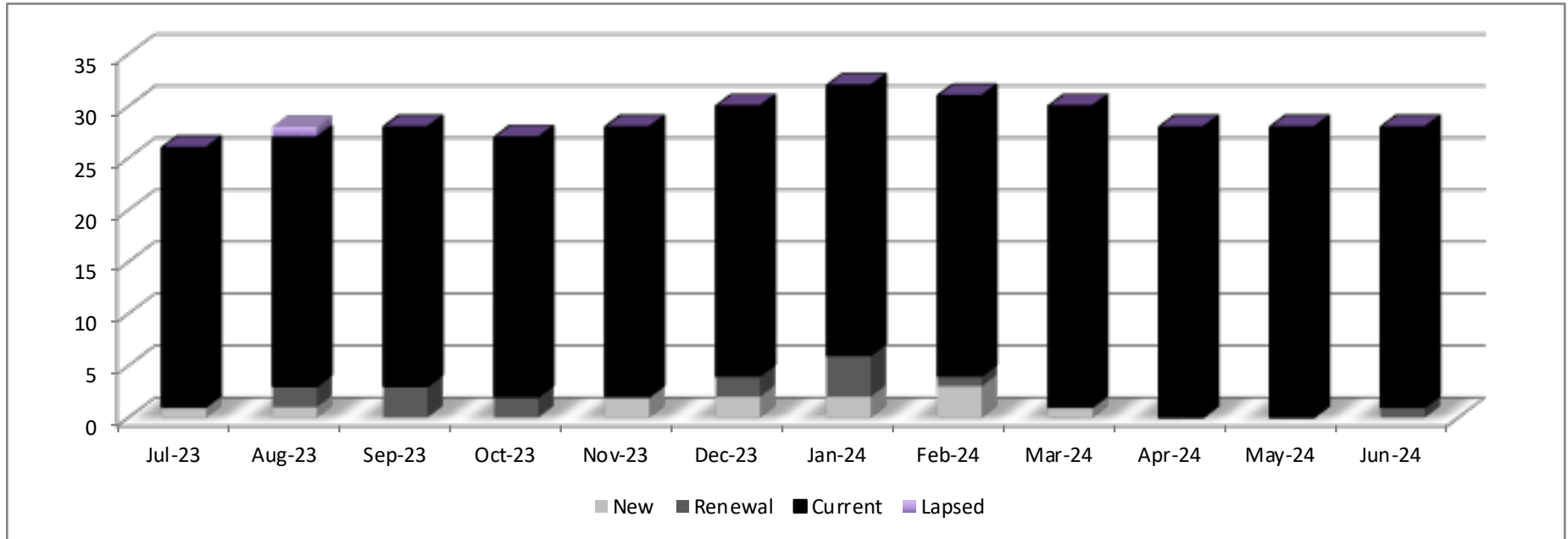


# South Eastern Reading Council

## *Yearlong Trend of Total Membership*

### *July 2023 to June 2024*



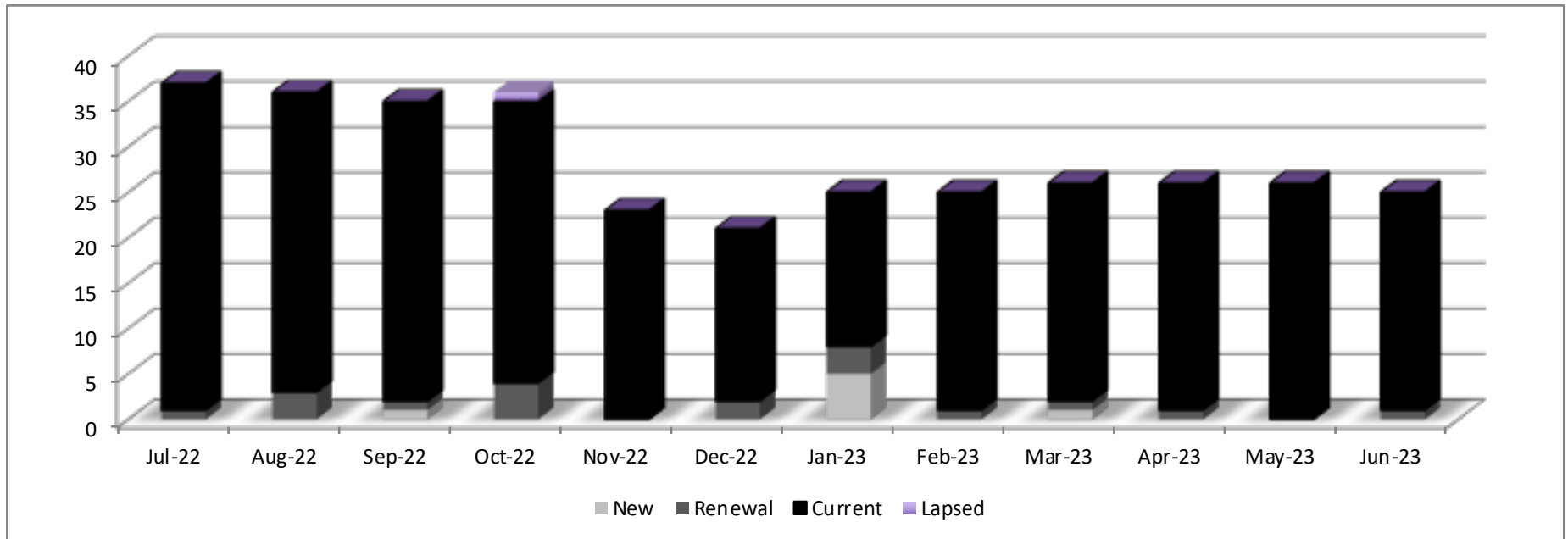
	<i>Jul-23</i>	<i>Aug-23</i>	<i>Sep-23</i>	<i>Oct-23</i>	<i>Nov-23</i>	<i>Dec-23</i>	<i>Jan-24</i>	<i>Feb-24</i>	<i>Mar-24</i>	<i>Apr-24</i>	<i>May-24</i>	<i>Jun-24</i>	<i>Total</i>
<b><i>New</i></b>	1	1	0	0	2	2	2	3	1	0	0	0	12
<b><i>Lapsed</i></b>	0	1	0	0	0	0	0	0	0	0	0	0	1
<b><i>Renewal</i></b>	0	2	3	2	0	2	4	1	0	0	0	1	15
<b><i>Current</i></b>	25	24	25	25	26	26	26	27	29	28	28	27	
<b><i>Total</i></b>	26	28	28	27	28	30	32	31	30	28	28	28	
<b><i>Gain/Loss</i></b>	1	2	0	-1	1	2	2	-1	-1	-2	0	0	3
<b><i>% Change</i></b>	4.00%	7.69%	0.00%	-3.57%	3.70%	7.14%	6.67%	-3.13%	-3.23%	-6.67%	0.00%	0.00%	12.00%
<b><i>Non-Renew</i></b>	0	0	0	1	1	0	0	4	2	2	0	0	10
<b><i>Student NR</i></b>	0	0	0	0	0	0	0	0	0	0	0	0	0
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>64.00%</b>

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

# South Eastern Reading Council

## *Yearlong Trend of Total Membership*

*July 2022 to June 2023*



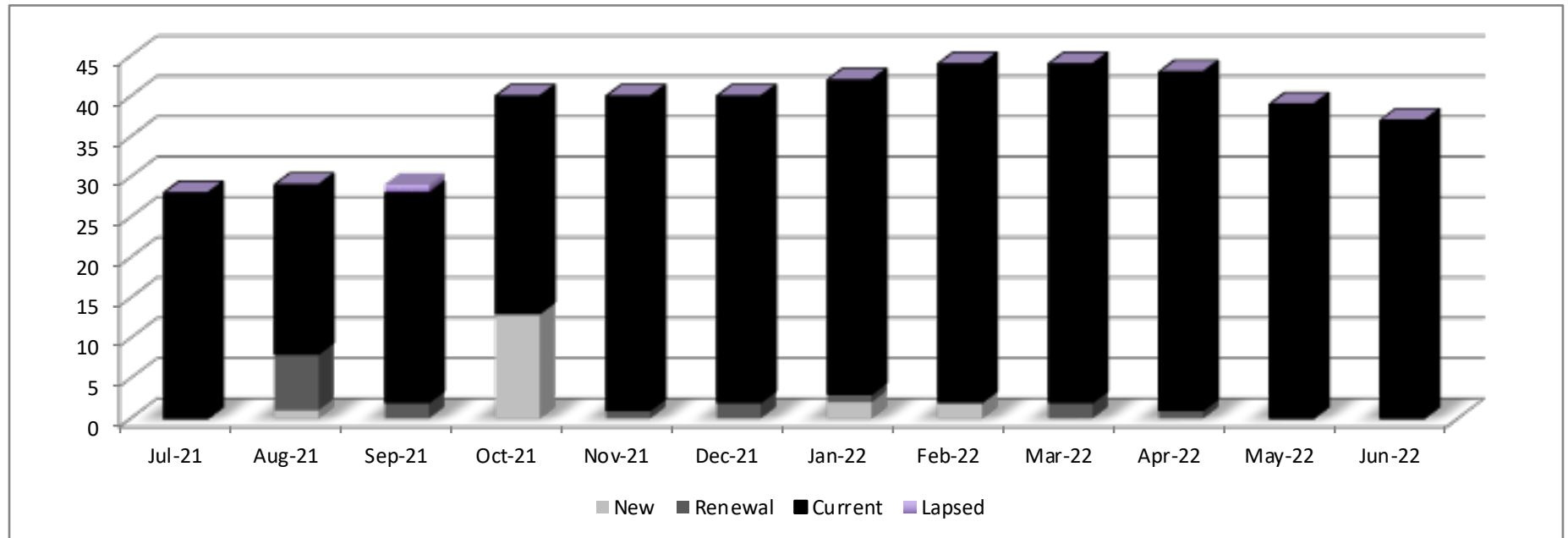
	<i>Jul-22</i>	<i>Aug-22</i>	<i>Sep-22</i>	<i>Oct-22</i>	<i>Nov-22</i>	<i>Dec-22</i>	<i>Jan-23</i>	<i>Feb-23</i>	<i>Mar-23</i>	<i>Apr-23</i>	<i>May-23</i>	<i>Jun-23</i>	<i>Total</i>
<b><i>New</i></b>	0	0	1	0	0	0	5	0	1	0	0	0	7
<b><i>Lapsed</i></b>	0	0	0	1	0	0	0	0	0	0	0	0	1
<b><i>Renewal</i></b>	1	3	1	4	0	2	3	1	1	1	0	1	18
<b><i>Current</i></b>	36	33	33	31	23	19	17	24	24	25	26	24	
<b><i>Total</i></b>	37	36	35	36	23	21	25	25	26	26	26	25	
<b><i>Gain/Loss</i></b>	0	-1	-1	1	-13	-2	4	0	1	0	0	-1	-12
<b><i>% Change</i></b>	0.00%	-2.70%	-2.78%	2.86%	-36.11%	-8.70%	19.05%	0.00%	4.00%	0.00%	0.00%	-3.85%	-32.43%
<b><i>Non-renew</i></b>	0	1	2	0	13	2	1	0	0	0	0	1	20
	<b><i>YTD # of Student Members Non-Renewals</i></b>												<b>0</b>
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>51.35%</b>

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

# South Eastern Reading Council

## Yearlong Trend of Total Membership

July 2021 to June 2022



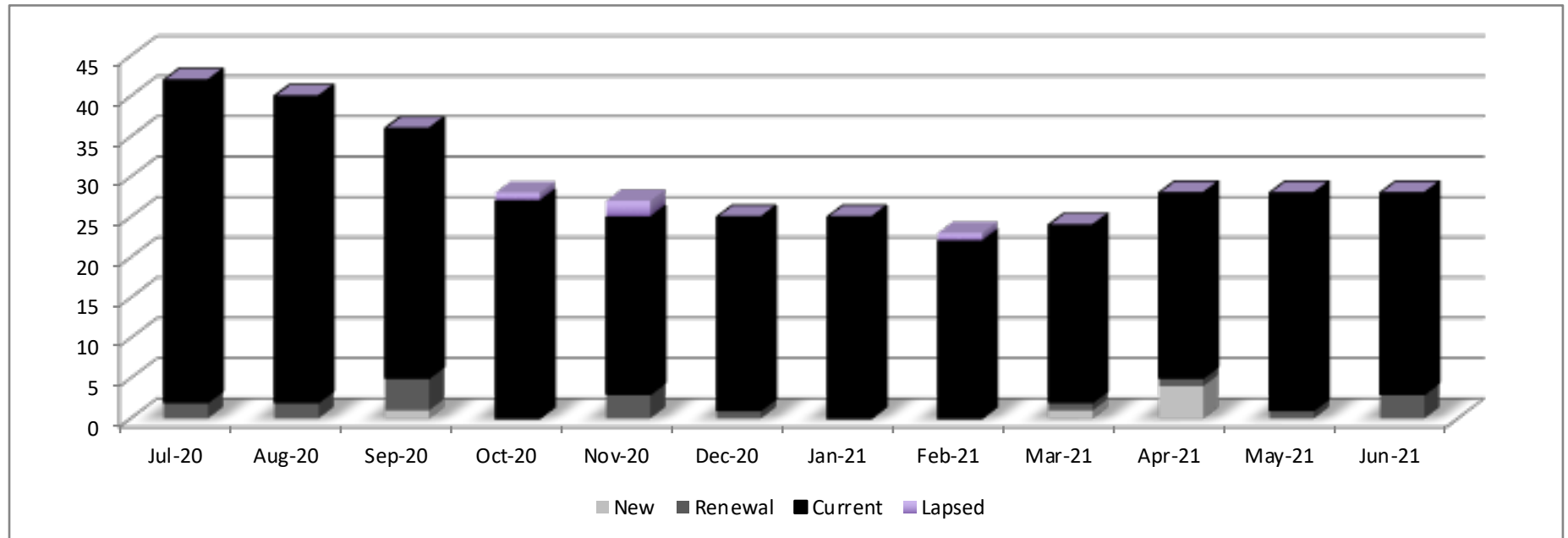
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
<b>New</b>	0	1	0	13	0	0	2	2	0	0	0	0	18
<b>Lapsed</b>	0	0	1	0	0	0	0	0	0	0	0	0	1
<b>Renewal</b>	0	7	2	0	1	2	1	0	2	1	0	0	16
<b>Current</b>	28	21	26	27	39	38	39	42	42	42	39	37	
<b>Total</b>	28	29	29	40	40	40	42	44	44	43	39	37	
<b>Gain/Loss</b>	0	1	0	11	0	0	2	2	0	-1	-4	-2	9
<b>% Change</b>	0.00%	3.57%	0.00%	37.93%	0.00%	0.00%	5.00%	4.76%	0.00%	-2.27%	-9.30%	-5.13%	32.14%
<b>Non-renew</b>	0	0	1	2	0	0	0	0	0	1	4	2	10
										<b>YTD # of Student Members Non-Renewals</b>			<b>1</b>
										<b>YTD % of Renewals (w/o Student Non-Renewals)</b>			<b>62.96%</b>

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

# South Eastern Reading Council

## Yearlong Trend of Total Membership

July 2020 to June 2021



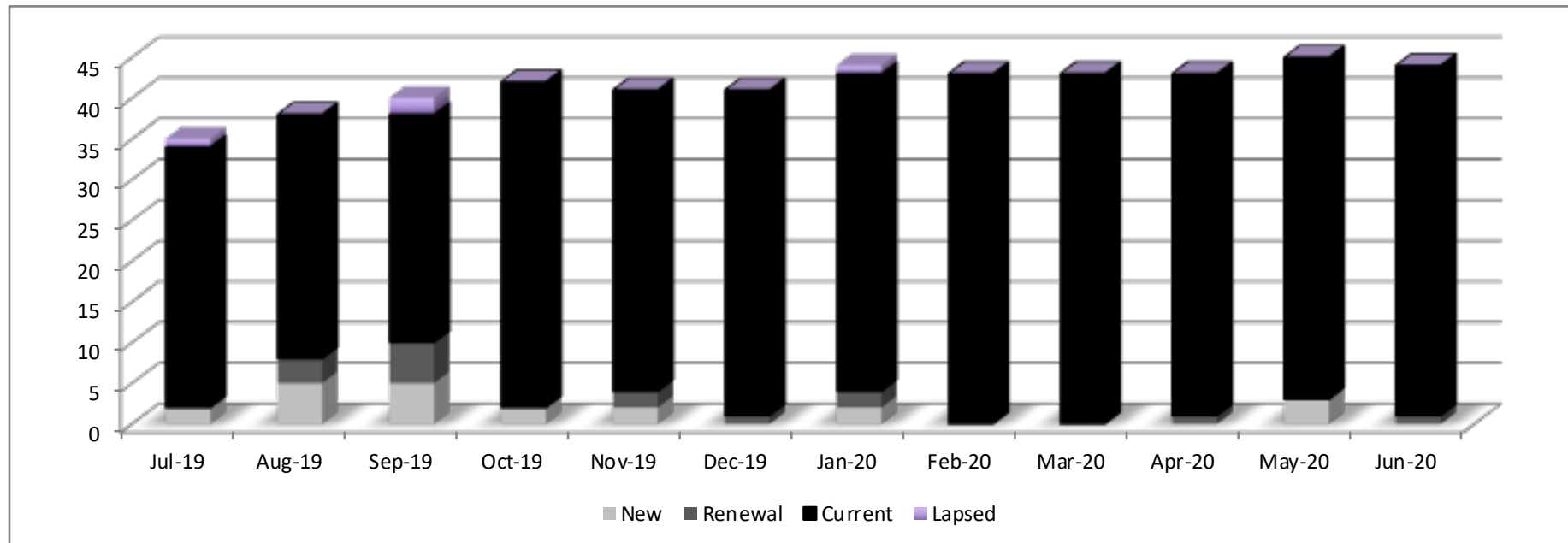
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
<b>New</b>	0	0	1	0	0	0	0	0	1	4	0	0	6
<b>Lapsed</b>	0	0	0	1	2	0	0	1	0	0	0	0	4
<b>Renewal</b>	2	2	4	0	3	1	0	0	1	1	1	3	18
<b>Current</b>	40	38	31	27	22	24	25	22	22	23	27	25	
<b>Total</b>	42	40	36	28	27	25	25	23	24	28	28	28	
<b>Gain/Loss</b>	-2	-2	-4	-8	-1	-2	0	-2	1	4	0	0	<b>-16</b>
<b>% Change</b>	-4.55%	-4.76%	-10.00%	-22.22%	-3.57%	-7.41%	0.00%	-8.00%	4.35%	16.67%	0.00%	0.00%	<b>-36.36%</b>
<b>Non-renew</b>	1	1	5	9	3	2	0	3	0	0	0	0	<b>24</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>0</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>50.00%</b>

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

# South Eastern Reading Council

## Yearlong Trend of Total Membership

July 2019 to June 2020



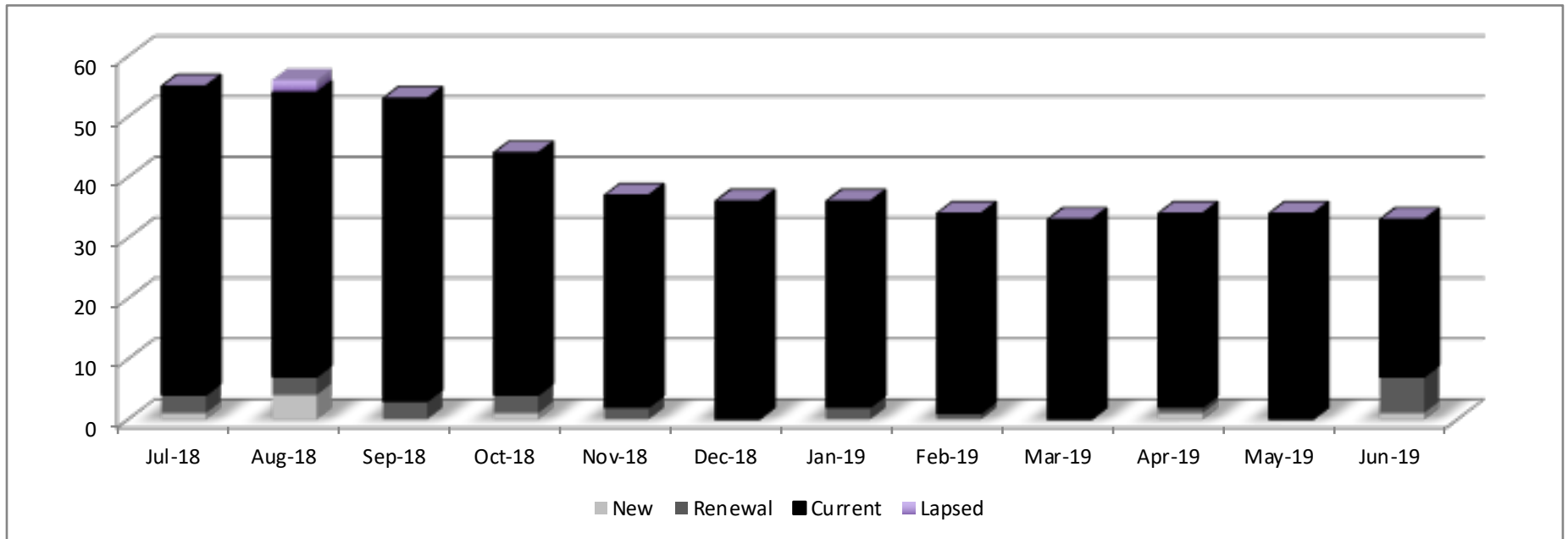
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
<b>New</b>	2	5	5	2	2	0	2	0	0	0	3	0	21
<b>Lapsed</b>	1	0	2	0	0	0	1	0	0	0	0	0	4
<b>Renewal</b>	0	3	5	0	2	1	2	0	0	1	0	1	15
<b>Current</b>	32	30	28	40	37	40	39	43	43	42	42	43	
<b>Total</b>	35	38	40	42	41	41	44	43	43	43	45	44	
<b>Gain/Loss</b>	2	3	2	2	-1	0	3	-1	0	0	2	-1	<b>11</b>
<b>% Change</b>	6.06%	8.57%	5.26%	5.00%	-2.38%	0.00%	7.32%	-2.27%	0.00%	0.00%	4.65%	-2.22%	<b>33.33%</b>
<b>Non-renew</b>	1	2	5	0	3	0	0	1	0	0	1	1	<b>14</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>0</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>57.58%</b>

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

# South Eastern Reading Council

## Yearlong Trend of Total Membership

July 2018 to June 2019

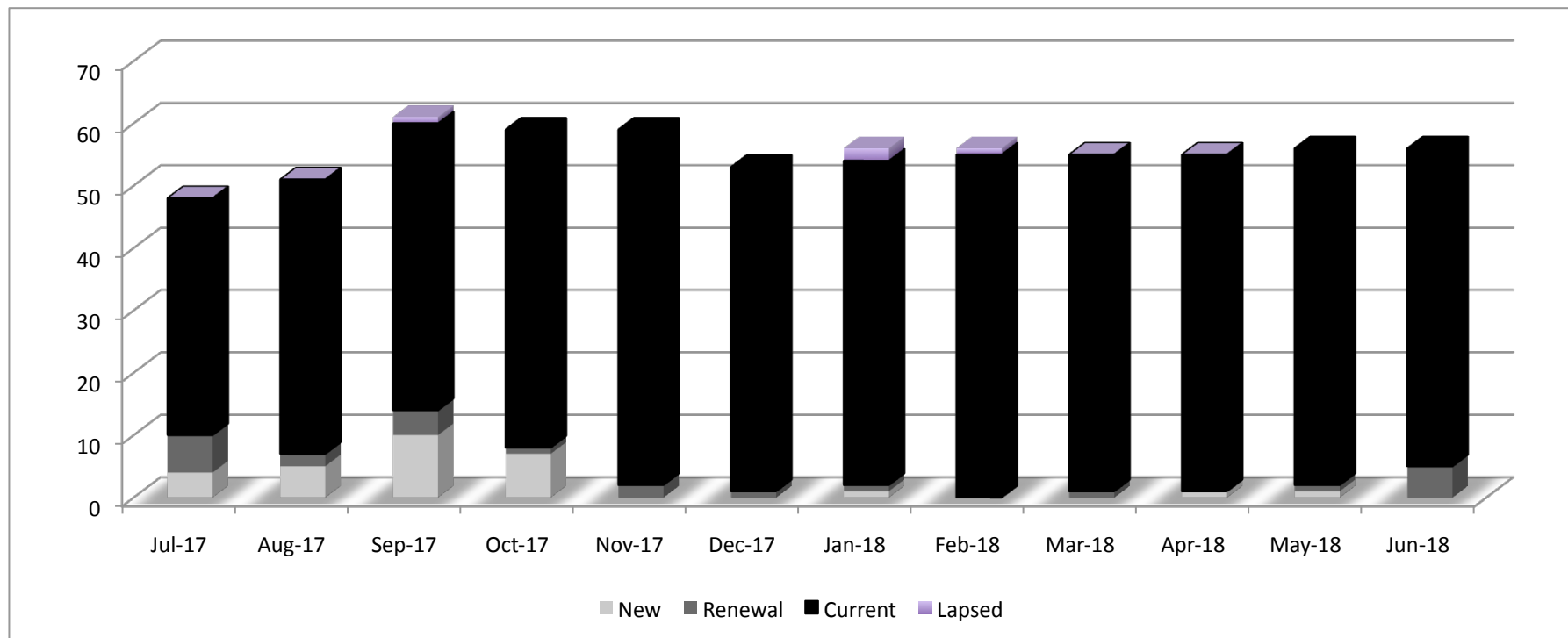


	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total
<b>New</b>	1	4	0	1	0	0	0	0	0	1	0	1	8
<b>Lapsed</b>	0	2	0	0	0	0	0	0	0	0	0	0	2
<b>Renewal</b>	3	3	3	3	2	0	2	1	0	1	0	6	24
<b>Current</b>	51	47	50	40	35	36	34	33	33	32	34	26	
<b>Total</b>	55	56	53	44	37	36	36	34	33	34	34	33	
<b>Gain/Loss</b>	-1	1	-3	-9	-7	-1	0	-2	-1	1	0	-1	<b>-23</b>
<b>% Change</b>	-1.79%	1.82%	-5.36%	-16.98%	-15.91%	-2.70%	0.00%	-5.56%	-2.94%	3.03%	0.00%	-2.94%	<b>-41.07%</b>
<b>Non-renew</b>	2	4	3	10	7	1	0	2	0	0	0	1	<b>30</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>0</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>46.43%</b>

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

# South Eastern Reading Council

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

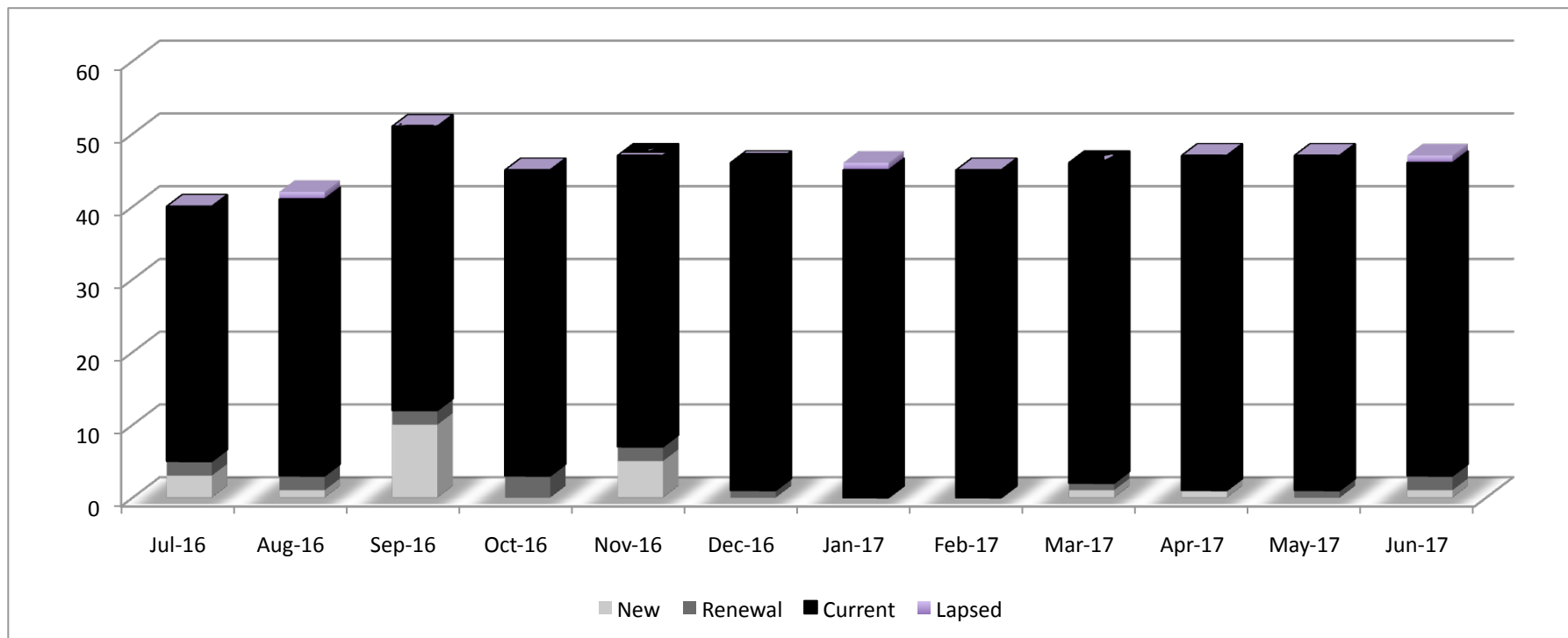


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>
<b><i>New</i></b>	4	5	10	7	0	0	1	0	0	1	1	0	29
<b><i>Lapsed</i></b>	0	0	1	0	0	0	2	1	0	0	0	0	4
<b><i>Renewal</i></b>	6	2	4	1	2	1	1	0	1	0	1	5	24
<b><i>Current</i></b>	38	44	46	51	57	52	52	55	54	54	54	51	
<b><i>Total</i></b>	48	51	61	59	59	53	56	56	55	55	56	56	
<b><i>Gain/Loss</i></b>	1	3	10	-2	0	-6	3	0	-1	0	1	0	9
<b><i>% Change</i></b>	2.13%	6.25%	19.61%	-3.28%	0.00%	-10.17%	5.66%	0.00%	-1.79%	0.00%	1.82%	0.00%	19.15%
<b><i>Non-renew</i></b>	3	2	1	9	0	6	0	1	1	1	0	0	24
	<b><i>YTD # of Student Members Non-Renewals</i></b>												<b>1</b>
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>60.87%</b>

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

# South Eastern Reading Council

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



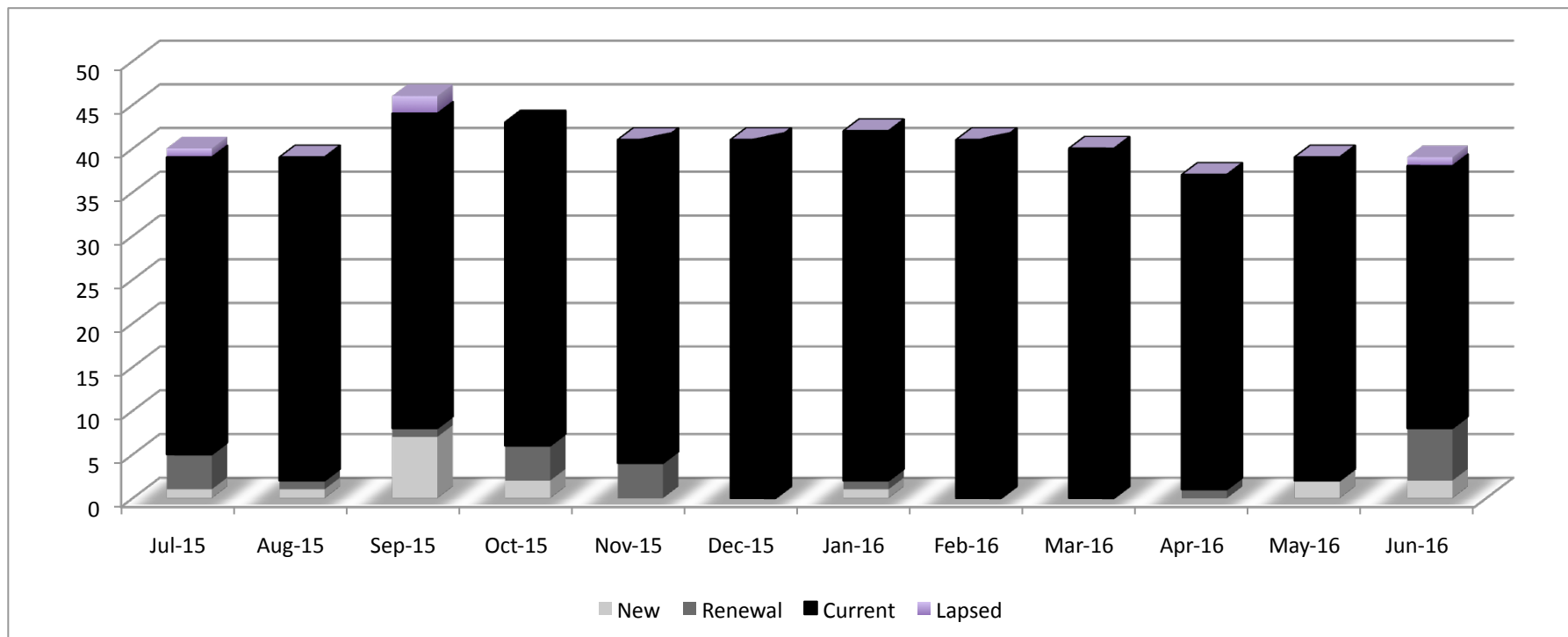
	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
<b>New</b>	3	1	10	0	5	0	0	0	1	1	0	1	22
<b>Lapsed</b>	0	1	0	0	0	0	1	0	0	0	0	1	3
<b>Renewal</b>	2	2	2	3	2	1	0	0	1	0	1	2	16
<b>Current</b>	35	38	39	42	40	45	45	45	44	46	46	43	
<b>Total</b>	40	42	51	45	47	46	46	45	46	47	47	47	
<b>Gain/Loss</b>	1	2	9	-6	2	-1	0	-1	1	1	0	0	8
<b>% Change</b>	2.56%	5.00%	21.43%	-11.76%	4.44%	-2.13%	0.00%	-2.17%	2.22%	2.17%	0.00%	0.00%	20.51%
<b>Non-renew</b>	2	0	1	6	3	1	1	1	0	0	0	2	17
	<b>YTD # of Student Members Non-Renewals</b>												<b>1</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>36.84%</b>

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%



# South Eastern Reading Council

## *Yearlong Trend of Total Membership July 2015 to June 2016*

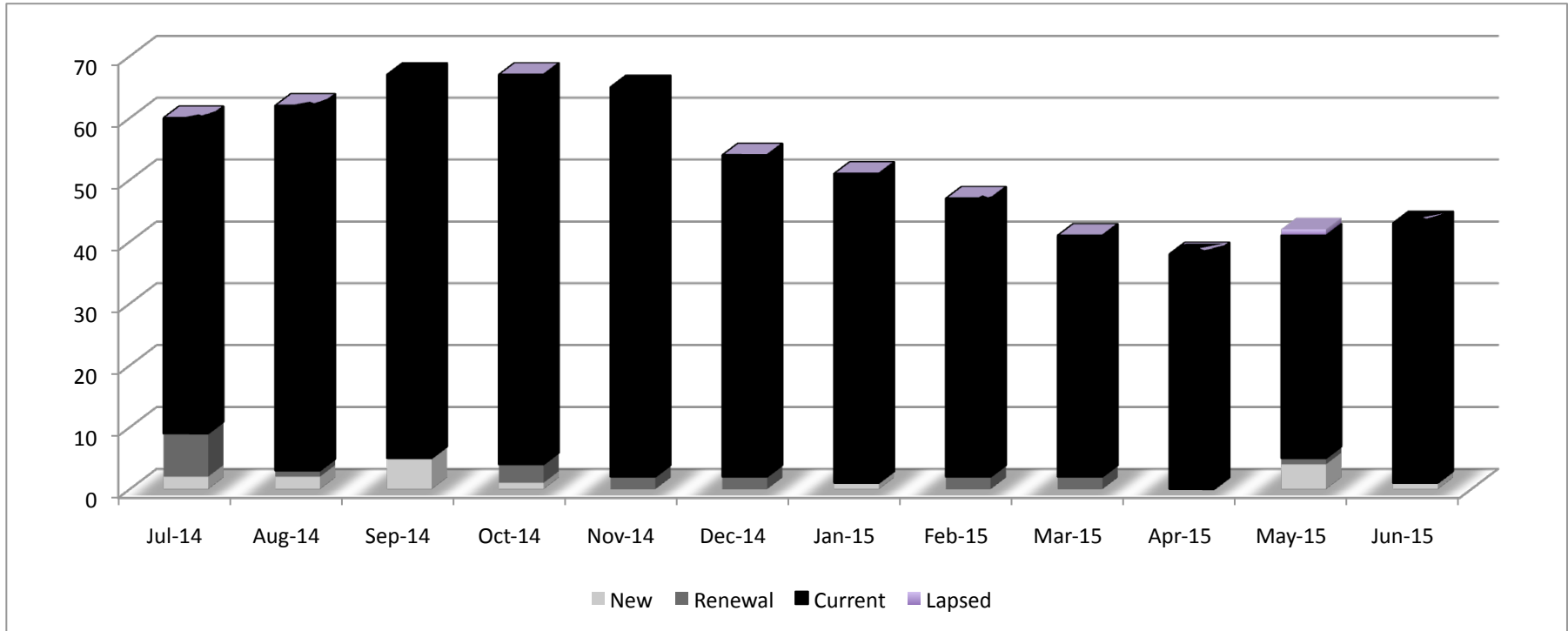


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
<b>New</b>	1	1	7	2	0	0	1	0	0	0	2	2	16
<b>Lapsed</b>	1	0	2	0	0	0	0	0	0	0	0	1	4
<b>Renewal</b>	4	1	1	4	4	0	1	0	0	1	0	6	22
<b>Current</b>	34	37	36	37	37	41	40	41	40	36	37	30	
<b>Total</b>	40	39	46	43	41	41	42	41	40	37	39	39	
<b>Gain/Loss</b>	-3	-1	7	-3	-2	0	1	-1	-1	-3	2	0	<b>-4</b>
<b>% Change</b>	-6.98%	-2.50%	17.95%	-6.52%	-4.65%	0.00%	2.44%	-2.38%	-2.44%	-7.50%	5.41%	0.00%	<b>-9.30%</b>
<b>Non-renew</b>	5	2	2	5	2	0	0	1	1	3	0	3	<b>24</b>
													<b>YTD # of Student Members Non-Renewals</b>
													<b>1</b>
													<b>YTD % of Renewals (w/o Student Non-Renewals)</b>
													<b>61.90%</b>

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

# South Eastern Reading Council

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

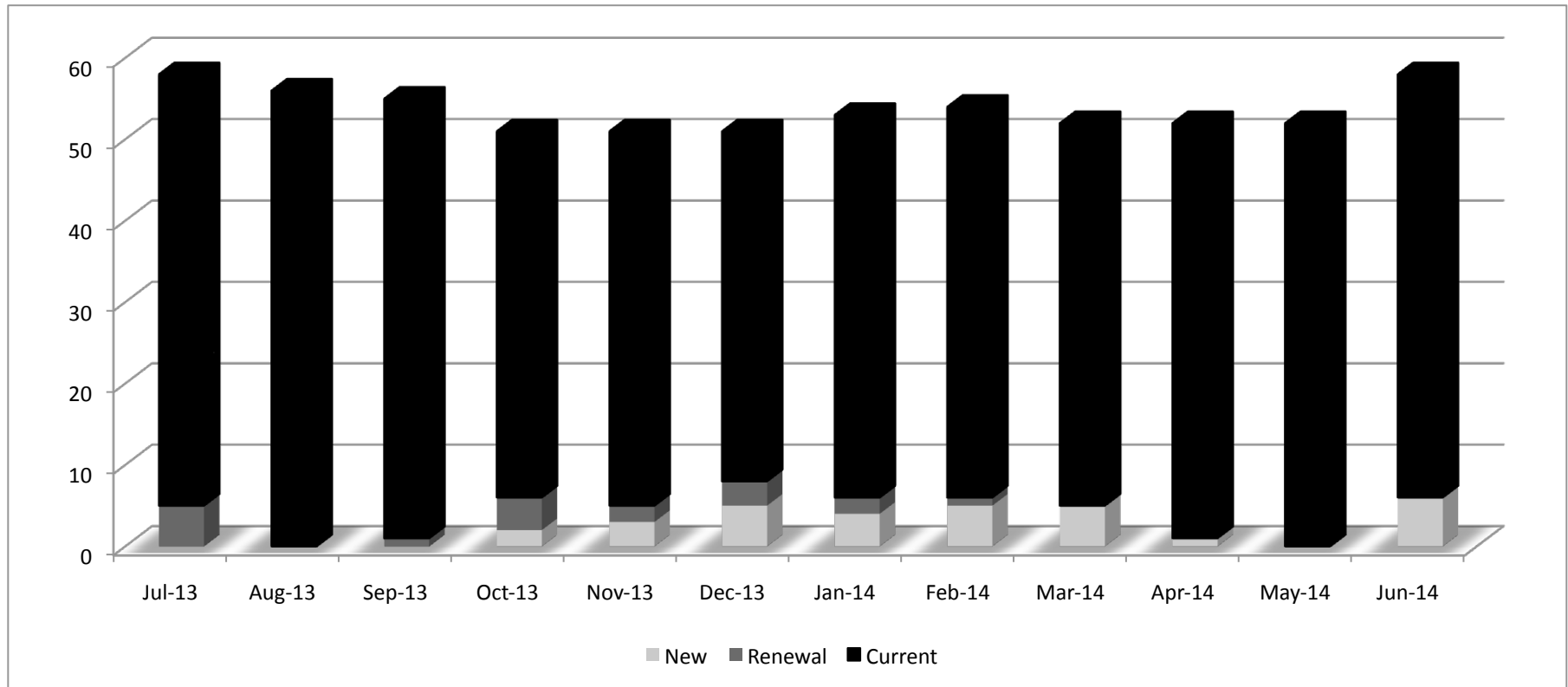


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>
<b>New</b>	2	2	5	1	0	0	1	0	0	0	4	1	16
<b>Lapsed</b>	0	0	0	0	0	0	0	0	0	0	1	0	1
<b>Renewal</b>	7	1	0	3	2	2	0	2	2	0	1	0	20
<b>Current</b>	51	59	62	63	63	52	50	45	39	38	36	42	
<b>Total</b>	60	62	67	67	65	54	51	47	41	38	42	43	
<b>Gain/Loss</b>	2	2	5	0	-2	-11	-3	-4	-6	-3	4	1	<b>-15</b>
<b>% Change</b>	3.45%	3.33%	8.06%	0.00%	-2.99%	-16.92%	-5.56%	-7.84%	-12.77%	-7.32%	10.53%	2.38%	<b>-25.86%</b>
<b>Non-renew</b>	0	0	0	1	2	11	4	4	6	3	1	0	<b>32</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>0</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>36.21%</b>

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

# South Eastern Reading Council

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

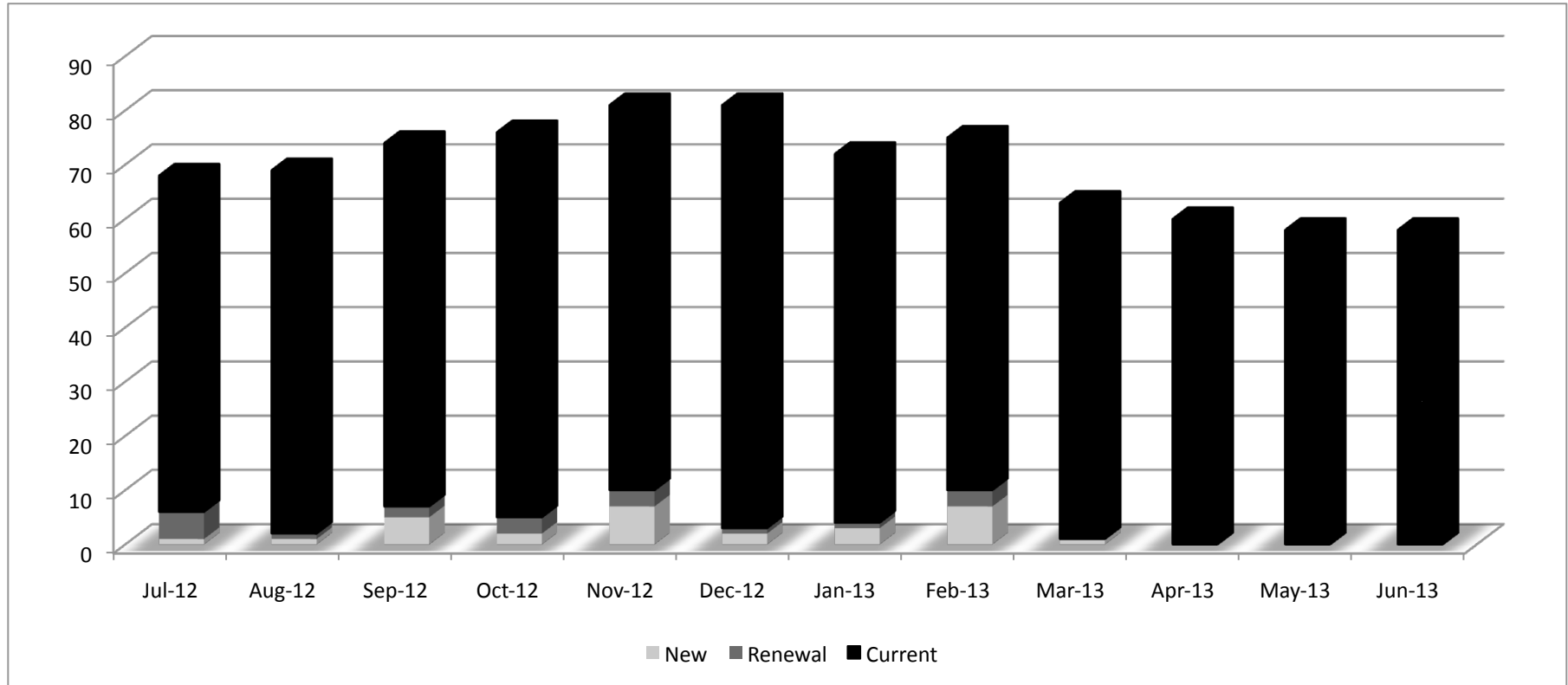


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
<b>New</b>	0	0	0	2	3	5	4	5	5	1	0	6	31
<b>Renewal</b>	5	0	1	4	2	3	2	1	0	0	0	0	18
<b>Current</b>	53	56	54	45	46	43	47	48	47	51	52	52	
<b>Total</b>	58	56	55	51	51	51	53	54	52	52	52	58	
<b>Gain/Loss</b>	0	-2	-1	-4	0	0	2	1	-2	0	0	6	0
<b>% Change</b>	0.00%	-3.45%	-1.79%	-7.27%	0.00%	0.00%	3.92%	1.89%	-3.70%	0.00%	0.00%	11.54%	0.00%
<b>Non-renew</b>	0	2	1	6	3	5	2	4	7	1	0	0	31

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

# South Eastern Reading Council

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

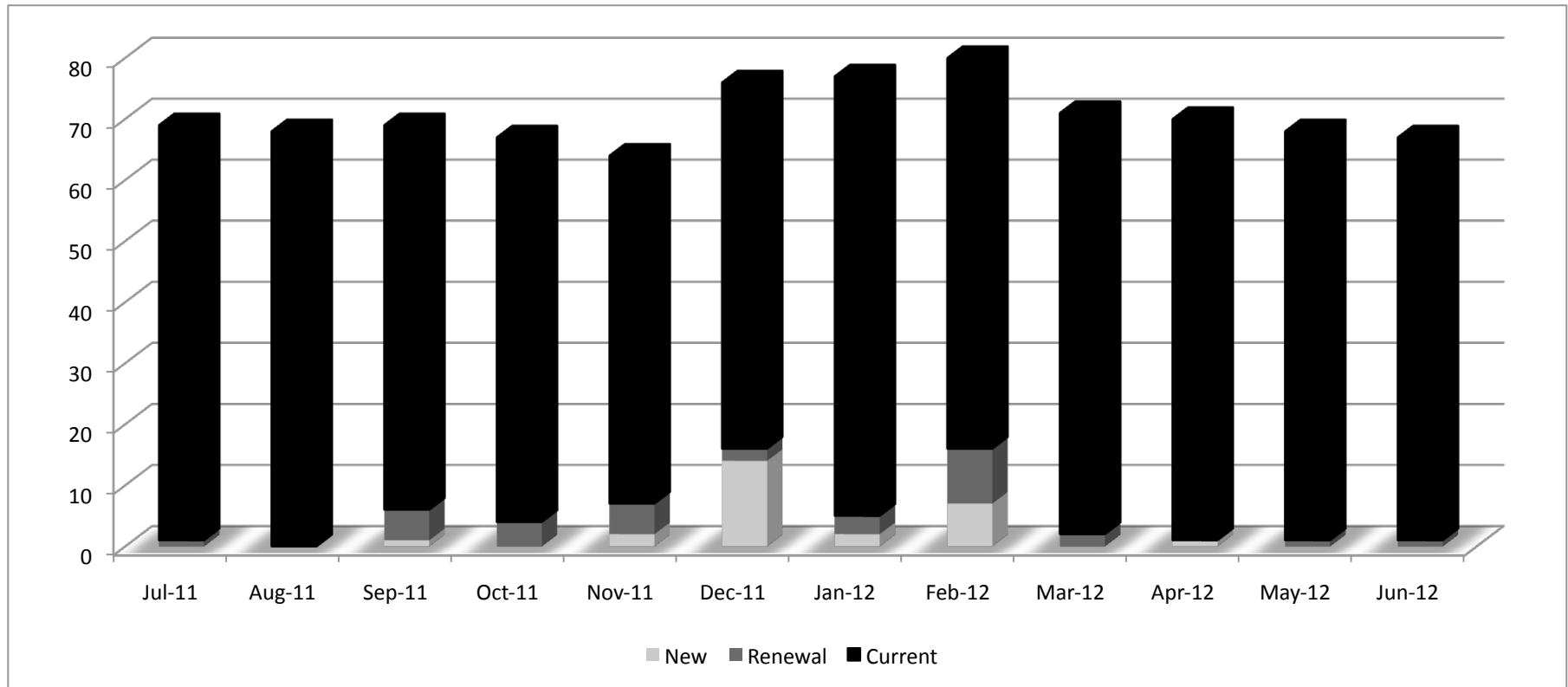


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
<b>New</b>	1	1	5	2	7	2	3	7	1	0	0	0	29
<b>Renewal</b>	5	1	2	3	3	1	1	3	0	0	0	0	19
<b>Current</b>	62	67	67	71	71	78	68	65	62	60	58	58	
<b>Total</b>	68	69	74	76	81	81	72	75	63	60	58	58	
<b>Gain/Loss</b>	1	1	5	2	5	0	-9	3	-12	-3	-2	0	-9
<b>% Change</b>	1.49%	1.47%	7.25%	2.70%	6.58%	0.00%	-11.11%	4.17%	-16.00%	-4.76%	-3.33%	0.00%	-13.43%
<b>Non-renew</b>	0	0	0	0	2	2	12	4	13	3	2	0	38

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

# South Eastern Reading Council

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

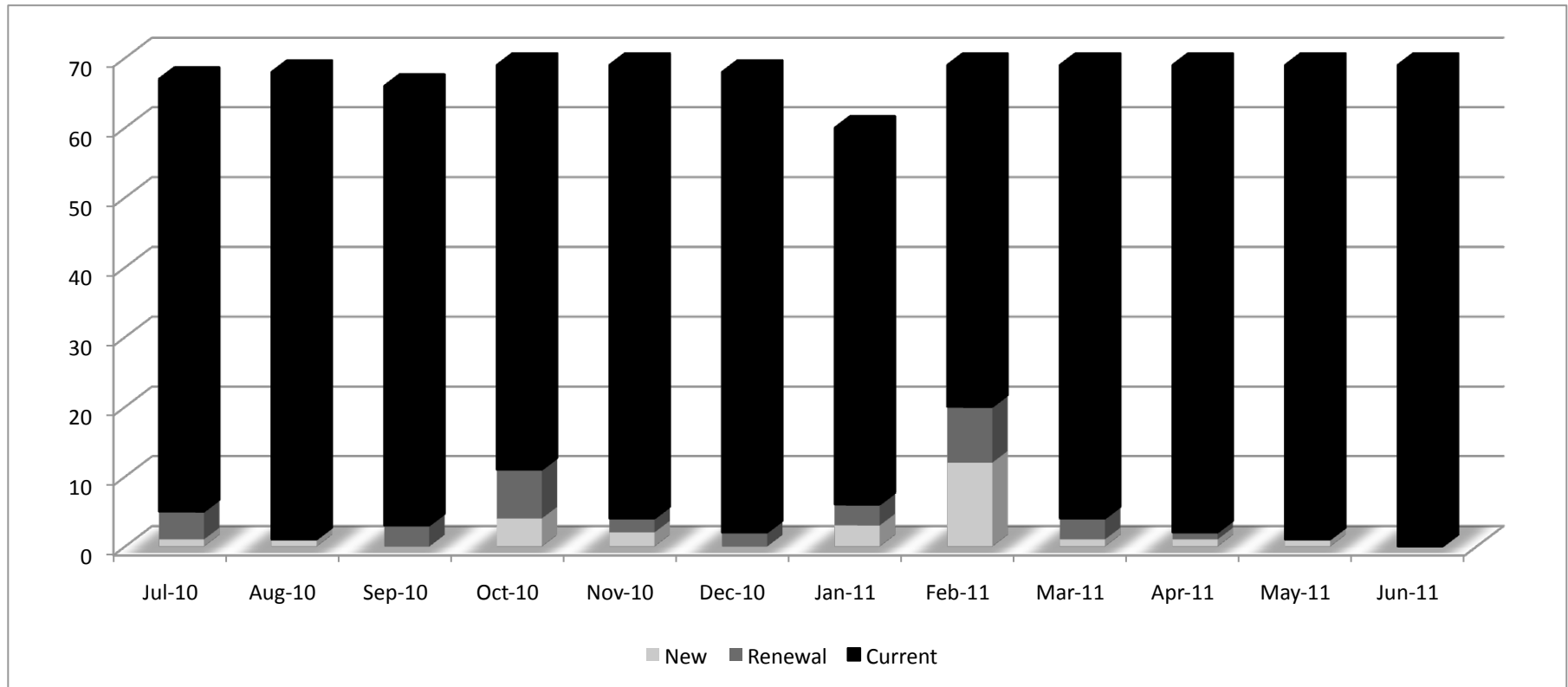


	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
<b>New</b>	0	0	1	0	2	14	2	7	0	1	0	0	27
<b>Renewal</b>	1	0	5	4	5	2	3	9	2	0	1	1	33
<b>Current</b>	68	68	63	63	57	60	72	64	69	69	67	66	
<b>Total</b>	69	68	69	67	64	76	77	80	71	70	68	67	
<b>Gain/Loss</b>	0	-1	1	-2	-3	12	1	3	-9	-1	-2	-1	-2
<b>% Change</b>	0.00%	-1.45%	1.47%	-2.90%	-4.48%	18.75%	1.32%	3.90%	-11.25%	-1.41%	-2.86%	-1.47%	-2.90%
<b>Non-renew</b>	0	1	0	2	5	2	1	4	9	2	2	1	29

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

# South Eastern 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><i>New</i></b>	1	1	0	4	2	0	3	12	1	1	1	0	26
<b><i>Renewal</i></b>	4	0	3	7	2	2	3	8	3	1	0	0	33
<b><i>Current</i></b>	62	67	63	58	65	66	54	49	65	67	68	69	
<b><i>Total</i></b>	67	68	66	69	69	68	60	69	69	69	69	69	
<b><i>Gain/Loss</i></b>	1	1	-2	3	0	-1	-8	9	0	0	0	0	3
<b><i>% Change</i></b>	1.52%	1.49%	-2.94%	4.55%	0.00%	-1.45%	-11.76%	15.00%	0.00%	0.00%	0.00%	0.00%	4.55%
<b><i>Non-renew</i></b>	0	0	2	1	2	1	11	3	1	1	1	0	23