



Membership Support and Enhancement (MSE) Committee Report EC Meeting on November 21, 2024

The Membership Support and Enhancement Committee recommends establishing five committees. These recommendations result from information collected and analyzed from the Membership Survey, a listening session held during the Pittsburgh Annual Conference, and the Vice President of Membership's report.

1. Concentrate on rebuilding and strengthening branches. Only a third of the branches meet all compliance requirements. **Recommendation: Establish a Compliance and Retention Committee.**
2. Ensure all branches have the required officers for effective leadership to operate them and support the members. Increase awareness of governing documents and processes. Encourage succession planning for ongoing continuity. **Recommendation: Establish a Training Committee using the *Branch Procedural Manual*.**
3. Foster the growth and retention of members and branches. Collaborate with local organizations for shared programs. This also includes membership campaigns. Promoting “*Each one brings two members*” could easily double ASALH’s membership base. **Recommendation: Establish a Growth Strategies Committee.**
4. Develop strategies to attract younger members. An initial listening focus group was conducted at the Annual Conference in Pittsburg. **Recommendation: Continue the Committee to Attract Younger Members.**
5. Support new branch interests in organizing. **Recommendation: Establish an Organizing Branches Committee.**

Respectfully submitted,
Anita M. Shepherd, MSE Chair