

1 Michigan Dental Association

2
3 **EXECUTIVE COMMITTEE MEETING**

4 March 26, 2021

5 Zoom Videoconference

6
7 Attendance

8
9 Present

Absent

10 Dr. Stephen Meraw, President

Dr. Eric Knudsen, Secretary/Treasurer

11 Dr. Michael Maihofer, President-Elect

12 Dr. Margaret Gingrich, Immediate Past President

13 Dr. Christopher Smiley, Editor

14 Dr. Todd Christy, Speaker

15 Karen Burgess, MBA, CAE, Executive Director

16
17 MDA Staff

18 Michelle Nichols-Cruz, Governance Manager

19 Bill Sullivan, Vice President of Advocacy and Professional Relations

20
21 **CALL TO ORDER**

22 The meeting was called to order by President Meraw at 9:02 a.m.

23
24 **ANNOUNCEMENTS**

25 *Staffing/Administrative Issues*

26 Ms. Burgess informed the EC that component coordinator position has been narrowed down to
27 three people and the position should be filled soon. MDA’s new Finance Manager, Jennifer
28 McFatridge is getting up to speed quickly and will be assisting with the MDA and IFG audits that
29 begin on March 29.

30
31 *June Board Meeting*

32 Ms. Burgess informed the EC that the June Board meeting is expected to be held in Traverse
33 City with social distancing practices in place. If guidelines in June do not allow an in-person
34 meeting, there will be no financial penalties to cancel. Discussion has been held about polling
35 the MDA/IFG Board the first week in June to see if they are comfortable with an in-person
36 meeting. For those that are uncomfortable meeting in person, there may be a video option.
37 Staff is working with the Hotel Indigo to determine virtual options.

38
39 **CONFLICT OF INTEREST POLICY**

40 No conflicts were noted.

43 **COMMITTEE AND LEAD PROGRAM DEMOGRAPHICS**

44 In December, the Board of Trustees approved the EC's recommendation regarding diversifying
45 MDA leadership by seeking to increase the volunteer participation of all under-represented
46 segments of the membership in MDA Committees and the LEAD program.

47

48 At its January meeting, the Executive Committee received an update on each Committee and
49 on the LEAD program, which gave specific information based on the proposed composition for
50 these agencies. The approved committee members have been contacted and there have been
51 a few incumbents that have decided not to serve. These positions are being filled by
52 appointment, as is usually done. After the transition at the 2021 HOD, an update will be
53 prepared. Dr. Maihofer is currently recruiting for the DEI Committee and has made good
54 progress.

55

56 The 2021-25 Strategic Plan includes the objective of enhancing leadership diversity, and
57 includes a strategy to develop and implement a recruitment plan.

58

59 Currently, volunteer opportunities are publicized in the Journal, E-News and EDU and in
60 Leadership Central on the MDA website. There is a Volunteer Interest Form that gets some use
61 by members at large to step forward. MDA has also used the Leadership Forum and volunteer
62 participation in the components and the HOD as potential sources of MDA volunteers.

63

64 The EC discussed ways to build the leadership pipeline and create recruitment opportunities.
65 Examples of possible actions suggested previously included leadership development at the
66 component level, engaging the House of Delegates, using the Annual Session and HOD as an
67 opportunity for mentorship, and developing some leadership recruitment videos.

68

69 *LEAD:* The EC noted that the next LEAD class will begin in January 2022. The MDA needs
70 to reach out across the state and engage more members for the LEAD program. Another
71 suggestion was to ask the dental schools to provide diverse students for MDA
72 committees, as these individuals could be potential LEAD applicants in the future. It was
73 noted that student members tend to be more diverse than regular committee members.
74 Senior dental students could be encouraged to apply for the LEAD program after
75 graduation.

76

77 The EC also suggested that the LEAD program should be heavily promoted to the components.
78 Ideally, each component would submit at least one name for the program. Presentations could
79 be held for components in the summer on the LEAD Program, the Nom Com and the strategic
80 plan. This could help increase nominations for committees and boards.

81

82 Ms. Burgess noted that the monthly Component Relations meetings are beginning to have an
83 impact and could be used for this purpose.

84

85 *Committees:* Recruitment for the 2022-223 Committees will begin in the fall with approval by
86 the BOT in February 2022.

87

88 Dr. Maihofer is currently in the process of recruiting for the Diversity, Equity and Inclusion
89 Committee. One charge of the committee will be to help recruit so that committee members
90 and LEAD participants reflect the diversity of the membership.

91

92 *Component Involvement:* MDA needs to stress with the components the importance of
93 personal contact in bringing candidates forward for leadership positions.

94

95 The same people are coming forward as they have been tagged for involvement. There needs
96 to be buy in from the leadership/membership so that recruitment can be addressed at the
97 component level. MDA should have a discussion with the components and House of Delegates
98 on where the Board is at with leadership development in order to accomplish this goal.

99

100 The House of Delegates as whole is pretty diverse that could be tapped for other
101 leadership positions.

102

103 **DIVERSE DENTAL ORGANIZATION (DDO) UPDATE**

104 Representatives of the Michigan Dental Association have been meeting regularly with
105 representatives of many diverse dental organizations to build relationships between the
106 organizations and identify opportunities for collaboration. The group discussion has settled on
107 projects to enhance the diversity of the dental profession in Michigan, with four potential
108 projects related to this goal.

109

110 *MDAF Fund:* First, the group prioritized establishing a fund through the Michigan Dental
111 Association Foundation for the purpose of providing grants to support efforts to increase the
112 diversity of the dental profession in Michigan. The intention at this time is to provide an equal
113 amount in grant funding to each Michigan dental school to support the costs associated with
114 the DAT and DAT test preparation in the Summer Enrichment Program (UDM) and the Profile for
115 Success Program (UM). An amount of \$2,000 per student would cover these costs, although
116 there is some variability between schools.

117

118 Representatives of both schools understand that because the collaborative effort is focused on
119 increasing diversity in our state, that funds granted should be allocated to support Michigan
120 residents. Both Dr. Ester and Mr. Lunkins have also offered the opportunity for members of the
121 diverse dental organization collaborative group to interact with the students this summer, and
122 details of this would be addressed in the coming weeks. The MDA should set the stage by
123 making a donation; Dr. Livingston indicated that Wolverine Dental Society would also discuss a
124 donation this year.

125

126 In addition, individuals associated with the group have indicated a willingness to donate this
127 year. The Foundation will also fundraise for the fund. In order to move forward with this
128 initiative for this year, the fund will need to be established through the Foundation and a level
129 set for the MDA to give in 2021.

130

131 The EC commented that a stated vision with metrics for short and long term success is needed
132 in order to create this program. In addition, there are still questions to be answered that
133 requires buy in from the other diverse organizations represented in the DDO.

134

135 *Microsite:* A second priority was to establish a collaborative microsite. This would facilitate
136 collaboration, raise awareness, and allow for promotion of the fund above. It would also be a
137 home for future videos, scheduling of informational webinars (and potentially an archived
138 webinar to be viewed on demand), as well as information regarding the shadowing program
139 when it is established.

140

141 *Videos and other projects:* It was noted that there continued to be support for all the ideas
142 brought forward.

143

144 The EC considered the option of funding priority items at this time (support for the Foundation
145 fund to provide grants to cover DAT and test prep costs for a small number of Michigan
146 residents at each Michigan dental school's summer programs and the microsite) and referring
147 other projects to the Board of Trustees' June meeting, After discussion, the EC decided that it
148 would be best to provide a thorough informational report to the Board in June, with specific
149 recommendations regarding potential allocation of MDA non-reserve funds to support
150 initiatives.

151

152 The EC adopted the following resolutions to be forwarded to the Board in June:

153

154 **1EC-321** Resolved, that the EC recommends the MDA Board of Trustees
155 establish a fund through the Michigan Dental Association Foundation
156 for the purpose of providing grants to support increasing the diversity
157 of the dental profession in the state of Michigan, and be it further

158

159 Resolved, that this fund will accept donations from organizations and
160 individuals to support this goal, and be it further

161

162 Resolved, that \$12,500 be allocated from the MDA Non-Reserve Fund
163 to allow the MDA to make an initial donation to ensure a grant of at
164 least \$6,000 per school in 2021.

165

166 **2EC-321** Resolved, that the EC recommends the MDA Board of Trustees allocate
167 up to \$5,000 from the MDA Non-Reserve Fund for the purpose of
168 establishing a micro-site to support diversity initiatives in collaboration

169 with other sponsoring organizations to include, but not limited to, the
170 MDA, the Wolverine Dental Society/National Dental Association, the
171 Hispanic Dental Association, the Society of American Indian Dentists,
172 and the American Association of Women Dentists.

173
174 **3EC-321** Resolved, that the EC recommends to the MDA Board of Trustees
175 that the MDA allocate up to \$20,000 from the MDA Non-Reserve
176 Fund for the purpose of developing one or more videos to support
177 increased diversity in the dental profession in Michigan.

178
179 **FUNDING FOR SURVEY MONKEY**

180 For many years, the MDA has had a subscription with Survey Monkey to conduct surveys of its
181 members. This one account was shared among all staff that conduct surveys. Several months
182 ago Survey Monkey made a change that only allows two IP addresses to have access at one
183 time and made it clear that an account is meant for one person only. Recently, things have
184 changed even further and very soon MDA will no longer be able to share this account. At this
185 time, the use the account is being minimized until funding is secured to increase the number of
186 users.

187
188 Staff contacted Survey Monkey to determine the available options that would allow multiple
189 staff to utilize the software and recommends the Enterprise plan. The Enterprise Platform is
190 vastly superior to the platform MDA is currently using. Enterprise can easily provide sentiment
191 analysis summary of all data in the survey rather than having to analyze the results manually.

192
193 In addition, MDA would 100% own all of its data within Survey Monkey and the current MDA
194 account would move into one of the second level administrator spots so MDA can maintain all
195 current surveys. Having a more robust system will allow the Component Relations Coordinator
196 to assist components with conducting surveys.

197
198 The cost of the current account for one user is \$350 annually and the cost of the Enterprise plan
199 is \$7,000 annually.

200
201 The following was adopted and will be forwarded to the Board in June for ratification:

202
203 **4EC-321** Resolved, that \$7,000 be allocated from the Non-Reserve Fund to
204 fund the MDA Survey Monkey account, and be it further

205
206 Resolved, that funding be included in future budgets.

207
208
209

210 **OFFICER/STAFF REPORTS**

211 *Editor Report:* Dr. Smiley was approached by West Michigan to host an Editors Conference in
212 June or July. Objectives include fiscal financial concerns for ensuring success, creating a mission
213 and newsletter. West Michigan will host the conference and invite any component leader or
214 editor to participate.

215
216 The April MDA Journal will focus on artificial intelligence and Dr. Smiley was approached by the
217 ADA to author an article on artificial intelligence and implementation within the practice of
218 dentistry.

219
220 Dr. Smiley will be participating in the Santa Fe Group Continuum on April 20 focusing on the
221 benefits of integrating oral health into healthcare.

222

223 **ADJOURNMENT**

224 The meeting was adjourned at 10:55 a.m.

225

226

227 Stephen Meraw, DDS, MS

228 President

Eric Knudsen, DDS

Secretary/Treasurer