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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