Component Best Practices Resource Guide



Updated on November 14, 2023



Congratulations on your role as a leader within your local component. The Illinois State Dental Society is here to help you every step of the way as you are leading a successful component dental society.

ISDS Executive Committee, Board of Trustees, and <u>staff</u> are committed to providing you with resources and to help you develop your leadership skills.

This manual on component best practices is just the first step to providing help and guidance. The purpose of the manual is to provide a quick overview on your role as a component leader.

During your time as a leader for your component, please don't hesitate to reach out to myself or ISDS staff with any questions. Our members rely on all levels of the tripartite to support them throughout their dental career. Just like you are committed to your members and patients, ISDS is committed to our components.

Please let us know what other information and support that you need.

Thank you for being a leader.

Eric Larson, MBA, CPA ISDS Executive Director

ISDS Mission Statement

ISDS's mission statement is ensuring professional success of our members and optimizing the oral health of Illinois citizens through education, legislation, and communication.

Tripartite Structure

When a dentist joins the tripartite, they become members of the local component, the state constituent society, which is the Illinois State Dental Society, and the National Society, the American Dental Association. This unique tripartite structure fosters collaborated efforts on the behalf of the dental profession.

ADA and ISDS work with the local components to provide specific resources and services to support members and their practices, while educating the public and seeking ways to ensure access to excellent oral care. Our strength in numbers allows the tripartite to tackle challenges too large for any one dentist. Basically, this coordinated approach gives the member a stronger voice at the local, state, and national levels.

There are 23 local components in Illinois:

- Chicago
- Decatur
- Eastern Illinois
- Fox River Valley
- GV Black
- Illini
- Illinois Valley
- Kankakee
- Madison County
- McHenry County
- McLean County
- Peoria
- Prairie Valley
- Rock Island
- Southern Illinois
- St. Clair
- TL Gilmer
- US Grant
- Wabash River
- Will County
- Winnebago
- Whiteside-Lee



Chicago Dental Society is the largest component in Illinois, and the nation. It serves over 4,000 of ISDS's members. Because CDS is so large, it is broken down further into nine branches.

- Kenwood-Hyde Park
- North Side
- North Suburban

- Northwest Side
- Northwest Suburban
- South Suburban
- Southwest Branch
- West Side
- West Suburban

Components are loosely organized around county lines. They all vary significantly in size.

Dues

Each component sets its own dues rate. It is extremely important to let <u>ISDS staff</u> know if your dues have changed since ISDS sends out all membership invoices. ISDS staff will reach out to each component society during the summer months prior to the fall invoice season. If ISDS is not made aware of any changes, the component dues will reflect the previous year's amount.

ISDS mails out the invoice statements to all members in the fall for the coming membership year. ISDS also collects all dues payments. ISDS will pay each component their portion of the dues.

Both the ADA and ISDS set their dues amounts at their respective House of Delegates for the coming year.

For the convenience of our members, there are a variety of options available to pay dues:

- One-time payment in full (debit/credit card and check payments accepted)
- 12 monthly installments (January December of the calendar year, must use debit/credit card payments will automatically process around the 15th of each month)
- Auto-renewal with 12 monthly installments (same as the 12 monthly installments, but saves time in future years by automatically renewing membership each year)
- Auto-renewal with a one-time payment in full (must use debit/credit card, but saves time in future years by automatically renewing membership each year).

Any of these options above can be selected online. Members who enroll in auto-renewal will still be notified of the following year's dues amounts and given instructions on how to cancel auto-renewal. ISDS staff would be happy to help enroll your members and may be contacted at 800-475-4737 or 217-525-1406. There is no extra charge for auto-renewal and/or installment payments. These options are offered free for member convenience.

Dent-IL-PAC

Dent-IL-PAC is the political action committee of the Illinois State Dental Society, which allows dentists to contribute to the campaigns of candidates it supports collectively. Consequently, when acting as a group, individual dentists have a significant impact on the political process. DENT-IL-PAC is non-profit and bi-partisan, with the goal of influencing the political process for the good of dentistry and patients.

There are now four levels to DENT-IL-PAC's membership; DENT-IL-PAC (\$125 level), Governor's Club (\$250 level), President's Club (\$500 level), and Ambassador's Club (\$1,000). By pooling together, the funds of DENT-IL-PAC, our non-partisan lobbying efforts have had a significant impact on the Illinois Legislature, the Illinois Department of Financial and Professional Regulation, and the State Board of Dentistry.

These levels are listed on all Illinois membership invoices. Members can join the Dent-IL-PAC at any level by completing and mailing back their invoices, paying their dues online, or calling the ISDS office. Members can increase their contributions any time during the year by calling the ISDS office.

Each component should have a PAC Director. This person will recruit members to join the PAC and share legislative updates with members. For questions regarding PAC, please call the <u>Government Relations</u> team at ISDS or visit our <u>website</u>.

Waivers & Affidavits

If members are retiring or have a financial hardship, they can complete a financial waiver or retirement affidavit to reduce their dues amount. Those members can first call the ISDS office at 800-475-4737 or 217-525-1406 to request their specific form. ISDS is now utilizing an electronic signature document for faster processing.

The retirement affidavit is especially important when the member has 30 consecutive years or 40 total years of membership. Once these members have completed this form, they are considered life members and receive free benefits. However, a member can only be considered "retired" if they are no longer receiving any income (no matter how big or small) from dentistry. Even though a member may have enough years to qualify for life membership, they still need to pay their dues until they no longer receive any income from dentistry. If a member is working part-time or less, they can complete a financial waiver to help offset their dues until they retire.

Even members who do not have enough consecutive or total years to qualify for life membership should still complete a waiver.

ISDS will email the form with instructions on how to complete it. Component presidents must sign and authorize the reduction of dues before ISDS, and the ADA can process the reduction of dues. It is extremely important to complete this process in a timely manner to avoid a lapse in membership for the member.

In the appendix are copies of the waivers and affidavits, as well as scenarios of when it is appropriate to use them.

Meeting Facilitation

-Member Roster

One of the many benefits of being a tripartite member is access to local component meetings. Component meetings and events should mainly be for members only. To ensure this, component leadership should verify membership status by reviewing a current membership roster. Updated membership rosters can be obtained through ISDS staff or the ADA dashboard. More details on the ADA dashboard are on page 13.

It is extremely important to verify membership to maintain the quality of member value and benefits. A component can decide how they want to handle non-members who wish to attend the event by hosting a recruitment dinner or offering a single-time guest pass to those non-members who want to attend. Allowing non-members to pay a higher price to attend regular meetings is strongly discouraged. Membership is the best course of action for the profession and frequent component meeting attendance.

Please contact <u>ISDS staff</u> to obtain a current membership roster. ISDS staff sends an automated email to all component and branch leaders with both member and non-member rosters attached. These lists help component leadership provide quality members-only meetings and events. Please contact the ISDS <u>Membership Department</u> to include additional leaders in your automated email.

ISDS Marketing and CE Opportunities

ISDS can help components advertise their CE courses and meetings to their members or members in nearby components. See below for marketing and advertising prices and offerings in both digital and print formats. Contact Misty Glass for assistance with your projects.

ISDS Prices for Local Component CE Courses

-Digital Offerings:

Registration \$150

Includes:

- Maintaining database
- Attendance reports
- E-mail confirmation notice
- Payment processing
- Periodic registration updates

Note: Credit Card Processing Fees will also be charged: 3% of payments processed by credit card

Continuing Education Credit issued by ISDS \$250

Includes:

- Maintaining database
- Attendance record
- Digital CE Certificates*

Broadcast E-mails to Members

General Event e-mail (to your component only) FREE

E-mail to multiple components \$100

Includes:

- Initial e-mail to advertise the course
- A reminder e-mail sent three weeks prior
- Final reminder e-mail sent one week prior

Text Alert \$100*

A text will be sent to members within your component who have signed up for ISDS text alerts. It will provide a short message with an applicable link for more information.

If you would like to text to more than one component, \$100 will apply for each component.

^{*}Printed, mailed certificates are \$2.50 each

^{*}Components or branches over 250 members must call for additional pricing info.

-Printed Offerings:

All mailing costs are based on number of pieces, size, and weight of the printed piece. Mailings will be done with a contracted mailing house. Estimates may be given before printing. Note! Allow 2-3 weeks for a job to be printed and mailed. Timing depends on printer and mailing house schedules and post office delivery times. ISDS cannot promise that a printed piece will be delivered at any time.

Brochure Layout and Design (size 8.5 x 11 flat) \$300

The component is responsible for e-mailing all text and applicable photos to ISDS staff and contracted printer.

Post Card Design (size: 4" x 6") \$100

The component is responsible for e-mailing all text and applicable photos to ISDS staff and contracted printer.

-Dental News Advertising:

ISDS Components are offered a 1/4 page ad at \$200. Each ad after that will be 50% of the regular cost.

Component Structure and Governance

-Officers

Each component should elect officers every year. Officers can include a President, Vice President and/or President-elect, Secretary, and Treasurer. Whenever new officers are installed, please email ISDS staff for the new contacts to be added to component correspondents. Please see the appendix for the component onboarding checklist.

-Social/Membership Chair

In addition to the component officers, each component should have a member who leads membership recruitment and retention. This person can be who welcomes new members, plans social events, and is willing to network with all members. The goal of this leader position is to help grow tripartite membership through personal outreach.

Component Legal and Tax Compliance

Each level of the tripartite is a separate organization and, therefore, needs to follow the appropriate state and federal tax and legal requirements. ISDS understands that many of our components are volunteer-led and run. Because of this, ISDS staff has lined up vendors to easily help components with their tax and legal requirements. ISDS is also able to include components under our insurance policy. For more details and to utilize these services, please contact ISDS staff.

Each Downstate component must file the annual 990N with the IRS. Confirmation of this filing needs to be sent to the ISDS <u>Accounting Department</u>.

ISDS Structure & Governance

-Board of Trustees

ISDS requests that components put forth members to serve of the ISDS Board of Trustees. Each trustee comes from one of the seven downstate and Chicago districts within Illinois. These individuals are selected to serve three-year terms on a rotating basis as established in the ISDS bylaws. ISDS staff will reach out to the component President approximately one year in advance of when that component's selected individual would be installed as a trustee. These trustees are the governing body of ISDS and help to guide the processes and actions that directly benefit ISDS members, Illinois patients, and the dental profession.

The chair of the ISDS New Dentist Committee also serves as a member of the Board of Trustee. This position is chosen by the Committee on Committees through the standard nominating process and approved by the Board of Trustees.

There is also a Trustee at-Large position. This position is an open position on the board and can be filled by either a member from the Chicago District or any of the downstate districts. This person will be elected by the House of Delegates and serves a three-year term. For more information on this atlarge position, please visit the ISDS <u>website</u>.

-House of Delegates

The House of Delegates is held in conjunction with the ISDS's Annual Session. This is a time when members can vote on policies, procedures, and the ISDS by-laws. Every component sends one delegate and up to one alternate delegate for every 75 members. If a component has less than 75 members, then they just send one delegate and up to one alternate delegate.

In addition to the member dentists who serve as delegates to the house, ISDS hosts hygiene member and dental student delegates. The Dean of each of the three dental schools serve as voting members of the House of Delegates.

The process of selecting delegates begins early in the calendar year. ISDS staff will contact each component leader for their delegate information. It is extremely important that components provide delegate information on a timely basis. For any questions regarding the House of Delegates, please contact the <u>ISDS Executive Department</u>.

- Standing Committees

Members can serve on the various standing committees. The committees are all three-year terms. A member can be nominated by another member, Board of Trustee member, Component leadership, or themselves. If someone is interested, please contact <u>ISDS staff</u>. ISDS needs members, who are willing to serve on committees, from all over the state.

The standing committees are:

- Access to Care
- Annual Session
- Committee on Policy & Structure
- Communications
- Dental Benefits & Practice
- Dental Education
- Diversity, Equity & Inclusion
- Government Affairs

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ISDS & ADA Annual Events

ISDS and the ADA host many different events throughout the year. These events are a great way to get more involved with the tripartite and network with other dentists across the state and country.

-ISDS:

- Access to Care and Capital Conference (Springfield, IL)
- Annual Session (Changes location every year)
- Mission of Mercy (Changes location every two years)

Make sure to visit the ISDS <u>website</u> for more details for these upcoming events and others throughout the year.

-ADA:

- Lobby Day (Washington D.C.)
- SmileCon and House of Delegates (Changes location every year)

Make sure to visit the ISDS website for more details on SmileCon as well as any additional events that will occur throughout the year.

Both the ADA and ISDS host other events throughout the year geared towards members that help provide additional networking and continuing education opportunities. For more details on the above events, or any events that ADA or ISDS host, please visit ada.org and isds.org.

ADA Resources

The ADA has many resources that components are able to use to help with membership communication and dissemination of information to members.

-Dashboard

The ADA Dashboard is a quick way to see member data and percentages of renewals, member demographics, market share and more. Components are able to download member data and see statistics for the last five years.

Here is an example of what the dashboard looks like:



Components can contact the ISDS <u>Membership Department</u> to learn more about the dashboard and to get connected to the ADA for dashboard registration.

-Website

Components can utilize the ADA's website *SiteFinity* for their own local website. The website is very similar to <u>isds.org</u> and can have locked member's only information, host a local events calendar, and more. There is a small fee to utilize this benefit. If you do decide to use a website, please make sure that you have someone who can keep the website up to date. There is no point in having a website, if it does not have current information. The ADA is willing to host a website training so you can learn how to maximize your *SiteFinity* experience. Contact the ISDS <u>Communications Department</u> for more details.

-Toolkits

The ADA creates member recruitment specific toolkits for each membership cycle. These toolkits are customizable and can help with calling campaigns, member recruitment events, and general questions. Each of these toolkits are geared specifically for different recruitment incentives and campaigns. For more details and to request the current toolkit, please contact the ISDS Membership Department.

-"What's Up Wednesdays" emails

"What's Up Wednesday's" emails are geared towards state staff and local component leaders and staff. These emails provide information on current membership recruitment incentives, upcoming

webinars and CE that can be shared out to leaders. As well as general ADA information that can be helpful for component leaders.

These emails are sent out weekly on Wednesday afternoons. To sign up for "What's Up Wednesday's", please contact the <u>ISDS Membership Department</u>.



What's Up Wednesdays

Updates

2023 Membership Renewal Campaign Toolkit
The 2023 "Thrive Omward" Renewal Marketing Campaign will launch December 1 and run through
March 31, 2023. The campaign will focus on direct, simple messaging to maximize awareness of the
need to renew and convince members to take action. We'll include communications across all channels, including a mailer in early December.

Remind your members that it's time to renew with ready-to-use email, social media and website rotator copy and images. Find these assets, as well as the campaign Strategy Overview with a link to the full campaign channel plan, when you download your 2023 Renewal toolkit now.

ADA Members Insurance Plans/Protective Notice to Insured Members

The ADA Members Insurance Plans are a valued benefit of ADA membership which support our annual recruitment and retention efforts. This week, Protective Insurance Company sent a communication to roughly 1,026 (national total) dentist participants who have not yet paid their 2022 ADA membership dues encouraging them to renew and avoid potential termination of their ADA group insurance coverage. Please contact your State Specialist if you receive any questions regarding the 2022 remittance process.

Deadline Extended: 2023 ARC Grant Program
The submission period for the 2023 ARC Grant Program is now open through November 30. Please note the following important updates for this program year:

- State and local dental societies may submit one application per society
- Two new program concepts are available for engaging students and early career dentists. Priority approvals will be given to the two new concepts (funding between \$2,000 and \$5,000, exact amount determined by the Subcommittee).

For planning purposes, visit ADA.org/societyresources (on the Membership Outreach page) to learn more about the new program concepts and view the applications in a PDF. Submit an onlin application today!

ISDS Office

The ISDS Headquarters is located at 1010 South Second Street, Springfield, IL 62704.

ISDS staff can be reached by calling either 217-525-1406 or 800-475-4737

ISDS website is isds.org

ISDS Staff

Executive Department

Eric Larson, Executive Director
Tara Conway, Executive Assistant
Terri Sablotny, Receptionist

Accounting Department

<u>Nic Atkinson</u>, *Director of Finance* Brittany Pollock, *Membership Services Specialist*

Communications Department

<u>Jennifer Walker</u>, *Director of Communications* <u>Misty Glass</u>, *Communications Assistant*

Conventions & Continuing Education

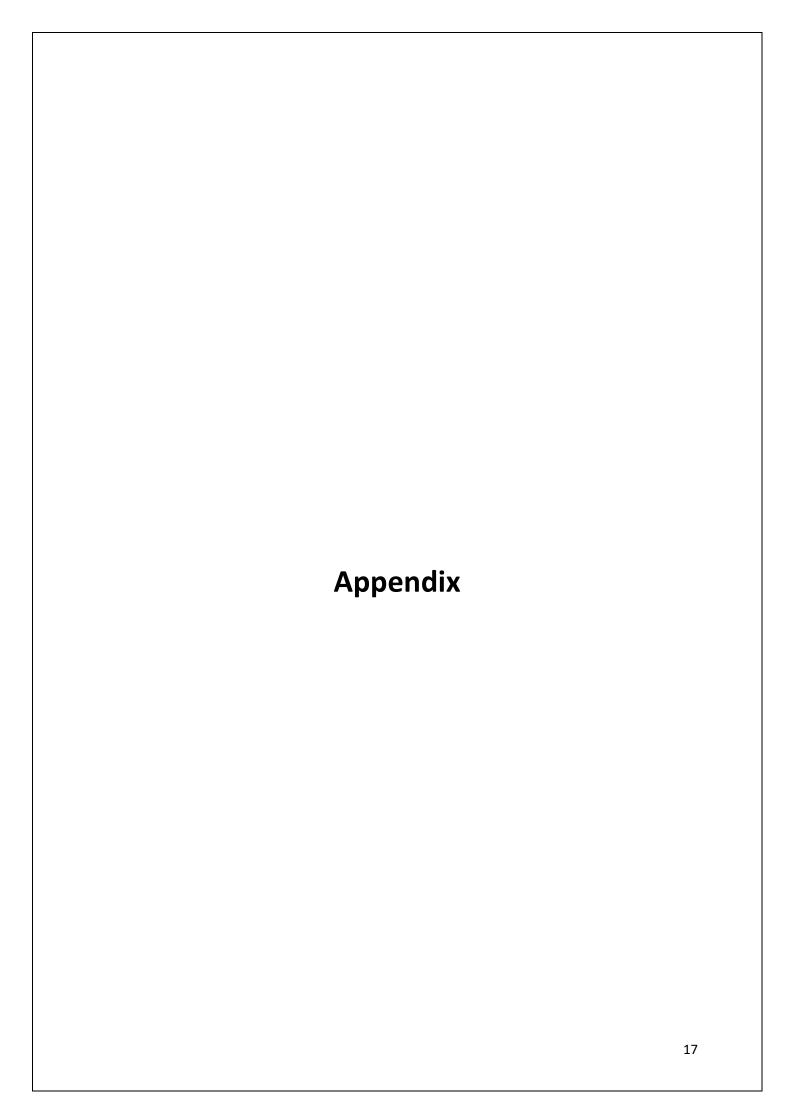
Mattea Tavernor, Conventions & Continuing Education Manager

Governmental Relations

<u>Lindsay Wagahoff</u>, *Director of Government Relations* Melissa Robison, *Government Relations Administrator*

Membership Department

<u>Gracie Tierney</u>, Membership Manager Danielle Williams, Membership Relations Assistant



- Waiver & Affidavit forms

Both of these forms are digital and are now signed with Abode DocuSign. This process is more automatic and more efficient. However, if needed ISDS can mail a paper copy of either the waiver or the affidavit to the member.

1. Retiring Members

Members who are retiring need to complete the retirement affidavit. This form is especially important when the member has 30 consecutive years or 40 total years of membership. Once these members have completed this form, they are considered life members and receive free benefits. However, all retiring members, regardless of total number of membership years, are encouraged to complete the form.

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2. Members Requesting Financial Waivers

Members can apply for financial or hardship waivers which might allow them either a 100% or 50% reduction of their dues.

Members should apply for waivers before sending in payment for membership dues. It is required that all members who complete the waiver, also send their last W-2 to their component President. This will help with the validity of their waiver application. Component leaders do not send the tax document to ISDS once they have approved the waiver.

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-Hardship Scenarios

The following scenarios were developed by the ISDS Membership Committee to aid component leaders with the possible questions regarding financial issues that allow for a waiver. Obviously, every member's situation can be different, and so, use your best judgement when approving waivers. These scenarios are only meant to be guidelines.

• Members who are phasing into retirement, have reduced work hours, and now work on a limited, part-time basis.

Details

- Some members apply for a one-year waiver if their official retirement date is after the ADA's cutoff date (3/31 of the current year).
- Some members choose to phase into retirement on a more gradual basis.
 Although it varies, some members will work part time on a temporary or substitute basis, while others will work in their offices for a few days per month or a few hours per week. Waiver applicants in this category typically apply for more than one consecutive waiver.

Questions

- Should there be a limit on the number of waivers a member receives during the phase-out period?
- Should components be encouraged to approve repeat applicants in this category for partial instead of full waivers?

- Encourage members who are retiring in the current year, but after the cutoff date, to apply for a dues waiver, then switch to retired membership the following year.
- 50% waiver if member is still working part time (15 hours per week or less); use judgment for others.

• Financial reasons (includes student loans, poor economic conditions, and reduced patient base)

Details

- Recent graduates and new dentists are usually eligible to receive a dues reduction as part of the Graduated Dues Structure. Although it is not overly common for a recent graduate to request a further reduction on his or her already reduced dues, it does happen. Student loan costs are one of the top reasons that younger dentists, especially those who have finished progressing through the Graduated Dues Structure and now pay full active dues, request waivers.
- Several members will list economic factors as a reason for applying for a waiver. In a few instances, components have either denied the waiver or requested additional information, since "the economy affects everyone."

Questions

- Should components be encouraged to approve repeat applicants for partial instead of full waivers?
- Should there be a suggested limit on the number of waivers a member in this category can receive? Should there be a limit on the number of full 100% waivers?

- Use graduated waiver structure (100% first request, then 75%, etc., for each subsequent request until member reaches full payment).
- If member just completed the new graduate dues structure, determine the percentage needed for current year, then increase 25% each year until member reaches 100%.
- A rule of thumb, no more than 5 consecutive years of hardship waivers.

• Members who apply for a dues waiver due to poor health

Details

- One of the most common reasons our members apply for financial assistance is when they are experiencing poor health. These situations vary widely.
 Dentists whose health prevents them from returning to practice can apply for a Permanent Full Disability (PFD) waiver.
- Other dentists are able to practice, but might have to temporarily reduce their hours, take a leave of absence, or transition into part-time work. Some members are able to return to work/continue working, but are struggling with high medical bills and expenses.
- Currently, the ADA does not require a physician's signature for this waiver (although ISDS waivers are typically signed by the dentist's physician). ISDS does not require any notification or proof when it comes to waivers, and instead trusts the information that the member has provided on his or her waiver application, which requires the member's signature.

Questions

- Should there be any limit to the number of consecutive waivers an applicant receives related to declining health?
- Should whether or not a member is able to return to work on a full time basis be taken into consideration (frequently the prognosis for the health condition is unknown)?

- Request physician's note on case-by-case basis.
- Recommend to NOT necessarily follow graduated waiver structure. Use judgment. Recommends full waiver for most cases.
- If member has requested 3 consecutive waivers AND returns to work, transition to partial waivers based on hours worked, 50% for 15 hours or less.
- Revisit 3 years after first request. Member may qualify for PFD.
- Another possibility is to ensure components understand PFD waivers, since PFD waivers are less common than temporary financial waivers; in a few rare cases, components have approved an applicant for a temporary waiver when the applicant qualified for PFD.

- Maternity leave
- Family leave

Details

- Includes members who take time off work for child birth, caring for young children, caring for an ill spouse, as well as caring for elderly parents
- The length of time varies. Depending on the situation, a member might not know if/when he or she can return to work on a full-time basis due to responsibilities from home.
- On occasion, members have needed to travel to provide caregiving, including out of the country, for several months at a time.

Questions

- Should components be encouraged to follow a Graduated Waiver Structure for this category (first time applicants receive 100%, then 75%, then 50%, then 25%, until they reach full payment)?
- If a member is aware of the amount of leave time required, should this affect the amount of waiver granted?

- 100% for year of maternity leave (even if member received a full 100% waiver for a previous child).
- Depends on hours worked per week. If member is still working each week, a partial waiver is recommended (50% if working 15 hours or less).
- If a member is taking time off, ask member to specify amount of time. Use judgment regarding waiver level.

-Component Leader On-Boarding Check-List

To help with the successful transition of new component leadership, below is an on-boarding checklist each new component President, or designated officer should do:
☐ Contact ISDS Membership Department to update new leadership contact information. This will ensure that the ISDS website is current and the appropriate people are on the membership email lists
□ Component leaders, or designated officer, should look over the membership lists provided by ISDS Membership staff. This will ensure that it is correct as well as help to get to know who is a member and who is not. If anything on the lists are not correct, please contact the ISDS Membership Department .
□ Component Presidents, or designated officer, should become familiar with their component's bylaws and policies
□ Component Presidents, or designated officer, should ensure that the component's legal and tax forms are current and confirmation of successful completion sent to ISDS Accounting Department
□ Component leaders need to register for, and attend, the monthly component and branch leader meeting
□ Component leaders need to send in their list of delegates for the annual House of Delegates in a timely manner. The process of delegate selection can begin anytime following the ISDS Annual Session, but please make sure that delegates and alternate delegates understand the meeting date, location, and requirements before committing.
□ If component dues have changed, or will change, please alert the <u>ISDS Membership Department</u> as soon as possible. This will ensure that proper amount of dues is charged for each member
□ Components are able to invite ISDS staff to their meetings for an ISDS update. Staff can share the legislative updates, current membership trends and campaigns, upcoming events, and any other pertinent updates. Leaders can call the ISDS office at 217-525-1406 or 800-475-4737