

USMMA Houston Alumni Chapter: End-2017 Membership Report



HOUSTON
ALUMNI CHAPTER

Membership Database - Total Count:

Membership Type	Active	Lapsed	Pending	Total
Full Members (Alumni)	278	80	9	367
Associate Members (Not alumni)	33	14	1	48
Lifetime Members	15	0	0	15
Total:	326	94	10	430

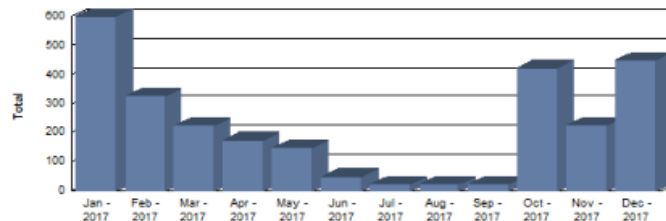
Key Performance Indicators:

New Members Added to Alumni Membership in 2017:	35	(~9% Growth rate)
Number of Members who attended at least 1 event in 2017:	127	(~30% Attendance rate)
Number of followers on Houston Alumni Facebook Page:	1,337	
Income generated from 2017 Membership Dues (\$USD):	\$ 2,700	(25% participation rate)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
\$ 600	\$ 325	\$ 225	\$ 175	\$ 150	\$ 50	\$ 25	\$ 25	\$ 25	\$ 425	\$ 225	\$ 450

01 Jan 2017 to 29 Dec 2017
Membership
All invoices

29 Dec 2017



Synopsis:

Highlights:

- The Houston alumni chapter continues to have a solid membership base.
- The 9% growth rate this year is considered very good, considering the local downturn of oil & gas.
- Membership payments increased in Q4 as a result of our membership drive; we should continue this into Q1 next year.
- Membership participation at events continues to be high, with an average of ~40-45 attendees per lunch / happy hour.
- The Facebook page, coupled with the website and emails continues to be an good way to communicate / reach our membership.

Lowlights:

- The lapsed membership count is high and many members are overdue on membership renewal (annual dues).
- The number of members that actually paid dues in 2017 is lower than expected (only 25%).



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