

1 **AMERICAN DENTAL ASSOCIATION**  
2 **MINUTES OF THE COUNCIL ON MEMBERSHIP**  
3 **February 4, 2022 Meeting**

4 **CALL TO ORDER**

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

7 **ROLL CALL**

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

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

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

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

22 **PRELIMINARY**

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

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

28 **1/2022. Resolved,** that the Council on Membership approve the agenda for its February 2022  
29 meeting as presented.

30 **2/2022. Resolved,** that the following informational reports be filed and the following resolution  
31 contain on the consent calendar be approved:

32 **ITEM 2: ADA PROFESSIONAL CONDUCT POLICY AND PROHIBITION AGAINST**  
33 **HARASSMENT**

34 **ITEM 15: NEW DENTIST COMMITTEE REPORT**

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36 **OPENING REPORTS**

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

40 **Board Liaison Report:** Dr. Richard Rosato welcomed the Council and highlighted the importance of  
41 member value. He informed the Council that the Board meets in February and he will report back at the  
42 Council's April meeting.

43 **Executive Director:** Dr. Ray Cohlmia presented the Executive Director report. He provided an overview  
44 of the ADA's mission and vision, the ADA Governance structure, membership demographics, the ADA  
45 Strategic Plan, and his priorities as Executive Director.

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

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## SUBCOMMITTEE AND WORKGROUP REPORTS

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

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

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

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

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

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**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

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**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.

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90 **Joint Action Team on Member Value Innovation:** The Council received an update from Dr. Tamara  
91 Berg, chair of the Joint Action Team (JAT) on Member Value Innovation, which is comprised of members  
92 from the Council on Membership, the New Dentist Committee, the Council on Communications, and the  
93 Council on Dental Practice. She report that the JAT agreed on two areas of focus for further exploration,

94 which include a preparedness video series and a mentorship program. The Council discussed and  
95 provided additional input on these ideas, which will be shared back with the JAT at its next meeting in  
96 March.

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### INFORMATIONAL REPORTS

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

105 **2021 End of Year Membership Results:** The Council received an update on 2021 key learnings and the  
106 2022 membership strategy from Ms. Sandy Eitel, director, Council on Membership and Ms. April Kates-  
107 Ellison, vice president, Member and Client Services. They reported that in 2021, ADA membership was  
108 down 2,611 members from 2020, due to the impact of dues streamlining, financial hardship and  
109 accelerated retirements due to COVID-19, workforce shortage and increased labor costs, and ongoing  
110 demographic and mindset shifts. They advised the Council that broader diversity is now reflected in the  
111 profession, which includes women, ethnically/racially diverse, and group practice dentists. In 2022,  
112 member growth strategies will target early career dentists by increasing early career value offerings,  
113 support dental societies capacity and outreach, leverage values, integrate brand marketing and content  
114 engagement, improve data collection, and cultivate an engaged community.

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

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

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### STRATEGIC DISCUSSION

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

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### NEW BUSINESS

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

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### ADJOURNMENT

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