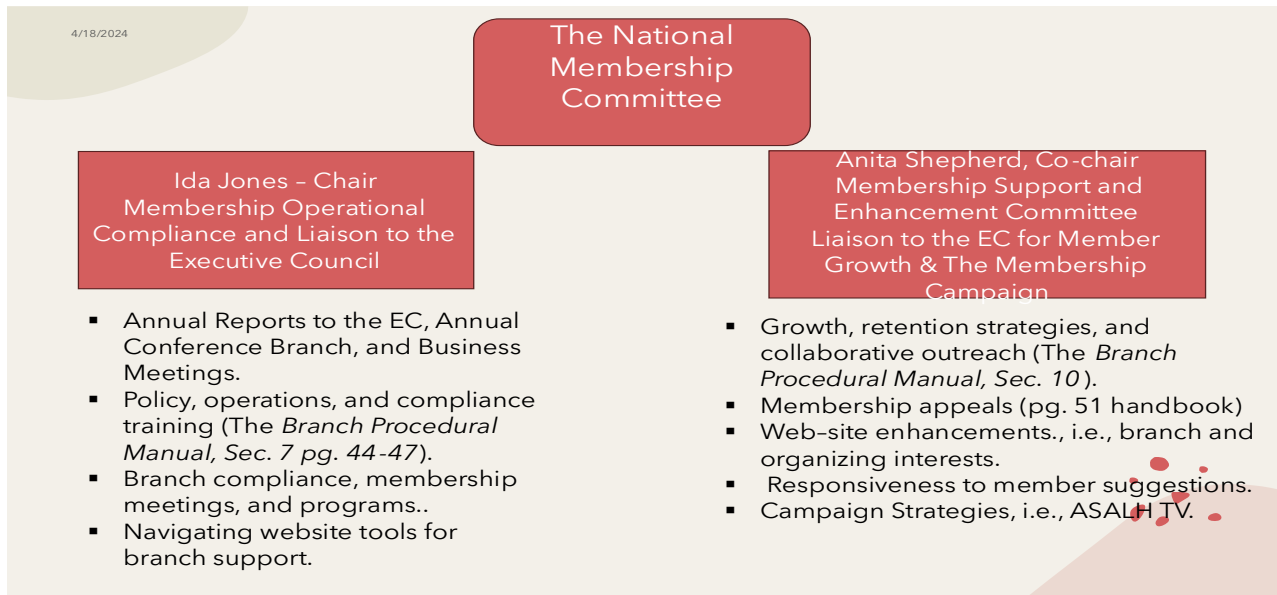


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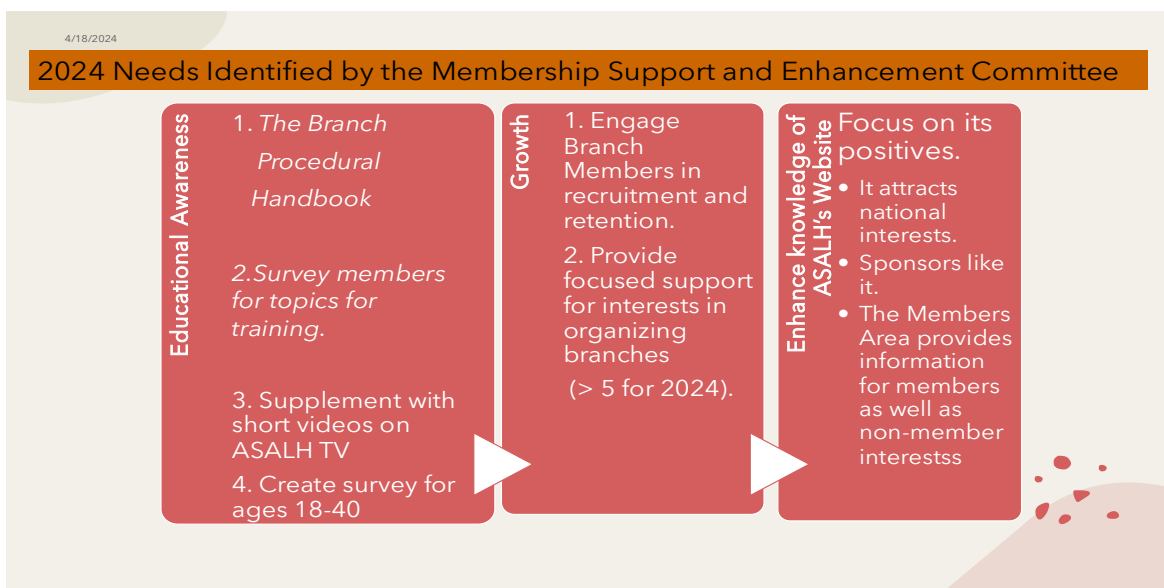
“Membership Support and Enhancement Committee”

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.



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.



Anita Shepherd, Chair