

# Glossary

**Active Chapters:** Total number of officially launched chapters which currently have members.

**Coming Soon Chapters:** Total number of chapters which have not officially launched and currently have members.

**EO Areas:** Total number of areas within the organization (sub-categories of regions).

**Accelerator Programs:** Total number of officially launched Accelerator programs.

**Renewal Rate:** The total proportion of members who have renewed their membership for the current fiscal year.

**Growth Rate % (YTD):** A "growth rate percentage" is a calculation that expresses the rate at which a value (like revenue, population, or investment) increases over time, represented as a percentage by subtracting the initial value from the final value, dividing by the initial value, and multiplying by 100; essentially showing how much something has grown compared to its starting point.

**Countries with Chapters:** Total number of countries in which there are active and coming soon chapters.

**Countries with Members:** Total number of countries in which current EO members identified as their primary residence.

**Chapters by Size:** Number of chapters that occupy each Chapter Stage based on their current number of primary members.

**# of Members by Chapter Size:** Number of members that are part of a chapter based on the chapter stage their primary chapter occupies.

**Total Members:** Total number of active memberships (note: at the chapter level, this would be the sum of the total number of primary members and the total number of non-primary members).

**Primary Members:** Total number of active memberships with a primary chapter (at a global level, this will be the same as the total number of members).

**Non-Primary Members:** Total number of active memberships with either a secondary chapter and/or a bridge chapter in addition to their primary chapter.

**Memberships Over Time:** The trend of total memberships at the end of each respective month.

**New and Rejoin Members by Month:** Total number of new members and rejoin members of each respective month (note: included below each month is the total number of recruited members at the end of each respective month for the previous fiscal year).

**Total Recruitment:** Total number of new members and rejoin members for the fiscal year so far (note: included below each month is the total number of recruited members at the end of each respective month for the previous fiscal year).

**Under 35 Recruited:** Total number of new members and rejoin members who are currently younger than 35 years old for the fiscal year so far (note: included below each month is the total number of recruited members at the end of each respective month for the previous fiscal year).

**Renewal Rate by Year (FY2018/19 to 2022/23):** Total proportion of members who have renewed their membership for the respective fiscal year.

**Tenure by Groups:** Proportion of members within each group of tenure years.

**Members by Years of Tenure (Rounded):** Total number of members with each year of tenure, where tenure is rounded to the nearest whole number.

**Average Tenure (Years):** Sum of all members' years of tenure divided by the total number of members.

**Median Tenure (Years):** The center or middle number of tenure years when each member's tenure is sorted in numeric order.

**Longest Tenure (Years):** Maximum years of tenure of a current member.

**Total Tenure (Years):** Sum of all members' years of tenure.

**Renewal Rate by Tenure (2024/25):** The total proportion of members who have renewed their membership for the current fiscal year broken out by each current years of tenure.

**Total Tenure (FY2019/20 to FY2023/24):** Sum of all members' tenure years for each respective fiscal year.

**Members Under/Over 35:** Proportion of current members who are younger than 35 years old and those who are older than 35 years old.

**Members by Age Group:** Numbers of members who occupy each age grouping.

**Members by Gender:** Proportion of current members who are women and those who are men.

**Average Age:** Sum of all members' current ages divided by the total number of members.

**Median Age:** The center or middle number of members' years of age when each member's age is sorted in numeric order.

**Top Industries:** The industries which members have most identified as the industry of their business.

**Total FTE:** Total number of full-time equivalents/employees by member companies.

**Avg FTE:** Total number of full-time equivalents/employees by member companies divided by the total number of members.

**Median FTE:** The center or middle number of members' FTEs when each member's age is sorted in numeric order.

**Total Sales:** Total revenue/sales by member companies.

**Avg Sales:** Total revenue/sales by member companies divided by the total number of members.

**Median Sales:** The center or middle number of members' revenue/sales when each member's revenue/sales is sorted in numeric order.

**Forum Placed:** Proportional breakout of all members by their Forum Placement status, determined by the identification of a Primary Forum.

**Avg Days to Forum Placed:** Total number of days between a member joining EO and then being placed in a Forum, divided by the total number of members who have been Forum placed.

**Avg Days to Not Forum Placed:** Total number of days between a member joining and the current date divided by the total number of members who have not yet been Forum placed.

**Moderator Trained:** Proportion of members who have been Moderator trained and those who have not been Moderator trained.

**% of Members Attended 1+ Events (Any Event):** Proportion of total membership that has attended at least 1 event this fiscal year of any event scope (Chapter, Global/Regional, MyEO).

**% of Members Attended 1+ Events by Event Scope:** Proportion of total membership that has attended at least 1 event this fiscal year broken out by event scope (Chapter, Global/Regional, MyEO).

**# of Events and Registrations by Event Scope:** Total number of events compared against the total number of registrations for this fiscal year broken out by event scope.

**Vouchers Used:** Proportion of vouchers used and vouchers that have not yet been used (only including members with unexpired vouchers).

**# of Registrations by Month and Event Scope:** Total number of event registrations for each month of this fiscal year broken out by event scope.

**# of Events by Type:** Total number of event types of this fiscal year broken out by event scope.

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