

MEMBER GUIDE

HOW TO WRITE A RESOLUTION FOR THE FDA

- ❑ **1. MAKE SURE THE ISSUE IS NOT ALREADY BEING ADDRESSED** by contacting Lianne Bell, Leadership Affairs Manager, at lbell@floridadental.org or 850.350.7114. Be prepared with specific details of the problem. Lianne will share with the appropriate leaders and staff to see if the issue is already being handled.
- ❑ **2. DETERMINE WHETHER THE RESOLUTION IS BOARD OR HOUSE FINAL.** This will determine the timing of resolution deadline. Resolutions not submitted in time for agenda distribution will be emailed prior to the meeting.

The Florida Dental Association Board of Trustees (BOT) reviews resolutions that deal with **procedure**, such as operations or financial transactions. The BOT does not need to forward the resolution to the House of Delegates (HOD) for final approval, therefore it is "Board final." Deadline for Board agenda: four weeks prior to the meeting.

The FDA HOD reviews resolutions that deal with **policy**, such as support statements or bylaws changes. Deadline for House agenda: five weeks prior to the meeting. It is good practice to run past the BOT when possible for feedback prior to the HOD.
- ❑ **3. COMPLETE THE RESOLUTION BACKGROUND CHECKLIST** This is a good way to see if a resolution is needed or appropriate.
- ❑ **4. IDENTIFY WHERE THE RESOLUTION ORIGINATES** (e.g., West Coast District Dental Association or Council on Financial Affairs).
- ❑ **5. WRITE A BACKGROUND STATEMENT.** This should be a concise statement that shows the reason the resolution is needed. Financial implications should be included.
- ❑ **6. WRITE THE SPECIFIC ITEM REQUESTED STARTING WITH "RESOLVED, THAT..."**

There may be more than one resolving clause. There are no "whereas" clauses in the resolutions used by the FDA, as this is covered in the background statement.
- ❑ **7. SUBMIT THE INFORMATION AND COMPLETED BACKGROUND CHECKLIST** to Lianne Bell at lbell@floridadental.org.
- ❑ **8. THE LEADERSHIP AFFAIRS DEPARTMENT WILL FORMAT THE RESOLUTION,** assign it a number and add it to the agenda (if received on time).

1 DATE: February 19, 2019

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3 SUBMITTED BY: FDA Foundation

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5 **APPROVAL OF 2020 FLORIDA MISSION**
6 **OF MERCY LOCATION**

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8 **RECOMMENDATION:**

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10 2019B-026 [Procedure] RESOLVED, that the FDA Board of Trustees approves

11 Jacksonville as the location for the 2020 Florida Mission of Mercy (FLA-

12 MOM).

13 **BACKGROUND:** At their November 30, 2018 meeting, the FDA Foundation Board of Directors
14 approved an application from the Northeast District Dental Association to host the 2020 FLA-
15 MOM on April 24-25 in Jacksonville. Proposed location is the Prime F. Osborn III Convention
16 Center in downtown Jacksonville (location for the 2016 FLA-MOM).

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18 **STRATEGIC PLAN LINK:** This matter relates to Goal 2: Membership – Increase Member
19 loyalty and investment and Goal 3: The FDA (and ADA) will be recognized as the leaders and
20 advocates for oral health.

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22 **UNBUDGETED IMPACT:** None

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florida dental
ASSOCIATIONSM

RESOLUTION BACKGROUND CHECKLIST

HOW WILL YOU ANSWER THE FOLLOWING WHEN FORMULATING YOUR RESOLUTION?

- 1. What is the specific problem this resolution will address?
- 2. Is it legal & ethical?
- 3. Is it consistent with the mission and strategic plan?
- 4. Does the FDA have a demonstrated capacity to accomplish it?
- 5. Will it reach a critical mass of members?
- 6. What does "success" look like and how will it be measured?
- 7. Is the FDA the most effective entity to accomplish it?
- 8. Does it have positive long-term consequences?
- 9. Will the benefit outweigh the cost?
- 10. Will this impact components (cost/staff time)? If so, have they been involved/informed?

Florida Dental Association Strategic Plan

FDA Mission: Helping Members Succeed

Goals / Objectives / Strategies

Goal 1: Finance – Assure organizational sustainability:

Objective 1: Revenue will exceed operating expenses annually:

Strategies:

- 1.1 Develop and implement program and service evaluation criteria
- 1.2: Review and ensure FDA’s governance structure facilitates implementation of the strategic plan and is efficient, cost effective, and meets organizational needs
- 1.3: Modify the budget process to enable more timely and accurate budget decisions to support the strategic plan

Objective 2: Increase sources of non-dues revenue:

Strategies:

- 2.1: Create new sources of non-dues revenue
- 2.2: Increase utilization of existing revenue generating products and services
- 2.3: Offer revenue-generating products and services to new markets
- 2.4: Develop and implement program and service evaluation criteria

Goal 2: Membership – Increase member loyalty and investment:

Objective 3: Achieve the following goals in the Five Pillars of Membership by year-end 2025:

Membership Pillar	Goal
Active Licensed Members	7,127
Full Dues Paying Members	5,151
Total Dues Revenue	\$2,594,076.00
Average Dues Per Member	\$364.00
Market Share	55.3%

Strategies:

- 3.1: Streamline the membership process while maintaining ethical standards
- 3.2: Continue to recruit new dentists in engagement opportunities
- 3.3: Stratify and segment recruitment and retention marketing strategies
- 3.4 Ensure member benefits and value proposition are member focused and data driven

Objective 4: Increase member engagement in leadership, programs and services:

Strategies:

- 4.1: Establish a database of membership involvement at the national, state, component, and affiliate level
- 4.2: Increase awareness and use of FDA products and services
- 4.3: Use baseline data to identify potential leaders
- 4.4: Develop leaders

Goal 3: The FDA (and ADA) will be recognized as the leaders and advocates for oral health.

Objective 5: Targeted stakeholders will recognize the ADA/FDA and its members as the authority on oral health

Strategies:

- 5.1 Educate and provide **members** with tools that assist them in becoming leaders in oral health and prevention
- 5.2 Educate and influence **elected officials**, legislative and regulatory entities on oral health and prevention
- 5.3 Proactively engage **media** outlets
- 5.4 Improve the doctor/patient relationship by influencing **third party payers**
- 5.5 Educate the public on oral health and prevention
- 5.6 Sponsor high visibility programs that highlight FDA's commitment to oral health and prevention