



COUNCIL ON MEMBERSHIP

Informational Report

Membership Dues

2016 ended the year with 29 more members than 2015 for a total of 3,305 members and a market share of 72.8% (which represents a 3.3% growth). This is the first time in more than seven years that our market share has seen growth. As of May 3, 2017, the CDA had 3,041 members, which equates to 91% of the membership renewed. 1,842 are full active dues members. Non-renewals are at 299. A list of 2016 members who had not renewed their membership in 2017 was sent to all component presidents, trustees and executive directors to follow-up with personal calls, asking them to renew. In addition to paper invoices and a renewal postcard, members received invoices via email for the first time during this renewal period despite several challenges from the membership software. The affiliate membership category was approved in 2016 and we currently have 12 affiliate members with the majority being graduate students in other states. More metrics have been put around membership numbers to provide a greater understanding of where our focus needs to be to retain and recruit members and non-members.

Membership Application, Tripartite Cling & Membership Cards

2016 marked the first year the CDA used the co-branded universal member application along with the online universal member application, which allows them to apply for membership without filling out a paper application. It was also the first year that the CDA participated in the tripartite membership clings. The CDA's mission statement and logo were also added to the membership card to bring more awareness of the collaboration between the tripartite.

Membership Growth Strategic Plan, CDA 2020

The CDA Membership 2020 Plan has evolved and additional goals have been put in place to reach the end goal of re-establishing an 81.2% market share by 2020.

The plan to accomplish this goal involves the following:

- A. Implement and Meet the Objectives of CDA Membership 2020 Plan
 - a. Develop better infrastructure around how potential new members are identified
 - i. Establish a system to monitor applications for new dental licenses
 - ii. Work with dental supply companies and CU faculty to help identify new dentists
 - iii. Create a grassroots network of foot soldiers across the state who will identify new dentists in their communities
 - iv. Provide CDA staff oversight to coordinate and maintain accountability

- b. Provide Membership Marketing Training starting with the Membership Council and moving outward from there to the Executive Committee and component leadership
 - i. Immediately identify a core grassroots network consisting of the Executive Committee, Board of Trustees and Alternate Trustees, component presidents and officers, and Membership Council
 - ii. Develop a grassroots membership marketing training system built on the CDA's core strategic goals of Governmental Relations, Dental Health Matters, the CDA Foundation, and CDA Endorsed Products
 - iii. Tasking members who have had that training to reach out to potential new members and "campaign for the CDA" - this will involve active engagement (phone calls, lunches, office visits, invitations and hosting at component meetings)
 - iv. Collaborate with MDDS on their membership campaign directed to new graduates and international students and provide education around CDA "talking points" and ADA membership initiatives
 - c. Expand organizational base by securing commitments to volunteer among members throughout Colorado
 - i. Identify grassroots volunteers to serve as eyes and ears to new dentists moving into their geographic representation area
 - ii. Expand training to foot soldiers so they are prepared to either implement strategy or connect with trained members
 - d. Implement and Engage Membership
 - i. Task members who have had training to reach out to potential new members and "campaign for the CDA" – this will involve active engagement (phone calls, lunches, office visits, invitations and hosting at component meetings).
 - ii. Outreach and cultivate member base and fully implement the campaign
 - iii. Continue to engage existing members at every opportunity
 - iv. Identify, and learn to identify through training, the emotional side of why members join and how to engage on those issues
 - v. Recognize volunteers to keep them motivated and keep morale high.
- B. Create Value to Members by Telling Their Stories
 - a. Incorporate more communication about individual members from a representative sample of current members and what they are doing in their communities
 - b. Recognize career milestones of members at Annual Meeting and through other communication channels and opportunities
 - c. Share major milestones highlighting CDA/local component awards and accomplishments throughout the year
- C. Transition CDA Endorsed Products into CDA Enterprises as a For-Profit Subsidiary
 - a. Create CDA Endorsed Products Committee
 - b. Survey entire membership on endorsed products and overall satisfaction with member benefits

- c. Communicate the results of the survey to our members and address the actions we plan to take regarding their concerns
- d. Hire dedicated staff at appropriate levels to transition to CDA Enterprises (CDAE)
- e. Rewrite CDAE Bylaws to reflect new goals of CDA Enterprises
- D. Ensure the Highest Quality Member Benefits
 - a. Ensure Peer Review meets the highest standard as a member benefit
 - i. Implement new procedural manual
 - ii. Establish satisfaction survey following the closure of a peer review case
 - iii. Conduct annual Peer Review workshop training

Two training modules have been developed that outline the CDA's core strategic goals for the grassroots membership marketing training system. These have been viewed by the Membership Council, CDA Board of Trustees and Executive Committee, MDDS membership chair and staff, Colorado Springs Executive Committee and additional members of the core grassroots network. A third module is almost finished that is based on the ADA's membership segments that were created through the ADA's persona research. Different forms have been created that will aid in the recruitment and volunteer process. Once the modules are completed and a few additional items needed then the grassroots program will be fully underway.

First year ISP student Ayza Mahmood has recently joined the committee. Efforts are underway to collaborate with MDDS and their member services committee on membership recruitment and retention endeavors.

Marketing materials are being created that will be used to advertise to non-members. A digital resource guide has been created for new dentist members that provide them with a wealth of information covering the benefits of organized dentistry, important events, information on CDA endorsements and much more. In addition to the resource guide, an additional document has been created that outlines rules and regulations and much more regarding the practice of dentistry specific to Colorado that new dentists will find valuable.

Member stories are being collected and starting to be told in CDA publications. CDA publications will start to include a section on new members and recognize retired and retired life members.

The membership section to the CDA website has been updated to include more membership information. More changes will be made to this section of the website to highlight member benefits with the intent of being more comprehensive and cohesive.

Membership Grants

The CDA submitted two applications for the ADA's Engagement Program in collaboration with MDDS and will be notified by May 31, 2017 of their status. The CDA and MDDS will sponsor a grand round session of the General Practice Residency program at the University of Colorado School of Dental Medicine. This event is attended by residents at the University of Colorado School of Dental Medicine, the VA Dental Clinic and Denver Health Medical Center. The second application submitted will allow dental students to visit various dental practices to expose them to different career choices available after graduation and connect them with these various opportunities.

New Dentist Committee (NDC)

See separate report.

Ladies in the Loupe (LITL)

The 2016 Ladies in the Loupe event incorporated a discussion on work-life integration and a barre class. This event was done without funding from an MPG. There is discussion on trying to host another LITL event before the end of the fiscal year.

Membership Software

Aptify continues to be a robust software that allows us to track members and non-members to a greater ability than TS did. CDA staff looks forward to increasing efficiency by moving payment plans into Aptify instead of running them in an outside system and then having to post them in Aptify once completed. Aptify now has the capabilities to auto renew members and CDA declined to participate in the first year of this new enhanced feature but will reconsider for next dues cycle.

Respectfully Submitted,

Membership Council:

Dr. Jeff Kahl, Co-Chair, CDA First Vice
President & Secretary, CSDS
Dr. Gerald Branes, AVDS
Dr. Nicole Eberle, MDDS
Dr. David Jackson, BBCDS
Dr. Michael Jacobs, MDDS
Dr. Jamie Just, MDDS
Dr. Brett Kessler, MDDS
Erica Carvin, CDA Dir. of Membership
Molly Periera, CDA Assoc. Exec. Dir.

Dr. Michael Diorio, Co-Chair, CDA Editor,
MDDS
Dr. David Klekamp, MDDS
Dr. Nate Kunzman, WELD
Dr. Naomi Lane, MDDS
Dr. Aimee Martinez, SLVDS
Dr. An Nguyen, MDDS
Ryan Mickle, ASDA
Danny Adler, ASDA