

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

**Activities Report to Denver Group Council
Period Covered 2/1/2024 through 2/29/2024
Submitted 3/3/2024**

To: Genna Morton (DGC)

cc: Jeff Flax (for upload), Mary Bradley, Ashley Hanlon, 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. Two February New Member Hikes were canceled due to weather issues.
 - b. Reminder: We still do not have a proper New Member Hikes web page. There is a dummy page there already, and replacement copy/photos have been supplied.
 - c. Reminder: We still do not have a new member helps information page at the site – either text or links. Such information is on Robbie’s private Google Docs page. The information belongs in one dedicated spot on the CMC site. We hear CMC’s DEI initiative is now relabeled “DEIB” to include “Belonging.” New members ask us all the time for guidance on making sense of the website’s firehose of information.
 - d. The tri-fold brochure we made last month is also filling that gap. It has been well received by new member night attendees as a printed take-away item without links and is serving us particularly well as an emailed item with active links, after New Member Hikes and BSS class sessions (since almost all the attendees are new members). Denver Group Council has graciously paid for an initial printing.
2. **Ascending Hike Section (Robbie Monsma, Durham Monsma, Wayne Howell, Abbie Gentry, Terry Ploski, Jack Melim, and a couple of other occasional Trip Leaders)**

We are on a reduced schedule due to BSS season and other committee member teaching duties, but we are trying to maintain a presence through the winter to show section members how to keep fit and to keep the brand out there in front of incoming new members.

February 2024 Ascending Hikes/AH Snowshoe Stats:

Date	Day	Mileage	Gain	Leaders/ Members
2/2	Friday	6.7	1600	2/8
2/5	Monday	4.6	895	1/4
2/9	Friday	5.8	1632	2/5
2/20	Tuesday	6.0	1054	2/3
2/23	Friday	4.0	650	2/7
5 trips				9/27

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

- a. The wait lists have gradually cleared, as we have 16 sessions now scheduled, with only one to go are sufficient to meet serious demand.
- b. The School has been very well received. February Feedback is attached to the same transmittal email as this report.
- c. The fast growth of the program has us thinking about submitting a budget for next year for repair parts, mini-bungees, and especially instructor appreciation, all of which has been carried by volunteers until now as we work out the mechanics of such a big demand increase.
- d. In addition, we will be examining all our assumptions about the reasons for the class. We get no feedback from staff about Denver member growth or first year retention. Are those still priorities for staff? Are those priorities for Denver Group Council.
- e. We got a hint about this when staff refused us building code access to allow our CMC members access to the AMC restrooms when the building is otherwise closed. We were told we need to “rent a room like everybody else” if we want to use the restrooms. We may be able to reserve the wall lobby for free or maybe for \$50 a session.
- f. We could charge for our classes. Here is the BSS Manual discussion about that issue at the beginning of the 2024 season:

Tuition: *We do not charge tuition for two reasons:*

To do so would require obtaining permits from the USFS for several of our venues. We have season passes from JeffCo and Boulder OS for closer, preferred venues. Mara Coe is the CMC staffer in charge of permits, should we decide to apply for them, and the applications must be in on her schedule, in the summer.

<https://www.cmc.org/education-adventure/schools-courses/schools-classes-overviews/showshoe>

Applying the Denver Group Schools Tuition algorithm (Member Steve Billig developed it working with staff and a volunteer committee), the prescribed tuition would be \$10, although we might be able to push it to \$20. Given recent statistics, that would be \$650+/- income to the Group. Not nothing but since where we operate is dependent on the snow, we might be applying for places we may not use.

<https://docs.google.com/spreadsheets/d/1OK5Zs4OKLypXN01U0dpORe4G5yYpUIDt2WZTd5HbHU/edit?usp=sharing>

This program was started back in 2018 as an outreach to new members. New member renewal was well under 20% every year and Denver Council looked for ways to improve member retention. Based on some research conducted by staff at that time, a member was significantly more likely to renew if they had been on at least one hike or attended at least one class.

The Member Initiatives Committee was formed in 2018 to work on these issues and several programs were started over the next few years, including this class. The programs that came out of that effort remain. <https://cmcdenver.org/specialinterests/denver-member-initiatives-committee-dmic>.

Anecdotally, many members attend the school as their very first CMC activity, because they were anxious to jump in and unsure about hikes. We are sure the free, easy, no prep, equipment provided, one-day-and-done nature of the class has mattered. We promote New Member Hikes/Nights and Ascending Hikes to these members.

These two reasons combined led to the current no-tuition philosophy. This can be re-visited any time if the underlying reasoning has changed. New directors would be free to re-constitute the entire program in any manner they wish.

February 2024 Beginner Snowshoe School Stats:

Date	Day	Student Roster
2/3	Saturday	5
2/4	Sunday	3
2/10	Saturday	8
2/11	Sunday	4
2/24.1	Saturday	8
2/24.2	Saturday	4
6 class sessions		32