

Council on Membership

Thakkar, Nipa R., 2024, Pennsylvania, chair
 Atarod, Ensy A., 2025, Texas, vice chair
 Bijoor, Renuka R., 2025, New York
 Childs, Eric T., 2027, Wisconsin
 Crumley, Madison S., 2027, North Carolina
 Jones, David K., 2026, Arkansas
 Klingensmith, Kayla C., 2024, Pennsylvania*
 Kunzman, Nathaniel W., 2025, Colorado
 Moriarty, Janis B., 2024, Massachusetts
 Nguyen, Robin M., 2026, Florida
 Nour, Noha, 2027, California
 Rao, Aruna S., 2024, Minnesota
 Romaine, Diane D., 2027, New Jersey
 Safavian, Mehrdad S., 2026, Ohio
 Sergie, Susan A., 2026, Alaska
 Simpson, Kerri, T., 2024, West Virginia
 Sword, Rhoda J., 2024, Georgia
 Tiersky, Terri S., 2025, Illinois

Eitel, Sandra L., senior director
 Subick, Nicole M., senior manager

The Council's 2023–24 liaisons include: Dr. Michael Medovic (Board of Trustees, Sixth District) and Ms. Brooke Badeaux (American Student Dental Association).

Areas of Responsibility as Set Forth in the *Bylaws or Governance and Organizational Manual of the American Dental Association*

As listed in Chapter VIII, Section K.9 of the *ADA Governance and Organizational Manual*, the areas of subject matter responsibility for the Council shall be:

- a. Membership recruitment and retention and related issues;
- b. Monitor and provide support and assistance for the membership activities of constituents and components; and
- c. Membership benefits and services.

Key Accomplishments and Outcomes: Agency Programs, Projects, Results and Success Measures

Initiative/Program: Acquisition, Retention and Conversion (ARC) Program

Success Measure: Maintain a net-positive gain in membership recruitment of all dentists within 70% or more of constituents.

Target: Reach 5,000 potential members/current members through allocated ARC programs

Range: 4,000-6,000

Outcome: While it is too early in the year to present the final numbers for the 2024 ARC cycle, the Council on Membership received 146 applications from 45 state societies and 92 locals, totaling \$826,323 in grant funding requests. To date, more than 700 dentists and students have been reached through 2024

*New dentist member

ARC programming. With most awarded programs scheduled for Q3 and Q4, the target is expected to be met. Final results TBD in December 2024.

The Council on Membership oversees the annual distribution of \$250,000 in grants to state and local societies to support their recruitment and retention efforts targeted toward the ADA's priority and growing markets, namely students and early career dentists.

To recap 2023 results, 99 societies were awarded funding, which included 39 state societies and 60 locals across 44 states. More than 14,000 dentists and students were reached through marketing initiatives and in-person events such as "ask me anything" programs, lunch and learns, workshops, networking opportunities, and conferences. At least 35 societies were first-time applicants in 2023.

Initiative/Program: Tripartite Dental School Collaboration

Success Measures: Increase faculty market share by 3-5% by the end of 2024 in each of the 10 focus schools; increase student conversation rates by 3-5% by the end of 2026 in each of the 10 focus schools.

Target: Collaborate with one faculty member from each of the 10 schools, as well as affiliated state and local dental societies, to create targeted programs and events for the faculty, build a sense of community, increase awareness of ADA benefits, and recognize achievements of faculty.

Range: N/A

Outcome: The Tripartite Dental School Collaboration strategy targets 10 dental schools with the lowest faculty market share and lowest new dentist conversion rate, to grow ADA membership for both groups. To be successful these schools will require more than an ambassador to identify and remedy the underlying causes for the low engagement and market share at each school.

Goals:

1. Identify the key factors at each school that may contribute to the low faculty market share and new dentist conversion.
2. Collaborate with state and local dental societies that work closely with the 10 identified schools to create targeted programs and events for the faculty, to build a sense of community, awareness of ADA benefits, and recognize achievements of faculty.
3. Proactively recruit internationally trained, non-US licensed faculty, who now have an easier path to ADA membership following Resolution 212H-2023, which amended the ADA *Bylaws* to include qualified faculty in the active member category.

Leveraging faculty survey data, as well as input from the workgroup that was formed with faculty representatives from the 10 identified schools, a strategy was developed to further engage faculty at the target schools along with faculty from all U.S. dental schools. With advocacy being cited as a top interest among faculty, all 10 dental school representatives were invited to attend ADA Lobby Day in Washington, D.C. in early April 2024. Faculty members were asked to actively participate in all components of the event and report back on how they interacted with students attending from their school, what they found to be most interesting or impactful as it relates to faculty and/or students, and ideas or updates they plan to bring back to their dental school.

Additional tactics include a town hall that was held with ADA member and non-member dental school faculty on June 11, 2024. Discussion topics and direct feedback will inform a monthly webinar series from July to December 2024. Webinars will be curated for the faculty audience and topics will address their collective identified needs while highlighting ADA member value. Supplemental in-person engagement will occur quarterly within the 10 target schools.

Initiative/Program: Grassroots Strategy

Success Measure: Develop a leader-to-leader strategy to increase local society engagement and improve membership numbers.

Target: Strengthen communication, relationships, and resource sharing between ADA leaders and local leaders

Range: N/A

Outcome: The Council on Membership has established direct lines of communication with local society leaders, with an emphasis on those with low market share numbers. Through multiple channels, Council members have worked to individually identify engagement opportunities, challenges faced at the local level, and how the ADA could best provide support, especially for local societies with limited to no capacity or staff.

Through this initiative, the Council saw an increase in ARC applications from local societies – 92 applied for the 2024 grant year and nearly half were first-time applicants. The Council, with the support of New Dentist Committee members, has also provided local leaders with opportunities to connect with the ADA and other local leaders through virtual town halls. The first town hall was held in April 2024 with 72 participants from across the country. Participants engaged in open and honest dialogue, asked questions, and provided insightful comments for the betterment of the tripartite. The Council has continued to reference the topics of conversation when developing resources and identifying next steps. A follow-up town hall is scheduled with local leaders in August 2024.

Emerging Issues and Trends

Over the past year, qualitative and quantitative research was conducted with ADA members to help understand the declining membership trend and inform the new Membership and Engagement Model Pilot development. Research goals included:

- Define what growth and sustainability looks like at each level of tripartite (dues and non-dues revenue, market share, etc.)
- Understand their view of overall tripartite strengths and weaknesses
- Determine the most critical benefits and services to loyalty and retention
- Assess what offerings are valued at each level of the tripartite. In the case of overlap, define criteria on who does it best (capacity, revenue, access, dentist preference)
- Determine what benefits/services could be deprioritized and which if any should be added
- Find opportunities for market and revenue growth

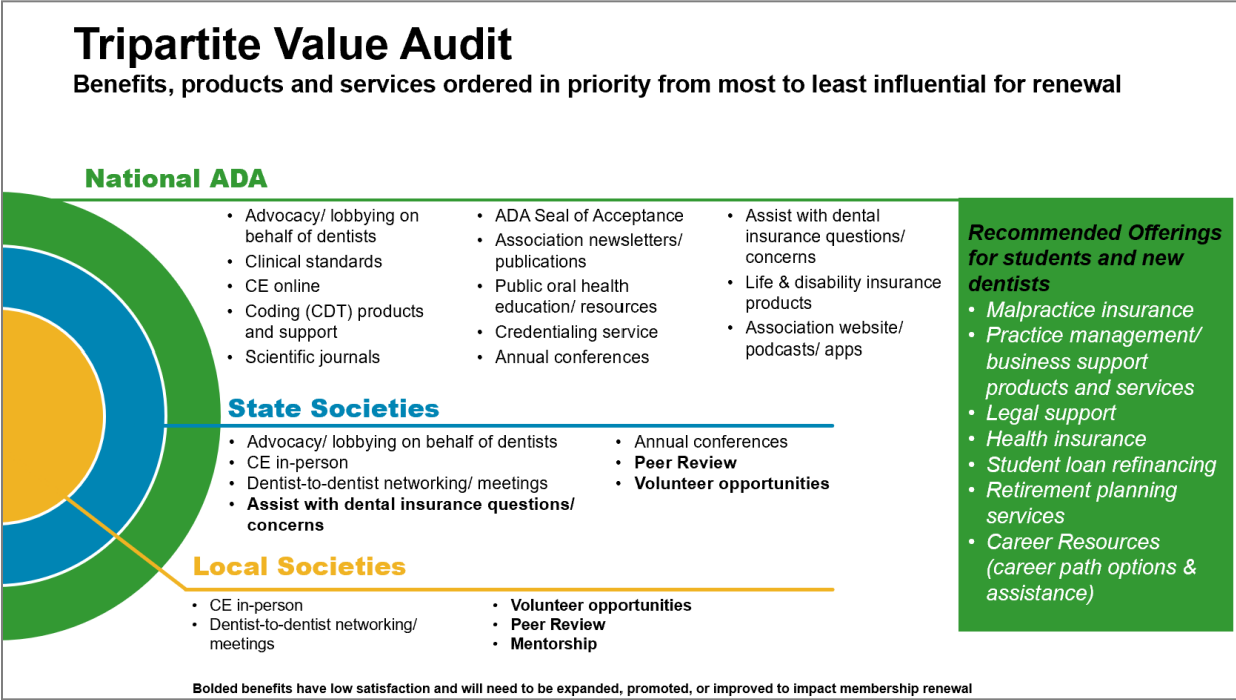
Key findings from the research included:

- The top five most influential benefits for renewing membership are (in order of importance):
 1. Advocacy/lobbying on behalf of dentists
 2. Clinical standards
 3. CE online
 4. CDT products and support
 5. Scientific journals

Dentist-to-Dentist networking opportunities and volunteer opportunities were additional priorities for early career dentists.

- Members reported a higher level of engagement with their local societies than their state and the ADA. Additionally, members from very small states report higher engagement than members from medium and large states.
- Members reported being willing to pay more for: CE in person, advocacy, networking/meetings, and CE online.

- A summary of national, state and local benefits ranked from most to least influential for renewal are listed below.



Responses to House of Delegates Resolutions

The Council on Membership did not receive assignments from the 2023 House of Delegates.

Self-Assessment

The Council is next scheduled to conduct a self-assessment in 2025.

Policy Review

In accordance with Resolution 170H-2012, Regular Comprehensive Policy Review (*Trans.*2012:370), the Council on Membership reviewed Association policies related to membership.

The Council on Membership reviewed the following policies and determined they should be retained:

- Consumer Directories (*Trans.*1976:930; 2012:511)
- ADA Membership Requirement for Continuing Dental Education Speakers (*Trans.*1992:620)
- Wartime Waivers for Reservists (*Trans.*2003:354)
- Implementation of a Uniform Dues Transaction (*Trans.*2017:254)

Council Minutes

For more information on recent activities, see the Council's [minutes](#) on ADA.org.