

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

Activities Report to Denver Group Council
Period Covered 1/1/2024 through 1/31/2024
Submitted 2/5/2024

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. We have submitted (again) today a request for a proper New Member Hikes web page. See attachments to the same transmittal email as this memo.
 - b. We also have (again) requested new a member helps information page at the site – either text or links. The brochure we made last month can be a start for that page. It was well received at new member night as a printed take-away item without links, and is serving us well as an emailed item, with active links, after new member hikes and BSS class sessions.
 - c. I will be submitting a request to Denver Group Council for the printing of more new member brochures as the club does not want to take that on.

January 2024 New Member Hike Stats:

Day	Date	# of Trips completed	Roster Totals
Sunday	1/7/2024	1	7
Sunday	1/21/2024	1	10
Totals		2	17

2. **Ascending Hike Section (Robbie 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.

January 2024 Ascending Hikes/AH Snowshoe Stats:

Date	Day	Mileage	Gain	Roster
1/19/2024	Friday	4	615	11
1/21/2023	Sunday	7	1000	8
1/23/2024	Tuesday	4.3	941	8
3 trips				27

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

- a. The wait lists have gradually cleared, and we believe the 13 sessions (!) we have scheduled are sufficient to meet serious demand.
- b. The School has been very well received. January Feedback is attached to the same transmittal email as this report. Especially important to note the amazement and gratitude new members have for the high quality of the volunteers and a no-cost class. **This result relates positively to our mission, but we do not know have access to actual member retention results.**
- c. We have had *lots* of roster churn, especially at the last minute. Since the class is designed to attract new members and that appears to be working, we just live with it. We max out roster size to 14 or 15, and then count on dropouts to leave the final roster size manageable. See the class statistics below.
- d. The roster churn issue likely is due to a combination of 1) many of our registrants being new to the CMC and not yet having developed the sense to choose class dates carefully and limit cancellations; 2) the class is free, so no member money is at risk; and 3) many new members are unfamiliar with Colorado weather and so tend to worry more about driving and being outside.
- e. BTW, we only know roster members are new because we ask them on class day, since rosters no longer provide member numbers or initial join dates. **This is information important to us but there appears to be no other way to obtain it.**

- f. 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 this season as we work out the mechanics of such a big demand increase.

December 2023 Beginner Snowshoe School Stats:

Date	Day	Student Roster
1/6/2024	Saturday	10
1/7/2024	Sunday	8
1/19/2024	Friday	5
1/21/2024	Sunday	7
1/26/2024	Friday	5
1/28/2024	Sunday	5
6 class sessions		40