

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

**Activities Report to Denver Group Council; Period Covered 3/1/2024 through 3/31/2024
Submitted 4/5/2024**

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.

Day	Date	Roster Total	TL + Vets	New member	Prospective Member
Saturday	3/9/2024	9	1	7	1
Saturday	3/23/2024	5	1	4	0
2 Trips		11 new members, 1 guest			

- a. Reminder: We still do not have a proper New Member Hikes web page. There is a dummy page there already (<https://www.cmc.org/groups-sections/special-interest-sections/new-member-hikes>), and replacement copy/photos have been supplied.
- b. 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. We consider that to be asking how to “belong.”

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 winding down 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.

March 2024 Ascending Hikes/Snowshoe Stats:

Date	Day	Location	Mileage	Gain	Leaders/ Members
3/3	Sunday	White Ranch	6.5	1200	1/10
3/5	Tuesday	Elk Meadow	9.7	2104	2/4
3/8	Friday	Horsetooth Rock	7.5	1900	2/2
3/22	Friday	Silver Dollar Lake	4.0	800	2/9
4 trips					7/25

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

- a. We graduated 101 students this season!
- b. Our final class sessions and most “First SS Trips” are done
- c. The BSS Instructors had a Zoom meeting March 27 where issues were identified, and the following decisions were made.
 - 1. No tuition will be charged
 - 2. No permits will be sought
 - 3. We will schedule 12 class sessions next season (2 on Fridays, 5 on Saturdays, 5 on Sundays, 6 First SS Trips)
 - 4. Avoid scheduling our sessions and trips on ATA days and encourage enrolling in our activity listings
 - 5. We will set up a budget for next year and ask for Denver Group Council to subsidize it. The biggest expense will be for Instructor Recognition
 - 6. We will ask Council to pay for this year’s Instructor Recognition
 - 7. Our Mission Statement will include “every instructor leads”
 - 8. We will bring “First SS Trips” into the school and create a second Activity Template
 - 9. We will create new language, investigate technical helps, and think of other ways to discourage our high roster churn rate
 - 10. Wayne Howell has agreed to become the School Director starting immediately.

March 2024 Beginner Snowshoe School Stats:

Class Sessions:

Date	Day	Instructor/Student Roster
3/1	Friday	2/5
3/16	Saturday	2/2
3/16	Saturday	2/8
3 class sessions		6/16

First Snowshoe Trips:

Date	Day	Trip Leader/Student Roster
3/8	Friday	1/4
3/9	Saturday	1/7
3/9	Saturday	2/6
3 First SS Trips		4/17