

TO: SNA Board of Directors and State Leaders
CC: Patti Montague
FROM: Laura Maynard
SUBJECT: October 2025 Membership, Certificate & Credentialing Program Report
DATE: November 5, 2025

Membership Overview

The October Membership Report shows that we have 46,503 members, which is 52 less than September 2025, 2,326 less than October 2024 and 1,049 less than May 2025 year-end total. Overall membership numbers are mostly following the normal seasonal patterns and the large decrease in members is attributed to larger SDMs reducing the size of their rosters due to budget constraints.

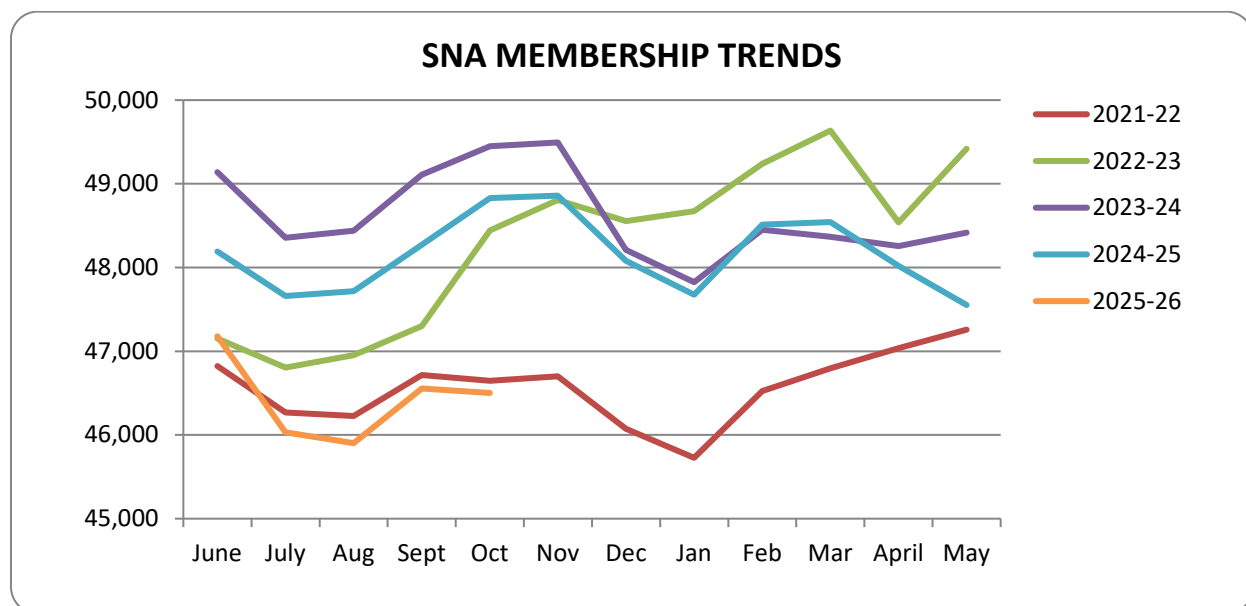
All seven regions are showing declines compared to last year. The Mid-Atlantic and Northeast regions are only showing small declines, and the Midwest and Southwest regions are showing the largest declines.

Region	Oct 2025	Oct 2024	Diff	% Diff
Mid-Atlantic	4,488	4,573	-85	-2%
Midwest	7,830	8,547	-717	-8%
Mountain Plains	3,295	3,421	-126	-4%
Northeast	2,510	2,567	-57	-2%
Southeast	17,118	17,252	-134	-1%
Southwest	5,542	6,566	-1,024	-16%
Western	5,411	5,565	-154	-3%
Misc.	309	338	-29	-9%
Total	46,503	48,829	-2,326	-4.8%

Since May 2025 year-end, the combined director categories show a relatively small decrease. The biggest decreases in membership are in the Employee category which is down 879 members.

Membership Trends

Membership numbers generally decline during the summer vacation months and the winter and then bounce back in the fall and spring. Membership numbers decreased significantly during the COVID-19 pandemic and although there has been some recovery, overall membership numbers are below 2009 recession levels.



Continued...

School District Membership (SDM)

The total number of SDMs for October 2025 is 31,708, which is 594 less than the May 2025 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	3,223	Kentucky	1,360
North Carolina	2,176	Minnesota	1,311
Alabama	1,916	South Carolina	1,070
Tennessee	1,688	Delaware	1,066
Florida	1,412	Washington	1,048

Credentialing Overview

The October Credentialing Report shows that there are 1,527 members with the School Nutrition Specialist (SNS) credential which is 49 less than May 2025 year-end.

Certificate Program Overview

The October Certificate Program Report shows that we have 11,309 certificate holders, which is 308 less than May 2025 year-end total. See the table below for more details.

Level	Sep 2025	May 2025	% Diff
Level 1	6,630	6,895	-3.84%
Level 2	623	621	0.32%
Level 3	952	982	-3.05%
Level 4	3,104	3,119	-0.48%
Total	11,309	11,617	-2.65%

Region	Oct 2025	Oct 2024	Diff	% Diff
Mid-Atlantic	761	875	-114	-13%
Midwest	2,781	3,031	-250	-8%
Mountain Plains	511	550	-39	-7%
Northeast	336	375	-39	-10%
Southeast	4,687	5,096	-409	-8%
Southwest	748	834	-86	-10%
Western	1,454	1,491	-37	-2%
Misc.	31	32	-	-
Total	11,309	12,284	-975	-7.9%

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



MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

October 2025 (Applications processed through 10/31/2025)													
	Oct 2025	Sep 2025	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2025/26 2% Goal	Oct 2025 Cert Program	+/- Prior Month	Oct 2025 Credentialing	+/- Prior Month
MID-ATLANTIC REGION													
Delaware	1,104	1,088	16	21	0	3	372	1,066	1,114	79	-1	17	0
Dist. of Columbia	26	26	0	0	0	0	1	19	36	0	0	0	0
Maryland	603	530	73	84	3	16	22	409	580	202	-1	28	0
New Jersey	397	395	2	11	0	9	124	275	415	25	-1	19	0
Pennsylvania	640	638	2	6	2	4	38	340	600	31	-2	27	0
Puerto Rico	3	3	0	0	0	0	0	0	4	0	-	1	0
Virginia	1,419	1,419	0	26	19	28	236	879	1,438	415	-3	55	0
West Virginia	296	298	-2	0	0	2	43	248	317	9	0	7	0
TOTAL	4,488	4,397	91	148	24	62	836	3,236	4,504	761	-8	154	0
MIDWEST REGION													
Illinois	449	455	-6	10	1	11	21	197	475	71	0	27	0
Indiana	1,067	1,064	3	20	1	9	109	697	1,077	160	-6	37	0
Iowa	800	788	12	20	1	12	98	359	811	302	-3	13	0
Michigan	1,305	1,303	2	19	1	13	130	924	1,314	125	-3	58	0
Minnesota	2,502	2,556	-54	34	4	81	112	1,311	2,671	1,771	-1	46	0
Ohio	1,083	1,078	5	17	9	26	60	687	1,209	230	-1	56	0
Wisconsin	624	635	-11	3	0	14	109	374	692	122	-2	15	0
TOTAL	7,830	7,879	-49	123	17	166	639	4,549	8,249	2,781	-16	252	0
MOUNTAIN PLAINS REGION													
Colorado	1,017	1,003	14	17	0	7	87	859	1,062	49	1	82	0
Kansas	391	385	6	9	1	3	43	216	377	97	-5	11	-1
Missouri	695	698	-3	12	0	14	68	403	726	141	2	18	0
Montana	180	180	0	1	0	0	2	56	197	14	0	3	0
Nebraska	319	316	3	3	2	2	20	151	343	47	0	5	0
North Dakota	286	283	3	5	1	3	21	181	299	35	-1	7	0
South Dakota	245	235	10	3	8	4	16	153	256	37	-1	3	0
Wyoming	162	161	1	8	1	6	13	27	187	91	4	2	1
TOTAL	3,295	3,261	34	58	13	39	270	2,046	3,447	511	0	131	0
NORTHEAST REGION													
Connecticut	511	508	3	5	0	1	27	363	501	87	0	12	0
Maine	316	312	4	6	0	1	18	190	313	39	2	18	2
Massachusetts	821	822	-1	4	1	8	182	605	917	76	-3	51	-1
New Hampshire	176	175	1	1	0	0	24	103	191	67	-3	9	0
New York	500	510	-10	6	12	15	15	275	541	63	-2	34	-1
Rhode Island	7	7	0	1	0	1	1	0	8	0	0	1	0
US Virgin Islands (USVI)	0	0	0	0	0	0	0	0	1	0	-	0	-
Vermont	179	180	-1	1	0	2	86	137	185	4	0	12	0
TOTAL	2,510	2,514	-4	24	13	28	353	1,673	2,657	336	-6	137	0



MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

October 2025	(continued)												
	Oct 2025	Sep 2025	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2025/26 2% Goal	Oct 2025 Cert Program	+/- Prior Month	Oct 2025 Credentialing	+/- Prior Month
SOUTHEAST REGION													
Alabama	2,637	2,635	2	36	1	33	230	1,916	2,684	1,142	-3	41	0
Florida	1,930	1,924	6	18	2	16	92	1,412	1,892	635	-7	71	-3
Georgia	3,757	3,771	-14	95	1	104	304	3,223	3,557	655	-6	55	0
Kentucky	2,020	2,016	4	32	4	43	272	1,360	2,113	878	1	30	1
Mississippi	791	788	3	23	1	28	127	618	748	23	-1	17	0
North Carolina	2,569	2,557	12	19	2	6	457	2,176	2,652	329	-10	61	-2
South Carolina	1,268	1,283	-15	2	1	18	137	1,070	1,234	117	-3	16	-2
Tennessee	2,146	2,148	-2	15	45	79	321	1,688	2,217	908	33	37	0
TOTAL	17,118	17,122	-4	240	57	327	1,940	13,463	17,097	4,687	4	328	-6
SOUTHWEST REGION													
Arizona	868	877	-9	10	0	11	109	690	908	58	3	58	0
Arkansas	378	386	-8	1	0	10	71	215	465	14	-1	9	0
Louisiana	998	1,151	-153	6	1	168	120	833	1,798	29	0	17	0
New Mexico	603	618	-15	0	1	16	18	392	693	188	-18	7	0
Oklahoma	663	664	-1	2	0	2	27	506	681	104	0	7	-2
Texas	1,209	1,235	-26	8	1	34	86	712	1,263	41	-1	106	0
Utah	823	819	4	6	0	3	84	491	922	314	-6	16	0
TOTAL	5,542	5,750	-208	33	3	244	515	3,839	6,730	748	-23	220	-2
WESTERN REGION													
Alaska	104	103	1	2	0	1	3	75	104	6	0	6	0
American Samoa	0	0	0	0	0	0	0	0	1	0	-	0	-
California	1,902	1,781	121	101	18	19	345	767	1,831	106	-3	132	-3
CNMI*	17	17	0	0	0	0	0	0	17	1	-	0	-
Guam	1	1	0	0	0	0	0	0	2	0	-	0	-
Hawaii	38	36	2	1	0	0	4	9	39	4	0	1	0
Idaho	514	517	-3	5	1	7	33	310	545	165	0	18	0
Nevada	92	93	-1	0	0	1	3	75	101	2	0	3	0
Oregon	748	740	8	9	0	8	33	618	766	22	-2	16	0
Washington	1,995	2,039	-44	19	2	71	159	1,048	2,087	1,148	3	41	0
TOTAL	5,411	5,327	84	137	21	107	580	2,902	5,493	1,454	-2	217	-3
SUBTOTAL	46,194	46,250	-56	763	148	973	5,133	31,708	48,177	11,278	-51	1,439	-11
Miscellaneous	309	305	4	0	0	0	0	0	334	31	-2	88	5
GRAND TOTAL	46,503	46,555	-52	763	148	973	5,133	31,708	48,511	11,309	-53	1,527	-6

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

October 2025

	Oct 2025	Oct 2024	+/- Members	Percentage Difference
MID-ATLANTIC REGION				
Delaware	1,104	1,073	31	3%
Dist. of Columbia	26	33	-7	-21%
Maryland	603	548	55	10%
New Jersey	397	473	-76	-16%
Pennsylvania	640	668	-28	-4%
Puerto Rico	3	3	0	-
Virginia	1,419	1,477	-58	-4%
West Virginia	296	298	-2	-1%
TOTAL	4,488	4,573	-85	-2%
MIDWEST REGION				
Illinois	449	505	-56	-11%
Indiana	1,067	1,124	-57	-5%
Iowa	800	812	-12	-1%
Michigan	1,305	1,581	-276	-17%
Minnesota	2,502	2,619	-117	-4%
Ohio	1,083	1,196	-113	-9%
Wisconsin	624	710	-86	-12%
TOTAL	7,830	8,547	-717	-8%
MOUNTAIN PLAINS REGION				
Colorado	1,017	1,047	-30	-3%
Kansas	391	375	16	4%
Missouri	695	738	-43	-6%
Montana	180	183	-3	-2%
Nebraska	319	327	-8	-2%
North Dakota	286	303	-17	-6%
South Dakota	245	244	1	0%
Wyoming	162	204	-42	-21%
TOTAL	3,295	3,421	-126	-4%
NORTHEAST REGION				
Connecticut	511	498	13	3%
Maine	316	306	10	3%
Massachusetts	821	872	-51	-6%
New Hampshire	176	218	-42	-19%
New York	500	483	17	4%
Rhode Island	7	6	1	17%
US Virgin Islands (USVI)	0	0	-	-
Vermont	179	184	-5	-3%
TOTAL	2,510	2,567	-57	-2%



SNA STATE ASSOCIATION

ANNUAL MEMBERSHIP COMPARISON

October 2025	(continued)			
	Oct 2025	Oct 2024	+/- Members	Percentage Difference
SOUTHEAST REGION				
Alabama	2,637	2,578	59	2%
Florida	1,930	2,197	-267	-12%
Georgia	3,757	3,596	161	4%
Kentucky	2,020	2,000	20	1%
Mississippi	791	849	-58	-7%
North Carolina	2,569	2,609	-40	-2%
South Carolina	1,268	1,106	162	15%
Tennessee	2,146	2,317	-171	-7%
TOTAL	17,118	17,252	-134	-1%
SOUTHWEST REGION				
Arizona	868	998	-130	-13%
Arkansas	378	450	-72	-16%
Louisiana	998	1,822	-824	-45%
New Mexico	603	683	-80	-12%
Oklahoma	663	703	-40	-6%
Texas	1,209	1,018	191	19%
Utah	823	892	-69	-8%
TOTAL	5,542	6,566	-1,024	-16%
WESTERN REGION				
Alaska	104	102	2	2%
American Samoa	0	0	0	-
California	1,902	1,950	-48	-2%
CNMI*	17	6	11	-
Guam	1	1	0	-
Hawaii	38	35	3	9%
Idaho	514	509	5	1%
Nevada	92	97	-5	-5%
Oregon	748	711	37	5%
Washington	1,995	2,154	-159	-7%
TOTAL	5,411	5,565	-154	-3%
SUBTOTAL	46,194	48,491	-2,297	-5%
Miscellaneous	309	338	-29	-9%
GRAND TOTAL	46,503	48,829	-2,326	-4.8%



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

October 2025

Year To Date Retention

	Oct 2025	May 2025	+/- Members	Reinstated Members	Expired Members	Retention Rate	2025/26 2% Goal
MID-ATLANTIC REGION							
Delaware	1104	1,092	12	0	18	98.4%	1,114
Dist. of Columbia	26	35	-9	0	9	74.3%	36
Maryland	603	569	34	3	82	86.1%	580
New Jersey	397	407	-10	1	39	90.7%	415
Pennsylvania	640	588	52	48	58	98.3%	600
Puerto Rico	3	3	0	0	0	100.0%	4
Virginia	1419	1,410	9	35	127	93.5%	1,438
West Virginia	296	311	-15	3	32	90.7%	317
TOTAL	4,488	4,415	73	90	365	93.8%	4,504
MIDWEST REGION							
Illinois	449	466	-17	15	57	91.0%	475
Indiana	1067	1,056	11	7	69	94.1%	1,077
Iowa	800	795	5	11	58	94.1%	811
Michigan	1305	1,288	17	11	112	92.2%	1,314
Minnesota	2502	2,619	-117	53	285	91.1%	2,671
Ohio	1083	1,185	-102	25	184	86.6%	1,209
Wisconsin	624	678	-54	14	83	89.8%	692
TOTAL	7,830	8,087	-257	136	848	91.2%	8,249
MOUNTAIN PLAINS REGION							
Colorado	1017	1,041	-24	0	65	93.8%	1,062
Kansas	391	370	21	4	24	94.6%	377
Missouri	695	712	-17	12	94	88.5%	726
Montana	180	193	-13	6	24	90.7%	197
Nebraska	319	336	-17	3	44	87.8%	343
North Dakota	286	293	-7	4	34	89.8%	299
South Dakota	245	251	-6	10	36	89.6%	256
Wyoming	162	183	-21	2	39	79.8%	187
TOTAL	3,295	3,379	-84	41	360	90.6%	3,447
NORTHEAST REGION							
Connecticut	511	491	20	9	33	95.1%	501
Maine	316	307	9	5	36	89.9%	313
Massachusetts	821	899	-78	30	148	86.9%	917
New Hampshire	176	187	-11	4	21	90.9%	191
New York	500	530	-30	12	55	91.9%	541
Rhode Island	7	7	0	0	2	71.4%	8
US Virgin Islands (USVI)	0	0	0	0	0	*	1
Vermont	179	181	-2	1	25	86.7%	185
TOTAL	2,510	2,602	-92	61	320	90.0%	2,657



SNA STATE ASSOCIATION

MEMBERSHIP RETENTION ANALYSIS REPORT

October 2025

(continued)

	Oct 2025	May 2025	+/- Members	Reinstated Members	Expired Members	Retention Rate	2025/26 2% Goal
SOUTHEAST REGION							
Alabama	2637	2,631	6	4	154	94.3%	2,684
Florida	1930	1,855	75	100	154	97.1%	1,892
Georgia	3757	3,487	270	207	210	99.9%	3,557
Kentucky	2020	2,072	-52	24	218	90.6%	2,113
Mississippi	791	733	58	43	85	94.3%	748
North Carolina	2569	2,600	-31	22	126	96.0%	2,652
South Carolina	1268	1,210	58	4	122	90.2%	1,234
Tennessee	2146	2,174	-28	57	223	92.4%	2,217
TOTAL	17,118	16,762	356	461	1,292	95.0%	17,097
SOUTHWEST REGION							
Arizona	868	890	-22	3	58	93.8%	908
Arkansas	378	456	-78	5	106	77.9%	465
Louisiana	998	1,763	-765	129	924	54.9%	1,798
New Mexico	603	679	-76	1	86	87.5%	693
Oklahoma	663	668	-5	1	42	93.9%	681
Texas	1209	1,238	-29	18	102	93.2%	1,263
Utah	823	904	-81	9	117	88.1%	922
TOTAL	5,542	6,598	-1,056	166	1,435	80.8%	6,730
WESTERN REGION							
Alaska	104	102	2	0	10	90.2%	104
American Samoa	0	0	0	0	0	*	1
California	1902	1,795	107	36	187	91.6%	1,831
CNMI*	17	16	1	0	0	100.0%	17
Guam	1	1	0	0	0	*	2
Hawaii	38	38	0	0	3	92.1%	39
Idaho	514	534	-20	7	48	92.3%	545
Nevada	92	99	-7	0	9	90.9%	101
Oregon	748	751	-3	1	49	93.6%	766
Washington	1995	2,046	-51	9	175	91.9%	2,087
TOTAL	5,411	5,382	29	53	481	92.0%	5,493
SUBTOTAL	46,194	47,225	-1,031	1,008	5,101	91.3%	48,177
Miscellaneous	309	327	-18	0	2	*	334
GRAND TOTAL	46,503	47,552	-1,049	1,008	5,103	91.4%	48,511

Note: In 2024-25, SNA's national retention rate was 77.6% which is 0.6% higher than last year. It is also close to the 2025 mean association retention rate of 78%.



SMALL AFFILIATES (1-500 MEMBER DIVISION)

STATE MEMBERSHIP GROWTH RANKINGS

October 2025

	State	+/- Members	Oct 2025	May 2025	Members Diff in %	Ranking % Growth	2025/26 2% Goal
1	Kansas	21	391	370	5.7%	2	377
2	Connecticut	20	511	491	4.1%	3	501
3	Maine	9	316	307	2.9%	4	313
4	Alaska	2	104	102	2.0%	5	104
5	Northern Mariana Islands (CNMI)	1	17	16	6.3%	1	17
6	Guam	0	1	1	0.0%	6	2
7	Puerto Rico	0	3	3	0.0%	6	4
8	Rhode Island	0	7	7	0.0%	6	8
9	Hawaii	0	38	38	0.0%	6	39
10	Vermont	-2	179	181	-1.1%	10	185
11	South Dakota	-6	245	251	-2.4%	11	256
12	North Dakota	-7	286	293	-2.4%	11	299
13	Nevada	-7	92	99	-7.1%	19	101
14	Dist. of Columbia	-9	26	35	-25.7%	22	36
15	New Jersey	-10	397	407	-2.5%	13	415
16	New Hampshire	-11	176	187	-5.9%	17	191
17	Montana	-13	180	193	-6.7%	18	197
18	West Virginia	-15	296	311	-4.8%	15	317
19	Illinois	-17	449	466	-3.6%	14	475
20	Nebraska	-17	319	336	-5.1%	16	343
21	Wyoming	-21	162	183	-11.5%	20	187
22	Arkansas	-78	378	456	-17.1%	21	465
23	American Samoa	0	0	0	-	23	1
24	US Virgin Islands (USVI)	0	0	0	-	23	1
TOTAL		-160	4,573	4,733	-3.4%	-	4,834

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

October 2025

	State	+/- Members	Oct 2025	May 2025	Members Diff in %	Ranking % Growth	2025/26 2% Goal
1	Mississippi	58	791	733	7.9%	2	748
2	Pennsylvania	52	640	588	8.8%	1	600
3	Maryland	34	603	569	6.0%	3	580
4	Indiana	11	1,067	1,056	1.0%	4	1,077
5	Iowa	5	800	795	0.6%	5	811
6	Oregon	-3	748	751	-0.4%	6	766
7	Oklahoma	-5	663	668	-0.7%	7	681
8	Missouri	-17	695	712	-2.4%	9	726
9	Idaho	-20	514	534	-3.7%	11	545
10	Arizona	-22	868	890	-2.5%	10	908
11	Colorado	-24	1,017	1,041	-2.3%	8	1,062
12	New York	-30	500	530	-5.7%	12	541
13	Wisconsin	-54	624	678	-8.0%	13	692
14	New Mexico	-76	603	679	-11.2%	16	693
15	Massachusetts	-78	821	899	-8.7%	14	917
16	Utah	-81	823	904	-9.0%	15	922
TOTAL		-250	11,777	12,027	-2.1%	-	12,269

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

October 2025

State		+/- Members	Oct 2025	May 2025	Members Diff in %	Ranking % Growth	2025/26 2% Goal
1	Georgia	270	3,757	3,487	7.7%	1	3,557
2	California	107	1,902	1,795	6.0%	2	1,831
3	Florida	75	1,930	1,855	4.0%	4	1,892
4	South Carolina	58	1,268	1,210	4.8%	3	1,234
5	Michigan	17	1,305	1,288	1.3%	5	1,314
6	Delaware	12	1,104	1,092	1.1%	6	1,114
7	Virginia	9	1,419	1,410	0.6%	7	1,438
8	Alabama	6	2,637	2,631	0.2%	8	2,684
9	Tennessee	-28	2,146	2,174	-1.3%	10	2,217
10	Texas	-29	1,209	1,238	-2.3%	11	1,263
11	North Carolina	-31	2,569	2,600	-1.2%	9	2,652
12	Washington	-51	1,995	2,046	-2.5%	12	2,087
13	Kentucky	-52	2,020	2,072	-2.5%	13	2,113
14	Ohio	-102	1,083	1,185	-8.6%	15	1,209
15	Minnesota	-117	2,502	2,619	-4.5%	14	2,671
16	Louisiana	-765	998	1,763	-43.4%	16	1,798
TOTAL		-621	29,844	30,465	-2.0%	-	31,074

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

October 2025

	Oct 2025	May 2025	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition Employees	20,235	21,114	-879	43.51%	-4%	14,962	5,444
School Nutrition Managers	16,805	16,792	13	36.14%	0%	12,710	3,780
District Directors	6,543	6,581	-38	14.07%	-1%	2,568	1,049
Retired	348	362	-14	0.75%	-4%	n/a	67
Affiliate	535	561	-26	1.15%	-5%	n/a	231
State Agency Directors	791	803	-12	1.70%	-1%	648	34
Major City Directors	669	717	-48	1.44%	-7%	536	60
Other	121	133	-12	*	-9%	284	641
Industry Individual	36	38	-2	*	-5%	n/a	-
Life	27	28	-1	*	-4%	n/a	-
Corporate Industry + Patron	329	342	-13	0.7%	-4%	n/a	-
Allied Groups	12	13	-1	*	-	n/a	-
Educators	32	40	-8	*	-20%	n/a	3
Student	19	21	-2	*	-10%	n/a	-
International	1	7	-6	*	-	n/a	-
TOTAL MEMBERS	46,503	47,552	-1,049	100%	-2.21%	31,708	11,309

Note: * is less than 1%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

October 2025

	Oct 2025	Sep 2025	+/- Members	May 2025	+/- Members	% of Total Membership
MID-ATLANTIC REGION						
Delaware	1,066	1,067	-1	1,072	-6	97%
Dist. of Columbia	19	19	0	19	0	73%
Maryland	409	324	85	356	53	68%
New Jersey	275	271	4	298	-23	69%
Pennsylvania	340	335	5	269	71	53%
Puerto Rico	0	0	-	0	-	-
Virginia	879	882	-3	923	-44	62%
West Virginia	248	250	-2	238	10	84%
TOTAL	3,236	3,148	88	3,175	61	72%
MIDWEST REGION						
Illinois	197	197	0	192	5	44%
Indiana	697	729	-32	739	-42	65%
Iowa	359	348	11	358	1	45%
Michigan	924	917	7	901	23	71%
Minnesota	1,311	1,361	-50	1,397	-86	52%
Ohio	687	675	12	710	-23	63%
Wisconsin	374	379	-5	383	-9	60%
TOTAL	4,549	4,606	-57	4,680	-131	58%
MOUNTAIN PLAINS REGION						
Colorado	859	873	-14	899	-40	84%
Kansas	216	210	6	192	24	55%
Missouri	403	403	0	381	22	58%
Montana	56	57	-1	53	3	31%
Nebraska	151	149	2	146	5	47%
North Dakota	181	176	5	172	9	63%
South Dakota	153	144	9	151	2	62%
Wyoming	27	33	-6	47	-20	17%
TOTAL	2,046	2,045	1	2,041	5	62%
NORTHEAST REGION						
Connecticut	363	362	1	328	35	71%
Maine	190	189	1	169	21	60%
Massachusetts	605	615	-10	679	-74	74%
New Hampshire	103	108	-5	113	-10	59%
New York	275	286	-11	286	-11	55%
Rhode Island	0	0	0	0	0	0%
US Virgin Islands (USVI)	0	0	-	0	-	-
Vermont	137	137	0	138	-1	77%
TOTAL	1,673	1,697	-24	1,713	-40	67%



SCHOOL DISTRICT MEMBERSHIP (SDM)

REPORT

October 2025	(continued)					
	Oct 2025	Sep 2025	+/- Members	May 2025	+/- Members	% of Total Membership
SOUTHEAST REGION						
Alabama	1,916	1,899	17	1,988	-72	73%
Florida	1,412	1,409	3	1,339	73	73%
Georgia	3,223	3,210	13	3,101	122	86%
Kentucky	1,360	1,356	4	1,561	-201	67%
Mississippi	618	608	10	566	52	78%
North Carolina	2,176	2,239	-63	2,244	-68	85%
South Carolina	1,070	1,071	-1	1,023	47	84%
Tennessee	1,688	1,676	12	1,702	-14	79%
TOTAL	13,463	13,468	-5	13,524	-61	79%
SOUTHWEST REGION						
Arizona	690	694	-4	707	-17	79%
Arkansas	215	222	-7	264	-49	57%
Louisiana	833	931	-98	1,046	-213	83%
New Mexico	392	481	-89	510	-118	65%
Oklahoma	506	504	2	488	18	76%
Texas	712	732	-20	718	-6	59%
Utah	491	492	-1	540	-49	60%
TOTAL	3,839	4,056	-217	4,273	-434	69%
WESTERN REGION						
Alaska	75	74	1	68	7	72%
American Samoa	0	0	0	0	0	-
California	767	726	41	698	69	40%
CNMI*	0	0	-	0	-	-
Guam	0	0	-	0	-	-
Hawaii	9	9	0	10	-1	24%
Idaho	310	316	-6	318	-8	60%
Nevada	75	75	0	75	0	82%
Oregon	618	605	13	621	-3	83%
Washington	1,048	1,098	-50	1,106	-58	53%
TOTAL	2,902	2,903	-1	2,896	6	54%
SUBTOTAL	31,708	31,923	-215	32,302	-594	69%
Miscellaneous	0	0	0	0	0	0%
GRAND TOTAL	31,708	31,923	-215	32,302	-594	68.2%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

October 2025

(Applications processed through 10/31/2025)

	Oct 2025	Sep 2025	+/-	May 2025	+/-	Oct 2024	2025/26 2% Goal	% of Total Membership
MID-ATLANTIC REGION								
Delaware	79	80	-1	84	-5	128	86	7%
Dist. of Columbia	0	0	0	0	0	0	1	0%
Maryland	202	203	-1	199	3	192	203	33%
New Jersey	25	26	-1	24	1	24	25	6%
Pennsylvania	31	33	-2	33	-2	40	34	5%
Puerto Rico	0	0	-	0	-	0	1	-
Virginia	415	418	-3	429	-14	476	438	29%
West Virginia	9	9	0	10	-1	15	11	3%
TOTAL	761	769	-8	779	-18	875	799	17%
MIDWEST REGION								
Illinois	71	71	0	72	-1	83	73	16%
Indiana	160	166	-6	162	-2	171	165	15%
Iowa	302	305	-3	329	-27	330	336	38%
Michigan	125	128	-3	144	-19	147	147	10%
Minnesota	1,771	1,772	-1	1,821	-50	1,852	1,857	71%
Ohio	230	231	-1	242	-12	311	247	21%
Wisconsin	122	124	-2	129	-7	137	132	20%
TOTAL	2,781	2,797	-16	2,899	-118	3,031	2,957	36%
MOUNTAIN PLAINS REGION								
Colorado	49	48	1	50	-1	59	51	5%
Kansas	97	102	-5	106	-9	107	108	25%
Missouri	141	139	2	148	-7	159	151	20%
Montana	14	14	0	14	0	14	15	8%
Nebraska	47	47	0	49	-2	47	50	15%
North Dakota	35	36	-1	37	-2	42	38	12%
South Dakota	37	38	-1	37	0	40	38	15%
Wyoming	91	87	4	87	4	82	89	56%
TOTAL	511	511	0	528	-17	550	540	16%
NORTHEAST REGION								
Connecticut	87	87	0	91	-4	90	93	17%
Maine	39	37	2	40	-1	44	41	12%
Massachusetts	76	79	-3	81	-5	80	83	9%
New Hampshire	67	70	-3	70	-3	73	71	38%
New York	63	65	-2	70	-7	82	71	13%
Rhode Island	0	0	0	0	0	0	1	0%
US Virgin Islands (USVI)	0	0	-	0	-	0	1	-
Vermont	4	4	0	5	-1	6	7	2%
TOTAL	336	342	-6	357	-21	375	368	13%



SNA STATE ASSOCIATION

CERTIFICATE PROGRAM REPORT

October 2025	(continued)							
	Oct 2025	Sep 2025	+/-	May 2025	+/-	Oct 2024	2025/26 2% Goal	% of Total Membership
SOUTHEAST REGION								
Alabama	1,142	1,145	-3	1,131	11	1,131	1,154	43%
Florida	635	642	-7	662	-27	769	675	33%
Georgia	655	661	-6	737	-82	870	752	17%
Kentucky	878	877	1	870	8	878	887	43%
Mississippi	23	24	-1	25	-2	29	26	3%
North Carolina	329	339	-10	351	-22	366	358	13%
South Carolina	117	120	-3	131	-14	131	134	9%
Tennessee	908	875	33	877	31	922	895	42%
TOTAL	4,687	4,683	4	4,784	-97	5,096	4,881	27%
SOUTHWEST REGION								
Arizona	58	55	3	59	-1	73	60	7%
Arkansas	14	15	-1	15	-1	18	16	4%
Louisiana	29	29	0	30	-1	35	31	3%
New Mexico	188	206	-18	217	-29	228	221	31%
Oklahoma	104	104	0	103	1	112	105	16%
Texas	41	42	-1	43	-2	44	44	3%
Utah	314	320	-6	322	-8	324	328	38%
TOTAL	748	771	-23	789	-41	834	805	13%
WESTERN REGION								
Alaska	6	6	0	6	0	7	8	6%
American Samoa	0	0	-	0	-	0	1	-
California	106	109	-3	105	1	114	107	6%
CNMI*	1	1	-	0	1	0	1	-
Guam	0	0	-	0	-	0	1	-
Hawaii	4	4	0	4	0	3	5	11%
Idaho	165	165	0	164	1	169	167	32%
Nevada	2	2	0	2	0	3	3	2%
Oregon	22	24	-2	25	-3	28	26	3%
Washington	1,148	1,145	3	1,138	10	1,167	1,161	58%
TOTAL	1,454	1,456	-2	1,444	10	1,491	1,480	27%
SUBTOTAL	11,278	11,329	-51	11,580	-302	12,252	11,830	24%
Miscellaneous	31	33	-2	37	-6	32	36	10%
GRAND TOTAL	11,309	11,362	-53	11,617	-308	12,284	11,866	24%



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

October 2025	(Applications processed through 10/31/2025)						
	Oct 2025	Sep 2025	+/-	May 2025	+/-	% Diff in Cred	Oct 2024
MID-ATLANTIC REGION							
Delaware	17	17	0	17	0	0%	15
Dist. of Columbia	0	0	0	0	0	-	0
Maryland	28	28	0	29	-1	-3%	29
New Jersey	19	19	0	19	0	0%	19
Pennsylvania	27	27	0	29	-2	-7%	28
Puerto Rico	1	1	0	1	0	0%	1
Virginia	55	55	0	55	0	0%	57
West Virginia	7	7	0	7	0	0%	7
TOTAL	154	154	0	157	-3	-2%	156
MIDWEST REGION							
Illinois	27	27	0	29	-2	-7%	30
Indiana	37	37	0	40	-3	-8%	34
Iowa	13	13	0	15	-2	-13%	13
Michigan	58	58	0	60	-2	-3%	61
Minnesota	46	46	0	51	-5	-10%	52
Ohio	56	56	0	56	0	0%	55
Wisconsin	15	15	0	18	-3	-17%	17
TOTAL	252	252	0	269	-17	-6%	262
MOUNTAIN PLAINS REGION							
Colorado	82	82	0	84	-2	-2%	84
Kansas	11	12	-1	11	0	0%	13
Missouri	18	18	0	18	0	0%	20
Montana	3	3	0	3	0	0%	4
Nebraska	5	5	0	4	1	25%	4
North Dakota	7	7	0	7	0	0%	7
South Dakota	3	3	0	3	0	0%	3
Wyoming	2	1	1	2	0	0%	2
TOTAL	131	131	0	132	-1	-1%	137
NORTHEAST REGION							
Connecticut	12	12	0	12	0	0%	11
Maine	18	16	2	16	2	13%	19
Massachusetts	51	52	-1	53	-2	-4%	56
New Hampshire	9	9	0	9	0	0%	10
New York	34	35	-1	37	-3	-8%	39
Rhode Island	1	1	0	1	0	0%	0
US Virgin Islands (USVI)	0	0	-	0	-	-	0
Vermont	12	12	0	12	0	0%	12
TOTAL	137	137	0	140	-3	-2%	147



SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

October 2025	(continued)						
	Oct 2025	Sep 2025	+/-	May 2025	+/-	% Diff in Cred	Oct 2024
SOUTHEAST REGION							
Alabama	41	41	0	41	0	0%	37
Florida	71	74	-3	74	-3	-4%	73
Georgia	55	55	0	54	1	2%	59
Kentucky	30	29	1	31	-1	-3%	34
Mississippi	17	17	0	18	-1	-6%	16
North Carolina	61	63	-2	62	-1	-2%	60
South Carolina	16	18	-2	18	-2	-11%	21
Tennessee	37	37	0	37	0	0%	36
TOTAL	328	334	-6	335	-7	-2%	336
SOUTHWEST REGION							
Arizona	58	58	0	59	-1	-2%	54
Arkansas	9	9	0	9	0	0%	9
Louisiana	17	17	0	19	-2	-11%	18
New Mexico	7	7	0	9	-2	-22%	9
Oklahoma	7	9	-2	9	-2	-22%	8
Texas	106	106	0	116	-10	-9%	111
Utah	16	16	0	16	0	0%	16
TOTAL	220	222	-2	237	-17	-7%	225
WESTERN REGION							
Alaska	6	6	0	6	0	0%	6
American Samoa	0	0	-	0	-	-	0
California	132	135	-3	136	-4	-3%	139
CNMI	0	0	-	0	-	-	0
Guam	0	0	-	0	-	-	0
Hawaii	1	1	0	1	0	0%	1
Idaho	18	18	0	20	-2	-10%	21
Nevada	3	3	0	3	0	0%	3
Oregon	16	16	0	14	2	14%	16
Washington	41	41	0	40	1	3%	40
TOTAL	217	220	-3	220	-3	-1%	226
SUBTOTAL	1,439	1,450	-11	1,490	-51	-3%	1,489
Miscellaneous	88	83	5	86	2	2%	78
GRAND TOTAL	1,527	1,533	-6	1,576	-49	-3%	1,567