



DEMOGRAPHICS

REGISTRATION PROJECTIONS AND GOALS

WINTER	2019 Final	2020 Projections
Class Section		
1-1	64	34
1-2	-----	34
1st year Total	64	68
2-1	33	51
2-2	29	-----
2nd year Total	62	51
3-1	28	28
3-2	25	27
3rd year Total	53	55
4-1	30	26
4-2	29	23
4th year Total	59	49
Winter Total	238	223
MIDWEST	2019 Final	2020 Projections
Class Section		
1-1	43	44
1st year Total	43	44
2-1	33	34
2nd year Total	33	34
3-1	38	30
3rd year Total	38	30
4-1	32	35
4th yr Total	32	35
MW Total	146	143

SOUTHEAST	2019 Final	2020 Projections
Class Section		
1-1	37	38
1-2	33	39
1st year Total	70	77
2-1	32	30
2-2	38	26
2nd year Total	70	56
3-1	23	29
3-2	30	34
3rd year Total	53	63
4-1	28	21
4-2	17	28
4th year Total	45	49
SE Total	238	245
WEST	2019 Final	2020 Projections
Class Section		
1-1	34	34
1st year Total	34	34
2-1	23	27
2nd year Total	23	27
3-1	20	21
3rd year Total	20	21
4-1	27	19
4th year Total	27	19
West Total	104	101

First-Year Assumptions*:

- Winter: 1.57%
- Midwest: -2.85%
- Southeast: 5.34%
- West: -3.55%
- Northeast: -4.22%

*First-year assumptions are based on overall trends from the past five years. To reach the 2020 projection, a stretch goal of 5% was added.

Retention Rates:

- Second-Year: 79.89%
- Third-Year: 89.42%
- Fourth-Year: 92.75%

2020 Projections:

- Overall: 842
- First-Years: 263

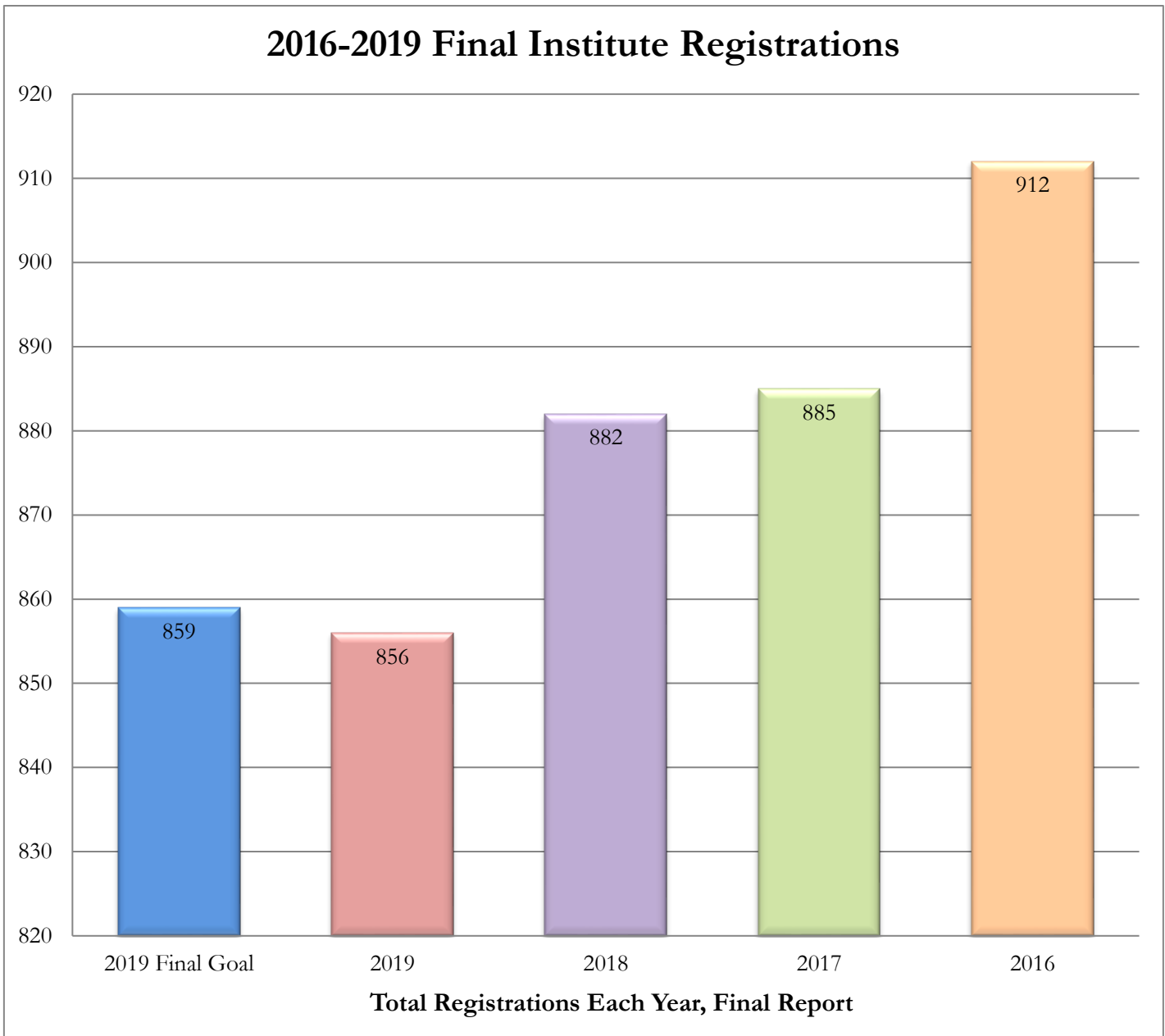
NORTHEAST	2019 Final	2020 Projections
Class Section		
1-1	21	40
1-2	19	-----
1st year Total	40	40
2-1	40	32
2nd year Total	40	32
3-1	24	36
3rd year Total	24	36
4-1	26	22
4th year Total	26	22
NE Total	130	130



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REGISTRATION GRAPH





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2019 DEMOGRAPHICS BY SITE

Class Level	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
1st year	29.45%	29.41%	32.69%	30.77%	26.89%
2nd year	22.60%	29.41%	22.12%	30.77%	26.05%
3rd year	26.03%	22.27%	19.23%	18.46%	21.37%
4th year	21.92%	18.91%	25.96%	20.00%	23.79%

Employer	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
Association	24.66%	8.82%	17.31%	43.85%	25.63%
Chamber	64.38%	88.24%	72.12%	44.62%	61.69%
Other	10.96%	2.94%	10.58%	11.54%	10.08%

Age	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
21 – 30	10.96%	18.07%	20.19%	16.92%	15.55%
31 – 40	40.41%	31.51%	24.04%	33.08%	29.83%
41 – 50	32.19%	31.09%	35.58%	25.38%	28.99%
51 +	16.44%	19.33%	20.19%	24.62%	25.63%

Ethnicity*	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
*Question not required (answers may not total 100%)					
Caucasian	86.30%	83.61%	67.31%	75.38%	81.51%
Other Ethnicity	6.16%	10.50%	19.23%	10.00%	13.03%

Years of Experience in Association/Chamber Field	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
Less than 2 years	6.85%	9.66%	9.62%	9.23%	8.82%
2 to 5 years	31.51%	34.87%	35.58%	26.15%	34.45%
6 to 10 years	25.34%	28.15%	21.15%	18.46%	24.37%
More than 10 years	36.30%	27.31%	33.65%	46.15%	32.35%

How Did You Learn About Institute?*	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
*Multiple Responses Possible					
Employer	47.26%	64.29%	63.46%	48.46%	55.46%
Colleague	38.36%	19.75%	24.04%	37.69%	33.19%
State Conference	6.85%	7.98%	1.92%	4.62%	5.46%
Direct Mail	0.00%	0.00%	0.00%	0.00%	0.00%
Email	1.37%	2.52%	3.85%	3.85%	1.68%
Website	0.00%	0.00%	0.00%	0.00%	0.00%
Other	6.16%	5.46%	6.73%	5.38%	4.20%



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2019 DEMOGRAPHICS BY SITE

Organization's Budget Size <i>(excluding Public Funds)</i>	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
Less than \$100,000	3.42%	4.20%	1.92%	0.77%	3.36%
\$100,001 - \$250,000	12.33%	14.71%	5.77%	6.15%	14.29%
\$250,001 - \$500,000	22.60%	21.85%	16.35%	10.77%	19.33%
\$500,001 - \$1,000,000	16.44%	21.85%	14.42%	20.77%	14.71%
\$1,000,001 - \$3,000,000	16.44%	18.07%	30.77%	23.08%	18.91%
\$3,000,001 - \$5,000,000	6.85%	7.56%	6.73%	12.31%	7.98%
\$5,000,001 - \$10,000,000	9.59%	7.14%	10.58%	9.23%	10.50%
Greater than \$10,000,001	12.33%	4.62%	13.46%	16.92%	10.92%

Organization's Staff Size	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
Less than 3	19.86%	18.91%	11.54%	8.46%	13.87%
3 to 10	43.84%	52.10%	47.12%	44.62%	49.16%
11 to 25	11.64%	13.45%	16.35%	20.77%	15.13%
26 to 50	9.59%	11.76%	13.46%	7.69%	10.50%
51 to 100	8.22%	1.68%	5.77%	9.23%	3.78%
More than 100	6.85%	2.10%	5.77%	9.23%	7.56%

Level of Responsibility	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
CEO / Executive Director	36.30%	34.03%	25.96%	21.54%	34.87%
Senior Executive / Department Director	34.93%	35.29%	42.31%	43.08%	38.24%
Manager	19.86%	17.65%	19.23%	25.38%	15.55%
Coordinator / Assistant/ Other	8.90%	13.03%	12.50%	10.00%	11.34%

Primary Job Responsibility	Midwest 2019	Southeast 2019	West 2019	Northeast 2019	Winter 2019
Membership	17.12%	20.59%	16.35%	16.15%	15.13%
General Management	47.26%	39.92%	34.62%	34.62%	42.44%
Marketing	13.70%	11.76%	34.62%	11.54%	11.34%
Finance	1.37%	4.62%	7.69%	5.38%	2.94%
Government Relations	4.11%	4.20%	7.69%	10.77%	8.40%
Other	16.44%	18.91%	22.12%	21.54%	19.75%