

Report No.	19	New <input checked="" type="checkbox"/>	Substitute <input type="checkbox"/>	Amendment <input type="checkbox"/>
Submitted By:	Michael Herrmann, Executive Director			
Date Submitted:	May 5, 2026	Reference Committee <input type="checkbox"/>	Direct to House <input checked="" type="checkbox"/>	
Total Financial Implication:	\$ none			
Amount One-time	\$ none	Amount On-going	\$ none	

Report of the Executive Director/ Membership

1 The NYSDA 2025 membership year concluded with a total member roster of 11,439,
 2 including retired members. The net gain of 826 new members (including residents,
 3 transfers, and new members) leaves the NYSDA with a net loss of 306 members for
 4 2025, representing a 1.8% market share loss according to the 2025 ADA Year-End
 5 Membership Snapshot Report. The NYSDA final non-renewals were 763 members.
 6

7 In conjunction with the ADA calling campaign, the NYSDA Membership Department
 8 sent out three hard-copy dues renewal statements. The NYSDA Marketing Department
 9 sent five recruitment emails and launched social media campaigns reminding members
 10 to renew.
 11

12 Despite key improvements with the ADA Salesforce/Fonteva system since 2024, the
 13 NYSDA Membership Department still struggles with the functionality of the system, both
 14 with staff and member user experience. Restructuring of the ADA Membership Team
 15 has also caused some confusion and delays with normal functionality. The NYSDA staff
 16 continues to submit enhancement requests to further develop the ADA
 17 Salesforce/Fonteva system to meet the wants, needs, and goals of the NYSDA.
 18

19 Moving forward, our strategic focus will continue to be on key areas to ensure that we
 20 are supporting our members at every stage of their careers and meeting the evolving
 21 needs of the profession.
 22

23 1. “Personalized Pathway” Program: The NYSDA Membership Department launched a
 24 digital Booking Calendar in July 2025 for members to book one-on-one Member Benefit
 25 Review sessions with the NYSDA Membership Concierge. To date, 18 ~30-minute
 26 formal sessions have been completed and testimonials have been collected for
 27 marketing purposes.
 28

29 All participants are provided a recap email with a PDF of the presented membership
 30 slide deck, contact information for their local NYSDA Membership Council and NYSDA
 31 New Dentist Committee representatives, and a session survey to provide valuable

32 feedback. The goal is to show value to the individual member by highlighting the
33 benefits that would greatly impact them at that given time in their career.

34

35 2. Residency Programs: We will continue to prioritize strengthening our connections
36 with dental residency programs across New York State. We are now offering “Lunch &
37 Learn”-style sessions for residents who intend to practice in NYS. Our objective is to
38 partner with local dental society staff and/or residency faculty to set up a virtual NYSDA
39 presentation for a group of residents who intend to practice in NYS.

40

41 Like the Personalized Pathway Program, the NYSDA Membership Concierge will
42 present NYSDA membership benefits and provide key resources following the session,
43 including an option to book a one-on-one Member Benefits Review session. Our goal is
44 to provide residents with a greater understanding of organized dentistry, along with the
45 value of membership.

46

47 3. Early-Career Dentists: The NYSDA Membership and Marketing teams have
48 continued to target outreach efforts to second-year-out members who are receiving their
49 first dues statement. Messaging will continue to be focused on the importance of
50 advocacy, using key phrases like “Don’t Lose Your Seat at the Legislative Table” and
51 “Your Voice Matters” – recognizing that the value of being heard resonates strongly with
52 younger members.

53

54 This effort helped to improve the 2025 second year out non-renews conversion by 38%.

55

56 4. Enhancing Membership Materials: The NYSDA Membership and Marketing teams
57 continue to review existing membership materials to enhance them when necessary.
58 New resources include the NYSDA Member Benefits At-A-Glance one-page flyer, the
59 NYSDA Member Benefits postcard, the Resident Membership slide deck, and flyers
60 highlighting advocacy wins.

61

62 The NYSDA New Practice Checklist will soon be reimaged as a comprehensive guide
63 for new dentists based on their career pathway. The guide will be comprised of separate
64 tip sheets highlighting key NYSDA membership benefits and reference links. Our goal is
65 to provide both a comprehensive guidebook and individual tipsheets based on practice
66 modality to new dentists and residency programs. Modalities to be included: private
67 practice ownership, academia, associateship & public health.

68

69 The NYSDA Membership Concierge works closely with the NYSDA New Dentist
70 Committee to enhance the materials and create valuable webinars geared towards
71 residents and early-career dentists. This information is added to the NYSDA New
72 Dentist Survival Guide Series to ensure that our youngest members have access to the
73 most current information possible.

74

75 5. NYSDA Website Chatbot: The NYSDA Membership and Marketing teams have
76 explored implementing a chatbot on the NYSDA website to improve member
77 engagement and enhanced access to information. Two platforms – BettyAI and Futr –
78 are being considered by the NYSDA Board of Trustees.

79
80 The ultimate goal of this strategic plan is to ensure that we are providing resources and
81 highlighting the benefits that will support our members at every step of their career
82 journey, from residency through retirement. We recognize that the needs of our
83 members change over time, and our efforts will be focused on delivering value in a way
84 that speaks to those changing needs.

85
86 As we move into 2026, we continue to shape the future of NYSDA, ensuring that we
87 remain adaptive and responsive to the changing needs of our members and the
88 profession.

89
90 End-of-Year Membership Report. As of December 31, 2025

	Full Active	Full Active - 15 for 12 Promo	New Member / Half Year Dues (50% Discount)	Resident (100% Discount)	Student (ASDA Member)	Retired (75% discount)	Q4 15 for 12 Promo (100% Discount)	Student (Non-ASDA)	Faculty (50% Discount)	First Year Out (100% Discount)	Second Year Out (50% Discount)	SPR (50% Discount)	Life Member	Permanent Disability (100% Discount)	100% Waiver	Retired Life (100% Discount)	50% Waiver		
DIST	1	1A	2	3	6	7	8	9	FA	A	B	I	L	P	T	W	Y	TOTALS	
3301	485	-	9	196	55	1	17	38	50	79	19	1	256	8	70	579	10	1,873	
3302	274	-	3	218	91	2	10	65	16	127	25	5	195	6	11	314	21	1,383	
3303	147	-	-	3	-	1	2	1	-	5	3	2	67	4	4	132	4	375	
3304	181	-	2	4	-	1	1	-	-	5	3	-	55	2	10	119	4	387	
3305	238	-	4	8	8	1	3	4	1	7	10	-	94	1	5	182	9	575	
3306	87	-	-	1	-	-	1	-	-	6	4	-	45	1	4	93	3	245	
3307	312	-	3	83	12	1	2	19	30	28	9	2	132	3	10	209	3	858	
3308	299	-	3	42	23	2	5	2	49	21	18	1	133	7	29	256	-	890	
3309	438	-	11	25	14	2	9	4	21	22	9	2	224	10	36	436	32	1,295	
3310	392	-	7	51	16	5	10	6	16	28	10	3	220	12	21	468	41	1,306	
3311	221	-	5	43	15	-	3	19	10	34	5	1	103	5	7	265	15	751	
3312	333	-	2	73	15	4	7	12	27	25	10	1	127	7	29	342	17	1,031	
3313	57	-	1	158	57	-	4	27	7	64	3	-	27	-	1	61	3	470	
TOTALS	3,464	-	50	905	306	20	74	197	227	451	128	18	1,678	66	237	3,456	162	11,439	
	30%	0%	0%	8%	3%	0%	1%	2%	2%	4%	1%	0%	15%	1%	2%	30%	1%	100%	
2024	3,762	96	61	911	230	25	55	221	-	477	129	47	1,884	70	191	3,415	171	11,745	
Var	(298)	(96)	(11)	(6)	76	(5)	19	(24)	-	(26)	(1)	(29)	(206)	(4)	46	41	(9)	(306)	