

# Understanding the Monthly Membership Statistics

## Council of Presidents and Region Chairs

The Monthly Membership Statistics are run at midnight of the last day of the month. The figures listed are those as of the last day of the previous month. For example, the sample report in your folder is for the June 30, 2009 statistics. These are sent to you by e-mail.

1. Page 1 – Lists the various entities and gives membership totals for the last three months; the same month a year ago; the variance between last year and this year; and the variance from the previous month.
2. Page 2 – ACA Monthly Statistics
  - a. The box at the top of the page shows the name of the entity, the date and the number of ACA members.
  - b. Box labeled “By Membership Type” shows the number of members according to Member Type. The Total is the Total number of members in your division. Under Total some of you who do not require ACA membership will see a line that reads “Includes Division Only.” Your “Total” number includes that many “Division Only” members. The number of “Division Only” members is subtracted from the Total in arriving at the number in the first box at the top of the page.

Listed below are some of the definitions of the more obscure Member Types:

*New Professional:* Instituted in March of 2000, this status is applicable only to those who have graduated in the last twelve months. Status is good for one year. The applicant’s date of graduation and institution are required.

*Life:* Those members who purchased a Life membership in ACA or a division at sometime in the past when it was offered. It may also include Presidents who were granted Life membership by ACA or by a Division.

*Emeritus:* At one time ACA Bylaws allowed for Emeritus members. These were members who had reached the age of 65 and who had been a member of at least one Division or Branch, or its antecedent for at least 20 years. They could request Emeritus membership and were granted it by a vote of the Board of Directors upon recommendation by a Division or a Branch. When the Governing Council changed the Bylaws, those persons who were Emeritus members maintained that designation.

*Official:* No longer applicable. In process of being deleted on database.

*Staff:* Includes one or more members of the ACA staff.

*Complimentary:* ACA or Division Presidents have added names at various times of persons to whom they wished to grant a Complimentary membership.

*Dues Waiver:* For ACA, individual must meet specific requirements to have their dues waived for one year. They must apply to and get approval from a division before they can be granted a dues waiver for division dues.

*Dues Reduction:* For ACA, individual must meet specific requirements to have their dues reduced (usually from Professional/Regular fees to Student/Retired fees). Division would have to give approval before member could be granted a dues reduction for division dues.

- c. The boxes labeled By Highest Degree, Gender, Salary, Ethnicity, Work Setting, and Position are all based on demographic information filled out by members. Many members choose not to fill in the information or have not updated the information from the first time they joined.
- d. Year Started shows for that month's membership the year members joined. Is there a significant drop off between particular years? Is there something that changed in your division that might account for this increase or decrease?
- e. By Expiration Date tells how many members are set to have their membership expire in a particular month. This information provides an opportunity for you to communicate with those who are about to expire, to review the services and benefits of membership in your division and to invite them to renew when they receive their renewal notice.
- f. By State shows how many members come from a particular state or territory. The International category summarizes members from other countries. In which states do you have Branch Divisions? Is there a state when you have a number of members where you do not have a Branch Division? You may want to explore the possibility of starting a Branch Division.