

Membership Committee
Jason Wiese, Arlington, Chair

Association membership for 2016-17, including all affiliate groups, is approximately 28,000. This membership for 2016-17 includes 20,361 active members in K-12 certified, ESP and Higher Education. Included in this total are 822 Higher Education members which represents 4 percent of membership and 377 ESP members which represents 1.8 percent of membership. The remaining 19,162 active members are K-12 certificated and represent 94 percent of membership.

Of the active membership 898 or 4.4 percent have self-identified as members of an ethnic minority on their enrollment form. Other membership categories that are not included in the active member total are SEAN, 1,428; and NSEA-Retired 5,996. Comparing actual K-12 membership with the potential according to the Nebraska Department of Education, we have 74 percent market penetration.

When NSEA active membership is looked at by generations; about 17 percent are Baby Boomers (age 56-73); 48 percent are Generation X (age 36-55); and the fastest growing generation 35 percent are Millennials (age 21-35). In comparing to Nebraska Department of Education potentials we have 97 percent of the available Baby Boomers; 81 percent of the available Generation X members; and 68 percent of the available Millennials. Market penetration of the Millennials is up about 8 percent in the last couple of years.

We currently have 70 percent of our active membership on a dues payment method other than payroll deduction. Most of those pay by way of Electronic Fund Transfer (EFT). There are only three locals (Omaha, Lincoln and Millard) with a little more than 6,000 members still on payroll deduction. Plans are underway to move those locals off payroll dues deduction in the next couple of years.

This year the NSEA Board of Directors approved pro-rated dues after January 1. This new practice has led to 69 new members since that date. This number compares to 25 new members the previous year during the same time period.