



DEMOGRAPHICS

REGISTRATION PROJECTIONS AND GOALS

Assumptions (Based on average percentage change since 2011):

- Retention Rates of 80%, 88%, and 93%
- First-Year Projected Attendee Rates:
Winter: 9.04% Midwest: 10.79% Southeast: 8.89% West: 2.45% Northeast: 2.71%

WINTER	2016 Final	2017 Projections	2018 Projections	2019 Projections
Class Section				
1-1	44	32	34	37
1-2	42	31	34	37
1-3		31	34	37
1st yr Total	86	94	102	111
2-1	30	34	37	41
2-2	30	34	37	40
2nd yr Total	60	69	75	82
3-1	24	27	30	33
3-2	22	26	30	32
3rd yr Total	46	53	61	67
4-1	25	22	25	28
4-2	29	21	24	28
4th yr Total	54	43	49	56
Winter Total	246	258	288	317

MIDWEST	2016 Final	2017 Projections	2018 Projections	2019 Projections
Class Section				
1-1	23	25	28	31
1-2	22	25	27	30
1st yr Total	45	50	55	61
2-1	40	36	40	44
2nd yr Total	40	36	40	44
3-1	29	35	32	35
3rd yr Total	29	35	32	35
4-1	26	27	33	30
4th yr Total	26	27	33	30
MW Total	140	148	160	170

SOUTHEAST	2016 Final	2017 Projections	2018 Projections	2019 Projections
Class Section				
1-1	23	26	29	31
1-2	22	26	28	31
1-3	27	26	28	31
1st yr Total	72	78	85	93
2-1	39	29	32	35
2-2	35	29	31	34
2nd yr Total	74	58	63	69
3-1	24	34	26	28
3-2	26	31	25	28
3rd yr Total	50	65	51	56
4-1	29	22	31	24
4-2	19	24	30	23
4th yr Total	48	46	61	47
SE Total	244	248	260	264

WEST	2016 Final	2017 Projections	2018 Projections	2019 Projections
Class Section				
1-1	30	31	31	32
1st yr Total	30	31	31	32
2-1	34	24	25	25
2nd yr Total	34	24	25	25
3-1	32	30	21	22
3rd yr Total	32	30	21	22
4-1	21	30	28	20
4th yr Total	21	30	28	20
West Total	117	114	105	99

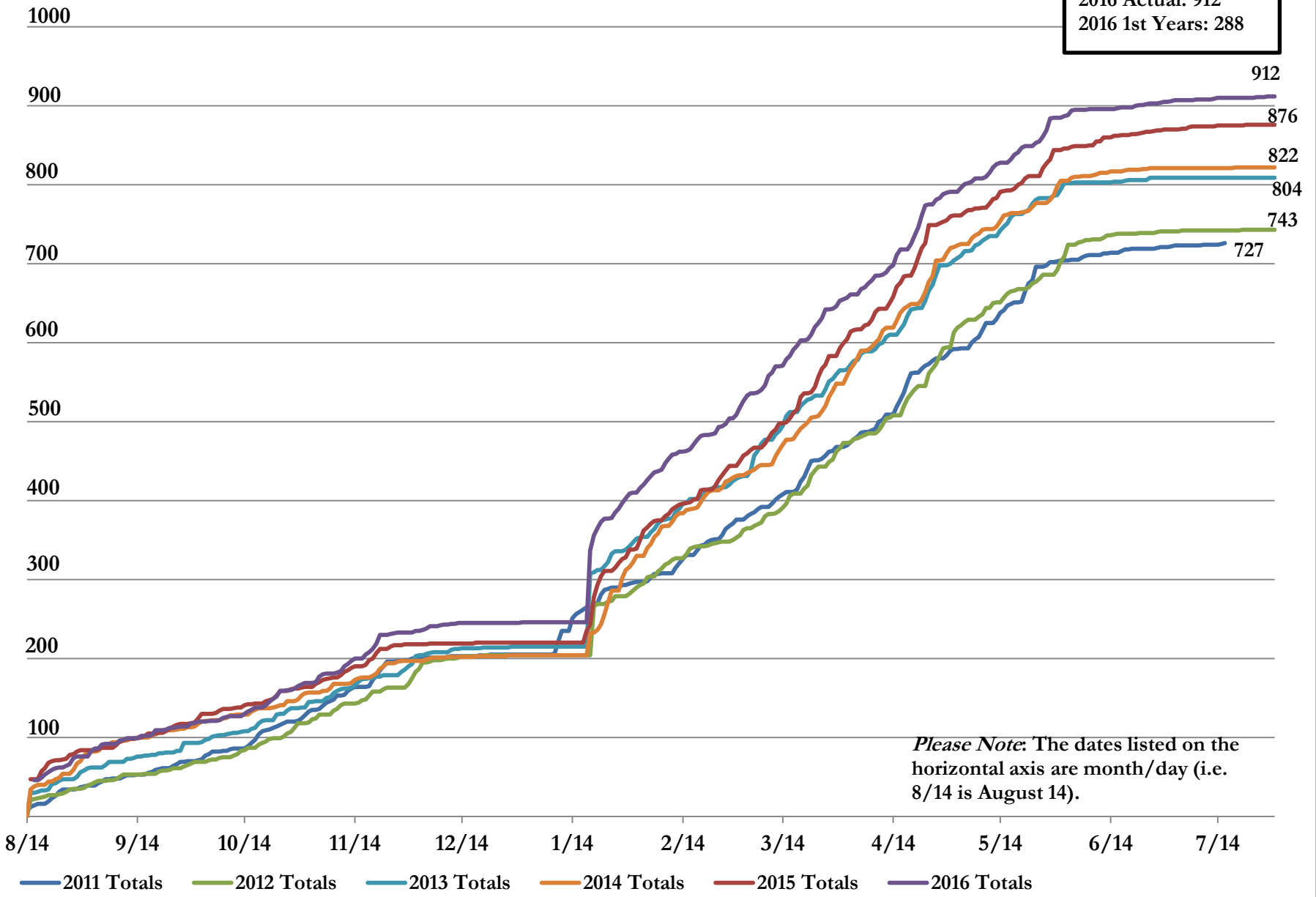
NORTHEAST	2016 Final	2017 Projections	2018 Projections	2019 Projections
Class Section				
1-1	30	28	29	30
1-2	25	28	29	30
1st yr Total	55	56	58	60
2-1	49	22	23	24
2-2		22	22	23
2nd yr Total	49	44	45	47
3-1	29	43	39	40
3rd yr Total	29	43	39	40
4-1	32	27	40	36
4th yr Total	32	27	40	36
NE Total	165	171	183	182

	Final number	2017 Projection	2018 Projection	2019 Projection
Enrollment	912	940	995	1033

2017 Goals
 First-Year Goal: 309
 Enrollment Goal: 940

2011-2016 Institute Registrations

2016 Goal: 940
 2016 Actual: 912
 2016 1st Years: 288





DEMOGRAPHICS

2016 DEMOGRAPHICS BY SITE

Class Level	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
	1st year	34.96%	32.14%	29.51%	25.64%
2nd year	24.39%	28.57%	30.33%	29.06%	29.70%
3rd year	18.70%	20.71%	20.49%	27.35%	17.58%
4th year	21.95%	18.57%	19.75%	17.95%	19.39%

Employer	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
	Association	17.89%	27.14%	9.02%	19.66%
Chamber	71.14%	65.00%	88.52%	75.36%	52.12%
Other	10.98%	7.86%	2.46%	5.98%	6.67%

Age	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
	21 – 30	13.41%	18.57%	19.67%	15.38%
31 – 40	36.59%	33.57%	36.07%	32.48%	31.52%
41 – 50	27.24%	27.14%	23.77%	33.33%	32.12%
51 +	22.76%	20.71%	20.49%	18.80%	18.18%

Gender	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
	Male	28.46%	35.00%	19.67%	29.06%
Female	71.54%	65.00%	80.33%	70.94%	72.12%

Ethnicity*	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
	*Question not required (answers may not total 100%)				
Caucasian	89.17%	90.71%	93.70%	78.95%	87.34%
Other Ethnicity	10.83%	5.71%	6.30%	21.05%	12.66%

Years of Experience in Association/Chamber Field	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
	Less than 2 years	8.13%	10.00%	13.52%	7.69%
2 to 5 years	29.67%	32.14%	36.07%	35.04%	23.64%
6 to 10 years	33.74%	22.14%	28.69%	26.50%	6.67%
More than 10 years	28.46%	35.71%	21.72%	30.77%	40.00%



DEMOGRAPHICS

2016 DEMOGRAPHICS BY SITE

How Did You Learn About Institute?*					
*Attendees had opportunity to choose more than one option	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
Employer	61.79%	54.29%	69.67%	61.54%	54.55%
Colleague	26.42%	32.14%	18.44%	23.93%	30.91%
State Conference	7.72%	11.43%	5.33%	6.84%	3.64%
Direct Mail	0.00%	0.71%	0.41%	0.00%	0.61%
Email	0.81%	0.67%	0.82%	0.00%	1.82%
Website	1.63%	0.71%	1.64%	3.42%	2.42%
Other	1.63%	0.00%	3.69%	4.27%	6.06%

Organization's Budget Size (excluding Public Funds)					
	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
Less than \$100,000	4.88%	3.57%	3.28%	3.42%	4.85%
\$100,001 - \$250,000	15.85%	12.14%	18.03%	7.69%	13.94%
\$250,001 - \$500,000	21.14%	22.14%	22.95%	17.09%	14.55%
\$500,001 - \$1,000,000	16.67%	16.43%	22.13%	22.22%	14.55%
\$1,000,001 - \$3,000,000	16.67%	19.29%	13.11%	27.35%	17.58%
\$3,000,001 - \$5,000,000	7.32%	5.71%	9.43%	10.26%	7.27%
\$5,000,001 - \$10,000,000	5.69%	8.57%	6.97%	4.27%	11.52%
Greater than \$10,000,001	11.79%	12.14%	4.10%	7.69%	15.76%

Organization's Staff Size					
	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
Less than 3	18.70%	10.00%	18.44%	9.40%	13.94%
3 to 10	45.93%	50.00%	50.41%	45.30%	41.21%
11 to 25	15.04%	17.14%	14.75%	31.62%	15.15%
26 to 50	6.91%	10.00%	10.66%	6.84%	8.48%
51 to 100	7.72%	7.86%	2.87%	4.27%	11.52%
More than 100	5.69%	5.00%	2.87%	1.60%	9.70%

Level of Responsibility					
	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
CEO / Executive Director	37.80%	29.29%	34.84%	29.06%	35.76%
Senior Executive / Department Director	32.52%	30.00%	33.61%	42.74%	34.55%
Manager	19.11%	29.29%	19.26%	19.66%	13.21%
Coordinator / Assistant	10.57%	11.43%	12.30%	8.55%	8.48%



DEMOGRAPHICS

2016 DEMOGRAPHICS BY SITE

Primary Job Responsibility					
	Winter 2016	Midwest 2016	Southeast 2016	West 2016	Northeast 2016
Membership	14.63%	19.29%	18.85%	13.68%	13.94%
General Management	46.75%	35.00%	38.93%	34.19%	47.27%
Marketing	9.76%	12.14%	11.48%	16.24%	11.52%
Finance	3.66%	5.00%	4.10%	5.13%	3.03%
Economic Development (asked in registration for Winter 2016)	5.28%	4.29%	4.10%	3.42%	1.82%
Government Relations (asked in registration for Summer 2016)	————	7.14%	2.87%	4.27%	10.30%
Other	19.92%	17.14%	19.67%	23.08%	12.12%