

**COUNCIL ON MEMBERSHIP
UNOFFICIAL REPORT OF MAJOR ACTIONS
February 2-3, 2019**

The Council on Membership (CM) met on February 2-3, 2019 at the ADA Headquarters building. The following is a summary of major actions taken by the Council.

1. The Council received an update on the ADA goals, Governance, and the status of the ADA Strategic Plan from executive director, Dr. Kathleen O'Loughlin.
2. The Council reviewed end of the year membership numbers for 2018. Membership ended in 2018 with an active licensed dentist membership of 129,008, an increase of 588 over the 128,420 total for 2017 and ended with market share of 62.9% up from 62.7% in 2017.
3. The Council was presented with the current dental school strategy, client services strategy and the diversity and inclusion strategy.
4. The Council received a status report on the dues collection pilot approved by the ADA Board (Res. B-77-2018). This pilot program allows the ADA to collect tripartite dues from large, multi-state practices on behalf of the dentist-members in those practices and distribute the appropriate shares of dues to the affected state and local societies. Great Expressions Dental Centers (GEDC) was chosen for the pilot. GEDC has 383 current member dentists practicing in the following states: CT, FL, GA, MA, MI, NJ, NY, OH, TX and VA. The Council will assess this pilot at the conclusion of its first year and report to the Board of Trustees on its findings and any recommendations.
5. The Council received an update on the Post-Doctoral Student and Resident Pilot. The goals of this pilot include simplifying the membership process by changing the dues rate from \$30 to \$0, increasing state society participation and outreach, and increasing overall membership in this market by 400 annually. This pilot is being conducted in CT, GA, FL, IL, KY, MA, MI, MS, NC, NY, OH, PA, PR, and TX.
6. The Council received a report on Specialty Outreach. In 2018, the ADA attended five specialty annual meetings and will continue to have a presence at these meetings in 2019.
7. The Council received a presentation on the Segmentation Campaign from Communication's initiatives. The Council was presented segment profiles of members and non-members. This research will assist the ADA in prioritizing target segments for 2019 membership recruitment and retention campaigns.
8. The Council was presented with the results of the 2018 Engagement Program and the status of the 2019 program by the Subcommittee on Grants and Member Benefits. The Council discussed ways to collect additional metrics on these programs for future reporting purposes and discussed ways to utilize unspent funds mid-year.
9. The Council had an open discussion on Dues Simplification. The Council, with assistance of its Subcommittee on Policy and Trends, identified eight opportunities for dues simplification to be researched by staff.
10. The Council received a report from its American Student Dental Association (ASDA) liaison. They received an update on the ASDA Annual Session, ASDA's 2018 membership numbers, and ASDA's strategic plan. ASDA ended their 2018 year with 12, 843 paid members, including 12,400 predoctorals, 440 predentals, and 3 international students.
11. The Council received an update from its New Dentist Committee (NDC) member. The Council was updated on the ADA Success Program, the 10 Under 10 Award, the New Dentist Conference, the NDC's efforts on filling the leadership pipeline, and an update on the research being done for pregnant dentists.
12. The Council received an update on the 2019 ADA Annual Membership Conference. All Council members are funded to attend and encouraged to do so in 2019.
13. The Council received an update on the 2018 ADA Annual Meeting.

Council Members:

Dr. Karin Irani, chair, CA
Dr. Jay Freedman, vice chair, PA
Dr. Tamara Berg, OK
Dr. Brian Blew, IL
Dr. Kyle Bogan, OH
Dr. Lauren Czerniak, New Dentist member, OH

**COUNCIL ON MEMBERSHIP
UNOFFICIAL REPORT OF MAJOR ACTIONS
February 2-3, 2019**

Dr. Michael Eggnatz, FL
Dr. Mary Jane Hanlon, MA
Dr. Jeffrey Kahl, CO
Dr. Mark I. Kampfe, SD
Dr. Summer Ketron, TX
Dr. Pia Chatterjee Kirk, MS
Dr. Mark Mutschler, OR
Dr. Meenal Patel, NC
Dr. Danielle M. Riordan, MO
Dr. Jay Skolnick, NY
Dr. Stephen Tigani, DC
Dr. Alexa Vitek-Hitchcock, MI

Liaisons:

Dr. Julio Rodriguez, ninth district, Board of Trustees' liaison
Ms. Kathleen Gonzalez, ASDA Liaison