

1 Report of the Membership Engagement Program – 2019

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

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6 The Membership Engagement Program met in April, June, August and September. The initial
7 meetings were to finalize our Program objectives. With those objectives in mind, the Program
8 members brainstormed on ideas and projects.

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10 Some of the projects in progress are: recognition of the Volunteer of the Quarter in the *HDA*
11 *Journal*, a Thank You Reception for Volunteers prior to the House of Delegates Meeting in
12 November, the creation of the Life Members’ Lounge at the annual session, various activities
13 during the Annual Session, the creation of a Greeter/Host to encourage attendance and
14 membership, outreach efforts to retain members and decrease membership attrition, a transition
15 plan for young dentists leaving the Young Dentists Group, and the creation of “leadership”
16 sessions to cultivate potential leaders.

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18 Dr. Carla Fukumoto and the Chair were privileged to attend the ADA Membership Conference
19 in July in Chicago. Interacting with other states and with the ADA staff was extremely
20 informative. The Chair was able to spend one on one time with our Dental Society Outreach
21 Manager Ms. Jeanine Pekkarinen. The meeting was very valuable and confirmed that we are
22 headed in the right direction.

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24 The Program welcomes any thoughts and comments from the members on ways to increase
25 interest and participation in the Association. We view this as a long-term project which will
26 hopefully foster participation.

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28 The chair wishes to thank the members of the Program for their time and effort: Drs. J DeMeo,
29 Carla Fukumoto, Shelliann Kawamoto, Anthony Kim, Dayton Lum, Mendel Sato, Erin Uwaine,
30 and Chris Young. The enthusiasm and dedication is greatly appreciated and has been energizing.

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33 Respectfully Submitted,

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36 Patsy K Fujimoto, DDS
37 Chair
38 Membership Engagement Program

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40 **Recommendation of the HOD Reference Task Force on the Report of the Membership**
41 **Engagement Program:**

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43 The HOD Reference Task Force recommends that the Report of the Membership Engagement
44 Program be accepted.

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46 **Action taken by the House:**

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Resolution #2019-02

Background: In 2020 the Membership Engagement Program will continue to exercise sound fiscal management and requires appropriate funding to perform its responsibilities and recommends the adoption of the following resolution.

Resolved, that the House of Delegates budget the sum of \$0 (income) and \$15,000.00 (expense) for the conduct of the Membership Engagement Program activities for 2020.

Resolution #2019-02-RTF

Background: In 2020 the Membership Engagement Program will continue to exercise sound fiscal management and requires appropriate funding to perform its responsibilities and recommends the adoption of the following resolution. The Chair of the MEP has reviewed the budget request for the Program's activities in 2020. She has revised the request, balancing the need for fiscal responsibility and the funding of meaningful activities for the MEP.

Resolved, that the House of Delegates budget the sum of \$0 (income) and ~~\$15,000.00~~ \$6,000 (expense) for the conduct of the Membership Engagement Program activities for 2020. (additions underscored; deletions ~~strikethrough~~)

Recommendation of the HOD Reference Task Force on the Membership Engagement Program Resolution #2019-02:

The HOD Reference Task Force recommends that Resolution #2019-02-RTF be adopted in lieu of Resolution #2019-02.

Action taken by the House: