

Membership/Engagement Report February 2024  
Michalee Merritt, VP

The membership committee has been meeting on a monthly basis.

1. We have about 10 families that are prospective members.
2. Since 7/1/2022 -1/31/2024: we have had 28 resignations and 61 new member families. Of those 61 families, 8 families are from diverse backgrounds.
3. I have met with Keren McGinity (the interfaith specialist) from USCJ. She is working with me on updating our on-line application as well as the written one to be more inclusive.
4. We are trying to be strategic to offer more activities to our members that do not tap our amazing clergy. For example, interest groups during/after kiddush or before and after minyan.
5. On our social media platforms we are seeing increased results - we currently have 742 followers on Facebook - if you are not following us please do! Instagram is new for us and we have a small number following us. A linktree has been added to easily link up to our website etc. Our Reach on Facebook has increased by 110% and Content Interactions by 323%. This is a direct result of having a dedicated Social Media Manager.