



**TO:** SNA Board of Directors and State Leaders  
**CC:** Jen Lewi  
**FROM:** Laura Maynard  
**SUBJECT:** August 2020 Membership, Certificate & Credentialing Program Report  
**DATE:** September 8, 2020

## Membership Overview

The August 2020 Membership Report shows that we have 51,862 members. This is a decrease of 4,908 members compared to August 2019 and 507 less than July 2020 and 2,686 less than May 2020 year-end total. The drop in membership continues to be concerning and is mainly attributed to the COVID-19 pandemic and the usual seasonal decline.

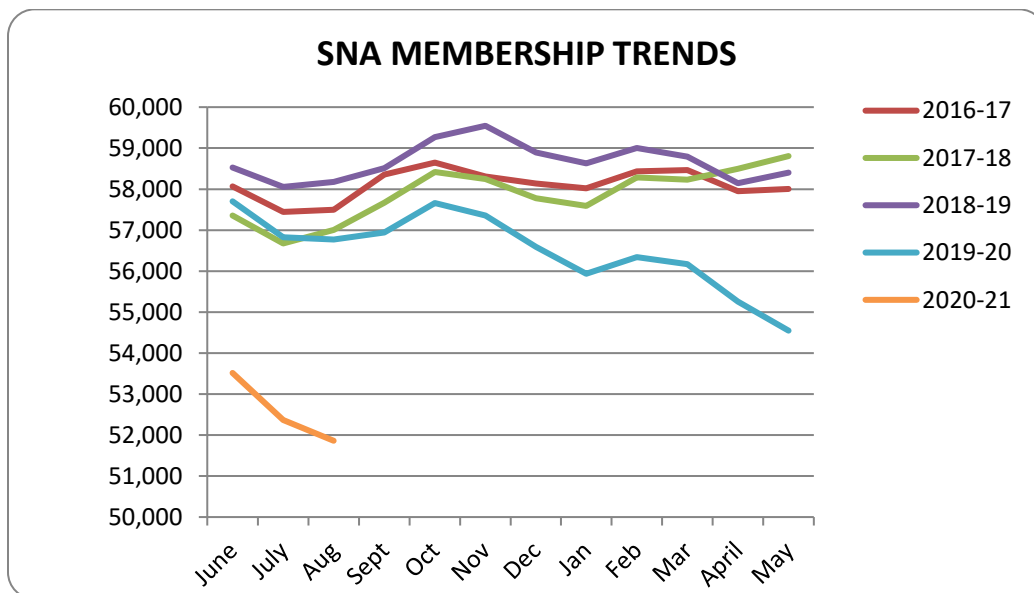
All seven regions have significantly less members when compared with this time last year. The biggest declines are in the Southeast (#) and West (%).

Region	Aug 2020	Aug 2019	Diff	% Diff
Mideast	6,296	6,723	-427	-6%
Northeast	4,032	4,512	-480	-11%
Southeast	20,471	22,049	-1,578	-7%
West	4,543	5,171	-628	-12%
Midwest	7,226	7,962	-736	-9%
Northwest	4,012	4,424	-412	-9%
Southwest	4,888	5,461	-573	-10%
Misc.	394	468	-74	-16%
<b>Total</b>	<b>51,862</b>	<b>56,770</b>	<b>-4,908</b>	<b>-8.6%</b>

Since May 2020 year-end, the number of Major City Directors and District Directors have decreased by 14 and 236 respectively. Employee members have also decreased by 1,465 and Managers by 889. These two categories account for most of the decline in membership.

## Membership Trends

Membership numbers generally decline during the summer vacation months and the winter and then bounce back in the fall and spring. The drop in membership this month is a combination of the usual summer decline and the COVID-19 pandemic. Membership numbers are back to 2012-13 levels.



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### School District Membership (SDM)

The total number of SDMs for August 2020 is 32,077 which is 1,529 less than the May 2020 year-end total. SDMs currently account for 61.9% of the total membership. The chart below shows the top 10 SDM states.

#### Top 10 SDM States

<b>Georgia</b>	2,798	<b>Kentucky</b>	1,213
<b>Tennessee</b>	2,466	<b>Minnesota</b>	1,175
<b>Florida</b>	2,166	<b>Michigan</b>	1,123
<b>North Carolina</b>	1,906	<b>Louisiana</b>	1,104
<b>Alabama</b>	1,644	<b>Virginia</b>	1,021

### Credentialing Overview

The August Credentialing Report shows that there are 1,609 credentialed members. This is 61 less than May 2020 year-end and due to all exams being postponed due to the pandemic.

### Certificate Program Overview

The August 2020 Certificate Program Report shows that we have 16,541 certificate holders, which is 489 less than May 2020 year-end total. See table below for more details.

Level	August 2020	May 2020	% Diff
Level 1	11,398	11,898	-4.20%
Level 2	442	411	7.54%
Level 3	1,438	1,478	-2.71%
Level 4	3,263	3,243	0.62%
<b>Total</b>	<b>16,541</b>	<b>17,030</b>	<b>-2.87%</b>

Region	Aug 2020	Aug 2019	Diff	% Diff
Midwest	1,274	1,417	-143	-10%
Northeast	644	670	-26	-4%
Southeast	7,328	7,892	-564	-7%
West	1,157	1,297	-140	-11%
Midwest	3,597	3,794	-197	-5%
Northwest	1,912	2,144	-232	-11%
Southwest	594	645	-51	-8%
Misc.	35	35	-	-
<b>Total</b>	<b>16,541</b>	<b>17,894</b>	<b>-1,353</b>	<b>-7.6%</b>

The COVID-19 pandemic continues to impact the certificate program and most of the decreases are within the Level 1 certificate renewals category. Only 113 people earned a new certificate this month and 1,344 people renewed their certificate. Members with a certificate account for 32% of our total membership.

If you have any questions, please email [Imaynard@schoolnutrition.org](mailto:Imaynard@schoolnutrition.org).



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

August 2020	(Applications processed through 8/31/2020)												
	August 2020	July 2020	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2020/21 1% Goal	Aug 2020 Cert Program	+/- Prior Month	Aug 2020 Credentialing	+/- Prior Month
<b>MIDEAST REGION</b>													
Delaware	1,065	1,000	65	4	66	16	10	903	1,100	141	-2	18	0
Dist. of Columbia	10	9	1	1	0	1	0	0	9	0	0	1	0
Indiana	1,215	1,218	-3	7	3	20	100	722	1,334	255	-1	44	0
Maryland	578	587	-9	0	0	12	43	294	566	273	-4	31	0
Michigan	1,549	1,563	-14	0	0	17	255	1,123	1,635	175	-1	36	-1
Ohio	1,430	1,425	5	10	2	14	93	842	1,484	394	-1	60	0
West Virginia	449	449	0	1	0	0	101	382	474	36	-2	9	0
<b>TOTAL</b>	<b>6,296</b>	<b>6,251</b>	<b>45</b>	<b>23</b>	<b>71</b>	<b>80</b>	<b>602</b>	<b>4,266</b>	<b>6,602</b>	<b>1,274</b>	<b>-11</b>	<b>199</b>	<b>-1</b>
<b>NORTHEAST REGION</b>													
Connecticut	417	421	-4	1	1	6	20	194	438	112	-1	7	0
Maine	316	334	-18	1	0	19	29	160	332	68	0	19	0
Massachusetts	903	917	-14	2	0	17	78	627	914	165	1	60	0
New Hampshire	294	305	-11	0	0	12	12	178	318	94	-1	11	0
New Jersey	458	463	-5	3	1	9	141	250	459	32	1	16	0
New York	823	822	1	2	3	5	24	551	839	100	2	47	-1
Pennsylvania	749	768	-19	6	9	30	109	364	815	62	0	28	-4
Rhode Island	9	9	0	0	0	0	4	0	10	0	0	1	0
Vermont	63	65	-2	0	1	3	8	15	92	11	0	11	0
<b>TOTAL</b>	<b>4,032</b>	<b>4,104</b>	<b>-72</b>	<b>15</b>	<b>15</b>	<b>101</b>	<b>425</b>	<b>2,339</b>	<b>4,217</b>	<b>644</b>	<b>2</b>	<b>200</b>	<b>-5</b>
<b>SOUTHEAST REGION</b>													
Alabama	2,460	2,456	4	26	6	34	123	1,644	2,503	1,157	8	35	0
Florida	3,062	3,034	28	11	8	16	359	2,166	3,120	1,119	1	89	0
Georgia	3,636	3,623	13	16	4	8	864	2,798	3,677	1,317	-19	64	0
Kentucky	1,919	1,906	13	14	34	33	283	1,213	2,013	778	-1	38	0
Mississippi	975	956	19	6	16	7	159	681	988	55	0	14	1
North Carolina	2,438	2,483	-45	8	16	76	338	1,906	2,634	569	-12	61	-1
South Carolina	1,224	1,268	-44	3	12	58	233	971	1,354	242	-8	21	1
Tennessee	3,022	3,036	-14	9	40	71	781	2,466	3,246	1,394	-14	39	-7
Virginia	1,735	1,755	-20	5	2	31	311	1,021	1,806	697	-9	55	1
<b>TOTAL</b>	<b>20,471</b>	<b>20,517</b>	<b>-46</b>	<b>98</b>	<b>138</b>	<b>334</b>	<b>3,451</b>	<b>14,866</b>	<b>21,341</b>	<b>7,328</b>	<b>-54</b>	<b>416</b>	<b>-5</b>
<b>WEST REGION</b>													
Arizona	970	962	8	13	0	2	89	747	1,043	100	0	51	-1
California	1,555	1,564	-9	6	54	31	124	658	1,619	139	-2	133	-1
Hawaii	52	377	-325	0	0	325	2	23	373	5	0	1	0
Nevada	51	63	-12	0	0	15	2	27	68	3	0	3	0
New Mexico	845	828	17	4	10	2	110	654	909	330	5	10	0
Utah	1,070	1,075	-5	4	0	9	72	401	1,136	580	-21	18	0
<b>TOTAL</b>	<b>4,543</b>	<b>4,869</b>	<b>-326</b>	<b>27</b>	<b>64</b>	<b>384</b>	<b>399</b>	<b>2,510</b>	<b>5,148</b>	<b>1,157</b>	<b>-18</b>	<b>216</b>	<b>-2</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP, CERTIFICATE PROGRAM & CREDENTIALING REPORT

August 2020	(continued)												
	August 2020	July 2020	+/- Members	New Members	Reinstated Members	Expired Members	Grace Members	SDMs	2020/21 1% Goal	Aug 2020 Cert Program	+/- Prior Month	Aug 2020 Credentialing	+/- Prior Month
<b>MIDWEST REGION</b>													
Illinois	510	534	-24	4	1	29	45	189	559	92	-1	36	0
Iowa	923	928	-5	4	4	14	157	245	974	532	-6	18	0
Minnesota	2,907	2,921	-14	7	4	30	199	1,175	2,989	2,223	-29	65	-4
Missouri	832	846	-14	5	3	18	79	365	878	246	-1	27	-1
Nebraska	359	372	-13	1	0	14	21	139	423	92	0	4	0
North Dakota	273	276	-3	6	1	12	17	101	314	69	-1	7	-1
South Dakota	442	461	-19	3	2	21	29	277	476	75	-2	4	-1
Wisconsin	980	1,003	-23	3	10	36	50	511	1,058	268	-3	31	0
<b>TOTAL</b>	<b>7,226</b>	<b>7,341</b>	<b>-115</b>	<b>33</b>	<b>25</b>	<b>174</b>	<b>597</b>	<b>3,002</b>	<b>7,671</b>	<b>3,597</b>	<b>-43</b>	<b>192</b>	<b>-7</b>
<b>NORTHWEST REGION</b>													
Alaska	81	61	20	9	12	1	3	22	63	14	0	7	0
Idaho	608	604	4	9	2	7	42	349	642	249	-6	19	0
Montana	196	218	-22	1	1	24	10	41	262	30	-2	4	0
Oregon	679	684	-5	0	0	5	49	506	693	61	2	18	0
Washington	2,267	2,302	-35	5	3	40	130	847	2,348	1,477	-4	42	0
Wyoming	181	180	1	5	2	7	40	52	195	81	3	3	0
<b>TOTAL</b>	<b>4,012</b>	<b>4,049</b>	<b>-37</b>	<b>29</b>	<b>20</b>	<b>84</b>	<b>274</b>	<b>1,817</b>	<b>4,203</b>	<b>1,912</b>	<b>-7</b>	<b>93</b>	<b>0</b>
<b>SOUTHWEST REGION</b>													
Arkansas	475	476	-1	2	1	4	62	289	488	55	0	9	0
Colorado	870	868	2	14	0	15	73	708	946	92	1	80	1
Kansas	485	486	-1	2	1	5	38	162	505	149	-6	16	0
Louisiana	1,317	1,244	73	15	180	125	31	1,104	1,682	51	0	16	0
Oklahoma	908	913	-5	0	1	6	311	618	981	200	-3	7	0
Texas	833	836	-3	5	8	11	103	396	862	47	-2	99	-2
<b>TOTAL</b>	<b>4,888</b>	<b>4,823</b>	<b>65</b>	<b>38</b>	<b>191</b>	<b>166</b>	<b>618</b>	<b>3,277</b>	<b>5,464</b>	<b>594</b>	<b>-10</b>	<b>227</b>	<b>-1</b>
<b>SUBTOTAL</b>	<b>51,468</b>	<b>51,954</b>	<b>-486</b>	<b>263</b>	<b>524</b>	<b>1,323</b>	<b>6,366</b>	<b>32,077</b>	<b>54,646</b>	<b>16,506</b>	<b>-141</b>	<b>1,543</b>	<b>-21</b>
<b>Miscellaneous</b>	<b>394</b>	<b>415</b>	<b>-21</b>	<b>3</b>	<b>2</b>	<b>32</b>	<b>5</b>	<b>0</b>	<b>472</b>	<b>35</b>	<b>5</b>	<b>66</b>	<b>7</b>
<b>GRAND TOTAL</b>	<b>51,862</b>	<b>52,369</b>	<b>-507</b>	<b>266</b>	<b>526</b>	<b>1,355</b>	<b>6,371</b>	<b>32,077</b>	<b>55,118</b>	<b>16,541</b>	<b>-136</b>	<b>1,609</b>	<b>-14</b>

NOTES: 1) There are a few reasons why the number of expired members does not always equal the number of new and reinstated members minus the difference (+/-) in members. Most are related to SDM such as transfers and aligning renewal dates. Other reasons include an active member moving to a different state. Grace members are included in the total number of members. 2) Miscellaneous members includes industry members, international members and members in US territories such as Guam and the USVI.



# SNA STATE ASSOCIATION

## MEMBERSHIP RETENTION ANALYSIS REPORT

August 2020	Year To Date Retention						
	Aug 2020	May 2020	+/- Members	Reinstated Members	Expired Members	Retention Rate	2020/21 1% Goal
<b>MIDEAST REGION</b>							
Delaware	1,065	1,089	-24	0	111	90%	1,100
Dist. of Columbia	10	8	2	0	1	88%	9
Indiana	1,215	1,321	-106	8	157	89%	1,334
Maryland	578	560	18	32	28	101%	566
Michigan	1,549	1,619	-70	10	91	95%	1,635
Ohio	1,430	1,469	-39	0	126	91%	1,484
West Virginia	449	469	-20	0	19	96%	474
<b>TOTAL</b>	<b>6,296</b>	<b>6,535</b>	<b>-239</b>	<b>50</b>	<b>533</b>	<b>93%</b>	<b>6,602</b>
<b>NORTHEAST REGION</b>							
Connecticut	417	434	-17	3	29	94%	438
Maine	316	329	-13	0	24	93%	332
Massachusetts	903	905	-2	27	57	97%	914
New Hampshire	294	315	-21	0	34	89%	318
New Jersey	458	454	4	14	55	91%	459
New York	823	831	-8	8	38	96%	839
Pennsylvania	749	807	-58	4	83	90%	815
Rhode Island	9	9	0	0	1	89%	10
Vermont	63	91	-28	0	32	65%	92
<b>TOTAL</b>	<b>4,032</b>	<b>4,175</b>	<b>-143</b>	<b>56</b>	<b>353</b>	<b>93%</b>	<b>4,217</b>
<b>SOUTHEAST REGION</b>							
Alabama	2,460	2,478	-18	6	102	96%	2,503
Florida	3,062	3,089	-27	3	85	97%	3,120
Georgia	3,636	3,641	-5	4	88	98%	3,677
Kentucky	1,919	1,974	-55	20	153	93%	2,013
Mississippi	975	978	-3	12	57	95%	988
North Carolina	2,438	2,608	-170	8	225	92%	2,634
South Carolina	1,224	1,341	-117	5	147	89%	1,354
Tennessee	3,022	3,214	-192	12	278	92%	3,246
Virginia	1,735	1,788	-53	3	84	95%	1,806
<b>TOTAL</b>	<b>20,471</b>	<b>21,111</b>	<b>-640</b>	<b>73</b>	<b>1,219</b>	<b>95%</b>	<b>21,341</b>
<b>WEST REGION</b>							
Arizona	970	1,033	-63	5	102	91%	1,043
California	1,555	1,603	-48	56	119	96%	1,619
Hawaii	52	369	-317	0	326	12%	373
Nevada	51	67	-16	0	18	73%	68
New Mexico	845	900	-55	3	90	90%	909
Utah	1,070	1,125	-55	40	123	93%	1,136
<b>TOTAL</b>	<b>4,543</b>	<b>5,097</b>	<b>-554</b>	<b>104</b>	<b>778</b>	<b>87%</b>	<b>5,148</b>



# SNA STATE ASSOCIATION

## MEMBERSHIP RETENTION ANALYSIS REPORT

August 2020

(continued)

	Aug 2020	May 2020	+/- Members	Reinstated Members	Expired Members	Retention Rate	2020/21 1% Goal
<b>MIDWEST REGION</b>							
Illinois	510	553	-43	5	67	89%	559
Iowa	923	964	-41	5	73	93%	974
Minnesota	2,907	2,959	-52	15	131	96%	2,989
Missouri	832	869	-37	2	72	92%	878
Nebraska	359	419	-60	0	67	84%	423
North Dakota	273	311	-38	0	51	84%	314
South Dakota	442	471	-29	47	88	91%	476
Wisconsin	980	1,047	-67	5	100	91%	1,058
<b>TOTAL</b>	<b>7,226</b>	<b>7,593</b>	<b>-367</b>	<b>79</b>	<b>649</b>	<b>92%</b>	<b>7,671</b>
<b>NORTHWEST REGION</b>							
Alaska	81	62	19	0	3	95%	63
Idaho	608	636	-28	9	51	93%	642
Montana	196	259	-63	2	79	70%	262
Oregon	679	686	-7	2	14	98%	693
Washington	2,267	2,325	-58	11	107	96%	2,348
Wyoming	181	193	-12	0	23	88%	195
<b>TOTAL</b>	<b>4,012</b>	<b>4,161</b>	<b>-149</b>	<b>24</b>	<b>277</b>	<b>94%</b>	<b>4,203</b>
<b>SOUTHWEST REGION</b>							
Arkansas	475	483	-8	2	17	97%	488
Colorado	870	937	-67	0	103	89%	946
Kansas	485	500	-15	0	25	95%	505
Louisiana	1,317	1,665	-348	24	579	67%	1,682
Oklahoma	908	971	-63	5	74	93%	981
Texas	833	853	-20	10	112	88%	862
<b>TOTAL</b>	<b>4,888</b>	<b>5,409</b>	<b>-521</b>	<b>41</b>	<b>910</b>	<b>84%</b>	<b>5,464</b>
<b>SUBTOTAL</b>	<b>51,468</b>	<b>54,081</b>	<b>-2,613</b>	<b>427</b>	<b>4,719</b>	<b>92%</b>	<b>54,646</b>
<b>Miscellaneous</b>	<b>394</b>	<b>467</b>	<b>-73</b>	<b>3</b>	<b>88</b>	<b>*</b>	<b>472</b>
<b>GRAND TOTAL</b>	<b>51,862</b>	<b>54,548</b>	<b>-2,686</b>	<b>430</b>	<b>4,807</b>	<b>92.0%</b>	<b>55,118</b>

Note: The retention rate is skewing slightly higher as this report contains only a partial year of data. In 2019-20, SNA's national retention rate dropped to 75.5%. In 2019, the median association retention rate was 78%, but this was calculated before the onset of the COVID-19 Pandemic.



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

### August 2020

	August 2020	August 2019	+/- Members	Percentage Difference
<b>MIDEAST REGION</b>				
Delaware	1,065	1,048	17	2%
Dist. of Columbia	10	11	-1	-9%
Indiana	1,215	1,490	-275	-18%
Maryland	578	619	-41	-7%
Michigan	1,549	1,626	-77	-5%
Ohio	1,430	1,520	-90	-6%
West Virginia	449	409	40	10%
<b>TOTAL</b>	<b>6,296</b>	<b>6,723</b>	<b>-427</b>	<b>-6%</b>
<b>NORTHEAST REGION</b>				
Connecticut	417	429	-12	-3%
Maine	316	346	-30	-9%
Massachusetts	903	950	-47	-5%
New Hampshire	294	336	-42	-13%
New Jersey	458	464	-6	-1%
New York	823	782	41	5%
Pennsylvania	749	835	-86	-10%
Rhode Island	9	267	-258	-97%
Vermont	63	103	-40	-39%
<b>TOTAL</b>	<b>4,032</b>	<b>4,512</b>	<b>-480</b>	<b>-11%</b>
<b>SOUTHEAST REGION</b>				
Alabama	2,460	2,625	-165	-6%
Florida	3,062	3,007	55	2%
Georgia	3,636	3,774	-138	-4%
Kentucky	1,919	1,997	-78	-4%
Mississippi	975	974	1	0%
North Carolina	2,438	2,671	-233	-9%
South Carolina	1,224	1,818	-594	-33%
Tennessee	3,022	3,433	-411	-12%
Virginia	1,735	1,750	-15	-1%
<b>TOTAL</b>	<b>20,471</b>	<b>22,049</b>	<b>-1,578</b>	<b>-7%</b>
<b>WEST REGION</b>				
Arizona	970	1,132	-162	-14%
California	1,555	1,549	6	0%
Hawaii	52	374	-322	-86%
Nevada	51	66	-15	-23%
New Mexico	845	889	-44	-5%
Utah	1,070	1,161	-91	-8%
<b>TOTAL</b>	<b>4,543</b>	<b>5,171</b>	<b>-628</b>	<b>-12%</b>



# SNA STATE ASSOCIATION

## ANNUAL MEMBERSHIP COMPARISON

August 2020

	August 2020	August 2019	+/- Members	Percentage Difference
<b>MIDWEST REGION</b>				
Illinois	510	662	-152	-23%
Iowa	923	958	-35	-4%
Minnesota	2,907	2,999	-92	-3%
Missouri	832	950	-118	-12%
Nebraska	359	428	-69	-16%
North Dakota	273	301	-28	-9%
South Dakota	442	570	-128	-22%
Wisconsin	980	1,094	-114	-10%
<b>TOTAL</b>	<b>7,226</b>	<b>7,962</b>	<b>-736</b>	<b>-9%</b>
<b>NORTHWEST REGION</b>				
Alaska	81	84	-3	-4%
Idaho	608	762	-154	-20%
Montana	196	270	-74	-27%
Oregon	679	713	-34	-5%
Washington	2,267	2,391	-124	-5%
Wyoming	181	204	-23	-11%
<b>TOTAL</b>	<b>4,012</b>	<b>4,424</b>	<b>-412</b>	<b>-9%</b>
<b>SOUTHWEST REGION</b>				
Arkansas	475	506	-31	-6%
Colorado	870	918	-48	-5%
Kansas	485	501	-16	-3%
Louisiana	1,317	1,797	-480	-27%
Oklahoma	908	937	-29	-3%
Texas	833	802	31	4%
<b>TOTAL</b>	<b>4,888</b>	<b>5,461</b>	<b>-573</b>	<b>-10%</b>
<b>SUBTOTAL</b>	<b>51,468</b>	<b>56,302</b>	<b>-4,834</b>	<b>-8.6%</b>
<b>Miscellaneous</b>	<b>394</b>	<b>468</b>	<b>-74</b>	<b>-16%</b>
<b>GRAND TOTAL</b>	<b>51,862</b>	<b>56,770</b>	<b>-4,908</b>	<b>-8.6%</b>





# 1 TO 600 DIVISION

## STATE MEMBERSHIP GROWTH RANKINGS

### August 2020

	State	+/- Members	Aug 2020	May 2020	Members Diff in %	Ranking % Growth	2020/21 1% Goal
1	Alaska	19	81	62	30.6%	1	63
2	Maryland	18	578	560	3.2%	3	566
3	New Jersey	4	458	454	0.9%	4	459
4	Dist. of Columbia	2	10	8	25.0%	2	9
5	Rhode Island	0	9	9	0.0%	5	10
6	Arkansas	-8	475	483	-1.7%	6	488
7	Wyoming	-12	181	193	-6.2%	11	195
8	Maine	-13	316	329	-4.0%	9	332
9	Kansas	-15	485	500	-3.0%	7	505
10	Nevada	-16	51	67	-23.9%	17	68
11	Connecticut	-17	417	434	-3.9%	8	438
12	West Virginia	-20	449	469	-4.3%	10	474
13	New Hampshire	-21	294	315	-6.7%	13	318
14	Vermont	-28	63	91	-30.8%	19	92
15	South Dakota	-29	442	471	-6.2%	11	476
16	North Dakota	-38	273	311	-12.2%	15	314
17	Illinois	-43	510	553	-7.8%	14	559
18	Nebraska	-60	359	419	-14.3%	16	423
19	Montana	-63	196	259	-24.3%	18	262
20	Hawaii	-317	52	369	-85.9%	20	373

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.



## 601 TO 1,200 DIVISION

### STATE MEMBERSHIP GROWTH RANKINGS

#### August 2020

	State	+/- Members	Aug 2020	May 2020	Members Diff in %	Ranking % Growth	2020/21 1% Goal
1	Massachusetts	-2	903	905	-0.2%	1	914
5	Mississippi	-3	975	978	-0.3%	2	988
3	New York	-8	823	831	-1.0%	3	839
2	Oregon	-7	679	686	-1.0%	4	693
16	Delaware	-24	1,065	1,089	-2.2%	5	1,100
4	Texas	-20	833	853	-2.3%	6	862
7	Iowa	-41	923	964	-4.3%	7	974
6	Missouri	-37	832	869	-4.3%	7	878
8	Idaho	-28	608	636	-4.4%	9	642
11	Utah	-55	1,070	1,125	-4.9%	10	1,136
14	Arizona	-63	970	1,033	-6.1%	11	1,043
15	New Mexico	-55	845	900	-6.1%	11	909
10	Wisconsin	-67	980	1,047	-6.4%	13	1,058
12	Oklahoma	-63	908	971	-6.5%	14	984
13	Colorado	-67	870	937	-7.2%	15	946
9	Pennsylvania	-58	749	807	-7.2%	16	815

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.



# 1,201+ DIVISION

## STATE MEMBERSHIP GROWTH RANKINGS

### August 2020

	State	+/- Members	Aug 2020	May 2020	Members Diff in %	Ranking % Growth	2020/21 1% Goal
1	Georgia	-5	3,636	3,641	-0.1%	1	3,677
2	Alabama	-18	2,460	2,478	-0.7%	2	2,503
3	Florida	-27	3,062	3,089	-0.9%	3	3,120
4	Ohio	-39	1,430	1,469	-2.7%	6	1,484
5	California	-48	1,555	1,603	-3.0%	8	1,619
6	Minnesota	-52	2,907	2,959	-1.8%	4	2,989
7	Virginia	-53	1,735	1,788	-3.0%	8	1,806
8	Kentucky	-55	1,919	1,974	-2.8%	7	2,013
9	Washington	-58	2,267	2,325	-2.5%	5	2,348
10	Michigan	-70	1,549	1,619	-4.3%	10	1,635
11	Indiana	-106	1,215	1,321	-8.0%	13	1,334
12	South Carolina	-117	1,224	1,341	-8.7%	14	1,354
13	North Carolina	-170	2,438	2,608	-6.5%	12	2,634
14	Tennessee	-192	3,022	3,214	-6.0%	11	3,246
15	Louisiana	-348	1,317	1,665	-20.9%	15	1,682

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

August 2020

	August 2020	May 2020	+/- Members	Membership %	Change Percent	SDM (current)	Cert (current)
School Nutrition Employees	24,457	25,922	-1,465	47%	-6%	16,704	8,367
School Nutrition Managers	18,195	19,084	-889	35%	-5%	12,156	5,312
District Directors	5,711	5,947	-236	11%	-4%	1,872	1,419
Retired	436	448	-12	1%	-3%	n/a	97
Affiliate	1,101	1,150	-49	2%	-4%	n/a	480
State Agency Directors	696	646	50	1%	8%	547	46
Major City Directors	619	633	-14	1%	-2%	442	107
Other	121	125	-4	*	-3%	356	696
Industry Individual	32	40	-8	*	-20%	n/a	-
Life	35	35	0	*	0%	n/a	3
Corporate Industry + Patron	353	398	-45	1%	-11%	n/a	-
Allied Groups	4	4	-	*	-	n/a	-
Educators	55	61	-6	*	-10%	n/a	14
Student	44	52	-8	*	-15%	n/a	-
International	3	3	0	*	-	n/a	-
<b>TOTAL MEMBERS</b>	<b>51,862</b>	<b>54,548</b>	<b>-2,686</b>	<b>100%</b>	<b>-4.9%</b>	<b>32,077</b>	<b>16,541</b>

Note: \* is less than 1%



# SCHOOL DISTRICT MEMBERSHIP (SDM)

## REPORT

August 2020	(Applications processed through 8/31/2020)					
	August 2020	July 2020	+/- Members	May 2020	+/- Members	% of Total Membership
<b>MIDEAST REGION</b>						
Delaware	903	834	69	920	-17	85%
Dist. of Columbia	0	0	0	0	0	0%
Indiana	722	732	-10	789	-67	59%
Maryland	294	294	0	265	29	51%
Michigan	1,123	1,133	-10	1,167	-44	72%
Ohio	842	831	11	827	15	59%
West Virginia	382	382	0	400	-18	85%
<b>TOTAL</b>	<b>4,266</b>	<b>4,206</b>	<b>60</b>	<b>4,368</b>	<b>-102</b>	<b>68%</b>
<b>NORTHEAST REGION</b>						
Connecticut	194	197	-3	199	-5	47%
Maine	160	178	-18	175	-15	51%
Massachusetts	627	638	-11	610	17	69%
New Hampshire	178	186	-8	189	-11	61%
New Jersey	250	255	-5	238	12	55%
New York	551	554	-3	555	-4	67%
Pennsylvania	364	374	-10	406	-42	49%
Rhode Island	0	0	0	0	0	0%
Vermont	15	16	-1	43	-28	24%
<b>TOTAL</b>	<b>2,339</b>	<b>2,398</b>	<b>-59</b>	<b>2,415</b>	<b>-76</b>	<b>58%</b>
<b>SOUTHEAST REGION</b>						
Alabama	1,644	1,659	-15	1,684	-40	67%
Florida	2,166	2,135	31	2,150	16	71%
Georgia	2,798	2,818	-20	2,838	-40	77%
Kentucky	1,213	1,187	26	1,212	1	63%
Mississippi	681	663	18	673	8	70%
North Carolina	1,906	1,971	-65	2,014	-108	78%
South Carolina	971	1,030	-59	1,088	-117	79%
Tennessee	2,466	2,447	19	2,612	-146	82%
Virginia	1,021	1,020	1	1,036	-15	59%
<b>TOTAL</b>	<b>14,866</b>	<b>14,930</b>	<b>-64</b>	<b>15,307</b>	<b>-441</b>	<b>73%</b>
<b>WEST REGION</b>						
Arizona	747	750	-3	851	-104	77%
California	658	657	1	659	-1	42%
Hawaii	23	343	-320	351	-328	44%
Nevada	27	40	-13	41	-14	53%
New Mexico	654	633	21	668	-14	77%
Utah	401	405	-4	407	-6	37%
<b>TOTAL</b>	<b>2,510</b>	<b>2,828</b>	<b>-318</b>	<b>2,977</b>	<b>-467</b>	<b>55%</b>



# SCHOOL DISTRICT MEMBERSHIP (SDM)

## REPORT

August 2020

	August 2020	July 2020	+/- Members	May 2020	+/- Members	% of Total Membership
<b>MIDWEST REGION</b>						
Illinois	189	198	-9	198	-9	37%
Iowa	245	254	-9	281	-36	27%
Minnesota	1,175	1,185	-10	1,197	-22	40%
Missouri	365	365	0	384	-19	44%
Nebraska	139	143	-4	153	-14	39%
North Dakota	101	101	0	116	-15	37%
South Dakota	277	297	-20	281	-4	63%
Wisconsin	511	531	-20	545	-34	52%
<b>TOTAL</b>	<b>3,002</b>	<b>3,074</b>	<b>-72</b>	<b>3,155</b>	<b>-153</b>	<b>42%</b>
<b>NORTHWEST REGION</b>						
Alaska	22	2	20	2	20	27%
Idaho	349	351	-2	351	-2	57%
Montana	41	49	-8	70	-29	21%
Oregon	506	512	-6	512	-6	75%
Washington	847	851	-4	835	12	37%
Wyoming	52	42	10	48	4	29%
<b>TOTAL</b>	<b>1,817</b>	<b>1,807</b>	<b>10</b>	<b>1,818</b>	<b>-1</b>	<b>45%</b>
<b>SOUTHWEST REGION</b>						
Arkansas	289	292	-3	294	-5	61%
Colorado	708	697	11	727	-19	81%
Kansas	162	162	0	163	-1	33%
Louisiana	1,104	1,000	104	1,322	-218	84%
Oklahoma	618	626	-8	654	-36	68%
Texas	396	396	0	401	-5	48%
<b>TOTAL</b>	<b>3,277</b>	<b>3,173</b>	<b>104</b>	<b>3,561</b>	<b>-284</b>	<b>67%</b>
<b>SUBTOTAL</b>	<b>32,077</b>	<b>32,416</b>	<b>-339</b>	<b>33,601</b>	<b>-1,524</b>	<b>62%</b>
<b>Miscellaneous</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>-5</b>	<b>0%</b>
<b>GRAND TOTAL</b>	<b>32,077</b>	<b>32,416</b>	<b>-339</b>	<b>33,606</b>	<b>-1,529</b>	<b>61.9%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

**August 2020** (Applications processed through 8/31/2020)

	Aug 2020	July 2020	+/-	May 2020	+/-	% Diff in Cert	Aug 2019	2020/21 1% Goal	% of Total Membership
<b>MIDEAST REGION</b>									
Delaware	141	143	-2	144	-3	-2%	150	145	13%
Dist. of Columbia	0	0	0	0	0	-	0	1	0%
Indiana	255	256	-1	267	-12	-4%	286	270	21%
Maryland	273	277	-4	283	-10	-4%	307	286	47%
Michigan	175	176	-1	178	-3	-2%	201	180	11%
Ohio	394	395	-1	403	-9	-2%	433	407	28%
West Virginia	36	38	-2	37	-1	-3%	40	38	8%
<b>TOTAL</b>	<b>1,274</b>	<b>1,285</b>	<b>-11</b>	<b>1,312</b>	<b>-38</b>	<b>-3%</b>	<b>1,417</b>	<b>1,327</b>	<b>20%</b>
<b>NORTHEAST REGION</b>									
Connecticut	112	113	-1	114	-2	-2%	115	115	27%
Maine	68	68	0	66	2	3%	78	67	22%
Massachusetts	165	164	1	166	-1	-1%	174	168	18%
New Hampshire	94	95	-1	99	-5	-5%	105	100	32%
New Jersey	32	31	1	32	0	0%	35	33	7%
New York	100	98	2	95	5	5%	89	96	12%
Pennsylvania	62	62	0	62	0	0%	62	63	8%
Rhode Island	0	0	0	0	0	-	0	1	0%
Vermont	11	11	0	11	0	0%	12	12	17%
<b>TOTAL</b>	<b>644</b>	<b>642</b>	<b>2</b>	<b>645</b>	<b>-1</b>	<b>0%</b>	<b>670</b>	<b>655</b>	<b>16%</b>
<b>SOUTHEAST REGION</b>									
Alabama	1,157	1,149	8	1,176	-19	-2%	1,186	1,188	47%
Florida	1,119	1,118	1	1,124	-5	0%	1,228	1,135	37%
Georgia	1,317	1,336	-19	1,344	-27	-2%	1,358	1,357	36%
Kentucky	778	779	-1	845	-67	-8%	820	853	41%
Mississippi	55	55	0	65	-10	-15%	69	66	6%
North Carolina	569	581	-12	584	-15	-3%	663	590	23%
South Carolina	242	250	-8	291	-49	-17%	352	294	20%
Tennessee	1,394	1,408	-14	1,432	-38	-3%	1,513	1,446	46%
Virginia	697	706	-9	717	-20	-3%	703	724	40%
<b>TOTAL</b>	<b>7,328</b>	<b>7,382</b>	<b>-54</b>	<b>7,578</b>	<b>-250</b>	<b>-3%</b>	<b>7,892</b>	<b>7,653</b>	<b>36%</b>
<b>WEST REGION</b>									
Arizona	100	100	0	100	0	0%	122	101	10%
California	139	141	-2	143	-4	-3%	153	144	9%
Hawaii	5	5	0	5	0	0%	5	6	10%
Nevada	3	3	0	3	0	0%	4	4	6%
New Mexico	330	325	5	342	-12	-4%	354	345	39%
Utah	580	601	-21	608	-28	-5%	659	614	54%
<b>TOTAL</b>	<b>1,157</b>	<b>1,175</b>	<b>-18</b>	<b>1,201</b>	<b>-44</b>	<b>-4%</b>	<b>1,297</b>	<b>1,214</b>	<b>25%</b>



# SNA STATE ASSOCIATION CERTIFICATE PROGRAM REPORT

August 2020

	Aug 2020	July 2020	+/-	May 2020	+/-	% Diff in Cert	Aug 2019	2020/21 1% Goal	% of Total Membership
<b>MIDWEST REGION</b>									
Illinois	92	93	-1	94	-2	-2%	98	95	18%
Iowa	532	538	-6	556	-24	-4%	537	562	58%
Minnesota	2,223	2,252	-29	2,276	-53	-2%	2,300	2,299	76%
Missouri	246	247	-1	262	-16	-6%	321	265	30%
Nebraska	92	92	0	91	1	1%	91	92	26%
North Dakota	69	70	-1	65	4	6%	65	66	25%
South Dakota	75	77	-2	79	-4	-5%	84	80	17%
Wisconsin	268	271	-3	278	-10	-4%	298	281	27%
<b>TOTAL</b>	<b>3,597</b>	<b>3,640</b>	<b>-43</b>	<b>3,701</b>	<b>-104</b>	<b>-3%</b>	<b>3,794</b>	<b>3,740</b>	<b>50%</b>
<b>NORTHWEST REGION</b>									
Alaska	14	14	0	14	0	0%	18	15	17%
Idaho	249	255	-6	259	-10	-4%	383	262	41%
Montana	30	32	-2	39	-9	-23%	40	40	15%
Oregon	61	59	2	66	-5	-8%	74	67	9%
Washington	1,477	1,481	-4	1,491	-14	-1%	1,533	2,502	65%
Wyoming	81	78	3	79	2	3%	96	80	45%
<b>TOTAL</b>	<b>1,912</b>	<b>1,919</b>	<b>-7</b>	<b>1,948</b>	<b>-36</b>	<b>-2%</b>	<b>2,144</b>	<b>2,966</b>	<b>48%</b>
<b>SOUTHWEST REGION</b>									
Arkansas	55	55	0	58	-3	-5%	62	59	12%
Colorado	92	91	1	92	0	0%	107	93	11%
Kansas	149	155	-6	157	-8	-5%	173	159	31%
Louisiana	51	51	0	44	7	16%	48	45	4%
Oklahoma	200	203	-3	210	-10	-5%	202	212	22%
Texas	47	49	-2	48	-1	-2%	53	49	6%
<b>TOTAL</b>	<b>594</b>	<b>604</b>	<b>-10</b>	<b>609</b>	<b>-15</b>	<b>-2%</b>	<b>645</b>	<b>617</b>	<b>12%</b>
<b>SUBTOTAL</b>	<b>16,506</b>	<b>16,647</b>	<b>-141</b>	<b>16,994</b>	<b>-488</b>	<b>-3%</b>	<b>17,859</b>	<b>18,172</b>	<b>32%</b>
<b>Miscellaneous</b>	<b>35</b>	<b>30</b>	<b>5</b>	<b>36</b>	<b>-1</b>	<b>-</b>	<b>35</b>	<b>37</b>	<b>9%</b>
<b>GRAND TOTAL</b>	<b>16,541</b>	<b>16,677</b>	<b>-136</b>	<b>17,030</b>	<b>-489</b>	<b>-2.9%</b>	<b>17,894</b>	<b>18,209</b>	<b>32%</b>





# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

**August 2020** (Applications processed through 8/31/2020)

	Aug 2020	July 2020	+/-	May 2020	+/-	% Diff in Cred	Aug 2019	# Times Exam Hosted
<b>MIDEAST REGION</b>								
Delaware	18	18	0	18	0	0%	18	2
Dist. of Columbia	1	1	0	1	0	-	1	16
Indiana	44	44	0	44	0	0%	42	7
Maryland	31	31	0	33	-2	-6%	32	5
Michigan	36	37	-1	38	-2	-5%	36	13
Ohio	60	60	0	64	-4	-6%	66	8
West Virginia	9	9	0	9	0	0%	9	0
<b>TOTAL</b>	<b>199</b>	<b>200</b>	<b>-1</b>	<b>207</b>	<b>-8</b>	<b>-4%</b>	<b>204</b>	<b>51</b>

**NORTHEAST REGION**

Connecticut	7	7	0	7	0	0%	8	3
Maine	19	19	0	20	-1	-5%	16	5
Massachusetts	60	60	0	60	0	0%	62	12
New Hampshire	11	11	0	11	0	0%	12	4
New Jersey	16	16	0	18	-2	-11%	19	8
New York	47	48	-1	50	-3	-6%	49	21
Pennsylvania	28	32	-4	32	-4	-13%	30	18
Rhode Island	1	1	0	1	0	0%	3	1
Vermont	11	11	0	11	0	0%	11	7
<b>TOTAL</b>	<b>200</b>	<b>205</b>	<b>-5</b>	<b>210</b>	<b>-10</b>	<b>-5%</b>	<b>210</b>	<b>79</b>

**SOUTHEAST REGION**

Alabama	35	35	0	36	-1	-3%	34	4
Florida	89	89	0	90	-1	-1%	87	19
Georgia	64	64	0	65	-1	-2%	67	19
Kentucky	38	38	0	39	-1	-3%	39	14
Mississippi	14	13	1	14	0	0%	14	5
North Carolina	61	62	-1	62	-1	-2%	63	13
South Carolina	21	20	1	20	1	5%	19	6
Tennessee	39	46	-7	44	-5	-11%	43	19
Virginia	55	54	1	55	0	0%	56	27
<b>TOTAL</b>	<b>416</b>	<b>421</b>	<b>-5</b>	<b>425</b>	<b>-9</b>	<b>-2%</b>	<b>422</b>	<b>126</b>

**WEST REGION**

Arizona	51	52	-1	52	-1	-2%	48	15
California	133	134	-1	134	-1	-1%	132	23
Hawaii	1	1	0	1	0	-	1	3
Nevada	3	3	0	4	-1	-25%	4	3
New Mexico	10	10	0	10	0	0%	10	4
Utah	18	18	0	19	-1	-5%	19	4
<b>TOTAL</b>	<b>216</b>	<b>218</b>	<b>-2</b>	<b>220</b>	<b>-4</b>	<b>-2%</b>	<b>214</b>	<b>52</b>



# SNA STATE ASSOCIATION CREDENTIALING (SNS) REPORT

August 2020

	Aug 2020	July 2020	+/-	May 2020	+/-	% Diff in Cred	Aug 2019	# Times Exam Hosted
<b>MIDWEST REGION</b>								
Illinois	36	36	0	39	-3	-8%	38	8
Iowa	18	18	0	19	-1	-5%	19	8
Minnesota	65	69	-4	69	-4	-6%	72	13
Missouri	27	28	-1	29	-2	-7%	29	11
Nebraska	4	4	0	5	-1	-20%	6	0
North Dakota	7	8	-1	9	-2	-22%	8	1
South Dakota	4	5	-1	5	-1	-20%	5	1
Wisconsin	31	31	0	34	-3	-9%	32	16
<b>TOTAL</b>	<b>192</b>	<b>199</b>	<b>-7</b>	<b>209</b>	<b>-17</b>	<b>-8%</b>	<b>209</b>	<b>58</b>
<b>NORTHWEST REGION</b>								
Alaska	7	7	0	7	0	0%	7	2
Idaho	19	19	0	20	-1	-5%	20	5
Montana	4	4	0	4	0	0%	4	0
Oregon	18	18	0	18	0	0%	19	6
Washington	42	42	0	44	-2	-5%	44	8
Wyoming	3	3	0	3	0	0%	3	0
<b>TOTAL</b>	<b>93</b>	<b>93</b>	<b>0</b>	<b>96</b>	<b>-3</b>	<b>-3%</b>	<b>97</b>	<b>21</b>
<b>SOUTHWEST REGION</b>								
Arkansas	9	9	0	9	0	0%	6	2
Colorado	80	79	1	81	-1	-1%	83	11
Kansas	16	16	0	16	0	0%	16	4
Louisiana	16	16	0	16	0	0%	13	5
Oklahoma	7	7	0	7	0	0%	5	2
Texas	99	101	-2	103	-4	-4%	107	25
<b>TOTAL</b>	<b>227</b>	<b>228</b>	<b>-1</b>	<b>232</b>	<b>-5</b>	<b>-2%</b>	<b>230</b>	<b>49</b>
<b>SUBTOTAL</b>	<b>1,543</b>	<b>1,564</b>	<b>-21</b>	<b>1,599</b>	<b>-56</b>	<b>-4%</b>	<b>1,586</b>	<b>436</b>
<b>Miscellaneous</b>	<b>66</b>	<b>59</b>	<b>7</b>	<b>71</b>	<b>-5</b>	<b>-7%</b>	<b>77</b>	<b>1</b>
<b>GRAND TOTAL</b>	<b>1,609</b>	<b>1,623</b>	<b>-14</b>	<b>1,670</b>	<b>-61</b>	<b>-3.7%</b>	<b>1,663</b>	<b>437</b>