

CMC DG Member Initiatives Committee (DMIC) (Member Retention)

Activities Report to Denver Group Council
Period Covered 8/1/2023 through 8/31/2023
9/2/2023

To: Genna Morton (DGC liaison to DMIC)
cc: Jeff Flax (for upload), Mary Bradley, Ashley Hanlon, Madeline Bachner Lane, Michael McMahon, Wayne Howell, Abbie Gentry

Current Committee Members:

Robbie Monsma
Michael McMahon
Wayne Howell (AHS Trip Leader Management and trip leading)
Abbie Gentry (AHS Newsletter and trip leading)

1. **New and Prospective Member Hikes (2-3 hikes per month) – Michael McMahon**

August 2023 New Member Hike Stats:

Day	Date	# of Trips completed	Roster Totals
Saturday	8/5	1	7
Saturday	8/19	1	5
Totals		2	15

2. **Ascending Hike Section (Robbie Monsma, Wayne Howell, Abbie Gentry, and a couple of other Trip Leaders)**

- a. See the excellent [September 1, 2023 newsletter](#).
- b. This program has reached a volume tipping point and is going very well. We see the effect of proving to new and timid members that they “can do it.” This stage in the season we are stretching them with 13’er and 14’er trips. We hope this will assist in retaining these members in the CMC.
- c. We promote schools, especially Trip Leader School.
- d. Trip Leaders are enjoying their students so much, we are discussing expanding the program to all year long.

August 2023 Ascending Hikes Stats (updated):

Date	Day	Roster Total
8/4/2023	Friday	4
8/4/2023	Friday	12
8/6/2023	Sunday	9
8/11/2023	Friday	9
8/13/2023	Sunday	9
8/18/2023	Friday	10
8/19/2023	Saturday	12
8/20/2023	Sunday	12
8/25/2023	Friday	4
8/27/2023	Sunday	10
8/27/2023	Sunday	11
Totals	11 trips	102 hikers

2. **Beginner Snowshoe School (Robbie Monsma)**

No report other than we are beginning to decide on winter 2024 dates. Still anxious to find a new school director, especially if we take Ascending Hikes to all-year schedule. The position was advertised in the Rucksack a few days ago and scheduled to be in the next Lead. We do have three instructors signed up to date for the 2024 winter.