



Purpose

The Membership Committee is responsible for having a deep understanding of current membership health and trends to make strategic membership recommendations that drive organizational membership goals, ensure membership dues value and support the vision for meeting the future needs of California members.

Primary Duties

- To consider research on the evolution of practice models, trends and the future needs of organized dentistry and professional membership associations.
- To draw from trends in professional membership associations to gain an understanding of how shifts in dues philosophy, changes in membership demographics and economic challenges are shifting how effective organizations are evolving to meet member needs.
- To identify needs and interests amongst specific demographics (e.g., non-members, early career dentists, dentists practicing in corporate managed settings, etc.) in order to understand the benefits and services desired of CDA membership.
- To make future focused membership structure and dues value recommendations to the CDA board as needed.
- To support organizational communication and overall awareness regarding membership recruitment, retention and engagement initiatives, particularly around key membership segments such as early career dentists, including communication with the board of component representatives and local society membership committees/groups and executive directors.

Qualifications/Skills

- CDA member in good standing.
- Prior leadership experience in organized dentistry, preferably in membership services or comparable experience.
- Commitment to prioritizing needs of all CDA members.
- Strategic thinking and consensus building.
- Strong communication and networking.

Time Requirements

- Committee meetings: Three to four annually
- Conference calls: As needed to conduct business.

Composition

The committee shall be comprised of nine members and one guest:

- BCR member (1): One BCR member, nominated by BCR and ratified by the CDA board.
- CDA director (1): One director, elected by the CDA board.
- New dentist members (2): Two new dentists, recommended by the Committee on Volunteer Placement and elected by the CDA board.
- Student delegation designee (1): One student delegation designee, designated by the student delegation and ratified by the CDA board.
- Faculty member (1): One faculty member from an accredited dental institution, recommended by the Committee on Volunteer Placement and elected by the CDA board.
- DSO member (1): One dentist practicing in a dental service organization practice, recommended by the Committee on Volunteer Placement and elected by the CDA board.
- At-large members (2): Two at-large members that do not fall within the other categories, recommended by the Committee on Volunteer Placement and elected by the CDA board.
- Guest (1): At least one component executive director, appointed by the president and ratified by the CDA board.

The chair shall be appointed by the president and shall not be a member of the CDA board.

Term/Tenure

- The term shall be two years, with the exception of the student delegation designee. The tenure shall be three terms, with director members tenure limited by service on the board. An individual may remain on the committee for up to one year following completion of service on the board of representatives.
- The term of the student delegation designee shall be one year, eligible for up to three terms.