

2025 PFA Operations Survey Data

OVERVIEW

Chapter and Membership Trends

- Collegiate Chapters: Most organizations report between 26–300 active collegiate chapters. A few have over 300.
- Trends: Some organizations are seeing growth, while others report decreases or stability in chapter numbers and student membership.
- Average Chapter Size: Typically ranges from 10 to 65 members, with most reporting no significant change from the previous year.

Alumni Engagement

- Living Alumni: Several organizations report over 50,000 living and mailable alumni.
- Active Alumni Chapters: Varies widely, from none to over 100.
- Trends: Some organizations are seeing a decrease in alumni chapter activity and size.

Staffing and Volunteers

- Paid Staff: Ranges from 2 to 20+.
- Volunteers: Varies significantly, with some organizations relying heavily on volunteers.
- Board Structures: A mix of governance and hybrid models, with many seeking training in strategic planning and leadership development.

Financial Health

- Annual Budgets: Range from \$200,000 to over \$3.5 million.
- Challenges: Common issues include rising event costs, declining membership, and difficulty increasing dues.
- Dues & Fees: Student dues range from \$30 to \$217.50; initiation fees and alumni dues vary widely.

Expansion Efforts

- Most organizations are actively expanding or open to it, with some receiving dozens of inquiries annually.
- Expansion strategies include student-led interest, targeted outreach, and structured intake processes.

Events & Programming

- National Events: Held annually or biennially; some host multiple national events per year.
- Regional Events: Frequency and attendance vary; some host up to 14 per year.
- Costs: Registration fees range from \$25 to \$1,000 depending on the event type and accommodations.

Technology & CRM Use

- CRM Adoption: Mixed—some use CRMs actively, others avoid them due to past inefficiencies.
- Tech Hurdles: Include outdated systems, transition challenges, and lack of training.
- AI & Digital Tools: Many organizations are exploring or trying to adopt AI and digital tools, but understanding varies.

Vendor & Consulting Needs

- Common needs include:
 - Event planning and venue sourcing
 - Curriculum design and education
 - Marketing and communications
 - Strategic planning and DEI consulting

CHALLENGES

- **Declining Membership:** Only one organization explicitly reported a decrease in student membership.
- **Financial Instability:** 10 organizations reported financial issues such as rising costs, declining revenue, or fundraising challenges
- **Staffing Shortages:** 4 organizations with fewer than 5 paid staff members, which may indicate limited operational capacity
- **Technology Gaps:** 11 organizations reported challenges with CRM systems, outdated platforms, or general tech hurdles
- **Other Foreseen Hurdles:** 12 organizations mentioned broader concerns such as leadership transitions, political climate, or engagement challenges:

SUCCESSSES:

- **Membership Growth:** 3 organizations reported an increase in student membership.
- **Active Expansion:** 10 organizations described active expansion efforts to multiple campuses

FINANCIAL INFO

Here's a breakdown of the financial data from the 2025 OPS Survey, focusing on student dues, initiation fees, and alumni dues:

Category	High	Low	Average
Student Dues	\$217.50	\$30.00	\$111.72
Initiation Fee	\$300.00	\$40.00	\$125.56
Alumni Dues	\$175.00	\$0.00	\$60.11

- Student dues vary widely, with some organizations charging over \$200 annually, while others charge as little as \$30.

- Initiation fees also show a broad range, suggesting different levels of included materials or services.
- Alumni dues range from \$0 (possibly voluntary or waived) to \$175, with an average around \$60.

VENDOR NEEDS

- Hotels & Resorts – 9 mentions
- Affinity Program – 8 mentions
- Convention/Visitors Bureaus – 7 mentions
- Curriculum Design & Education – 7 mentions
- Printing, Publishing & Archiving – 7 mentions
- Creative Marketing Services – 6 mentions
- Jewelry, Gifts, Charters & Certificates – 6 mentions
- Insurance & Risk Management – 5 mentions
- Technological Support – 5 mentions
- Financial Education – 3 mentions
- Association Management – 2 mentions

KEY TAKEAWAYS:

- Event logistics (e.g., hotels, CVBs) are a top priority, likely due to the frequency of national and regional events.
- Educational and marketing support are also in high demand, reflecting a focus on member engagement and program development.
- Technology and insurance remain important, especially as organizations modernize operations and manage risk.