

1 Report of the HDA Membership Engagement Program – 2021-H

2
3 **Strategic Plan Goal #1 - Membership:** Recruit and Retain members by offering
4 relevant membership value within an inclusive and engaging environment.

5
6
7 The Membership Engagement Program met in March, June, and August, and will meet in
8 October, all via Zoom. There are three working sub-groups: Leadership, Recruitment
9 and Retention, and the Young Dentist.

10
11 The Leadership subgroup has strategized methods of involving more members to step
12 into leadership positions. They are continuing the goal of identifying those members who
13 are active in the association, and have the qualities needed for success. The group has
14 sent emails to HDA program chairs, to ask them to identify potential leaders. A short list
15 has been created thus far. We hope to hold a Leadership event, or Leadership series of
16 events for those potential leaders, in 2022. We are looking to other state associations,
17 local leaders, and the ADA for ideas and speakers.

18
19 Recruitment and Retention has worked on a series of statements and letters that can be
20 used by the Association in emails and mailings, to encourage the renewal of membership.
21 The HDA Welcome Packet for new members will be reviewed and refreshed this year, as
22 it has not been updated in a while. Program members viewed ADA membership courses
23 that were available live and recorded this summer.

24
25 The Young Dentist subgroup used an Acquisition, Retention, and Conversion grant from
26 the ADA to host a virtual event titled “Dental Connections around the State” on 5/30/21.
27 In attendance were 22 dentists, including 11 non-members, 10 members, and 1 new
28 dentist waiting on licensure. Four renewals resulted from this event. A second ADA
29 grant we received was not used, as we were unable to plan an in-person event due to the
30 Covid19 restrictions, and the grant criteria for reimbursement could not be met. In 2022
31 we plan to resume the outreach to new dentists to show the value of membership.

32
33 The Volunteer Spotlight segment in the HDA Journal has highlighted the good work of
34 several member volunteers this year. We plan to continue this article, in hopes that
35 others will also engage in volunteerism.

36
37 The Program members are Drs. J DeMeo, Patsy Fujimoto, Shelliann Kawamoto, Anthony
38 Kim, Dayton Lum, Wes Sato, Dan Shin, and Erin Uwaine, who have worked hard this
39 year. We hope to include neighbor island dentists next year.

40
41
42 Respectfully Submitted,

43
44
45 Christopher Young, DDS
46 Carla Fukumoto, DDS

47 Co-Chairs

48

49 **Recommendation of the HOD Reference Task Force on the Report of the HDA**
50 **Membership Engagement Program:** The HOD Reference Task Force recommends the
51 Report of the HDA Membership Engagement Program be accepted.

52

53 **Action taken by the House:** The HDA HOD accepted the Report of the HDA
54 Membership Engagement Program.

55

56

57 **Resolution #2021-05:**

58

59 **Background:** In 2022 the HDA Membership Engagement Program will continue to
60 exercise sound fiscal management and requires appropriate funding to perform its
61 responsibilities and recommends the adoption of the following resolution:

62

63 **Resolved,** that the House of Delegates budget the sum of \$0 (income) and \$6,000.00
64 (expense) for the conduct of the HDA Membership Engagement Program activities for
65 2022.

66

67 **Recommendation of the HOD Reference Task Force on the HDA Membership**
68 **Engagement Program Resolution #2021-05:** The HOD Reference Task Force
69 recommends the Resolution #2021-05 be adopted.

70

71 **Action taken by the House:** The HDA HOD adopted Resolution #2021-05.