

## Growth, Acquisition and Retention (GAR) Report

The GAR Report is a summarized snapshot of how chapters are doing with regards to membership on a monthly basis. Each month the GAR is sent to the NBD, chapter membership chairs and RCs for Membership. In the Chapter Recognition Program, up to 3,000 credits are available in the Membership Section in the areas of Base Growth, New Member Acquisition and Retention.

The GAR lists chapters by Chapter Size Groupings (i.e., Group A = 300 or more members; Group B = 150-299 members, etc.). **We also publish a GAR by Region - useful to see how individual regions compare to each other.**

*Association of Government Accountants  
Membership Growth, Acquisition and Retention (GAR) Report*

*As of 01/31/03*

CHAPTER	Beg Balance	New	Reinstates	Deceased	Suspends	Transfer		Ending Balance	**Base Growth**		**New Mbr Acquisition**		**Retention**	
						In	Out		Goal (10%)	PCT Of Goal	Goal (20%)	PCT Of Goal	Goal (90%)	PCT Of Goal
AGA Chapter	957	113	119	0	236	26	68	911	1053	87%	191	59%	861	98%

- **Beginning Balance** - Chapter beginning membership balances at the start of the AGA program year - May 1<sup>st</sup>.
- **New** - Chapter new members to date (since May 1<sup>st</sup>).
- **Reinstates** - Chapter members who pay their current year membership dues AFTER being suspended for non-payment (members are suspended on May 31<sup>st</sup>).
- **Deceased** - Chapter members who have died since May 1<sup>st</sup>.
- **Suspends** - Chapter members who are suspended after May 1<sup>st</sup> for non-payment of their AGA dues. Each year, members are supposed to pay their annual dues by March 31<sup>st</sup>. AGA has a 60-day grace period and then suspends those members who haven't paid.
- **In** - Chapter members who have transferred in to the given chapter.
- **Out** - Chapter members who have transferred out of the given chapter.
- **Ending Balance** - Chapter totals at the close of the given month.

## GAR Membership Goals

The following goals are part of the Chapter Recognition Program.

**Base Growth** - The Goal column reflects chapters' goals of 10% (i.e., a beginning balance of 957 would have a goal 1053, calculation:  $10\% \times 957 = 95.7$  and then add that to 957 and you get 1053). The PCT (percentage) of Goal column shows how close the chapter is to reaching that goal (i.e., if the ending balance for the month is 911 then 87% of the 1053 goal has been met, calculation:  $911 \text{ divided by } 1053 = 87\%$ ).

Chapter Recognition Program offers:

- Increase base membership by 10%                      900 credits
- Increase base membership by 5 - 9.99%              700 credits
- Increase base membership by 2 - 4.99 %            500 credits

**New Member Acquisition** - The goal column reflects chapters' goals of 20%. Chapters should strive to recruit 20% new members for the program year (i.e., 20% new member growth off of the beginning balance, calculation:  $20\% \times \text{beginning balance of } 957 = 191$  new members). The PCT (percentage) of Goal column shows how close a chapter is to reaching that goal (i.e., if total new members equals 113 then the chapter is at 59% of the 191 goal, calculation:  $113 \text{ divided by } 191 = 59\%$ ).

Chapter Recognition Program offers:

- Meet or exceed the 20% goal                              900 credits
- Attain 90 - 99% of the goal                                700 credits
- Attain 70 - 89% of the goal                                500 credits

**Retention** - The goal column reflects chapters' goals of 90% retention for the year (i.e., 90% of the beginning balance of 957 is 861). The PCT (percentage) of Goal column shows how close a chapter is to reaching that goal, the calculation is: beginning balance + reinstates - deceased - suspends = number and then divide that number by the retention goal (i.e.,  $957 + 119 - 0 - 236 = 840$ , then divide that number by goal of 861 = 98%). Transfers IN and OUT are not factored into the calculation for Retention.

Chapter Recognition Program offers:

- Meet or exceed the 90% retention goal                900 credits
- Attain 90 - 99% of the 90% goal                        700 credits
- Attain 70 - 89% of the 90% goal                        500 credits