

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

Membership Overview

The February Membership Report shows that we have 48,511 members, which is 837 more than January 2025, 60 more than February 2024 and 94 more than May 2024 year-end total. Overall membership numbers are following the usual seasonal patterns.

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

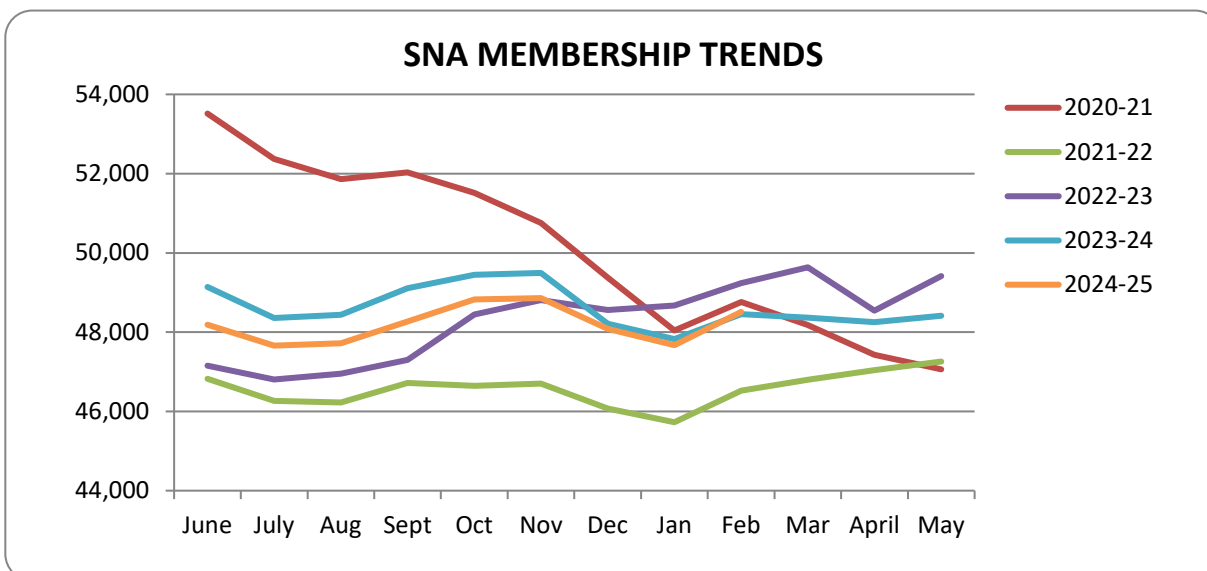
Many individual states are showing growth since May 2024 year-end and the states affiliates with more than 10% growth include: Alabama, Delaware, Georgia, Oregon, and Vermont.

Since May 2024 year-end, the main membership categories are showing small changes with the exception of the Employee category, which has grown by 176 members.

Region	Feb 2025	Feb 2024	Diff	% Diff
Mid-Atlantic	4,438	4,623	-185	-4%
Midwest	8,349	8,820	-471	-5%
Mountain Plains	3,349	3,475	-126	-4%
Northeast	2,614	2,518	96	4%
Southeast	17,335	16,983	352	2%
Southwest	6,532	6,018	514	9%
Western	5,538	5,651	-113	-2%
Misc.	356	363	-7	-2%
Total	48,511	48,451	60	0.1%

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 February 2025 is 33,091 which is 344 more than the May 2024 year-end total. SDMs currently account for 68.2% of the total membership. The chart below shows the top 10 SDM states.

Top 10 SDM States

Georgia	3,192	Kentucky	1,524
North Carolina	2,287	Florida	1,480
Alabama	2,009	Minnesota	1,366
Tennessee	1,714	Washington	1,177
Louisiana	1,652	Delaware	1,011

Credentialing Overview

The February Credentialing Report shows that there are 1,580 members with the School Nutrition Specialist (SNS) credential which is 6 less than May 2024 year-end.

Certificate Program Overview

The February Certificate Program Report shows that we have 11,869 certificate holders, which is 896 less than May 2024 year-end total. See the table below for more details.

Level	Feb 2025	May 2024	% Diff
Level 1	7,133	7,846	-9.09%
Level 2	623	644	-3.26%
Level 3	986	1,116	-11.65%
Level 4	3,127	3,159	-1.01%
Total	11,869	12,765	-7.02%

Region	Feb 2025	Feb 2024	Diff	% Diff
Mid-Atlantic	790	978	-188	-19%
Midwest	2,950	3,125	-175	-6%
Mountain Plains	547	604	-57	-9%
Northeast	374	390	-16	-4%
Southeast	4,914	5,327	-413	-8%
Southwest	798	899	-101	-11%
Western	1,462	1,594	-132	-8%
Misc.	34	28	-	-
Total	11,869	12,945	-1,076	-8.3%

Members with a certificate account for 24% of our total membership.



SNA STATE ASSOCIATION

MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

February 2025 (Applications processed through 02/28/2025)													
	Feb 2025	Jan 2025	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2024/25 2.5% Goal	Feb 2025 Cert Program	+/- Prior Month	Feb 2025 Credentialing	+/- Prior Month
MID-ATLANTIC REGION													
Delaware	1,056	1,053	3	4	4	4	118	1,011	944	90	-2	15	0
Dist. of Columbia	33	33	0	0	1	0	0	27	36	0	0	0	0
Maryland	529	530	-1	2	0	4	17	336	550	185	0	29	0
New Jersey	412	406	6	6	0	1	35	304	444	25	1	19	0
Pennsylvania	661	661	0	2	2	4	172	284	706	35	-1	28	0
Puerto Rico	3	3	0	0	0	0	1	0	7	0	-	1	0
Virginia	1,420	1,417	3	25	6	11	134	890	1,503	443	-8	56	-1
West Virginia	324	302	22	10	24	12	49	265	318	12	-3	7	0
TOTAL	4,438	4,405	33	49	37	36	526	3,117	4,508	790	-13	155	-1
MIDWEST REGION													
Illinois	500	502	-2	9	1	8	91	224	520	78	-1	30	1
Indiana	1,138	1,100	38	28	1	8	174	728	1,091	164	-2	41	0
Iowa	795	777	18	11	7	4	52	351	858	331	-4	13	0
Michigan	1,383	1,388	-5	12	1	15	236	993	1,786	143	-1	62	0
Minnesota	2,639	2,655	-16	24	2	38	163	1,366	2,720	1,811	-11	51	-1
Ohio	1,183	1,180	3	9	2	14	117	717	1,259	285	-13	57	0
Wisconsin	711	701	10	25	0	12	85	393	826	138	2	17	0
TOTAL	8,349	8,303	46	118	14	99	918	4,772	9,060	2,950	-30	271	0
MOUNTAIN PLAINS REGION													
Colorado	1,044	1,042	2	22	1	17	72	866	1,088	51	-2	84	0
Kansas	372	366	6	6	5	3	65	184	381	109	2	12	0
Missouri	706	705	1	7	1	4	36	387	733	157	1	19	0
Montana	176	178	-2	0	0	1	28	45	219	15	1	3	-1
Nebraska	329	328	1	3	0	1	38	145	352	49	2	4	0
North Dakota	296	298	-2	0	0	3	40	176	345	40	0	7	0
South Dakota	240	233	7	2	8	3	31	136	315	37	-1	3	0
Wyoming	186	195	-9	0	0	9	13	43	206	89	0	2	0
TOTAL	3,349	3,345	4	40	15	41	323	1,982	3,639	547	3	134	-1
NORTHEAST REGION													
Connecticut	492	477	15	12	6	2	88	328	507	93	0	12	0
Maine	310	309	1	6	0	6	21	179	324	43	-1	17	0
Massachusetts	904	838	66	23	51	8	106	679	911	79	-1	53	-1
New Hampshire	213	215	-2	0	4	3	38	138	235	73	-1	9	0
New York	507	484	23	23	0	10	66	264	493	80	-1	37	-1
Rhode Island	7	7	0	0	0	0	1	0	9	0	0	0	0
US Virgin Islands (USVI)	0	0	0	0	0	0	0	0	1	0	-	0	-
Vermont	181	182	-1	1	0	1	5	133	142	6	0	12	0
TOTAL	2,614	2,512	102	65	61	30	325	1,721	2,622	374	-4	140	-2



SNA STATE ASSOCIATION

MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

February 2025 (continued)													
	Feb 2025	Jan 2025	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2024/25 2.5% Goal	Feb 2025 Cert Program	+/- Prior Month	Feb 2025 Credentialing	+/- Prior Month
SOUTHEAST REGION													
Alabama	2,680	2,567	113	69	45	10	205	2,009	2,470	1,111	4	38	1
Florida	2,164	2,152	12	68	4	61	631	1,480	2,294	722	-25	75	0
Georgia	3,573	3,580	-7	54	7	86	288	3,192	3,311	804	-26	58	-1
Kentucky	2,030	2,020	10	23	9	19	95	1,524	1,942	873	23	31	-1
Mississippi	762	755	7	9	0	2	93	607	885	26	-1	18	0
North Carolina	2,648	2,421	227	180	109	49	306	2,287	2,680	357	-2	62	1
South Carolina	1,109	1,024	85	17	76	1	198	917	1,225	132	1	19	-1
Tennessee	2,369	2,349	20	37	0	9	356	1,714	2,328	889	-14	36	-1
TOTAL	17,335	16,868	467	457	250	237	2,172	13,730	17,135	4,914	-40	337	-2
SOUTHWEST REGION													
Arizona	891	898	-7	33	19	64	124	677	982	63	-1	57	2
Arkansas	468	466	2	4	0	1	50	284	486	15	-4	9	0
Louisiana	1,856	1,853	3	7	0	4	147	1,652	1,844	32	-1	19	0
New Mexico	665	551	114	37	80	3	46	502	711	218	-3	9	0
Oklahoma	701	742	-41	4	3	52	68	499	713	103	-6	9	0
Texas	1,066	1,020	46	45	2	7	147	619	1,084	44	0	117	7
Utah	885	890	-5	2	1	10	51	524	1,009	323	5	16	0
TOTAL	6,532	6,420	112	132	105	141	633	4,757	6,829	798	-10	236	9
WESTERN REGION													
Alaska	103	105	-2	3	0	3	6	69	101	6	0	6	0
American Samoa	0	0	0	0	0	0	0	0	5	0	-	0	-
California	1,825	1,827	-2	12	20	22	144	744	1,875	110	-4	137	1
CNMI*	6	6	0	0	0	0	2	0	8	0	-	0	-
Guam	1	1	0	0	0	0	0	0	2	0	-	0	-
Hawaii	37	37	0	0	0	0	2	10	35	3	0	1	0
Idaho	541	539	2	7	0	0	51	327	570	164	1	21	0
Nevada	103	100	3	3	0	0	15	78	101	2	0	3	0
Oregon	767	710	57	54	3	3	144	609	567	25	0	16	0
Washington	2,155	2,147	8	25	1	17	475	1,175	2,209	1,152	-3	39	0
TOTAL	5,538	5,472	66	104	24	45	839	3,012	5,473	1,462	-6	223	1
SUBTOTAL	48,155	47,325	830	965	506	629	5,736	33,091	49,266	11,835	-100	1,496	4
Miscellaneous	356	349	7	0	0	0	1	0	365	34	0	84	3
GRAND TOTAL	48,511	47,674	837	965	506	629	5,737	33,091	49,631	11,869	-100	1,580	7

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

February 2025

	Feb 2025	Feb 2024	+/- Members	Percentage Difference
MID-ATLANTIC REGION				
Delaware	1,056	903	153	17%
Dist. of Columbia	33	33	0	0%
Maryland	529	527	2	0%
New Jersey	412	447	-35	-8%
Pennsylvania	661	703	-42	-6%
Puerto Rico	3	6	-3	-
Virginia	1,420	1,568	-148	-9%
West Virginia	324	436	-112	-26%
TOTAL	4,438	4,623	-185	-4%
MIDWEST REGION				
Illinois	500	476	24	5%
Indiana	1,138	1,042	96	9%
Iowa	795	820	-25	-3%
Michigan	1,383	1,737	-354	-20%
Minnesota	2,639	2,702	-63	-2%
Ohio	1,183	1,215	-32	-3%
Wisconsin	711	828	-117	-14%
TOTAL	8,349	8,820	-471	-5%
MOUNTAIN PLAINS REGION				
Colorado	1,044	1,042	2	0%
Kansas	372	363	9	2%
Missouri	706	720	-14	-2%
Montana	176	204	-28	-14%
Nebraska	329	320	9	3%
North Dakota	296	339	-43	-13%
South Dakota	240	301	-61	-20%
Wyoming	186	186	0	0%
TOTAL	3,349	3,475	-126	-4%
NORTHEAST REGION				
Connecticut	492	479	13	3%
Maine	310	300	10	3%
Massachusetts	904	867	37	4%
New Hampshire	213	229	-16	-7%
New York	507	497	10	2%
Rhode Island	7	7	0	0%
US Virgin Islands (USVI)	0	0	-	-
Vermont	181	139	42	30%
TOTAL	2,614	2,518	96	4%



SNA STATE ASSOCIATION

ANNUAL MEMBERSHIP COMPARISON

February 2025	(continued)			
	Feb 2025	Feb 2024	+/- Members	Percentage Difference
SOUTHEAST REGION				
Alabama	2,680	2,576	104	4%
Florida	2,164	2,378	-214	-9%
Georgia	3,573	3,214	359	11%
Kentucky	2,030	1,873	157	8%
Mississippi	762	835	-73	-9%
North Carolina	2,648	2,656	-8	0%
South Carolina	1,109	1,173	-64	-5%
Tennessee	2,369	2,278	91	4%
TOTAL	17,335	16,983	352	2%
SOUTHWEST REGION				
Arizona	891	977	-86	-9%
Arkansas	468	414	54	13%
Louisiana	1,856	1,299	557	43%
New Mexico	665	688	-23	-3%
Oklahoma	701	692	9	1%
Texas	1,066	1,042	24	2%
Utah	885	906	-21	-2%
TOTAL	6,532	6,018	514	9%
WESTERN REGION				
Alaska	103	102	1	1%
American Samoa	0	4	-4	-
California	1,825	1,884	-59	-3%
CNMI*	6	7	-1	-
Guam	1	2	-1	-
Hawaii	37	38	-1	-3%
Idaho	541	578	-37	-6%
Nevada	103	112	-9	-8%
Oregon	767	748	19	3%
Washington	2,155	2,176	-21	-1%
TOTAL	5,538	5,651	-113	-2%
SUBTOTAL	48,155	48,088	67	0%
Miscellaneous	356	363	-7	-2%
GRAND TOTAL	48,511	48,451	60	0.1%



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

February 2025

Year To Date Retention

	Feb 2025	May 2024	+/- Members	Reinstated Members	Expired Members	Retention Rate	2024/25 2.5% Goal
MID-ATLANTIC REGION							
Delaware	1056	921	135	107	219	87.8%	944
Dist. of Columbia	33	35	-2	1	6	85.7%	36
Maryland	529	537	-8	71	133	88.5%	550
New Jersey	412	433	-21	8	104	77.8%	444
Pennsylvania	661	689	-28	23	118	86.2%	706
Puerto Rico	3	6	-3	0	3	50.0%	7
Virginia	1420	1,466	-46	162	554	73.3%	1,503
West Virginia	324	310	14	29	55	91.6%	318
TOTAL	4,438	4,397	41	401	1,192	82.0%	4,508
MIDWEST REGION							
Illinois	500	507	-7	36	59	95.5%	520
Indiana	1138	1,064	74	35	173	87.0%	1,091
Iowa	795	837	-42	34	184	82.1%	858
Michigan	1383	1,742	-359	71	647	66.9%	1,786
Minnesota	2639	2,654	-15	83	464	85.6%	2,720
Ohio	1183	1,228	-45	17	172	87.4%	1,259
Wisconsin	711	806	-95	43	236	76.1%	826
TOTAL	8,349	8,838	-489	319	1,935	81.7%	9,060
MOUNTAIN PLAINS REGION							
Colorado	1044	1,061	-17	16	170	85.5%	1,088
Kansas	372	372	0	23	57	90.9%	381
Missouri	706	715	-9	22	129	85.0%	733
Montana	176	214	-38	5	56	76.2%	219
Nebraska	329	343	-14	4	62	83.1%	352
North Dakota	296	337	-41	5	74	79.5%	345
South Dakota	240	307	-67	9	110	67.1%	315
Wyoming	186	201	-15	4	42	81.1%	206
TOTAL	3,349	3,550	-201	88	700	82.8%	3,639
NORTHEAST REGION							
Connecticut	492	495	-3	17	81	87.1%	507
Maine	310	316	-6	7	42	88.9%	324
Massachusetts	904	889	15	123	276	82.8%	911
New Hampshire	213	229	-16	11	40	87.3%	235
New York	507	481	26	17	71	88.8%	493
Rhode Island	7	8	-1	0	2	75.0%	9
US Virgin Islands (USVI)	0	0	0	0	0	*	1
Vermont	181	139	42	70	69	100.7%	142
TOTAL	2,614	2,557	57	245	581	86.9%	2,622



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

February 2025

(continued)

	Feb 2025	May 2024	+/- Members	Reinstated Members	Expired Members	Retention Rate	2024/25 2.5% Goal
SOUTHEAST REGION							
Alabama	2680	2,410	270	279	480	91.7%	2,470
Florida	2164	2,238	-74	22	265	89.1%	2,294
Georgia	3573	3,230	343	57	608	82.9%	3,311
Kentucky	2030	1,895	135	74	400	82.8%	1,942
Mississippi	762	863	-101	100	256	81.9%	885
North Carolina	2648	2,615	33	116	560	83.0%	2,680
South Carolina	1109	1,195	-86	154	402	79.2%	1,225
Tennessee	2369	2,271	98	52	358	86.5%	2,328
TOTAL	17,335	16,717	618	854	3,329	85.2%	17,135
SOUTHWEST REGION							
Arizona	891	958	-67	35	274	75.1%	982
Arkansas	468	474	-6	10	118	77.2%	486
Louisiana	1856	1,799	57	97	221	93.1%	1,844
New Mexico	665	694	-29	132	230	85.9%	711
Oklahoma	701	696	5	11	132	82.6%	713
Texas	1066	1,058	8	47	185	87.0%	1,084
Utah	885	984	-99	17	189	82.5%	1,009
TOTAL	6,532	6,663	-131	349	1,349	85.0%	6,829
WESTERN REGION							
Alaska	103	99	4	0	20	79.8%	101
American Samoa	0	4	-4	0	4	0.0%	5
California	1825	1,829	-4	117	543	76.7%	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	541	556	-15	32	138	80.9%	570
Nevada	103	99	4	1	11	89.9%	101
Oregon	767	555	212	162	93	112.4%	567
Washington	2155	2,155	0	28	305	87.1%	2,209
TOTAL	5,538	5,339	199	343	1,121	85.4%	5,473
SUBTOTAL	48,155	48,061	94	2,599	10,207	84.2%	49,266
Miscellaneous	356	356	0	0	0	*	365
GRAND TOTAL	48,511	48,417	94	2,599	10,207	84.3%	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

February 2025

	State	+/- Members	Feb 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Vermont	42	181	139	30.2%	1	142
2	New York	26	507	481	5.4%	3	493
3	West Virginia	14	324	310	4.5%	4	318
4	Alaska	4	103	99	4.0%	5	101
5	Nevada	4	103	99	4.0%	5	101
6	Hawaii	3	37	34	8.8%	2	35
7	Guam	0	1	1	0.0%	7	2
8	Kansas	0	372	372	0.0%	7	381
9	Rhode Island	-1	7	8	-12.5%	18	9
10	Northern Mariana Islands (CNMI)	-1	6	7	-14.3%	19	8
11	Dist. of Columbia	-2	33	35	-5.7%	14	36
12	Connecticut	-3	492	495	-0.6%	9	507
13	Puerto Rico	-3	3	6	-50.0%	22	7
14	American Samoa	-4	0	4	-100.0%	23	5
15	Arkansas	-6	468	474	-1.3%	10	486
16	Maine	-6	310	316	-1.9%	11	324
17	Nebraska	-14	329	343	-4.1%	12	352
18	Wyoming	-15	186	201	-7.5%	16	206
19	New Hampshire	-16	213	229	-7.0%	15	235
20	New Jersey	-21	412	433	-4.8%	13	444
21	Montana	-38	176	214	-17.8%	20	219
22	North Dakota	-41	296	337	-12.2%	17	345
23	South Dakota	-67	240	307	-21.8%	21	315
24	US Virgin Islands (USVI)	0	0	0	-	24	1
TOTAL		-145	4,799	4,944	-2.9%	-	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

February 2025

State		+/- Members	Feb 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Oregon	212	767	555	38.2%	1	567
2	Delaware	135	1,056	921	14.7%	2	944
3	Massachusetts	15	904	889	1.7%	3	911
4	Texas	8	1,066	1,058	0.8%	4	1,084
5	Oklahoma	5	701	696	0.7%	5	713
6	Illinois	-7	500	507	-1.4%	7	520
7	Maryland	-8	529	537	-1.5%	8	550
8	Missouri	-9	706	715	-1.3%	6	733
9	Idaho	-15	541	556	-2.7%	9	570
10	Pennsylvania	-28	661	689	-4.1%	10	706
11	New Mexico	-29	665	694	-4.2%	11	711
12	Iowa	-42	795	837	-5.0%	12	858
13	Arizona	-67	891	958	-7.0%	13	982
14	Wisconsin	-95	711	806	-11.8%	16	826
15	Utah	-99	885	984	-10.1%	14	1,009
16	Mississippi	-101	762	863	-11.7%	15	885
TOTAL		-125	12,140	12,265	-1.0%	-	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

February 2025

State		+/- Members	Feb 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Georgia	343	3,573	3,230	10.6%	2	3,311
2	Alabama	270	2,680	2,410	11.2%	1	2,470
3	Kentucky	135	2,030	1,895	7.1%	3	1,942
4	Tennessee	98	2,369	2,271	4.3%	5	2,328
5	Indiana	74	1,138	1,064	7.0%	4	1,091
6	Louisiana	57	1,856	1,799	3.2%	6	1,844
7	North Carolina	33	2,648	2,615	1.3%	7	2,680
8	Washington	0	2,155	2,155	0.0%	8	2,209
9	California	-4	1,825	1,829	-0.2%	9	1,875
10	Minnesota	-15	2,639	2,654	-0.6%	10	2,720
11	Colorado	-17	1,044	1,061	-1.6%	11	1,088
12	Ohio	-45	1,183	1,228	-3.7%	14	1,259
13	Virginia	-46	1,420	1,466	-3.1%	12	1,503
14	Florida	-74	2,164	2,238	-3.3%	13	2,294
15	South Carolina	-86	1,109	1,195	-7.2%	15	1,225
16	Michigan	-359	1,383	1,742	-20.6%	16	1,786
TOTAL		364	31,216	30,852	1.2%	-	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

February 2025

	Feb 2025	May 2024	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition Employees	21,570	21,394	176	44.46%	1%	16,308	5,790
School Nutrition Managers	17,280	17,302	-22	35.62%	0%	12,745	3,976
District Directors	6,508	6,526	-18	13.42%	0%	2,514	1,086
Retired	372	400	-28	0.77%	-7%	n/a	78
Affiliate	583	640	-57	1.20%	-9%	n/a	245
State Agency Directors	786	771	15	1.62%	2%	636	39
Major City Directors	760	739	21	1.57%	3%	599	72
Other	139	135	4	*	3%	289	578
Industry Individual	44	37	7	*	19%	n/a	-
Life	29	29	0	*	0%	n/a	-
Corporate Industry + Patron	356	357	-1	0.7%	0%	n/a	-
Allied Groups	11	11	0	*	-	n/a	-
Educators	39	40	-1	*	-3%	n/a	5
Student	26	29	-3	*	-10%	n/a	-
International	8	7	1	*	-	n/a	-
TOTAL MEMBERS	48,511	48,417	94	100%	0.19%	33,091	11,869

Note: * is less than 1%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

February 2025

	Feb 2025	Jan 2025	+/- Members	May 2024	+/- Members	% of Total Membership
MID-ATLANTIC REGION						
Delaware	1,011	1,017	-6	863	148	96%
Dist. of Columbia	27	27	0	27	0	82%
Maryland	336	337	-1	330	6	64%
New Jersey	304	299	5	300	4	74%
Pennsylvania	284	281	3	294	-10	43%
Puerto Rico	0	0	-	0	-	-
Virginia	890	892	-2	872	18	63%
West Virginia	265	241	24	262	3	82%
TOTAL	3,117	3,094	23	2,948	169	70%
MIDWEST REGION						
Illinois	224	223	1	227	-3	45%
Indiana	728	783	-55	729	-1	64%
Iowa	351	338	13	365	-14	44%
Michigan	993	1,011	-18	1,336	-343	72%
Minnesota	1,366	1,369	-3	1,353	13	52%
Ohio	717	717	0	735	-18	61%
Wisconsin	393	393	0	478	-85	55%
TOTAL	4,772	4,834	-62	5,223	-451	57%
MOUNTAIN PLAINS REGION						
Colorado	866	854	12	889	-23	83%
Kansas	184	188	-4	185	-1	49%
Missouri	387	391	-4	385	2	55%
Montana	45	50	-5	59	-14	26%
Nebraska	145	153	-8	151	-6	44%
North Dakota	176	176	0	175	1	59%
South Dakota	136	130	6	172	-36	57%
Wyoming	43	47	-4	41	2	23%
TOTAL	1,982	1,989	-7	2,057	-75	59%
NORTHEAST REGION						
Connecticut	328	308	20	309	19	67%
Maine	179	174	5	187	-8	58%
Massachusetts	679	616	63	656	23	75%
New Hampshire	138	138	0	139	-1	65%
New York	264	235	29	228	36	52%
Rhode Island	0	0	0	0	0	0%
US Virgin Islands (USVI)	0	0	-	0	-	-
Vermont	133	133	0	88	45	73%
TOTAL	1,721	1,604	117	1,607	114	66%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

February 2025	(continued)					
	Feb 2025	Jan 2025	+/- Members	May 2024	+/- Members	% of Total Membership
SOUTHEAST REGION						
Alabama	2,009	1,920	89	1,727	282	75%
Florida	1,480	1,475	5	1,660	-180	68%
Georgia	3,192	3,180	12	2,832	360	89%
Kentucky	1,524	1,511	13	1,320	204	75%
Mississippi	607	605	2	691	-84	80%
North Carolina	2,287	2,067	220	2,265	22	86%
South Carolina	917	845	72	1,001	-84	83%
Tennessee	1,714	1,884	-170	1,771	-57	72%
TOTAL	13,730	13,487	243	13,267	463	79%
SOUTHWEST REGION						
Arizona	677	663	14	769	-92	76%
Arkansas	284	285	-1	291	-7	61%
Louisiana	1,652	1,650	2	1,597	55	89%
New Mexico	502	404	98	530	-28	75%
Oklahoma	499	544	-45	487	12	71%
Texas	619	591	28	613	6	58%
Utah	524	537	-13	599	-75	59%
TOTAL	4,757	4,674	83	4,886	-129	73%
WESTERN REGION						
Alaska	69	68	1	54	15	67%
American Samoa	0	0	0	4	-4	-
California	744	746	-2	744	0	41%
CNMI*	0	0	-	0	-	-
Guam	0	0	-	0	-	-
Hawaii	10	10	0	9	1	27%
Idaho	327	327	0	292	35	60%
Nevada	78	76	2	82	-4	76%
Oregon	609	576	33	420	189	79%
Washington	1,175	1,171	4	1,154	21	55%
TOTAL	3,012	2,974	38	2,759	253	54%
SUBTOTAL	33,091	32,656	435	32,747	344	69%
Miscellaneous	0	0	0	0	0	0%
GRAND TOTAL	33,091	32,656	435	32,747	344	68.2%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

February 2025

(Applications processed through 02/28/2025)

	Feb 2025	Jan 2025	+/-	May 2024	+/-	Feb 2024	2024/25 2.5% Goal	% of Total Membership
--	-------------	-------------	-----	-------------	-----	-------------	----------------------	--------------------------

MID-ATLANTIC REGION

Delaware	90	92	-2	154	-64	158	158	9%
Dist. of Columbia	0	0	0	0	0	0	1	0%
Maryland	185	185	0	204	-19	211	209	35%
New Jersey	25	24	1	24	1	24	25	6%
Pennsylvania	35	36	-1	39	-4	43	40	5%
Puerto Rico	0	0	-	0	-	0	1	-
Virginia	443	451	-8	517	-74	524	530	31%
West Virginia	12	15	-3	17	-5	18	18	4%
TOTAL	790	803	-13	955	-165	978	982	18%

MIDWEST REGION

Illinois	78	79	-1	87	-9	90	89	16%
Indiana	164	166	-2	186	-22	194	191	14%
Iowa	331	335	-4	353	-22	342	362	42%
Michigan	143	144	-1	131	12	132	134	10%
Minnesota	1,811	1,822	-11	1,855	-44	1,884	1,901	69%
Ohio	285	298	-13	330	-45	334	338	24%
Wisconsin	138	136	2	145	-7	149	149	19%
TOTAL	2,950	2,980	-30	3,087	-137	3,125	3,164	35%

MOUNTAIN PLAINS REGION

Colorado	51	53	-2	59	-8	59	60	5%
Kansas	109	107	2	108	1	115	111	29%
Missouri	157	156	1	169	-12	179	173	22%
Montana	15	14	1	17	-2	17	18	9%
Nebraska	49	47	2	56	-7	57	57	15%
North Dakota	40	40	0	46	-6	46	47	14%
South Dakota	37	38	-1	53	-16	54	54	15%
Wyoming	89	89	0	79	10	77	81	48%
TOTAL	547	544	3	587	-40	604	601	16%

NORTHEAST REGION

Connecticut	93	93	0	86	7	87	88	19%
Maine	43	44	-1	45	-2	46	46	14%
Massachusetts	79	80	-1	84	-5	91	86	9%
New Hampshire	73	74	-1	74	-1	74	76	34%
New York	80	81	-1	78	2	83	80	16%
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	9	7	3%
TOTAL	374	378	-4	374	0	390	385	14%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

February 2025	(continued)							
	Feb 2025	Jan 2025	+/-	May 2024	+/-	Feb 2024	2024/25 2.5% Goal	% of Total Membership
SOUTHEAST REGION								
Alabama	1,111	1,107	4	1,150	-39	1,167	1,179	41%
Florida	722	747	-25	809	-87	791	829	33%
Georgia	804	830	-26	954	-150	972	978	23%
Kentucky	873	850	23	884	-11	875	906	43%
Mississippi	26	27	-1	27	-1	38	28	3%
North Carolina	357	359	-2	390	-33	399	400	13%
South Carolina	132	131	1	133	-1	143	136	12%
Tennessee	889	903	-14	965	-76	942	989	38%
TOTAL	4,914	4,954	-40	5,312	-398	5,327	5,445	28%
SOUTHWEST REGION								
Arizona	63	64	-1	71	-8	72	73	7%
Arkansas	15	19	-4	31	-16	37	32	3%
Louisiana	32	33	-1	34	-2	35	35	2%
New Mexico	218	221	-3	242	-24	247	248	33%
Oklahoma	103	109	-6	114	-11	125	117	15%
Texas	44	44	0	42	2	49	43	4%
Utah	323	318	5	338	-15	334	346	36%
TOTAL	798	808	-10	872	-74	899	894	12%
WESTERN REGION								
Alaska	6	6	0	7	-1	7	8	6%
American Samoa	0	0	-	0	-	0	1	-
California	110	114	-4	114	-4	114	117	6%
CNMI*	0	0	-	0	-	0	1	-
Guam	0	0	-	0	-	0	1	-
Hawaii	3	3	0	3	0	3	4	8%
Idaho	164	163	1	167	-3	177	171	30%
Nevada	2	2	0	3	-1	3	4	2%
Oregon	25	25	0	31	-6	37	32	3%
Washington	1,152	1,155	-3	1,218	-66	1,253	1,248	53%
TOTAL	1,462	1,468	-6	1,543	-81	1,594	1,587	26%
SUBTOTAL	11,835	11,935	-100	12,730	-895	12,917	13,058	25%
Miscellaneous	34	34	0	35	-1	28	36	10%
GRAND TOTAL	11,869	11,969	-100	12,765	-896	12,945	13,094	24%



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

February 2025

(Applications processed through 02/28/2025)

	Feb 2025	Jan 2025	+/-	May 2024	+/-	% Diff in Cred	Feb 2024	# Times Exam Hosted
MID-ATLANTIC REGION								
Delaware	15	15	0	17	-2	-12%	19	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	56	57	-1	58	-2	-3%	56	31
West Virginia	7	7	0	7	0	0%	7	0
TOTAL	155	156	-1	159	-4	-3%	165	91
MIDWEST REGION								
Illinois	30	29	1	30	0	0%	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	51	52	-1	56	-5	-9%	58	16
Ohio	57	57	0	55	2	4%	56	12
Wisconsin	17	17	0	22	-5	-23%	22	16
TOTAL	271	271	0	270	1	0%	276	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	3	4	-1	4	-1	-25%	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	134	135	-1	137	-3	-2%	141	37
NORTHEAST REGION								
Connecticut	12	12	0	10	2	20%	10	4
Maine	17	17	0	18	-1	-6%	18	5
Massachusetts	53	54	-1	50	3	6%	51	14
New Hampshire	9	9	0	9	0	0%	9	4
New York	37	38	-1	39	-2	-5%	40	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	140	142	-2	140	0	0%	142	59



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

February 2025	(continued)							
	Feb 2025	Jan 2025	+/-	May 2024	+/-	% Diff in Cred	Feb 2024	# Times Exam Hosted
SOUTHEAST REGION								
Alabama	38	37	1	37	1	3%	33	7
Florida	75	75	0	75	0	0%	75	25
Georgia	58	59	-1	59	-1	-2%	63	22
Kentucky	31	32	-1	36	-5	-14%	36	17
Mississippi	18	18	0	18	0	0%	18	8
North Carolina	62	61	1	63	-1	-2%	62	18
South Carolina	19	20	-1	21	-2	-10%	20	11
Tennessee	36	37	-1	35	1	3%	37	20
TOTAL	337	339	-2	344	-7	-2%	344	128
SOUTHWEST REGION								
Arizona	57	55	2	56	1	2%	57	21
Arkansas	9	9	0	9	0	0%	9	4
Louisiana	19	19	0	18	1	6%	19	6
New Mexico	9	9	0	9	0	0%	9	4
Oklahoma	9	9	0	6	3	50%	6	3
Texas	117	110	7	112	5	4%	111	35
Utah	16	16	0	20	-4	-20%	20	4
TOTAL	236	227	9	230	6	3%	231	77
WESTERN REGION								
Alaska	6	6	0	6	0	0%	6	4
American Samoa	0	0	-	0	-	-	0	0
California	137	136	1	141	-4	-3%	141	28
CNMI	0	0	-	0	-	-	0	0
Guam	0	0	-	0	-	-	0	1
Hawaii	1	1	0	1	0	0%	1	3
Idaho	21	21	0	23	-2	-9%	23	7
Nevada	3	3	0	2	1	-	2	3
Oregon	16	16	0	17	-1	-6%	17	8
Washington	39	39	0	40	-1	-3%	39	9
TOTAL	223	222	1	230	-7	-3%	229	63
SUBTOTAL								
	1,496	1,492	4	1,510	-14	-1%	1,528	544
Miscellaneous								
	84	81	3	76	8	11%	64	0
GRAND TOTAL								
	1,580	1,573	7	1,586	-6	0%	1,592	544