CALL TO ORDER

The February 4, 2022 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Kyle Bogan, at 8:01 a.m. CST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Kyle Bogan, chair; Dr. Meenal Patel, vice chair; Ensy Atarod; Wallace Bellamy; Renuka Bijoor; Tamara Berg; Michael Eggnatz; Nathaniel Kunzman; Janis Moriarty; Mark Mutschler; Cate Nelson; Aruna Rao; Kerri Simpson; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Terri Tiersky; Ben Youel, new dentist member

Dr. Richard Rosato, Board of Trustees' liaison to the Council; Ms. Michelle Skelton, ASDA Consultant were also in attendance.

Council staff members present: Ms. Sandy Eitel, senior director; Ms. Melissa McManigle, manager, Volunteer Engagement; Wendy J. Wils, Esq. deputy general counsel, Division of Legal Affairs

Staff members present for all or part of the meeting were: Dr. Ray Cohlmia, executive director, ADA; Ms. April Kates-Ellison, vice president, Member and Client services; Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan, senior manager, Membership Diversity, Equity, & Inclusion, and Analytics; Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. Cheryl Mezydlo, senior manager, Membership Operations and Project Enablement; Mr. Matt Warren, senior manager, Forecasting & Membership Analytics.

Preliminary

The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures at the appropriate time. No disclosures were made.

Adoption of Agenda and Consent Agenda: The Council approved the agenda as presented, with the stipulation that the chair could change the order of the agenda to expedite the business of the Council. The Consent Calendar was also approved as presented.

1/2022. Resolved, that the Council on Membership approve the agenda for its February 2022 meeting as presented.

2/2022. Resolved, that the following informational reports be filed and the following resolution contain on the consent calendar be approved:

ITEM 2: ADA PROFESSIONAL CONDUCT POLICY AND PROHIBITION AGAINST HARASSMENT

ITEM 15: NEW DENTIST COMMITTEE REPORT

Opening Reports

Council Chair: Dr. Kyle Bogan welcomed the Council and provided an overview of the purpose of the meeting. He thanked the Subcommittee and Workgroups for their work in advance of the Council meeting.

Board Liaison Report: Dr. Richard Rosato welcomed the Council and highlighted the importance of member value. He informed the Council that the Board meets in February and he will report back at the Council's April meeting.
Executive Director: Dr. Ray Cohlmia presented the Executive Director report. He provided an overview of the ADA’s mission and vision, the ADA Governance structure, membership demographics, the ADA Strategic Plan, and his priorities as Executive Director.

Vice President, Member and Client Services: Ms. April Kates-Ellison addressed the Council and thanked it for its willingness to think outside of the box. She reminded the Council that the ADA should be a place where all dentists see themselves and feel the need to join.

SUBCOMMITTEE AND WORKGROUP REPORTS

Subcommittee on Membership Policy and Trends: Dr. Tamara Berg, chair, Subcommittee on Membership Policy and Trends, updated the Council on the Subcommittee’s preliminary exploration of auxiliary membership, which could include ADA membership for dental hygienists, dental assistants, office managers, and other members of the dental team. Following the discussion, the Council voted to support the Subcommittee’s continued exploration of this subject as a potential new membership category and to report back to the Council at its April meeting.

Subcommittee on Grants and Member Benefits: The Subcommittee on Grants and Member Benefits’ chair, Dr. Mark Mutschler, provided an update on the 2021 Acquisition, Retention, and Conversion (ARC) grant program and the 2022 ADA ARC program. The Subcommittee reported that for the 2022 ADA ARC grant program, 124 grants were approved. The Subcommittee will report the results of programs completed in the first quarter to the Council at its April meeting.

Ad Hoc Workgroup on Membership Models: Dr. Michael Eggnatz, chair, Ad Hoc Workgroup on Membership Models, reported on the Workgroup’s work to address Resolution 40H-2020, which was referred to the Council by the House of Delegates to explore a new dues structure reflecting evolving dental practice models. The Workgroup discussed its exploration of potential new dues structures and the concept of a tiered membership. The Workgroup plans to continue exploring value and pricing models and report back to the Council at its April meeting.

Ad Hoc Workgroup on Large Group Practice: Dr. Tom Sniscak, chair, Ad Hoc Workgroup on Large Group Practice, updated the Council on the Workgroup’s discussion of ways in which the ADA can increase engagement and member market share among dentist working in large group practices. The Workgroup reported that it discussed developing resources that could supplement the Diversity & Inclusion toolkit that is in the process of being updated, and be distributed to state and local dental societies to assist in improving inclusion and increase market share among these dentists.

Joint Action Team on Diversity and Inclusion: The Council received an update from Dr. Nipa Thakkar, chair of the Joint Action Team (JAT) on Diversity and Inclusion, which is comprised of members from the Council on Membership, the Diversity and Inclusion Committee, the New Dentist Committee, and the Council on Communications. In support of the new D&I Policy, the JAT chair shared a new ADA Diversity, Equity and Inclusion Lens, which could provide a framework to proactively examine and implement inclusivity efforts across a wide variety of initiatives at the national, state and local levels. Following the JAT’s update, the Council adopted the following resolution:

3/2022. Resolved, that the Council on Membership supports the use of the ADA Diversity, Equity and Inclusion Lens to proactively examine and implement inclusive practices across all of its work, and be it further

Resolved, that the Council on Membership urges that all ADA Councils and Committees, ADA Board of Trustees, ADA House of Delegates, and state and local dental societies leadership/Committee structures utilize the ADA Diversity, Equity and Inclusion Lens to proactively examine and implement inclusive practices across all of their work.

Joint Action Team on Member Value Innovation: The Council received an update from Dr. Tamara Berg, chair of the Joint Action Team (JAT) on Member Value Innovation, which is comprised of members from the Council on Membership, the New Dentist Committee, the Council on Communications, and the Council on Dental Practice. She reported that the JAT agreed on two areas of focus for further exploration,
which include a preparedness video series and a mentorship program. The Council discussed and provided additional input on these ideas, which will be shared back with the JAT at its next meeting in March.

INFORMATIONAL REPORTS

ASDA Update: The Council received an update from its American Student Dental Association liaison, Ms. Michelle Skelton. She informed the Committee that ASDA ended its 2020-2021 membership year with 22,429 members. She also informed the Committee that ASDA continues to focus its efforts on involving students in organized dentistry while still in dental school and inspiring students to continue to be leaders throughout their career.

2021 End of Year Membership Results: The Council received an update on 2021 key learnings and the 2022 membership strategy from Ms. Sandy Eitel, director, Council on Membership and Ms. April Kates-Ellison, vice president, Member and Client Services. They reported that in 2021, ADA membership was down 2,611 members from 2020, due to the impact of dues streamlining, financial hardship and accelerated retirements due to COVID-19, workforce shortage and increased labor costs, and ongoing demographic and mindset shifts. They advised the Council that broader diversity is now reflected in the profession, which includes women, ethnically/racially diverse, and group practice dentists. In 2022, member growth strategies will target early career dentists by increasing early career value offerings, support dental societies capacity and outreach, leverage values, integrate brand marketing and content engagement, improve data collection, and cultivate an engaged community.

Update on Client Services: The Council received a report from Ms. Chris Chico, director, Client Services, which included an overview of state and local dental society’s priorities and an overview of the ADA’s Diversity and Inclusion Strategic Plan

Update on the Office of Student Affairs: The Council received an update from Ms. Tracy Hollenbach, senior manager, Office of Student Affairs. She shared the Office of Student Affairs’ goals which include fostering member growth, delivering relevant content, and building community. The Council also received an update on dental student initiatives which included an update on National Signing Day and the ADA Success program.

STRATEGIC DISCUSSION

Lightning Round: Dr. Kyle Bogan led the Council in a lightning round. The Council members participated in a lightning round to share key issues they are hearing within their districts.

NEW BUSINESS

New Business: Dr. Kyle Bogan led the discussion on new business. The Council discussed the idea of exploring a direct faculty membership category and its possible involvement at SmileCon as it relates to membership.

ADJOURNMENT

Adjournment: The Council adjourned its meeting at 3:32 p.m. CDT.