AMERICAN DENTAL ASSOCIATION
MINUTES OF THE COUNCIL ON MEMBERSHIP
ADA HEADQUARTERS BUILDING, CHICAGO
February 2-3, 2019

CALL TO ORDER
The meeting was called to order by Council Chair, Dr. Karin Irani, on Saturday, February 2, 2019 at 8:36 a.m. in the Board Room on the 22nd floor of the ADA Headquarters Building, Chicago.

ROLL CALL
The following members of the Council were present: Drs. Tamara Berg, Bryan Blew, Kyle Bogan, Lauren Czerniak (New Dentist Committee Member), Michael Eggnatz, Jay I. Freedman (Vice Chair), Mary Jane Hanlon, Karin Irani (Chair), Jeffrey Kahl, Mark I. Kampfe, Mark Mutschler, Meenal Patel, Summer Ketron, Pia Chatterjee Kirk, Danielle Riordan, Jay Skolnick, Stephen Tigani, Alexa Vitek-Hitchcock, Dr. Julio Rodriguez, Ninth District Trustee and Board of Trustees’ liaison to CM and Ms. Kathleen Gonzales, American Student Dental Association Consultant, were also present for the meeting.

Staff members present for all or part of the meeting were: Ms. Marisol Barajas, senior manager, Member Data, Analytics and Reporting Team; Ms. Christine Chico, senior manager, Client Services; Ms. Deborah Gorski, director, Membership Operations; Ms. Sandy Eitel, director, Marketing Research, Insights and Intelligence; Ms. April Kates-Ellison, director, Client Services; Ms. Val Eyssen, manager, Dental Society Outreach; Ms. Alisa Lockhart, manager, Dental School Outreach; Ms. Nicole Mangiaracina, manager, Dental Society Outreach; Ms. Melissa McManigle, coordinator, Council on Membership; Ms. Cheryl Mezydlo, manager, Membership Project Operations; Dr. Kathy O’Loughlin, executive director, ADA; Ms. Jeanine Pekkarinen, senior manager, Client Services; Ms. Joan Podrazik, senior manager, Integrated Marketing & Analysis; Mr. Robert Quashie, vice president, Business Operations & Strategy; Mr. Matt Warren, manager, Forecasting and Member Analytics; Ms. Wendy J. Wils, Esq. deputy general counsel, Division of Legal Affairs; Ms. Autumn Wolfer, manager, Dental Society Outreach.

PRELIMINARY
The chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures. 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.

1/2019. Resolved, that the Council on Membership approved the agenda for its February 2019 meeting as presented.

Consent Calendar: A consent calendar was prepared to further expedite business of the Council. The chair informed the Council that any report or resolution could be removed from the consent calendar. The Council approved the following consent calendar items as presented via general consent:

2/2019. Resolved, that the following informational reports be filed and the following resolution contained on the consent calendar be approved:

Item 2 Recording of E-Ballots
Mail ballot CM-2-2018 (July 28-29, 2018) requested a vote on approving the Council on Membership minutes from its July 2018 meeting.
Votes were tallied as follows: Approve: 17 Disapprove: Abstain:

Item 3 2018-2019 Subcommittees
**ADA Professional Conduct Policy and Prohibition Against Harassment:** Ms. Wendy Wils provided an overview of the ADA Professional Conduct Policy and Prohibition against Harassment. She advised the Council that a video on the professional conduct policy would be shared following the meeting.

**OPENING REPORTS**

**Council Chair:** Dr. Karin Irani welcomed the Council and discussed the role of the Council and the purpose of its Subcommittees.

**Council Vice Chair:** Dr. Jay Freedman welcomed the Council and thanked them for their dedication to the Council.

**Division Vice President:** Mr. Robert Quashie updated the Council on the Division of Member and Client Services. He informed the Council that the ADA is in the final year of the Member’s First 2020 strategic plan. He informed the Council that membership has grown by 1,689 total members (active licensed members and retired members) since 2017.

**Board of Trustees Liaison:** Dr. Julio Rodriguez thanked the Council and staff for their hard work. He advised the Council that the Board’s priorities are to simplify the membership process and streamline dues categories.

**Executive Director:** Dr. Kathy O’Loughlin presented the Executive Director’s report. She highlighted the importance of filling the pipeline with new members and simplifying processes at every level within the organization. She reminded the Council of the Member’s First 2020 strategic plan. She reviewed the ADA’s master brand and provided an update on the ADAPT program. She informed the Council that the ADAPT program will be launching their pilot in April 2019, with a full launch in June 2019.

**COUNCIL REPORTS**

**Update on ADA Membership Results:** Ms. Marisol Barajas provided an update on the 2019 ADA Membership Results. She advised the Council that 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.

**Update on Client Services:** The Council received an informational overview from Ms. April Kates-Ellison, Director of Client Services. She reminded the Council of the goals of Client Services, which include fostering member growth, deliver services, and build community.

Ms. Kates-Ellison provided an informational overview of the Update on Dental School Outreach. She reminded the Council of the dental school strategy plan, and informed the Council about the efforts the ADA is making with dental schools this year. The Council discussed the importance of building relationships with dental school faculty and the deans.

Ms. Kates-Ellison provided an informational overview of the Update on Diversity and Inclusion. She advised the Council that the 2018 focus was to build member diversity, foster welcoming and inclusive environments, and institutionalize sustainability. She informed the Council that the priorities in 2019 will be to collaborate with the Diversity Summit Presidents Group, state and local Diversity and Inclusion outreach, foster diversity in leadership, and to align with the New Dentist Committee on filling the leadership pipeline.

**Update on Membership Initiatives:** Ms. Christine Chico provided the Council with an update on the Post-Doctoral Student and Resident Pilot. She advised the Council that 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. She informed the Council that the pilot is being conducted in the following states: CT, GA, FL, IL, KY, MA, MI, MS, NC, NY, OH, PA, PR, and TX.

Ms. Cheryl Mezydlo provided an overview of the Dental Service Organization (DSO) Pilot. She advised the Council that the goals of the DSO Pilot include identifying opportunities for administrative simplification for state and local dental societies based on new workflows enabled by Aptify, to provide administrative simplification for single employers of dentists in multiple practice locations in multiple
geographies, and to provide dentists employed by a large DSO a quick and seamless onboarding to ADA, State and Local membership resulting in immediate access to benefits.

Ms. Melissa McManigle provided an update on Specialty Outreach. She advised the Council that ADA staff attended five specialty meetings in 2018 and collected over 150 member applications.

**Update on Communication Initiatives:** Ms. Sandy Eitel provided an update on the Segmentation research within the Communication Initiatives. She provided a background on the initiation of the persona profiles. She provided an overview of the findings of each segmentation.

**Update on Member Engagement Program:** On behalf of the Subcommittee on Grants and Member Benefits, Dr. Stephen Tigani presented the final report of the 2018 Engagement Program and an update on the 2019 ADA Engagement Program. He advised the Council that in 2018, the Subcommittee on Grants and Member Benefits approved 90 applications, totaling $240,095.50 in grant funds.

He informed the Council as of February 2, 2018, $159,996.83 has been reimbursed to grant recipients and there was a total of 3,275 engagements for the 2018 cycle, and a total of 480 members recruited.

He advised the Council that the Subcommittee on Grants and Member benefits met via conference call on January 30, 2019 to discuss the applications they received for the 2019 cycle. He advised the Council that the 2019 ADA Engagement Program received a total of 123 applications, representing a combined total ask of $511,664.00. The Subcommittee awarded funds for 89 applications, totaling $235,175.00 in grant funds, leaving $14,235.00 in unspent funds.

The Council discussed ways to collect additional metrics on these programs for future reporting purposes and ways to manage unspent funds mid-year.

**Update on Dues Streamlining:** On behalf of the Subcommittee on Membership Policy and Trends, Dr. Alexa Vitek led an open discussion on Dues Streamlining. The Council identified eight opportunities for dues simplification to be researched by staff. These opportunities include researching reducing the number of years for the graduate reduced dues program, changing the percentage of active life dues discount, a tiered membership plan, building in an annual dues increase, bundling current discount programs, eliminating the Strategic Promotional Incentive (SPI), a rolling membership based on join date, and removing graduate dues.

**SPECIAL REPORTS**

**American Student Dental Association:** The Council received an update from its American Student Dental Association liaison, Ms. Kathleen Gonzales. She provided an overview of the ASDA Annual Session, ASDA’s 2018 membership numbers, and ASDA’s strategic plan. She informed the Council that ASDA ended their 2018 year with 12,843 paid members, including 12,400 predoctorals, 440 predentals, and 3 international students.

**New Dentist Member Report:** The Council received an update from its voting representative of the New Dentist Committee, Dr. Lauren Czerniak. Dr. Czerniak provided the Council with an update 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.

**Update on the Annual ADA Membership Meeting:** Ms. Jeanine Pekkarinen provided an update on the 2019 Membership Conference. She advised the Council the Membership Conference will take place on July 25-26, 2019, and it will be in conjunction with the President Elect and the Management Conference. She informed the Council that the schedule has not been completed, but she will provide the Council with an update once it is completed.

**Update on the ADA 2018 Annual Meeting:** Mr. Robert Quashie provided a recap of the 2018 House of Delegates Annual Session. He advised the Council that the meeting’s total registration was 14,988, which included 6,442 dentists, 5,009 dental team members, 209 students, 5,208 other guests. He advised the Council that 2018 had 90,388 hours of CE taken by 6,442 dentist attendees.

**Member Market Dynamics Discussion:** Mr. Matt Warren provided an overview of Membership Market Dynamics. He informed the Council of the variable that directly affects the risk of non-renewing. He advised the Council that the ADA can predict 50% of members who will become non-renews in 20% of
the total members. He informed the Council that since 2016, the Membership and Client Services division has used a statistical model that assigns a number that describes the amount of risk of a member non-renewing in the current retention period. He also informed the Council that beginning in 2019, the risk level and its description is displayed on the Members record form in Aptity. This permits state end-user to see and consider the level of risk of non-renew present when they contact or speak to this member.

He advised the Council that the conversion market is where the ADA gets the bulk of their new members every year. He recapped the professional paths taken by 2008 graduates. He advised the timing of demand for membership is different in each pathway and provided an overview of the likelihood for returns to membership after lapsing. He advised there is no correlation between discounting and market-share.

Open Discussion: The Council participated in an open discussion on possible projects for the Subcommittee on Local and State Dental Society Policy and Relations to research in 2019. The Council discussed the importance of residents and the possibility for the Subcommittee to focus on researching ways to build relationships with dental school faculty and to continue researching the resident pilot.

Adjournment: The Council adjourned its meeting on Sunday, February 3, 2019 at 10:27 a.m.