

SCIENTIFIC SESSION COMMITTEE

2024

Committee Purpose

It is the duty of this committee to:

1. Make all arrangements, not otherwise provided for, for holding each annual scientific session; prepare a suitable program for each session; and attend to such other business as the Board of Trustees or House of Delegates may direct.
2. Provide for admission to the scientific sessions.
3. Maintain a manual of the techniques of operation of the committee.
4. Provide for the publicity for the annual scientific session.

Mission Statement

Our mission is to provide excellent continuing education programs; an annual tradeshow demonstrating new dental technology, products, and services; and a professional setting that encourages maximum participation and camaraderie; thereby improving dentists' and related dental professionals' ability to provide quality care for their patients.

Member Responsibilities

A. Committee meetings:

The Scientific Session Committee (SSC) holds at least five afternoon meetings (1:00 to 5:00 p.m.), generally on Fridays in May, August, October/November, January and March. The committee holds a full day strategy meeting in June.

Committee members are expected to attend all committee meetings. Committee members serve staggered six-year terms (except dental students, who are appointed annually). There are six dentists, two student dentists, and one Board liaison on the committee.

Each fall the committee publishes an SSC application form. Submissions are collected and reviewed by the committee members at the March meeting. The committee then sends its' recommendation to the incoming MDA president for final approval. SSC terms run from Star of the North Meeting to Star of the North Meeting. Incoming committee members are invited to attend committee meetings beginning in May of the year in which their terms begin. They also work with the existing committee throughout the Star of the North Meeting that precedes their terms on the committee. The transfer of committee responsibility takes place at the May committee meeting following the Star of the North Meeting.

B. Subcommittees:

Six dentists on the committee line up specific programs/topics within the educational template for the coming meeting(s). These committee members meet with the chair during each regularly scheduled committee meeting to plan speaker programs for the upcoming Star of the North Meeting(s). In addition to planning the continuing education programs, one committee member is responsible for exhibits and CE Spot, one for volunteer coordination, and one for virtual education.

Student committee members are responsible for distributing Star of the North promotional materials and name badges at the dental school, and assisting with marketing the event to students, including their free class registration.

The committee chair is responsible for exhibitor and registration issues, for planning the keynote session and for making all interim policy decisions.

- C. Non-student committee members make 1-3 trips per year to an out-of-state dental meeting to scout programs, speakers, and exhibitors for future Star of the North Meetings. Some members also attend the semi-annual Conference of Dental Meetings held in conjunction with the ADA Annual Session.
- D. Ideal committee members will be very familiar with dental continuing education programs available locally and nationally, but they must be willing to balance their personal quests for continuing education with finding CE programs to meet the needs of MDA members and their staff. This is a hard-working committee.

Relationships

The committee has the authority to act on matters related to the meeting, except as outlined in the following section:

- A. The committee refers their recommendations on meeting sites to the Board for official action. The committee also refers matters related to registration fees (because they relate to dues), policies regarding exclusion or inclusion of a particular type of exhibitor, and policies related to sponsorships and conflicts of interest. The committee would refer to the Board any policy decision it considered beyond its scope.

The Board expects the meeting to satisfy the continuing education needs of members and their staffs and to achieve its budgeted net income.

- B. The committee works hard to develop and maintain positive relationships with the School of Dentistry, dental fraternities, the Minnesota Dental Hygienists' Association, the Minnesota Dental Assistants Association, and the Minnesota Dental Therapists Association. By encouraging their involvement in the planning process for the Star of the North Meeting, the committee helps to ensure the success of their meetings and the MDA's.
- C. Each committee member is a liaison to an MDA District, and works with that's district's leadership to encourage participation in the Star of the North meeting and ensure the meeting's educational content is relevant statewide.
- D. The committee also has a responsibility to the companies that support the meeting through their involvement as exhibitors. It must do everything possible to assure the exhibitors' success at the show and guarantee their return the following year. The committee has a responsibility to the vendors (hotels, convention center, decorator, etc.) who provide products and services for the meeting. It is important to build strong relationships with vendors so the committee can rely on them at critical times. The committee assures that vendors receive a fair return for the services they provide during the Star of the North Meeting, for the ultimate goal is a successful, smooth-running meeting, and they are critical elements in that quest.
- E. The committee has a responsibility to provide the best possible continuing education opportunities for members and their staff.

The Scientific Session Committee will:

- Identify and develop meeting uniqueness
- Provide quality continuing education for MDA members and all related dental health professionals
- Generate a positive cash flow to support all aspects of the meeting
- Provide space (time and location) for a wide range of exhibitors and dentists to come together to evaluate equipment and supplies
- Promote unity & harmony within the Committee with an outline of duties clearly defined
- Develop effective marketing strategies
- Be responsive to member needs
- Provide a professional atmosphere for members, speakers, exhibitors, and guests
- Focus on ways to increase the percentage of MDA members who attend the meeting
- Encourage increased out of state dentist attendance
- Coordinate efforts by and with parallel organizations that hold conventions in conjunction with the Star of the North Meeting

Goals and Objectives

GOAL #1: CONFERENCE ATTENDANCE

OBJECTIVE: Increase the overall attendance numbers of Star of the North by 6.5% every year over the next 5 years, in order to increase our attendance from 6,308 attendees in 2023 to 8,645 attendees in 2028.

STRATEGY: Increase the percentage of MDA members attending Star of the North, by providing new and diverse speakers and programming, as well as targeted marketing to underrepresented districts and new dentists.

STRATEGY: Increase the number of dental team professionals in attendance, by collaborating with affiliated organizations, including MDAA, MDHA and the MDTA to market our conference, and ensure we have the best course topics selected to attract the dental team.

GOAL #2: FINANCIAL STABILITY OF THE MDA

OBJECTIVE: Increase non-dues revenue generated by the Star of the North to \$1,615,000 by 2028, through increasing the number of exhibitor booths, sponsorship and advertising revenue, attendance numbers and course registrations.

STRATEGY: By 2028 we will increase booth reservations by 6.5% a year to reach a maximum capacity of 315 10x10 square foot booths. Booth reservations will be increased with increased sales efforts, marketing and scouting other dental industry meetings.

STRATEGY: Star of the North will expand our advertising and sponsorship program by creating new opportunities for exhibitor promotions, as well as increasing sales through increased outreach and scouting. By 2028, sales will surpass \$170,000.