



COUNCIL ON MEMBERSHIP

Informational Report

Membership Cards & Dues

The CDA had 3,044 members as of April 27, 2016. A list of 2015 members who had not renewed their membership in 2016 was sent to all component presidents, trustees and executive directors to follow-up with personal calls, asking them to renew. At the end of 2015, the CDA had the highest membership on record at 3,265 members, but the actual market share of active dentists in the state has continued to go down.

Membership Growth Strategic Plan CDA 2020

The mission of this new plan for membership growth is to develop a statewide grassroots campaign and to re-establish 81.2% market share by 2020. This means that we need to recruit 560 new or re-instated members from the 2016 State Board of Dental Examiners licensed members.

The plan to reach this goal is to:

- Establish a system to monitor applications for new dental licenses. We will also work closely with the ADA to be informed of transfer dentists into Colorado.
- Create a grassroots network of field soldiers (members), who are specifically trained to engage and recruit new members.
- Refine the CDA message to appeal to a wider spectrum of dentists.
- Refresh CDA Member Welcome packets and improve the member experience when joining the CDA.

Membership Grants

In 2016, the ADA cut back the MPG grants of the past several years. The ADA decided that each state or local society could only submit two grant requests, which had to target dental students or new dentists. The CDA was awarded \$5,000 for the New Dentists Meet the Students Event. This event was held at Katie Mullens in Denver on April 16, 2016. This is a mentoring style event. All four classes of the dental school were invited and we had a nice turnout especially considering the inclement weather brought on by a spring snowstorm.

The second grant awarded to the CDA was \$600 for the Dental Student Business Club. The purpose of the grant is to buy breakfast for the students at an event where the CDA will speak about the ADA and CDA business resources. The date of this event is still to be determined.

New Dentist Committee (NDC)

See separate report.

Ladies in the Loupe

The 2015 CDA Ladies in the Loupe event was a holiday party at the DIA Weston Hotel, co-hosted with MDDS. There was a lot of support from the attendees on continuing these women



dentists' events although funding from the MPG grants is unavailable. There are plans to work on sponsor contributions in the future as well as a fee schedule for attendees.

New Membership Software

The CDA converted to the ADA's new membership database software, Aptify, in late 2015. The first year of Aptify was not without bumps but the CDA is seeing more potential to engage members in unique ways. The CDA is striving to be a more efficient, Amazon-like association by using marketing metrics to help learn membership wants and needs.

A new CDA website will be rolling out soon. New features will include a single sign-in (login) feature connecting the CDA and ADA websites. There will also be a depository to store member continuing education credits. ADA and CDA CE credits will automatically be uploaded to each member's CE profile, and members can also add CE credit obtained through other CE providers.

Respectfully Submitted,

Membership Council:

Dr. Jeff Kahl, Chair, CDA Secretary
Dr. Gerald Branes
Dr. Nicole Eberle
Dr. David Jackson
Dr. Michael Jacobs
Dr. Alison Jung
Dr. Jamie Just
Dr. Brett Kessler
Jeanne Nicoulin, CDA Dir. of Membership

Dr. Michael Diorio, Co-Chair, CDA Editor
Dr. David Klekamp
Dr. Nate Kunzman
Dr. Naomi Lane
Dr. Aimee Martinez
Dr. An Nguyen
Benjamin Matthews, ASDA
Becky Bye, ASDA
Molly Periera, CDA Assoc. Exec. Dir.