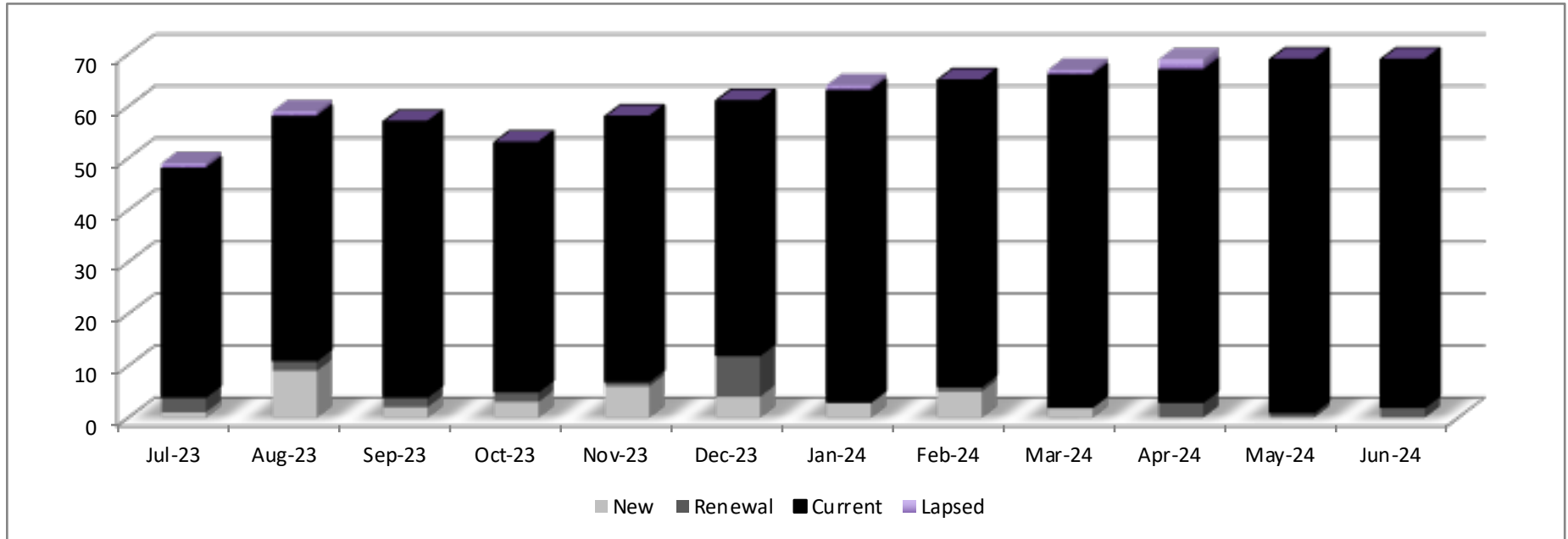


Western Illinois Reading Council

Yearlong Trend of Total Membership

July 2023 to June 2024



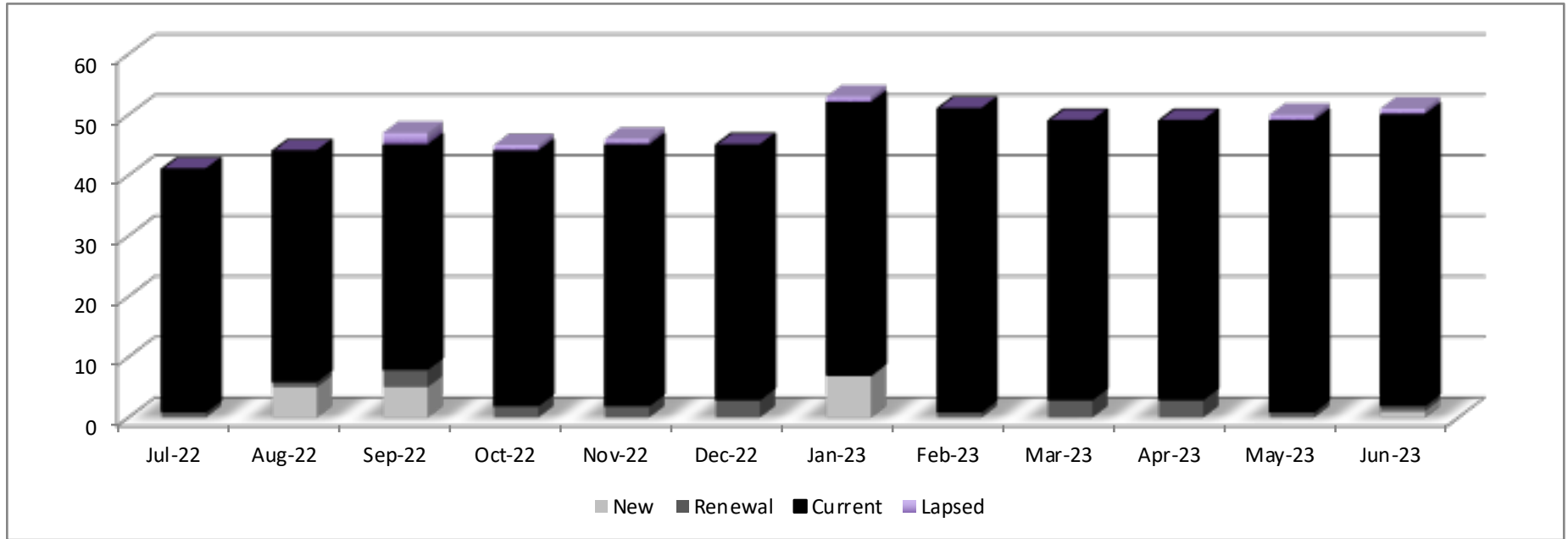
	<i>Jul-23</i>	<i>Aug-23</i>	<i>Sep-23</i>	<i>Oct-23</i>	<i>Nov-23</i>	<i>Dec-23</i>	<i>Jan-24</i>	<i>Feb-24</i>	<i>Mar-24</i>	<i>Apr-24</i>	<i>May-24</i>	<i>Jun-24</i>	<i>Total</i>
<i>New</i>	1	9	2	3	6	4	3	5	2	0	0	0	35
<i>Lapsed</i>	1	1	0	0	0	0	1	0	1	2	0	0	6
<i>Renewal</i>	3	2	2	2	1	8	0	1	0	3	1	2	25
<i>Current</i>	44	47	53	48	51	49	60	59	64	64	68	67	
<i>Total</i>	49	59	57	53	58	61	64	65	67	69	69	69	
<i>Gain/Loss</i>	-2	10	-2	-4	5	3	3	1	2	2	0	0	18
<i>% Change</i>	-3.92%	20.41%	-3.39%	-7.02%	9.43%	5.17%	4.92%	1.56%	3.08%	2.99%	0.00%	0.00%	35.29%
<i>Non-Renew</i>	4	0	4	7	1	1	1	4	1	0	0	0	23
<i>Student NR</i>	0	0	0	0	0	0	0	0	0	0	0	0	0
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												60.78%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership

July 2022 to June 2023



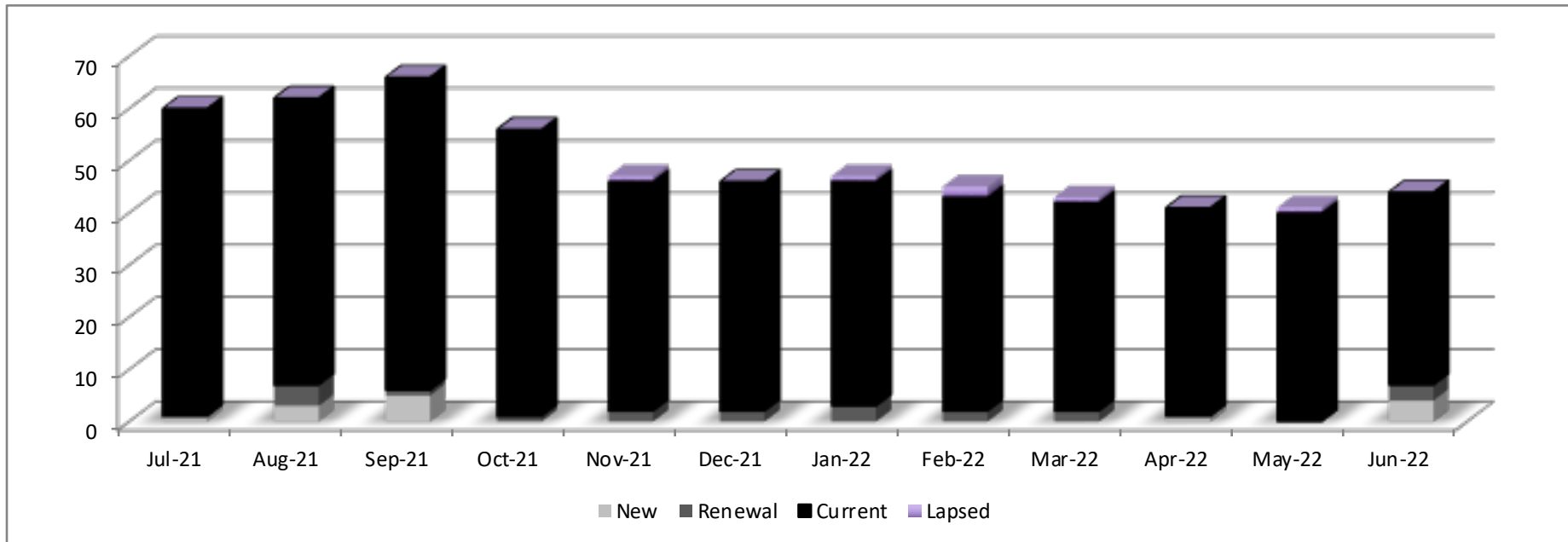
	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total
New	0	5	5	0	0	0	7	0	0	0	0	1	18
Lapsed	0	0	2	1	1	0	1	0	0	0	1	1	7
Renewal	1	1	3	2	2	3	0	1	3	3	1	1	21
Current	40	38	37	42	43	42	45	50	46	46	48	48	
Total	41	44	47	45	46	45	53	51	49	49	50	51	
Gain/Loss	-3	3	3	-2	1	-1	8	-2	-2	0	1	1	7
% Change	-6.82%	7.32%	6.82%	-4.26%	2.22%	-2.17%	17.78%	-3.77%	-3.92%	0.00%	2.04%	2.00%	15.91%
Non-renew	3	2	4	3	0	1	0	2	2	0	0	1	18
	YTD # of Student Members Non-Renewals												0
	YTD % of Renewals (w/o Student Non-Renewals)												63.64%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership

July 2021 to June 2022



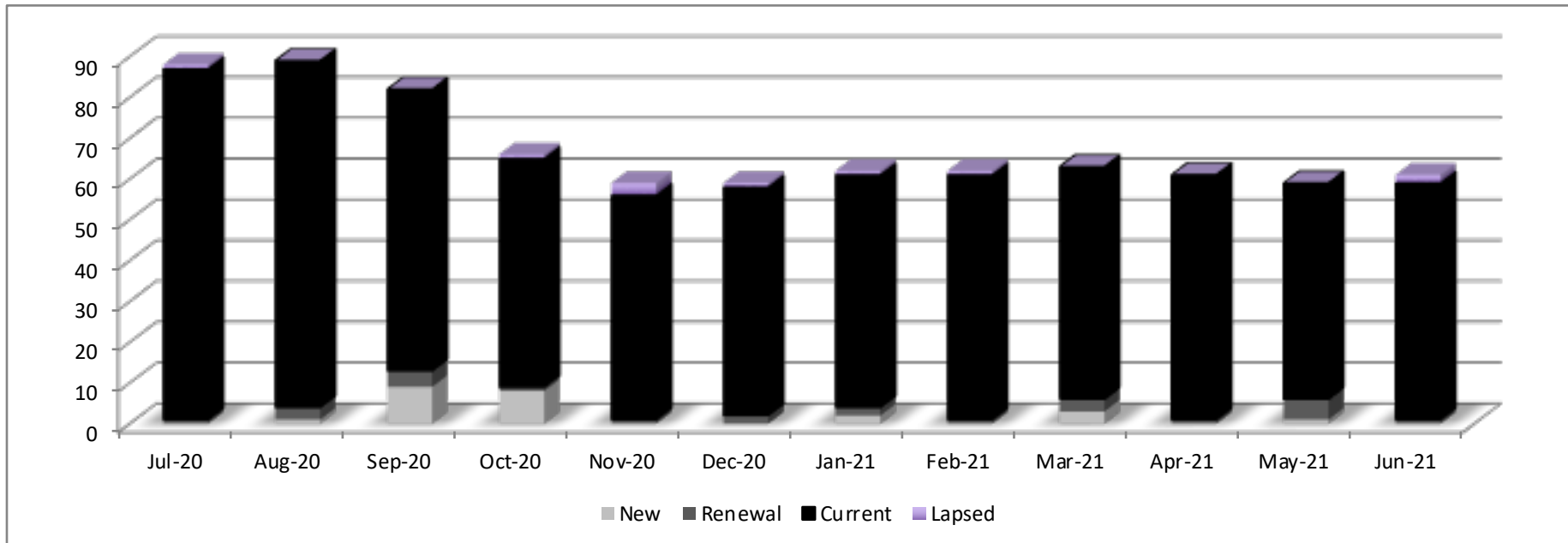
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
New	1	3	5	0	0	0	0	0	0	1	0	4	14
Lapsed	0	0	0	0	1	0	1	2	1	0	1	0	6
Renewal	0	4	1	1	2	2	3	2	2	0	0	3	20
Current	59	55	60	55	44	44	43	41	40	40	40	37	
Total	60	62	66	56	47	46	47	45	43	41	41	44	
Gain/Loss	-1	2	4	-10	-9	-1	1	-2	-2	-2	0	3	-17
% Change	-1.64%	3.33%	6.45%	-15.15%	-16.07%	-2.13%	2.17%	-4.26%	-4.44%	-4.65%	0.00%	7.32%	-27.87%
Non-renew	2	0	1	10	10	1	0	4	3	3	1	1	36
	YTD # of Student Members Non-Renewals												3
	YTD % of Renewals (w/o Student Non-Renewals)												44.83%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership

July 2020 to June 2021



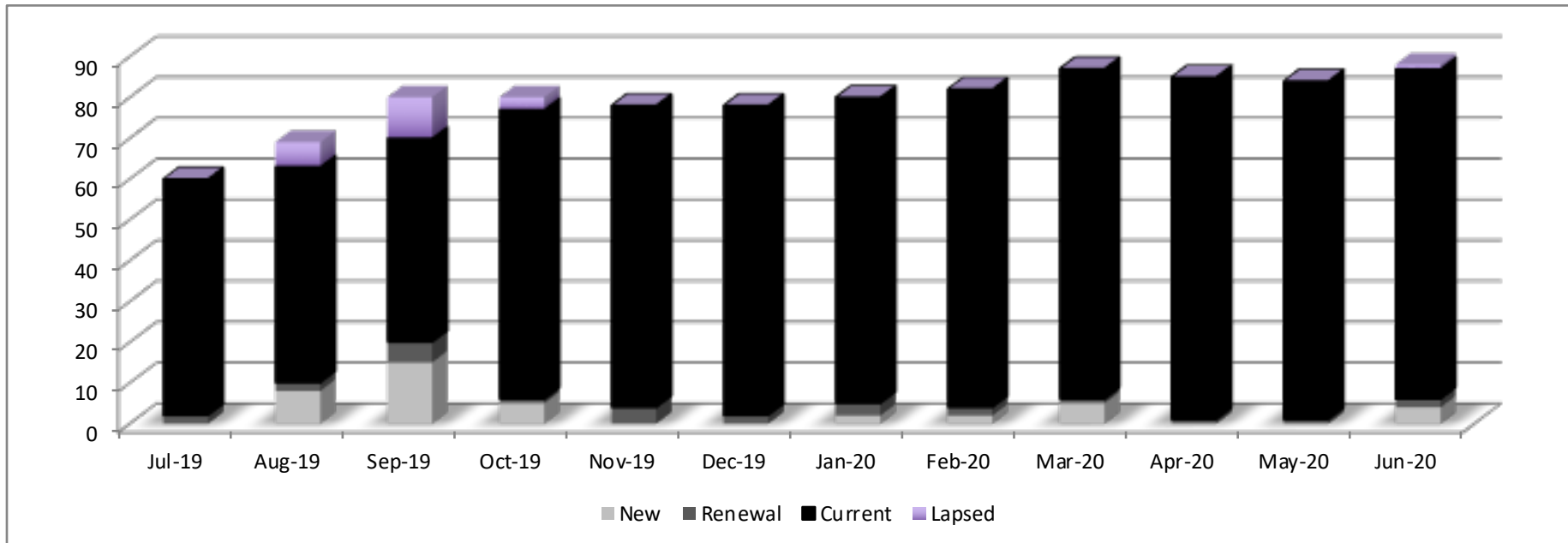
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
New	0	1	9	8	0	0	2	0	3	0	1	0	24
Lapsed	1	0	0	1	3	1	1	1	0	0	0	2	10
Renewal	1	3	4	1	1	2	2	1	3	1	5	1	25
Current	86	85	69	56	55	56	57	60	57	60	53	58	
Total	88	89	82	66	59	59	62	62	63	61	59	61	
Gain/Loss	0	1	-7	-16	-7	0	3	0	1	-2	-2	2	-27
% Change	0.00%	1.14%	-7.87%	-19.51%	-10.61%	0.00%	5.08%	0.00%	1.61%	-3.17%	-3.28%	3.39%	-30.68%
Non-renew	1	0	16	25	10	1	0	1	2	2	3	0	61
	YTD # of Student Members Non-Renewals												3
	YTD % of Renewals (w/o Student Non-Renewals)												41.18%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership

July 2019 to June 2020



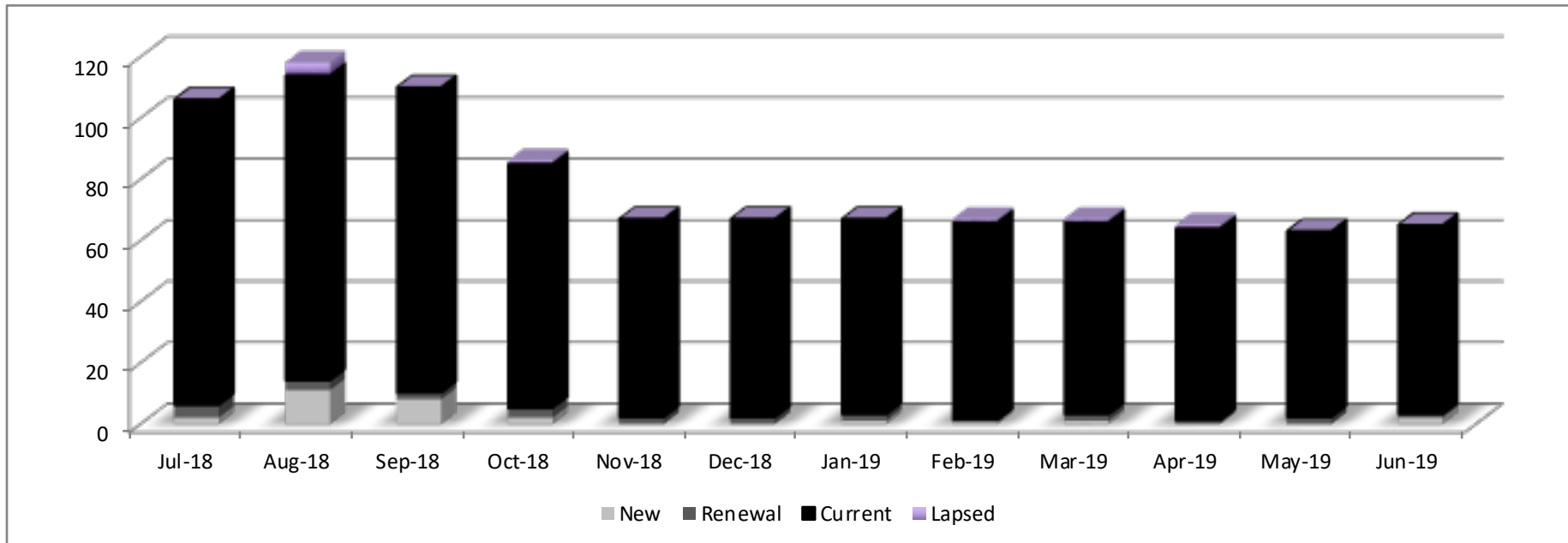
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total	
New	0	8	15	5	0	0	2	2	5	0	0	4	41	
Lapsed	0	6	10	3	0	0	0	0	0	0	0	1	20	
Renewal	2	2	5	1	4	2	3	2	1	1	1	2	26	
Current	58	53	50	71	74	76	75	78	81	84	83	81		
Total	60	69	80	80	78	78	80	82	87	85	84	88		
Gain/Loss	-5	9	11	0	-2	0	2	2	5	-2	-1	4	23	
% Change	-7.69%	15.00%	15.94%	0.00%	-2.50%	0.00%	2.56%	2.50%	6.10%	-2.30%	-1.18%	4.76%	35.38%	
Non-renew	3	5	14	8	2	0	0	0	0	2	1	1	36	
													YTD # of Student Members Non-Renewals	1
													YTD % of Renewals (w/o Student Non-Renewals)	71.88%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership

July 2018 to June 2019

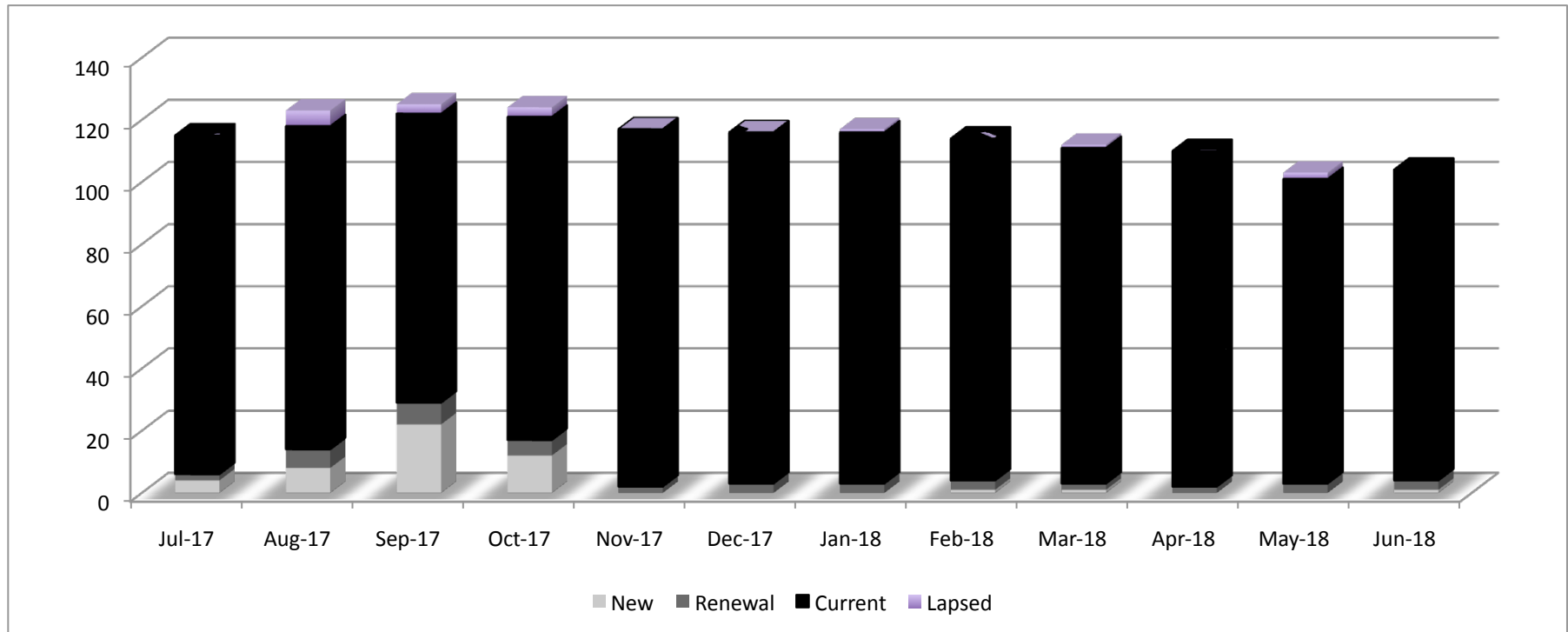


	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total	
New	2	11	8	2	0	0	1	1	1	0	0	2	28	
Lapsed	0	4	0	1	0	0	0	1	1	1	0	0	8	
Renewal	4	3	2	3	2	2	2	0	2	1	2	1	24	
Current	100	100	100	80	65	65	64	65	63	63	61	62		
Total	106	118	110	86	67	67	67	67	67	65	63	65		
Gain/Loss	2	12	-8	-24	-19	0	0	0	0	-2	-2	2	-39	
% Change	1.92%	11.32%	-6.78%	-21.82%	-22.09%	0.00%	0.00%	0.00%	0.00%	-2.99%	-3.08%	3.17%	-37.50%	
Non-renew	0	3	16	27	19	0	1	2	2	3	2	0	75	
													YTD # of Student Members Non-Renewals	5
													YTD % of Renewals (w/o Student Non-Renewals)	32.32%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership July 2017 to June 2018

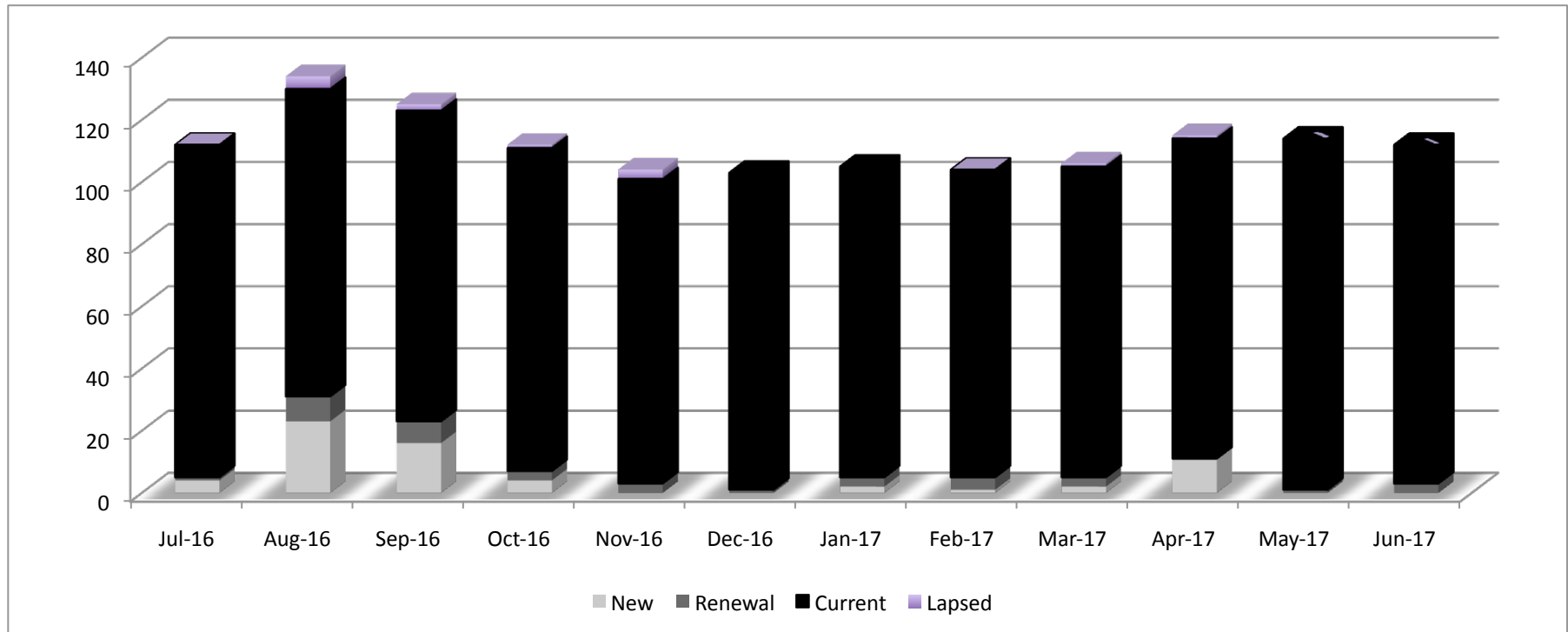


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>
New	4	8	22	12	0	0	0	1	1	0	0	1	49
Lapsed	0	5	3	3	0	0	1	0	1	0	2	0	15
Renewal	2	6	7	5	2	3	3	3	2	2	3	3	41
Current	109	104	93	104	115	113	113	110	108	108	98	100	
Total	115	123	125	124	117	116	117	114	112	110	103	104	
Gain/Loss	3	8	2	-1	-7	-1	1	-3	-2	-2	-7	1	-8
% Change	2.68%	6.96%	1.63%	-0.80%	-5.65%	-0.85%	0.86%	-2.56%	-1.75%	-1.79%	-6.36%	0.97%	-7.14%
Non-renew	1	5	23	16	7	1	0	4	4	2	9	0	72
													YTD # of Student Members Non-Renewals
													7
													YTD % of Renewals (w/o Student Non-Renewals)
													53.33%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership July 2016 to June 2017

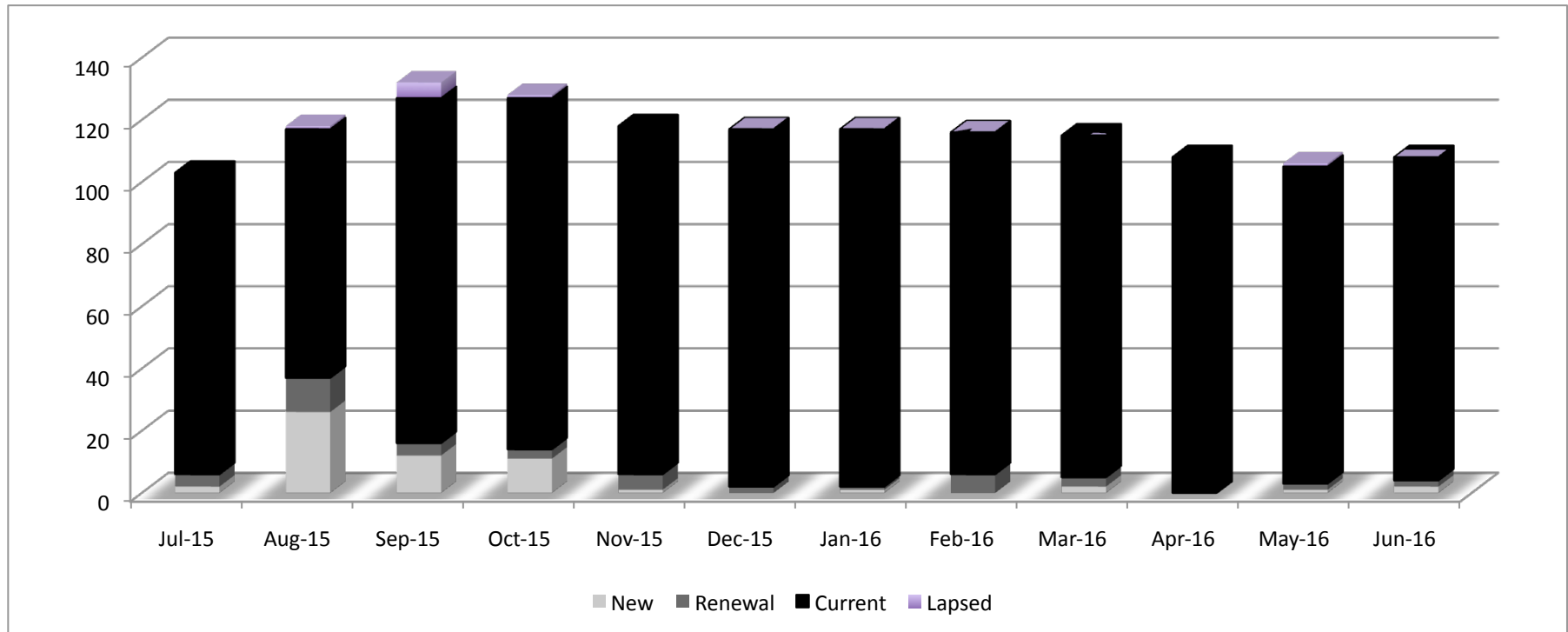


	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
New	4	23	16	4	0	0	2	1	2	11	0	0	63
Lapsed	0	4	2	1	3	0	0	0	1	1	0	0	12
Renewal	1	8	7	3	3	1	3	4	3	0	1	3	37
Current	107	99	100	104	98	102	100	99	100	103	113	109	
Total	112	134	125	112	104	103	105	104	106	115	114	112	
Gain/Loss	4	22	-9	-13	-8	-1	2	-1	2	9	-1	-2	4
% Change	3.70%	19.64%	-6.72%	-10.40%	-7.14%	-0.96%	1.94%	-0.95%	1.92%	8.49%	-0.87%	-1.75%	3.70%
Non-renew	0	5	27	18	11	1	0	2	1	3	1	2	71
	YTD # of Student Members Non-Renewals												1
	YTD % of Renewals (w/o Student Non-Renewals)												37.38%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership July 2015 to June 2016

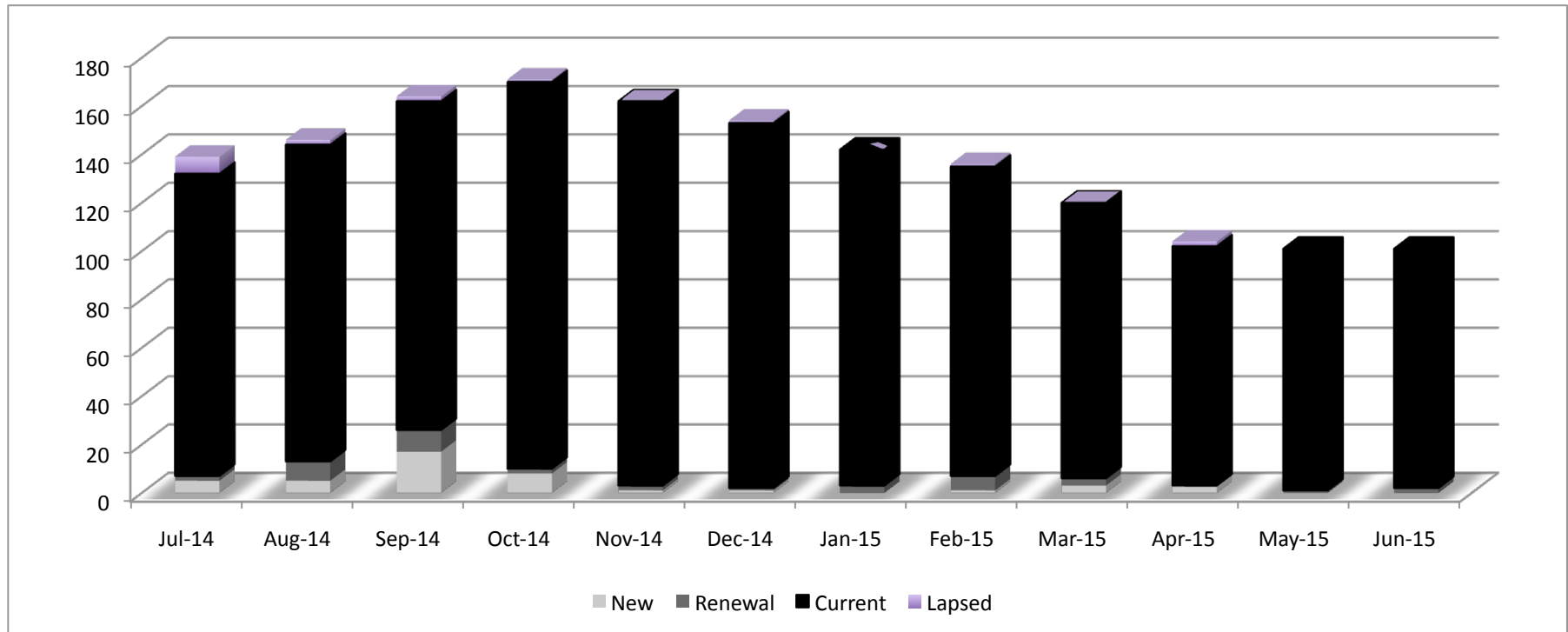


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
New	2	26	12	11	1	0	1	0	2	0	1	2	58
Lapsed	0	1	5	1	0	0	0	0	0	0	1	0	8
Renewal	4	11	4	3	5	2	1	6	3	0	2	2	43
Current	97	80	111	113	112	115	115	110	110	108	102	104	
Total	103	118	132	128	118	117	117	116	115	108	106	108	
Gain/Loss	2	15	14	-4	-10	-1	0	-1	-1	-7	-2	2	7
% Change	1.98%	14.56%	11.86%	-3.03%	-7.81%	-0.85%	0.00%	-0.85%	-0.86%	-6.09%	-1.85%	1.89%	6.93%
Non-renew	0	12	3	16	11	1	1	1	3	7	4	0	59
	YTD # of Student Members Non-Renewals												4
	YTD % of Renewals (w/o Student Non-Renewals)												52.58%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership July 2014 to June 2015

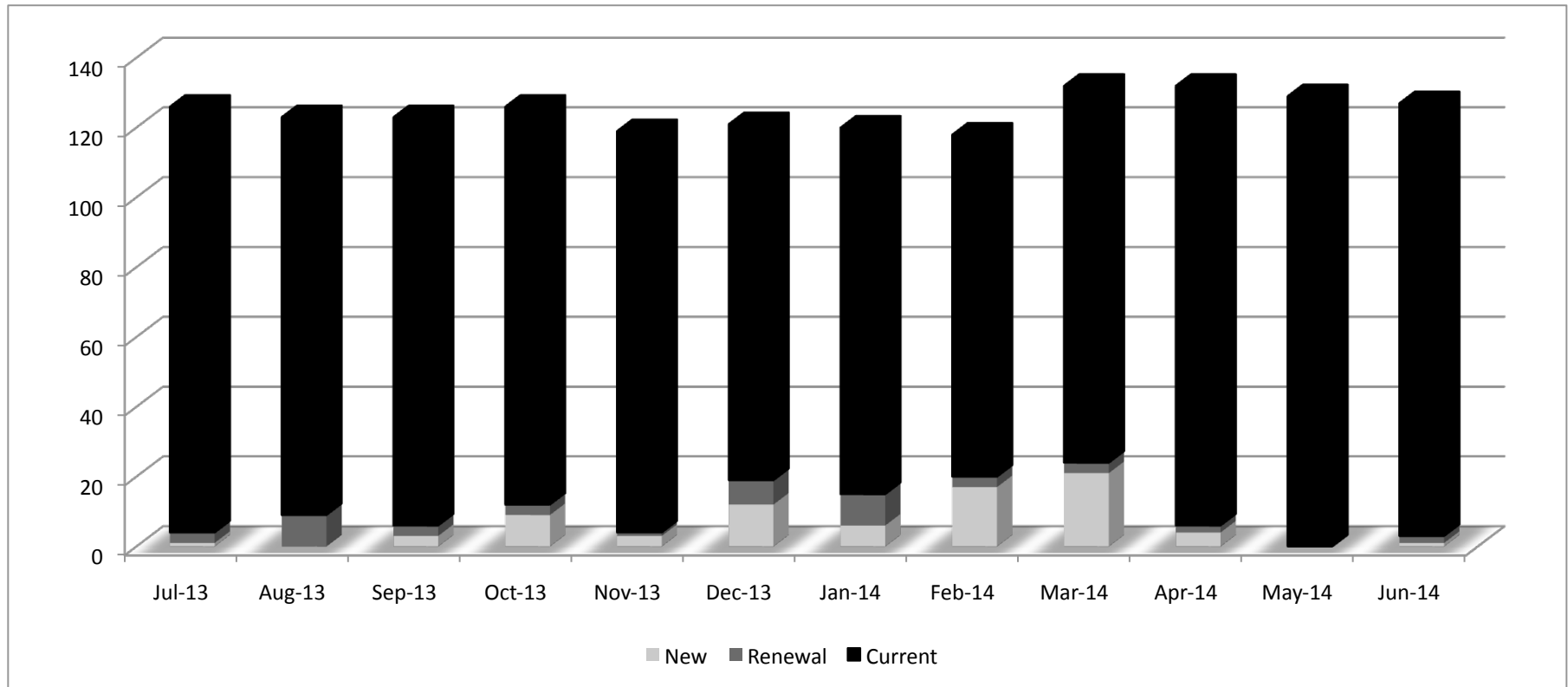


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>
New	5	5	17	8	1	1	0	1	3	3	0	0	44
Lapsed	7	2	2	1	0	1	0	1	0	2	0	0	16
Renewal	2	8	9	2	2	1	3	6	3	0	1	2	39
Current	125	131	136	160	159	151	139	128	114	99	100	99	
Total	139	146	164	171	162	154	142	136	120	104	101	101	
Gain/Loss	12	7	18	7	-9	-8	-12	-6	-16	-16	-3	0	-26
% Change	9.45%	5.04%	12.33%	4.27%	-5.26%	-4.94%	-7.79%	-4.23%	-11.76%	-13.33%	-2.88%	0.00%	-20.47%
Non-renew	0	0	1	2	10	10	12	8	19	21	3	0	86
	YTD # of Student Members Non-Renewals												4
	YTD % of Renewals (w/o Student Non-Renewals)												44.72%

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

Western Illinois Reading Council

Yearlong Trend of Total Membership July 2013 to June 2014

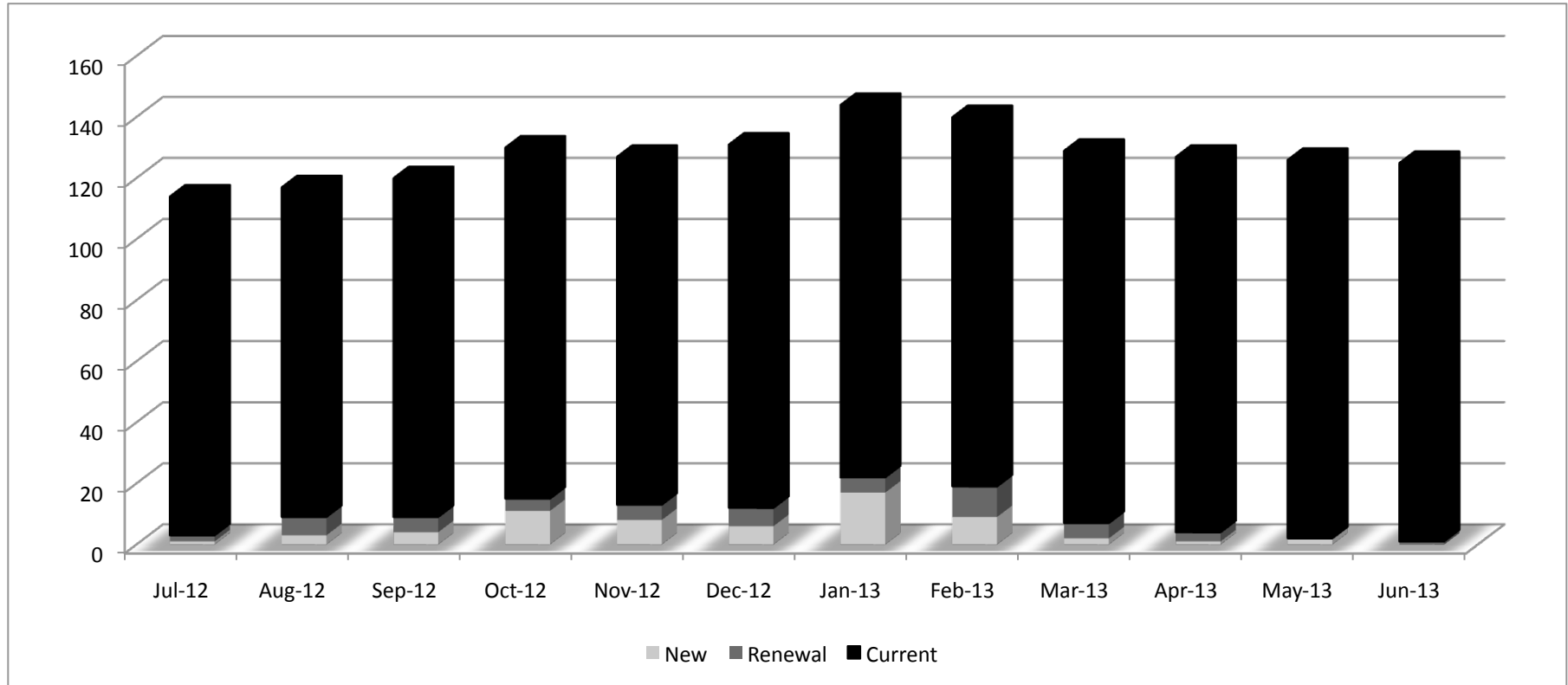


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
New	1	0	3	9	3	12	6	17	21	4	0	1	77
Renewal	3	9	3	3	1	7	9	3	3	2	0	2	45
Current	122	114	117	114	115	102	105	98	108	126	129	124	
Total	126	123	123	126	119	121	120	118	132	132	129	127	
Gain/Loss	1	-3	0	3	-7	2	-1	-2	14	0	-3	-2	2
% Change	0.80%	-2.38%	0.00%	2.44%	-5.56%	1.68%	-0.83%	-1.67%	11.86%	0.00%	-2.27%	-1.55%	1.60%
Non-renew	0	3	3	6	10	10	7	19	7	4	3	3	75

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

Western Illinois Reading Council

Yearlong Trend of Total Membership July 2012 to June 2013

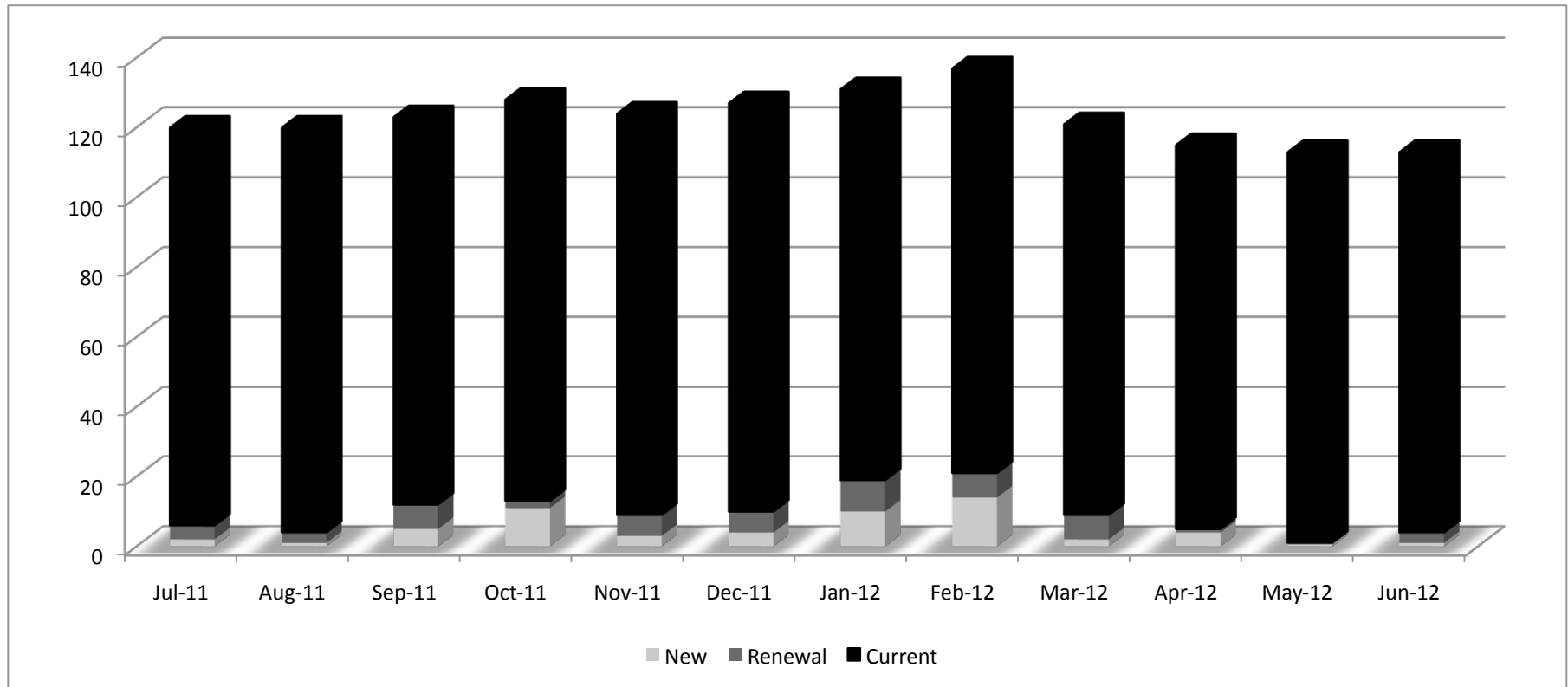


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
New	1	3	4	11	8	6	17	9	2	1	2	0	64
Renewal	2	6	5	4	5	6	5	10	5	3	0	1	52
Current	111	108	111	115	114	119	122	121	122	123	124	124	
Total	114	117	120	130	127	131	144	140	129	127	126	125	
Gain/Loss	1	3	3	10	-3	4	13	-4	-11	-2	-1	-1	12
% Change	0.88%	2.63%	2.56%	8.33%	-2.31%	3.15%	9.92%	-2.78%	-7.86%	-1.55%	-0.79%	-0.79%	10.62%
Non-renew	0	0	1	1	11	2	4	13	13	3	3	1	52

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

Western Illinois Reading Council

Yearlong Trend of Total Membership July 2011 to June 2012

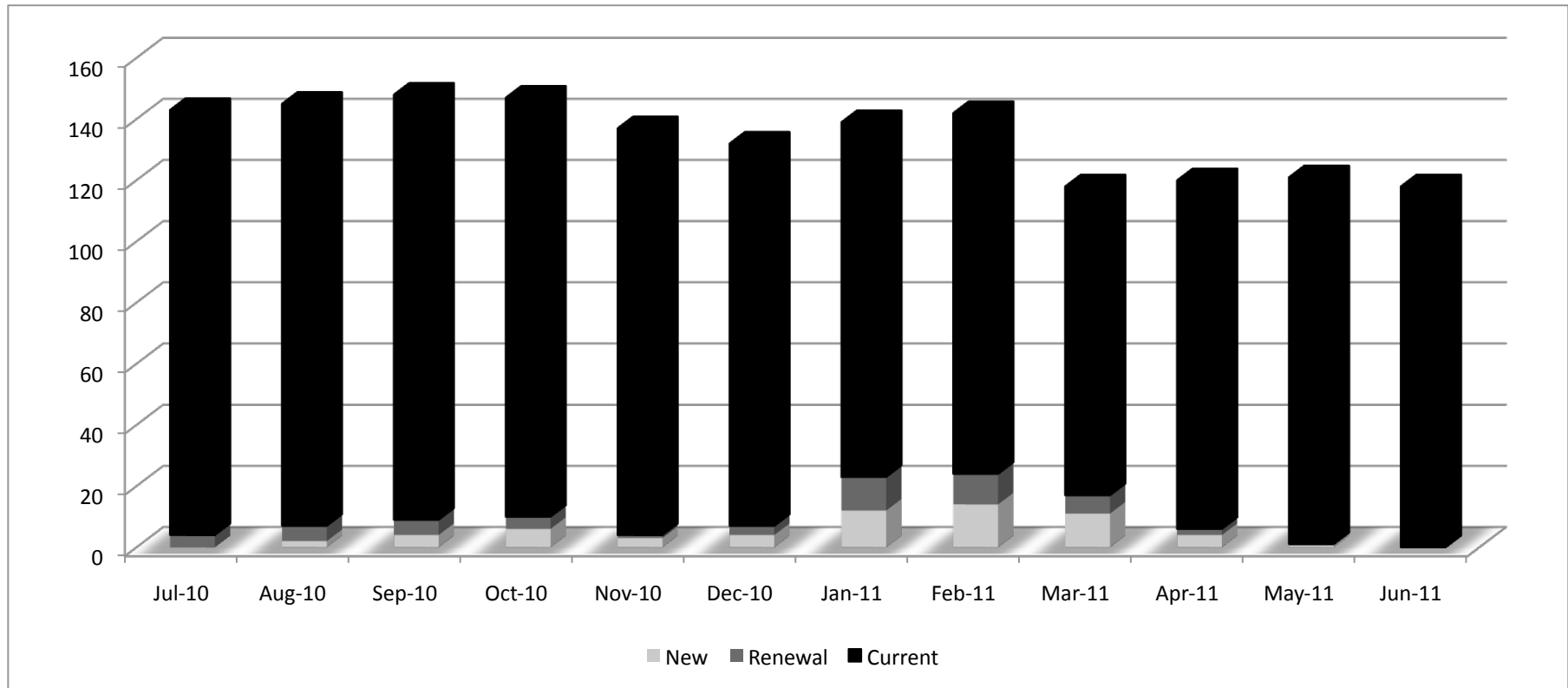


	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
New	2	1	5	11	3	4	10	14	2	4	1	1	58
Renewal	4	3	7	2	6	6	9	7	7	1	0	3	55
Current	114	116	111	115	115	117	112	116	112	110	112	109	
Total	120	120	123	128	124	127	131	137	121	115	113	113	
Gain/Loss	2	0	3	5	-4	3	4	6	-16	-6	-2	0	-5
% Change	1.69%	0.00%	2.50%	4.07%	-3.13%	2.42%	3.15%	4.58%	-11.68%	-4.96%	-1.74%	0.00%	-4.24%
Non-renew	0	1	2	6	7	1	6	8	18	10	3	1	63

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

Western 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>
<i>New</i>	0	2	4	6	3	4	12	14	11	4	1	0	61
<i>Renewal</i>	4	5	5	4	1	3	11	10	6	2	0	0	51
<i>Current</i>	139	138	139	137	133	125	116	118	101	114	120	118	
Total	143	145	148	147	137	132	139	142	118	120	121	118	
<i>Gain/Loss</i>	-1	2	3	-1	-10	-5	7	3	-24	2	1	-3	-26
<i>% Change</i>	-0.69%	1.40%	2.07%	-0.68%	-6.80%	-3.65%	5.30%	2.16%	-16.90%	1.69%	0.83%	-2.48%	-18.06%
<i>Non-renew</i>	1	0	1	7	13	9	5	11	35	2	0	3	87