

1 Michigan Dental Association

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

4 **Held via Zoom Videoconference**

5 April 19, 2022

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7 **PRESENT**

8 Dr. Mehul Patel, chair

9 Dr. Tamar Shrikian, vice chair

10 Rita Benjamin, student member

11 Dr. Vincent Lizzio, board liaison

12 Dr. Michael Maihofer, ex officio

13 Dr. Daniel Miller, member

14 Dr. Prabhjot Singh, member

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16 **ABSENT**

17 Dr. Ronald Livingston, member

18 Tazeen Rahman, student member

19 Dr. Jessica Rickert, member

20 Dr. Juan Rodriguez, member

21 Dr. Kristi Thomas, member

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23 **GUESTS**

24 Rich Evans, director of marketing and communications

25 Matt Maguy, JXM

26 Michelle Nichols-Cruz, governance manager

27 Jim Pond, JXM

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29 **STAFF**

30 Karen Burgess, CEO/executive director

31 Jennifer Lennemann, executive assistant

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

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34 **CALL TO ORDER**

35 Dr. Patel welcomed the committee and called the meeting to order at 7:11 p.m. There was not a

36 quorum.

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38 **RECRUITMENT PLAN TO ENHANCE PARTICIPATION IN VOLUNTEER LEADERSHIP AMONG UNDER-**  
39 **REPRESENTED POPULATIONS**

40 Mr. Evans and Ms. Nichols-Cruz shared the draft recruitment plan. This plan supports Strategy 7.1 of the  
41 MDA Strategic Plan to “develop a recruitment plan to enhance participation in volunteer leadership  
42 among under-represented populations.” Ms. Cruz presented information regarding the demographics  
43 of leadership. The draft plan outlines the promotional strategy for the MDA’s diverse leadership  
44 recruitment efforts during 2022, specifically to increase racial/ethnic diversity within MDA committees,  
45 the LEAD Program, and the Leadership Forum. The goals of the plan are to increase diverse member  
46 awareness of leadership opportunities, educate diverse members on the personal and professional

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47 benefits of volunteering, drive diverse members to submit/apply/register, and increase broad member  
48 awareness. Promotional elements include an updated website/landing page content, *Journal*  
49 ads/eNews, social media, targeted emails, and direct mail.

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51 Committee members were supportive of the plan overall, and liked the “Lead, Inspire, Support” theme.  
52 Suggestions included sharing testimonials on social media and enlarging the photographs on the sample  
53 graphic. Committee members were asked to submit any further comments and feedback to Mr. Evans  
54 by the end of the week.

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56 **VIDEO REVIEW**

57 Mr. Evans presented the video produced for the Michigan Diverse Dental Alliance. This video, along  
58 with other, shorter videos and testimonials will be used on the microsite, social media and elsewhere to  
59 promote the profession of dentistry among . Comments from the committee were overwhelmingly  
60 positive. A suggestion was made to add the patient perspective: How they feel about having doctors  
61 who look like them. Mr. Maguy said that patients are often hesitant and difficult to find a convenient  
62 schedule, but that he is committed to the idea of bringing the patient voice into the communication.  
63 Ms. Benjamin commented that her patients at the dental school are often more willing as they are  
64 frequently asked to provide testimonials of some kind. He will follow up with her. Mr. Maguy and Mr.  
65 Pond will pursue many of these conversations during Annual Session. JXM is also planning to add  
66 interviews with assistants and hygienists.

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68 **FINANCIAL SUPPORT FOR DAT PREP AND DAT FEES**

69 The committee received background information regarding the Diversity & Inclusion Dental Fund, and  
70 the fact that it is time to process grants from the fund. This responsibility was delegated to CDEI. The  
71 following resolution was proposed:

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73 Resolved, that the Committee on Diversity, Equity, and Inclusion approves two grants of \$6,000 each to  
74 the University of Detroit Mercy Summer Enrichment Program and the University of Michigan Profiles for  
75 Success, funds to be taken from the MDA Foundation Diversity and Inclusion Dental Fund.

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77 As there was not a quorum, voting could not take place on the proposed resolution. Because of the  
78 timeliness of the disbursement of the grants, the committee will conduct an electronic ballot. It was  
79 noted that 100% participation will be required for approval.

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81 **DEI RESOLUTIONS TO MDA HOUSE OF DELEGATES**

82 Dr. Maihofer reminded the committee of Resolutions 4-6 regarding implicit bias training and the funding  
83 of DEI programs and activities. While the resolutions were ruled out-of-order by the Speaker, he  
84 emphasized that they could come back in another form. He encouraged committee members to be  
85 ready to speak at the Reference Committee Hearing or provide written testimony if unable to attend.  
86 Staff will resend the communication previously distributed.

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88 **ADJOURNMENT**

89 The meeting was adjourned at 8:22 p.m.

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91 **NEXT MEETING DATE**

92 Tuesday, May 10, 7:00 p.m. via Zoom