

Membership Committee Report

February 12, 2024

Rational

ASALH's is committed to the mission and vision of Dr. Carter G. Woodson to educate, interpret, disseminate, and empower followers with authentic information. It does this through the leadership of National and its network of domestic and international branches. National's goal is to increase the current membership base to 5,000 with new branch members and non-branch members. Currently, growth is static and rarely exceed 3,000 members. Annual growth targets should be incremental and measurable over a 5-year period.

Branches play a vital role in attracting and recruiting new members with hybrid programs, community programs and collaboration with other groups in their respective communities. Not all branches are viably structured according to the requirements for compliance in the *Branch Handbook*. Weak operational capacity, limited succession planning of officers, aging of the base, in-effective use of technology and social media platforms hinder the growth of branches. ASALH must continue to elevate its brand and presence to attract more individuals and businesses. It will take all executive council members and committees working together with strategies for growth and a membership campaign team. Dr. Woodson's legacy and ASALH's mission are critical since there are intentional attacks on Black people and initiatives to roll-back the clock to re-write the history of people of African descent. ASALH has the means and infrastructure to support students, teachers, community-based organizations, and other interested professionals with authentic content apart from traditional and mainstream avenues.

How Do We Get There?

ASALH will continue to grow total membership by focusing on both recruitment and retention strategies to solidify its position as the organization to continue the Woodson legacy (*Branch Handbook*).

ASALH's brand must continue to appeal to diverse organizations, educators, and intersectional disciplines to include support to Freedom Schools for K-12 students.

Develop a membership campaign with complimentary resources like ASALH TV, marketing messaging, a membership brochure, advertising blitzes, programs, and use of social media platforms and emerging technology.

Make use of target marketing strategies and programs to attract and increase the membership base with younger members. The suggested mean age is thirty for individuals who may be in graduate school in universities with Black Studies and Africana Studies programs.

Provide support to branches in the following ways:

1. Encourage initiative-taking use of information in *The Branch Handbook*.
2. Maintain an openness and implement suggestions from branches with viable ideas. The branch interest form on the website enables branches to recruit new members.
3. Ensure responsiveness and timely two-way communications between branches and the national office - and between regional coordinators and branch members.
4. Assist branches with reorganizing efforts and the ones which may be at risk.
5. Increase branches in key demographic areas; urban cities and network with, HBCU's, Divine 9 Chapters, The Links, Churches, museums, and community organizations. Currently we have potential opportunities for branches in the Villages, Tallahassee, and Eatonville, Fl, Silver Springs, Md., El Paso and Dallas, Tx, Alabama, Denver, Co., and Kansas. Efforts should continue to charter branches in the mid-west.
6. Encourage and support the development of Freedom Schools.

Respectfully submitted,

Anita Shepherd,

Membership Co-chair