



## FY2025 Performance Metric Goals

### MEMBERSHIP

#### Member Satisfaction

Needs Improvement	60% or lower
Sustaining	61 - 70%
High Performing	71% or higher

#### Non-student Member Retention

Needs Improvement	68% or lower
Sustaining	68.1 - 73%
High Performing	73.1% or higher

#### Non-student Net Member Growth

Needs Improvement	1% or lower
Sustaining	1.1 - 5%
High Performing	5.1% or higher

### EDUCATION

#### Content Satisfaction

4.21 or lower
4.22 - 4.32
4.33 or higher

#### Accr. vs Non-accr. Education

3 or fewer educational events
4 or more educational events
4 or more w/ 02 accr. or more

### FINANCE

#### Net Profit

2% or lower
2.1 - 5%
5.1% or higher

#### Reserves vs Fixed Expenses

25% or lower
25.1 - 75%
75.1% or higher

**Chapter of Excellence** – achieve High Performing status in 7 out of 7 focus areas

**Top Performing Chapter** – achieve High Performing status in 6 out of 7 focus areas

**Chapter of Merit** – achieve highest performance overall in a specific focus area