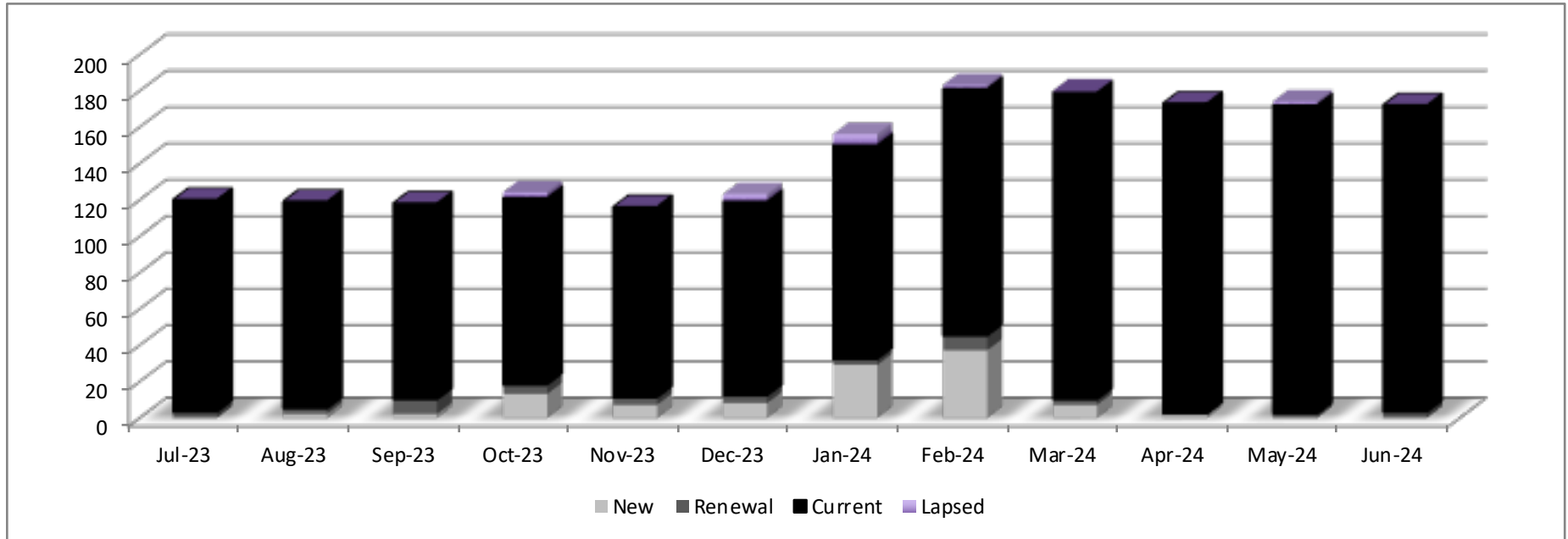


# Central Illinois Reading Council

## *Yearlong Trend of Total Membership*

### *July 2023 to June 2024*



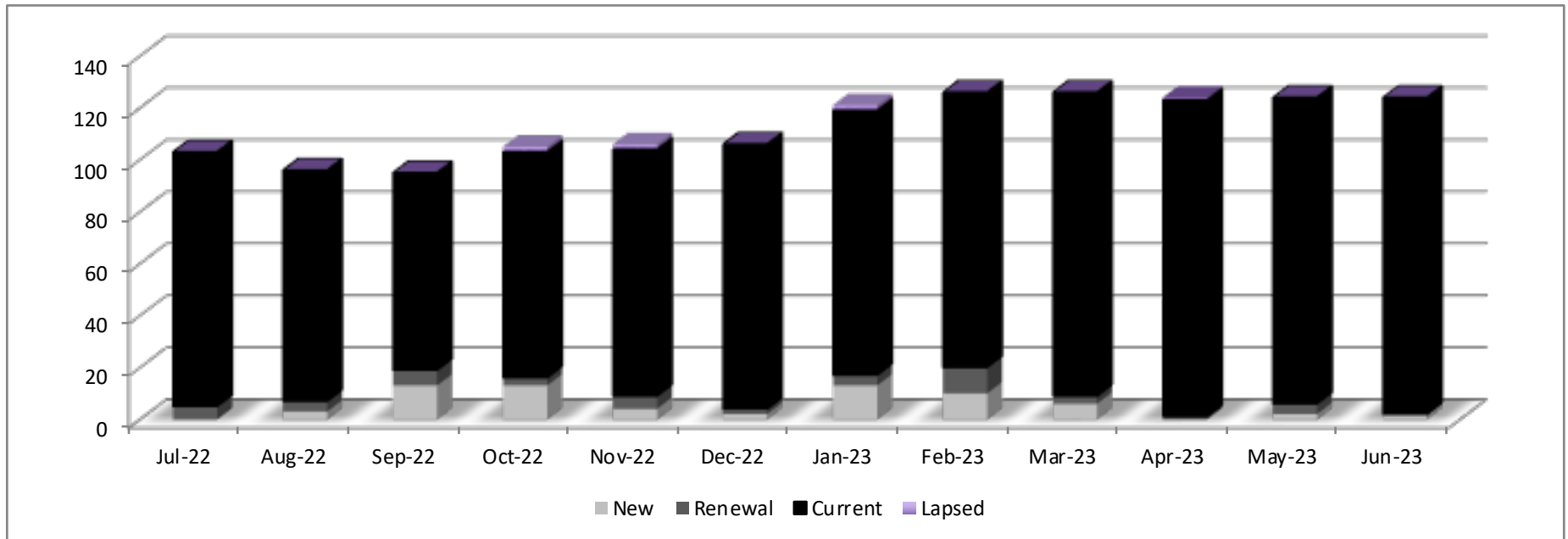
	<i>Jul-23</i>	<i>Aug-23</i>	<i>Sep-23</i>	<i>Oct-23</i>	<i>Nov-23</i>	<i>Dec-23</i>	<i>Jan-24</i>	<i>Feb-24</i>	<i>Mar-24</i>	<i>Apr-24</i>	<i>May-24</i>	<i>Jun-24</i>	<i>Total</i>
<b><i>New</i></b>	0	2	2	13	7	8	29	37	7	2	0	0	107
<b><i>Lapsed</i></b>	0	0	0	3	0	4	6	2	1	0	2	0	18
<b><i>Renewal</i></b>	3	3	8	5	4	4	3	8	3	0	2	3	46
<b><i>Current</i></b>	117	114	108	103	105	107	118	136	169	171	170	169	
<b><i>Total</i></b>	120	119	118	124	116	123	156	183	180	173	174	172	
<b><i>Gain/Loss</i></b>	-4	-1	-1	6	-8	7	33	27	-3	-7	1	-2	<b>48</b>
<b><i>% Change</i></b>	-3.23%	-0.83%	-0.84%	5.08%	-6.45%	6.03%	26.83%	17.31%	-1.64%	-3.89%	0.58%	-1.15%	<b>38.71%</b>
<b><i>Non-Renew</i></b>	4	3	3	10	14	5	2	12	11	9	1	2	<b>76</b>
<b><i>Student NR</i></b>	0	0	0	3	2	0	0	1	1	0	0	1	<b>8</b>
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>55.17%</b>

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

# Central Illinois Reading Council

## Yearlong Trend of Total Membership

July 2022 to June 2023



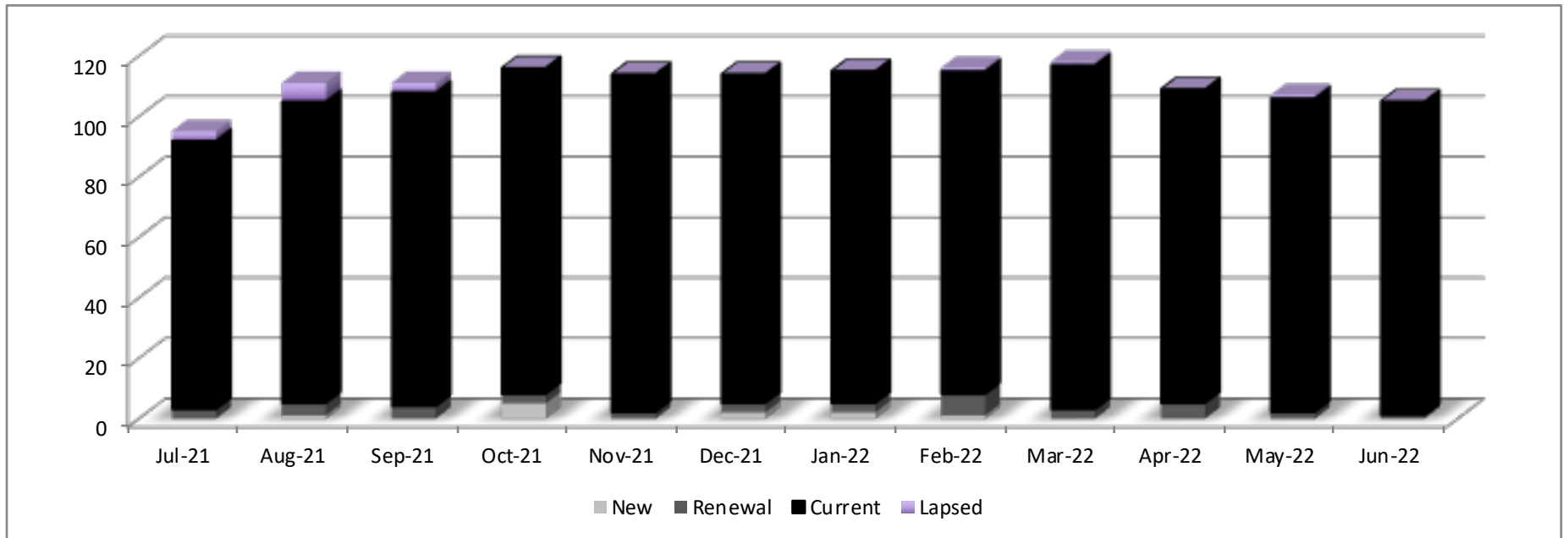
	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total	
<b>New</b>	0	3	13	13	4	2	13	10	6	0	2	2	68	
<b>Lapsed</b>	0	0	0	2	2	0	2	0	0	1	0	0	7	
<b>Renewal</b>	5	4	6	3	5	2	4	10	3	1	4	0	47	
<b>Current</b>	98	89	76	87	95	102	102	106	117	122	118	122		
<b>Total</b>	103	96	95	105	106	106	121	126	126	124	124	124		
<b>Gain/Loss</b>	-2	-7	-1	10	1	0	15	5	0	-2	0	0	<b>19</b>	
<b>% Change</b>	-1.90%	-6.80%	-1.04%	10.53%	0.95%	0.00%	14.15%	4.13%	0.00%	-1.59%	0.00%	0.00%	<b>18.10%</b>	
<b>Non-renew</b>	2	9	14	5	5	2	0	5	6	2	2	2	<b>54</b>	
													<b>YTD # of Student Members Non-Renewals</b>	<b>4</b>
													<b>YTD % of Renewals (w/o Student Non-Renewals)</b>	<b>53.47%</b>

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

# Central Illinois Reading Council

## Yearlong Trend of Total Membership

July 2021 to June 2022



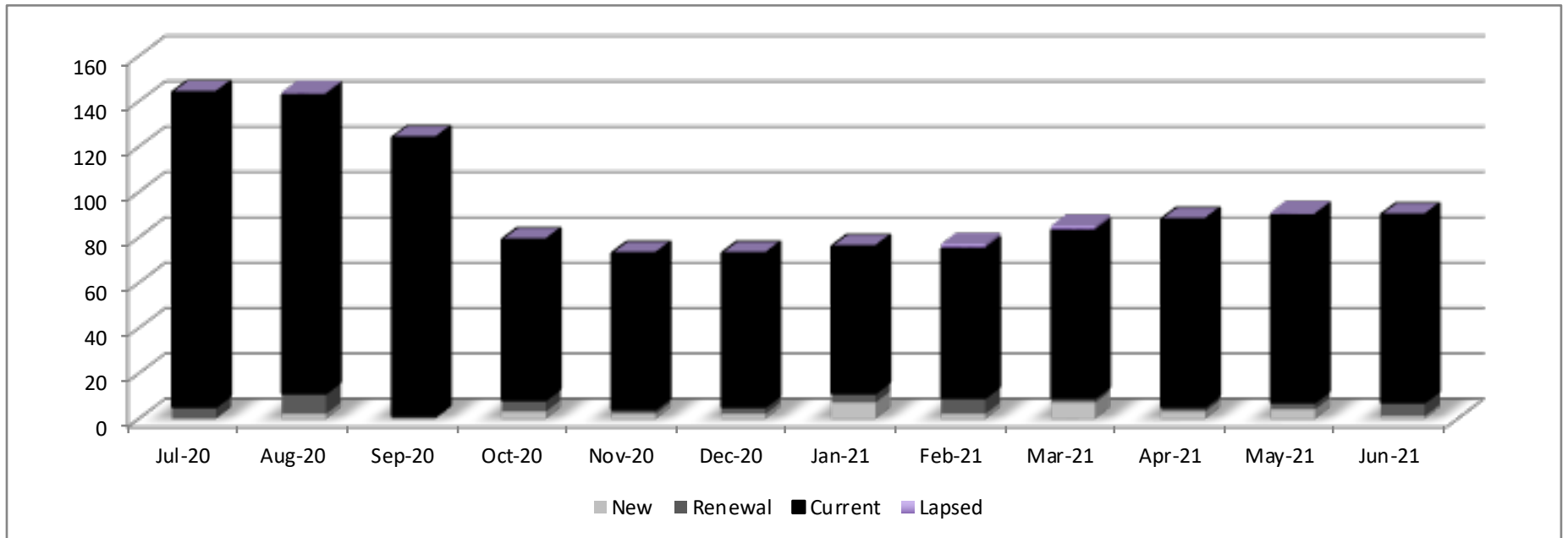
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
<b>New</b>	0	1	0	5	0	2	2	1	0	0	0	0	11
<b>Lapsed</b>	3	6	3	0	0	0	0	1	1	0	1	0	15
<b>Renewal</b>	3	4	4	3	2	3	3	7	3	5	2	1	40
<b>Current</b>	89	100	104	108	112	109	110	107	114	104	104	104	
<b>Total</b>	95	111	111	116	114	114	115	116	118	109	107	105	
<b>Gain/Loss</b>	5	16	0	5	-2	0	1	1	2	-9	-2	-2	<b>15</b>
<b>% Change</b>	5.56%	16.84%	0.00%	4.50%	-1.72%	0.00%	0.88%	0.87%	1.72%	-7.63%	-1.83%	-1.87%	<b>16.67%</b>
<b>Non-renew</b>	6	0	4	0	4	1	2	9	2	8	2	4	<b>42</b>
<b>YTD # of Student Members Non-Renewals</b>													<b>4</b>
<b>YTD % of Renewals (w/o Student Non-Renewals)</b>													<b>63.95%</b>

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

# Central Illinois Reading Council

## Yearlong Trend of Total Membership

July 2020 to June 2021



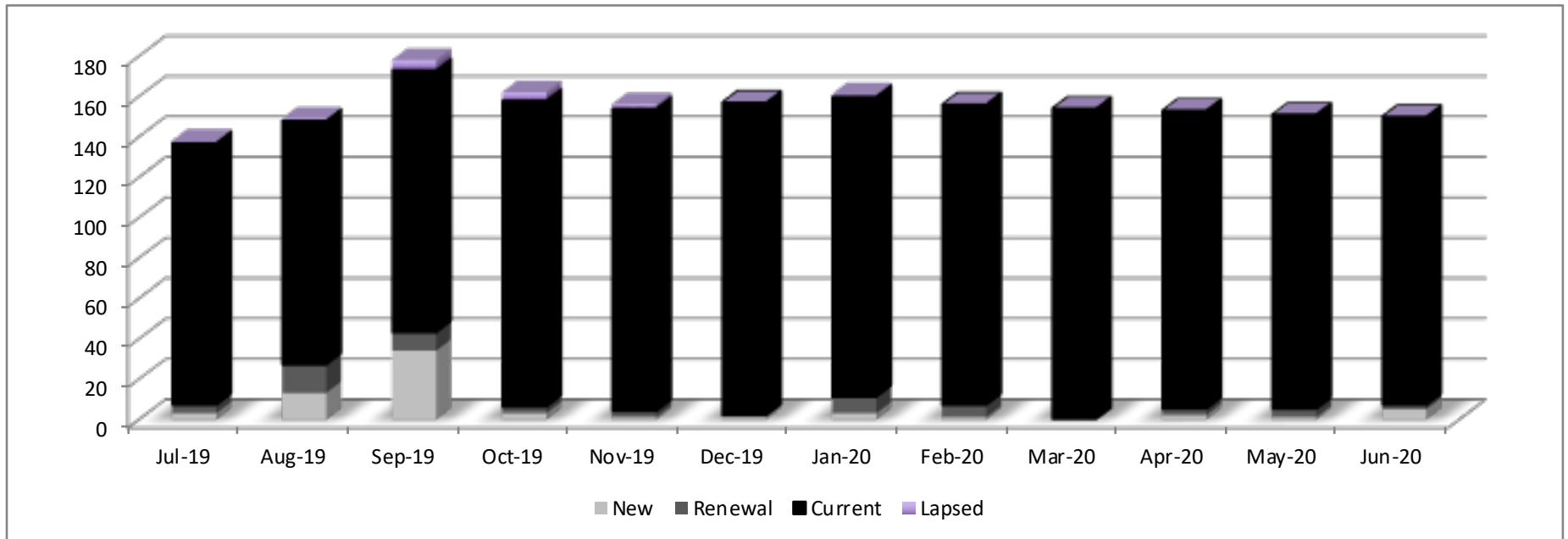
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
<b>New</b>	0	2	0	3	2	2	7	2	7	3	4	1	33
<b>Lapsed</b>	0	1	0	0	0	0	0	2	2	0	1	0	6
<b>Renewal</b>	5	9	1	5	2	3	4	7	2	2	3	6	49
<b>Current</b>	139	132	123	71	69	68	65	66	74	83	83	83	
<b>Total</b>	144	144	124	79	73	73	76	77	85	88	91	90	
<b>Gain/Loss</b>	-6	0	-20	-45	-6	0	3	1	8	3	3	-1	<b>-60</b>
<b>% Change</b>	-4.00%	0.00%	-13.89%	-36.29%	-7.59%	0.00%	4.11%	1.32%	10.39%	3.53%	3.41%	-1.10%	<b>-40.00%</b>
<b>Non-renew</b>	6	3	18	47	8	2	4	3	1	0	2	2	<b>96</b>
<b>YTD # of Student Members Non-Renewals</b>													<b>10</b>
<b>YTD % of Renewals (w/o Student Non-Renewals)</b>													<b>39.29%</b>

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

# Central Illinois Reading Council

## Yearlong Trend of Total Membership

July 2019 to June 2020



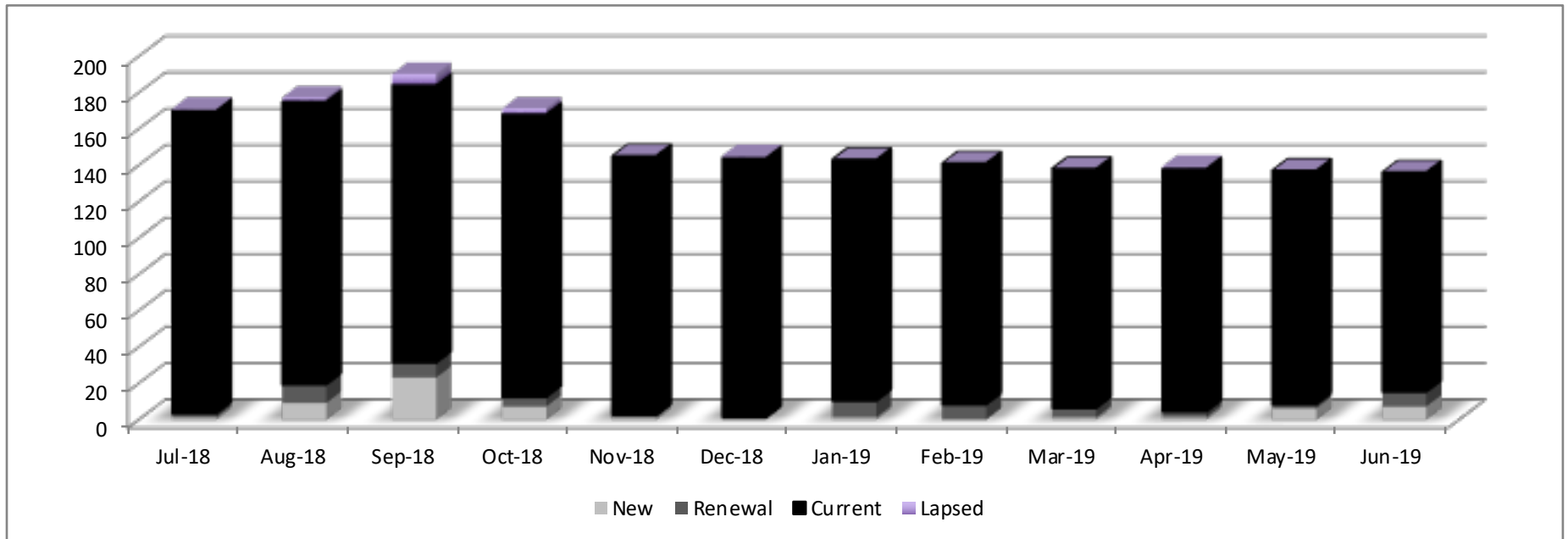
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
<b>New</b>	3	13	34	3	1	1	3	1	0	2	1	5	67
<b>Lapsed</b>	1	1	5	4	2	0	1	0	0	0	0	0	14
<b>Renewal</b>	4	14	9	3	3	1	8	6	0	3	4	2	57
<b>Current</b>	130	121	130	152	150	155	149	149	154	148	146	143	
<b>Total</b>	138	149	178	162	156	157	161	156	154	153	151	150	
<b>Gain/Loss</b>	2	11	29	-16	-6	1	4	-5	-2	-1	-2	-1	<b>14</b>
<b>% Change</b>	1.47%	7.97%	19.46%	-8.99%	-3.70%	0.64%	2.55%	-3.11%	-1.28%	-0.65%	-1.31%	-0.66%	<b>10.29%</b>
<b>Non-renew</b>	1	3	9	23	9	0	0	6	2	3	2	5	<b>63</b>
<b>YTD # of Student Members Non-Renewals</b>													<b>4</b>
<b>YTD % of Renewals (w/o Student Non-Renewals)</b>													<b>53.79%</b>

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

# Central Illinois Reading Council

## Yearlong Trend of Total Membership

July 2018 to June 2019

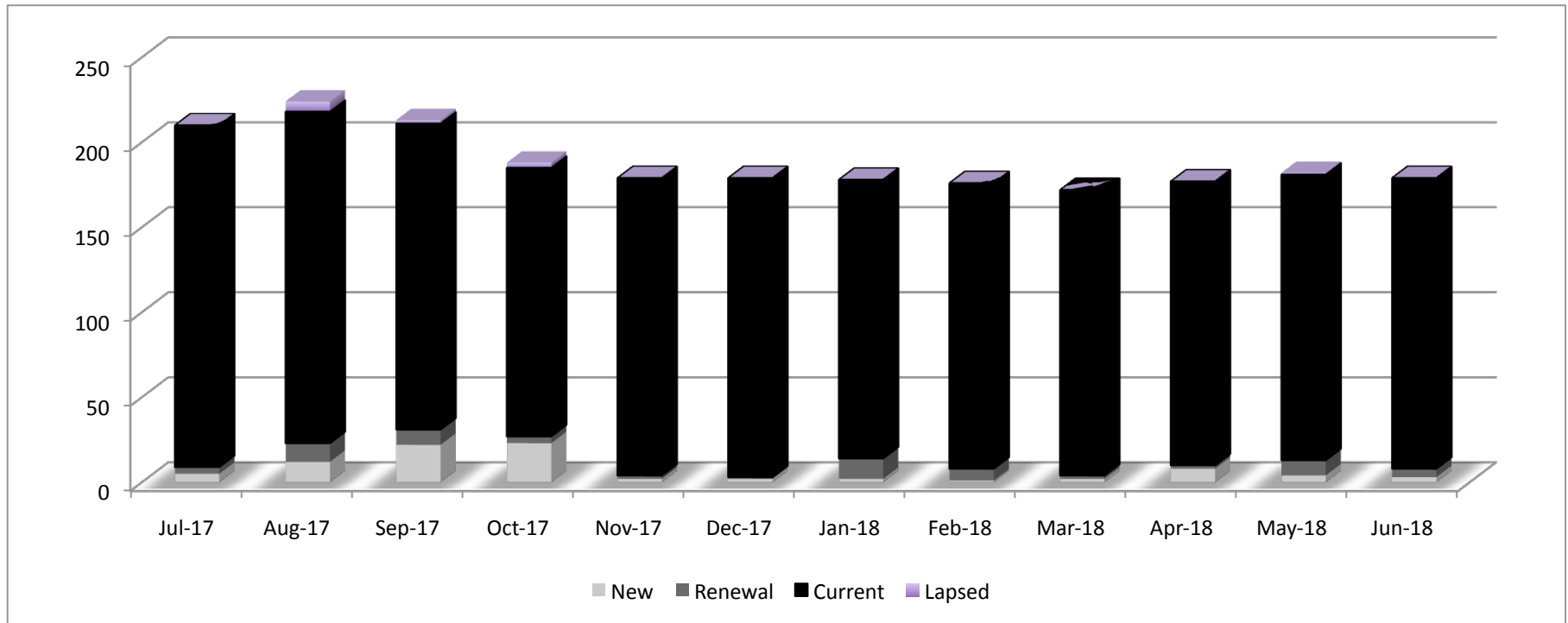


	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total
<b>New</b>	1	9	23	7	1	0	1	0	1	1	6	7	57
<b>Lapsed</b>	1	2	6	3	0	1	0	0	0	1	0	0	14
<b>Renewal</b>	2	10	8	5	1	1	9	8	5	3	2	8	62
<b>Current</b>	167	156	153	156	143	143	133	133	132	134	129	121	
<b>Total</b>	171	177	190	171	145	145	143	141	138	139	137	136	
<b>Gain/Loss</b>	-8	6	13	-19	-26	0	-2	-2	-3	1	-2	-1	<b>-43</b>
<b>% Change</b>	-4.47%	3.51%	7.34%	-10.00%	-15.20%	0.00%	-1.38%	-1.40%	-2.13%	0.72%	-1.44%	-0.73%	<b>-24.02%</b>
<b>Non-renew</b>	8	4	16	29	26	1	3	2	4	1	8	8	<b>110</b>
													<b>YTD # of Student Members Non-Renewals</b>
													<b>2</b>
													<b>YTD % of Renewals (w/o Student Non-Renewals)</b>
													<b>42.94%</b>

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

# Central Illinois Reading Council

## *Yearlong Trend of Total Membership July 2017 to June 2018*

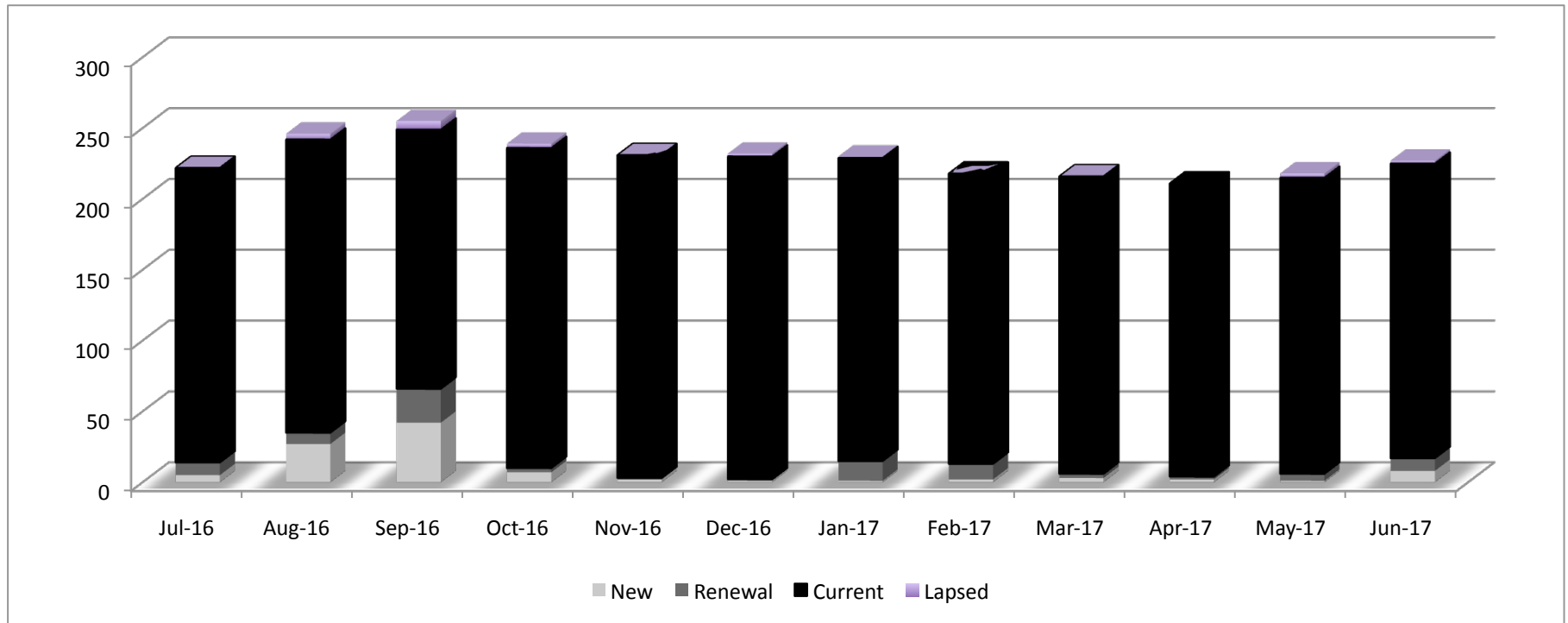


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>	
8 <b>New</b>	5	12	22	23	2	2	2	1	2	8	4	3	86	
2 <b>Lapsed</b>	0	6	2	3	0	0	0	0	0	0	1	0	12	
9 <b>Renewal</b>	4	11	9	4	2	1	12	7	2	2	9	5	68	
<b>Current</b>	201	195	180	158	175	176	164	168	168	167	168	171		
<b>Total</b>	210	224	213	188	179	179	178	176	172	177	182	179		
# <b>Gain/Loss</b>	-12	14	-11	-25	-9	0	-1	-2	-4	5	5	-3	<b>-43</b>	
# <b>% Change</b>	-5.41%	6.67%	-4.91%	-11.74%	-4.79%	0.00%	-0.56%	-1.12%	-2.27%	2.91%	2.82%	-1.65%	<b>-19.37%</b>	
# <b>Non-renew</b>	17	4	35	51	11	2	3	3	6	3	0	6	<b>141</b>	
													<b>YTD # of Student Members Non-Renewals</b>	<b>13</b>
													<b>YTD % of Renewals (w/o Student Non-Renewals)</b>	<b>38.28%</b>

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

# Central Illinois Reading Council

## *Yearlong Trend of Total Membership July 2016 to June 2017*



	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
<b><i>New</i></b>	5	27	42	7	2	2	1	2	3	2	1	8	102
<b><i>Lapsed</i></b>	0	4	6	3	0	2	1	0	0	0	3	2	21
<b><i>Renewal</i></b>	9	8	24	3	1	0	14	11	3	2	5	9	89
<b><i>Current</i></b>	208	207	183	226	228	228	214	205	210	207	209	208	
<b><i>Total</i></b>	222	246	255	239	231	232	230	218	216	211	221	222	
<b><i>Gain/Loss</i></b>	-7	24	9	-16	-8	1	-2	-12	-2	-5	10	1	-7
<b><i>% Change</i></b>	-3.06%	10.81%	3.66%	-6.27%	-3.35%	0.43%	-0.86%	-5.22%	-0.92%	-2.31%	4.74%	0.45%	-3.06%
<b><i>Non-renew</i></b>	12	7	39	26	10	3	4	14	5	7	-6	9	130
	<b><i>YTD # of Student Members Non-Renewals</i></b>												<b>12</b>
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>39.63%</b>

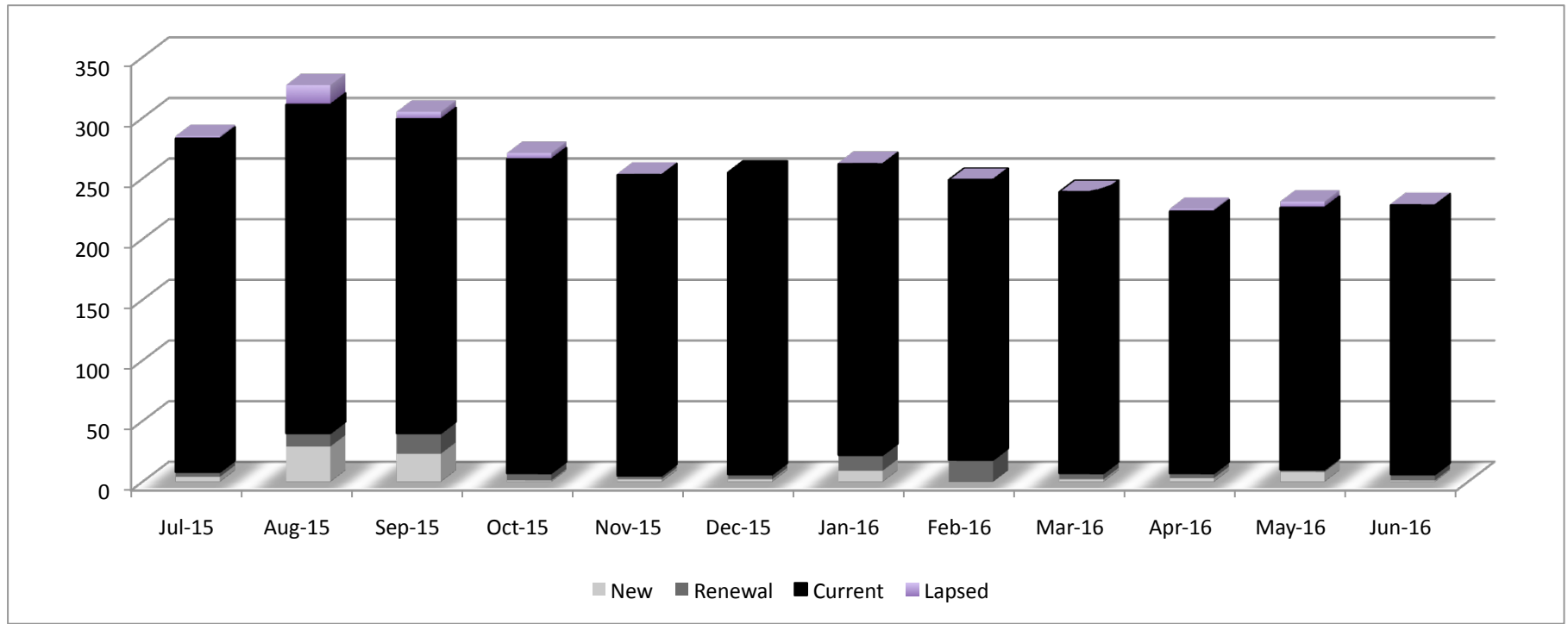
Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200



# Central Illinois Reading Council

## *Yearlong Trend of Total Membership*

### *July 2015 to June 2016*

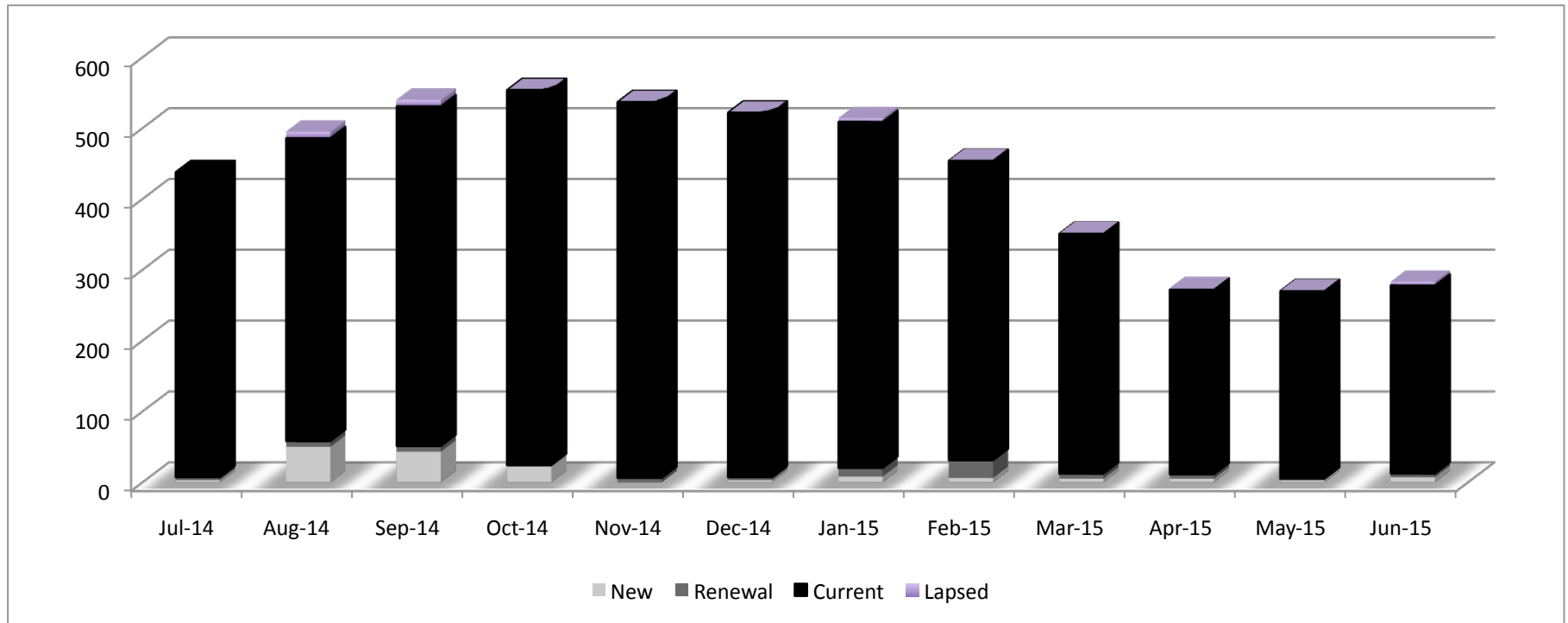


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
<b><i>New</i></b>	4	29	23	1	2	2	9	0	2	3	8	1	84
<b><i>Lapsed</i></b>	2	16	6	5	1	0	1	0	0	2	5	1	39
<b><i>Renewal</i></b>	4	11	17	6	3	4	13	18	5	4	2	5	92
<b><i>Current</i></b>	275	271	259	259	248	249	240	231	232	216	216	222	
<b><i>Total</i></b>	285	327	305	271	254	255	263	249	239	225	231	229	
<b><i>Gain/Loss</i></b>	2	42	-22	-34	-17	1	8	-14	-10	-14	6	-2	<b>-54</b>
<b><i>% Change</i></b>	0.71%	14.74%	-6.73%	-11.15%	-6.27%	0.39%	3.14%	-5.32%	-4.02%	-5.86%	2.67%	-0.87%	<b>-19.08%</b>
<b><i>Non-renew</i></b>	4	3	51	40	20	1	2	14	12	19	7	4	<b>177</b>
													<b>YTD # of Student Members Non-Renewals</b>
													<b>37</b>
													<b>YTD % of Renewals (w/o Student Non-Renewals)</b>
													<b>53.25%</b>

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

# Central Illinois Reading Council

## *Yearlong Trend of Total Membership July 2014 to June 2015*

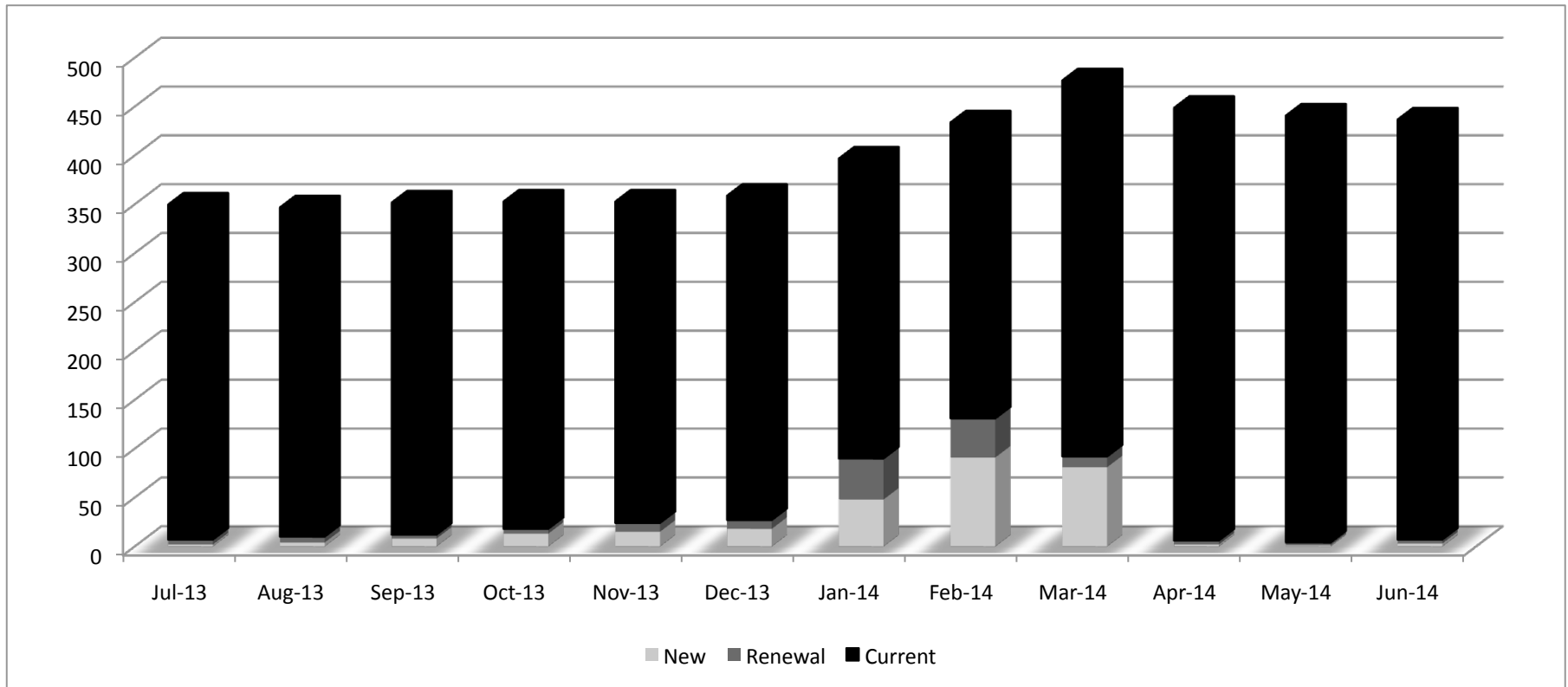


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>
<b>New</b>	3	50	43	22	0	3	8	6	5	5	3	7	155
<b>Lapsed</b>	0	9	9	0	0	0	5	1	1	2	1	5	33
<b>Renewal</b>	4	8	8	2	6	4	12	25	7	6	2	5	89
<b>Current</b>	431	428	480	530	531	515	489	423	339	261	265	266	
<b>Total</b>	438	495	540	554	537	522	514	455	352	274	271	283	
<b>Gain/Loss</b>	1	57	45	14	-17	-15	-8	-59	-103	-78	-3	12	<b>-154</b>
<b>% Change</b>	0.23%	13.01%	9.09%	2.59%	-3.07%	-2.79%	-1.53%	-11.48%	-22.64%	-22.16%	-1.09%	4.43%	<b>-35.24%</b>
<b>Non-renew</b>	2	2	7	8	17	18	21	66	109	85	7	0	<b>342</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>44</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>31.04%</b>

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

# Central Illinois Reading Council

## *Yearlong Trend of Total Membership July 2013 to June 2014*

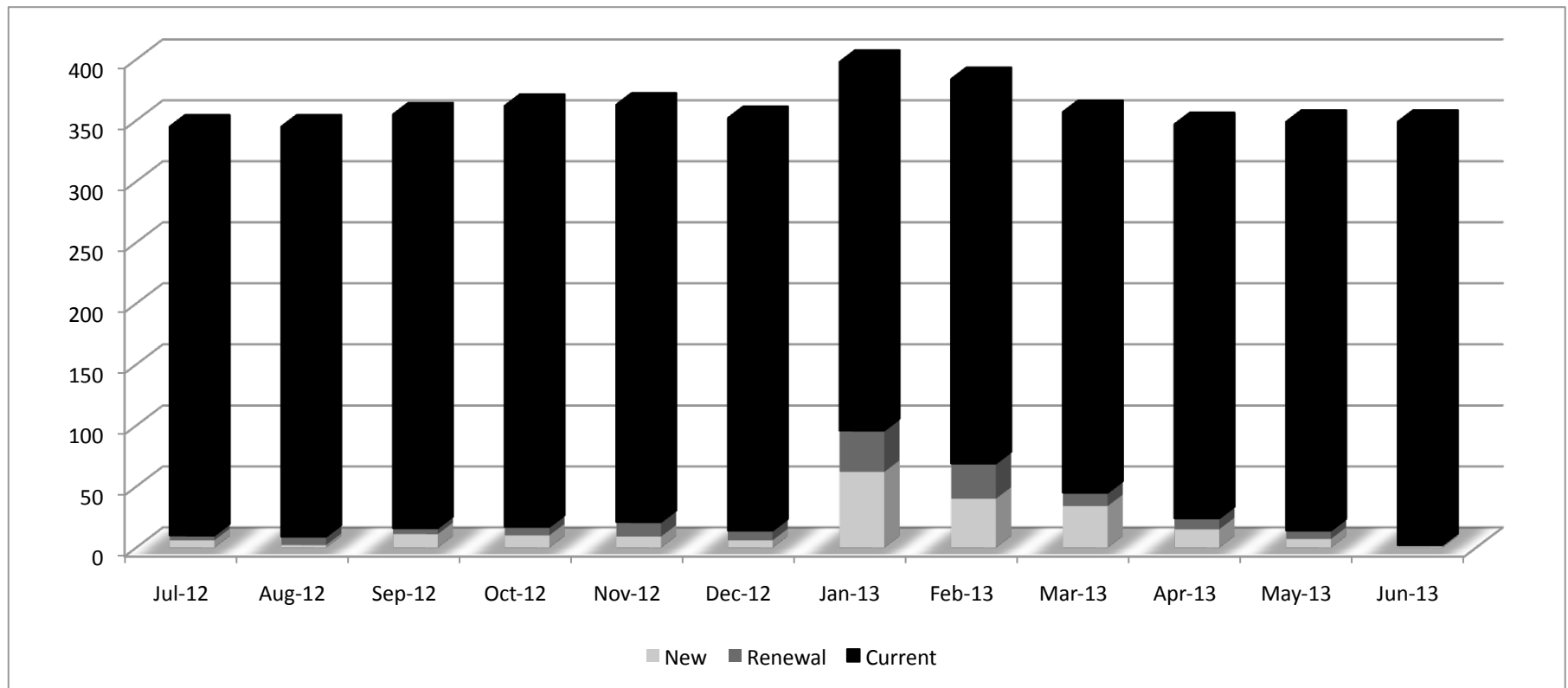


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
<b>New</b>	2	4	8	13	15	18	48	91	81	2	1	3	286
<b>Renewal</b>	5	6	4	5	9	9	42	40	11	4	3	4	142
<b>Current</b>	343	337	340	335	329	332	307	303	385	443	437	430	
<b>Total</b>	350	347	352	353	353	359	397	434	477	449	441	437	
<b>Gain/Loss</b>	1	-3	5	1	0	6	38	37	43	-28	-8	-4	<b>88</b>
<b>% Change</b>	0.29%	-0.86%	1.44%	0.28%	0.00%	1.70%	10.58%	9.32%	9.91%	-5.87%	-1.78%	-0.91%	<b>25.21%</b>
<b>Non-renew</b>	1	7	3	12	15	12	10	54	38	30	9	7	<b>198</b>

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

# Central Illinois Reading Council

## *Yearlong Trend of Total Membership July 2012 to June 2013*

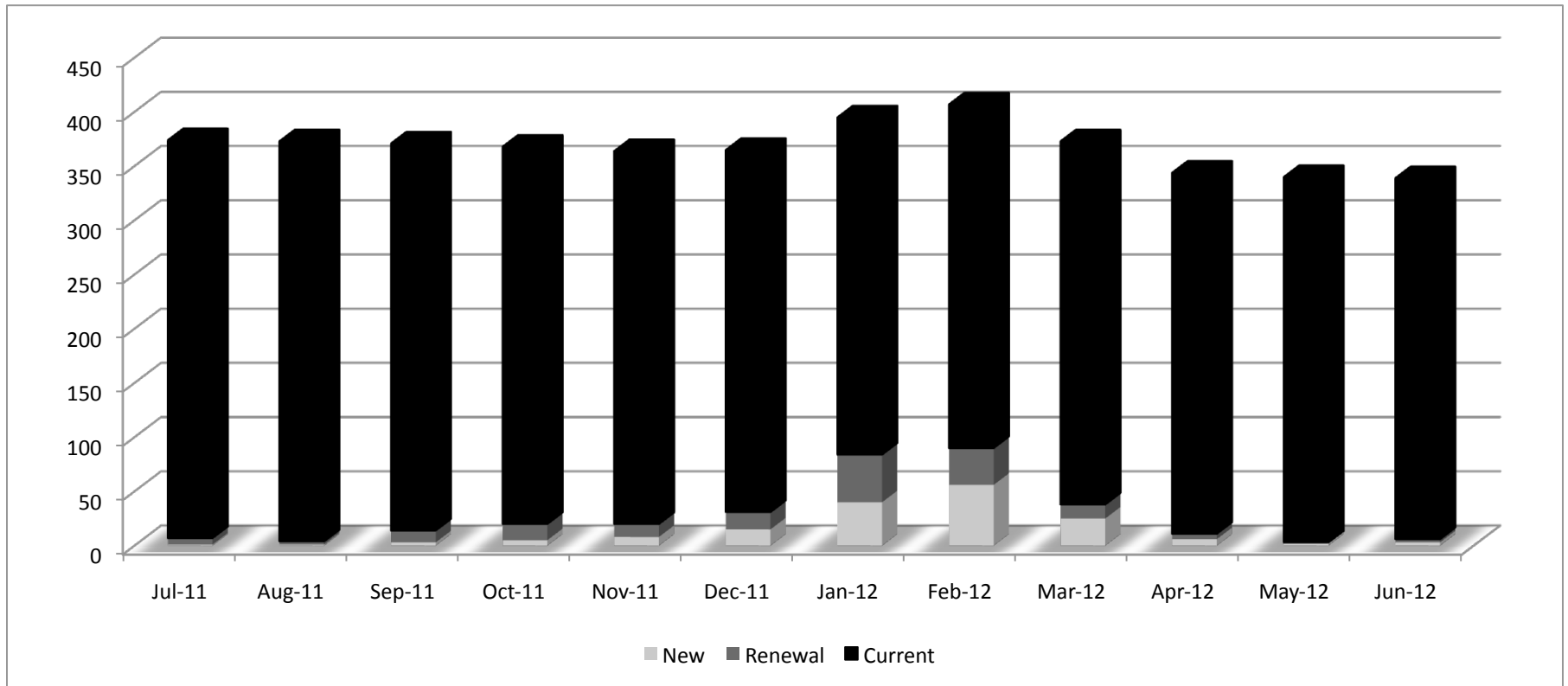


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
<b>New</b>	6	2	11	10	9	6	62	40	34	15	7	1	203
<b>Renewal</b>	4	7	5	7	12	8	34	29	11	9	7	1	134
<b>Current</b>	335	336	339	345	342	338	302	315	312	323	335	347	
<b>Total</b>	345	345	355	362	363	352	398	384	357	347	349	349	
<b>Gain/Loss</b>	6	0	10	7	1	-11	46	-14	-27	-10	2	0	<b>10</b>
<b>% Change</b>	1.77%	0.00%	2.90%	1.97%	0.28%	-3.03%	13.07%	-3.52%	-7.03%	-2.80%	0.58%	0.00%	<b>2.95%</b>
<b>Non-renew</b>	0	2	1	3	8	17	16	54	61	25	5	1	<b>193</b>

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

# Central Illinois Reading Council

## *Yearlong Trend of Total Membership July 2011 to June 2012*

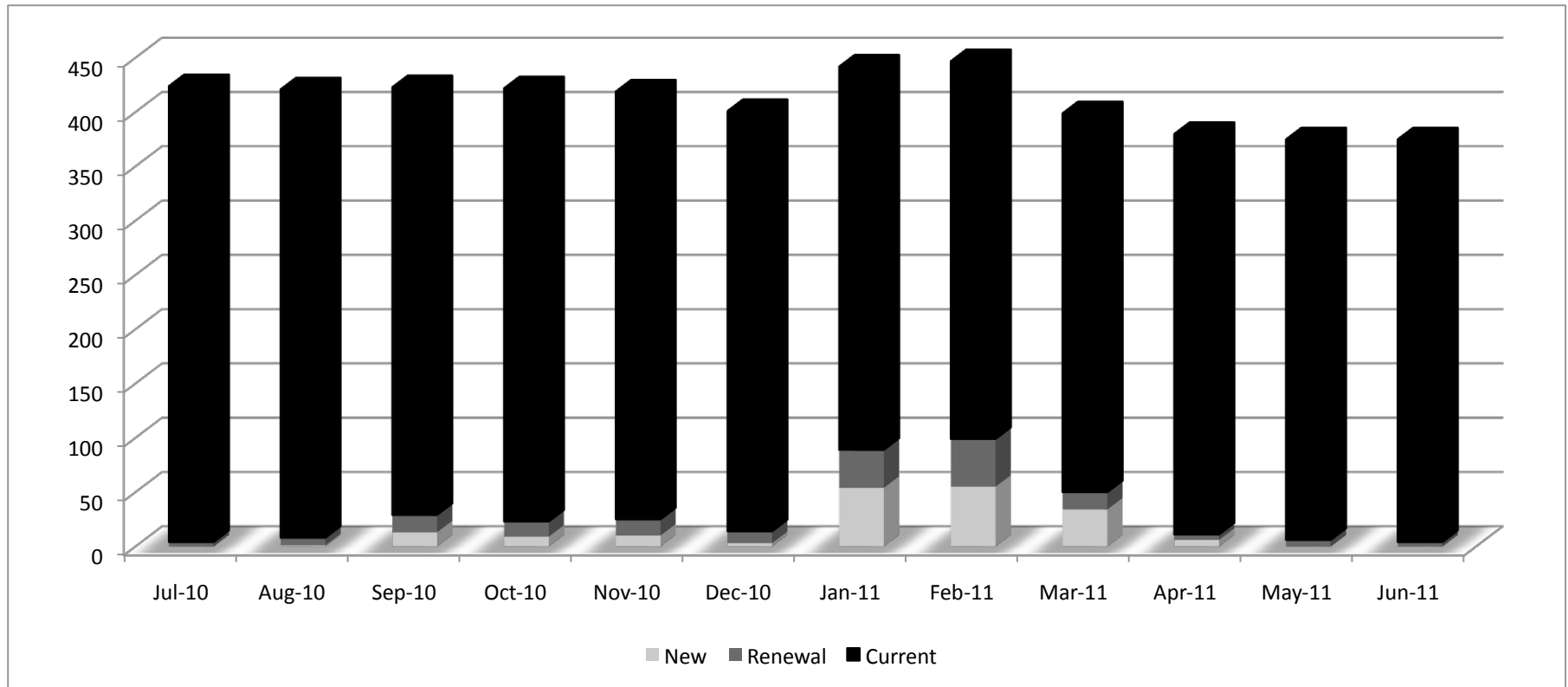


	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
<b>New</b>	1	1	3	5	8	15	40	56	25	6	2	3	165
<b>Renewal</b>	6	3	11	15	12	16	44	34	13	5	1	3	163
<b>Current</b>	367	369	357	348	344	334	311	317	335	333	337	333	
<b>Total</b>	374	373	371	368	364	365	395	407	373	344	340	339	
<b>Gain/Loss</b>	-1	-1	-2	-3	-4	1	30	12	-34	-29	-4	-1	<b>-36</b>
<b>% Change</b>	-0.27%	-0.27%	-0.54%	-0.81%	-1.09%	0.27%	8.22%	3.04%	-8.35%	-7.77%	-1.16%	-0.29%	<b>-9.60%</b>
<b>Non-renew</b>	2	2	5	8	12	14	10	44	59	35	6	4	<b>201</b>

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

# Central Illinois Reading Council

## *Yearlong Trend of Total Membership July 2010 to June 2011*



	<i>Jul-10</i>	<i>Aug-10</i>	<i>Sep-10</i>	<i>Oct-10</i>	<i>Nov-10</i>	<i>Dec-10</i>	<i>Jan-11</i>	<i>Feb-11</i>	<i>Mar-11</i>	<i>Apr-11</i>	<i>May-11</i>	<i>Jun-11</i>	<i>Total</i>
<b>New</b>	0	1	13	9	10	3	54	55	34	6	0	0	185
<b>Renewal</b>	4	7	16	14	15	11	35	44	16	5	6	4	177
<b>Current</b>	420	413	394	399	394	387	353	348	349	369	369	371	
<b>Total</b>	424	421	423	422	419	401	442	447	399	380	375	375	
<b>Gain/Loss</b>	-1	-3	2	-1	-3	-18	41	5	-48	-19	-5	0	<b>-50</b>
<b>% Change</b>	-0.24%	-0.71%	0.48%	-0.24%	-0.71%	-4.30%	10.22%	1.13%	-10.74%	-4.76%	-1.32%	0.00%	<b>-11.76%</b>
<b>Non-renew</b>	1	4	11	10	13	21	13	50	82	25	5	0	<b>235</b>