



DEMOGRAPHICS

2015-2017 REGISTRATION PROJECTIONS

Assumptions (Based on average percentage change since 2009):

- Retention Rates of 80%, 88%, and 94%
- First-Year Projected New Attendee Rates:
 Winter: -2.64% Midwest: 13.37% Southeast: 5.99% West: 7.78% Northeast: 10.43%

WINTER	2014 Final	2015 Projections	2016 Projections	2017 Projections
Class Section				
1-1	34	33	32	31
1-2	29	28	27	27
1st yr Total	63	61	59	58
2-1	26	27	26	26
2-2	25	23	23	22
2nd yr Total	51	50	49	48
3-1	27	23	24	23
3-2	24	22	20	20
3rd yr Total	51	45	44	43
4-1	23	25	22	23
4-2	16	23	21	19
4th yr Total	39	48	43	42
Winter Total	204	204	195	191

WEST	2014 Final	2015 Projections	2016 Projections	2017 Projections
Class Section				
1-1	42	23	25	27
1-2	-	22	24	26
1st yr Total	42	45	49	53
2-1	24	34	36	39
2nd yr Total	24	34	36	39
3-1	23	21	29	32
3rd yr Total	23	21	29	32
4-1	25	22	20	28
4th yr Total	25	22	20	28
West Total	114	122	134	152

MIDWEST	2014 Final	2015 Projections	2016 Projections	2017 Projections
Class Section				
1-1	25	29	33	37
1-2	26	29	33	38
1st yr Total	51	58	66	75
2-1	36	41	46	53
2nd yr Total	36	41	46	52
3-1	22	32	36	41
3rd yr Total	22	32	36	40
4-1	17	21	30	34
4th yr Total	17	21	30	34
MW Total	126	152	178	201

NORTHEAST	2014 Final	2015 Projections	2016 Projections	2017 Projections
Class Section				
1-1	28	31	34	38
1-2	23	25	28	31
1st yr Total	51	56	62	69
2-1	38	41	45	50
2nd yr Total	38	41	45	50
3-1	31	33	36	39
3rd yr Total	31	33	36	39
4-1	30	29	32	34
4th yr Total	30	29	32	34
NE Total	150	159	175	192

SOUTHEAST	2014 Final	2015 Projections	2016 Projections	2017 Projections
Class Section				
1-1	33	35	37	39
1-2	28	30	31	33
1st yr Total	61	65	68	72
2-1	39	26	28	30
2-2	32	23	24	25
2nd yr Total	71	49	52	55
3-1	31	34	23	25
3-2	26	28	20	21
3rd yr Total	57	62	43	46
4-1	39	29	32	22
4-2	-	25	27	18
4th yr Total	39	54	59	40
SE Total	228	230	222	213

	Final Number	2015 Projection	2016 Projection	2017 Projection
Enrollment	822	867	904	949



DEMOGRAPHICS

2015 REGISTRATION GOALS

Assumptions: Goals are based on accepted assumptions discussed in the Enrollment Projections document. First-Year goals are generally an additional 5% of the projected number.

WINTER	2015 Goals	2014 Goals	2014 Final
Class Section			
1-1	33	35	34
1-2	32	33	29
1st yr Total	65	68	63
2-1	27	25	26
2-2	23	24	25
2nd yr Total	50	49	51
3-1	23	30	27
3-2	22	24	24
3rd yr Total	45	54	51
4-1	25	23	23
4-2	23	16	16
4th yr Total	48	39	39
Winter Total	208	210	204

WEST	2015 Goals	2014 Goals	2014 Final
Class Section			
1-1	24	41	42
1-2	24	-	-
1st yr Total	48	41	42
2-1	34	33	24
2nd yr Total	34	33	24
3-1	21	24	23
3rd yr Total	21	24	23
4-1	22	20	25
4th yr Total	22	20	25
West Total	125	118	114

MIDWEST	2015 Goals	2014 Goals	2014 Final
Class Section			
1-1	28	27	25
1-2	27	28	26
1st yr Total	55	55	51
2-1	41	34	36
2nd yr Total	41	34	36
3-1	32	16	22
3rd yr Total	32	16	22
4-1	21	16	17
4th yr Total	21	16	17
MW Total	149	121	126

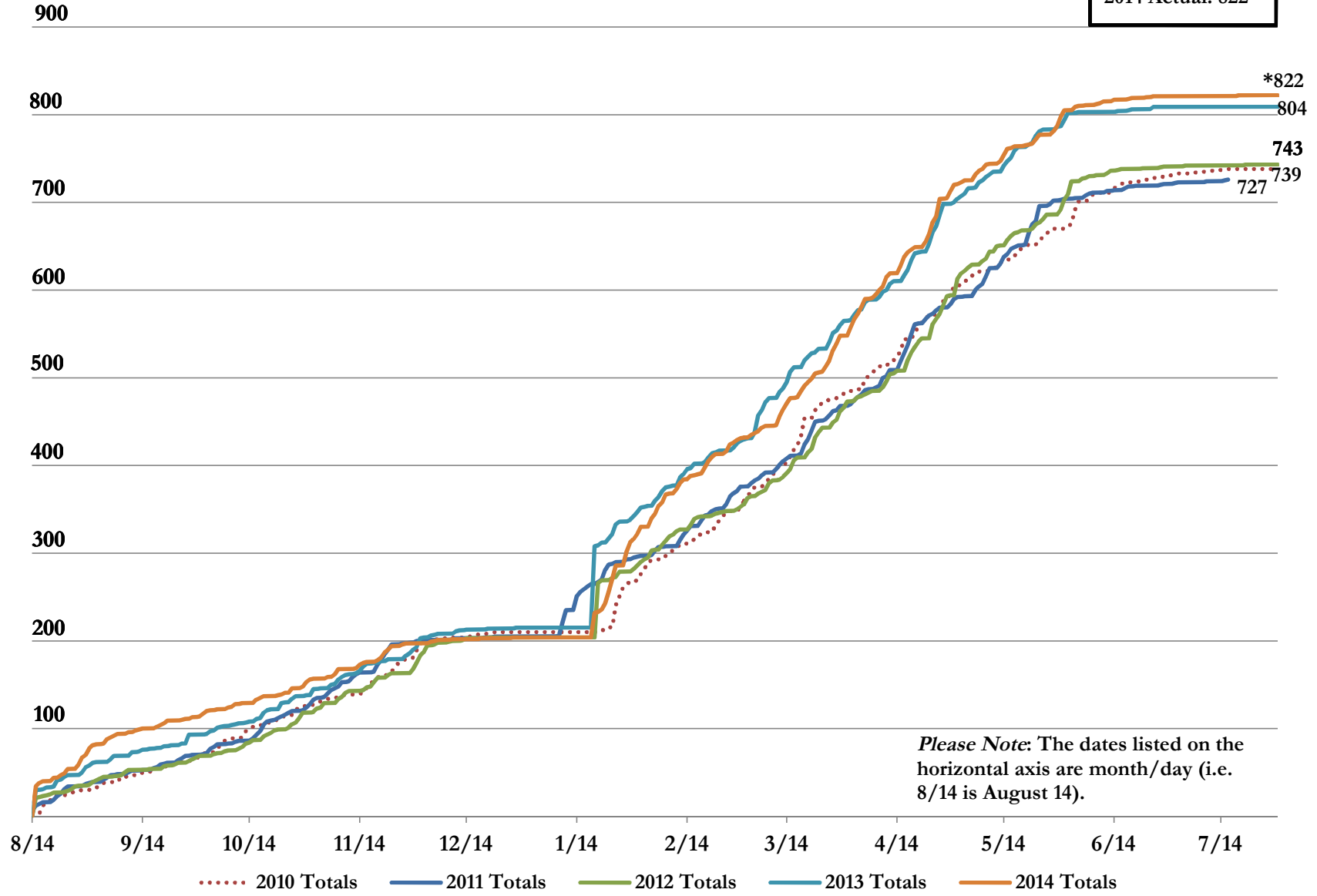
NORTHEAST	2015 Goals	2014 Goals	2014 Final
Class Section			
1-1	30	36	28
1-2	29	36	23
1st yr Total	59	72	51
2-1	41	44	38
2nd yr Total	41	44	38
3-1	33	35	31
3rd yr Total	33	35	31
4-1	29	30	30
4th yr Total	29	30	30
NE Total	162	181	150

SOUTHEAST	2015 Goals	2014 Goals	2014 Final
Class Section			
1-1	35	53	33
1-2	34	54	28
1st yr Total	69	107	61
2-1	26	32	39
2-2	23	33	32
2nd yr Total	49	65	71
3-1	34	28	31
3-2	28	25	26
3rd yr Total	62	53	57
4-1	29	43	39
4-2	25	-	-
4th yr Total	54	43	39
SE Total	234	268	228

2015 First-Year Goal:	2015 Enrollment Goal:
296	878

2010-2014 Institute Registrations

2014 Goal: 898
2014 Actual: 822





DEMOGRAPHICS

U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

AN OVERVIEW OF THE 2014 DEMOGRAPHICS BY SITE:

Class Level					
	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
1st year	31%	40%	27%	37%	35%
2nd year	25%	28%	31%	21%	25%
3rd year	25%	17%	25%	20%	21%
4th year	19%	13%	17%	22%	20%
Graduate Elective	0%	2%	1%	1%	0%

Employer					
	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Association	24%	35%	9%	29%	42%
Chamber	71%	57%	89%	67%	52%
Other	6%	8%	2%	4%	6%

Age					
	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
21 – 30	17%	15%	18%	15%	20%
31 – 40	25%	28%	35%	30%	32%
41 – 50	33%	36%	31%	36%	29%
51 +	24%	22%	15%	20%	19%

Gender					
	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Male	24%	31%	20%	30%	33%
Female	76%	69%	80%	70%	67%

Ethnicity					
	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Caucasian	92%	91%	93%	88%	88%
Other Ethnicity	8%	9%	7%	12%	12%

Years of Experience in Association/Chamber Field					
	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Less than 2 years	14%	8%	11%	11%	7%
2 to 5 years	27%	33%	30%	34%	27%
6 to 10 years	37%	26%	33%	24%	31%
More than 10 years	22%	33%	26%	30%	35%



DEMOGRAPHICS

U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

AN OVERVIEW OF THE 2014 DEMOGRAPHICS BY SITE:

How Did You Learn About Institute?	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Employer	59%	67%	67%	58%	59%
Colleague	29%	22%	25%	27%	33%
State Conference	9%	6%	4%	7%	3%
Direct Mail	0%	0%	0%	1%	0%
Email	1%	2%	2%	2%	3%
Website	0%	1%	1%	3%	1%
Other	0%	2%	0%	0%	1%

Organization's Budget Size <i>(excluding Public Funds)</i>	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Less than \$100,000	6%	4%	5%	4%	3%
\$100,001 - \$250,000	17%	12%	4%	12%	13%
\$250,001 - \$500,000	21%	16%	23%	13%	19%
\$500,001 - \$1,000,000	14%	19%	24%	22%	14%
\$1,000,001 - \$3,000,000	14%	15%	10%	23%	16%
\$3,000,001 - \$5,000,000	5%	5%	12%	8%	9%
\$5,000,001 - \$10,000,000	8%	5%	4%	3%	5%
Greater than \$10,000,001	14%	23%	5%	15%	20%

Organization's Staff Size	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Less than 3	16%	9%	17%	16%	14%
3 to 10	42%	44%	53%	40%	39%
11 to 25	20%	15%	14%	23%	20%
26 to 50	6%	9%	10%	6%	4%
51 to 100	5%	15%	3%	7%	9%
More than 100	9%	9%	3%	9%	15%

Level of Responsibility	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
CEO / Executive Director	39%	35%	31%	29%	38%
Senior Executive / Department Director	32%	34%	37%	36%	15%
Manager	18%	22%	23%	28%	25%
Coordinator / Assistant	11%	9%	10%	8%	3%



DEMOGRAPHICS

U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

AN OVERVIEW OF THE 2014 DEMOGRAPHICS BY SITE:

Primary Job Responsibility	Winter 2014	Midwest 2014	Southeast 2014	West 2014	Northeast 2014
Membership	12%	16%	17%	21%	13%
General Management	47%	49%	43%	37%	55%
Marketing	13%	9%	15%	12%	5%
Finance	3%	3%	4%	2%	2%
Economic Development (asked in registration for Winter 2014)	4%				
Government Relations (asked in registration for Summer 2014)		8%	6%	6%	11%
Other	22%	16%	16%	22%	15%



DEMOGRAPHICS

RETENTION RATES

*2014 Assumption = If 100 First-Years begin the program, 66 will graduate as shown in the example below.

100 First-Years → 80 Second-Years → 70 Third-Years → 66 Fourth-Years
(80%) (88%) (94%)

2014 First-Years

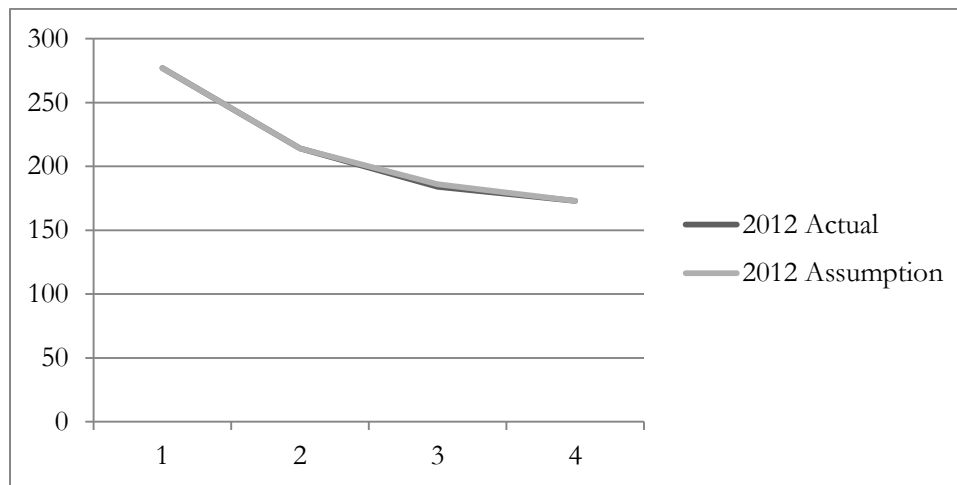
	First-Year	Second-Year	Third-Year	Fourth-Year
Actual (A)/ Projected (P)	268 (A)	214 (P)	188 (P)	177 (P)
Assumption	268	214	188	177

2013 First-Years

	First-Year	Second-Year	Third-Year	Fourth-Year
Actual (A)/ Projected (P)	285 (A)	220 (A)	194 (P)	182 (P)
Assumption	285	219	191	178

2012 First-Years

	First-Year	Second-Year	Third-Year	Fourth-Year
Actual (A)/ Projected (P)	277 (A)	214 (A)	184 (A)	173 (P)
Assumption	277	214	186	173



*2014 Assumption based on average retention rates of the last five years, since 2009.



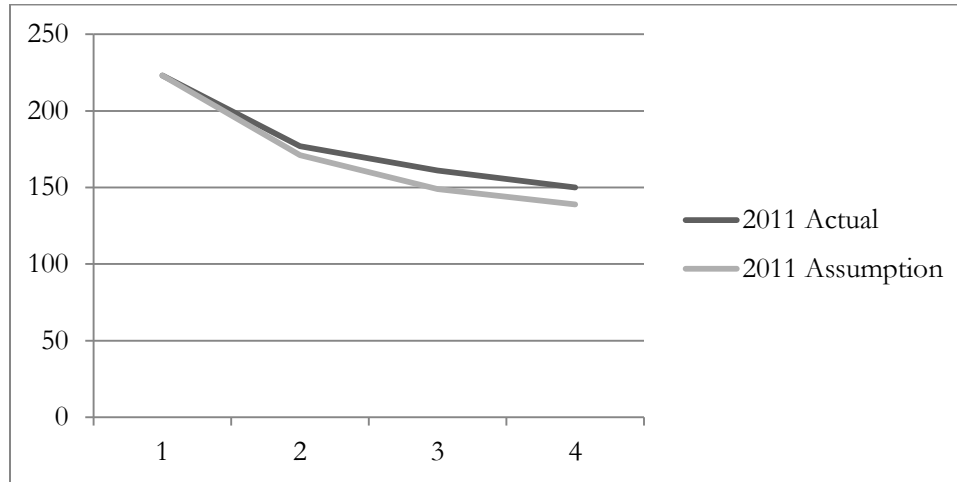
DEMOGRAPHICS

U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

RETENTION RATES

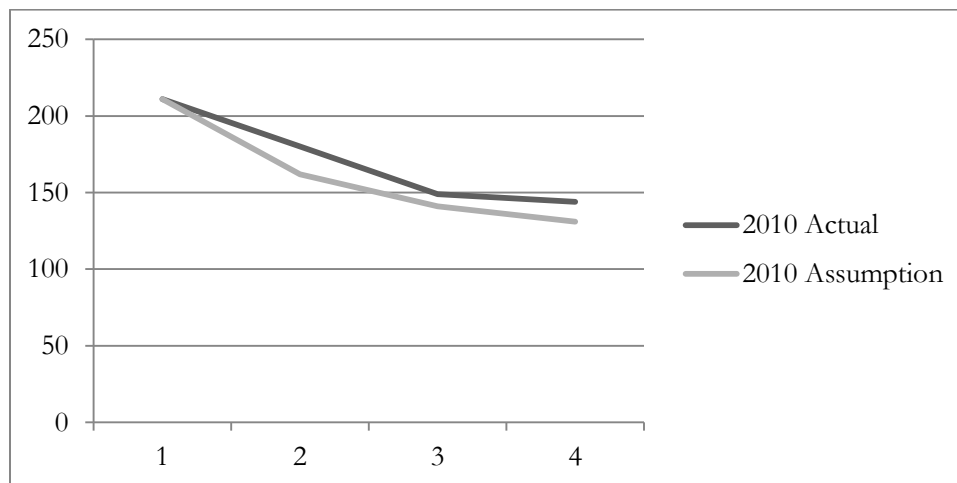
2011 First-Years

	First-Year	Second-Year	Third-Year	Fourth-Year
Actual (A)/ Projected (P)	223 (A)	177 (A)	161 (A)	150 (A)
Assumption	223	171	149	139



2010 First-Years

	First-Year	Second-Year	Third-Year	Fourth-Year
Actual	211	180	149	144
Assumption	211	162	141	131



**2014 Assumption based on average retention rates of the last five years, since 2009.*

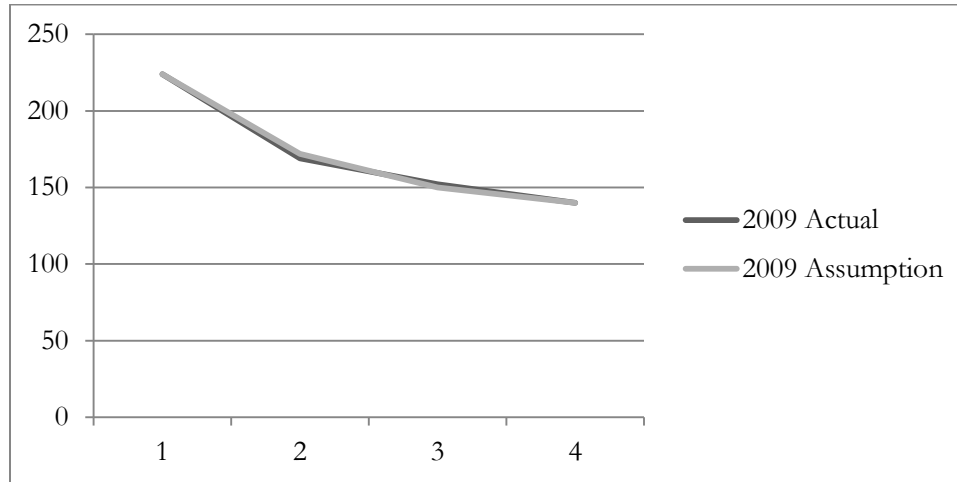


DEMOGRAPHICS

RETENTION RATES

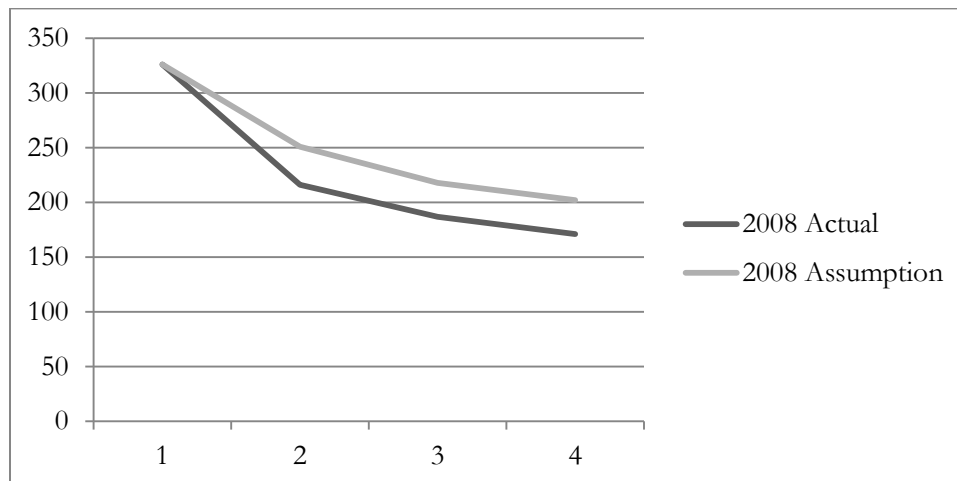
2009 First-Years

	First-Year	Second-Year	Third-Year	Fourth-Year
Actual	224	169	152	140
Assumption	224	172	150	140



2008 First-Years

	First-Year	Second-Year	Third-Year	Fourth-Year
Actual	326	216	187	171
Assumption	326	251	218	202



*2014 Assumption based on average retention rates of the last five years, since 2009.