

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

Activities Report to Denver Group Council
Period Covered 7/1/2023 through 7/31/2023
8/3/2023

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**

June 2023 New Member Hike Stats:

Day	Date	# of Trips completed	Roster Totals	Left on Waiting List	No Show
Saturday	7/15	1	8	2	1
Saturday	7/29	1	7	0	0
Totals		2	15	2	1

2. **Ascending Hike Section (Robbie Monsma, Wayne Howell, Abbie Gentry and other trip Leaders)**

- a. See the excellent [August 1, 2023, newsletter here](#).
- b. This program is going very well. It's really having the effect of proving to new and timid members that they "can do it." This stage in the season we are really stretching them. 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.

July 2023 Ascending Hikes Stats:

Date	Day	Roster Total	Left on Waiting List
7/2/2023	Sunday	10	
7/7/2023	Friday	10	
7/9/2023	Sunday	11	
7/9/2023	Sunday	12	3
7/16/2023	Sunday	11	
7/16/2023	Sunday	6	
7/21/2023	Friday	6	
7/21/2023	Friday	10	
7/21/2023	Friday	10	
7/23/2023	Sunday	11	3
Totals	10 trips	97 hikers	6 left on standby

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

No report but still anxious to find a new school director, especially if we take Ascending Hikes to all year schedule..