

# Membership Engagement Committee July report

Committee leadership: Hannah K & Coleman L, Co-chairs; Vanessa G, Recording Secretary

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## Committee report summary:

The Membership Engagement Committee had its first official meeting July 8th. We invited members who have been leading projects that fall under the purview of this committee to discuss project progress and potential areas for growth and collaboration. During the meeting, reports were presented on each project by project leaders. The committee identified overlap between projects, and specific action items for their projects moving forward. Generally, all projects that were put on hold during the transition to the new committee structure under the leadership of our new SC and priorities resolutions have now resumed. We appointed Vanessa G to be our recording secretary.

The important takeaways from our meeting were the (1) shift in the mobilizers program from engaging paper members in the same geographic area to engaging new members as they join. (2) We discussed developing strategies for engaging members in East Oakland and Contra-Costa County through neighborhood groups and the campaigns super committee. (3) The first Intro to DSA meeting was well-attended: 85 people total signed-in and we got lots of positive feedback. We are planning the next Intro to DSA event and will announce it once we settle on a time and place. (4) The membership retention team is transitioning to an ongoing retention effort that will take a lot fewer member hours. The team will be rolling out its new tactics for encouraging members with lapsed dues to renew in the next month.

## Major projects update:

- **Mobilizers:** After engaging 28 members in phase 1 and 2 of the Mobilizer program, we are pivoting our member engagement strategy to prioritize onboarding new members. We are letting go of the geographic component of the mobilizer cohorts, and hoping to engage targeted members for a shorter period of time, providing clear pathways to getting involved in our external campaigns. We are now embarking on a two month pilot program for new member mobilizing. We have 20 mobilizers assigned to contact roughly 227 members who joined between May 1 and July 8. The mobilizers coordinators assigned new members to mobilizers this past week, and mobilizers have already started making calls.
- **New Member Onboarding:** The other new member onboarding structures that we are building out are the monthly practice of Intro to DSA events and new member emails. An organizer has been assigned to bottom line the organizing of the Intro to DSA meetings, which will occur on a monthly basis due to accommodate the growth and increased visibility of DSA nationally. A member of the Operations committee has been sending targeted welcome emails to new members, and will be working to

align those emails with the new member mobilizers as well as the Intro to DSA events.

- **Membership Retention:** A new team has been assembled for the membership retention program. A training is scheduled for the end of July. Calls will begin to be made in August, along with targeted emails. The first batch will be 150 calls for members whose dues have expired between May and August.
- **Census:** The preliminary results of the census are live right now on the East Bay DSA website. A reminder will be sent out to the membership in the next month to drive more responses, and the committee is consulting with project leaders to determine a completion date.
- **New Member Handbook:** The New Member Handbook is currently outdated, a team has been assembled to begin drafting an updated New Member Handbook. They are hoping to have a draft of the handbook ready to present to the SC for approval by the end of the summer.
- **Neighborhood Groups:** Neighborhood group events are ongoing in Northwest Berkeley, South Berkeley, West Oakland, and North Oakland.

### Next steps:

- New Member mobilizing pilot begins
- Regular membership retention effort begins.
- Second Intro to DSA event
- Census reminder email
- Draft of Org Chart

### Upcoming events:

- Intro to DSA @TBD, 8/10 or 8/11 - (Public)
- August Membership Engagement Committee Meeting (Closed)
- August Membership Retention Phonebank Training (Closed)
- August Membership Retention Phonebank Pilot (Closed)

### Support requirements:

- We will submit a proposal for funds to cover the cost of food, printed materials, and space rental for the August Intro to DSA event.
- Hannah and Coleman are both approaching major life transitions in the fall and will be looking for their replacements in the coming weeks and months. We're looking forward to developing members of the committee to lead this important work and will let the SC know if we run into any hiccups along the way!