

TO: SNA Board of Directors and State Leaders
CC: Patti Montague
FROM: Laura Maynard
SUBJECT: March 2025 Membership, Certificate & Credentialing Program Report
DATE: April 8, 2025

Membership Overview

The March Membership Report shows that we have 48,544 members, which is 33 more than February 2025, 60 more than March 2024 and 127 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.

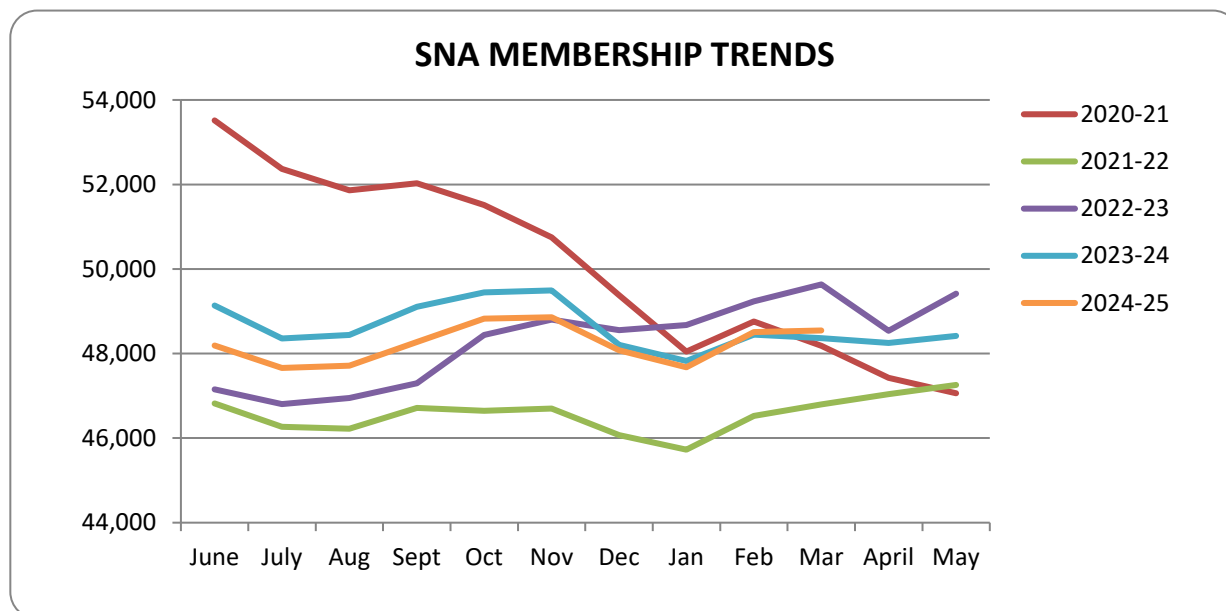
Many individual states are showing growth since May 2024 year-end and the states affiliates with more than 10% growth include: Alabama, Delaware, Georgia, Oregon, and Vermont.

Since May 2024 year-end, the main membership categories are showing small changes with the exception of the Employee category, which has grown by 284 members.

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.

Region	Mar 2025	Mar 2024	Diff	% Diff
Mid-Atlantic	4,543	4,650	-107	-2%
Midwest	8,342	8,782	-440	-5%
Mountain Plains	3,368	3,469	-101	-3%
Northeast	2,606	2,539	67	3%
Southeast	17,277	16,964	313	2%
Southwest	6,567	6,010	557	9%
Western	5,506	5,613	-107	-2%
Misc.	335	341	-6	-2%
Total	48,544	48,368	176	0.4%



Continued...

School District Membership (SDM)

The total number of SDMs for March 2025 is 33,116 which is 369 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	3,165	Kentucky	1,534
North Carolina	2,273	Florida	1,429
Alabama	2,002	Minnesota	1,383
Tennessee	1,723	Washington	1,086
Louisiana	1,640	Delaware	1,079

Credentialing Overview

The March Credentialing Report shows that there are 1,579 members with the School Nutrition Specialist (SNS) credential which is 7 less than May 2024 year-end.

Certificate Program Overview

The March Certificate Program Report shows that we have 11,752 certificate holders, which is 1,013 less than May 2024 year-end total. See the table below for more details.

Level	Mar 2025	May 2024	% Diff
Level 1	7,065	7,846	-9.95%
Level 2	633	644	-1.71%
Level 3	982	1,116	-12.01%
Level 4	3,072	3,159	-2.75%
Total	11,752	12,765	-7.94%

Region	Mar 2025	Mar 2024	Diff	% Diff
Mid-Atlantic	780	963	-183	-19%
Midwest	2,910	3,102	-192	-6%
Mountain Plains	545	596	-51	-9%
Northeast	367	383	-16	-4%
Southeast	4,873	5,323	-450	-8%
Southwest	789	898	-109	-12%
Western	1,454	1,574	-120	-9%
Misc.	34	28	-	-
Total	11,752	12,879	-1,127	-8.8%

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



MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

March 2025 (Applications processed through 03/31/2025)													
	Mar 2025	Feb 2025	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2024/25 2.5% Goal	Mar 2025 Cert Program	+/- Prior Month	Mar 2025 Credentialing	+/- Prior Month
MID-ATLANTIC REGION													
Delaware	1,122	1,056	66	71	5	8	52	1,079	944	87	-3	15	0
Dist. of Columbia	33	33	0	0	0	0	11	27	36	0	0	0	0
Maryland	555	529	26	27	1	1	23	355	550	185	0	28	-1
New Jersey	413	412	1	1	1	1	57	305	444	25	0	19	0
Pennsylvania	639	661	-22	8	7	36	146	265	706	35	0	28	0
Puerto Rico	3	3	0	0	0	0	0	0	7	0	-	1	0
Virginia	1,455	1,420	35	33	41	49	124	939	1,503	437	-6	56	0
West Virginia	323	324	-1	3	0	3	34	265	318	11	-1	7	0
TOTAL	4,543	4,438	105	143	55	98	447	3,235	4,508	780	-10	154	-1
MIDWEST REGION													
Illinois	498	500	-2	4	1	6	77	209	520	77	-1	30	0
Indiana	1,152	1,138	14	11	14	8	148	739	1,091	164	0	40	-1
Iowa	788	795	-7	9	1	14	44	345	858	333	2	13	0
Michigan	1,386	1,383	3	18	1	30	236	996	1,786	145	2	62	0
Minnesota	2,657	2,639	18	51	2	39	169	1,383	2,720	1,814	3	51	0
Ohio	1,178	1,183	-5	9	5	19	105	680	1,259	244	-41	57	0
Wisconsin	683	711	-28	4	4	42	58	372	826	133	-5	18	1
TOTAL	8,342	8,349	-7	106	28	158	837	4,724	9,060	2,910	-40	271	0
MOUNTAIN PLAINS REGION													
Colorado	1,018	1,044	-26	16	0	33	58	867	1,088	52	1	84	0
Kansas	370	372	-2	7	1	9	33	183	381	112	3	12	0
Missouri	724	706	18	19	2	3	72	388	733	156	-1	18	-1
Montana	198	176	22	17	4	1	37	62	219	14	-1	3	0
Nebraska	328	329	-1	3	1	5	42	138	352	49	0	4	0
North Dakota	302	296	6	7	0	1	20	179	345	39	-1	7	0
South Dakota	242	240	2	1	8	3	36	137	315	37	0	3	0
Wyoming	186	186	0	5	0	4	5	47	206	86	-3	2	0
TOTAL	3,368	3,349	19	75	16	59	303	2,001	3,639	545	-2	133	-1
NORTHEAST REGION													
Connecticut	494	492	2	1	0	6	117	321	507	92	-1	12	0
Maine	309	310	-1	2	1	4	30	176	324	41	-2	17	0
Massachusetts	902	904	-2	30	3	16	104	672	911	80	1	54	1
New Hampshire	201	213	-12	1	0	15	74	125	235	73	0	9	0
New York	511	507	4	8	0	5	72	259	493	75	-5	37	0
Rhode Island	7	7	0	0	0	0	2	0	9	0	0	0	0
US Virgin Islands (USVI)	0	0	0	0	0	0	0	0	1	0	-	0	-
Vermont	182	181	1	2	0	1	10	133	142	6	0	12	0
TOTAL	2,606	2,614	-8	44	4	47	409	1,686	2,622	367	-7	141	1



MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

March 2025 (continued)													
	Mar 2025	Feb 2025	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2024/25 2.5% Goal	Mar 2025 Cert Program	+/- Prior Month	Mar 2025 Credentialing	+/- Prior Month
SOUTHEAST REGION													
Alabama	2,652	2,680	-28	31	3	64	94	2,002	2,470	1,123	12	37	-1
Florida	2,095	2,164	-69	15	0	88	635	1,429	2,294	708	-14	75	0
Georgia	3,561	3,573	-12	23	5	64	270	3,165	3,311	766	-38	60	2
Kentucky	2,038	2,030	8	31	3	20	95	1,534	1,942	874	1	31	0
Mississippi	775	762	13	7	7	1	148	617	885	26	0	18	0
North Carolina	2,652	2,648	4	35	2	36	257	2,273	2,680	357	0	62	0
South Carolina	1,203	1,109	94	110	25	46	111	1,010	1,225	130	-2	19	0
Tennessee	2,301	2,369	-68	29	0	98	200	1,723	2,328	889	0	36	0
TOTAL	17,277	17,335	-58	281	45	417	1,810	13,753	17,135	4,873	-41	338	1
SOUTHWEST REGION													
Arizona	929	891	38	9	58	9	153	718	982	62	-1	57	0
Arkansas	466	468	-2	4	0	5	93	283	486	15	0	9	0
Louisiana	1,860	1,856	4	6	1	10	257	1,640	1,844	31	-1	19	0
New Mexico	655	665	-10	16	0	27	86	492	711	217	-1	9	0
Oklahoma	690	701	-11	2	0	13	64	501	713	100	-3	9	0
Texas	1,067	1,066	1	54	8	64	137	598	1,084	43	-1	117	0
Utah	900	885	15	18	2	20	184	535	1,009	321	-2	16	0
TOTAL	6,567	6,532	35	109	69	148	974	4,767	6,829	789	-9	236	0
WESTERN REGION													
Alaska	101	103	-2	0	0	2	3	68	101	6	0	6	0
American Samoa	0	0	0	0	0	0	0	0	5	0	-	0	-
California	1,845	1,825	20	25	10	18	153	755	1,875	106	-4	138	1
CNMI*	15	6	9	6	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	534	541	-7	4	0	15	57	307	570	163	-1	20	-1
Nevada	104	103	1	2	1	2	35	80	101	2	0	3	0
Oregon	810	767	43	36	6	7	76	644	567	23	-2	14	-2
Washington	2,059	2,155	-96	54	2	154	170	1,086	2,209	1,151	-1	40	1
TOTAL	5,506	5,538	-32	127	19	198	495	2,950	5,473	1,454	-8	222	-1
SUBTOTAL	48,209	48,155	54	885	236	1,125	5,275	33,116	49,266	11,718	-117	1,495	-1
Miscellaneous	335	356	-21	0	0	1	1	0	365	34	0	84	0
GRAND TOTAL	48,544	48,511	33	885	236	1,126	5,276	33,116	49,631	11,752	-117	1,579	-1

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

March 2025

	Mar 2025	Mar 2024	+/- Members	Percentage Difference
MID-ATLANTIC REGION				
Delaware	1,122	940	182	19%
Dist. of Columbia	33	33	0	0%
Maryland	555	528	27	5%
New Jersey	413	438	-25	-6%
Pennsylvania	639	688	-49	-7%
Puerto Rico	3	6	-3	-
Virginia	1,455	1,563	-108	-7%
West Virginia	323	454	-131	-29%
TOTAL	4,543	4,650	-107	-2%

MIDWEST REGION

Illinois	498	483	15	3%
Indiana	1,152	1,142	10	1%
Iowa	788	831	-43	-5%
Michigan	1,386	1,692	-306	-18%
Minnesota	2,657	2,604	53	2%
Ohio	1,178	1,217	-39	-3%
Wisconsin	683	813	-130	-16%
TOTAL	8,342	8,782	-440	-5%

MOUNTAIN PLAINS REGION

Colorado	1,018	1,048	-30	-3%
Kansas	370	361	9	2%
Missouri	724	683	41	6%
Montana	198	212	-14	-7%
Nebraska	328	336	-8	-2%
North Dakota	302	341	-39	-11%
South Dakota	242	300	-58	-19%
Wyoming	186	188	-2	-1%
TOTAL	3,368	3,469	-101	-3%

NORTHEAST REGION

Connecticut	494	487	7	1%
Maine	309	302	7	2%
Massachusetts	902	864	38	4%
New Hampshire	201	231	-30	-13%
New York	511	505	6	1%
Rhode Island	7	8	-1	-13%
US Virgin Islands (USVI)	0	0	-	-
Vermont	182	142	40	28%
TOTAL	2,606	2,539	67	3%



SNA STATE ASSOCIATION

ANNUAL MEMBERSHIP COMPARISON

March 2025	(continued)			
	Mar 2025	Mar 2024	+/- Members	Percentage Difference
SOUTHEAST REGION				
Alabama	2,652	2,511	141	6%
Florida	2,095	2,394	-299	-12%
Georgia	3,561	3,230	331	10%
Kentucky	2,038	1,846	192	10%
Mississippi	775	846	-71	-8%
North Carolina	2,652	2,656	-4	0%
South Carolina	1,203	1,204	-1	0%
Tennessee	2,301	2,277	24	1%
TOTAL	17,277	16,964	313	2%
SOUTHWEST REGION				
Arizona	929	998	-69	-7%
Arkansas	466	414	52	13%
Louisiana	1,860	1,309	551	42%
New Mexico	655	672	-17	-3%
Oklahoma	690	702	-12	-2%
Texas	1,067	1,016	51	5%
Utah	900	899	1	0%
TOTAL	6,567	6,010	557	9%
WESTERN REGION				
Alaska	101	100	1	1%
American Samoa	0	4	-4	-
California	1,845	1,879	-34	-2%
CNMI*	15	9	6	-
Guam	1	2	-1	-
Hawaii	37	37	0	0%
Idaho	534	574	-40	-7%
Nevada	104	76	28	37%
Oregon	810	751	59	8%
Washington	2,059	2,181	-122	-6%
TOTAL	5,506	5,613	-107	-2%
SUBTOTAL	48,209	48,027	182	0%
Miscellaneous	335	341	-6	-2%
GRAND TOTAL	48,544	48,368	176	0.4%



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

March 2025

Year To Date Retention

	Mar 2025	May 2024	+/- Members	Reinstated Members	Expired Members	Retention Rate	2024/25 2.5% Goal
MID-ATLANTIC REGION							
Delaware	1122	921	201	112	227	87.5%	944
Dist. of Columbia	33	35	-2	1	6	85.7%	36
Maryland	555	537	18	72	134	88.5%	550
New Jersey	413	433	-20	9	105	77.8%	444
Pennsylvania	639	689	-50	30	154	82.0%	706
Puerto Rico	3	6	-3	0	3	50.0%	7
Virginia	1455	1,466	-11	203	603	72.7%	1,503
West Virginia	323	310	13	29	58	90.6%	318
TOTAL	4,543	4,397	146	456	1,290	81.0%	4,508
MIDWEST REGION							
Illinois	498	507	-9	37	65	94.5%	520
Indiana	1152	1,064	88	49	181	87.6%	1,091
Iowa	788	837	-49	35	198	80.5%	858
Michigan	1386	1,742	-356	72	677	65.3%	1,786
Minnesota	2657	2,654	3	85	503	84.3%	2,720
Ohio	1178	1,228	-50	22	191	86.2%	1,259
Wisconsin	683	806	-123	47	278	71.3%	826
TOTAL	8,342	8,838	-496	347	2,093	80.2%	9,060
MOUNTAIN PLAINS REGION							
Colorado	1018	1,061	-43	16	203	82.4%	1,088
Kansas	370	372	-2	24	66	88.7%	381
Missouri	724	715	9	24	132	84.9%	733
Montana	198	214	-16	9	57	77.6%	219
Nebraska	328	343	-15	5	67	81.9%	352
North Dakota	302	337	-35	5	75	79.2%	345
South Dakota	242	307	-65	17	113	68.7%	315
Wyoming	186	201	-15	4	46	79.1%	206
TOTAL	3,368	3,550	-182	104	759	81.5%	3,639
NORTHEAST REGION							
Connecticut	494	495	-1	17	87	85.9%	507
Maine	309	316	-7	8	46	88.0%	324
Massachusetts	902	889	13	126	292	81.3%	911
New Hampshire	201	229	-28	11	55	80.8%	235
New York	511	481	30	17	76	87.7%	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	70	100.0%	142
TOTAL	2,606	2,557	49	249	628	85.2%	2,622



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

March 2025

(continued)

	Mar 2025	May 2024	+/- Members	Reinstated Members	Expired Members	Retention Rate	2024/25 2.5% Goal
SOUTHEAST REGION							
Alabama	2652	2,410	242	282	544	89.1%	2,470
Florida	2095	2,238	-143	22	353	85.2%	2,294
Georgia	3561	3,230	331	62	672	81.1%	3,311
Kentucky	2038	1,895	143	77	420	81.9%	1,942
Mississippi	775	863	-88	107	257	82.6%	885
North Carolina	2652	2,615	37	118	596	81.7%	2,680
South Carolina	1203	1,195	8	179	448	77.5%	1,225
Tennessee	2301	2,271	30	52	456	82.2%	2,328
TOTAL	17,277	16,717	560	899	3,746	83.0%	17,135
SOUTHWEST REGION							
Arizona	929	958	-29	93	283	80.2%	982
Arkansas	466	474	-8	10	123	76.2%	486
Louisiana	1860	1,799	61	98	231	92.6%	1,844
New Mexico	655	694	-39	132	257	82.0%	711
Oklahoma	690	696	-6	11	145	80.7%	713
Texas	1067	1,058	9	55	249	81.7%	1,084
Utah	900	984	-84	19	209	80.7%	1,009
TOTAL	6,567	6,663	-96	418	1,497	83.8%	6,829
WESTERN REGION							
Alaska	101	99	2	0	22	77.8%	101
American Samoa	0	4	-4	0	4	0.0%	5
California	1845	1,829	16	127	561	76.3%	1,875
CNMI*	15	7	8	0	1	85.7%	8
Guam	1	1	0	0	0	*	2
Hawaii	37	34	3	3	6	91.2%	35
Idaho	534	556	-22	32	153	78.2%	570
Nevada	104	99	5	2	13	88.9%	101
Oregon	810	555	255	168	100	112.3%	567
Washington	2059	2,155	-96	30	459	80.1%	2,209
TOTAL	5,506	5,339	167	362	1,319	82.1%	5,473
SUBTOTAL	48,209	48,061	148	2,835	11,332	82.3%	49,266
Miscellaneous	335	356	-21	0	1	*	365
GRAND TOTAL	48,544	48,417	127	2,835	11,333	82.4%	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

March 2025

	State	+/- Members	Mar 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Vermont	43	182	139	30.9%	2	142
2	New York	30	511	481	6.2%	4	493
3	West Virginia	13	323	310	4.2%	6	318
4	Northern Mariana Islands (CNMI)	8	15	7	114.3%	1	8
5	Nevada	5	104	99	5.1%	5	101
6	Hawaii	3	37	34	8.8%	3	35
7	Alaska	2	101	99	2.0%	7	101
8	Guam	0	1	1	0.0%	8	2
9	Connecticut	-1	494	495	-0.2%	9	507
10	Rhode Island	-1	7	8	-12.5%	20	9
11	Kansas	-2	370	372	-0.5%	10	381
12	Dist. of Columbia	-2	33	35	-5.7%	15	36
13	Puerto Rico	-3	3	6	-50.0%	22	7
14	American Samoa	-4	0	4	-100.0%	23	5
15	Maine	-7	309	316	-2.2%	12	324
16	Arkansas	-8	466	474	-1.7%	11	486
17	Nebraska	-15	328	343	-4.4%	13	352
18	Wyoming	-15	186	201	-7.5%	16	206
19	Montana	-16	198	214	-7.5%	17	219
20	New Jersey	-20	413	433	-4.6%	14	444
21	New Hampshire	-28	201	229	-12.2%	19	235
22	North Dakota	-35	302	337	-10.4%	18	345
23	South Dakota	-65	242	307	-21.2%	21	315
24	US Virgin Islands (USVI)	0	0	0	-	24	1
TOTAL		-118	4,826	4,944	-2.4%	-	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

March 2025

	State	+/- Members	Mar 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Oregon	255	810	555	45.9%	1	567
2	Delaware	201	1,122	921	21.8%	2	944
3	Massachusetts	13	902	889	1.5%	3	911
4	Texas	9	1,067	1,058	0.9%	4	1,084
5	Oklahoma	-6	690	696	-0.9%	5	713
6	Illinois	-9	498	507	-1.8%	7	520
7	Maryland	18	555	537	3.4%	8	550
8	Missouri	9	724	715	1.3%	6	733
9	Idaho	-22	534	556	-4.0%	9	570
10	Pennsylvania	-50	639	689	-7.3%	10	706
11	New Mexico	-39	655	694	-5.6%	11	711
12	Iowa	-49	788	837	-5.9%	12	858
13	Arizona	-29	929	958	-3.0%	13	982
14	Wisconsin	-123	683	806	-15.3%	16	826
15	Utah	-84	900	984	-8.5%	14	1,009
16	Mississippi	-88	775	863	-10.2%	15	885
TOTAL		6	12,271	12,265	0.0%	-	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

March 2025

State		+/- Members	Mar 2025	May 2024	Members Diff in %	Ranking % Growth	2024/25 2.5% Goal
1	Georgia	331	3,561	3,230	10.2%	2	3,311
2	Alabama	242	2,652	2,410	10.0%	1	2,470
3	Kentucky	143	2,038	1,895	7.5%	3	1,942
4	Tennessee	30	2,301	2,271	1.3%	5	2,328
5	Indiana	88	1,152	1,064	8.3%	4	1,091
6	Louisiana	61	1,860	1,799	3.4%	6	1,844
7	North Carolina	37	2,652	2,615	1.4%	7	2,680
8	Washington	-96	2,059	2,155	-4.5%	8	2,209
9	California	16	1,845	1,829	0.9%	9	1,875
10	Minnesota	3	2,657	2,654	0.1%	10	2,720
11	Colorado	-43	1,018	1,061	-4.1%	11	1,088
12	Ohio	-50	1,178	1,228	-4.1%	14	1,259
13	Virginia	-11	1,455	1,466	-0.8%	12	1,503
14	Florida	-143	2,095	2,238	-6.4%	13	2,294
15	South Carolina	8	1,203	1,195	0.7%	15	1,225
16	Michigan	-356	1,386	1,742	-20.4%	16	1,786
TOTAL		260	31,112	30,852	0.8%	-	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

March 2025

	Mar 2025	May 2024	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition Employees	21,678	21,394	284	44.66%	1%	16,369	5,785
School Nutrition Managers	17,200	17,302	-102	35.43%	-1%	12,687	3,938
District Directors	6,541	6,526	15	13.47%	0%	2,536	1,078
Retired	373	400	-27	0.77%	-7%	n/a	28
Affiliate	585	640	-55	1.21%	-9%	n/a	247
State Agency Directors	794	771	23	1.64%	3%	638	38
Major City Directors	742	739	3	1.53%	0%	593	68
Other	138	135	3	*	2%	293	565
Industry Individual	42	37	5	*	14%	n/a	-
Life	29	29	0	*	0%	n/a	-
Corporate Industry + Patron	339	357	-18	0.7%	-5%	n/a	-
Allied Groups	11	11	0	*	-	n/a	-
Educators	39	40	-1	*	-3%	n/a	5
Student	25	29	-4	*	-14%	n/a	-
International	8	7	1	*	-	n/a	-
TOTAL MEMBERS	48,544	48,417	127	100%	0.26%	33,116	11,752

Note: * is less than 1%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

March 2025

	Mar 2025	Feb 2025	+/- Members	May 2024	+/- Members	% of Total Membership
MID-ATLANTIC REGION						
Delaware	1,079	1,011	68	863	216	96%
Dist. of Columbia	27	27	0	27	0	82%
Maryland	355	336	19	330	25	64%
New Jersey	305	304	1	300	5	74%
Pennsylvania	265	284	-19	294	-29	41%
Puerto Rico	0	0	-	0	-	-
Virginia	939	890	49	872	67	65%
West Virginia	265	265	0	262	3	82%
TOTAL	3,235	3,117	118	2,948	287	71%
MIDWEST REGION						
Illinois	209	224	-15	227	-18	42%
Indiana	739	728	11	729	10	64%
Iowa	345	351	-6	365	-20	44%
Michigan	996	993	3	1,336	-340	72%
Minnesota	1,383	1,366	17	1,353	30	52%
Ohio	680	717	-37	735	-55	58%
Wisconsin	372	393	-21	478	-106	54%
TOTAL	4,724	4,772	-48	5,223	-499	57%
MOUNTAIN PLAINS REGION						
Colorado	867	866	1	889	-22	85%
Kansas	183	184	-1	185	-2	49%
Missouri	388	387	1	385	3	54%
Montana	62	45	17	59	3	31%
Nebraska	138	145	-7	151	-13	42%
North Dakota	179	176	3	175	4	59%
South Dakota	137	136	1	172	-35	57%
Wyoming	47	43	4	41	6	25%
TOTAL	2,001	1,982	19	2,057	-56	59%
NORTHEAST REGION						
Connecticut	321	328	-7	309	12	65%
Maine	176	179	-3	187	-11	57%
Massachusetts	672	679	-7	656	16	75%
New Hampshire	125	138	-13	139	-14	62%
New York	259	264	-5	228	31	51%
Rhode Island	0	0	0	0	0	0%
US Virgin Islands (USVI)	0	0	-	0	-	-
Vermont	133	133	0	88	45	73%
TOTAL	1,686	1,721	-35	1,607	79	65%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

March 2025	(continued)					
	Mar	Feb	+/-	May	+/-	% of Total
	2025	2025	Members	2024	Members	Membership
SOUTHEAST REGION						
Alabama	2,002	2,009	-7	1,727	275	75%
Florida	1,429	1,480	-51	1,660	-231	68%
Georgia	3,165	3,192	-27	2,832	333	89%
Kentucky	1,534	1,524	10	1,320	214	75%
Mississippi	617	607	10	691	-74	80%
North Carolina	2,273	2,287	-14	2,265	8	86%
South Carolina	1,010	917	93	1,001	9	84%
Tennessee	1,723	1,714	9	1,771	-48	75%
TOTAL	13,753	13,730	23	13,267	486	80%
SOUTHWEST REGION						
Arizona	718	677	41	769	-51	77%
Arkansas	283	284	-1	291	-8	61%
Louisiana	1,640	1,652	-12	1,597	43	88%
New Mexico	492	502	-10	530	-38	75%
Oklahoma	501	499	2	487	14	73%
Texas	598	619	-21	613	-15	56%
Utah	535	524	11	599	-64	59%
TOTAL	4,767	4,757	10	4,886	-119	73%
WESTERN REGION						
Alaska	68	69	-1	54	14	67%
American Samoa	0	0	0	4	-4	-
California	755	744	11	744	11	41%
CNMI*	0	0	-	0	-	-
Guam	0	0	-	0	-	-
Hawaii	10	10	0	9	1	27%
Idaho	307	327	-20	292	15	57%
Nevada	80	78	2	82	-2	77%
Oregon	644	609	35	420	224	80%
Washington	1,086	1,175	-89	1,154	-68	53%
TOTAL	2,950	3,012	-62	2,759	191	54%
SUBTOTAL	33,116	33,091	25	32,747	369	69%
Miscellaneous	0	0	0	0	0	0%
GRAND TOTAL	33,116	33,091	25	32,747	369	68.2%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

March 2025

(Applications processed through 03/31/2025)

	Mar 2025	Feb 2025	+/-	May 2024	+/-	Mar 2024	2024/25 2.5% Goal	% of Total Membership
MID-ATLANTIC REGION								
Delaware	87	90	-3	154	-67	157	158	8%
Dist. of Columbia	0	0	0	0	0	0	1	0%
Maryland	185	185	0	204	-19	210	209	33%
New Jersey	25	25	0	24	1	23	25	6%
Pennsylvania	35	35	0	39	-4	42	40	5%
Puerto Rico	0	0	-	0	-	0	1	-
Virginia	437	443	-6	517	-80	514	530	30%
West Virginia	11	12	-1	17	-6	17	18	3%
TOTAL	780	790	-10	955	-175	963	982	17%
MIDWEST REGION								
Illinois	77	78	-1	87	-10	86	89	15%
Indiana	164	164	0	186	-22	193	191	14%
Iowa	333	331	2	353	-20	348	362	42%
Michigan	145	143	2	131	14	134	134	10%
Minnesota	1,814	1,811	3	1,855	-41	1,867	1,901	68%
Ohio	244	285	-41	330	-86	326	338	21%
Wisconsin	133	138	-5	145	-12	148	149	19%
TOTAL	2,910	2,950	-40	3,087	-177	3,102	3,164	35%
MOUNTAIN PLAINS REGION								
Colorado	52	51	1	59	-7	59	60	5%
Kansas	112	109	3	108	4	111	111	30%
Missouri	156	157	-1	169	-13	177	173	22%
Montana	14	15	-1	17	-3	17	18	7%
Nebraska	49	49	0	56	-7	58	57	15%
North Dakota	39	40	-1	46	-7	46	47	13%
South Dakota	37	37	0	53	-16	53	54	15%
Wyoming	86	89	-3	79	7	75	81	46%
TOTAL	545	547	-2	587	-42	596	601	16%
NORTHEAST REGION								
Connecticut	92	93	-1	86	6	86	88	19%
Maine	41	43	-2	45	-4	46	46	13%
Massachusetts	80	79	1	84	-4	90	86	9%
New Hampshire	73	73	0	74	-1	71	76	36%
New York	75	80	-5	78	-3	81	80	15%
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	367	374	-7	374	-7	383	385	14%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

March 2025	(continued)							
	Mar 2025	Feb 2025	+/-	May 2024	+/-	Mar 2024	2024/25 2.5% Goal	% of Total Membership
SOUTHEAST REGION								
Alabama	1,123	1,111	12	1,150	-27	1,152	1,179	42%
Florida	708	722	-14	809	-101	812	829	34%
Georgia	766	804	-38	954	-188	954	978	22%
Kentucky	874	873	1	884	-10	889	906	43%
Mississippi	26	26	0	27	-1	33	28	3%
North Carolina	357	357	0	390	-33	394	400	13%
South Carolina	130	132	-2	133	-3	136	136	11%
Tennessee	889	889	0	965	-76	953	989	39%
TOTAL	4,873	4,914	-41	5,312	-439	5,323	5,445	28%
SOUTHWEST REGION								
Arizona	62	63	-1	71	-9	71	73	7%
Arkansas	15	15	0	31	-16	37	32	3%
Louisiana	31	32	-1	34	-3	35	35	2%
New Mexico	217	218	-1	242	-25	251	248	33%
Oklahoma	100	103	-3	114	-14	117	117	14%
Texas	43	44	-1	42	1	48	43	4%
Utah	321	323	-2	338	-17	339	346	36%
TOTAL	789	798	-9	872	-83	898	894	12%
WESTERN REGION								
Alaska	6	6	0	7	-1	7	8	6%
American Samoa	0	0	-	0	-	0	1	-
California	106	110	-4	114	-8	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	164	-1	167	-4	172	171	31%
Nevada	2	2	0	3	-1	3	4	2%
Oregon	23	25	-2	31	-8	37	32	3%
Washington	1,151	1,152	-1	1,218	-67	1,239	1,248	56%
TOTAL	1,454	1,462	-8	1,543	-89	1,574	1,587	26%
SUBTOTAL	11,718	11,835	-117	12,730	-1,012	12,839	13,058	24%
Miscellaneous	34	34	0	35	-1	40	36	10%
GRAND TOTAL	11,752	11,869	-117	12,765	-1,013	12,879	13,094	24%



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

March 2025

(Applications processed through 03/31/2025)

	Mar 2025	Feb 2025	+/-	May 2024	+/-	% Diff in Cred	Mar 2024	# Times Exam Hosted
MID-ATLANTIC REGION								
Delaware	15	15	0	17	-2	-12%	17	3
Dist. of Columbia	0	0	0	0	0	-	0	20
Maryland	28	29	-1	30	-2	-7%	30	5
New Jersey	19	19	0	19	0	0%	19	10
Pennsylvania	28	28	0	27	1	4%	28	23
Puerto Rico	1	1	0	1	0	-	1	0
Virginia	56	56	0	58	-2	-3%	59	32
West Virginia	7	7	0	7	0	0%	7	0
TOTAL	154	155	-1	159	-5	-3%	161	93
MIDWEST REGION								
Illinois	30	30	0	30	0	0%	30	8
Indiana	40	41	-1	34	6	18%	36	9
Iowa	13	13	0	15	-2	-13%	14	12
Michigan	62	62	0	58	4	7%	59	17
Minnesota	51	51	0	56	-5	-9%	58	16
Ohio	57	57	0	55	2	4%	55	12
Wisconsin	18	17	1	22	-4	-18%	22	16
TOTAL	271	271	0	270	1	0%	274	90
MOUNTAIN PLAINS REGION								
Colorado	84	84	0	83	1	1%	84	16
Kansas	12	12	0	11	1	9%	13	4
Missouri	18	19	-1	21	-3	-14%	21	15
Montana	3	3	0	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	133	134	-1	137	-4	-3%	141	37
NORTHEAST REGION								
Connecticut	12	12	0	10	2	20%	10	4
Maine	17	17	0	18	-1	-6%	18	5
Massachusetts	54	53	1	50	4	8%	51	14
New Hampshire	9	9	0	9	0	0%	9	4
New York	37	37	0	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	141	140	1	140	1	1%	142	59



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

March 2025	(continued)						
	Mar 2025	Feb 2025	+/-	May 2024	+/-	% Diff in Cred	Mar 2024 # Times Exam Hosted
SOUTHEAST REGION							
Alabama	37	38	-1	37	0	0%	7
Florida	75	75	0	75	0	0%	25
Georgia	60	58	2	59	1	2%	22
Kentucky	31	31	0	36	-5	-14%	17
Mississippi	18	18	0	18	0	0%	8
North Carolina	62	62	0	63	-1	-2%	18
South Carolina	19	19	0	21	-2	-10%	11
Tennessee	36	36	0	35	1	3%	20
TOTAL	338	337	1	344	-6	-2%	128
SOUTHWEST REGION							
Arizona	57	57	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	117	117	0	112	5	4%	35
Utah	16	16	0	20	-4	-20%	4
TOTAL	236	236	0	230	6	3%	77
WESTERN REGION							
Alaska	6	6	0	6	0	0%	4
American Samoa	0	0	-	0	-	-	0
California	138	137	1	141	-3	-2%	28
CNMI	0	0	-	0	-	-	0
Guam	0	0	-	0	-	-	1
Hawaii	1	1	0	1	0	0%	3
Idaho	20	21	-1	23	-3	-13%	7
Nevada	3	3	0	2	1	-	3
Oregon	14	16	-2	17	-3	-18%	8
Washington	40	39	1	40	0	0%	9
TOTAL	222	223	-1	230	-8	-3%	63
SUBTOTAL	1,495	1,496	-1	1,510	-15	-1%	547
Miscellaneous	84	84	0	76	8	11%	0
GRAND TOTAL	1,579	1,580	-1	1,586	-7	0%	547