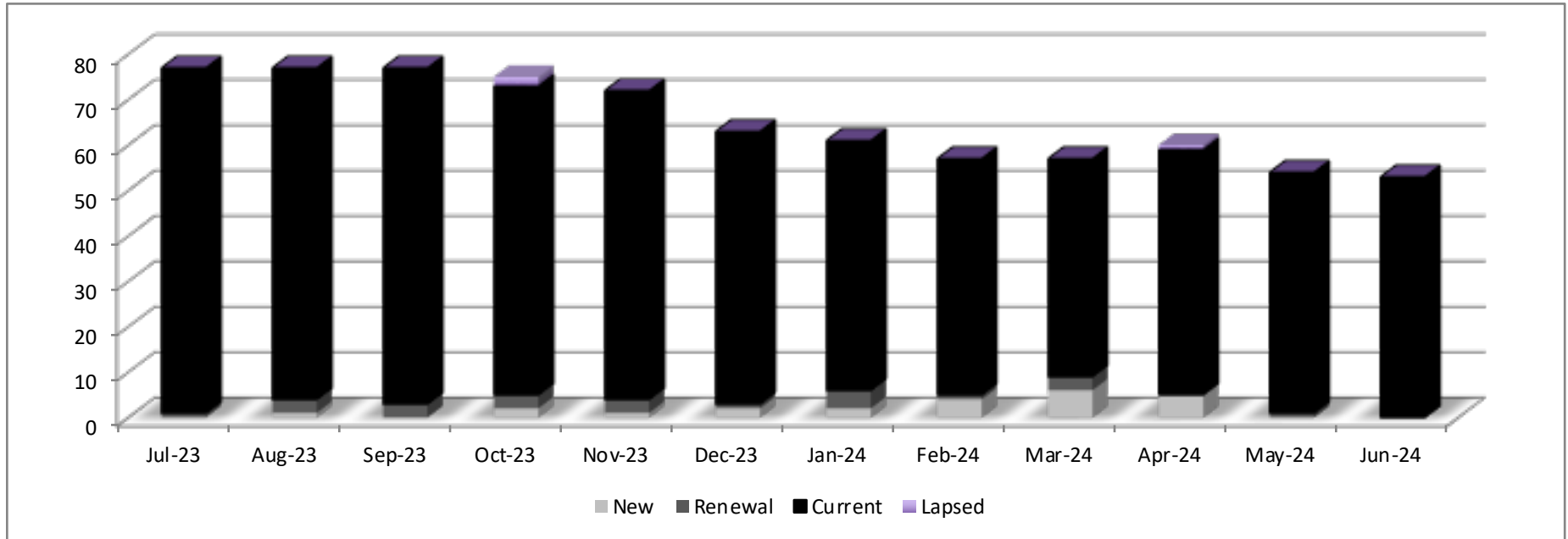


# East Central-EIU Reading Council

## Yearlong Trend of Total Membership July 2023 to June 2024



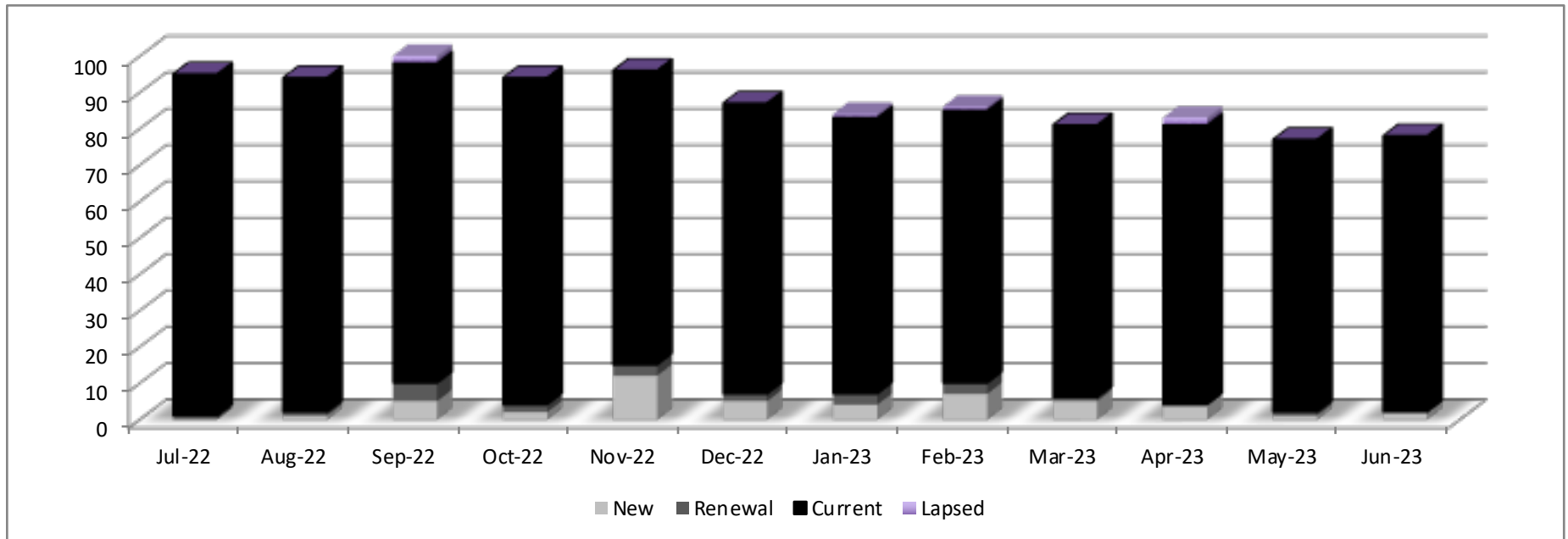
	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
<b>New</b>	0	1	0	2	1	2	2	4	6	5	0	0	23
<b>Lapsed</b>	0	0	0	2	0	0	0	0	0	1	0	0	3
<b>Renewal</b>	1	3	3	3	3	1	4	1	3	0	1	0	23
<b>Current</b>	76	73	74	68	68	60	55	52	48	54	53	53	
<b>Total</b>	77	77	77	75	72	63	61	57	57	60	54	53	
<b>Gain/Loss</b>	-1	0	0	-2	-3	-9	-2	-4	0	3	-6	-1	<b>-25</b>
<b>% Change</b>	-1.28%	0.00%	0.00%	-2.60%	-4.00%	-12.50%	-3.17%	-6.56%	0.00%	5.26%	-10.00%	-1.85%	<b>-32.05%</b>
<b>Non-Renew</b>	1	1	0	6	4	11	4	8	6	3	6	1	<b>51</b>
<b>Student NR</b>	0	0	0	2	4	11	3	3	3	2	5	0	<b>33</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>57.78%</b>

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

# East Central-EIU Reading Council

## Yearlong Trend of Total Membership

July 2022 to June 2023



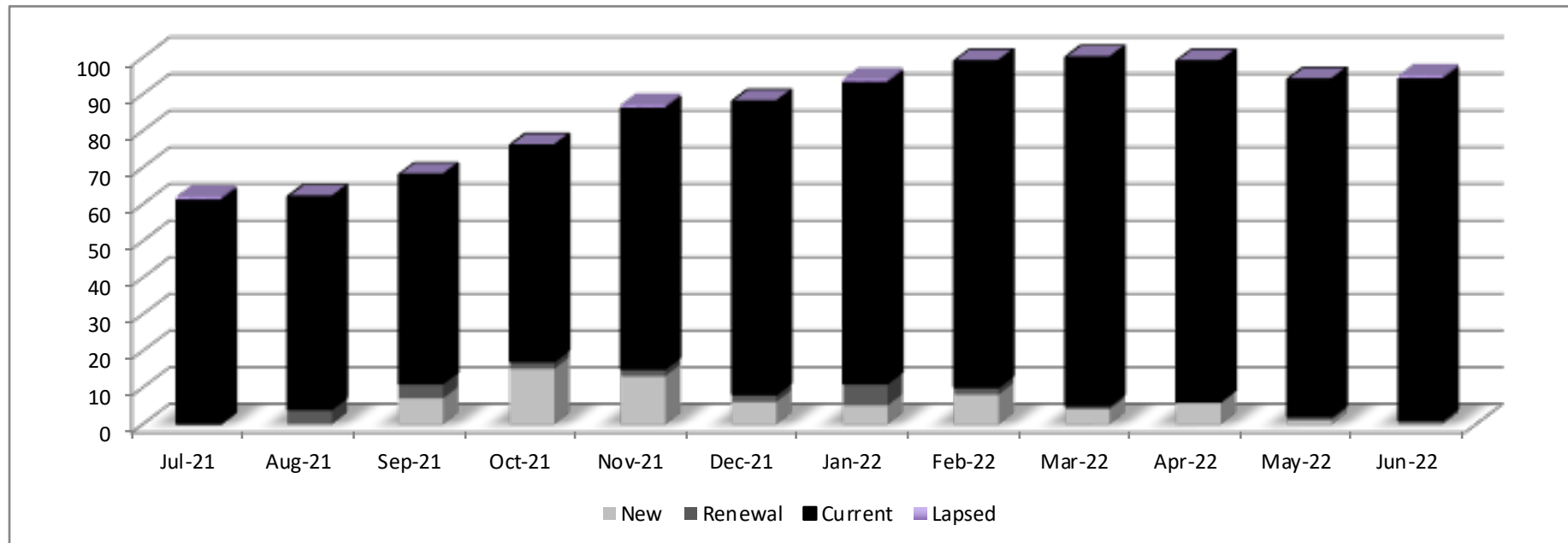
	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total
<b>New</b>	0	1	5	2	12	5	4	7	5	4	1	2	48
<b>Lapsed</b>	0	0	2	0	0	0	1	1	0	2	0	0	6
<b>Renewal</b>	1	1	5	2	3	2	3	3	1	0	1	0	22
<b>Current</b>	94	92	88	90	81	80	76	75	75	77	75	76	
<b>Total</b>	95	94	100	94	96	87	84	86	81	83	77	78	
<b>Gain/Loss</b>	0	-1	6	-6	2	-9	-3	2	-5	2	-6	1	<b>-17</b>
<b>% Change</b>	0.00%	-1.05%	6.38%	-6.00%	2.13%	-9.38%	-3.45%	2.38%	-5.81%	2.47%	-7.23%	1.30%	<b>-17.89%</b>
<b>Non-renew</b>	0	2	0	8	9	14	8	5	9	4	7	1	<b>67</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>56</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>71.79%</b>

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

# East Central-EIU Reading Council

## Yearlong Trend of Total Membership

July 2021 to June 2022



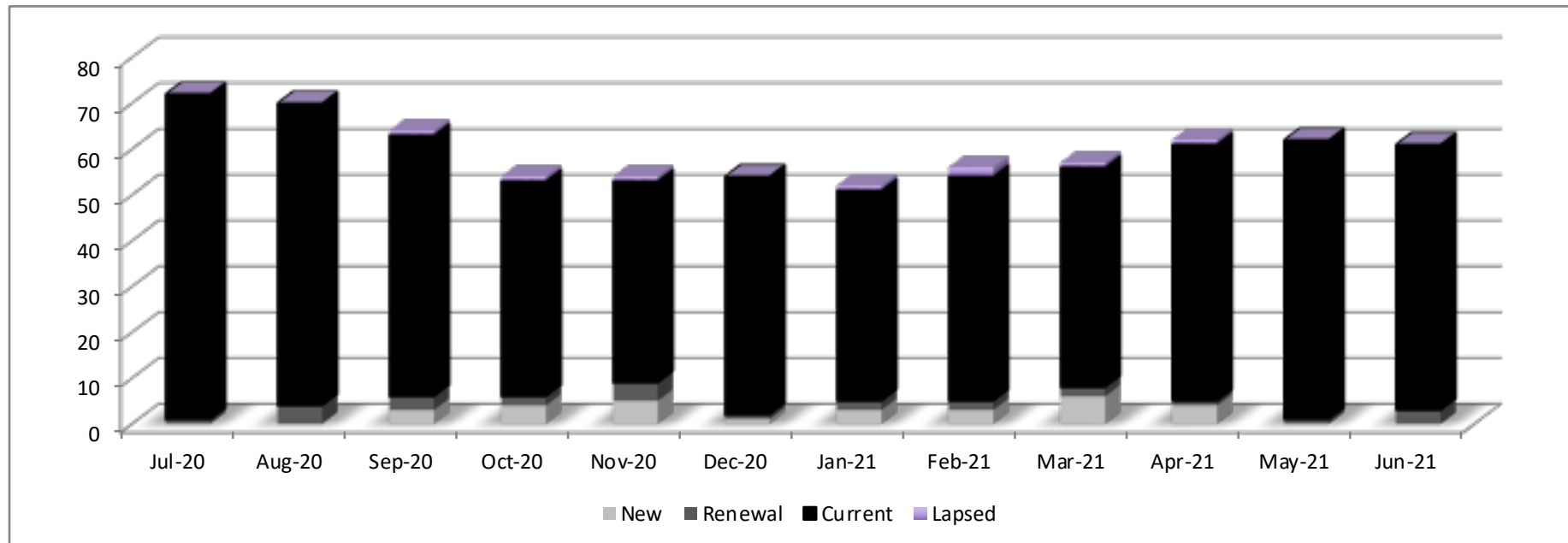
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total	
<b>New</b>	0	0	7	15	13	6	5	8	4	6	1	0	65	
<b>Lapsed</b>	1	0	0	0	1	0	1	0	0	0	0	1	4	
<b>Renewal</b>	0	4	4	2	2	2	6	2	1	0	1	1	25	
<b>Current</b>	61	58	57	59	71	80	82	89	95	93	92	93		
<b>Total</b>	62	62	68	76	87	88	94	99	100	99	94	95		
<b>Gain/Loss</b>	1	0	6	8	11	1	6	5	1	-1	-5	1	34	
<b>% Change</b>	1.64%	0.00%	9.68%	11.76%	14.47%	1.15%	6.82%	5.32%	1.01%	-1.00%	-5.05%	1.06%	55.74%	
<b>Non-renew</b>	0	0	1	7	3	5	0	3	3	7	6	0	35	
													<b>YTD # of Student Members Non-Renewals</b>	<b>25</b>
													<b>YTD % of Renewals (w/o Student Non-Renewals)</b>	<b>80.56%</b>

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

# East Central-EIU Reading Council

## Yearlong Trend of Total Membership

July 2020 to June 2021



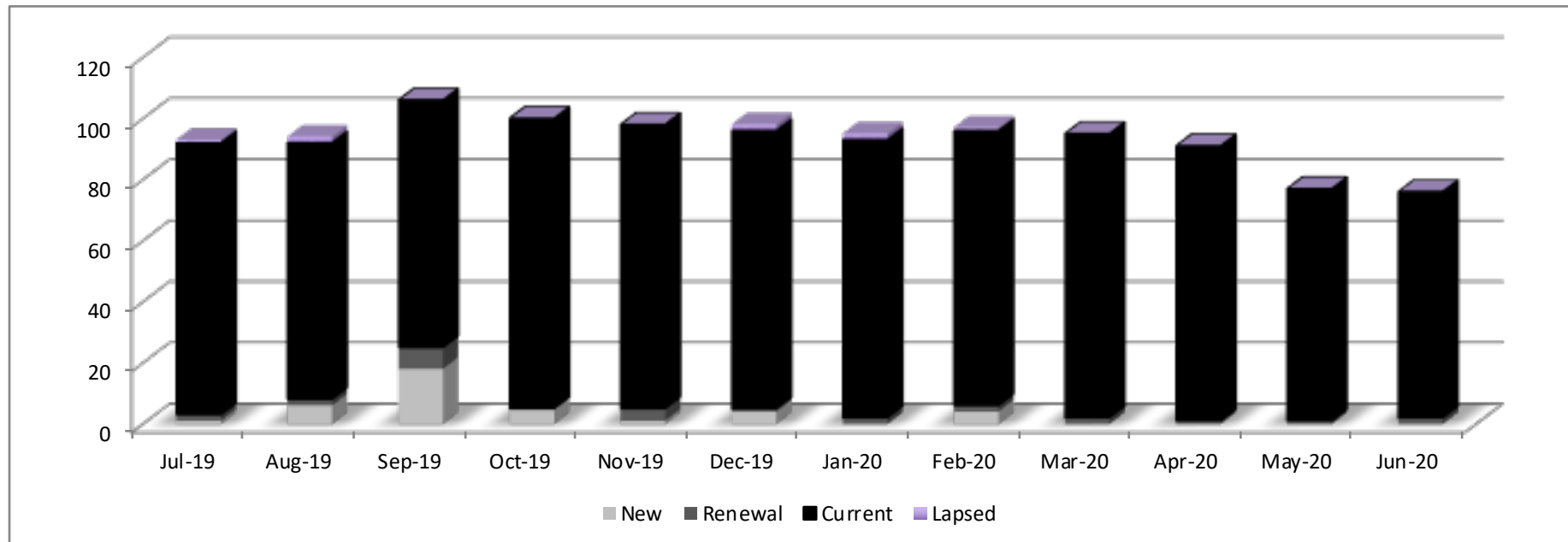
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
<b>New</b>	0	0	3	4	5	1	3	3	6	4	0	0	29
<b>Lapsed</b>	0	0	1	1	1	0	1	2	1	1	0	0	8
<b>Renewal</b>	1	4	3	2	4	1	2	2	2	1	1	3	26
<b>Current</b>	71	66	57	47	44	52	46	49	48	56	61	58	
<b>Total</b>	72	70	64	54	54	54	52	56	57	62	62	61	
<b>Gain/Loss</b>	-4	-2	-6	-10	0	0	-2	4	1	5	0	-1	<b>-15</b>
<b>% Change</b>	-5.26%	-2.78%	-8.57%	-15.63%	0.00%	0.00%	-3.70%	7.69%	1.79%	8.77%	0.00%	-1.61%	<b>-19.74%</b>
<b>Non-renew</b>	4	2	10	15	6	1	6	1	6	0	0	1	<b>52</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>32</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>77.27%</b>

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

# East Central-EIU Reading Council

## Yearlong Trend of Total Membership

July 2019 to June 2020



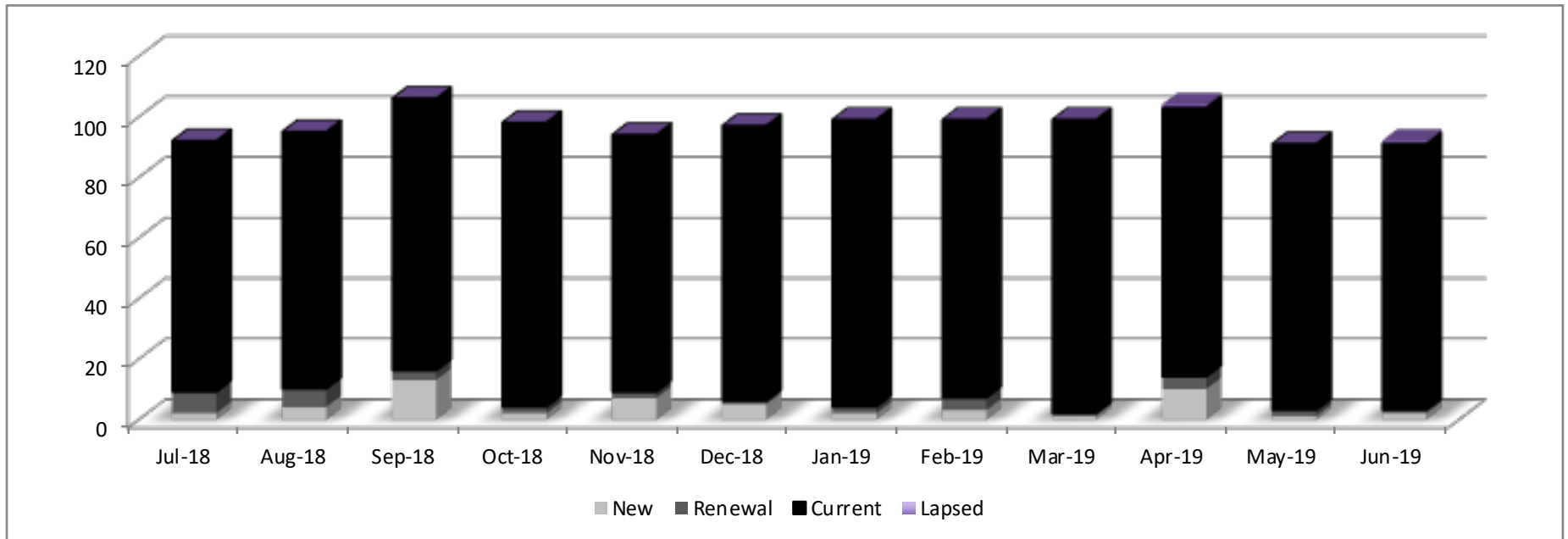
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
<b>New</b>	1	6	18	5	1	4	0	4	0	0	0	0	39
<b>Lapsed</b>	1	2	0	0	0	2	2	1	0	0	0	0	8
<b>Renewal</b>	2	2	7	0	4	1	2	2	2	1	1	2	26
<b>Current</b>	89	84	81	95	93	91	91	90	93	90	76	74	
<b>Total</b>	93	94	106	100	98	98	95	97	95	91	77	76	
<b>Gain/Loss</b>	1	1	12	-6	-2	0	-3	2	-2	-4	-14	-1	<b>-16</b>
<b>% Change</b>	1.09%	1.08%	12.77%	-5.66%	-2.00%	0.00%	-3.06%	2.11%	-2.06%	-4.21%	-15.38%	-1.30%	<b>-17.39%</b>
<b>Non-renew</b>	1	6	6	11	3	6	5	3	2	4	14	1	<b>62</b>
	<b>YTD # of Student Members Non-Renewals</b>												<b>38</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>62.96%</b>

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

# East Central-EIU Reading Council

## Yearlong Trend of Total Membership

July 2018 to June 2019

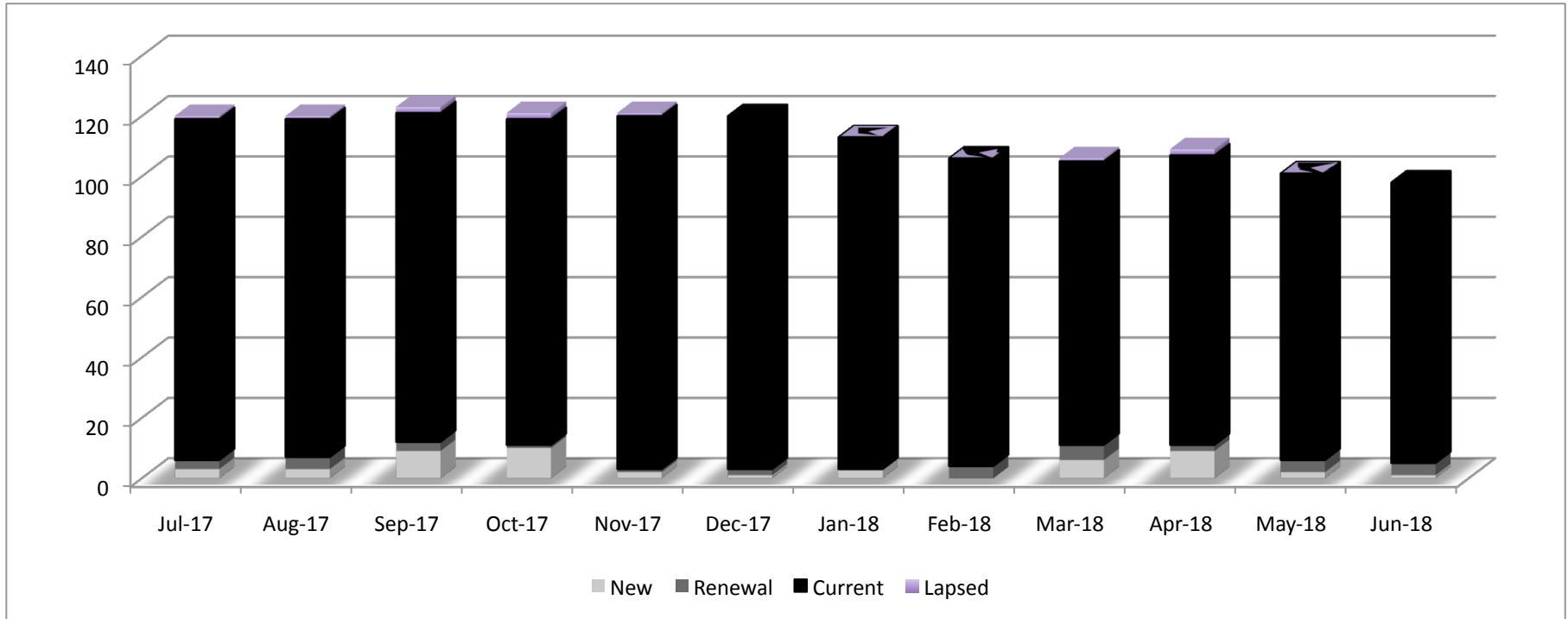


	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total
<b>New</b>	2	4	13	2	7	5	2	3	1	10	1	2	52
<b>Lapsed</b>	0	0	0	0	0	0	0	0	0	1	0	1	2
<b>Renewal</b>	7	6	3	2	2	1	2	4	1	4	2	1	35
<b>Current</b>	83	85	90	94	85	91	95	92	97	89	88	88	
<b>Total</b>	92	95	106	98	94	97	99	99	99	104	91	92	
<b>Gain/Loss</b>	-6	3	11	-8	-4	3	2	0	0	5	-13	1	-6
<b>% Change</b>	-6.12%	3.26%	11.58%	-7.55%	-4.08%	3.19%	2.06%	0.00%	0.00%	5.05%	-12.50%	1.10%	-6.12%
<b>Non-renew</b>	7	0	2	10	11	2	0	3	1	6	14	2	58
	<b>YTD # of Student Members Non-Renewals</b>												<b>28</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>52.86%</b>

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

# East Central-EIU Reading Council

## *Yearlong Trend of Total Membership July 2017 to June 2018*

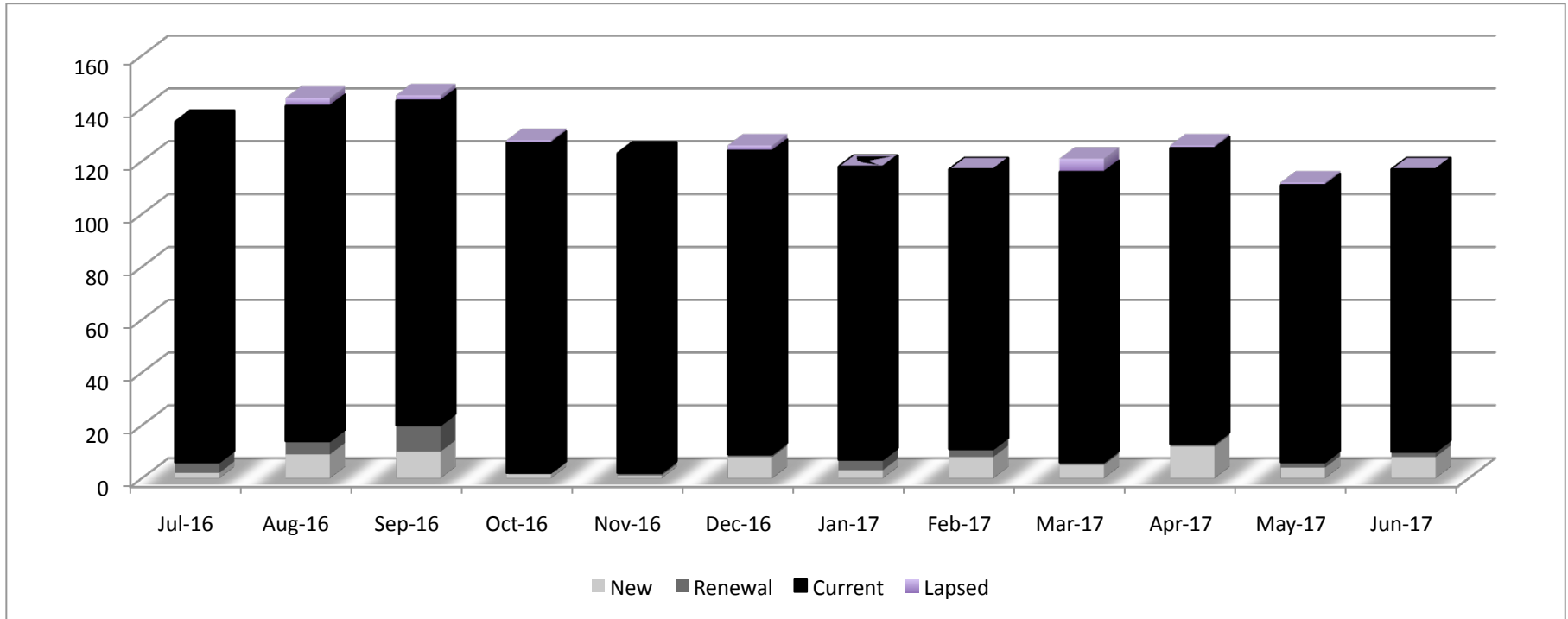


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>
<b><i>New</i></b>	3	3	9	10	2	1	3	0	6	9	2	1	49
<b><i>Lapsed</i></b>	1	1	2	2	1	0	0	0	1	2	0	0	10
<b><i>Renewal</i></b>	3	4	3	1	1	2	0	4	5	2	4	4	33
<b><i>Current</i></b>	113	112	109	108	117	117	110	102	94	96	95	93	
<b><i>Total</i></b>	120	120	123	121	121	120	113	106	106	109	101	98	
<b><i>Gain/Loss</i></b>	3	0	3	-2	0	-1	-7	-7	0	3	-8	-3	<b>-19</b>
<b><i>% Change</i></b>	2.56%	0.00%	2.50%	-1.63%	0.00%	-0.83%	-5.83%	-6.19%	0.00%	2.83%	-7.34%	-2.97%	<b>-16.24%</b>
<b><i>Non-renew</i></b>	1	4	8	14	3	2	10	7	7	8	10	4	<b>78</b>
	<b><i>YTD # of Student Members Non-Renewals</i></b>												<b>48</b>
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>62.32%</b>

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

# East Central-EIU Reading Council

## *Yearlong Trend of Total Membership July 2016 to June 2017*



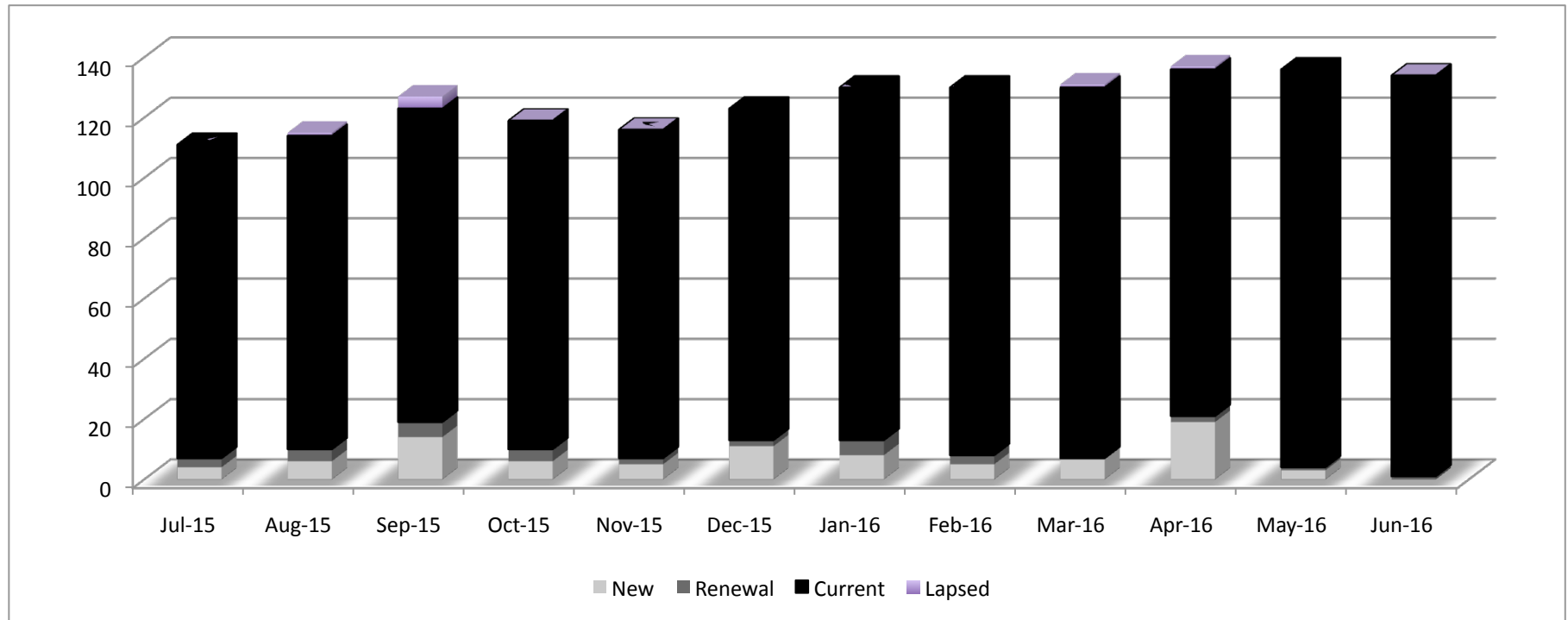
	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
<b><i>New</i></b>	2	9	10	2	1	8	3	8	5	12	4	8	72
<b><i>Lapsed</i></b>	0	3	2	1	0	2	0	0	5	1	1	0	15
<b><i>Renewal</i></b>	4	5	10	0	1	1	4	3	1	1	2	2	34
<b><i>Current</i></b>	129	127	123	125	121	115	111	106	110	112	105	107	
<b><i>Total</i></b>	135	144	145	128	123	126	118	117	121	126	112	117	
<b><i>Gain/Loss</i></b>	1	9	1	-17	-5	3	-8	-1	4	5	-14	5	-17
<b><i>% Change</i></b>	0.75%	6.67%	0.69%	-11.72%	-3.91%	2.44%	-6.35%	-0.85%	3.42%	4.13%	-11.11%	4.46%	-12.69%
<b><i>Non-renew</i></b>	1	3	11	20	6	7	11	9	6	8	19	3	104
	<b><i>YTD # of Student Members Non-Renewals</i></b>												<b>58</b>
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>47.37%</b>

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



# East Central-EIU Reading Council

## *Yearlong Trend of Total Membership July 2015 to June 2016*

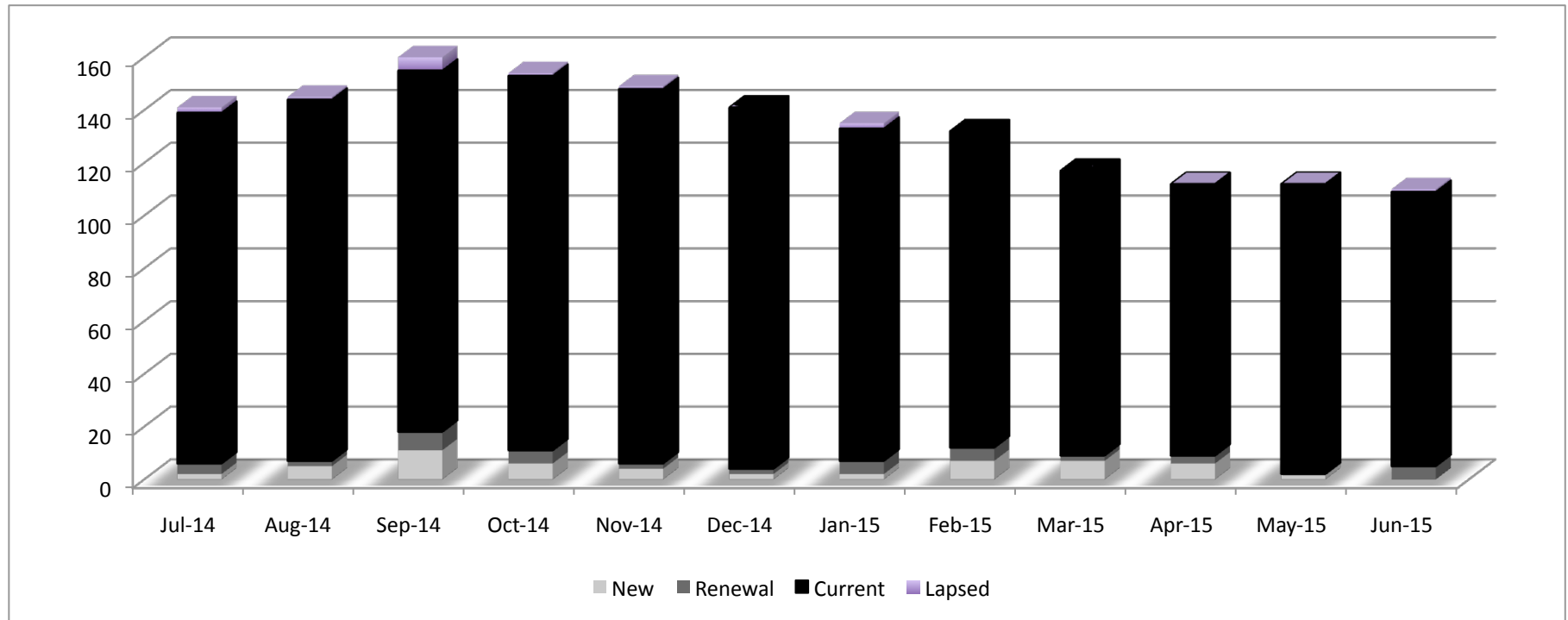


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
<b>New</b>	4	6	14	6	5	11	8	5	7	19	3	0	88
<b>Lapsed</b>	0	1	4	0	0	0	0	0	1	1	0	0	7
<b>Renewal</b>	3	4	5	4	2	2	5	3	0	2	1	1	32
<b>Current</b>	104	104	104	109	109	110	117	122	123	115	132	133	
<b>Total</b>	111	115	127	119	116	123	130	130	131	137	136	134	
<b>Gain/Loss</b>	1	4	12	-8	-3	7	7	0	1	6	-1	-2	24
<b>% Change</b>	0.91%	3.60%	10.43%	-6.30%	-2.52%	6.03%	5.69%	0.00%	0.77%	4.58%	-0.73%	-1.47%	21.82%
<b>Non-renew</b>	3	3	6	14	8	4	1	5	7	14	4	2	71
	<b>YTD # of Student Members Non-Renewals</b>												<b>46</b>
	<b>YTD % of Renewals (w/o Student Non-Renewals)</b>												<b>60.94%</b>

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

# East Central-EIU Reading Council

## *Yearlong Trend of Total Membership July 2014 to June 2015*

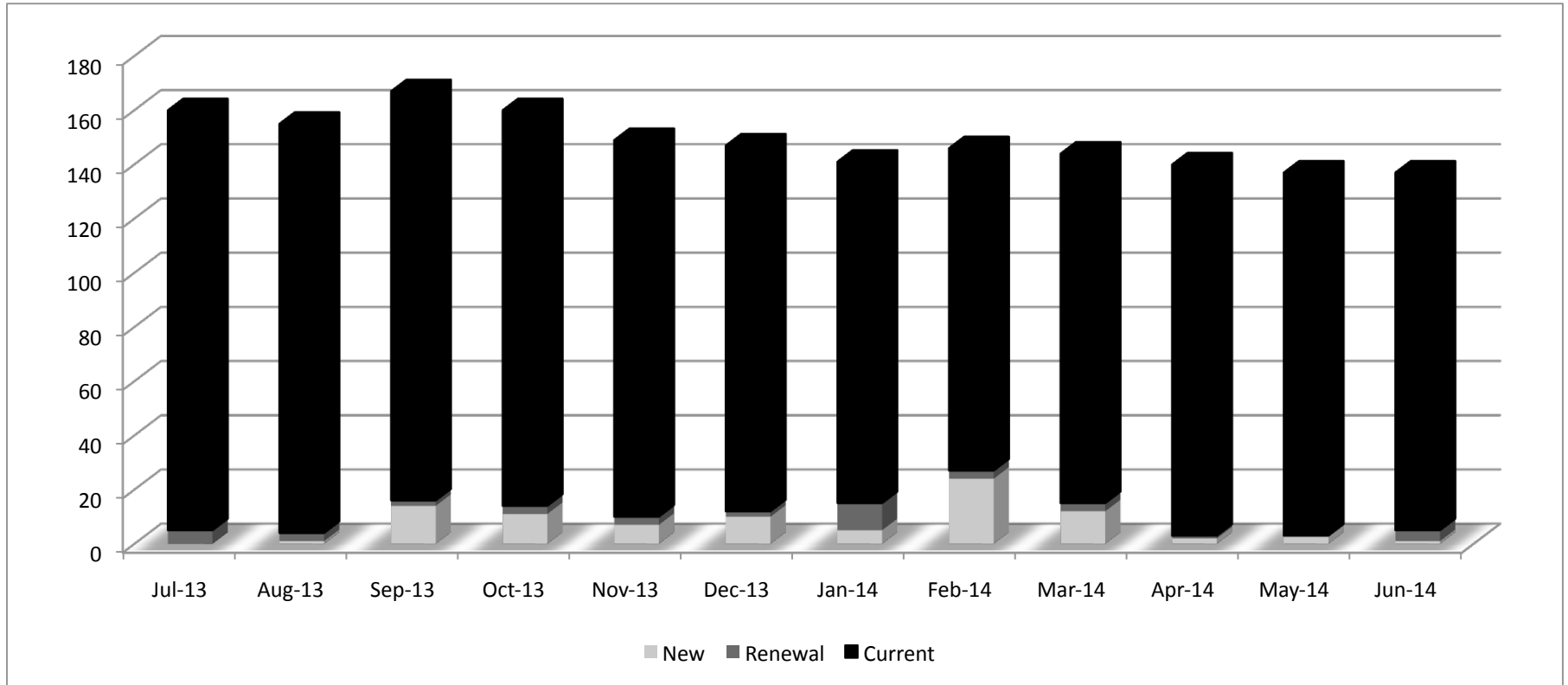


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>
<b><i>New</i></b>	2	5	11	6	4	2	2	7	7	6	2	0	54
<b><i>Lapsed</i></b>	2	1	5	1	1	0	2	0	0	0	0	1	13
<b><i>Renewal</i></b>	4	2	7	5	2	2	5	5	2	3	0	5	42
<b><i>Current</i></b>	133	137	137	142	142	137	126	120	108	103	110	104	
<b><i>Total</i></b>	141	145	160	154	149	141	135	132	117	112	112	110	
<b><i>Gain/Loss</i></b>	4	4	15	-6	-5	-8	-6	-3	-15	-5	0	-2	<b>-27</b>
<b><i>% Change</i></b>	2.92%	2.84%	10.34%	-3.75%	-3.25%	-5.37%	-4.26%	-2.22%	-11.36%	-4.27%	0.00%	-1.79%	<b>-19.71%</b>
<b><i>Non-renew</i></b>	0	2	1	13	10	10	10	10	22	11	2	3	<b>94</b>
	<b><i>YTD # of Student Members Non-Renewals</i></b>												<b>42</b>
	<b><i>YTD % of Renewals (w/o Student Non-Renewals)</i></b>												<b>57.89%</b>

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

# East Central-EIU Reading Council

## *Yearlong Trend of Total Membership July 2013 to June 2014*

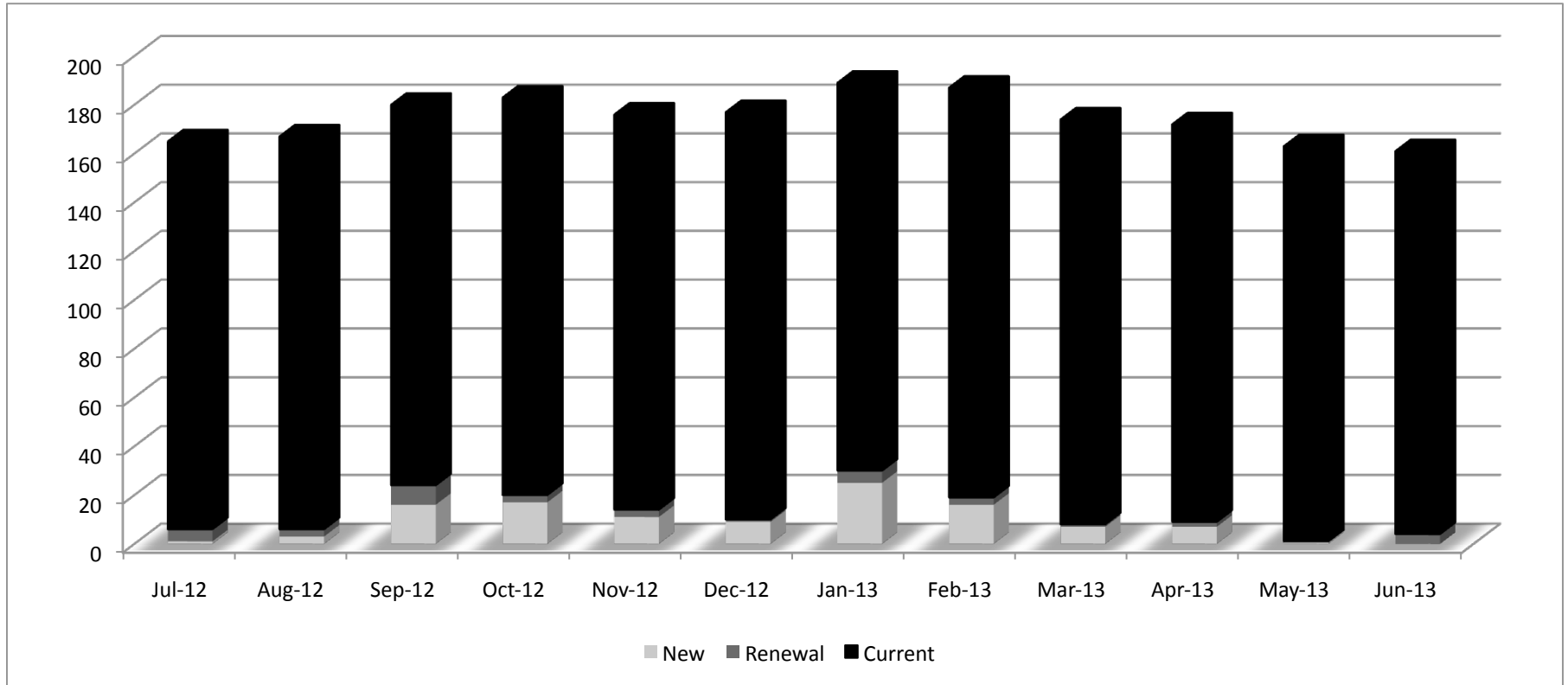


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
<b><i>New</i></b>	0	1	14	11	7	10	5	24	12	2	3	1	90
<b><i>Renewal</i></b>	5	3	2	3	3	2	10	3	3	1	0	4	39
<b><i>Current</i></b>	155	151	151	146	139	135	126	119	129	137	134	132	
<b><i>Total</i></b>	160	155	167	160	149	147	141	146	144	140	137	137	
<b><i>Gain/Loss</i></b>	-1	-5	12	-7	-11	-2	-6	5	-2	-4	-3	0	<b>-24</b>
<b><i>% Change</i></b>	-0.62%	-3.13%	7.74%	-4.19%	-6.88%	-1.34%	-4.08%	3.55%	-1.37%	-2.78%	-2.14%	0.00%	<b>-14.91%</b>
<b><i>Non-renew</i></b>	1	6	2	18	18	12	11	19	14	6	6	1	<b>114</b>

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

# East Central-EIU Reading Council

## *Yearlong Trend of Total Membership July 2012 to June 2013*

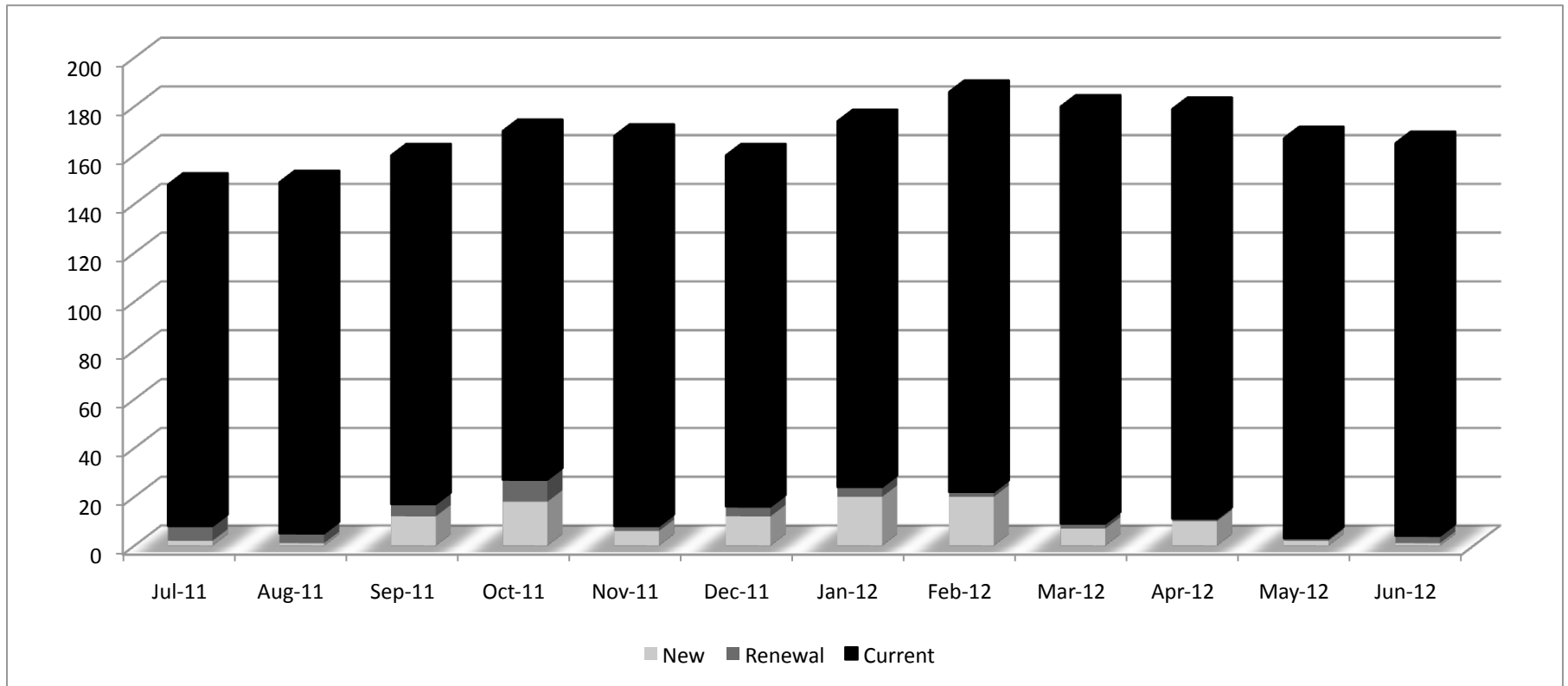


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
<b><i>New</i></b>	1	3	16	17	11	9	25	16	7	7	1	0	113
<b><i>Renewal</i></b>	5	3	8	3	3	1	5	3	1	2	0	4	38
<b><i>Current</i></b>	159	161	156	163	162	167	159	168	166	163	162	157	
<b><i>Total</i></b>	165	167	180	183	176	177	189	187	174	172	163	161	
<b><i>Gain/Loss</i></b>	0	2	13	3	-7	1	12	-2	-13	-2	-9	-2	-4
<b><i>% Change</i></b>	0.00%	1.21%	7.78%	1.67%	-3.83%	0.57%	6.78%	-1.06%	-6.95%	-1.15%	-5.23%	-1.23%	-2.42%
<b><i>Non-renew</i></b>	1	1	3	14	18	8	13	18	20	9	10	2	117

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

# East Central-EIU Reading Council

## *Yearlong Trend of Total Membership July 2011 to June 2012*

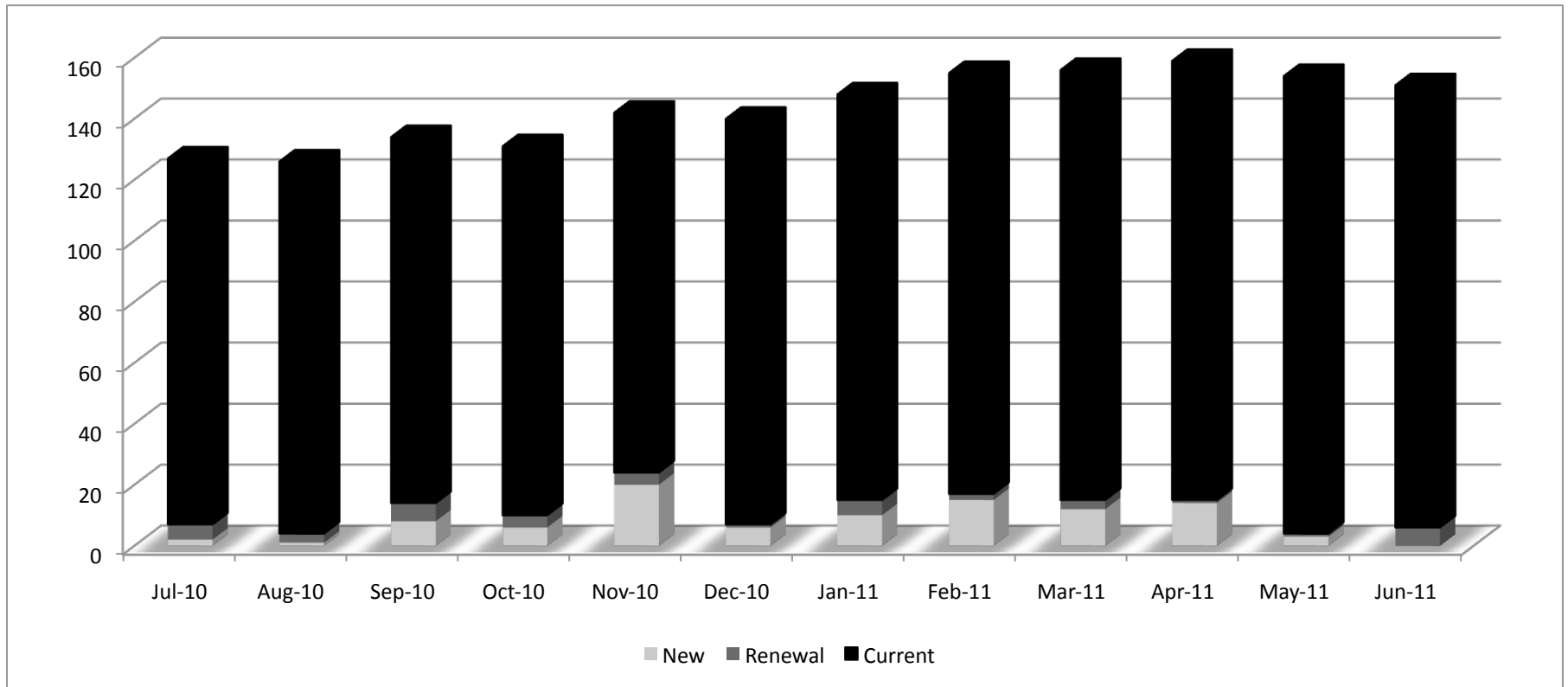


	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
<b><i>New</i></b>	2	1	12	18	6	12	20	20	7	10	2	1	111
<b><i>Renewal</i></b>	6	4	5	9	2	4	4	2	2	1	1	3	43
<b><i>Current</i></b>	140	144	143	143	160	144	150	164	171	168	164	161	
<b>Total</b>	148	149	160	170	168	160	174	186	180	179	167	165	
<b><i>Gain/Loss</i></b>	-3	1	11	10	-2	-8	14	12	-6	-1	-12	-2	<b>14</b>
<b><i>% Change</i></b>	-1.99%	0.68%	7.38%	6.25%	-1.18%	-4.76%	8.75%	6.90%	-3.23%	-0.56%	-6.70%	-1.20%	<b>9.27%</b>
<b><i>Non-renew</i></b>	5	0	1	8	8	20	6	8	13	11	14	3	<b>97</b>

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

# East Central-EIU 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>
<b><i>New</i></b>	2	1	8	6	20	6	10	15	12	14	3	0	97
<b><i>Renewal</i></b>	5	3	6	4	4	1	5	2	3	1	1	6	41
<b><i>Current</i></b>	120	122	120	121	118	133	133	138	141	144	150	145	
<b><i>Total</i></b>	127	126	134	131	142	140	148	155	156	159	154	151	
<b><i>Gain/Loss</i></b>	0	-1	8	-3	11	-2	8	7	1	3	-5	-3	24
<b><i>% Change</i></b>	0.00%	-0.79%	6.35%	-2.24%	8.40%	-1.41%	5.71%	4.73%	0.65%	1.92%	-3.14%	-1.95%	18.90%
<b><i>Non-renew</i></b>	2	2	0	9	9	8	2	8	11	11	8	3	73