

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

Activities Report to Denver Group Council
Period Covered 12/1/2023 through 12/31/2023
12/31/2023

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

Current Committee Members:

Robbie Monsma (BSS Director, New Member Hikes support, AHS Trip Leader/Documents)
Michael McMahon (New Member Hikes)
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, Monsmas, others.**
 - a. This is our traditional slow season due to the holidays.
 - b. We have now calendared all New Member Trips for 2024.
 - c. We are preparing a simple take-away brochure for New Member Night detailing our programs and other matters (school paths, wait lists, non-prerequisite courses) that new members should know about. People seem to like taking away something in their hands and they say it’s difficult to absorb everything in one hour. DRAFT attached to same email as this memo.
 - d. We have submitted (again) copy necessary to complete the New Member Hike webpage, but it is not yet posted.
 - e. We have submitted a request (again) for a “new hiker helps” web page – either for text or links. Text from the attached draft brochure can be the start for that page.

December 2023 New Member Hike Stats:

Day	Date	# of Trips completed	Roster Totals
Saturday	12/9/2023	0	Canceled - weather
Saturday	12/23/2023	1	4
Totals		1	4

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

- a. The primary hiking season is over, but we want to offer these popular trips “all year” and promote snowshoeing to our members. All DMIC members are engaged in winter schools instructing of some kind.
- b. We have begun updating our leader and member guides with what we learned this year.
- c. Our member/leader survey was not returned very well, but we think we sent it out too late.
- d. We’ll be looking at our 2023 Member Self-Assessment forms over the winter to see if we can pull meaningful demographic info. A quick look indicates that those who completed it are mostly in their 60’s but that may just indicate generational difference to complete survey responses!

December 2023 Ascending Hikes Stats:

Date	Day	Mileage	Gain	Roster
12/11/2023	Monday	8	1300	9
12/15/2023	Friday	4	2000	8
12/22/2023	Friday	4	850	10
3 trips				27

3. **Beginner Snowshoe School (Robbie Monsma, Wayne Howell)**

- a. The first session was December 17 thanks to adequate snow and there were eight on the wait list for 9 student spots. At one point there were 17 on the wait list. Due to strong demand and long wait lists, we keep adding classes and at this date have scheduled 13 single-day sessions, twice as many as in past years.
- b. Since there is nothing to stop members from joining multiple wait lists, we have been trying to review those lists to ensure the strong demand isn’t illusory. We periodically remind members to cancel themselves off all their wait lists if they get into a class. This is laborious and we wish there were an automated way to do this. We also find members occasionally signing up for more than one class session.
- c. We have ten strong instructors, including the school director, signed up for the 2024 season. Many are involved in teaching other winter courses.
- d. For the first time we are adding some practice trips this season with preference for our BSS students.
- e. For the first time have developed a follow-up email, essentially a snappy, student version of the instructor teaching points outline. We intend this School to be no-prep and think the follow-up outline is more effective if delivered after the class. Copy attached to the same email as this memo.

December 2023 Beginner Snowshoe School Stats:

Date	Day	Instructors	Student Roster
12/17/2023	Sunday	3	8
1 trip		3	8