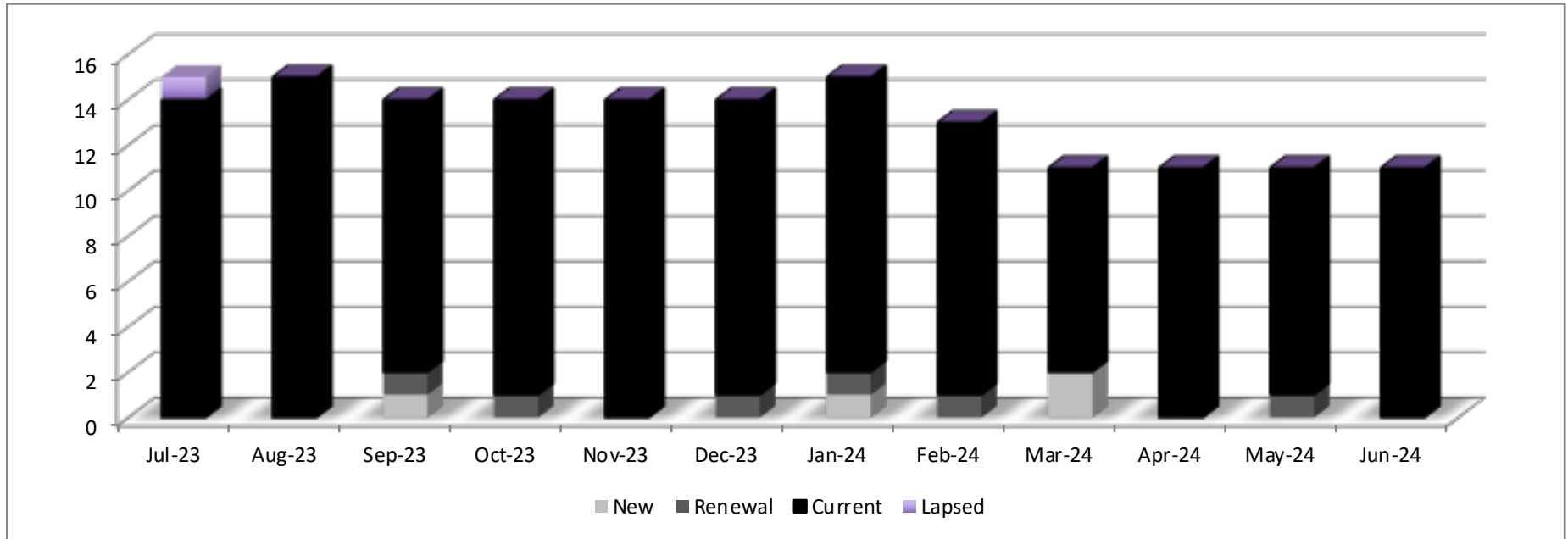


Mississippi Valley Reading Council

Yearlong Trend of Total Membership

July 2023 to June 2024



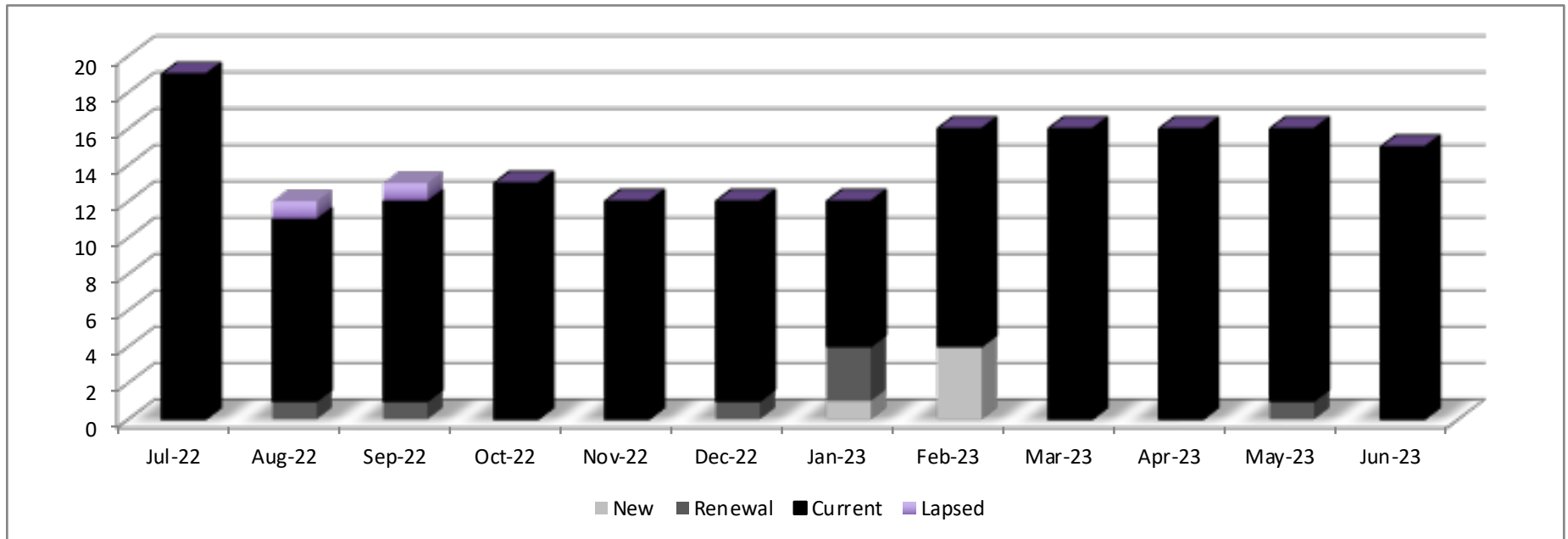
	<i>Jul-23</i>	<i>Aug-23</i>	<i>Sep-23</i>	<i>Oct-23</i>	<i>Nov-23</i>	<i>Dec-23</i>	<i>Jan-24</i>	<i>Feb-24</i>	<i>Mar-24</i>	<i>Apr-24</i>	<i>May-24</i>	<i>Jun-24</i>	<i>Total</i>
<i>New</i>	0	0	1	0	0	0	1	0	2	0	0	0	4
<i>Lapsed</i>	1	0	0	0	0	0	0	0	0	0	0	0	1
<i>Renewal</i>	0	0	1	1	0	1	1	1	0	0	1	0	6
<i>Current</i>	14	15	12	13	14	13	13	12	9	11	10	11	
<i>Total</i>	15	15	14	14	14	14	15	13	11	11	11	11	
<i>Gain/Loss</i>	0	0	-1	0	0	0	1	-2	-2	0	0	0	-4
<i>% Change</i>	0.00%	0.00%	-6.67%	0.00%	0.00%	0.00%	7.14%	-13.33%	-15.38%	0.00%	0.00%	0.00%	-26.67%
<i>Non-Renew</i>	1	0	2	0	0	0	0	2	4	0	0	0	9
<i>Student NR</i>	0	0	0	0	0	0	0	0	0	0	0	0	0
	<i>YTD % of Renewals (w/o Student Non-Renewals)</i>												46.67%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership

July 2022 to June 2023



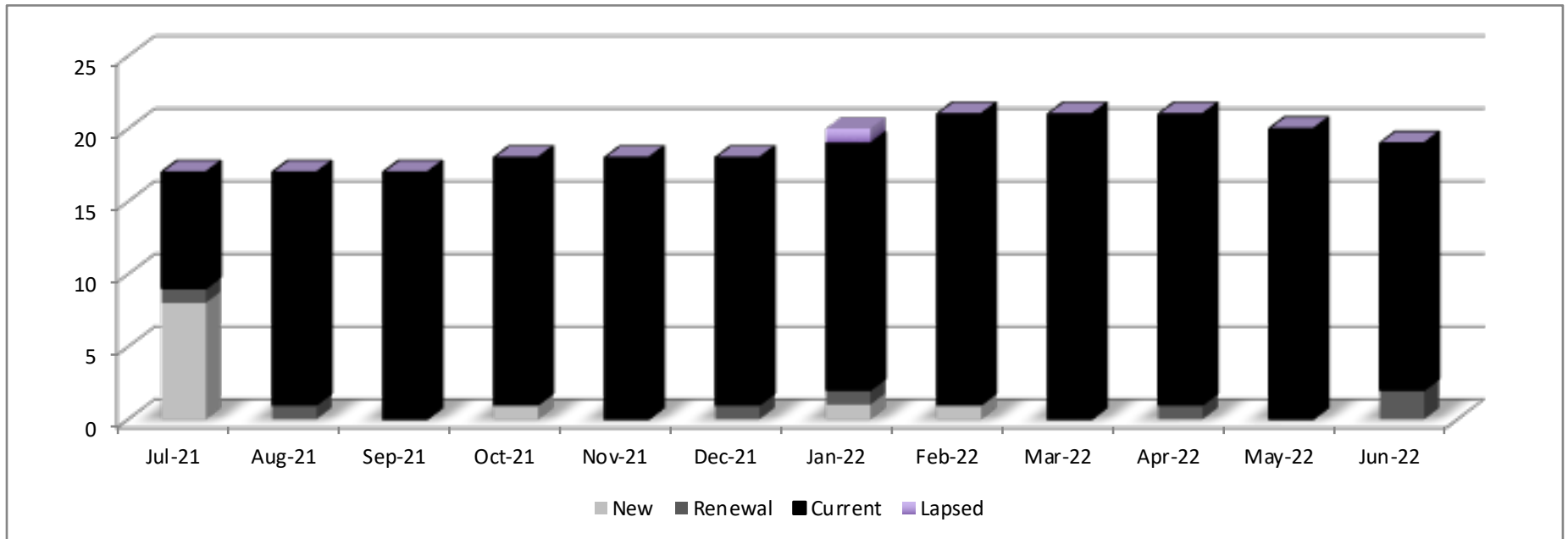
	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total
New	0	0	0	0	0	0	1	4	0	0	0	0	5
Lapsed	0	1	1	0	0	0	0	0	0	0	0	0	2
Renewal	0	1	1	0	0	1	3	0	0	0	1	0	7
Current	19	10	11	13	12	11	8	12	16	16	15	15	
Total	19	12	13	13	12	12	12	16	16	16	16	15	
Gain/Loss	0	-7	1	0	-1	0	0	4	0	0	0	-1	-4
% Change	0.00%	-36.84%	8.33%	0.00%	-7.69%	0.00%	0.00%	33.33%	0.00%	0.00%	0.00%	-6.25%	-21.05%
Non-renew	0	8	0	0	1	0	0	0	0	0	0	1	10
	YTD # of Student Members Non-Renewals												0
	YTD % of Renewals (w/o Student Non-Renewals)												47.37%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership

July 2021 to June 2022



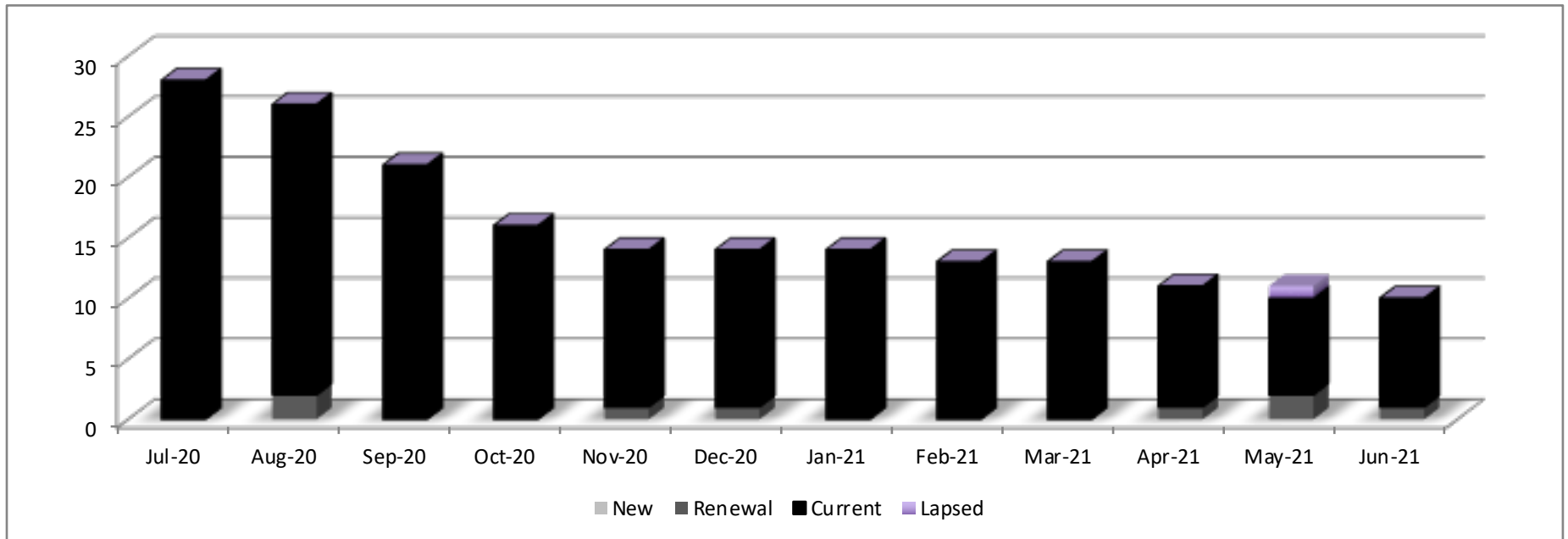
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
New	8	0	0	1	0	0	1	1	0	0	0	0	11
Lapsed	0	0	0	0	0	0	1	0	0	0	0	0	1
Renewal	1	1	0	0	0	1	1	0	0	1	0	2	7
Current	8	16	17	17	18	17	17	20	21	20	20	17	
Total	17	17	17	18	18	18	20	21	21	21	20	19	
Gain/Loss	7	0	0	1	0	0	2	1	0	0	-1	-1	9
% Change	70.00%	0.00%	0.00%	5.88%	0.00%	0.00%	11.11%	5.00%	0.00%	0.00%	-4.76%	-5.00%	90.00%
Non-renew	1	0	0	0	0	0	0	0	0	0	1	1	3
	YTD # of Student Members Non-Renewals												1
	YTD % of Renewals (w/o Student Non-Renewals)												88.89%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership

July 2020 to June 2021



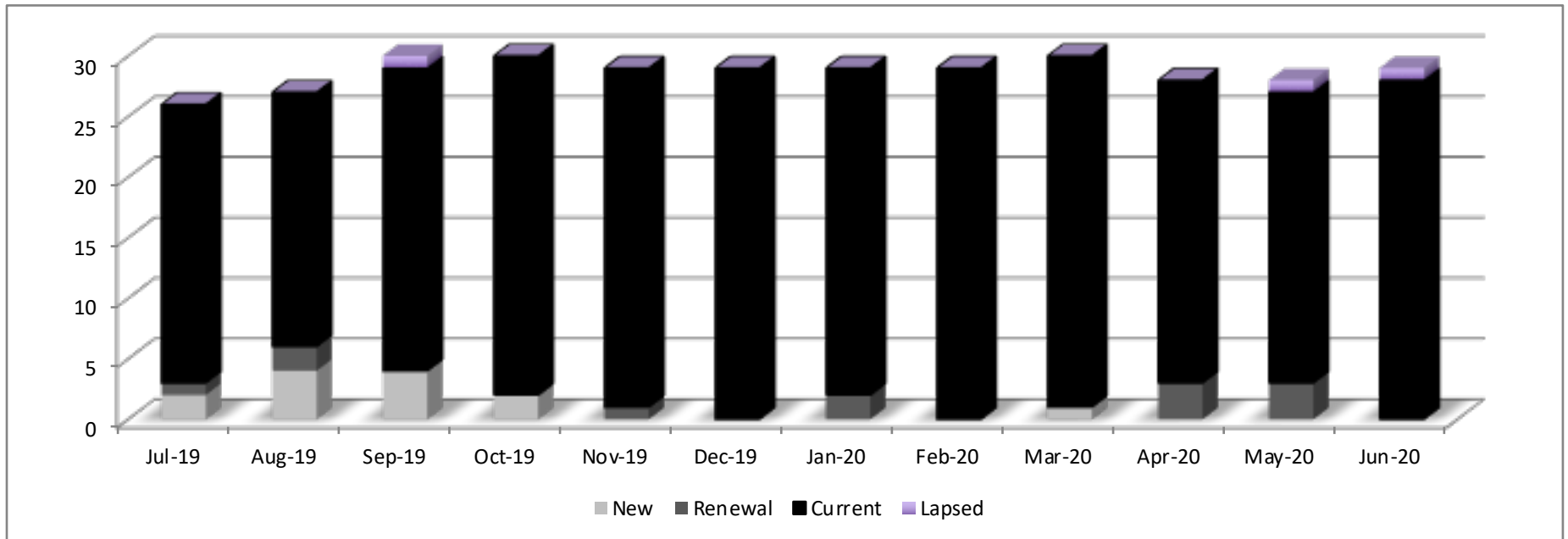
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
New	0	0	0	0	0	0	0	0	0	0	0	0	0
Lapsed	0	0	0	0	0	0	0	0	0	0	1	0	1
Renewal	0	2	0	0	1	1	0	0	0	1	2	1	8
Current	28	24	21	16	13	13	14	13	13	10	8	9	
Total	28	26	21	16	14	14	14	13	13	11	11	10	
Gain/Loss	-1	-2	-5	-5	-2	0	0	-1	0	-2	0	-1	-19
% Change	-3.45%	-7.14%	-19.23%	-23.81%	-12.50%	0.00%	0.00%	-7.14%	0.00%	-15.38%	0.00%	-9.09%	-65.52%
Non-renew	1	2	5	5	2	0	0	1	0	2	1	1	20
	YTD # of Student Members Non-Renewals												0
	YTD % of Renewals (w/o Student Non-Renewals)												31.03%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership

July 2019 to June 2020



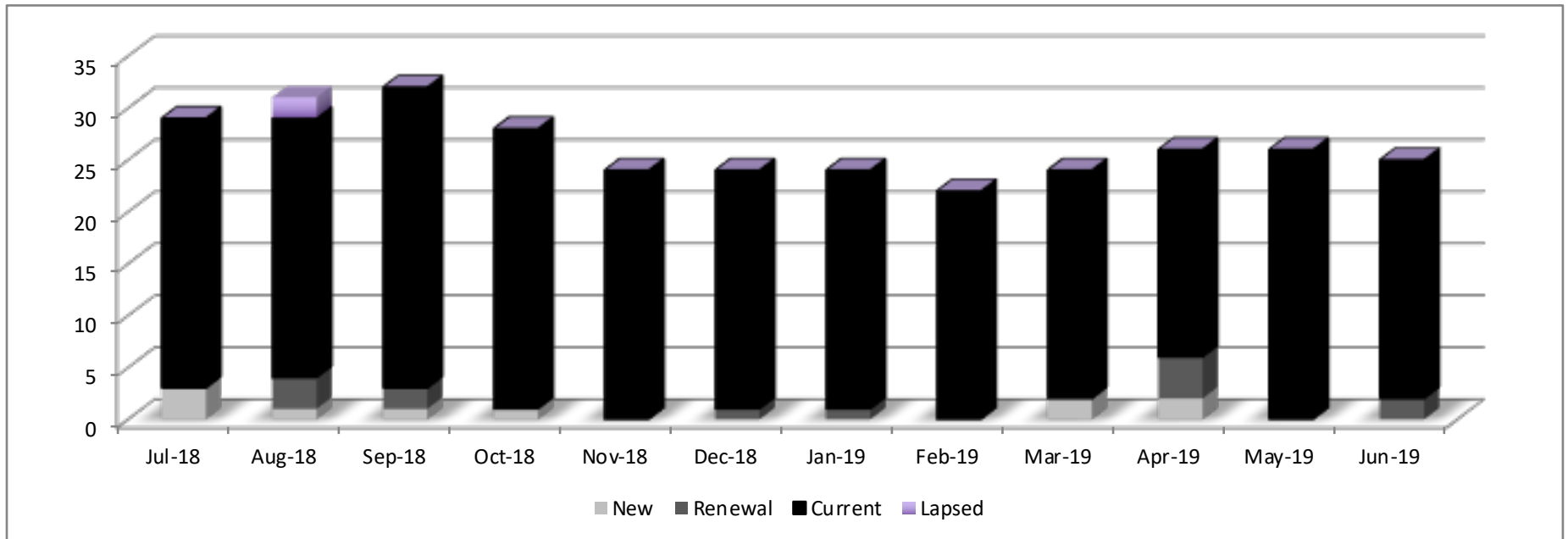
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
New	2	4	4	2	0	0	0	0	1	0	0	0	13
Lapsed	0	0	1	0	0	0	0	0	0	0	1	1	3
Renewal	1	2	0	0	1	0	2	0	0	3	3	0	12
Current	23	21	25	28	28	29	27	29	29	25	24	28	
Total	26	27	30	30	29	29	29	29	30	28	28	29	
Gain/Loss	1	1	3	0	-1	0	0	0	1	-2	0	1	4
% Change	4.00%	3.85%	11.11%	0.00%	-3.33%	0.00%	0.00%	0.00%	3.45%	-6.67%	0.00%	3.57%	16.00%
Non-renew	0	3	2	2	1	0	0	0	0	2	1	0	11
	YTD # of Student Members Non-Renewals												1
	YTD % of Renewals (w/o Student Non-Renewals)												62.50%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership

July 2018 to June 2019

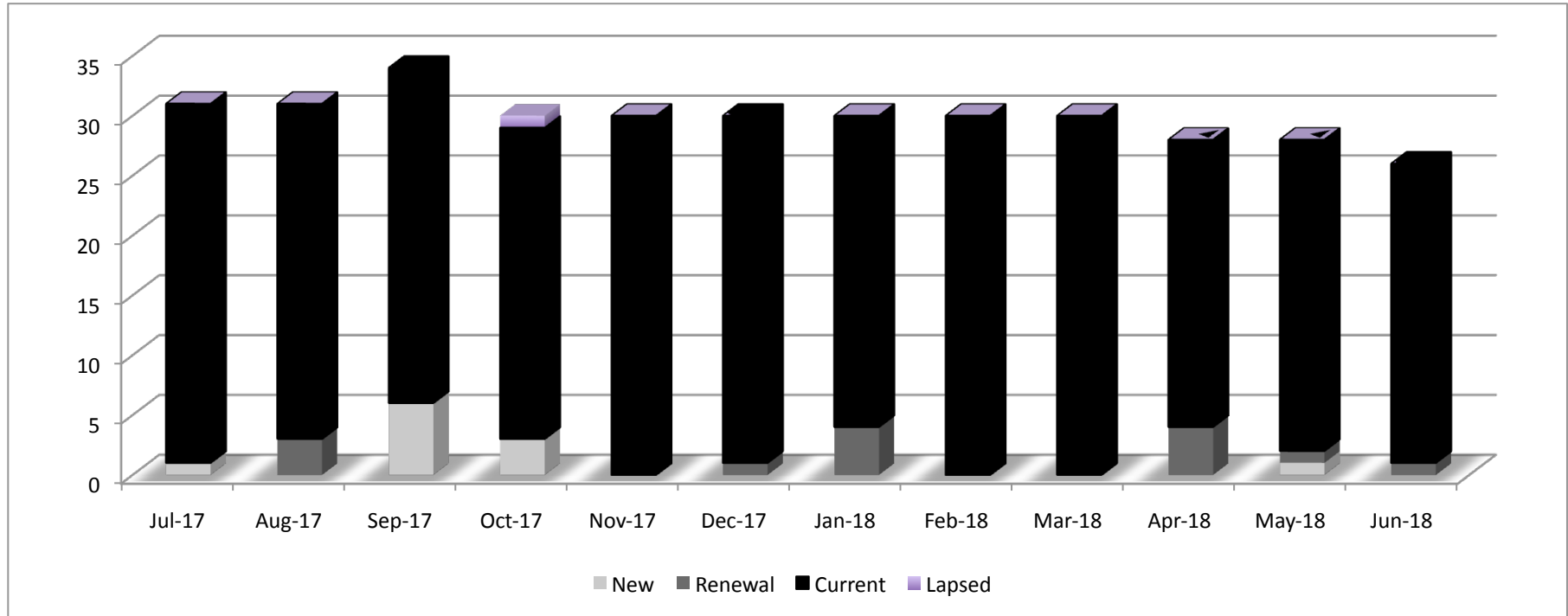


	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total
New	3	1	1	1	0	0	0	0	2	2	0	0	10
Lapsed	0	2	0	0	0	0	0	0	0	0	0	0	2
Renewal	0	3	2	0	0	1	1	0	0	4	0	2	13
Current	26	25	29	27	24	23	23	22	22	20	26	23	
Total	29	31	32	28	24	24	24	22	24	26	26	25	
Gain/Loss	3	2	1	-4	-4	0	0	-2	2	2	0	-1	-1
% Change	11.54%	6.90%	3.23%	-12.50%	-14.29%	0.00%	0.00%	-8.33%	9.09%	8.33%	0.00%	-3.85%	-3.85%
Non-renew	0	1	0	5	3	0	0	2	0	0	0	1	12
	YTD # of Student Members Non-Renewals												1
	YTD % of Renewals (w/o Student Non-Renewals)												60.00%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership July 2017 to June 2018

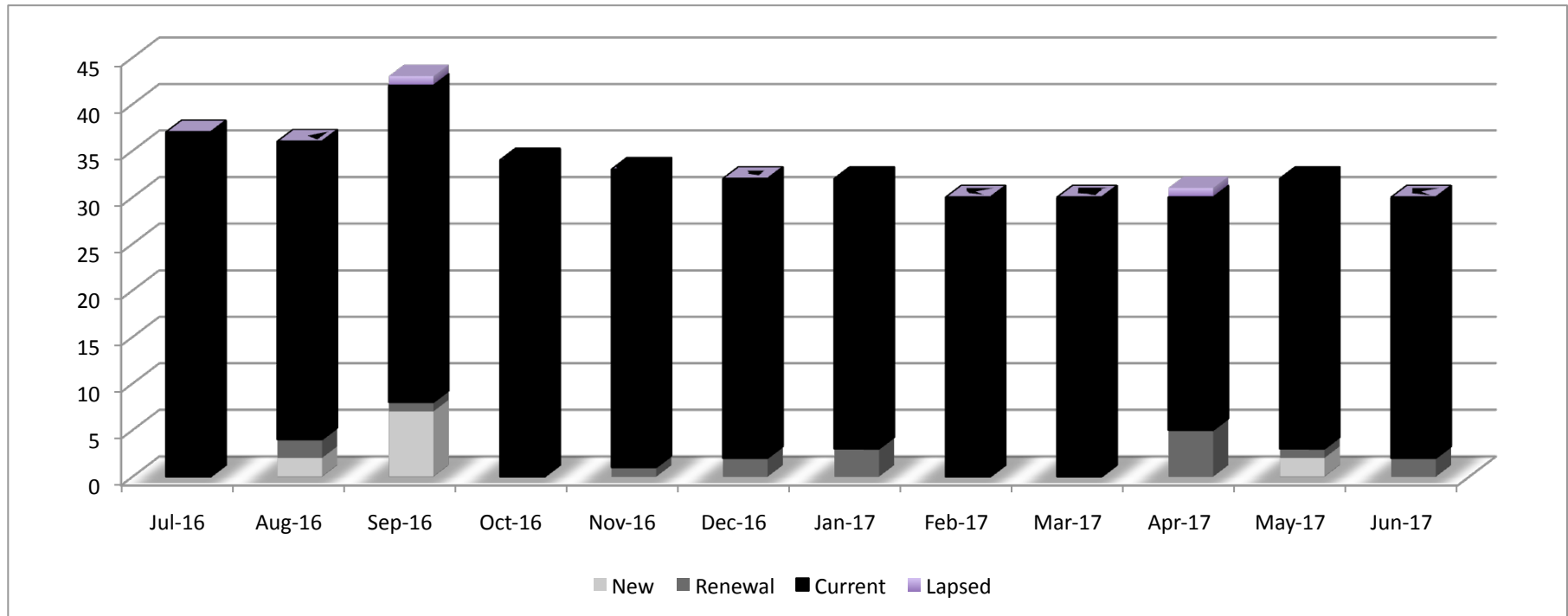


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>
New	1	0	6	3	0	0	0	0	0	0	1	0	11
Lapsed	0	0	0	1	0	0	0	0	0	0	0	0	1
Renewal	0	3	0	0	0	1	4	0	0	4	1	1	14
Current	30	28	28	26	30	29	26	30	30	24	26	25	
Total	31	31	34	30	30	30	30	30	30	28	28	26	
Gain/Loss	1	0	3	-4	0	0	0	0	0	-2	0	-2	-4
% Change	3.33%	0.00%	9.68%	-11.76%	0.00%	0.00%	0.00%	0.00%	0.00%	-6.67%	0.00%	-7.14%	-13.33%
Non-renew	0	0	3	8	0	0	0	0	0	2	1	2	16
	YTD # of Student Members Non-Renewals												0
	YTD % of Renewals (w/o Student Non-Renewals)												50.00%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership July 2016 to June 2017

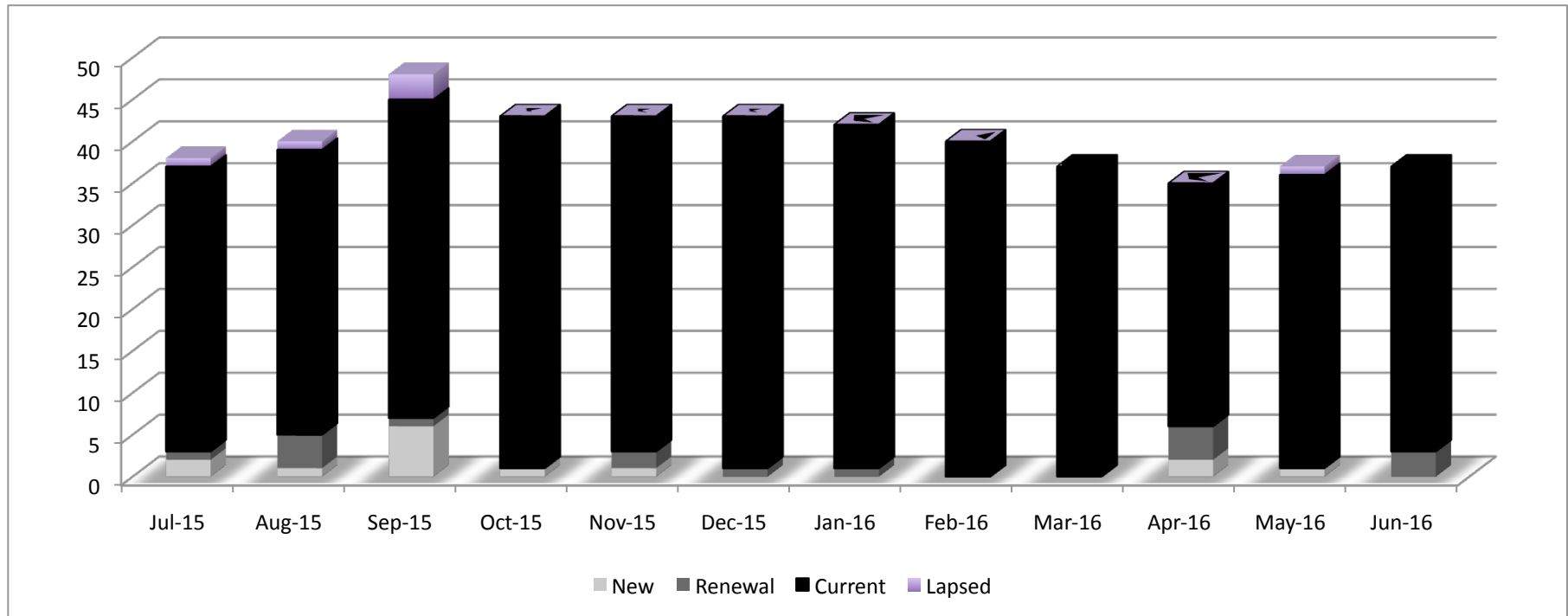


	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
New	0	2	7	0	0	0	0	0	0	0	2	0	11
Lapsed	0	0	1	0	0	0	0	0	0	1	0	0	2
Renewal	0	2	1	0	1	2	3	0	0	5	1	2	17
Current	37	32	34	34	32	30	29	30	30	25	29	28	
Total	37	36	43	34	33	32	32	30	30	31	32	30	
Gain/Loss	0	-1	7	-9	-1	-1	0	-2	0	1	1	-2	-7
% Change	0.00%	-2.70%	19.44%	-20.93%	-2.94%	-3.03%	0.00%	-6.25%	0.00%	3.33%	3.23%	-6.25%	-18.92%
Non-renew	0	3	1	9	1	1	0	2	0	0	1	2	20
	YTD # of Student Members Non-Renewals												0
	YTD % of Renewals (w/o Student Non-Renewals)												27.03%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership July 2015 to June 2016

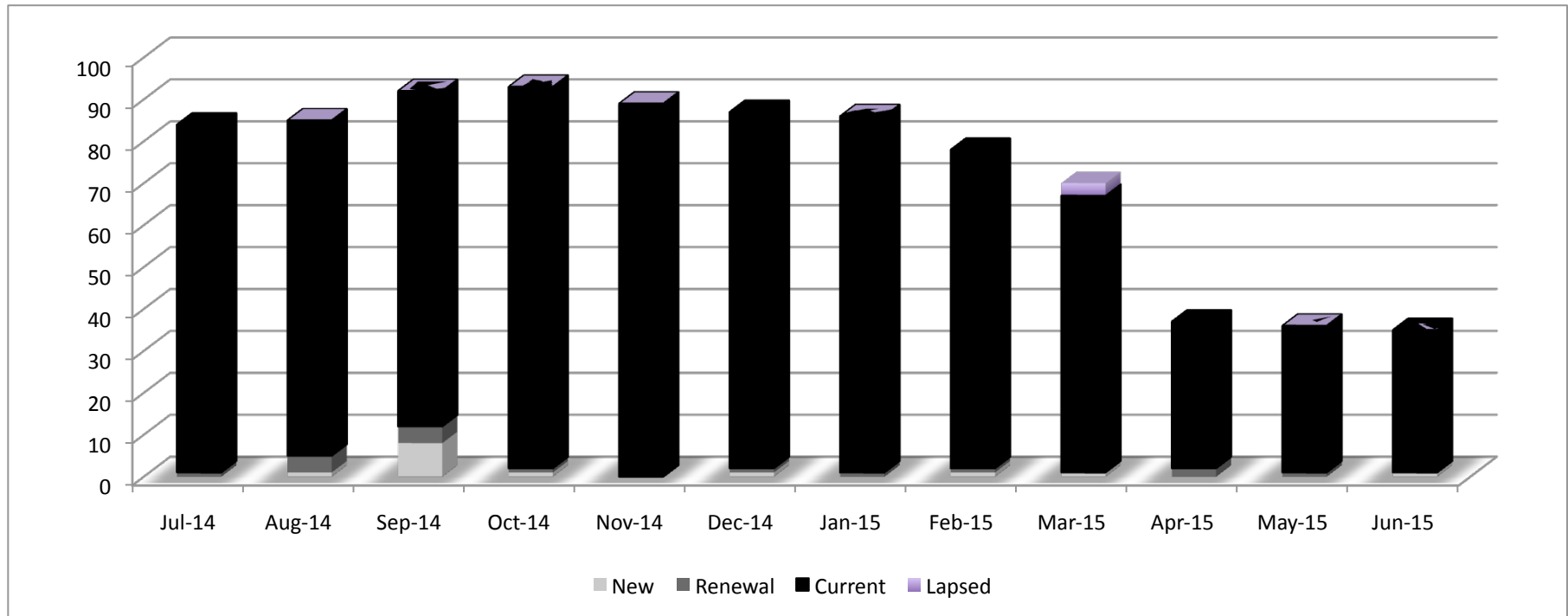


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
New	2	1	6	1	1	0	0	0	0	2	1	0	14
Lapsed	1	1	3	0	0	0	0	0	0	0	1	0	6
Renewal	1	4	1	0	2	1	1	0	0	4	0	3	17
Current	34	34	38	42	40	42	41	40	37	29	35	34	
Total	38	40	48	43	43	43	42	40	37	35	37	37	
Gain/Loss	3	2	8	-5	0	0	-1	-2	-3	-2	2	0	2
% Change	8.57%	5.26%	20.00%	-10.42%	0.00%	0.00%	-2.33%	-4.76%	-7.50%	-5.41%	5.71%	0.00%	5.71%
Non-renew	0	0	1	6	1	0	1	2	3	4	0	0	18
	YTD # of Student Members Non-Renewals												3
	YTD % of Renewals (w/o Student Non-Renewals)												71.88%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership July 2014 to June 2015

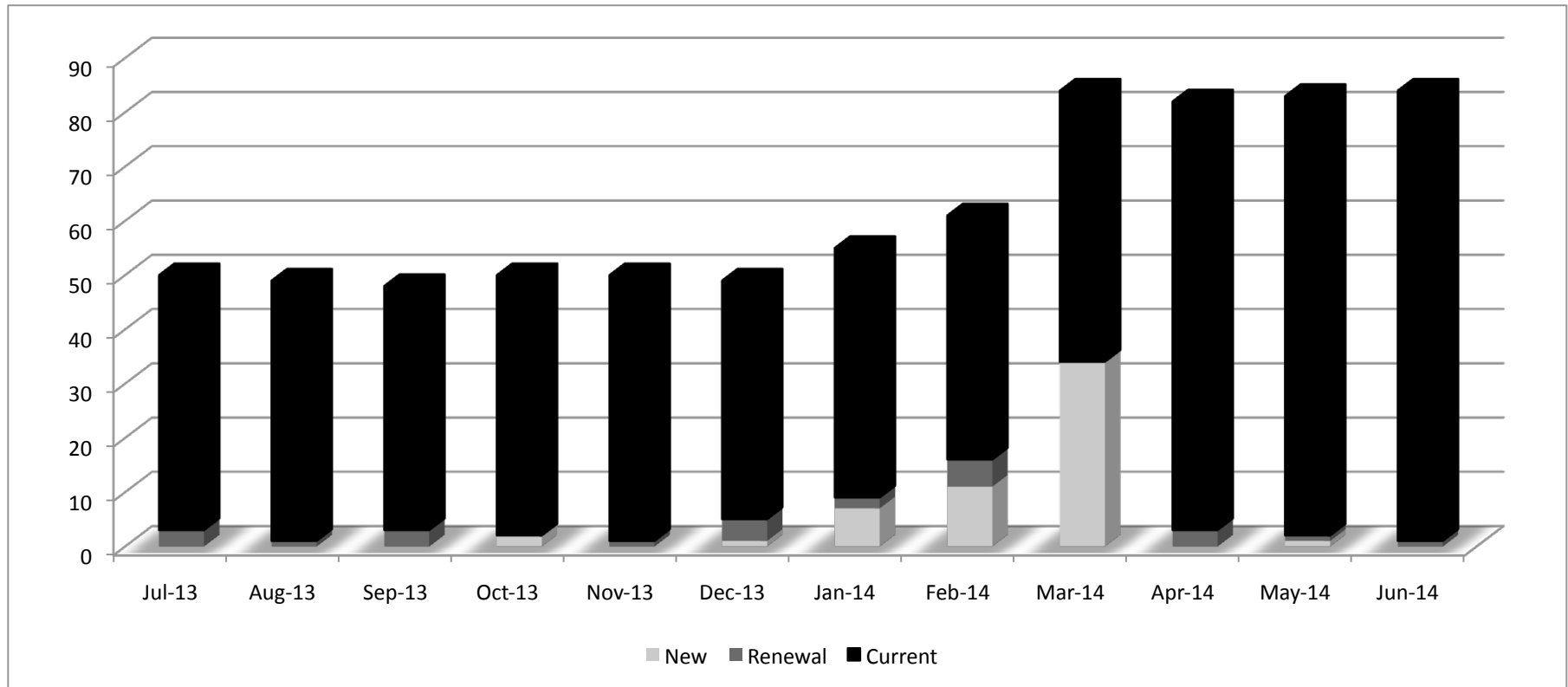


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>
New	0	1	8	1	0	1	0	1	1	0	0	1	14
Lapsed	0	0	0	0	0	0	0	0	3	0	0	0	3
Renewal	1	4	4	1	0	1	1	1	0	2	1	0	16
Current	83	80	80	91	89	85	85	76	66	35	35	34	
Total	84	85	92	93	89	87	86	78	70	37	36	35	
Gain/Loss	0	1	7	1	-4	-2	-1	-8	-8	-33	-1	-1	-49
% Change	0.00%	1.19%	8.24%	1.09%	-4.30%	-2.25%	-1.15%	-9.30%	-10.26%	-47.14%	-2.70%	-2.78%	-58.33%
Non-renew	0	0	1	0	4	3	1	9	12	33	1	2	66
													YTD # of Student Members Non-Renewals
													1
													YTD % of Renewals (w/o Student Non-Renewals)
													22.89%

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership July 2013 to June 2014

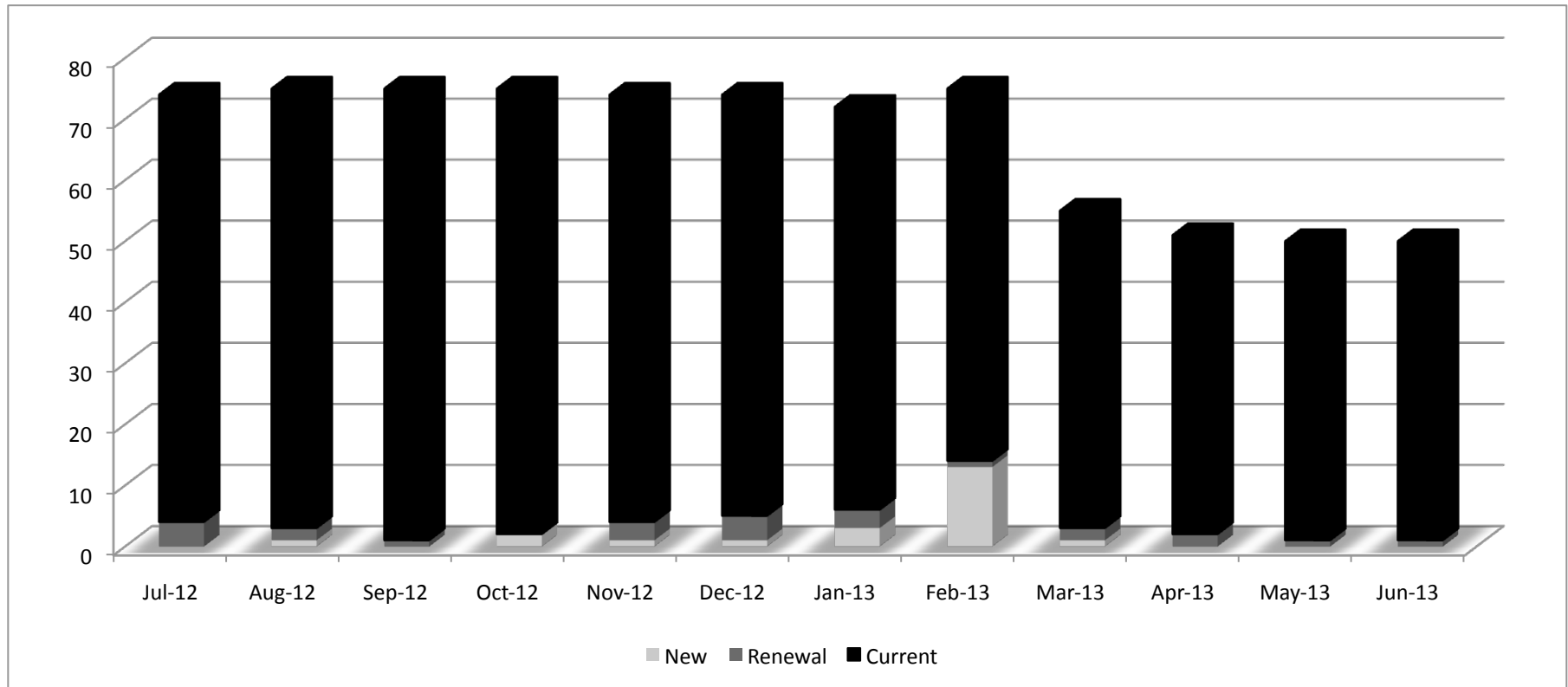


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
<i>New</i>	0	0	0	2	0	1	7	11	34	0	1	0	56
<i>Renewal</i>	3	1	3	0	1	4	2	5	0	3	1	1	24
<i>Current</i>	47	48	45	48	49	44	46	45	50	79	81	83	
<i>Total</i>	50	49	48	50	50	49	55	61	84	82	83	84	
<i>Gain/Loss</i>	0	-1	-1	2	0	-1	6	6	23	-2	1	1	34
<i>% Change</i>	0.00%	-2.00%	-2.04%	4.17%	0.00%	-2.00%	12.24%	10.91%	37.70%	-2.38%	1.22%	1.20%	68.00%
<i>Non-renew</i>	0	1	1	0	0	2	1	5	11	2	0	-1	22

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership July 2012 to June 2013

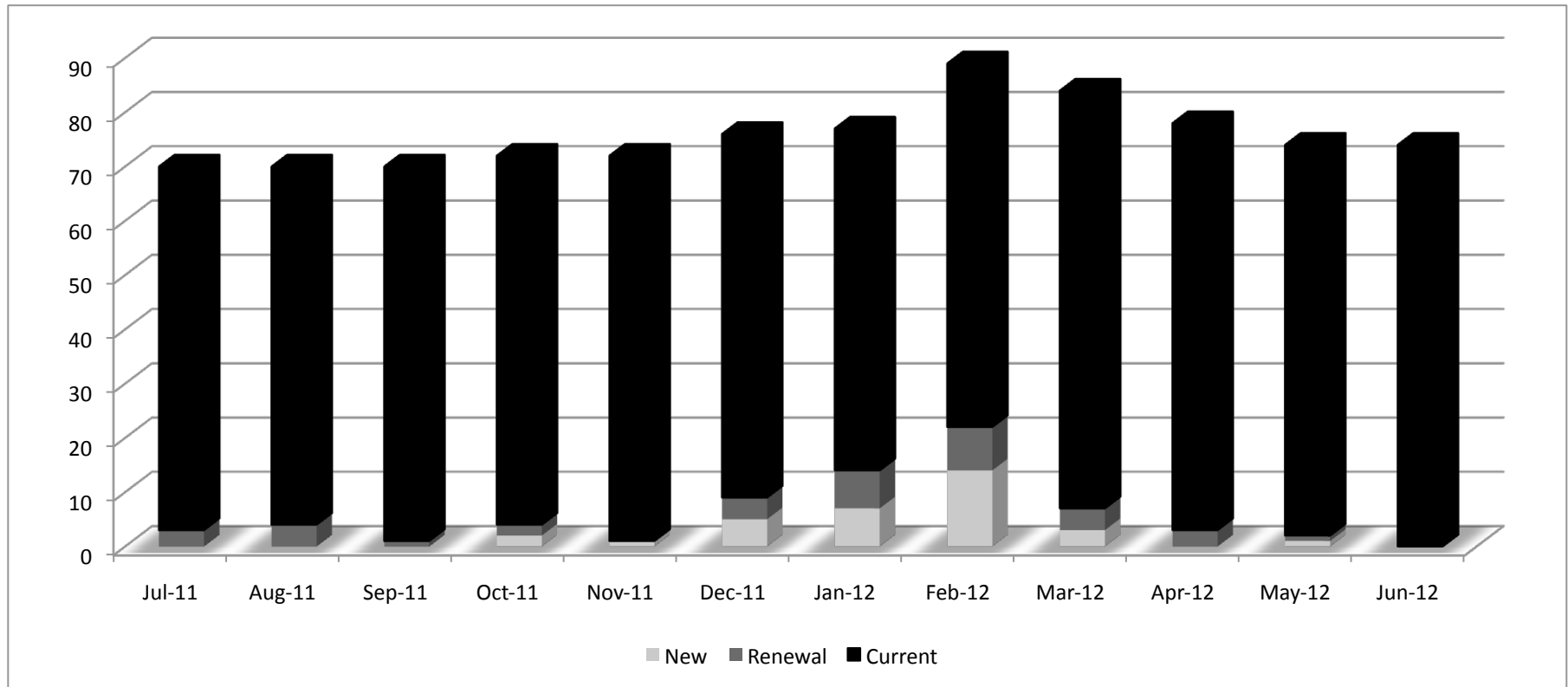


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
New	0	1	0	2	1	1	3	13	1	0	0	0	22
Renewal	4	2	1	0	3	4	3	1	2	2	1	1	24
Current	70	72	74	73	70	69	66	61	52	49	49	49	
Total	74	75	75	75	74	74	72	75	55	51	50	50	
Gain/Loss	0	1	0	0	-1	0	-2	3	-20	-4	-1	0	-24
% Change	0.00%	1.35%	0.00%	0.00%	-1.33%	0.00%	-2.70%	4.17%	-26.67%	-7.27%	-1.96%	0.00%	-32.43%
Non-renew	0	0	0	2	2	1	5	10	21	4	1	0	46

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

Mississippi Valley Reading Council

Yearlong Trend of Total Membership July 2011 to June 2012



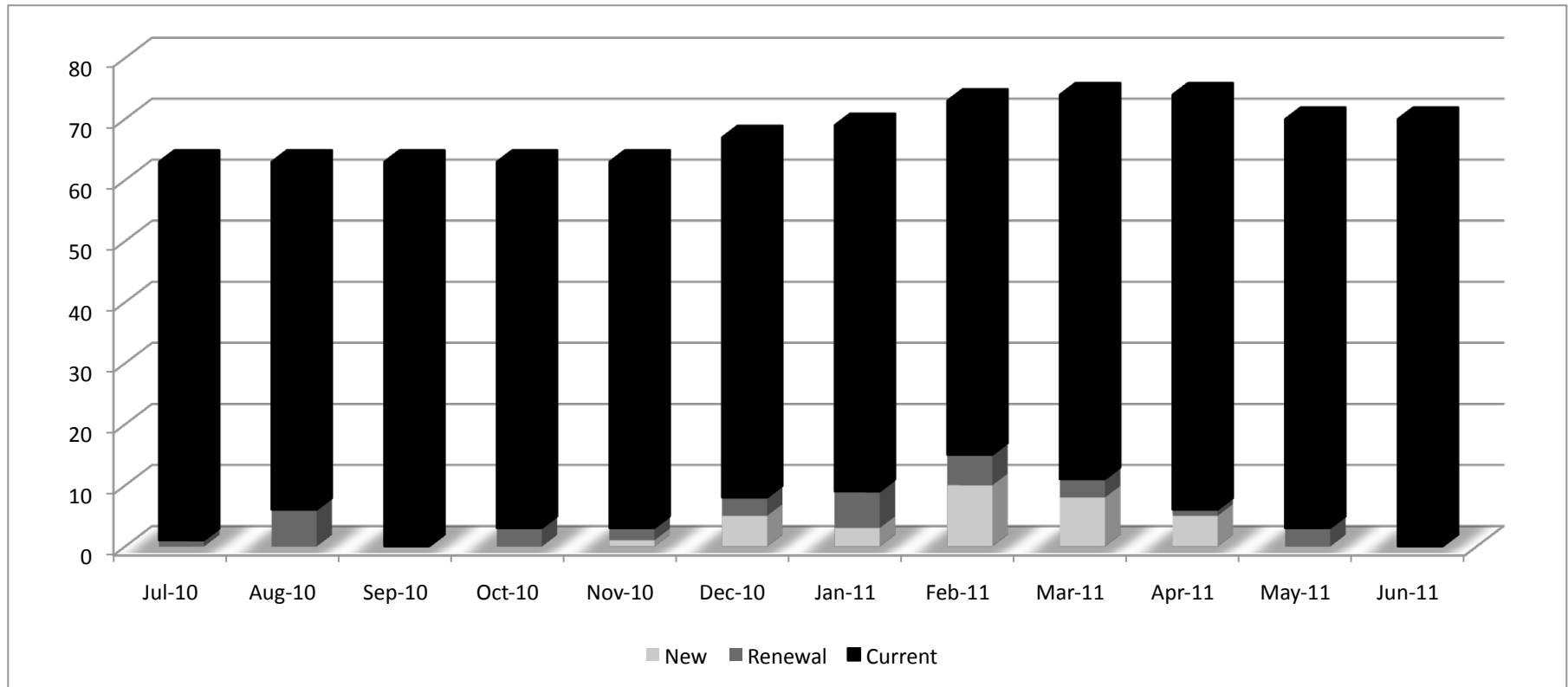
	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
New	0	0	0	2	1	5	7	14	3	0	1	0	33
Renewal	3	4	1	2	0	4	7	8	4	3	1	0	37
Current	67	66	69	68	71	67	63	67	77	75	72	74	
Total	70	70	70	72	72	76	77	89	84	78	74	74	
Gain/Loss	0	0	0	2	0	4	1	12	-5	-6	-4	0	4
% Change	0.00%	0.00%	0.00%	2.86%	0.00%	5.56%	1.32%	15.58%	-5.62%	-7.14%	-5.13%	0.00%	5.71%
Non-renew	0	0	0	0	1	1	6	2	8	6	5	0	29

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

Mississippi Valley 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>
<i>New</i>	0	0	0	0	1	5	3	10	8	5	0	0	32
<i>Renewal</i>	1	6	0	3	2	3	6	5	3	1	3	0	33
<i>Current</i>	62	57	63	60	60	59	60	58	63	68	67	70	
<i>Total</i>	63	63	63	63	63	67	69	73	74	74	70	70	
<i>Gain/Loss</i>	-1	0	0	0	0	4	2	4	1	0	-4	0	6
<i>% Change</i>	-1.56%	0.00%	0.00%	0.00%	0.00%	6.35%	2.99%	5.80%	1.37%	0.00%	-5.41%	0.00%	9.38%
<i>Non-renew</i>	1	0	0	0	1	1	1	6	7	5	4	0	26