

1 **AMERICAN DENTAL ASSOCIATION**
2 **MINUTES OF THE COUNCIL ON MEMBERSHIP**
3 **February 17, 2021 Meeting**

4 **CALL TO ORDER**

5 The February 2021 Council on Membership (CM or Council) meeting was called to order by Council
6 Chair, Dr. Jeff Kahl, on Wednesday, February 17th at 6:30 p.m. CST via video conference call.

7 **ROLL CALL**

8 **The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair;
9 Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggatz; Janis Moriarty; Mark Mutschler; Meenal
10 Patel; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

11 Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian
12 Stacey, ASDA Consultant.

13 **Council member(s) not present for the meeting:** Drs. Summer Ketron; Cate Nelson; Aruna Rao; Kerri
14 Simpson.

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

17 **Staff members present for all or part of the meeting were:** Ms. Bridget Baxter, senior manager, Client
18 Services; Ms. Chris Chico, director, Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan,
19 manager, Diversity and Inclusion and Direct Member Outreach; Ms. Cathy Haibach, senior manager,
20 Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs;
21 Ms. April Kates-Ellison, vice president, Member and Client Services; Ms. Cheryl Mezydlo, senior
22 manager, Membership Operations and Project Enablement.

23 **Guest:** None

24 **PRELIMINARY**

25 The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures. No
26 disclosures were made.

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

29 **2/2021. Resolved,** that the Council on Membership approve the agenda for its February 2021
30 meeting as presented.

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

34 **3/2020. Resolved,** that the following informational reports be filed and the following resolution
35 contained on the consent calendar be approved:

36 ITEM 2: APPROVAL OF JANUARY 2021 MEETING MINUTES

37 **OPENING REPORTS**

38 **Council Chair:** Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for
39 their work that was conducted between Council meetings.

40 **Board of Trustees Liaison:** Dr. Vincent Rapini provided an update on the February 5-7th Board meeting.
41 He advised the Council that the Board met to discuss the ADA Transitions Program and agreed to
42 continue their support for the ADA Business Innovation Group. He provided an update on the changes
43 within the ADA Foundation and informed the Council that the Board participated in a membership
44 discussion surrounding ways to recruit and attract DSO dentists to ADA membership.

45 **Vice President, Member and Client Services:** Ms. April Kates-Ellison provided an update on
46 membership results. She informed the Council that membership was down 2,187 members at year-end
47 2020 compared to 2019. She updated the Council on the national marketing and communications plan
48 and the national membership and outreach initiatives that will be implemented to put the ADA on a path of
49 recovery and growth in 2021. She also reported 2021 membership totals as of mid-February, and advised
50 the Council that February totals are at about 88% compared to February 2020. While this total is trending
51 lower than the past couple years, she explained that there are several states not on Aptify that have not
52 fully reported their 2021 dues payments that are impacting the total.

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INFORMATIONAL REPORTS

55 **Update on Client Services:** Ms. Chris Chico provided an update on Client Services' goals and initiatives
56 for 2021, which include: building organization capacity, building community, and fostering member
57 growth.

58 Ms. Tracy Hollenbach provided an update on the Office of Student Affairs (OSA). She informed the
59 Council that the OSA will begin building relationships with dental students as early as their first year of
60 dental school. She informed the Council of the qualitative research that was done in 2020, and that the
61 ADA will now begin building content for the students based on the learnings from the survey results.

62 Ms. April Kates-Ellison provided an overview of Diversity and Inclusion and advised the Council that
63 states have requested more resources surrounding Diversity and Inclusion than in previous years.

64 **ADA Conference Week Update:** Ms. Bridget Baxter provided an update on the ADA Conference Week.
65 She provided a recap of the 2020 ADA Conference week, which went virtual due to COVID-19. She
66 explained that within four months, the ADA hosted 15 webinars for approximately 75 state and local
67 attendees per webinar. She informed the Council that the conference will be virtual in 2021 and will kick-
68 off by the end of quarter one.

69 **Diversity and Inclusion Committee Report:** Dr. Nipa Thakkar provided an update on the Diversity and
70 Inclusion Committee. She informed the Council that the Committee discussed creating a joint workgroup
71 between the D&I Committee, the Council's Diversity and Inclusion Ad Hoc Workgroup, and members of
72 the New Dentist Committee in order to work collaboratively together on efforts.

73 **15 for 12 Pilot Update:** Ms. Janine Pekkarinen provided an update on the 15 for 12 Pilot, which included
74 five states: Florida, Minnesota, Missouri, North Carolina, and Oregon. She reported results of the pilot,
75 which included 134 conversions, with a 98.5% retention rate (132) in January 2021 (compared to 2019's
76 Rate 8 retention rate of 35% overall and 48.4% in the pilot states). She also added another benefit of the
77 campaign was a new and improved joining experience for members, as a result of a new application and
78 streamlined process for states to accept applications. Following the report, the Council approved the
79 following resolution:

80 **5/2021 Resolved,** that the Council on Membership recommends that the Board approve the
81 expansion of the joining and renewal enhancements for the Quarter-Year Dues Campaign pilot
82 program to states who are willing and have the current capability to participate.

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SUBCOMMITTEE AND WORKGROUP REPORTS

85 **Subcommittee on Grants and Member Benefits:** Dr. Jay Skolnick, chair, Subcommittee on Grants and
86 Member Benefits provided an update on the Acquisition, Retention, and Conversion grant program (the
87 ARC Program). He advised the Council that the Subcommittee met in January to review 106 ADA ARC
88 program applications that were submitted for the 2021 cycle. He informed the Council that the
89 Subcommittee approved 100 of the applications, totaling \$250,000.00 in grant funds spent. The
90 Subcommittee plans to meet again mid-year to review and reallocate any unspent funds.

91 **Subcommittee on Membership Policy and Trends:** Dr. Bryan Blew, chair, Subcommittee on
92 Membership Policy and Trends informed the Council that the Subcommittee met in February to discuss a

93 possible auxiliary membership. During the meeting, the Subcommittee reviewed background information
94 on past ADA House of Delegate resolutions surrounding auxiliary memberships, as well as background
95 information on what has been discussed on auxiliary memberships in Ohio. As a next step, the
96 Subcommittee requested ADA staff to survey state societies on what they offer in regards to auxiliary
97 membership.

98 **Ad Hoc Workgroup: DSO:** Dr. Tamara Berg, chair, Ad Hoc Workgroup: DSO informed the Council that
99 the Workgroup met in February to discuss Resolution 40, as well as opportunities to engage DSO
100 dentists. Follow up requests from the Workgroup to ADA staff included: a ranking of dental schools by
101 their rate of dentists moving into a DSO practice setting following graduation, potential DSO dues
102 structure models, and examples of how other organizations outside of dentistry handle large group
103 practice membership. The Workgroup is scheduled to meet again in March to discuss those outcomes.

104 **Ad Hoc Workgroup: Life Member Value:** Dr. Michael Eggatz, vice chair, Ad Hoc Workgroup: Life
105 Member Value informed the Council that the Workgroup met in February to discuss the 2020 life member
106 value initiatives and brainstorm other opportunities to recognize life members moving forward.

107 **Ad Hoc Workgroup: Diversity and Inclusion:** Dr. Nipa Thakkar, chair, Ad Hoc Workgroup: Diversity
108 and Inclusion informed the Council that the Workgroup met in February to discuss the Workgroup's
109 mission, structure, and goals. She advised the Council that the Workgroup expressed a desire to
110 collaborate with the Diversity and Inclusion Committee and the New Dentist Committee on efforts. The
111 Workgroup also discussed Resolution 101, which involved new dentist representation at the ADA House
112 of Delegates. Follow up requests for staff included: development of a survey to state and local societies to
113 identify which are excelling in Diversity and Inclusion efforts, development of survey of House of Delegate
114 members to provide their perspective on Diversity and Inclusion in the ADA House, and research to learn
115 what other organizations are doing relating to their Diversity and Inclusion efforts.

116 **Ad Hoc Workgroup: Puerto Rico Membership:** Dr. Meenal Patel, chair, Ad Hoc Workgroup: Puerto
117 Rico informed the Council that the Workgroup met in February to address the unique economic and
118 environmental challenges faced by Puerto Rico dentists. The Workgroup discussed several scenarios to
119 address the extremely low market share, and ultimately agreed to recommend to the Council that the
120 ADA explore member value opportunities to dentists in Puerto Rico rather than create a new discounted
121 dues structure.

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NEW BUSINESS

123 **New Business:** No new business was presented at the February 2021 Council on Membership Meeting.

124

ADJOURNMENT

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126 **Adjournment:** The Council adjourned its meetings at 9:42 p.m. CST.