MEMBERHIP REPORT

"Membership Support and Enhancement Committee" May 31, 2024, Executive Council Report

1. The Membership Support and Enhancement Committee (MSE) was formed in 2024 under the National Membership Committee. The following chart differentiates the roles and responsibilities of the Membership Chair and the Co-chair at an elevated level.

4/18/2024	The National Membership Committee	
 Ida Jones - Chair Membership Operational Compliance and Liaison to the Executive Council Annual Reports to the EC, Annual Conference Branch, and Business Meetings. Policy, operations, and compliance training (The Branch Procedural Manual, Sec. 7 pg. 44-47). Branch compliance, membership meetings, and programs Navigating website tools for branch support. 		Anita Shepherd, Co-chair Membership Support and Enhancement Committee Liaison to the EC for Member Growth & The Membership Campaign Growth, retention strategies, and collaborative outreach (The Branch Procedural Manual, Sec. 10). Membership appeals (pg. 51 handbook) Web-site enhancements., i.e., branch and organizing interests. Responsiveness to member suggestions. Campaign Strategies, i.e., ASALHITY.

2. The MSE committee is working on the development and launch of a membership campaign "*Each One Reach Two*" which has the potential to minimally double the membership base. The second chart identifies three priorities the committee will concentrate on for the remainder of the year to encourage growth and retention.

