



AADB Annual Meeting
October 18, 2016
State-Of-The-Organization

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Executive Director
AADB

The First 150 Days

- ▶ Climbing the Learning Curve
- ▶ Addressing Some Pressing Issues
- ▶ Evaluating the Staff
- ▶ Commencing Some New Initiatives
- ▶ Informing the Membership

Informing The Membership

- ▶ “You never told me that was going on.”
- ▶ Avoiding that complaint from Members
 - ▶ Executive Director’s Monthly Report
 - ▶ Updates as needed
 - ▶ Quarterly Bulletin
 - ▶ Annual and Mid-Year Meetings
- ▶ Goals: Transparency and Timely Disclosure

Membership Overview

- ▶ A Very Diverse Membership

- ▶ Basic Breakdown...

228	Active Board Members
104	Former Board Members
63	Administrators
12	Board Lawyers
11	Associate Members
31	Educators
146	Life Members
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595	Total

Financial Overview (1)

- ▶ **2015 – 2016 Operating Budget**
 - ▶ Budget: \$57,000 deficit
 - ▶ Actual: \$21,000 Surplus
 - ▶ Factors:
 1. General expense management
 2. Reduced staffing
 3. 4-Q query income
 - ▶ Line-item variance analysis completed for Board

- ▶ **2016 – 2017 Operating Budget**
 - ▶ Budget: \$44,000 deficit
 - ▶ Forecast: definite surplus
 - ▶ Factors:
 1. General expense management
 2. Reduced staffing
 3. Profitable query income
 4. Increased sponsorship
 5. Others?

Financial Overview 2

- ▶ Reserves
 - ▶ Current: \$210,000
 - ▶ Annual Expenses: ~ \$500,000
 - ▶ Inadequate under most guidelines

- ▶ Outside Accountant
 - ▶ Monthly meetings
 - ▶ Re-designed Operating Budget
 - ▶ Good relationship

- ▶ 2015 – 2016 Audit (Review)
 - ▶ June 30 Fiscal year
 - ▶ Audit Complete and Board Reviewed
 - ▶ Clean report

Headquarters Facility

- ▶ Offices within ADA Building
- ▶ ADA is our landlord
- ▶ Space is adequate
- ▶ Space usage is illogical
- ▶ End-of-Year Goals:
 - ▶ Re-design space
 - ▶ Review lease

Governance

- ▶ 501(c)(6) non-profit professional association
- ▶ Managed by Board of Directors
 - ▶ 8-member Board
 - ▶ Secretary, Treasurer, Vice President, President Elect, and President, Succession Sequence
 - ▶ Geographic diversity
 - ▶ Administrator, RDH, and Public Member representation
 - ▶ Quarterly meetings (2 FTF)
- ▶ Weekly Presidents' Call
- ▶ By-Laws to be Revised

Membership Meetings

- ▶ Currently 2:
 - ▶ Annual Meeting (October)
 - ▶ Mid-Year Meeting (April)
- ▶ No need for additional plenary meetings
- ▶ Meeting duration appears appropriate
- ▶ Meeting content is constant work-in-progress

New Member Recruitment

- ▶ 228 Current Board Members are AADB Members
- ▶ But over 50% are not AADB Members
- ▶ Efforts to recruit more AADB Members
 - ▶ Among current board members
 - ▶ Among past board members
- ▶ Recent Direct Mailing to Current Board Members
 - ▶ Letter plus “AADB Benefits” piece
 - ▶ 8 new memberships
- ▶ Similar Mailing to Board Members stepping down

New Website

- ▶ New Website Debuted in Early July
- ▶ Generally Well-Received (15 comments)
- ▶ Many State Boards Updated Their Information
- ▶ New Website Committee will be formed

Committee Re-Organization (1)

- ▶ The “Big is Better” Theory
- ▶ The “Less is More” Theory
- ▶ Extensive Board discussion and review
- ▶ New Committee Alignment

Committee Re-Organization (2)

▶ Committees after Re-Organization

Administrators	(retained)
Advocacy	(retained)
ASP	(retained)
Composite	(retained)
Continuing Education	(retained)
Corporate Governance	(retained; formerly Constitution & By-Laws)
Finance	(retained; formerly Budget & Finance)
Marketing	(retained)
Membership	(retained; includes New Member Orientation)
Programs & Meetings	(combines Programs and Meetings)
Reference	(retained)
Sponsorships	(retained)
Website	(new)

Committee Re-Organization (3)

▶ Deleted Committees

Awards	(function performed by Board)
Clearinghouse	(unnecessary)
Meetings	(merged with Programs Committee)
New Member Orientation	(merged into Membership Committee)
Research	(moved to AADB Foundation)

▶ New Committee

Website	(refine and expand site)
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Sponsor Recruitment

- ▶ Sponsorship Program has declined precipitously
 - ▶ 10-12 Sponsors 3 years ago
 - ▶ Down to 3 sponsors for this meeting
- ▶ Implemented plan to rejuvenate sponsorship
 - ▶ Time-consuming scrubbing of master list
 - ▶ Direct mail campaign
- ▶ Result: 7 sponsors for this meeting
- ▶ Goal is 10 Sponsors per meeting

The Clearinghouse

- ▶ The Clearinghouse: Valuable Regulatory Tool
- ▶ Value of Clearinghouse depends upon...
 - ▶ Prompt and complete submission by Boards
 - ▶ Timely entry of orders into database by AADB
 - ▶ Prompt retrieval of data by AADB
- ▶ 2 huge problems have been fixed...
 - ▶ Texas Query Issue
 - ▶ Backlog in AADB order entry
- ▶ We need prompt order submission by boards

The Composite

- ▶ Extensive annual compilation of regulatory data
- ▶ 50-state survey on myriad subjects
- ▶ Primary Sub-divisions...
 - ▶ Board Structure
 - ▶ Board Procedure and Operation
 - ▶ License Populations
 - ▶ Licensing Requirements
 - ▶ Board Disciplinary Actions
 - ▶ Board Contact Information
- ▶ Quality of Composite (f) of State Submission
 - ▶ 6 missing states for 2016
 - ▶ Need 15 states' reports for 2017
 - ▶ Due for publication in March 2017

Assessment Services Program (ASP)

- ▶ ASP session later on the agenda
- ▶ ASP Quick Overview
 - ▶ Expert Review Assessment
 - ▶ Dentist Professional Review And Evaluation Program
 - ▶ Remediation
- ▶ Current Case Docket:
 - ▶ 3 ERA cases
 - ▶ 3 D-PREP cases
- ▶ Increased effort to market ASP...
 - ▶ Direct Mailing to 300+ board people
 - ▶ Upcoming Webinar
 - ▶ Session later in this meeting
 - ▶ Continued reference in member updates

Revenue Generation

- ▶ **Current Breakdown of Annual Income**

Membership Dues	43%
Registration Fees	32%
Services	15%
Sponsors	5%
Other	5%
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	100%

- ▶ **Goals:**

- ▶ Develop New Revenue Sources
- ▶ Increase Revenue from Services & Sponsors

- ▶ **Result:**

- ▶ Increase in our Reserves
- ▶ Control Membership Dues & Registration Fees
- ▶ Provide help for the Foundation

- ▶ **Revenue Generation Task Force Created**

Staffing

- ▶ **Current Staffing at AADB**
 - ▶ Full-time Executive Director
 - ▶ Full-time Administrator
 - ▶ 3 Part-time Staff
- ▶ **Performance All Over the Board**
- ▶ **Adequate Staffing with one change...**
 - ▶ From: 2 Full-Time, 3 Part-Time
 - ▶ To: 3 Full-Time, 2 Part-Time

The Foundation

- ▶ Created two years ago
- ▶ 501(c)(3) charitable organization
- ▶ Next Steps...
 - ▶ Developing a mission or focus
 - ▶ Raising funds

AADB Advocacy

- ▶ AADB Position on Advocacy
- ▶ Our Plan...
 - ▶ Re-Charge the Advocacy Committee
 - ▶ Focus on Issues and Forums
 - ▶ Survey the Membership
 - ▶ Selectively Advocate for Members

Biggest Challenges

- ▶ Building a Strong Staff and Office
- ▶ Developing New Revenue Streams
- ▶ Improving Budget Process
- ▶ Expanding Member Services (ASP)

End-Of-Year-Goals

- ▶ Complete a Staff and Office Re-Organization
- ▶ Manage to the Budget
- ▶ Begin one new revenue project
- ▶ Refine our website
- ▶ Improve/Expand existing member services