

1           Report of the HDA Membership Engagement Program – 2020

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   The Membership Engagement Program (MEP) met in May and June of 2020. COVID-19  
7 halted some of the Program’s activities until the Program adjusted to the “new normal”.  
8 This meant altering the ways and means that the MEP would have to communicate with  
9 the members and each other.

10  
11   The following were activities that were accomplished in 2020:

- 12       • Continuing recognition of volunteers in the *HDA Journal* as Volunteer of the
- 13       quarter
- 14       • a Mahalo Volunteer Paina reception prior to the HDA House of Delegates in
- 15       November 2019
- 16       • Life Members Lounge at the HDA Annual Session in January 2020
- 17       • Two virtual Pau Hana meetings for HDA young dentists
- 18       • “Wellness” check calls to members by HDA staff Ms. Rachelle Teruya.

19  
20   The following activities are projected for the end of 2020:

- 21       • Additional virtual Pau Hana meetings for young dentists
- 22       • Preparations to publicize years of tripartite membership for inclusion in the 2021
- 23       HDA Member Directory
- 24       • Thank you mailings to members during membership renewal.

25  
26   The MEP is continuing to look closely at the social media presence of the HDA – what  
27 that would entail, the costs and the maintenance of the social media site. The ongoing  
28 concern is continued recruitment and retention of members particularly during these  
29 unsettling times.

30  
31   The Membership Conference usually held at the ADA headquarters was cancelled due to  
32 COVID-19 concerns. Many of the seminars are being offered online and the Chair sent  
33 out the agenda and registration link to the Program members for them to attend if they are  
34 interested and able.

35  
36   As always, the Program welcomes any thoughts or ideas from the membership on ways  
37 to increase participation and member interest. It bears repeating that membership issues  
38 are a long-term project with incremental steps until we reach our goal of full membership  
39 engagement.

40  
41   In 2021 the MEP will be helmed by co-chairs Drs. Chris Young and Carla Fukumoto.  
42 They are inaugural members of the Program and the Chair has full confidence that they  
43 will carry on the work of the Program with great diligence. Other members of the  
44 Program are Drs. J DeMeo, Shelliann Kawamoto, Anthony Kim, Dayton Lum, Mendel  
45 Sato, Wesley Sato, Dan Shin, and Erin Uwaine.

47 The Chair wishes to thank the members of the Program and the HDA staff for their time,  
48 effort, enthusiasm, and dedication. They embody all that is good about member driven  
49 engagement.

50

51

52 Respectfully Submitted,

53

54

55 Patsy K. Fujimoto, DDS

56 Chair

57 HDA Membership Engagement Program

58

59 **Recommendation of the HOD Reference Task Force on the Report of the HDA**  
60 **Membership Engagement Program:**

61

62 The HOD Reference Task Force recommends that the Report of the HDA Membership  
63 Engagement Program be accepted.

64

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

67

68

69 **Resolution #2020-06:**

70

71 **Background:** In 2021 the Membership Engagement Program will continue to exercise  
72 sound fiscal management and requires appropriate funding to perform its responsibilities  
73 and recommends the adoption of the following resolution:

74

75 **Resolved,** that the House of Delegates budget the sum of \$0 (income) and \$2,000.00  
76 (expense) for the conduct of the Membership Engagement Program activities for 2021.

77

78 **Recommendation of the HOD Reference Task Force on the HDA Membership**  
79 **Engagement Program Resolution #2020-06:**

80

81 The HOD Reference Task Force recommends that the HDA Membership Engagement  
82 Program Resolution #2020-06 be adopted.

83

84 **Action taken by the House:** The HDA HOD adopted the Resolution #2020-06.