

Council on Membership and Communications  
REFERENCE COMMITTEE

Report No. 13	New <input checked="" type="checkbox"/>	Substitute <input type="checkbox"/>	Amendment <input type="checkbox"/>
Submitted By: Council on Membership and Communications			
Date Submitted: April 15, 2025	Reference Committee <input checked="" type="checkbox"/>		Direct to House <input type="checkbox"/>
Total Financial Implication: \$ none			
Amount One-time \$ none	Amount On-going		Approx.

### Report of the Council on Membership and Communications

The Council continues to regularly meet to address the various matters affecting membership recruitment and retention. We work closely with the ADA Council on Membership and with the component executive directors to coordinate activities throughout the tripartite.

**Council Leadership - New Chair Appointment:** The Council voted unanimously to recommend Dr. Christopher Calnon of the Seventh District Dental Society to incoming NYSDA President Dr. Maurice Edwards for consideration for appointment to the position of Council Chair from June 2025 to June 2026. If approved, this will be Dr. Calnon's first year as chair.

**NYSDA New Dentist Committee:** The NYSDA New Dentist Committee (NDC) continues to rebuild its leadership and membership, with recent appointments and ongoing efforts to fill remaining vacancies. With the NYSDA Council on Membership and Communications, the New Dentist Committee is exploring how to potentially restructure to ensure that the Committee is active and healthy.

Key initiatives include supporting increased resident outreach by developing a virtual Q&A event for dental residents titled "*Bridging the Gap: From Resident to Ready*" to be held on April 23, 2025. They will come to future meetings ready to discuss what is happening in their local districts and will begin repackaging existing video content for new dentists. The NDC also recommended the deletion of Resolution 21-N-07 from the NYSDA Policy Manual.

**ADA Membership Model Pilot:** The ADA gave a presentation to the NYSDA Council on Membership in both September and March on the ADA New Membership Model Pilot. The Council had discussed NYSDA's potential participation in the pilot during its September and March meetings. The point of the ADA pilot program was to see how the new dues structure affected membership in participating states. As the first dues for the pilot were just issued this year, it is too early to observe any impact on membership. It will take a year or two, if not longer, before one can discern the impact this new pricing model will have on membership and total revenue. And since most states in the pilot program did not actually lower their own dues, the impact needs to be parsed between the state and the ADA. The Council agreed it will stay in communication with the ADA to learn the patterns they observe in states in the pilot program.

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**NYSDA Membership & Communications Updates:** NYSDA staff continue to struggle with the new Salesforce/Fonteva database migration and implementation. The issues have severely hindered staff's ability to do their normal routines, including proper dues billing & collection, as well as the onboarding of new members.

The Council was updated on 2025 recruitment, retention, and renewal efforts, supported by visual presentations, including strengthening NYSDA's connections with dental residency programs, supporting early-career dentists with tailored resources, and implementing a comprehensive polling initiative to gather member feedback, allowing us to better support their needs at that time in their career.

The new CE Navigator tool was demonstrated to the Council to give a better overall understanding of its capabilities and benefits to membership.

**NYSDA Policy Manual Review:** The Council voted in March to delete outdated or redundant resolutions from the NYSDA Policy Manual, including resolutions 21-N-07, 33-J-92, 6-EC-95, 5-J-96, 10-N-96, 16-D-03, 7-N-06, 8-N-06, 21-M-09, 11B-12, 13H-2012. A resolution has been submitted.

**Dental Residents as New Dentist Representatives:** The Council voted to amend the NYSDA Bylaws to allow dental residents to serve on NYSDA councils and committees. Currently, the Bylaws refer to "dentist," which legally applies only to licensed dental professionals. However, NYSDA permits residents to join as members regardless of licensure status. A resolution has been submitted.

**Faculty Dues Discount:** Last fall, the ADA rolled out a dues discount for full-time dental school faculty. It then expanded it to include full-time faculty at all CODA-accredited institutions (residencies). They next articulated that full-time meant as few as 16 hours a week. Such changing messaging, coupled with the Salesforce deficiencies, made enactment of this new discount quite disastrous. Hence, not all dentists covered by the discount are likely receiving it, and marketing it to nonmembers has been hampered by continuing software drawbacks. The Council will evaluate continuation of this dues discount during its fall meeting and advise the Board accordingly.

Resolution 18 (358)

Resolution 20 (367)