

**COUNCIL ON MEMBERSHIP
UNOFFICIAL REPORT OF MAJOR ACTIONS
February 1, 2020**

The Council on Membership met on February 1, 2020 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 new strategic plan, Common Ground 2025 and the ADA's goals and objectives. The Council's work advances three of the four ADA goals including membership, finance and the organizational goals.
2. The Council reviewed membership results across all categories for 2019 in comparison to the previous year. Overall, the ADA finished 2019 with 129,547 members (a gain of almost 550) and a 62.4% market share (a decrease of 0.3%).
3. The Council was presented with the current dental school, client services and the diversity and inclusion strategies.
4. The Council reviewed the status of the Dues Collection Pilot approved by the ADA Board (Res. B-77-2018). This pilot 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. To date, one large group practice across 10 states is working with the ADA in this capacity. In 2019, the ADA gained 376 members from this practice and successfully invoiced, received, and disbursed \$389,466 in dues.
5. The Council reviewed the latest results of the Post-Doctoral/Resident Pilot. The goals of this pilot include simplifying the membership process by changing the dues rate from \$30 to \$0, expanding outreach to this market by making them tripartite members, , and increasing overall membership. Following the passing of the dues change from \$30 to \$0 for this target market at the 2019 House of Delegates, the pilot was extended from 14 state society participants to all state societies. In 2019, there were 3,938 graduate members, an increase of 2,041 over 2018. Client Services will be working closely with its state society partners to recruit, retain and engage residents and resident directors in 2020. The pilot runs through end-of-year 2020.
6. The Council considered a report on Specialty Outreach. In 2019, the ADA attended seven specialty annual meetings. During these conferences, the ADA offered membership to residents at no cost. The ADA will continue to have a presence at these meetings in 2020 and continue to seek additional opportunities to engage in partnerships with these organizations.
7. The Council reviewed current Dental Support Organizations (DSO) and Large Group Practice (LGP) goals for 2020. These included increasing member market share among dentists working in LGP and DSO settings, increasing customer engagement with LGP and DSO businesses, and managing participation by LPGs and DSOs in strategies designed to advance the health of the public and the success of the profession.
8. The Subcommittee on Grants and Member Benefits reported on its review and evaluation of 162 applications for the 2020 Engagement Program, totaling \$660,606.50. State and local societies will be notified of the results by the end of February. The Council discussed ways to enhance the application and evaluation processes, and requested that proposals be brought to the June 2020 meeting for consideration.
9. The Council, with assistance of its Subcommittee on Policy and Trends, continues to study dues streamlining opportunities. Several were identified for further research and a report at the Council's June 2020 meeting.
10. The Council, with assistance of an ad hoc work group, conducted review of ADA membership policies and made the following policy change recommendations:

**Federal Dental Services ~~Wartime~~ Temporary Deployment Waivers for Reservists
(Trans. 2003:354)**

Resolved, that tripartite members in good standing who serve in the uniformed services reserves or National Guard, when called to active duty for a period of time over and above their ongoing service, are encouraged to apply for a partial or full dues waiver of membership dues as provided by the ADA Governance and Organizational Manual ADA Bylaws, and be it further

**COUNCIL ON MEMBERSHIP
UNOFFICIAL REPORT OF MAJOR ACTIONS
February 1, 2020**

Resolved, that ADA component and constituent societies be encouraged to publicize the availability of the waiver process to the membership and to expedite processing of the waiver applications without financial disclosure statements when requests for these waivers are received.

Two Year Recent Grad Reduced Dues Program (Trans.2008:432)

Resolved, that the ADA urges constituent and component societies to adopt the ADA ~~four~~two year reduced dues structure for recent dental school graduates.

11. The Council received a report from its American Student Dental Association liaison. The Council was updated on the goals of ASDA's 2018-2020 strategic plan and 2018-2019 membership results. The Council was informed that ASDA had a total of 24,829 members for the 2018-2019 year.
12. The Council received an update from its New Dentist Committee (NDC) member. The status of the Success Programs, 10 Under 10 Award, and the New Dentist Conference was shared. In addition, the Council was informed of the new *Guidelines for Practice Module on Managing Pregnancy*, the result of the NDC's efforts to expand resources addressing the specific challenges of being a pregnant dentist.
13. The Council received an update on the ADA Practice Transitions program.
14. The Council received an update on the 2020 ADA Annual Membership Conference. All Council members were encouraged to attend.

Council Members:

Dr. Jay Freedman, chair, PA
Dr. Jeff Kahl, vice chair, CO
Dr. Wallace Bellamy, CA
Dr. Tamara Berg, OK
Dr. Brian Blew, IL
Dr. Kyle Bogan, OH
Dr. Michael Eggnatz, FL
Dr. Mary Jane Hanlon, MA
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. Thomas Sniscak, NJ
Dr. Ben Youel, New Dentist Member, OH

Liaisons:

Dr. Linda Edgar, eleventh district, Board of Trustees'
Ms. Stephanie Sforza, ASDA