

Growth Report - Association for Play Therapy

	Item	12/31/98	12/31/03	12/31/07	12/31/09	12/31/11	12/31/12	12/31/13	12/31/14	12/31/15	12/31/16	Annual %
Member	# Memberships	3,346	4,588	5,314	5,521	5,687	5,759	5,869	6,076	6,166	6,259	1.5%
	# Professional Members	-	-	4,481	4,662	4,858	4,946	5,086	5,222	5,316	5,547	4.3%
	# Affiliate Members	-	-	642	648	597	575	504	554	564	417	-26.1%
	# International Members	-	-	191	211	232	238	279	300	286	295	3.1%
	% Member Retention			78	75	76	77	78	79	81	83	2.5%
	# Yrs Average Member Tenure			4.5	4.0	4.2	4.5	4.6	4.8	5.4	6.1	13.0%
RPT's & RPT S's	# RPT	-	-	677	744	951	1,044	1,184	1,291	1,537	1,684	9.6%
	# RPT-S	-	-	787	976	1,060	1,122	1,178	1,252	1,331	1,391	4.5%
	# SB-RPT	-	-	-	-	-	-	-	-	0	14	100.0%
	# Total RPT/S, SB-RPT	706	1,123	1,464	1,720	2,011	2,166	2,362	2,543	2,868	3,089	7.7%
	% of Members who hold RPT/S	21%	24%	28%	31%	35%	38%	40%	42%	47%	49%	6.1%
	# RPT-S offer Supervision	-	-	475	845	990	1,056	1,104	1,189	1,220	1,391	14.0%
Approved Centers & Providers	# Approved Centers	-	-	-	10	17	20	21	23	29	29	0.0%
	Type I Providers	14	115	164	199	197	213	239	264	284	307	8.1%
	Type II Providers	25	27	13	8	20	16	12	9	11	20	81.8%
	Play Therapy Contact Hours	-	-	-	5,224	5,385	4,758	4,521	9,534	12,358	16,030	29.7%
	Supervisor Training Contact Hours	-	-	134	184.5	232.5	142.5	136.5	226.5	353	290	-17.8%
	Total Hours of Contact Training				5,409	5,618	4,901	4,658	9,760	12,711	16,320	28.4%
	Play Therapy Non-Contact Hours	-	-	395.0	1007.5	314.0	374.0	394.0	717.0	859.0	994.0	15.7%
	Supervisor Training Non-Contact Hours	-	-	-	33.5	3.5	3.5	11.5	8.5	15.5	30.5	96.8%
Conf.	Number Registered	963	828	869	958	827	739	772	1067	1060	897	-15.4%
	CE Hours Offered	18	33.5	40	40	41	40.5	37.5	37.5	40	40.5	1.3%
	Exhibitors	19	17	29	20	25	14	25	24	26	24	-7.7%
Branches	Survey answer was 4 or 5			82.80%	87.00%	84.50%	84.20%	87.00%	85.76%	89.13%	88.62%	-0.6%
	Number of Branches	31	45	43	44	44	44	42	42	41	41	0.0%
	Number of Gold Branches	-	10	10	26	24	20	19	20	22	18	-18.2%
	Total Outreach Promos	-	-	84	127	80	118	112	130	123	130	5.7%
Journal	Number of Issues	2	2	2	4	4	4	4	4	4	4	0.0%
	Number of Articles	9	13	10	18	18	17	16	17	18	22	22.2%
	Institutional Print Subscribers	-	-	67	49	38	37	30	32	29	26	-10.3%
	Institutional Electronic Subscribers	-	-	2,571	2,934	3,192	3,275	3,400	3,475	3,695	3,734	3,734
Graduate Universities	Offering Play Therapy	-	-	146	167	167	170	177	180	162	164	1.2%
	Play Therapy Internships	-	-	99	117	116	117	120	105	99	100	1.0%
	Univ. Professors teaching play therapy	-	-	-	-	-	-	-	-	216	196	-9.3%
maintain current APT membership	-	-	-	-	-	-	-	-	109	117	7.3%
maintain RPT/S credential	-	-	-	-	-	-	-	-	122	114	-6.6%
APT E-Learning Center	Book Tests	-	-	21	35	41	45	48	42	52	52	0.0%
	Book Credit Hours (PT only)	-	-	164	249	306	328	338	303	376	384	2.1%
	Book Credit Hours (Sup Trng only)						10	10	10	8	8	0.0%
	Audio Programs	-	-	6	7	9	30	56	73	85	98	15.3%
	Audio Program Credit Hours (PT only)	-	-	10.5	12.5	14.5	70.5	149	193	238	282.5	18.7%
	Audio Program Credit Hours (Sup Trng)					2	4	6	9	15	15	0.0%
Social Media	# APT Member Flashes	-	-	49	52	52	51	51	36	36	50	38.9%
	# Press Releases				325	344	335	218	223	316	304	-3.8%
	# Facebook friends	-	-	-	552	2,577	3,820	5,581	8,398	11,225	15,240	35.8%
	# Twitter followers	-	-	-	220	809	1,130	1,694	2,798	4,053	4,919	21.4%