

# Branch Workshop Membership Support and Enhancement Committee (MSE)

**Membership Survey Report**  
**Surveyed May 28-June 30, 2024**  
**September 21, 2024**



# Purpose of the Membership Survey

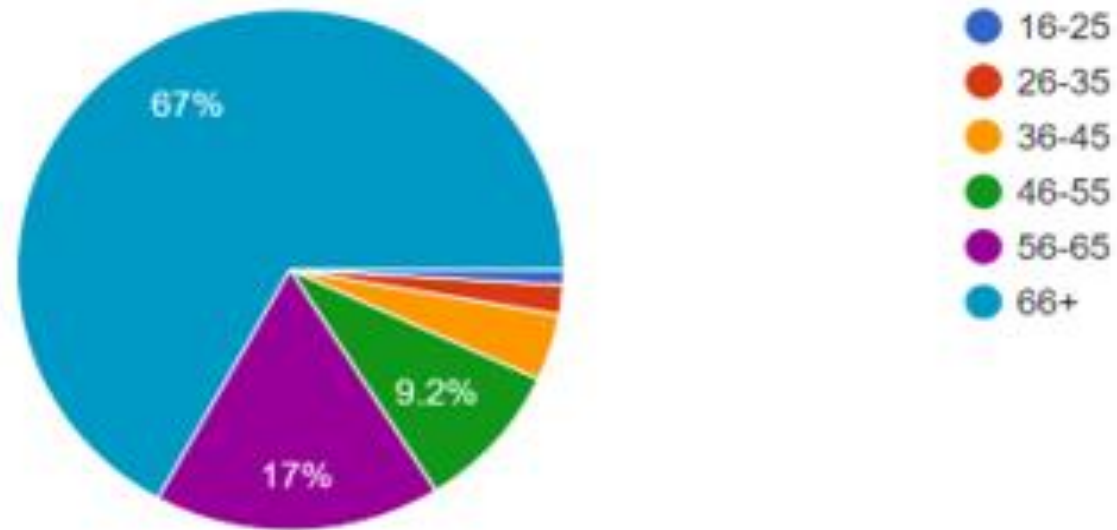
- To better understand opportunities for growth, retention, and how to support the needs of members and branches.
- To develop strategic strategies for an ASALH membership campaign using information from the survey.



**Note: The data order is the highest number of responses to the lowest number.**

Age:  
218 responses

66+ –	67%
56-65 –	17%
46-55 –	9.2%
36-45 –	4.1%
26-35 –	1.8%
16-25 –	.9%



**93.2% of respondents were 46 or older.**  
**6.8% represents ages 16-45**

# Who are the members who responded?

Note: The data order is the highest number of responses to the lowest number.

Members of Branches (2/3)

Lovers of History

Academics/Researchers

Black Historians

Retirees

Other Professionals

# Why did non-branch members join ASALH?

**Non-branch members  
represent one-third of  
respondents**

**76 of 225 did not belong to  
branches.**

**Professional affiliation**

**Attended a conference**

**Love history**

**Academic major**

**Attended a branch event**

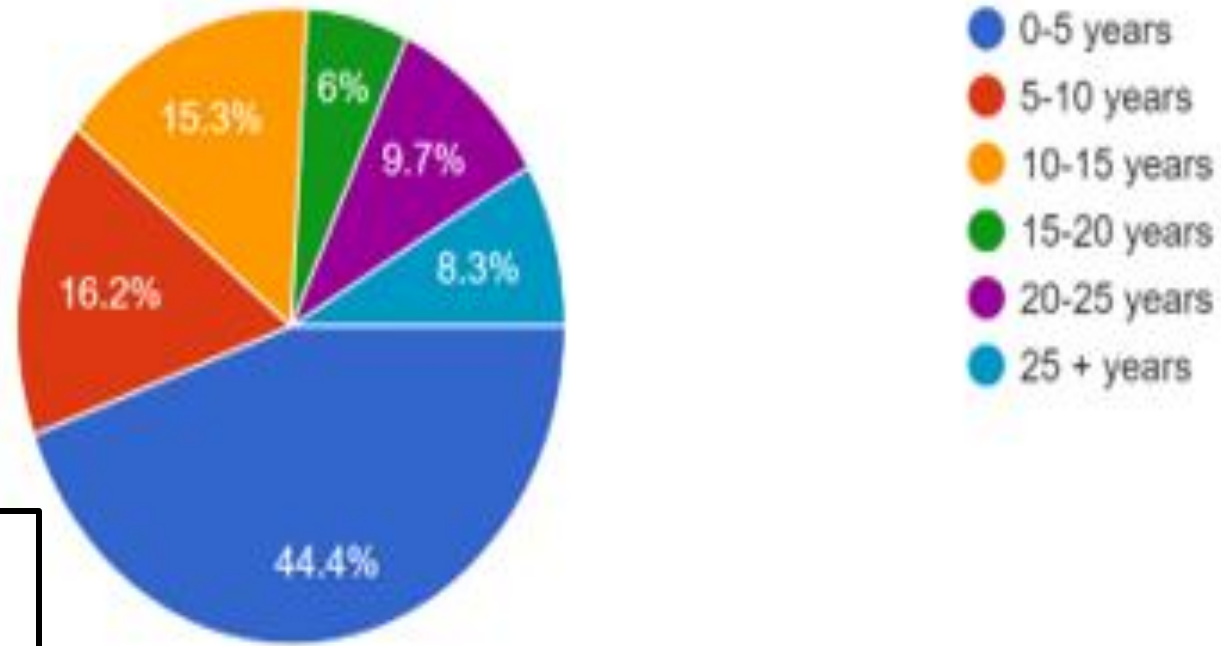
**National member only**

**Needed information**

**Retiree**

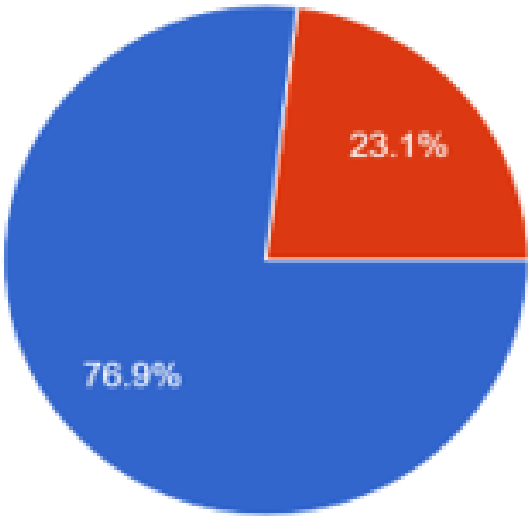
## How long have you been a member?

216 responses



0-5 years	44.4%
5-10 years	16.2%
10-15 years	15.3%
15-20 years	6.1%
20-25 Years	9.7%
25+ years	8.3%

Do you find the Members Area helpful on [asalh.org](https://asalh.org/members/)? <https://asalh.org/members/>  
195 responses



● Yes  
● No

Do you find the Members Area helpful on [asalh.org](https://asalh.org/)?

	76% Yes, 150	23.1% No, 45	Total Responses
16-25	1	1	2
26-35	3	1	4
36-45	6	1	7
46-55	10	7	17
56-65	31	6	37
66+	98	28	126
	149	44	

Difference attributed to rounding.  
We don't know what helpful means.

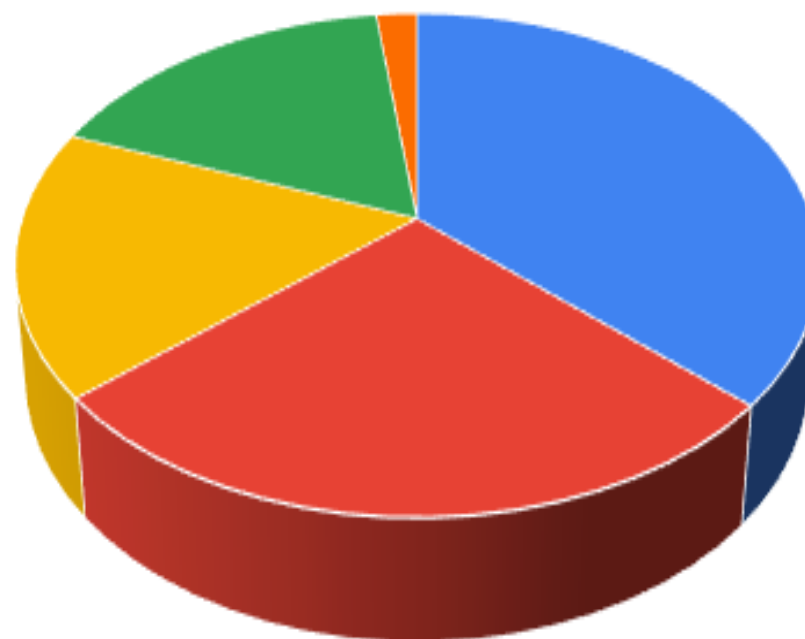
**Note: Suggest we have a future survey or to ask members how they use the website.**

204

Social Media	Users
FaceBook (26-66+)	36.76%
Instagram (16-66+)	26.96%
X (16-66+)	17.16%
None (26-66+)	17.16%
Other (46-66+)	1.96%

- FaceBook (26-66+) • Instagram (16-66+) • X (16-66+)
- None (26-66+) • Other (46-66+)

Social Media by age



- FaceBook (26-66+) • Instagram (16-66+) • X (16-66+)
- None (26-66+) • Other (46-66+)



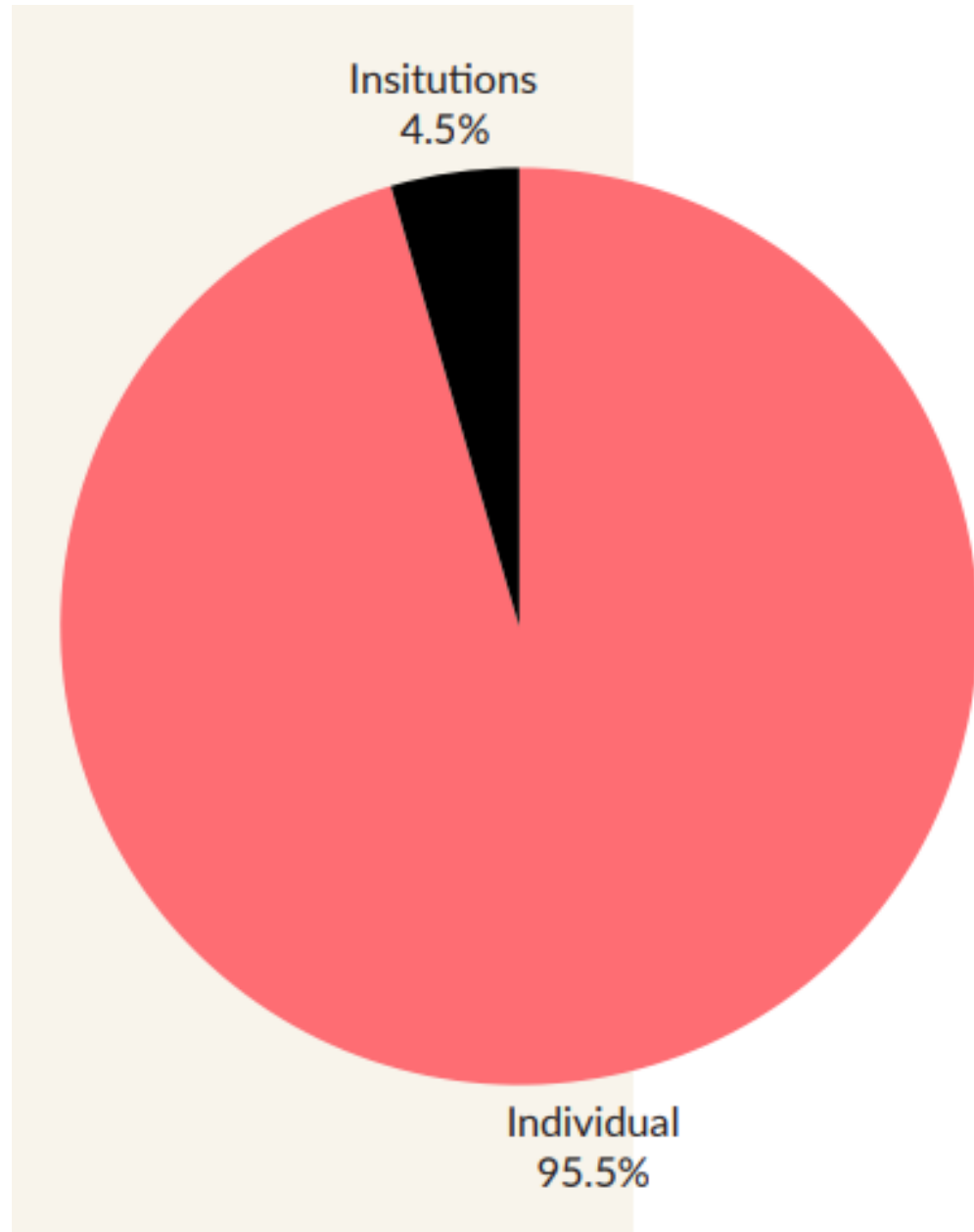
# JULY 2024 V. 2023 MEMBERSHIP



	Associate	Dual	Corporate	General	INT'L	Life Interim	Life	Senior	Student	Received Benefits
July 2024	35	173	4	580	2	38	620	715	149	402
July 2023	26	160	5	542	3	9	617	822	182	372

Membership Category	Total Individuals	Institutional	Total Members
July 2024	2717	114	2831
July 2023	2734	100	2846

## TOTAL NEW MEMBERS THRU 8.23. 2024



Individual NEW Members 550

Institutional NEW Members 26

**TOTAL NEW MEMBERS 576**

## Recommended Actions

Continue to recruit new members. The increase in new members is primarily the result of the actions of branch members and branches. Emphasizing “*Each one bring two*” new members can double ASALH’s membership.

Ensure adherence to the fundamental requirements for compliance and use the Branch Procedural Manual for governance needs.

Follow-up with individuals expressing interest in becoming members.

Collaborate and share programs with organizations engaged with youth like colleges and universities, The Boys and Girls Club, Urban League, NAACP, and grassroots groups. The primary purpose is to intergenerationally raise awareness of ASALH so youth can make the connection between Dr. Woodson, Black History Month, and ASALH.

Develop programmatic and interest-focused events that appeal to people and the community like the necrology program, Freedom Schools and K-12 grades. Use the expertise of branch members and their affiliations to attract others.

Have ASALH establish a home page and create a template for branches to have a web presence.

## **Membership Support and Enhancement Committee Members (MSE)**

- **Anita Shepherd, Co-Chair**
- **Lyman Brodie**
- **Freda Giles**
- **Felecia Jett**
- **Sean Jones**
- **Don Pinkard**
- **Joyya Smith**

