AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

June 3-4, 2022 Meeting

CALL TO ORDER

The June 3-4, 2022 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Kyle Bogan, at 8:30 a.m. CST in the Hillendbrand Auditorium on the second floor of the ADA Headquarters Building in Chicago, Illinois.

ROLL CALL

The following members of the Council were present for all or part of the meeting: Drs. Kyle Bogan, chair; Meenal Patel, vice chair; Wallace Bellamy; Renuka Bijoor; Tamara Berg; Michael Eggnatz; 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.

Members not present for the meeting: Drs. Nathaniel Kunzman and Ensy Atarod

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: Ms. Laura Bangs, project manager, Member and Client Services; Ms. Bridget Baxter, senior manager, Client Services; Dr. Ray Cohlmia, executive director, ADA; Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan, senior manager, Membership Diversity, Equity, & Inclusion, and Analytics; Mr. Mike Graham, vice president, Government and Public Affairs (via telephone conference) Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-Ellison, vice president, Member and Client services; Ms. Alisa Lockhart, 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: 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.

6/2022. Resolved, that the Council on Membership approve the agenda for its June 2022 meeting as presented.

Approval of the April 2022 Meeting Minutes: The Council approved its minutes from the April 2022 Council meeting.

8/2022. Resolved, that the Council on Membership approves the minutes of its April 2022 meeting.

Election of 2022-2023 chair and vice chair: The Council elected Dr. Nipa Thakkar as chair for the 2022-2023 term and Dr. Aruna Rao as vice chair for the 2022-2023 term.

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 all their work.

Board Liaison Report: Dr. Richard Rosato welcomed the Council and provided an update on the work of the Board. He informed the Council that by adoption of B-33-2022, the Board committed to become sponsors of Diversity and Inclusion.
Vice President, Member and Client Services: Ms. April Kates-Ellison addressed the Council and provided an update on the Champions Program. The Champions Program currently has 160 members, with a goal to have 200 participants by SmileCon 2022. She also informed the Council that the Taskforce on Diversifying the Dental School Pipeline had its first meeting to brainstorm opportunities to diversify the dental school pipeline and that the new class of the Institute of Diversity Leadership was recently selected and would be presented to the Board of trustees for its approval.

SUBCOMMITTEE AND WORKGROUP REPORTS

Subcommittee on Membership Policy and Trends: Dr. Tamara Berg, chair, Subcommittee on Membership Policy and Trends, updated the Council on its exploration of dental team membership.

Mr. Steve Horne presented the dental team survey results, which asked their opinions and receptivity to a dental team ADA membership, and Mr. Matt Warren presented potential dues models for a dental team membership. Following the presentations, the Council discussed additional considerations regarding dental team membership and adopted the following draft resolution:

09/2022 Resolved, that Chapter I. MEMBERSHIP, Section 10. CLASSIFICATION, of the ADA Bylaws be amended by addition of a new classification “Team Member” as follows (new language underscored):

Section 10. CLASSIFICATION. The members of this Association shall be classified as follows:

Active Members
Life Members
Retired Members
Student Members
Honorary Members
Provisional Members
International Member
Team Member

and be it further

Resolved, that Chapter I. MEMBERSHIP, Section 20. MEMBERSHIP ELIGIBILITY, of the ADA Bylaws be amended by addition of the following new Subsection “H” to read as follows:

H. TEAM MEMBER. An individual who is ineligible for any other classification of membership and meets the following criteria:

a. Is employed in a dental office or other patient care facility;

b. Does not have a license which is revoked or suspended, if applicable and is not practicing in their stated profession illegally;

c. Resides in the United States or its territories; and

d. Maintains membership in good standing in this Association.

and be it further

Resolved, that the ADA Governance and Organizational Manual, Chapter I. MEMBERSHIP MATTERS. Section A. Membership, Privileges and Benefits, be amended by addition of the following new Subsection “8. Team Members” to read as follows:

8. Team Members: Team Members shall receive the following privileges and benefits:

a. An annual membership card;
b. A no cost subscription to the electronic versions of *The Journal of the American Dental Association* and *ADA News*;
c. Eligibility to access Team Members content and discounts on ADA products, services and events;
d. Eligibility for election as a member of the Council on Membership*;
e. Such other benefits and services as the Board of Trustees may from time to time make available to team members.
f. Team members shall not be entitled to appeal a denial of membership in the Association

and be it further

Resolved, that Chapter I. Membership Matters, Section B. Dues, Special Assessments and Related Financial Matters, Subsection 1. Dues, of the ADA *Governance and Organizational Manual*, be amended by addition of a new subsection “h. Team Members” to read as follows:

h. Team Members. The annual dues of team members shall be $72

and be it further

Resolved, that Chapter I. Membership Matters, Section B. Dues, Special Assessments and Related Financial Matters, Subsection 2. Special Assessments, of the ADA *Governance and Organizational Manual* be amended by addition of a new subsection “h. Team Members”

f. Team Members. Team members shall be exempt from the payment of special assessments.

and be further

Resolved, that Chapter VIII. Councils, Section A. Members, Selections, Nominations and Elections. Subsection 1. Composition, of the ADA *Governance and Organizational Manual* be amended by adding a new subsection “d. Council on Membership” to read as follows:

d. Council on Membership shall be composed of seventeen (17) members, one (1) member from each trustee district whose terms of office shall be staggered in such a manner that four (4) members will complete their terms each year except every fourth year when five (5) members shall complete their terms, one (1) new dentist member recommended by the New Dentist Committee and nominated by the Board of Trustees, and one team member recommended by the Council on Membership and nominated by the Board of Trustees**,

and be it further

Resolved, that existing subsection d. Remaining Councils, Chapter VIII, Section A1 be relettered as subsection “e.”

and be it further

Resolved, the foregoing changes would effect at the close of the 2023 House of Delegates.

Dr. Bogan advised that a next step will be to share CM’s draft language with the director of the Council on Ethics, Bylaws and Judicial Affairs to ensure consistency with the current *Bylaws and Governance Manual*.

Subcommittee on Grants and Member Benefits: The Subcommittee on Grants and Member Benefits’ chair, Dr. Mark Mutschler, provided an update on the 2022 Acquisition, Retention, and Conversion (ARC)
grant program. He reported that to date, 19 programs have been completed out of 73 scheduled programs for Q1 and Q2, totaling over $30,572 in spent funds. To assist the Subcommittee in planning for the 2022-23 program, he led the Council in a discussion of desired goals and outcomes, and a brainstorm of new ideas to enhance the success of program in the future.

The Subcommittee will meet to discuss the Council’s ideas and report its recommendations to the Council at a future meeting.

**Ad Hoc Workgroup on Membership Models:** Dr. Michael Eggnatz, chair, Ad Hoc Workgroup on Membership Models, reported on the Workgroup’s ongoing 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. He provided an overview of several different membership models the Workgroup had developed. As a next step, staff will convene a workgroup comprised of 8-10 states to review and discuss these models and solicit ideas for any new potential models.

**Ad Hoc Workgroup on Large Group Practice:** Dr. Tom Sniscak, chair, Ad Hoc Workgroup on Large Group Practice, updated the Council on its discussion of a DSO toolkit, which is being created to help state and local societies shift toward more positive engagement with DSOs and dentists working in large group practices. He also informed the Council that areas of interest for DSOs are advocacy, business education, resources and best practices around resolving staffing issues, revenue cycle management, and higher level management and leadership training. Additionally, Ms. Cathy Haibach presented a growth strategy for DSO-Supported Dentists. The Council provided feedback on that and other elements of the toolkit, which is scheduled to be completed in Q2-3.

**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. The JAT is comprised of members from the Council on Membership, the Diversity and Inclusion Committee, the New Dentist Committee, and the Council on Communications. She reported to the Council that the JAT reviewed an outline for a toolkit on how to build a more diverse leadership pipeline. The JAT anticipates developing a HOD resolution to accompany the toolkit, and plans to bring that to the Council for its consideration at its next meeting in July.

**Joint Action Team on Member Value Innovation:** Dr. Tamara Berg, chair of the Joint Action Team (JAT) on Member Value Innovation, which is comprised of members from the Council on Communications, the Council on Dental Practice, the New Dentist Committee and the Council on Membership, provided an update on its work in regards to mentorship and preparedness concepts for early career dentists. Both are in early stages of development and scheduled to test a pilot and/or launch a minimal viable product (MVP) by the end of 2022.

To assist the JAT in building the pipeline of new ideas in 2023, Dr. Kyle Bogan informed the Council that the Council will sponsor SmileTank for a second year at SmileCon in Houston. Building on the success of the first Smile Tank last year, which focused on new D&I ideas, the theme for this year’s Smile Tank will be new value ideas for early career dentists. The Council was asked to help promote the event and submission of ideas.

**INFORMATIONAL REPORTS**

**ASDA Update:** The Council received an update from its ASDA consultant, Dr. Michelle Skelton. She reported on ASDA’s efforts to recruit D1 students and provided an update on the ASDA Community, a desktop and mobile app that provides members the opportunity to share resources, ideas and meet fellow dental students across the country.

**My ADA Life App Update:** The Council received a report on the My ADA Life App from the Executive Director, Dr. Ray Cohlmia. He provided an overview of the resources and benefits that are envisioned to be available on the app.

**STRATEGIC DISCUSSION**

**ADA American Dental Association**

*America's leading advocate for oral health*
Driving Change: Moving from Reactive to Proactive Strategy: Ms. April Kates-Ellison led the Council in a brainstorming session to discuss opportunities on acquiring new members, retaining current members, and recapturing non-renews. The Council highlighted the importance of engaging dentists in their first year out of dental school. Following its discussion, the Council supported ADA staff to look into developing a program/campaign that would target new graduates.

Faculty Engagement: Dr. Kyle Bogan provided an overview of the previous work done by the Council in regards to Faculty Membership. The Council discussed ways to engage with faculty, and ways to strengthen the relationship between the ADA and faculty. The Council acknowledged the importance of faculty supporting organized dentistry.

Lightning Round: The Council participated in a lightning round and provided updates on potential House of Delegates resolutions in development within their districts.

NEW BUSINESS

New Business: The Council added an Update on Advocacy and an Update on Management Conference for its June 2022 meeting.

Mr. Mike Graham provided an update on new national advocacy efforts.

Ms. Bridget Baxter provided an update on the Management Conference purpose and conference schedule.

ADJOURNMENT

Adjournment: The Council adjourned its meeting at 11:46 a.m. CDT.