

# Membership Report

Jan 2024

This section represents the actual membership counts for each month for a given year. Dec should also reflect YTD for calculations

This section represents the actual general membership attendance for each month for a given year.

This section represents the trend, what percentage of the membership attends the meeting. The green looks pretty good, orange is showing where it is trending to having the membership not attending meetings.

Averages so we can see any drastic differences

This section calculates current renewal rate 3.

Color coding for trends  
Red is <25%  
Green is >30%

Records are boxed

	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan		New	Renew	Lifetime	Artist	% Renew
members	138												2024	2	125	10	1	74%
	245	242	241	237	193	190	177	171	168	158	145		2023	86	147	10	2	74%
	218	215	205	163	160	154	152	148	143	133	101		2022	83	125	9	1	74%
	171	167	167	126	125	123	120	114	105	94	88		2021	65	96	9	1	56%
	170	167	166	160	155	155	149	143	143	143	131		2020	28	128	11	3	83%
	199	194	176	176	154	150	144	138	133	127	111		2019	68	117	11	3	76%
	169	159	155	155	133	132	129	128	121	121	110		2018	51	105	11	2	72%
	154	154	139	112	112	112	107	104	102	98	88		2017	52	89	11	2	61%
	145	145	144	127	125	122	114	114	111	107	103		2016	37	95	11	2	62%
	153	139	139	136	119	102	101	94	93	79	69		2015	50	90	11	2	59%
	153	153	147	119	118	116	115	100	97	87	70		2014	50	92	9	2	59%
	156	156	155	127	121	121	118	108	108	94	82		2013	45	102	9		65%
	158	157	153	121	114	111	111	110	96	89	75		2012	59	92	7		60%
	154	151	147	147	117	111	108	107	105	96	81		2011	52	95	7		65%
147	147	147	147	102	102	102	99	97	91	70		2010	32	108	7		86%	
126	125	122	110	88	86	74	73	72	63	52		2009	41	78	7			
attendees													2024					
	25	36	49	31	36	30	33	38	45	41	31	33	2023					
	31	40	35	28	23	20	27	26	39	37	34		2022					
		36	35	28									2021 (COVID-19)					
													2020 (COVID-19)					
		49	25	34	33		43	40	42	38	32		2019					
		38	34	40	30		24	38	33	35	26		2018					
		41	42	39	27		26	35	42	30	50		2017					
		27	31	38	44		36	29	51	39	21	22	2016					
		48	27	43	38		37	36	74	26	35		2015					
		35	53	38	23		40	45	45	27			2014					
		27	32	40	36		37	40	41	31			2013					
		50	50	37			29	27	36	33	33		2012					
		31	44	22	30		39	51	46	39			2011					
	36	45	24	46		43	36	27	29	32		2010						
	45	49	37	48		27	38	46	39			2009						
Trend	10%	15%	20%	13%	19%	16%	19%	22%	27%	26%	21%	24%	2024					
	14%	19%	17%	17%	14%	13%	18%	18%	27%	28%	34%		2023					
	22%	21%	22%										2022					
		25%	14%	19%	21%		30%	29%	32%	30%	45%		2021					
		24%	22%	26%	23%		19%	30%	27%	29%	24%		2020					
		27%	30%	35%	24%		24%	34%	41%	31%	57%		2019					
		19%	22%	30%	35%	30%	25%	45%	35%	20%	21%		2018					
		35%	19%	32%	32%	36%	36%	79%	28%	44%			2017					
		23%	36%	32%	19%		35%	45%	46%	31%			2016					
		17%	21%	31%	30%		31%	37%	38%	33%			2015	<25%	>30%			
			33%	41%	32%		26%	25%	38%	37%	44%		2014					
		21%	30%	15%	26%		36%	48%	44%	41%			2013					
		24%	31%	16%	45%	42%	35%	27%	30%	35%	53%		2012					
		36%	40%	34%	55%	31%	51%	63%	54%				2011					
												2010						
												2009						
Average Membership	174.1	173.5	167.9	151.1	139.4	135.6	130.8	125.4	121.6	114.7	101.6	138.0	Average Membership for past 10 years					
Average Attendance	28.0	37.7	36.3	35.9	32.2	30.8	32.8	43.0	39.1	32.8	33.6	33.0	Average Attendance for past 10 years					
Average Trend	16.08%	21.73%	21.62%	23.76%	23.11%	22.68%	25.06%	34.29%	32.16%	28.58%	33.04%	23.91%	Average Trend for past 10 years					

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# Membership Report - Members

Jan 2024

	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	
members	138											138	2024
	245	242	241	237	193	190	177	171	168	158	145		2023
	218	215	205	163	160	154	152	148	143	133	101		2022
	171	167	167	126	125	123	120	114	105	94	88		2021
	170	167	166	160	155	155	149	143	143	143	131		2020
	199	194	176	176	154	150	144	138	133	127	111		2019
	169	159	155	155	133	132	129	128	121	121	110		2018
	154	154	139	112	112	112	107	104	102	98	88		2017
	145	145	144	127	125	122	114	114	111	107	103		2016
	153	139	139	136	115	102	101	94	93	79	69		2015
	153	153	147	119	118	116	115	100	97	87	70		2014
	156	156	155	127	121	121	118	108	108	94	82		2013
	158	157	153	121	114	111	111	110	96	89	75		2012
	154	151	147	147	117	111	107	107	105	96	81		2011
	147	147	147	147	102	102	102	99	97	91	70		2010
	125	125	122	110	88	86	74	74	72	63	52		2009

This section represents the actual member counts for each month for a given year. Dec should also reflect YTD for calculations

Records are boxed

Year

First year we have had a January meeting

# Membership Renewals

Jan 2024

This represents the number of lifetime and artist (Rick Garcia) that are not included in calculating renewals (they do not pay to be members). Lifetime members are listed below.

New	Renew	Lifetime	Artist	% Renew
2	125	10	1	74%
86	147	10	2	74%
83	125	9	1	74%
65	96	9	1	56%
28	128	11	3	83%
68	117	11	3	76%
51	105	11	2	72%
52	89	11	2	61%
37	95	11	2	62%
50	90	11	2	59%
50	92	9	2	59%
45	102	9		65%
59	92			60%
52	95			65%
32	108			86%
41	78			

And here is the tricky metric: **Renewal percent**. This calculated by dividing the Renewal count by the previous year's YTD count. So at this point in time 74% of possible renewals have renewed.

First Name	Last Name	Dues Status
Steve	Carini	Lifetime
Jack	Douthitt	Lifetime
Ron	Fortmann	Lifetime
Rita	Luedke	Lifetime
Tony	Plicka	Lifetime
Judy	Schmidt	Lifetime
Jean	Sher	Lifetime
R. Mary	Turner	Lifetime
Pamela	Woythal	Lifetime
Kris	Ziemann	Lifetime

This represents the number of new never been a member before

Renewals are calculated by membership count YTD (dec) minus new members, minus lifetime, minus artist)

Records are boxed

# Membership Report - Attendees

Jan 2024

attendees												33	2024
	25	36	49	31	36	30	33	38	45	41	31		2023
	31	40	35	28	23	20	27	26	39	37	34		2022
		36	35	28									2021 (COVID-19)
											40		2020 (COVID-19)
		49	25	34	33		43	40	42	38	32		2019
		38	34	40	30		24	38	33	35	26		2018
		41	42	39	27		26	35	42	30	50		2017
		27	31	38	44	36	29	51	39	21	22		2016
		48	27	43	38	37	36	74	26	35			2015
		35	53	38	23		40	45	45	27			2014
		27	32	40	36		37	40	41	31			2013
			50	50	37		29	27	36	33	33		2012
		31	44	22	30		39	51	46	39			2011
	36	45	24	46	43	36	27	29	32	37		2010	
	45	49	37	48	27	38	46	39				2009	

This section represents the actual general meeting attendance for each month for a given year.

Records are boxed

First year we have had a January meeting

Year

1/7/2024

# Membership Report - Trends

Jan 2024

Trend												24%	2024	
	10%	15%	20%	13%	19%	16%	19%	22%	27%	26%	21%		2023	
	14%	19%	17%	17%	14%	13%	18%	18%	27%	28%	34%		2022	
		22%	21%	22%										2021
												45%		2020
		25%	14%	19%	21%			30%	29%	32%	30%	29%		2019
		24%	22%	26%	23%			19%	30%	27%	29%	24%		2018
		27%	30%	35%	24%			24%	34%	41%	31%	57%		2017
		19%	22%	30%	35%	30%		25%	45%	35%	20%	21%		2016
		35%	19%	32%	32%	36%		36%	79%	28%	44%			2015
		23%	36%	32%	19%			35%	45%	46%	31%			2014
		17%	21%	31%	30%			31%	37%	38%	33%			2014
			33%	41%	32%			26%	25%	38%	37%	44%		2012
	21%	30%	15%	26%			36%	48%	44%	41%			2011	
	24%	31%	16%	45%	42%		35%	27%	30%	35%	53%		2010	
		40%	34%	55%	31%		51%	63%	54%				2009	

This section represents the trend, what percentage of the membership attends the meeting. The green looks pretty good, orange/red is showing where it is trending to having the membership not attending meetings.

Records are boxed

Color coding for trends  
**Red** is less than 25% of membership is attending meetings  
**Green** is greater than 30% of membership are attending meetings

Year

First year we have had a January meeting

# Attendance/Survey at Meetings

Jan 2024

Date	Attendees	Guest	Question	Yes	
1/6/2024	33	1	Do you plan on attending a bonsai conference this year?	13	39.39%
2/3/2024					
3/2/2024					
4/6/2024					
5/4/2024					
6/1/2024					
7/13/2024					
8/3/2024					
9/7/2024					
10/5/2024					
11/2/2024					
12/7/2024					
2/4/2023	31		Do you have more than 3 flowering trees?	11	35.48%
3/4/2023	41		Do you read the monthly MBS newsletter?	39	95.12%
4/1/2023	45		Do you have more than three collected trees?	24	53.33%
5/6/2023	38	1	Have you ever made a successful air layer?	11	28.95%
6/3/2023	33		Do you have a flowering bonsai tree?	20	60.61%
7/8/2023	30		Are you watching MBS Videos?	18	60.00%
8/5/2023	36	2	Will you be attending the MBS Annual Exhibit on August 25-27 at Lynden Sculpture Garden?	25	69.44%
9/2/2023	31		Would you be interested in purchasing MBS SWAG such as shirts, mugs, etc.?	22	70.97%
10/7/2023	49	4	Do you grow tropical trees under lights in winter?	32	65.31%
11/4/2023	36	2	Do you use photographs to document your trees progress?	25	69.44%
12/2/2023	25	1	Have you ever decorated a bonsai tree for Christmas?	8	32.00%
2/5/2022	34	1	Have you visited the bonsai trees on display at the Lynden Sculpture Garden?	23	67.65%
3/5/2022	37	2	Rate your bonsai skills: Beginner, Novice, Intermediate, Advanced		
4/7/2022	39	3	Do you intend to show one of your trees in the Annual Exhibit?	11	28.21%
5/7/2022	19	4	Have you checked out bonsai books or magazines from the Boerner library?	3	15.79%
6/4/2022	27	1	Do you know who your MBS board members are?	15	55.56%
7/2/2022	20	1	How many potted trees do you have in your personal collection?		
8/6/2022	23		How do you like the MABA convention?	18	78.26%
9/3/2022	28		What topic would you like to see presented at our monthly meeting?		
10/1/2022	33	2	Would you like to have a meeting topic devoted to carving?	23	69.70%
11/5/2022	46	6			
12/3/2022	31			8	25.81%

Followed by the results for the question.

Using the question and result can help plan future meeting presentations for those who attend meetings.

Additionally, since we ask some question again over time we can track trends.

First few columns show the date, attendance at the general meeting, how many guests and the survey question.

1/7/2024

# Using Membership Reports

Jan 2024

Meaningful meetings will drive up attendance.  
When we exceed our membership's expectation our members will continue to renew and grow!

												24%	2024
10%	15%	20%	13%	19%	16%	19%	22%	27%	26%	21%			2023
14%		17%	17%	14%	13%	18%	18%	27%	28%	34%			2022

Likewise, we should watch these trends to see which type of meetings are not well attended

5/7/2022	19	4	Have you checked out bonsai books or magazines from the Boerner library?	3	15.79%
10/4/2016	31		Have you check out MBS library material in the last two years?	3	9.68%
11/5/2013	27		Do you check out MBS library material?	11	40.74%
10/6/2009	49	4	Do you check out MBS library material?	16	32.65%

Watch trends in the survey.  
And suggest questions so you can see trends

What information do you want to see?  
Ask for information! How many Novice Class Participants renewed? How many Public workshop participants drop after their membership expires.  
Let your metrics help you get there.