

1 Michigan Dental Association

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3 **Committee on Diversity, Equity, and Inclusion**

4 **Held via Zoom Videoconference**

5 February 16, 2022

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7 **PRESENT**

8 Dr. Tamar Shrikian, vice chair

9 Dr. Vincent Lizzio, board liaison

10 Dr. Michael Maihofer, ex officio

11 Dr. Daniel Miller, member

12 Dr. Prabhjot Singh, member

13 Dr. Kristi Thomas, member

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15 **ABSENT**

16 Dr. Mehul Patel, chair

17 Rita Benjamin, student member

18 Dr. Ronald Livingston, member

19 Tazeen Rahman, student member

20 Dr. Jessica Rickert, member

21 Dr. Juan Rodriguez, member

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23 **GUESTS**

24 Sophie Brenke, component relations coordinator

25 Rich Evans, director of marketing and communications

26 Michelle Nichols-Cruz, governance manager

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28 **STAFF**

29 Jennifer Lennemann, executive assistant

30 Kelly Risley, human resources administrative assistant

31 Brandy Ryan, MBA, PHR, SHRM-CP, director of human resources

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33 **WELCOME**

34 Dr. Shrikian welcomed the committee and called the meeting to order at 7:02 p.m. There was  
35 not a quorum.

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37 **MICROSITE AND VIDEOS**

38 Mr. Evans discussed the progress with the microsite and videos. Four interviews have been completed  
39 and two more are scheduled. Committee members were asked to let Mr. Evans know if they or  
40 someone they know would like to be interviewed as additional timeslots can be arranged. The project is  
41 still on track to be completed by March 1, so that the site can be previewed by the committee and the  
42 Board. The name selected for the site is Michigan Diverse Dental Alliance. Mr. Evans has viewed some

43 of the footage and believes it is very powerful. Much of the language in the videos will be used to  
44 populate the site.

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46 Questions were asked regarding promotion. The MDA will develop a marketing and communications  
47 plan. It will use social media and outreach to high schools at the local level and component societies.  
48 The collaborative partners will also receive a plan to assist them in spreading the word. The MDA will  
49 develop print and/or other materials as needed. The collaborative organizations have not had direct  
50 input to date but will be sent a test link to begin discussions. Dr. Maihofer mentioned that he met last  
51 week with two dentists who are part of an informal Muslim WhatsApp group. He invited them to  
52 become involved in these efforts.

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54 **DEI COMMUNICATIONS REVIEW**

55 A member dentist had contacted the MDA to raise concerns with the use of the term, “Urban Party” in  
56 the branding of the presidents’ event. Mr. Evans emphasized that it was never the MDA’s intent to be  
57 offensive or to use a term that was insensitive or made people feel uncomfortable. The MDA quickly  
58 pivoted to retitle the event, “Presidents’ Party.” He asked if the committee would be open to reviewing  
59 such campaigns in the future to ensure that the MDA is careful, considerate, and respectful to all. The  
60 committee agreed to provide informal input.

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62 **CDEI SCOPE REVIEW**

63 Dr. Shrikian reviewed the proposed 2022-2023 scope with the committee. The scope will be approved  
64 at the March 4 Board meeting and is effective May 1. The committee had no questions/concerns.  
65 Regarding the benchmarking charge, Dr. Maihofer asked if the committee had received copies of the  
66 leadership and committee/LEAD demographics reports and the 2021 Member Value Research that the  
67 EC and Board have received. The committee agreed that a review of the reports would be included on a  
68 future agenda.

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70 **MARCH BOARD MEETING**

71 Ms. Ryan reminded committee members of the invitation they received to attend the generative  
72 discussion at the March Board meeting. Dr. Shrikian indicated that she planned to attend.

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74 **2022 MEETING SCHEDULE**

75 Ms. Ryan polled attendees on the preference for monthly/bi-monthly meetings. She will contact those  
76 not in attendance. Once a meeting schedule has been set, the committee can begin to develop a  
77 calendar of topics based on the 2022-2023 scope.

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79 **ADJOURNMENT**

80 The meeting was adjourned at 7:43 p.m.

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