WLG Membership Analysis

WLG Board Retreat November 4, 2011

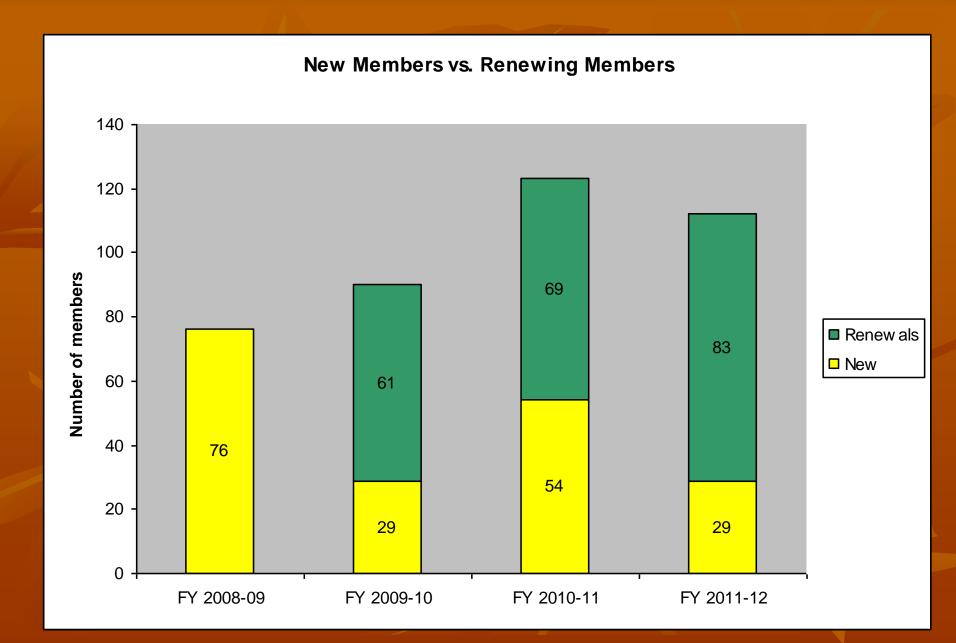
Membership Count

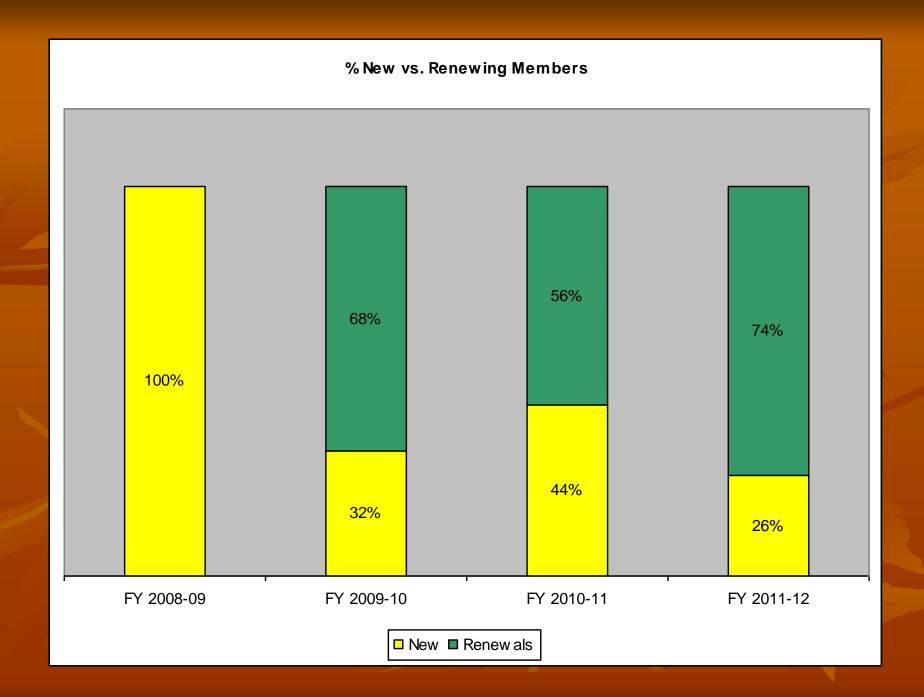
- FY 11-12 is WLG's fourth year in existence
- Last year was the largest year of growth
- Membership this year has declined slightly



New and Renewing Members

- Renewal rate remains high
- Percentage of members that are new peaked last year and declined slightly this year

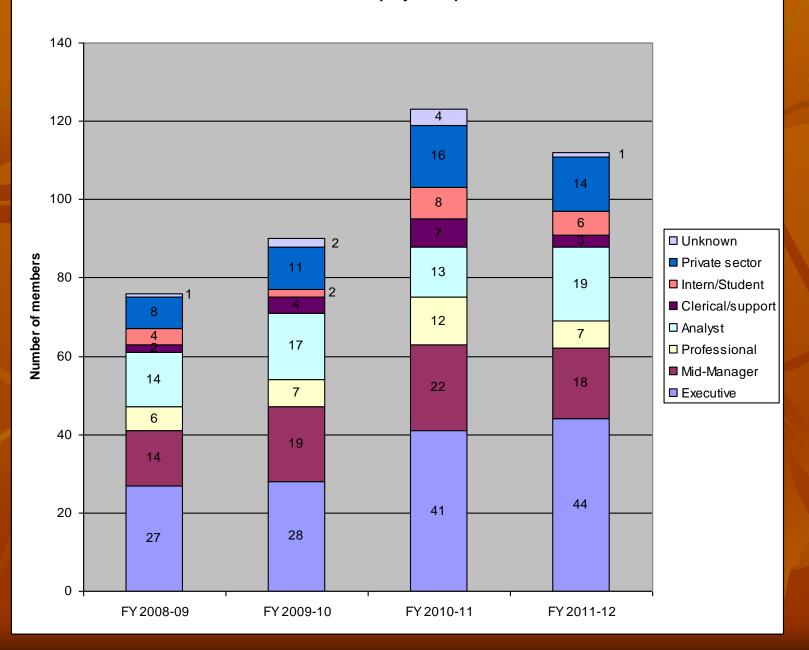




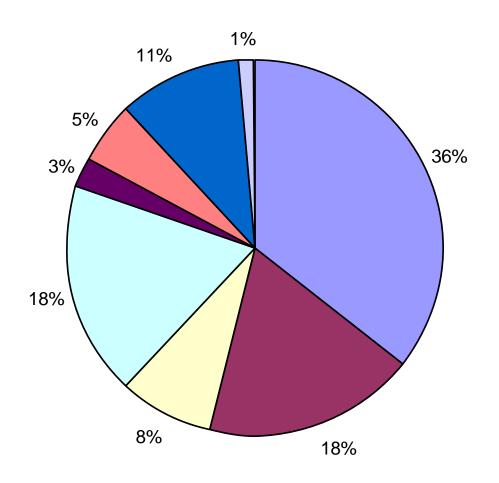
Membership composition

- Membership composition is fairly diverse
- Growth in executive members is strongest
- Many opportunities exist to grow membership in the professional/technical ranks (planners, IT, engineers, finance professionals, public safety, etc.)

Membership by Occupation

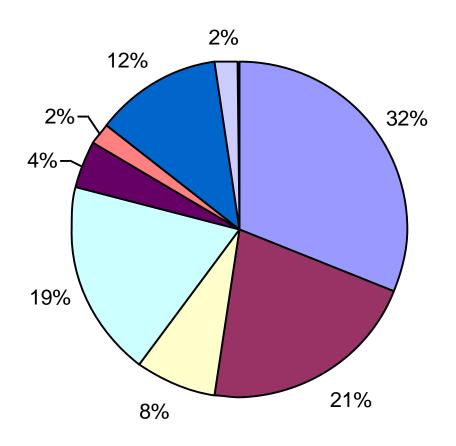


FY 2008-09 Membership by Occupation



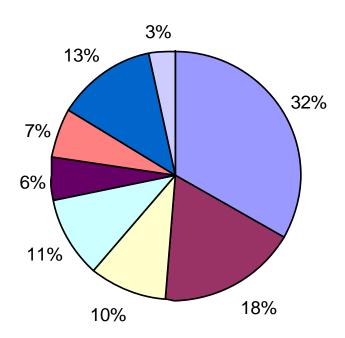
- Executive
- Mid-Manager
- □ Professional
- Analyst
- Clerical/support
- Intern/Student
- Private sector
- □ Unknow n

FY 2009-10 Membership by Occupation



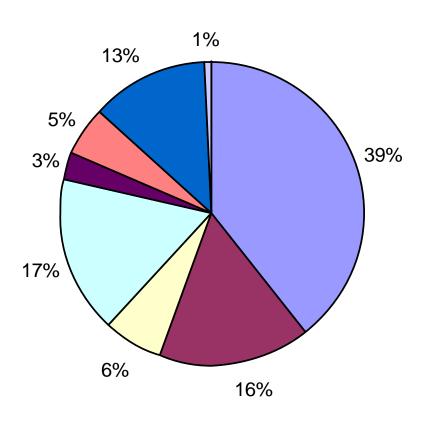
- Executive
- Mid-Manager
- □ Professional
- Analyst
- Clerical/support
- Intern/Student
- Private sector
- □ Unknow n

FY 2010-11 Membership by Occupation



- Executive
- Mid-Manager
- □ Professional
- Analyst
- Clerical/support
- Intern/Student
- Private sector
- □ Unknow n

FY 2011-12 Membership by Occupation



- Executive
- Mid-Manager
- □ Professional
- Analyst
- Clerical/support
- Intern/Student
- Private sector
- □ Unknow n