

Report No.	7	New <input checked="" type="checkbox"/>	Substitute <input type="checkbox"/>	Amendment <input type="checkbox"/>
Submitted By:	Greg Hill, Executive Director			
Date Submitted:	April 1, 2024	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 NYSDA ended 2023 with 11,869 members. NYSDA is showing strong signs of  
 2 membership growth. For several years, membership has been trending downward, but  
 3 that curve has been slowing. At the end of 2023, we experienced a minimal market  
 4 share drop of only 0.5%, marking the smallest decrease in at least five years.  
 5

6 We are redefining the “membership experience,” a term I use intentionally. By aligning  
 7 our staff with the core functions of NYSDA, we have merged our membership and  
 8 marketing departments to form the new Membership Experience team. This  
 9 restructuring complements an upgrade to our system database, enhancing how we  
 10 communicate and offer our services and products to you as members. Unlike the  
 11 previous one-size-fits-all approach, we recognize the diverse needs of our members.  
 12 The market has shifted towards personalized experiences, and our young and future  
 13 dentists expect nothing less of their professional association. They want content that is  
 14 tailored to their needs, available when and how they want it. We will begin to deliver  
 15 information in that way very soon.  
 16

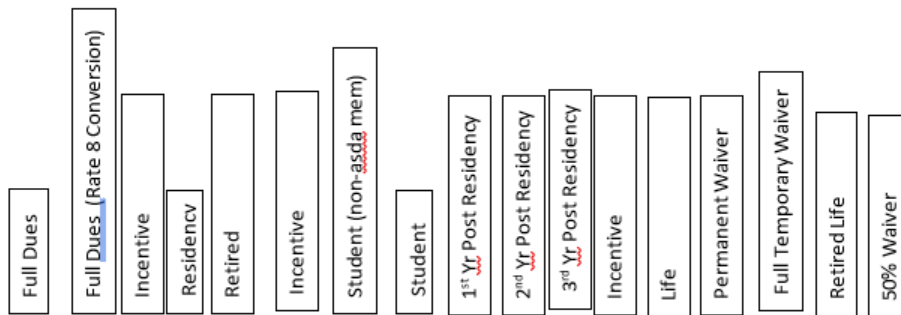
17 Our integrated marketing and membership strategy aims at growing our member base,  
 18 increasing revenue, and shaping our Association to be future-ready. This initiative is  
 19 timely, considering the anticipated wave of retirements over this next decade. We  
 20 understand that the engagement of baby boomer dentists is different than that of  
 21 younger generations. Thus, reimagining NYSDA's future starts now. A new membership  
 22 model is being developed at the American Dental Association (ADA), which will redefine  
 23 membership for the future.  
 24

25 We are excited to announce the upcoming launch of *CE Navigator*. This modern  
 26 platform, accessible via web and app, transforms the CE Registry by providing  
 27 continuing education history, upcoming courses, and details on required credits, all  
 28 while maintaining our commitment to course verification standards. Set to launch in  
 29 June, this tool will be available to members at no additional cost.  
 30

31 Addressing workforce challenges remains a priority, with our Workforce Action Group  
 32 working diligently to devise strategies aimed at boosting the numbers of dental  
 33 assistants and hygienists and curtailing the outflow of dentists from New York. This  
 34 group has already outlined several strategies, and we are in the process of categorizing  
 35 them into immediate, mid-term, and long-term goals.

36  
 37 We are actively shaping the NYSDA of tomorrow, adapting to ensure that we continue  
 38 to meet the evolving needs of our members and the profession at large. I am optimistic  
 39 that these changes will result in a strong and vibrant NYSDA, serving the dental  
 40 profession for many years to come.

41  
 42 End-of-Year Membership Report. As of December 31, 2023



	1	1A	2	3	7	8	9	6	A	B	C	I	L	P	T	W	Y	Total
NYC	538	11	8	216	1	22	47	39	70	14	1	19	323	10	58	554	12	1943
2nd	305	8	9	228	2	12	93	61	87	22		10	223	8	15	304	24	1411
3rd	157	2	3	4	2			2	12	8		2	71	4	10	129	3	409
4th	194	1		2	5	5			5	5	1		62	3	5	106	4	398
5th	259	1	12	1	1	1	4	9	4	5		3	111	2	2	177	6	597
6th	93	1		5		4			4	1		2	53	2	3	91	3	262
7th	336	5	6	68	1	11	5	19	17	11	1	8	158	3	7	196	2	854
8th	374	3	3	56	3	6		19	20	13	4	8	164	6	19	250		948
9th	486	9	11	27	4	13	4	4	30	17		11	271	8	26	421	21	1363
Nassau	428	5	7	31	5	21	9	14	30	14	1	8	263	10	12	448	42	1348
Queens	259	3	1	37		8	22	13	31	7	1	4	133	7	8	249	17	800
Suffolk	379	7	2	70	4	6	14	21	33	14		10	157	7	16	336	19	1095
Bronx	66	2		133		2	36	54	48	3		1	31		2	59	4	441
<b>Total</b>	<b>3874</b>	<b>58</b>	<b>50</b>	<b>889</b>	<b>28</b>	<b>111</b>	<b>234</b>	<b>315</b>	<b>391</b>	<b>134</b>	<b>9</b>	<b>86</b>	<b>2020</b>	<b>70</b>	<b>183</b>	<b>3320</b>	<b>157</b>	<b>11869</b>