




Membership Report 2023

Annual report from the Vice President for Membership Ida Jones



ASALH MEMBERSHIP REPORT 2023

- ❖ The national membership committee leadership
 - ❖ The planned goal of the Vice President for Membership
 - ❖ The condition of ASALH membership: Branch and At Large
 - ❖ Outstanding Branch Programming of the Year 2023
 - ❖ Provide a SWOT analysis
 - ❖ Preview the 2024 planned goal of the Vice President for Membership
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National Membership Committee Leadership

Ida Jones, VP for membership



Regional Coordinators



Executive Council Appointees



Advisory Committee



Regional Coordinators



- ❑ REGION 1: **SHARONDA ALLEN**

- ❑ Massachusetts, New York, New Jersey, Pennsylvania

- ❑ REGION 2: **VACANT**

- ❑ The District of Columbia, Maryland, Virginia, West Virginia

- ❑ REGION 3: **Gaidi Nkrumah**

- ❑ Michigan, Ohio, Indiana, Illinois, Missouri, Kentucky, Tennessee

- ❑ REGION 4: **VACANT**

- ❑ North Carolina, South Carolina, Alabama, Louisiana, Texas, California,

- ❑ REGION 5: **Anita Shepherd**

- ❑ Florida and Georgia



Executive Council Appointees

- Gloria Brown Marshall Class 2023
- Anita Shepherd Class of 2024
- Lyman A. Brodie Class of 2025

President Dulaney and Executive Director Sylvia Cyrus
Ex officio



Advisory Committee

- Barbara Dunn
 - Gwendolyn Hawks-Blue
 - Marie Wilder
 - Marilyn Lockett
 - Marcia Garrison
 - Rita Smith
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Goal of the Vice President for Membership 2023

- The 2023 theme for the National Membership Committee is **compliance**. The plan to acquire, maintain and ensure compliance is through **education/training**.
- The **quarterly meetings** walked the **general membership** through **the manual** – while the **branch officers' training** focused on aspects of compliance according to branch leadership.
- The 2022 membership report noticed three glaring areas of concern. The three areas were listed as **reorganizing**, **probation** and **development**.

Officers Training

The training of Branch officers by National officers went extremely well. All branch members were invited to participate in training sessions and all questions were welcome.

President/Vice President

Treasurer

Historian/Secretary

Conclusion: The popularity of these sessions will ensure that all members are clear on what role/function each officer is expected to perform. The dictates of the Branch Manual are explained for clarity – keeping all activities transparent.



REORGANIZING/ PROBATION

These Branches are:

Lacking one or more officers and institutional member – these are remedies that can be solved with direct branch engagement. The window of time is 1 to 3 months to meet the requirements. **[Reorganizing]**

Lacking two or more core essentials required 15 members; 3 or less elected/appointed officers; < 5 years old branch bylaws. **[Probation]**

Resolution – The Executive Council voted that a 2 year clock begin in January 2023 to January 2025 to allow for Branches to identify officers.

Development

These Branches are:

In need of assistance identifying & approaching potential institutional members within their locale.

Resolution - Fleece the branch network for potential connections and partner branches for mentoring. Not as successful as desired, however, it contributed to reconnecting post-pandemic.

Conclusion to principle 2023 goal

The three areas of concern are in flux as branch membership and leadership change. I am hopeful that all branches will be compliant by August 2024.

MEMBERSHIP NUMBERS

As of July 2023

2858 total number

1444 are branch affiliated

1414 are not affiliated

Membership Report for July 2023

March 2021 was the first month where the gratis memberships sponsored through the festival appeared.

Membership Category	Membership Fee	July 2023	July 2022	July 2021	July 2020	July 2019	July 2018
Associate	\$65	26	18	16	27	57	19
Dual	\$100	160	164	154	167	153	148
Dual Gratis	\$0	0	1	1	0	0	0
Corporate includes Gratis	\$1,500	5	3	11	3	2	3
General	\$80	507	504	590	419	649	444
General Gratis	\$0	35	44	190	0	0	0
International	\$100	3	6	3		6	6
Life Interim		9	15	13	39	52	57
Life	\$1,500	617	598	575	3	537	519
Senior	\$55	818	725	737	702	708	662
Senior Gratis	\$0	4	1	10	0	0	0
Student	\$45	178	139	155	118	246	195
Received Benefits from dual and	n/a						
		384	435	371	167	317	278
Total Individuals		2746	2653	2826	1645	2727	2331
Institutional		100	115	102		84	65
Institutional Gratis		12	20	6	0	0	0
Total Members		2858	2788	2934	1645	2811	2396
Of the total members this is the #of gratis		56	69	218	0	0	0
Total Members less gratis		2802	2717	2716	1645	2811	2396



General Members

There are numerous categories – the principle ones are listed:

- Associate: 26
- Dual: 160
- General: 507
- Senior: 818
- Student: 178

1689 total

1169 in other categories

Branch Health

NUMBER of BRANCHES

- Active and compliant = 30
- Active and working on compliance = 8
- Inactive and on probation = 2
- Inactive and dissolved = 2 Chicago ASALH and Samuel Banks, MD
- Active organizing branch = 1 George Cleveland Hall, Chicagoland
- Prospective new = 8***

*** areas are Mobile and Tuskegee AL; San Francisco, CA; Denver, CO, Villages in FL; Hagerstown, MD; Columbia, SC; Reno, NV – all interested were sent the Branch Manual and consultation.



Outstanding Branch Programming award 2023

There will be no Outstanding Branch Programming of the Year awarded in 2023. The criteria to evaluate the branches was not captured on the annual report form submitted in March 2023. There were missing criteria that rendered the awards committee incapable of using the established diagnostic to identify a branch. Some branches submitted qualitative information to cover the criteria, while other branches did not.

Solution: Regional coordinators will aggregate information within the regions and all branches will receive recognition for their activities. The 2024 annual report will be amended to reflect all criteria needed for the 2024 awards committee to review completed reports.

MEMBERSHIP OVERVIEW

The numbers bare the reality that there 2 ASALHs – one branch affiliated and another one at large. I desire to bridge that divide through serving as the Vice President for **all** Membership. Working with the branches and providing information and transparency is great. I will continue to attend to branches – as fatigue and succession planning needs support. I am not privy to at large members and occasionally given a task but not one cultivating a relationship with the elected office.

Solution: advocate for a staff position director of membership

Solution: advocate for a listserv for all ASALH members

Solution: establish the purview of the VP for membership



SWOT analysis

STRENGTHS – **W**EAKNESSES – **O**PPORTUNITIES – **T**HREATS

STRENGTHS

- ❖ 100 years of producing sound information and researcher
- ❖ National presence through the active branches
- ❖ Trademarking the Founders of Black History brand
- ❖ Black History products and publications/merch
- ❖ Hosting the annual Black History luncheon, annual meeting and Woodson birthday celebration



WEAKNESSES

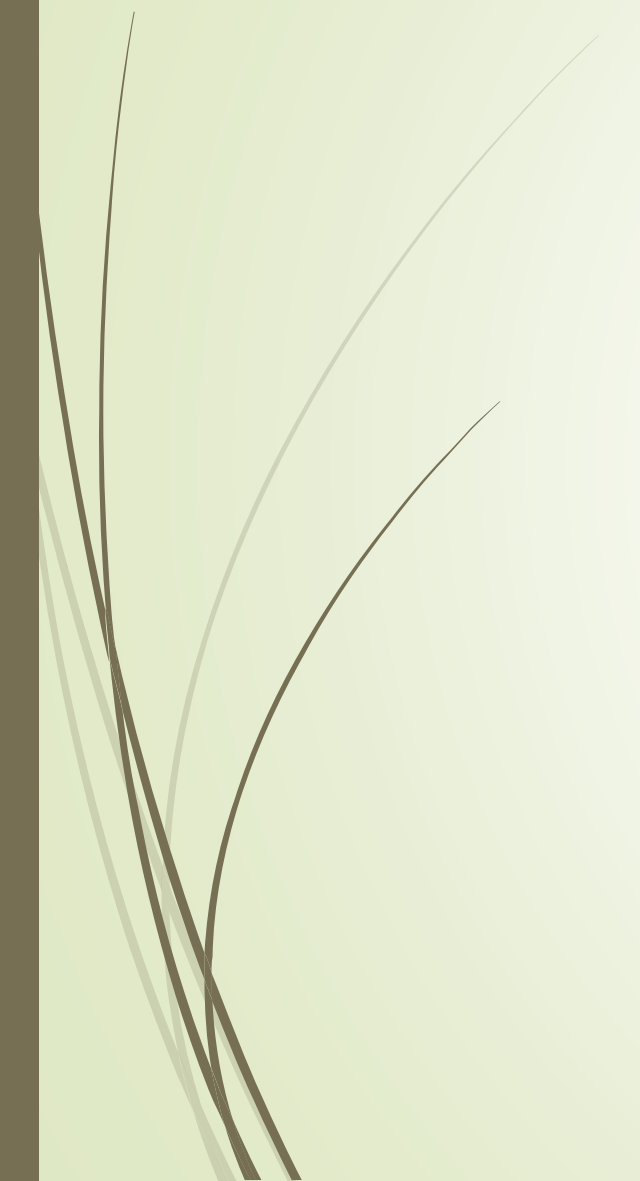
- ❖ No demographic analysis of the membership
- ❖ No professional targeted marketing strategy to attract members
- ❖ No national spokesperson to elevate the Association's members profile
- ❖ No sustained strategic national media campaign through analog/digital platforms

OPPORTUNITIES

- ❖ Identify a national spokesperson
- ❖ Perform a demographic analysis of the membership
- ❖ Identify a national marketing company to provide a national campaign
- ❖ Create a sustained strategic national media campaign through analog/digital platforms



THREATS

- ❖ Membership fatigue resulting inactivity
 - ❖ Balkanized membership
 - ❖ Implosion
 - ❖ Hyper concentration of one “kind/class” of member
 - ❖ Irrelevance to potential membership demographics
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2024 planned goal for Membership

Primary goal – viability of branches

- Work with national membership subcommittee to make all branches complaint
- Create a subcommittee to assist potential branches into fully functional organizing on-the-way to chartering branches.
- Continue to cultivate communication and assistance to existing branches

Secondary goal - increased visibility for the Association

- ❖ Work with other elected officers to identify a national spokesperson

Concluding words

My first year as vice president for membership went well. There were bumps in the road and lessons learned. It is my hope that in 2024 the chasm between branch members and at-large members will close through being in conversation via members only moderated listserv. Communication is essential in building community.

The Association has strengths and weaknesses we need to ensure its viability and survivability. The need of modernizing across the board – is not only fiscal but ideological as well. I started with Ubuntu and will continue to promote the oneness of our being and diversity of our expressions – in forward movement – for all members!

Respectfully submitted,

Ida E. Jones
VP for Membership