

MEMBERSHIP COMMITTEE

2024

Committee Purpose

It is the duty of this Committee to:

1. Collaborate and coordinate with the component district societies and the American Dental Association to endeavor to stimulate a desire for all ethical dentists and student dentists in the state to become members of this Association.
2. Stimulate the increased involvement and active participation of new dentists in organized dentistry.
3. Periodically determine the income level required for qualification as a Limited Income Practice member.
4. Support the services of Dentists Concerned for Dentists and oversee the Dentists Wellness Program for members.
5. Provide a fitting memorial service at the annual session for the deceased members of the Association.

Mission Statement

The purpose of the Membership Committee is to maximize and preserve membership levels to support the activities of the Minnesota Dental Association and to focus on recruitment and retention while communicating the benefits to members. A core focus of this committee is the integration of new dentists, those less than ten years out of dental school, into organized dentistry.

The committee also provides the MDA Board of Trustees with insight into trends, needs, and interests of the new dentists, while focusing on the greater goal of membership recruitment and retention.

Member Responsibilities

A. Committee Meetings:

The committee holds three meetings, in the evenings in February, May, and November. The meetings are held at the MDA office or virtually. Committee members are expected to attend all committee meetings. Committee members serve one-year terms.

B. Subcommittees:

Subcommittees are assigned as needed to deal with specific areas of interest, such as: dues waiver guidelines, limited income category, transitioning dentists, wellness issues, and women dentists. Currently the Membership Committee has three subcommittees:

- Wellness Program
- Women Dentists
- Large Group Dentists

C. Individual committee member responsibilities:

The chair of the committee is responsible for calling the meetings, participating in the development of the meeting agenda, running the meetings, and facilitating any necessary follow-up efforts. Committee members have the following responsibilities for recruitment and retention of dentists and dental students:

1. To personally contact new members and welcome them.
 2. To contact non-renewing members to find out why they dropped their membership.
 3. To prepare for meetings by reading all materials and pertinent information beforehand.
 4. To attend special events and activities.
 5. To be familiar with membership benefits and membership categories and be prepared to sell membership.
- D. Special Events and Activities:
1. ADA Membership Conference: The chair is responsible for attending an ADA Membership Conference seminar, in July. If the chair has attended the meeting, attendance is open to other committee members.
 2. ADA New Dentist Conference: Now held during the ADA Annual meeting.
 3. Other events: Committee members are invited to other meetings or training workshops, as needed.
 4. Members may also be asked to participate in any training related to membership.

Relationships

- A. Relationship to the Board of Trustees:
1. One representative from the Board of Trustees (BOT) serves as a member on the committee.
 2. The committee provides a list of non-renewing members and their reasons for not renewing to the Board at their June/July meeting.
 3. The committee establishes the guidelines for dues waivers and makes recommendations for granting dues waivers. The Board reviews and votes on dues waivers.
 4. The committee makes recommendations on criteria and on individual applications for changing districts.
- B. Relationship to the Constitution, Bylaws and Ethics Committee: Makes recommendations to the committee and requests assistance from the committee on resolutions and *Bylaws* relating to membership issues.
- C. Relationship to the New Dentist, Peer Review, and Scientific Session Committees: Communicates to members the benefits provided by these committees.
- D. Others: The committee works hard to develop and maintain positive relationships with:
1. Component dental societies of the state: We encourage districts to provide social, volunteer, and continuing education activities for member participation, and encourage the officers and leaders of the component to promote recruitment and retention.
 2. The committee works hard to develop and maintain relationships with the University of Minnesota Dental School, American Dental Association, ASDA, and other state dental associations.

Goals and Objectives

GOAL 1: Increase active membership in the Minnesota Dental Association

Objective: Recruit new members

Strategy 1: Recruit senior dental students and post graduate students.

Tactics: Send a letter to senior dental students at the U of M with information about the MDA, including a Road Map to Practicing Dentistry, and dues payment options.

Continue already established activities:

1. Provide a Roadmap to Practicing Dentistry in MN to D4 students. (Oct.)
2. ADA National Signing Day – Encourage students to convert to active membership during National Signing Day. (Feb. - May)
3. Transition to active membership. (June-Aug.)

Strategy 2: Recruit new dentists as members.

Tactics: Statewide and at the local level:

Identify and send a personal invitation with benefits information; highlight specific benefits that might interest them, e.g.: practice management and new dentist seminars or financial services. (Dec., June)

1. Include application; follow up with phone calls.
2. At meetings, the BOT and Membership Committee should make everyone feel welcome. (All year)
3. President or officers should make membership "pitch" and all guests should be introduced/recognized. (All year)

Strategy 3: Recruit established nonmember dentists.

Tactics:

1. Highlight member benefits at the local level. (Districts)
2. Promote Star of the North one-time discount rate. (Dec.)
3. Promote member-only benefits. (Spring mailing)
4. Promote fifty percent discount on full-year membership; send a copy of a publication with a membership dues statement. (November – Dec.)
5. Free membership promotion from Oct. – Dec. “15 for 12” Campaign with the ADA (send out via email in September)
6. Recruit specific under-represented target groups identified by the ADA such as the following: women, foreign trained, and large group practice dentists. By using subcommittees to focus on each group’s issues, the MDA can gain and retain members.
7. Identify non-members claiming to be members and send them a letter inviting them to join organized dentistry.

Strategy 4: Identify transferred dentists who have not renewed and invite them to join.

Tactics:

1. Identify transferred dentists who have not renewed, contact them by phone, email, and encourage them to join. (All year)
2. Send a letter welcoming transferred dentists to Minnesota along with an application for membership. (All year)
3. Notify component leaders of dentists transferring into the district.

GOAL 2: Retain members in the Minnesota Dental Association

Objective: Maintain the current MDA membership non-renew rate or lower it to three percent by December.

Strategy 1: Educate and recognize current members.

Tactics:

1. Recognize new members in the MDA News
2. Send a "thank you for renewing" letter and recognize membership with a membership certificate. (Throughout the year)
3. Send "Here's what the MDA did this last year" letter (Oct.)
4. Recognize members with milestone anniversary lapel pins. (April)
5. Recognize committee members with personal note from MDA staff person assigned to committee. (Aug. – Sept.)
6. Recognize renewing members during special anniversary years by sending them a card "Membership Milestone." Send survey.

Strategy 2: Word of mouth – Maintain list of all MDA new dentist members and non-members by district.

Tactics:

1. Each committee member and district leader calls at least two non-members to attend a local district event.
2. Contact district leaders to make sure they know about the new dentists in the area, and request they welcome the new dentists to their district and invite them to an event.

Strategy 3: Contact non-renewing members.

Tactics:

1. Obtain the non-renewal list in early February and send a "We are concerned" warning letter. Follow up with calls.
2. Send a "We want you back" letter to previous members. (June)
3. In February, provide a list of non-renewing members to the committee members. Have MDA Staff call them and remind them they have not paid their dues and find out why they did not pay.
4. Provide ADA with a list of non-renewing members. (End of March)

Strategy 4: Focus on intermittent members: An intermittent member is someone who has been a member for less than five years and had a lapse in membership.

Tactics:

Run a report of dentists who have joined and dropped their membership and then rejoined. Contact them to find out why they dropped their membership and why they rejoined to ensure they are members the following year.

GOAL 3: Engagement

Objective: Increase member engagement and involvement in the MDA, district dental societies, and other activities that support the dental profession and public oral health.

Strategy 1: Involve current members in dental society activities.

Tactics: Issue call for volunteers for MDA and district activities in the newsletter. Recognize members celebrating special anniversaries (5, 10, 15, and 25 years of membership). Publish in *Northwest Dentistry*; list the names in Membership News.

GOAL 4: Visibility

Objective: Enhance awareness of the MDA and its activities to the following groups: new dentists, dental students, graduate students, internationally educated new dentists, new dentists in non-private practice settings, leadership, members, and non-members.

Strategy 1: Have activities for new dentists.

Tactics: Work closely with the New Dentist Committee.

Strategy 2: Articles in MDA district newsletters and *Northwest Dentistry*.

Tactic: Quarterly promote member benefits for new dentists in local district newsletters and *Northwest Dentistry*.

Strategy 3: Activities for dental students and graduate students.

Tactics:

1. Host a reception in the fall for all graduate students.
2. Host a new dentist panel at the school for all third- and fourth-year dental students.
3. Work closely with the New Dentist Committee.

GOAL 5: Dental Students

Objective: Educate dental students about membership, assist in practice transition, integrate dental students into organized dentistry, and enhance two-way communication with Minnesota Student District Dental Society.

Strategy 1: Educate dental students about the benefits of membership.

Tactic: Offer a Lunch & Learn on organized dentistry in early October and again in February for the U of MN PASS students. Inform students about the Minnesota Dental Association and the benefits of becoming a member while in dental school. Explain the involvement of the students who serve on committees and the MDA Board. Discuss well-being issues and current hot topics in dentistry.

Strategy 2: Assist in practice transition.

Tactics: Work closely with the New Dentist Committee.

1. Offer the Entrepreneurial Program to the third and fourth year dental students.
2. Assist in hosting the Success Career Strategies Seminars for D3 students. This two-hour ADA program addresses the skills necessary for professional success post-graduation.
3. Assist in hosting the Success Practice Management ADA Seminar for senior dental students. This full day program addresses practice management aspects of dentistry and ethical aspects of dental practice. It also features useful information on ADA and MDA resources that are available to members.

Strategy 3: Integrate dental students into organized dentistry.

Tactics:

1. Have dental students serve on all MDA committees.
2. Study materials for the INBDE.
3. Send first year students a welcome letter in the summer.
4. Support student leadership functions such as ASDA, regional, and annual meetings.

Strategy 4: Coordinate efforts between Minnesota Student District Dental Society and Minnesota Dental Association.

Tactics:

1. Send dental students MDA News, updates, and links to the MDA website via email.
2. Distribute student publications to the MDA Board and district secretaries.
3. Host a Dental Day at the Capitol.
4. Participate in the Student Vendor Fair; recruit dentists to staff a new dentist booth.
5. Obtain report from student district representatives at each committee meeting.

Goal 6: Sponsorship

Objective: Offer opportunities, activities, and events through sponsorship.

Strategy: Sponsor events.

Tactics:

1. Continue to sponsor U of MN senior recognition reception.
2. Sponsor MN ASDA at Platinum level.
3. Continue to support student leadership functions such as ASDA, regional, and annual meetings.