MID-ATLANTIC REGION							
Delaware	1053	921	132	103	215	87.8%	944
Dist. of Columbia	33	35	-2	0	6	82.9%	36
Maryland	530	537	-7	71	129	89.2%	550
New Jersey	406	433	-27	8	103	78.1%	444
Pennsylvania	661	689	-28	21	114	86.5%	706
Puerto Rico	3	6	-3	0	3	50.0%	7
Virginia	1417	1,466	-49	156	543	73.6%	1,503
West Virginia	302	310	-8	5	43	87.7%	318
TOTAL	4,405	4,397	8	364	1,156	82.0%	4,508
MIDWEST REGION							
Illinois	502	507	-5	35	51	96.8%	520
Indiana	1100	1,064	36	34	165	87.7%	1,091
Iowa	777	837	-60	27	180	81.7%	858
Michigan	1388	1,742	-354	70	632	67.7%	1,786
Minnesota	2655	2,654	1	81	426	87.0%	2,720
Ohio	1180	1,228	-48	15	158	88.4%	1,259
Wisconsin	701	806	-105	43	224	77.5%	826
TOTAL	8,303	8,838	-535	305	1,836	82.7%	9,060
MOUNTAIN PLAINS REGION							
Colorado	1042	1,061	-19	15	153	87.0%	1,088
Kansas	366	372	-6	18	54	90.3%	381
Missouri	705	715	-10	21	125	85.5%	733
Montana	178	214	-36	5	55	76.6%	219
Nebraska	328	343	-15	4	61	83.4%	352
North Dakota	298	337	-39	5	71	80.4%	345
South Dakota	233	307	-74	1	107	65.5%	315
Wyoming	195	201	-6	4	33	85.6%	206
TOTAL	3,345	3,550	-205	73	659	83.5%	3,639
NORTHEAST REGION							
Connecticut	477	495	-18	11	79	86.3%	507
Maine	309	316	-7	7	36	90.8%	324
Massachusetts	838	889	-51	72	268	78.0%	911
New Hampshire	215	229	-14	7	37	86.9%	235
New York	484	481	3	17	61	90.9%	493
Rhode Island	7	8	-1	0	2	75.0%	9
US Virgin Islands (USVI)	0	0	0	0	0	*	1
Vermont	182	139	43	70	68	101.4%	142
TOTAL	2,512	2,557	-45	184	551	85.6%	2,622



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

January 2025

(continued)

	Jan 2025	May 2024	+/- Members	Reinstated Members	Expired Members	Retention Rate	2024/25 2.5% Goal
SOUTHEAST REGION							
Alabama	2567	2,410	157	234	470	90.2%	2,470
Florida	2152	2,238	-86	18	204	91.7%	2,294
Georgia	3580	3,230	350	50	522	85.4%	3,311
Kentucky	2020	1,895	125	65	381	83.3%	1,942
Mississippi	755	863	-108	100	254	82.2%	885
North Carolina	2421	2,615	-194	7	511	80.7%	2,680
South Carolina	1024	1,195	-171	78	401	73.0%	1,225
Tennessee	2349	2,271	78	52	349	86.9%	2,328
TOTAL	16,868	16,717	151	604	3,092	85.1%	17,135
SOUTHWEST REGION							
Arizona	898	958	-60	16	210	79.7%	982
Arkansas	466	474	-8	10	117	77.4%	486
Louisiana	1853	1,799	54	97	217	93.3%	1,844
New Mexico	551	694	-143	52	227	74.8%	711
Oklahoma	742	696	46	8	80	89.7%	713
Texas	1020	1,058	-38	45	178	87.4%	1,084
Utah	890	984	-94	16	179	83.4%	1,009
TOTAL	6,420	6,663	-243	244	1,208	85.5%	6,829
WESTERN REGION							
Alaska	105	99	6	0	17	82.8%	101
American Samoa	0	4	-4	0	4	0.0%	5
California	1827	1,829	-2	97	521	76.8%	1,875
CNMI*	6	7	-1	0	1	85.7%	8
Guam	1	1	0	0	0	*	2
Hawaii	37	34	3	3	6	91.2%	35
Idaho	539	556	-17	32	138	80.9%	570
Nevada	100	99	1	1	11	89.9%	101
Oregon	710	555	155	159	90	112.4%	567
Washington	2147	2,155	-8	27	288	87.9%	2,209
TOTAL	5,472	5,339	133	319	1,076	85.8%	5,473
SUBTOTAL	47,325	48,061	-736	2,093	9,578	84.4%	49,266
Miscellaneous	349	356	-7	0	0	*	365
GRAND TOTAL	47,674	48,417	-743	2,093	9,578	84.5%	49,631

Note: The retention rate is skewing slightly higher as this report contains only a partial year of data. In 2022-23, SNA's national retention rate was 80.7% which is in line with SNA's pre- pandemic retention rates and higher than the 2022 mean association retention rate of 79%.



SMALL AFFILIATES (1-500 MEMBER DIVISION)

STATE MEMBERSHIP GROWTH RANKINGS

January 2025

	State	+/- Members	Jan 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Vermont	43	182	139	30.9%	1	142
2	Alaska	6	105	99	6.1%	3	101
3	Hawaii	3	37	34	8.8%	2	35
4	New York	3	484	481	0.6%	5	493
5	Nevada	1	100	99	1.0%	4	101
6	Guam	0	1	1	0.0%	6	2
7	Rhode Island	-1	7	8	-12.5%	18	9
8	Northern Mariana Islands (CNMI)	-1	6	7	-14.3%	19	8
9	Dist. of Columbia	-2	33	35	-5.7%	14	36
10	Puerto Rico	-3	3	6	-50.0%	22	7
11	American Samoa	-4	0	4	-100.0%	23	5
12	Kansas	-6	366	372	-1.6%	7	381
13	Wyoming	-6	195	201	-3.0%	11	206
14	Maine	-7	309	316	-2.2%	9	324
15	Arkansas	-8	466	474	-1.7%	8	486
16	West Virginia	-8	302	310	-2.6%	10	318
17	New Hampshire	-14	215	229	-6.1%	15	235
18	Nebraska	-15	328	343	-4.4%	13	352
19	Connecticut	-18	477	495	-3.6%	12	507
20	New Jersey	-27	406	433	-6.2%	16	444
21	Montana	-36	178	214	-16.8%	20	219
22	North Dakota	-39	298	337	-11.6%	17	345
23	South Dakota	-74	233	307	-24.1%	21	315
24	US Virgin Islands (USVI)	0	0	0	-	24	1
TOTAL		-213	4,731	4,944	-4.3%	-	5,072

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. States must reach their annual membership goal to be eligible for the Division Champion Award. Awards are also given to states which increase membership and achieve the annual membership goal. US Territories and Dependencies are showed for reference only and are not currently eligible for awards.



MEDIUM AFFILIATES (501-1,060 MEMBER DIVISION)

STATE MEMBERSHIP GROWTH RANKINGS

January 2025

	State	+/- Members	Jan 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Oregon	155	710	555	27.9%	2	567
2	Delaware	132	1,053	921	14.3%	1	944
3	Oklahoma	46	742	696	6.6%	4	713
4	Illinois	-5	502	507	-1.0%	6	520
5	Maryland	-7	530	537	-1.3%	3	550
6	Missouri	-10	705	715	-1.4%	5	733
7	Idaho	-17	539	556	-3.1%	8	570
8	Texas	-38	1,020	1,058	-3.6%	10	1,084
9	Pennsylvania	-28	661	689	-4.1%	9	706
10	Massachusetts	-51	838	889	-5.7%	12	911
11	Arizona	-60	898	958	-6.3%	7	982
12	Iowa	-60	777	837	-7.2%	11	858
13	Utah	-94	890	984	-9.6%	13	1,009
14	Mississippi	-108	755	863	-12.5%	14	885
15	Wisconsin	-105	701	806	-13.0%	15	826
16	New Mexico	-143	551	694	-20.6%	16	711
TOTAL		-393	11,872	12,265	-3.2%	-	12,569

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. States must reach their annual membership goal to be eligible for the Division Champion Award. Awards are also given to states which increase membership and achieve the annual membership goal.



LARGE AFFILIATES (1,061+ MEMBER DIVISION)

STATE MEMBERSHIP GROWTH RANKINGS

January 2025

State		+/- Members	Jan 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Georgia	350	3,580	3,230	10.8%	1	3,311
2	Alabama	157	2,567	2,410	6.5%	3	2,470
3	Kentucky	125	2,020	1,895	6.6%	2	1,942
4	Tennessee	78	2,349	2,271	3.4%	4	2,328
5	Louisiana	54	1,853	1,799	3.0%	6	1,844
6	Indiana	36	1,100	1,064	3.4%	4	1,091
7	Minnesota	1	2,655	2,654	0.0%	7	2,720
8	California	-2	1,827	1,829	-0.1%	8	1,875
9	Washington	-8	2,147	2,155	-0.4%	9	2,209
10	Colorado	-19	1,042	1,061	-1.8%	10	1,088
11	Ohio	-48	1,180	1,228	-3.9%	13	1,259
12	Virginia	-49	1,417	1,466	-3.3%	11	1,503
13	Florida	-86	2,152	2,238	-3.8%	12	2,294
14	South Carolina	-171	1,024	1,195	-14.3%	15	1,225
15	North Carolina	-194	2,421	2,615	-7.4%	14	2,680
16	Michigan	-354	1,388	1,742	-20.3%	16	1,786
TOTAL		-130	30,722	30,852	-0.4%	-	31,625

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. States must reach their annual membership goal to be eligible for the Division Champion Award. Awards are also given to states which increase membership and achieve the annual membership goal.



MEMBERSHIP PROFILE

January 2025

	Jan 2025	May 2024	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition Employees	21,067	21,394	-327	44.19%	-2%	15,928	5,829
School Nutrition Managers	17,028	17,302	-274	35.72%	-2%	12,716	4,000
District Directors	6,459	6,526	-67	13.55%	-1%	2,492	1,089
Retired	372	400	-28	0.78%	-7%	n/a	78
Affiliate	583	640	-57	1.22%	-9%	n/a	245
State Agency Directors	774	771	3	1.62%	0%	620	40
Major City Directors	744	739	5	1.56%	1%	602	69
Other	136	135	1	*	1%	298	614
Industry Individual	43	37	6	*	16%	n/a	-
Life	30	29	1	*	3%	n/a	-
Corporate Industry + Patron	350	357	-7	0.7%	-2%	n/a	-
Allied Groups	11	11	0	*	-	n/a	-
Educators	39	40	-1	*	-3%	n/a	5
Student	30	29	1	*	3%	n/a	-
International	8	7	1	*	-	n/a	-
TOTAL MEMBERS	47,674	48,417	-743	100%	-1.53%	32,656	11,969

Note: * is less than 1%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

January 2025

	Jan 2025	Dec 2024	+/- Members	May 2024	+/- Members	% of Total Membership
MID-ATLANTIC REGION						
Delaware	1,017	1,021	-4	863	154	97%
Dist. of Columbia	27	27	0	27	0	82%
Maryland	337	341	-4	330	7	64%
New Jersey	299	300	-1	300	-1	74%
Pennsylvania	281	291	-10	294	-13	43%
Puerto Rico	0	0	-	0	-	-
Virginia	892	917	-25	872	20	63%
West Virginia	241	241	0	262	-21	80%
TOTAL	3,094	3,138	-44	2,948	146	70%
MIDWEST REGION						
Illinois	223	229	-6	227	-4	44%
Indiana	783	794	-11	729	54	71%
Iowa	338	345	-7	365	-27	44%
Michigan	1,011	1,012	-1	1,336	-325	73%
Minnesota	1,369	1,364	5	1,353	16	52%
Ohio	717	710	7	735	-18	61%
Wisconsin	393	393	0	478	-85	56%
TOTAL	4,834	4,847	-13	5,223	-389	58%
MOUNTAIN PLAINS REGION						
Colorado	854	885	-31	889	-35	82%
Kansas	188	186	2	185	3	51%
Missouri	391	392	-1	385	6	55%
Montana	50	54	-4	59	-9	28%
Nebraska	153	152	1	151	2	47%
North Dakota	176	176	0	175	1	59%
South Dakota	130	138	-8	172	-42	56%
Wyoming	47	47	0	41	6	24%
TOTAL	1,989	2,030	-41	2,057	-68	59%
NORTHEAST REGION						
Connecticut	308	324	-16	309	-1	65%
Maine	174	183	-9	187	-13	56%
Massachusetts	616	609	7	656	-40	74%
New Hampshire	138	138	0	139	-1	64%
New York	235	237	-2	228	7	49%
Rhode Island	0	0	0	0	0	0%
US Virgin Islands (USVI)	0	0	-	0	-	-
Vermont	133	135	-2	88	45	73%
TOTAL	1,604	1,626	-22	1,607	-3	64%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

January 2025	(continued)					
	Jan	Dec	+/-	May	+/-	% of Total
	2025	2024	Members	2024	Members	Membership
SOUTHEAST REGION						
Alabama	1,920	1,832	88	1,727	193	75%
Florida	1,475	1,621	-146	1,660	-185	69%
Georgia	3,180	3,142	38	2,832	348	89%
Kentucky	1,511	1,529	-18	1,320	191	75%
Mississippi	605	610	-5	691	-86	80%
North Carolina	2,067	2,168	-101	2,265	-198	85%
South Carolina	845	878	-33	1,001	-156	83%
Tennessee	1,884	1,856	28	1,771	113	80%
TOTAL	13,487	13,636	-149	13,267	220	80%
SOUTHWEST REGION						
Arizona	663	737	-74	769	-106	74%
Arkansas	285	287	-2	291	-6	61%
Louisiana	1,650	1,623	27	1,597	53	89%
New Mexico	404	442	-38	530	-126	73%
Oklahoma	544	503	41	487	57	73%
Texas	591	596	-5	613	-22	58%
Utah	537	533	4	599	-62	60%
TOTAL	4,674	4,721	-47	4,886	-212	73%
WESTERN REGION						
Alaska	68	67	1	54	14	65%
American Samoa	0	0	0	4	-4	-
California	746	748	-2	744	2	41%
CNMI*	0	0	-	0	-	-
Guam	0	0	-	0	-	-
Hawaii	10	10	0	9	1	27%
Idaho	327	327	0	292	35	61%
Nevada	76	80	-4	82	-6	76%
Oregon	576	573	3	420	156	81%
Washington	1,171	1,183	-12	1,154	17	55%
TOTAL	2,974	2,988	-14	2,759	215	54%
SUBTOTAL	32,656	32,986	-330	32,747	-91	69%
Miscellaneous	0	0	0	0	0	0%
GRAND TOTAL	32,656	32,986	-330	32,747	-91	68.5%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

January 2025

(Applications processed through 01/31/2025)

	Jan 2025	Dec 2024	+/-	May 2024	+/-	Jan 2024	2024/25 2.5% Goal	% of Total Membership
MID-ATLANTIC REGION								
Delaware	92	94	-2	154	-62	159	158	9%
Dist. of Columbia	0	0	0	0	0	0	1	0%
Maryland	185	183	2	204	-19	212	209	35%
New Jersey	24	23	1	24	0	24	25	6%
Pennsylvania	36	37	-1	39	-3	43	40	5%
Puerto Rico	0	0	-	0	-	0	1	-
Virginia	451	468	-17	517	-66	524	530	32%
West Virginia	15	15	0	17	-2	22	18	5%
TOTAL	803	820	-17	955	-152	984	982	18%
MIDWEST REGION								
Illinois	79	82	-3	87	-8	92	89	16%
Indiana	166	166	0	186	-20	197	191	15%
Iowa	335	336	-1	353	-18	344	362	43%
Michigan	144	145	-1	131	13	129	134	10%
Minnesota	1,822	1,825	-3	1,855	-33	1,878	1,901	69%
Ohio	298	299	-1	330	-32	336	338	25%
Wisconsin	136	137	-1	145	-9	145	149	19%
TOTAL	2,980	2,990	-10	3,087	-107	3,121	3,164	36%
MOUNTAIN PLAINS REGION								
Colorado	53	53	0	59	-6	58	60	5%
Kansas	107	105	2	108	-1	117	111	29%
Missouri	156	158	-2	169	-13	183	173	22%
Montana	14	14	0	17	-3	18	18	8%
Nebraska	47	45	2	56	-9	58	57	14%
North Dakota	40	41	-1	46	-6	45	47	13%
South Dakota	38	37	1	53	-15	54	54	16%
Wyoming	89	88	1	79	10	77	81	46%
TOTAL	544	541	3	587	-43	610	601	16%
NORTHEAST REGION								
Connecticut	93	91	2	86	7	90	88	19%
Maine	44	44	0	45	-1	46	46	14%
Massachusetts	80	80	0	84	-4	94	86	10%
New Hampshire	74	75	-1	74	0	75	76	34%
New York	81	80	1	78	3	82	80	17%
Rhode Island	0	0	0	0	0	0	1	0%
US Virgin Islands (USVI)	0	0	-	0	-	0	1	-
Vermont	6	6	0	7	-1	10	7	3%
TOTAL	378	376	2	374	4	397	385	15%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

January 2025	(continued)							
	Jan 2025	Dec 2024	+/-	May 2024	+/-	Jan 2024	2024/25 2.5% Goal	% of Total Membership
SOUTHEAST REGION								
Alabama	1,107	1,112	-5	1,150	-43	1,164	1,179	43%
Florida	747	760	-13	809	-62	778	829	35%
Georgia	830	840	-10	954	-124	963	978	23%
Kentucky	850	861	-11	884	-34	848	906	42%
Mississippi	27	30	-3	27	0	38	28	4%
North Carolina	359	358	1	390	-31	397	400	15%
South Carolina	131	128	3	133	-2	143	136	13%
Tennessee	903	905	-2	965	-62	952	989	38%
TOTAL	4,954	4,994	-40	5,312	-358	5,283	5,445	29%
SOUTHWEST REGION								
Arizona	64	72	-8	71	-7	75	73	7%
Arkansas	19	18	1	31	-12	40	32	4%
Louisiana	33	33	0	34	-1	36	35	2%
New Mexico	221	227	-6	242	-21	250	248	40%
Oklahoma	109	110	-1	114	-5	125	117	15%
Texas	44	46	-2	42	2	48	43	4%
Utah	318	321	-3	338	-20	342	346	36%
TOTAL	808	827	-19	872	-64	916	894	13%
WESTERN REGION								
Alaska	6	7	-1	7	-1	7	8	6%
American Samoa	0	0	-	0	-	0	1	-
California	114	115	-1	114	0	113	117	6%
CNMI*	0	0	-	0	-	0	1	-
Guam	0	0	-	0	-	0	1	-
Hawaii	3	3	0	3	0	3	4	8%
Idaho	163	165	-2	167	-4	179	171	30%
Nevada	2	2	0	3	-1	3	4	2%
Oregon	25	25	0	31	-6	36	32	4%
Washington	1,155	1,158	-3	1,218	-63	1,247	1,248	54%
TOTAL	1,468	1,475	-7	1,543	-75	1,588	1,587	27%
SUBTOTAL	11,935	12,023	-88	12,730	-795	12,899	13,058	25%
Miscellaneous	34	34	0	35	-1	29	36	10%
GRAND TOTAL	11,969	12,057	-88	12,765	-796	12,928	13,094	25%



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

January 2025

(Applications processed through 01/31/2025)

	Jan 2025	Dec 2024	+/-	May 2024	+/-	% Diff in Cred	Jan 2024	# Times Exam Hosted
MID-ATLANTIC REGION								
Delaware	15	15	0	17	-2	-12%	18	3
Dist. of Columbia	0	0	0	0	0	-	0	19
Maryland	29	29	0	30	-1	-3%	33	5
New Jersey	19	19	0	19	0	0%	19	10
Pennsylvania	28	28	0	27	1	4%	30	23
Puerto Rico	1	1	0	1	0	-	1	0
Virginia	57	57	0	58	-1	-2%	55	31
West Virginia	7	7	0	7	0	0%	7	0
TOTAL	156	156	0	159	-3	-2%	163	91
MIDWEST REGION								
Illinois	29	29	0	30	-1	-3%	31	8
Indiana	41	41	0	34	7	21%	36	9
Iowa	13	13	0	15	-2	-13%	14	11
Michigan	62	62	0	58	4	7%	59	17
Minnesota	52	52	0	56	-4	-7%	58	16
Ohio	57	56	1	55	2	4%	56	12
Wisconsin	17	17	0	22	-5	-23%	21	16
TOTAL	271	270	1	270	1	0%	275	89
MOUNTAIN PLAINS REGION								
Colorado	84	84	0	83	1	1%	84	16
Kansas	12	12	0	11	1	9%	13	4
Missouri	19	19	0	21	-2	-10%	21	15
Montana	4	4	0	4	0	0%	4	0
Nebraska	4	4	0	6	-2	-33%	7	0
North Dakota	7	7	0	7	0	0%	7	1
South Dakota	3	3	0	3	0	0%	3	1
Wyoming	2	2	0	2	0	0%	2	0
TOTAL	135	135	0	137	-2	-1%	141	37
NORTHEAST REGION								
Connecticut	12	12	0	10	2	20%	10	4
Maine	17	17	0	18	-1	-6%	18	5
Massachusetts	54	56	-2	50	4	8%	51	14
New Hampshire	9	10	-1	9	0	0%	9	4
New York	38	39	-1	39	-1	-3%	42	23
Rhode Island	0	0	0	1	-1	-100%	1	1
US Virgin Islands (USVI)	0	0	-	0	-	-	0	0
Vermont	12	12	0	13	-1	-8%	13	8
TOTAL	142	146	-4	140	2	1%	144	59



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

January 2025	(continued)						
	Jan 2025	Dec 2024	+/-	May 2024	+/-	% Diff in Cred	Jan 2024 # Times Exam Hosted
SOUTHEAST REGION							
Alabama	37	37	0	37	0	0%	7
Florida	75	74	1	75	0	0%	25
Georgia	59	59	0	59	0	0%	22
Kentucky	32	32	0	36	-4	-11%	17
Mississippi	18	17	1	18	0	0%	8
North Carolina	61	61	0	63	-2	-3%	18
South Carolina	20	20	0	21	-1	-5%	11
Tennessee	37	37	0	35	2	6%	20
TOTAL	339	337	2	344	-5	-1%	128
SOUTHWEST REGION							
Arizona	55	55	0	56	-1	-2%	21
Arkansas	9	9	0	9	0	0%	4
Louisiana	19	19	0	18	1	6%	6
New Mexico	9	9	0	9	0	0%	4
Oklahoma	9	9	0	6	3	50%	3
Texas	110	111	-1	112	-2	-2%	34
Utah	16	16	0	20	-4	-20%	4
TOTAL	227	228	-1	230	-3	-1%	76
WESTERN REGION							
Alaska	6	6	0	6	0	0%	4
American Samoa	0	0	-	0	-	-	0
California	136	137	-1	141	-5	-4%	28
CNMI	0	0	-	0	-	-	0
Guam	0	0	-	0	-	-	1
Hawaii	1	1	0	1	0	0%	3
Idaho	21	21	0	23	-2	-9%	7
Nevada	3	3	0	2	1	-	3
Oregon	16	16	0	17	-1	-6%	8
Washington	39	40	-1	40	-1	-3%	9
TOTAL	222	224	-2	230	-8	-3%	63
SUBTOTAL	1,492	1,496	-4	1,510	-18	-1%	543
Miscellaneous	81	82	-1	76	5	7%	0
GRAND TOTAL	1,573	1,578	-5	1,586	-13	-1%	543