

1 Report of the HDA Membership Engagement Program – 2022-H

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3 **Strategic Plan Goal #1 – Membership:** Recruit and Retain members by offering
4 relevant membership value within an inclusive and engaging environment.
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7 The Membership Engagement Program (MEP) continues to meet via Zoom with
8 meetings this year in January, April, and September. The MEP is committed to the two
9 objectives of the Strategic Plan Goal of Membership: 1) Increase membership numbers
10 by 5% by end of year 2024 and 2) Ensure annual retention rate of 90%.
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12 With the changes in social norms and pandemic protocols, the MEP has discussed in-
13 depth the way in which we need to adapt to these changes in order to remain relevant and
14 necessary for members of the HDA. Due to the lack of in-person events in the last few
15 years, the MEP has worked hard to revamp what was previously called the new dentist
16 roadmap and new member kit.
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18 The MEP partnered with The Dentists Insurance Company (TDIC) and Central Pacific
19 Bank (CPB) to create an amazing Aloha Kit to welcome new HDA members for the year
20 2022. Each of these kits were hand delivered by members of the MEP. For new HDA
21 members in 2020 and 2021, a small gift and welcome letter were sent out this year to
22 thank these dentists for their membership. The pandemic restricted many activities that
23 these new members would normally have been offered, so the MEP felt a small gift
24 would show that the HDA did not forget about these members and continues to work to
25 be a resource for all HDA members, both seasoned and new.
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27 On April 28, 2022 a special event was held for new members. This event was hosted by
28 CPB at their central location’s newly renovated 20th floor’s Waimea Room in downtown
29 Honolulu. 18 new members from membership years 2020, 2021, and 2022 attended
30 along with five MEP group members, five CPB banking officers, and HDA staff. The
31 night provided our new member dentists the opportunity to socialize in person, enjoy
32 great food and drinks, and learn more about CPB and HDA. CPB and the MEP would
33 also like to have an event for dentists in Hawaii that are not HDA members and/or those
34 that have not renewed membership in the past few years.
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36 Life members have always been acknowledged in some way by the association; the MEP
37 will be working on coming up with new ways to acknowledge and honor them. There is
38 a drastic increase in the number of life members, therefore providing a sponsored Life
39 Members’ luncheon at the HDA Convention may no longer fall within the budget for the
40 association. The MEP has included funds in its budget to provide an alternative to the
41 traditional luncheon in order to honor the HDA Life Members.
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43 The MEP has been tasked with exploring the subject of DEI (Diversity, Equity, and
44 Inclusion). The ADA is prioritizing this on the national level and HDA needs to address
45 this issue as it pertains to Hawaii. As Hawaii in and of itself is known as the melting pot,
46 the profession of dentistry in Hawaii needs to keep up with changes, evolve to stay with

47 the times, and continue to meet the needs of the dentists working here. The MEP will
48 work to create a policy statement on DEI.

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50 In 2023, we plan to resume the outreach to new dentists to show the value of
51 membership. A Media Task Force has been made in order to create video/vlog/podcast
52 content to be used as outreach to HDA membership.

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54 MEP members are Drs. Shelliann Kawamoto, Anthony Kim, Dayton Lum, Wes Sato,
55 Dan Shin, Camden Tokunaga, and Erin Uwayne, who have worked hard this year. We
56 hope to include neighbor island dentists in the future as we continue to hold meetings via
57 Zoom.

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60 Respectfully Submitted,

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63 Carla Fukumoto, DDS
64 Chris Young, DDS
65 Co-Chairs

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68 **Recommendation of the HOD Reference Task Force on the Report of the HDA**
69 **Membership Engagement Program:** The HOD Reference Task Force recommends the
70 Report of the HDA Membership Engagement Program be accepted.

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

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76 Resolution #2022-07-H

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78 **Background:** In 2023 the HDA Membership Engagement Program will continue to
79 exercise sound fiscal management and requires appropriate funding to perform its
80 responsibilities and recommends the adoption of the following resolution:

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82 **Resolved,** that the House of Delegates budget the sum of \$0 (income) and \$12,000
83 (expense) for the conduct of the HDA Membership Engagement Program activities for
84 2023.

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86 **Recommendation of the HOD Reference Task Force on the HDA Membership**
87 **Engagement Program Resolution #2022-07:** The HOD Reference Task Force
88 recommends the Resolution #2022-07 be adopted.

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90 **Action taken by the House:** The HDA HOD adopted the Resolution #2022-07.