2027 Member Challenge
Surf's Up!

	Goal #1 Recruitment					Goal #2 Retention				
Chapter	**Eligible Non-Members**	**5% increase goal**	**10% increase goal**	**15% increase goal**	**2027 New Members Recruited**	**2026 Chapter Membership (Chapter & ISCEBS)**	**5% increase goal**	**10% increase goal**	**Current 2027 Membership (Chapter & ISCEBS)**	*Percentage*
Albany	18	1	2	3	0	10	11	12	0	0%
Alberta	208	10	21	31	2	43	45	47	14	33%
Atlantic Canada	73	4	7	11	1	11	12	13	5	45%
Baltimore	45	2	5	7	0	16	17	18	5	31%
Birmingham	8	1	2	3	0	3	4	5	0	0%
British Columbia	155	8	16	23	1	43	45	47	22	51%
Capital	115	6	12	17	0	30	32	33	16	53%
Carolinas	105	5	11	16	0	28	29	31	14	50%
Central Indiana	50	3	5	8	1	19	20	21	9	47%
Central Ohio	43	2	4	6	1	27	28	30	13	48%
Central Pennsylvania	29	1	3	4	1	14	15	16	7	50%
Chicago	106	5	11	16	0	43	45	47	16	37%
Cincinnati/Dayton	61	3	6	9	1	7	8	9	5	71%
Colorado	73	4	7	11	0	32	34	35	12	38%
Dallas-Fort Worth	81	4	8	12	0	38	40	42	12	32%
Detroit	60	3	6	9	1	37	39	41	15	41%
Georgia	99	5	10	15	2	26	27	29	10	38%
Greater Boston	155	8	16	23	4	32	34	35	14	44%
Greater Philadelphia	158	8	16	24	3	40	42	44	16	40%
Greater Pittsburgh	44	2	4	7	0	19	20	21	7	37%
Houston	126	6	13	19	2	26	27	29	9	35%
Jacksonville/ NE Florida	69	3	7	10	1	12	13	14	5	42%
Kansas City	40	2	4	6	1	27	28	30	7	26%
Los Angeles	164	8	16	25	0	19	20	21	6	32%
Louisville	24	1	2	4	0	5	6	7	3	60%
Middle Tennessee	40	2	4	6	0	11	12	16	5	45%
Milwaukee	91	5	9	14	0	74	78	81	43	58%
Nebraska	18	1	2	3	0	31	33	34	11	35%
New York Metro	163	8	16	24	0	67	70	74	21	31%
Northeast Ohio	36	2	4	5	1	17	18	16	5	29%
Northern California	106	5	11	16	2	36	38	40	12	33%
Northern New Jersey	57	3	6	9	1	31	33	34	13	42%
Orange County	194	10	19	29	1	11	12	13	3	27%
Pacific Northwest	198	10	20	30	3	62	65	68	26	42%
Richmond	53	3	5	8	0	15	16	17	9	60%
South Central Texas	18	1	2	3	0	8	9	10	0	0%
Southwestern Ontario	129	6	13	19	2	26	27	29	10	38%
St. Louis	45	2	5	7	0	29	30	32	12	41%
Tampa Bay Area	59	3	6	9	0	17	18	19	5	29%
Toronto	352	18	35	53	1	75	79	83	32	43%
Twin Cities	73	4	7	11	1	62	65	68	18	29%
Total local members	**3741**	**188**	**376**	**564**	**34**	**1179**	**1241**	**1308**	**467**	36%

10/22/2026

Legend
5% conversion
10% conversion
15% conversion

10/22/2026

Legend
Maintain membership
5% increase
10% increase