ADA’s 2015-2019 Diversity and Inclusion Plan

The ADA’s 2015-2019 Diversity and Inclusion Plan presents a framework for elevating ADA’s diversity and inclusion efforts, as well as opportunities for measuring progress and results. The plan is supported within the Division of Member and Client Services and is aligned with key goals and objectives in the ADA’s Members First 2020 Strategic Plan.

Because the national, state and local organizations work together to serve members, in order to meet the need of members at all levels, leveraging diversity and inclusion throughout the organization is critical. To this end, the ADA’s 2015-2019 Diversity and Inclusion Plan is intended to enhance opportunities for diversity and inclusion progress across all levels of the ADA. The Plan features three primary goals, several objectives and multiple strategies.

GOAL 1: A Diverse Membership: Build Membership Diversity

Objective 1: Increase membership diversity.

1.1 Leverage the Division of Member and Client Services (DMCS) business model to help foster diversity and inclusion at the national, state and local level

Objective 2: Increase awareness among members, prospective members and the nation’s population regarding ADA’s diversity and inclusion opportunities, efforts, resources and stories of interest.

2.1 In concert with ADA’s Communications and Marketing division and other appropriate areas, develop a communications strategy to highlight ADA’s diversity and inclusion opportunities, efforts, resources and stories of interests
2.2 Develop a scoreboard to monitor ADA’s diversity and inclusion communications and activity
2.3 Develop a survey that measures racially and ethnically diverse dentists’ awareness and perceptions regarding ADA’s diversity and inclusion commitment and practices

GOAL 2: An Inclusive and Welcoming Environment: Foster an Inclusive and Welcoming Environment

Objective 3: Increase leadership diversity.

3.1 Launch the Leadership Development Network in 2015 to engage a new pool of potential diverse leaders
3.2 Leverage Institute for Diversity in Leadership students and alumni as key candidates for leadership positions
3.3 Leverage the Diversity and Inclusion Committee to help the ADA Board of Trustees connect Institute alumni and others from diverse backgrounds, who are strong candidates for leadership roles, with leadership opportunities within their respective state and local dental societies
3.4 Equip national, state and local leaders and staff with leadership diversity information, inclusive of talking points and data, to help foster leadership diversity at all levels of the organization
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3.5 Leverage the dental school strategy to help foster a diverse pipeline of future leaders early on
3.6 Align New Dentist Committee leadership initiatives with leadership diversity goals
3.7 Develop and share a scoreboard that monitors ADA’s leadership diversity (House of Delegates, Board of Trustees, and ADA Councils & Committees)

Objective 4: Cultivate a welcoming and inclusive environment.

4.1 Provide dental societies with information and resources to help foster a welcoming and inclusive environment
4.2 Integrate diversity and inclusion educational component as a core competency for ADA Board of Trustees, ADA councils and committees, and key national, state and local volunteer leaders and staff

GOAL 3: A System of Sustainability: Institutionalize Sustainability

Objective 5: Institutionalize shared accountability for a culture of diversity and inclusion.

5.1 Create a sense of urgency across all levels of the ADA around the need to embrace diversity and inclusion
5.2 Develop a coalition of key stakeholders throughout the ADA system (national, state and local) to help facilitate a diversity and inclusion change management process
5.3 Equip national, state and local leaders with diversity and inclusion information, inclusive of talking points and data, to help make the case for diversity and inclusion throughout the organization
5.4 Ensure that staff and leaders at all levels of the organization are included as stakeholders and are encouraged to contribute diversity and inclusion thoughts and ideas
5.5 Develop a recognition program to highlight state and local accomplishments regarding diversity and inclusion
5.6 Establish an annual diversity and inclusion report to highlight state and local societies’ diversity and inclusion progress (for use by the Diversity and Inclusion Committee in advising the ADA Board of Trustees on how to support stronger progress)

Objective 6: Develop strong relationships with a broad range of dental organizations with members of diverse backgrounds, perspectives and experiences.

6.1 Pursue collaborative relationships with racially and ethnically diverse dental associations
6.2 Leverage the ADA Dental School Strategy; with a key focus on schools with a large percentage of students from diverse backgrounds
6.3 Develop a collaboration model to help state and local societies facilitate relationship building and collaboration with diverse dental associations at the regional levels, including dental school groups
6.4 Enhance ADA presence at meetings and events of dental organizations with members of diverse backgrounds and perspectives
6.5 Leverage existing collaborative opportunities with key ADA agencies, including those available through ADA’s Council on Access, Prevention and Interprofessional Relations (CAPIR)

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