ADHA Board of Trustees Meeting Highlights

October 26-28, 2019

It was an action-packed few days in Chicago! We covered many important topics and had productive discussions on how we can best support the needs of dental hygienists today and tomorrow.

We reaffirmed our commitment to operating as an anticipatory organization—striving to stay on the pulse of a changing environment by using data, trends and outside expertise to ensure we make wise decisions to lead ADHA into the future.

It's important to communicate openly and consistently about the outcomes of our Board Meeting. The following are some big picture highlights we wanted to share with ADHA members. If you have any questions, send them on over to boardmeeting@adha.net and we’ll make sure you get the answers you need.

LEADERSHIP TRAINING

With the goal of elevating a shared understanding of our roles and to maximize our effectiveness as leaders, we:

- Reviewed primary responsibilities of the board as a group, and as individual trustees and board members
- Defined what it means to be prepared and to participate, to act in good faith, and to embrace and abide by the decisions of the board
- Discussed how best to collaborate with ADHA staff, and ways to support each other, the House of Delegates and members

STRATEGIC PLANNING

It’s fun to think big and look ahead! Our strategic planning brainstorms included:

- Reviewing and confirming our mission statement, updating the vision statement and four key focus areas
  
  **Mission:** Unite and empower dental hygienists to enhance the public’s oral and overall health.
  
  **Vision:** Dental hygienists are valued and recognized for their ability to improve the public’s health.
  
  **Four Key Focus Areas:** Continuing Education, Advocacy, Community, and Infrastructure and Governance
- Preparing for what’s next. We are dedicated to staying ahead of the curve on key issues that impact our profession—technology, healthcare delivery, population changes and government relations. As a follow up to the Board of Trustees brainstorming session, we’re looking forward to the next draft of the strategic plan by the end of 2019.
- Identifying the richest opportunities for growth. Based on results from recent market research, we discussed testing an education-based membership model in a five-state pilot program. We will be exploring this further over the next several months.
“It feels great to come together, with all of these smart and dedicated people collaborating for the benefit of our profession. I can confidently say to every member, ADHA has your back. We hear you and we are advocating for you every step of the way. The Board of Trustees is focused on issues that move our association up and position us for future success.”

-Matt Crespin, ADHA President, MPH, RDH

EFFECTIVE GUIDANCE (AKA GOVERNANCE)

We covered the key ingredients that contribute to ADHA as a high-performing organization, including:

• Optimizing our leadership model to ensure that the right people with the right skills are in the right positions to lead ADHA forward. What should change to make us the best we can be?

• Confirming our desire to support all dental hygienists nationwide. We discussed potential next steps to ensure support is provided to our high number of members in California.

• Honing our listening skills. We’re paying close attention to member feedback and shaping strategies to deliver real value in the areas that matter most to dental hygienists.

BUSINESS MATTERS

Wrapping up our busy three days, we dove into important business metrics including finances and membership.

• Plante Moran presented a clean audit report and consolidated financial statements. The ADHA and IOH financial position is strong, reflecting responsible fiscal management we can be proud of.

• Membership shared the positive news that they exceeded their goals for the latest renewal cycle. We’re officially moving into just one annual renewal season and looking forward to the streamlined process.

• An impressive 80% of eligible student chapters have already registered and are enjoying a new suite of marketing materials and connection to ADHA staff.