

1 Michigan Dental Association
2 Membership Committee
3 Meeting Minutes
4 October 20, 2021
5 via Zoom Video Conference
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7

8 **Present**

9 Alex Eason, student member
10 Christina Espinosa, student member
11 Dr. Kristin Johnson, vice chair
12 Dr. John Kamar, member
13 Dr. Eric Tye, chair
14 Dr. Logan White, member
15

16 **Absent**

17 Dr. Cate Nelson, observer, ADA council on membership
18 Dr. William Pruden, member
19 Dr. Basam Shamo, member
20 Dr. Rachel Sinacola, member
21 Dr. Liz White, member
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23 **Staff**

24 Ms. Angela Kanazeh, director of membership
25

26 **Call to Order**

27 The meeting of the Membership Committee was called to order at 6:04 pm. A quorum
28 was present.
29

30 **Welcome**

31 The committee welcomed the new student members and they introduced themselves,
32 giving background about their volunteer involvement and plans after dental school.
33

34 **Membership Update**

35 The market share for active members is 73.8%, with 4343 active members. The overall
36 market is smaller than at this time last year. Additionally, the changes to dues
37 categories has increased the number of members paying full dues at the ADA level by
38 561.
39

40 The quarter-year recruitment campaign started in September and runs through
41 December. The MDA is participating in an ADA pilot program that offers nonmembers
42 the chance to join and pay for 2022 membership, while getting membership for the
43 remainder of 2021 for free. This campaign replaces the previous offer where
44 nonmembers, who've never used the offer before, could try membership for free at the
45 end of the year. Retention rates for that campaign varied from year to year and ranged
46 between 25-46%. The new campaign has resulted in 30 new members, which is better

47 than past retention rates of the other campaign. There will likely be a decline in total
48 number of members and market share because the old campaign boosted numbers at
49 the end of the year. Marketing for this recruitment campaign will continue through
50 November. Additionally, the SPI recruitment campaign during the first two quarters of
51 the year resulted in 43 new members.

52
53 The MDA dues streaming changes to the new graduate and life membership categories
54 begin with 2022 dues. Approximately 30% of components will be charging working life
55 dues and 50% of components matched the reduction of steps with the graduated dues.
56 Members who qualified for life membership in 2021 were published in the Journal this
57 fall. Appreciation for their contributions and commitment to membership was included in
58 the feature.

59
60 Information about the 2022 comprehensive retention plan were shared with the
61 Committee. The first dues statements will be sent through mail and email the beginning
62 of November. Additional incentives are planned to increase members who auto-renew
63 and use automatic bank transfer for dues payment.

64 65 **New Endorsed Services**

66 Information about the new endorsed services was shared. The newest partnerships
67 include iCoreRx (with more than 1000 members signed up), Complete Dental IT, TDSC
68 powered by HenrySchien, and DBS – Accounting and Tax Services.

69 70 **Component Relations**

71 The MDA hired Sophie Brenke to assist components. The component outreach position
72 is new and the current focus of the position is to assist components with their website
73 using the ADA template and to create e-newsletters to establish more consistency and
74 communication across local societies. She also hosts and organizes the monthly
75 component relations zoom meetings and is working on improving and increasing the
76 overall engagement across the MDA social media channels. She will attend a future
77 meeting to share additional updates and get the committees feedback about other
78 opportunities to support the components.

79 80 **Leadership Opportunities**

81 Applications for the LEAD Program are being accepted through the beginning of
82 December. Committee members were encouraged to apply or recruit a member. In
83 addition, MDA officer, trustee and 9th District delegation positions, as well as MDA
84 Foundation Board and MDA committee positions are available. All information is
85 available on the leadership section of the MDA website.

86 87 **New Business**

88 Committee members shared feedback they are receiving from members. Dialogue
89 centered around recent communications related to diversity, equity and inclusion. The
90 Committee would like to know more about the new MDA Committee and initiatives. Ms.
91 Kanazeh will invite a representative to the next meeting.

92

93 **Adjournment**

94 The meeting was adjourned at 7:03 pm.