



2020-2025 DIVERSITY AND INCLUSION PLAN

# Advancing Inclusion while Growing Membership Diversity

The ADA's context and organizational perspective for diversity and inclusion is representative of the dental profession being less diverse than the U.S. population, ADA membership being less diverse than the dental profession and ADA leadership being less diverse than ADA membership.

The ADA's 2020–2025 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 by ADA's operational structure within the Division of Member and Client Services and is aligned with key goals and objectives in the ADA's Strategic Plan: Common Ground 2025. To meet the goals of the 2020–2025 Diversity and Inclusion Plan, collective effort is required across the ADA.



Because the national, state and local organizations work together to serve members, in order to meet those members' needs at all levels, furthering diversity and inclusion throughout the organization is critical. To this end, the ADA 2020–2025 Diversity and Inclusion Plan is also intended to enhance opportunities for diversity and inclusion progress across the state and local levels through focus, alignment and partnership.

– ADA Diversity and Inclusion Committee

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*The ADA Diversity and Inclusion Committee is a committee of the ADA Board of Trustees that is charged with developing and monitoring diversity and inclusion initiatives throughout the Association.*

## Advancing Inclusion while Growing Membership Diversity

Broader diversity is now reflected in the profession, including women, ethnically diverse dentists, and dentists practicing in varying practice settings. These growing market segments represent the demographics where ADA market share tends to lag. This means that ADA membership overall is less diverse than the dental profession. This disconnect is likely to lead to continued reductions in overall market share, specifically for new dentists entering the profession.

Given the changing demographics of the profession and ADA's commitment to diversity and inclusion through its core values, it's more critical than ever that the ADA evolve on its diversity and inclusion journey. To make progress, the ADA must embrace strategies to advance inclusion, while growing membership diversity. These combined efforts will reinforce ADA's membership and leadership role within organized dentistry and can also impact the profession and the patients its members serve.

### BRIDGING THE GAP BETWEEN DIVERSITY AND INCLUSION



**Diversity** is counting all;  
**inclusion** is making sure  
that all are counted.

### DIVERSITY

There are many different dimensions of diversity. The diverse world in which we live is a composite of many cultures, values and ways of interacting with one another. By adoption of Resolution 85H-2019, ADA defines diversity as follows:

**Resolved**, that the ADA defines diversity through many dimensions, including, but not limited to race, ethnicity, national origin, gender identity, age, physical abilities/qualities, sexual orientation, religious and ideological beliefs, professional practice choices and personal lifestyle preferences.

### INCLUSION

While increases in membership diversity are positive, a focus on diversity, without inclusion, is not an effective or sustainable strategy. In order to attract and sustain diverse members, inclusion must be an implicit part of the equation. ADA's diversity and inclusion statement proclaims:

The American Dental Association strives to model diversity and inclusion in everything we do. We believe that these foster an innovative and dynamic culture and lead to sustainable results. They allow us to further advance the dental profession, improve the oral health of the public, and promote equity and access to oral health. As a result, we serve and support the different identities, beliefs and perspectives of a diverse membership, leadership, workforce and staff, as well as a wide range of communities and organizations.

## 2020–2025 Plan Overview

An outline of the Diversity and Inclusion Committee’s strategic agenda and scope of work over the next five years.

### D&I STRATEGIC PILLAR: CAPACITY

➔ **Goal:** Build Diversity and Inclusion Capacity

**Objective:** Improve organizational effectiveness at the national level around diversity and inclusion.

**Metrics:**

- 20–30% of ADA staff show an increase in diversity and inclusion awareness by 15% annually.
- The ADA Board of Trustees (excluding freshman class) shows an increase in diversity and inclusion awareness by 15% annually.
- The ADA Councils and Committees (excluding freshman class) show an increase in diversity and inclusion awareness by 15% annually.
- As identified by key stakeholders, ADA improves its ranking on the Diversity and Inclusion Continuum from a ranking between *intentional* and *realization* to a solid ranking of strategic inclusion.

- 1. Unacquainted** Diversity and difference are not on the radar of the dental society. Discussions on the value that diversity and inclusion bring to the organization have not taken place.
- 2. Realization** There is an understanding of the importance of diversity and inclusion and the ADA is fostering conversations about how to better create a welcoming and inclusive environment for all dentists.
- 3. Intentional Inclusion** The ADA and its leadership have made a formal commitment to diversity and inclusion and structural efforts are in place to advance efforts.
- 4. Strategic Inclusion** Long-term, broad-reaching diversity and inclusion strategic measures are in place and align with the Association’s overall goals and objectives.
- 5. Culture of Inclusion** All layers of diversity and inclusion are considered, and supported and systematic processes for maintaining inclusion are woven into the dental society’s culture and operations.

**Objective:** Improve overall organizational effectiveness at the state and local level around diversity and inclusion.

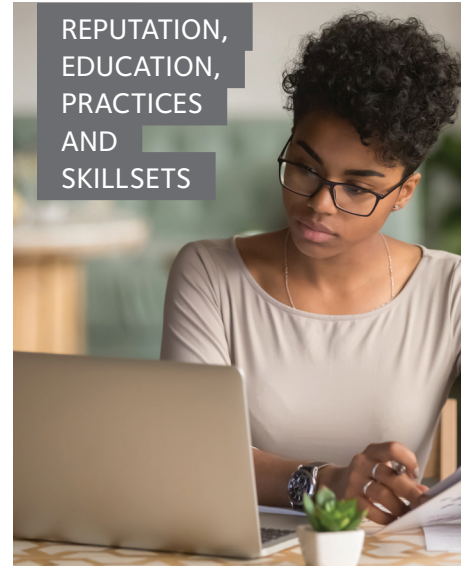
**Metrics:**

- Gradual increase (20% annually over the duration of the five year plan) in state dental society participation of annual diversity and inclusion training.
- Gradual increase (20% annually over the duration of the five year plan) in local dental society participation of annual diversity and inclusion training.
- Seventy-five percent (40) of state dental societies perform at least adequately (3 out of a scale of 5) in the diversity and inclusion capacity area.

**Objective:** Elevate awareness among members, prospective members and the nation’s population regarding ADA’s diversity and inclusion efforts and advancements.

**Metrics:**

- Increase member awareness of ADA diversity and inclusion efforts over a 2019 benchmark by 10% annually.
- ADA recognized for its diversity and inclusion efforts, through a national or local outlet, at least once over the course of the plan.



## D&I STRATEGIC PILLAR: MEMBERSHIP

➔ **Goal:** Grow Membership Diversity

**Objective:** Achieve reach and relevance for diverse groups, including women, ethnically diverse, new dentists, dentists practicing in varying practice settings, and other key segments.

### Metrics:

- 100% of ADA divisions, volunteer agencies and subsidiaries oriented annually to an ADA diversity and inclusion lens tool and encouraged to leverage program and policy work against the tool to better ensure member inclusivity and equity.
- Partnerships with or support of 50% (26) of state or local dental societies to implement or execute initiatives for dentist of diverse backgrounds at the grassroots level—over the course of the five year plan.

**Objective:** Increase leadership representation for diverse groups across all levels of the ADA.

### Metrics:

- On an annual basis, at least 75% (9) of ADA's national councils and committees' composition mirror the demographics of membership (including women, ethnically diverse, new dentists and other key segments on an annual basis).
- By the end of the plan, the House of Delegates composition mirrors the demographics of membership, including women, ethnically diverse, new dentists and other key segments.
- Partnerships with or support of 50% (26) of state or local dental societies to implement or execute initiatives to increase leadership representation among women, ethnically diverse, new dentists and other key segments.

**Objective:** Improve member experience for diverse groups, including women, ethnically diverse dentists, dentists practicing in varying practice settings and other key segments.

### Metric:

- Establish a baseline metric in 2019 in regards to diverse groups' experience with feeling welcomed, included and valued by the national, state and local levels of the ADA, with a target of a 3% annual improvement.



“A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone.”

— Sundar Pichai, CEO of Google

## D&I STRATEGIC PILLAR: PUBLIC

➔ **Goal:** Support the Advancement of the Health of the Public

**Objective:** Provide pathways for programs, services or initiatives designed to positively impact the health of the public.

**Metrics:**

- Partnership with or support of at least three Institute for Diversity in Leadership initiatives annually that target improved health with underserved communities of diverse backgrounds.
- In collaboration with State Government Affairs, partnerships with or support of at least three initiatives annually that target improved health with underserved communities of diverse backgrounds.

**Objective:** Collaborate with other dental associations and industry stakeholders to help advance the health of the public.

**Metrics:**

- At least one collaborative initiative annually in partnership with the associations of the Diversity Summit Presidents' Group (in support of its purpose to advance the oral health of the public and the profession).
- Expand collaborations beyond the existing Diversity Summit Presidents' Group to include representation of three additional dental associations with members of diverse backgrounds.

VISIBILITY, COLLABORATION, COMMUNITY, COMMITMENT

