

WELCOME  
TO IOH!

- **Welcome**
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# Liaison Conference Call

2009-2010, CALL I

SEPTEMBER 10, 2009

## Welcome to IOH!

Diann Bomkamp, RDH, BSDH is the Immediate Past President of ADHA and the 2009-2010 Institute Chair.

The goals of the Institute are to:

1. Increase advocacy and awareness of IOH
2. Promote volunteer development
3. Enhance resource development
4. Award scholarships and research grants

**Mission: "To advance the profession of dental hygiene through scholarship, research and service in collaboration with ADHA."**

The 2009-2010 Institute Board of Directors include:

- **Chair:** Diann Bomkamp, RDH, BSDH
- **Chair-Elect:** Lynn Ramer
- **Treasurer:** Hope Garza, RDH, BS
- **Director:** Pam Quinones, RDH, BS
- **Director:** Caryn Solie, RDH
- **Secretary:** Ann Battrell, RDH, MSDH, ADHA Executive Director

Staff:

- **Executive Administrator:** Star Abernathy
- **Administrative Assistant:** Ashley Smith

## Committees & Programs

The Institute has 3 Standing Committees:

1. Scholarship Review Committee
2. Research Grant Review Committee
3. Liaison of the Year Award Committee

IOH also hosts 6 programs:

### 1. SCHOLARSHIPS

Scholarship deadlines:

- Application available on website: October 1, 2009
- Submission postmarked and/

or received by: February 1, 2010

- Financial Needs Form (of application) postmarked and/or received by: March 30, 2010
- Winner notification by: June 30, 2010

### 2. FELLOWSHIPS

- The John C. Thiel Fellowship

### 3. RESEARCH GRANT

- Master File Project
- Virtual Dental Home Project: Teledentistry

### 4. COMMUNITY SERVICE GRANTS

- Rosie Wall RDH Community Spirit Grant
- Healthy Start for Texas Teeth Research Grant
- Tom's of Maine Community Service Grant

### 5. REQUEST FOR GRANT PROPOSAL (RFP)

### 6. ADHA/NCOHF TOOTHFAIRY GRANT





## Purpose of the Call

The monthly Liaison Conference Call began with the 2008 Institute Chair, Marge Green, RDH, MS. Its aim was to create a forum for round table discussions for fundraising. 99% of Institute donation funds come from ADHA members and 75-80% of those funds are collected by liaisons. To support fundraising efforts, the conference call serves

to:

1. Provide an opportunity to touch base and give feedback from the local level. Since liaisons work with constituents and components, they can relay information pertinent to ADHA staff (successes, failures, etc.)
2. Provide a forum for liaisons to network with one another to share their liai-

son experiences

and to support each other. Provide role clarification. For first time liaisons, the call serves as a touchstone crucial to building knowledge of the Institute and learning...

3. Provide the necessary support to liaisons for successful fundraising

## Liaison Fundraising Efforts

### VISION:

*“Leading the way through professional excellence in dental hygiene education and research.”*

The liaison is a vital marketing tool for the Institute. As the face of the Institute you provide information at the local level on Institute programs and activities. There are various ways for a liaison to promote the work that the Institute is doing:

- Provide a verbal/written report at state & local meetings
- Publish announcements in state newsletters that promote scholarship and grant opportunities available through the Institute
- Publish scholarship and grant recipients within your state

Using these types of techniques allow the membership to see the value in the foundation, especially if it has had an impact on a member within their home state.

Additionally, Institute staff at Central Office can provide marketing/promotional items for use as giveaways to donors at meetings. A list of items with the corresponding donor levels is available upon request. Last year, foundations that rely largely on individual donations, such as the Institute, experienced a difficult year as a result of the downturn in the economy last fall.

The strategy for the 2009-2010 fundraising year is to build a larger donor base. Currently, less than 1 % of ADHA’s 35,000 membership donates to the Institute on an annual basis. If every member of ADHA would donate as little as \$10 annually, the Institute could raise \$350,000! It is the liaison’s role to communicate directly with the membership the vital role that the foundation plays in the dental hygiene profession so that members see both the value in supporting the Institute but also the tangible results of our fundraising efforts.



## Liaison Resources

Fundraising information for liaisons is available on the Institute website under the “Liaison Resources” section. Liaisons will be able to access their 2009-2010 fundraising, monthly fundraising

reports, and a comprehensive list of all donors within their state from the 2008-2009 fundraising year. Current liaison goals are based upon a 10% increase over what was raised in the prior fund-

raising year.

All monthly reports are available for viewing by the 15th of each month.

(Continued on page 3...)

# Liaison Resources

For example, on or after September 15th, liaisons can log-in to view contributions made from their state from July 1, 2009 through August 31, 2009. As a reminder: raffle ticket sales **do** count toward your state’s fundraising goal. We encourage liaisons to review these monthly reports on a regular basis to ensure accuracy. Institute staff makes every effort to provide timely and accurate reporting to liaisons. However,

there are times when donations may not be reflected properly. If discrepancies are noticed in your reports, please contact Star Abernathy as soon as possible.

All liaisons who mailed/faxed confirmation forms should have received a “welcome” letter which contained the state password for log-in to the Liaison Resource center. If you are in need of this password, please contact:

Star Abernathy 312/440-8944  
 stara@adha.net  
 OR  
 Ashley Smith 312/440-8904  
 ashleys@adha.net



## Appeals

Each year Institute staff works closely with the Chair of the Institute to send two appeal letters. The Fall Appeal is mailed on an annual basis during October to the entire active membership of ADHA. This year the Fall Appeal will reach member mailboxes during the 3rd week of October. The Spring Appeal typically mailed in April and is sent to individuals who have donated in the past 3-4 years, but not in the current fiscal year.

Central Office also reaches out to Constituent and Components to donate as an organization to the foundation and encourages these state and local associations to include an annual donation to the Institute as a line item in their budget. These appeal letters were mailed to Constituent and Component presidents in July. A follow-up appeal will be mailed sometime after the new year.

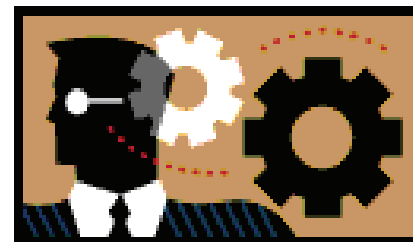
**COMMENT:**  
*Marge Green, VA*  
 Marge commented that trustees should be used as a more powerful resource since they have direct communication with membership and can help us reach a goal of 100% participation. She also supported the idea of requesting a line item in state and local level budgets for Institute donations. This tactic was used in the Fall Constituent/Component Appeal this year.

## New Approach

Diann and Star are working to implement a new approach to fundraising for the Institute. This year’s fundraising efforts will be focused on securing smaller donations from a larger donor base. Given the recent downturn in the economy and the projected slow recovery this strategy is ideal. During the 2008-2009 fundraising year the Institute raised nearly \$100,000, a \$60,000 drop from the previous year. The average donation last year was \$62.18 with less than 1% of the total membership donating.

The goal of the Institute over the next few years is to raise that percentage of members who donate to the Institute to the 50% mark. One way to do this is to increase the visibility of the Institute and the many opportunities it offers to its membership through various marketing tools. The second strategy is to focus less on major donors (donations over \$250) and emphasize the impact of small donations (\$25 and less). Often, prospective donors feel as though small donations do not impact a cause. It is a common misconception. As you’re

fundraising throughout the year it is important to stress that the Institute values all donors at any donor level. The financial impact to the Institute if every member donated as little as \$10 would be tremendous. These monies are in turn invested into the future profession in the form of scholarships, research grants and community service grants. This must be our message in years to come.



**SUGGESTION**

– Cathy Draper, CA  
Cathy suggested that some of the auction items be raffled off. Tickets could be sold in books of 10, each ticket being used to “bid” on an item. Instead of auctioning off the item, a small raffle drawing would take place at each of the “raffle” items. This could help get liaisons involved by having them walk around selling the tickets on the evening of the auction.

# Annual Session

**AUCTION**

Each year at Annual Session, the Institute hosts a silent auction as a fundraiser. The Institute welcomes the donation of auction items by individuals, constituents, and components to donate items (preferably unrelated to dental hygiene) to be auctioned.

During the 2009 silent auction in Washington DC, the Institute raised over \$12,000. We’d like to build upon the success of last year’s auction. Items that have proven popular in past auctions include **vacations, jewelry, wine, and artwork**. We ask your cooperation in encouraging participation from your state and local associations.

The Institute Benefit/President’s Reception at Annual Session will take place on Friday, June 25, 2010. The theme of the event is “A Night in Ancient Rome” held at Caesar’s Palace in Las Vegas, NV.

**RAFFLE**

The Institute will again hold a raffle to raise money for the Scholarship Program. Raffle tickets are \$2 each. Each liaison is responsible for selling **10** books of raffle tickets, which counts toward their respective state’s fundraising goal.

By now each liaison should have received your packet of tickets. If you have not, contact Ashley Smith so that we may get these

out to you. Additionally, requests for additional raffle tickets can be made by contacting Ashley.

Raffle ticket sales will conclude June 10, 2010. Please ensure that all ticket stubs are **received** in Central Office by this date.



## Fall Board of Directors Meeting

The Institute Board of Directors met this fall on Friday, August 7, 2009. The Board voted to direct monies in the 2009-2010 budget to re-design the Institute website. Staff has had several meetings with Paul Palmer, ADHA’s webmaster, to discuss the new look of the website. Our goal in undertaking this project is not only to modernize the “look” and “feel” of the website, but to provide a

more user-friendly site with up to date information. The Board also voted to spon-

sor one additional program through the NCOHF Tooth-fairy Grant program. Applications will be sent to all program directors in October with a deadline date of 12/31/09; notification will take place in February, 2010.

The Board voted to approve a new scholarship opportunity for dental hygiene educators. This fall the Institute will provide the necessary funding for three dental hygiene educators to attend the web-based program developed by the American Dental Education Association (ADEA) and the Academy

for Academic Leadership (AAL) with the assistance of UMKC School of Dentistry. The ADEA/ALL Institute for Allied Health Educators is a program designed for beginner or seasoned faculty in dental hygiene, dental assisting and other allied health profession educators. Educators enrolled in this program will gain experience with key classroom and clinical teaching practices. The application will be available in October. For more details regarding the Fall Board of Directors meeting please reference the Fall Board Meeting minutes, which are included.

# General Announcements

The Institute is currently looking for individuals interested in serving on the Scholarship Review Committee and Research Grant Review Committee. Individuals interested should be affiliated with a dental hygiene educational institution, be familiar with current student aid needs and financial aid procedures and/or pos-

sess expertise in research with knowledge of research design, methodology and current dental hygiene research needs. Any active member of ADHA interested in serving on either of these standing committees should express their interest by completing the Institute Bio-Data form. Please note: this form is separate

from the ADHA Bio-Data form. If you would like more information or would like to request a form, please contact Star Abernathy at (312) 440-8900 (ext. 244) and Ashley Smith (312) 440-8900 (ext. 204) in the Institute for Oral Health.



## ADHA Institute for Oral Health

444 N Michigan Ave  
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Chicago, IL 60611

Phone: 312-440-8900

Fax: 312-467-1806

E-mail: [stara@adha.net](mailto:stara@adha.net) OR  
[ashleys@adha.net](mailto:ashleys@adha.net)



**Diann Bomkamp, RDH, BSDH**  
2009-2010 Institute Chair



## Next Liaison Conference Call...

Thursday, October 22, at 7:15pm (CST).

You will receive a reminder email with the phone number and dial-in information soon.

*We hope you all can make it!*

**DRAFT MINUTES**  
**ADHA Institute for Oral Health**  
**Board of Directors Meeting**  
**August 7, 2009**  
**Fones Conference Room**  
**3:00 p.m – 5:00 p.m.**

**PRESENT:** Diann Bomkamp, RDH, BSDH, Chair, Missouri  
Lynn Ramer, LDH, Chair-Elect, Indiana  
Caryn Solie, RDH, Director, Nevada  
Pamela Quinones, RDH, Director, Maryland  
Hope Garza, RDH, BS, Treasurer, Texas

**STAFF:** Ann Battrell, RDH, MSDH, Corporate Secretary  
Star Abernathy, Executive Administrator  
McKenzie Smith, Director of Research - ADHA  
Ashley Smith, Administrative Assistant

**I. CALL TO ORDER**

Chair Bomkamp called the meeting to order at 3:11 pm.

The Board was introduced to Ashley Smith, Administrative Assistant for the Institute for Oral Health.

**II. APPROVAL OF AGENDA**

The agenda was adopted.

**III. CONSENT AGENDA**

The following items were approved under the consent agenda:

3A – Institute BOD Minutes – March 6, 2009  
IOH Liaison Fundraising Goals  
Research Grant Review Committee Minutes – June 5, 2009  
Scholarship Review Committee Minutes – June 1, 2009

**IV. ITEMS REMOVED FROM CONSENT AGENDA**

There were no items removed from the consent agenda.

**V. INSTITUTE PROCEDURES MANUAL**

Chair Bomkamp gave a brief presentation that provided an overview of Institute programs and fundraising activities.

The Board was provided with a CD-ROM that includes the Institute procedures manual as well as other materials that will be helpful in their position on the

Institute Board of Directors. Directors were also reminded that they could use their ADHA expense forms as a means to donate to the IOH.

#### **VI. ADHA INSTITUTE/NCOHF AFFILIATE NETWORK GRANT**

There was discussion regarding the suggestion of Fern Ingber to rename the grant fund to the "ADHA Institute/NCOHF Toothfairy Grant Fund". The board agreed that the name change would provide increased name recognition and possibly increase donations from members who are more familiar with the "Toothfairy" name.

***INS 09-01 (M)Garza (S)Ramer***

*That the "ADHA Institute/NCOHF Affiliate Network Grant" be renamed the "ADHA Institute/NCOHF Toothfairy Grant Fund".*

***Justification:*** *Renaming the fund may provide increased name recognition of the fund and increase donations from ADHA members more familiar with the Toothfairy Campaign.*

Discussion ensued on the number of dental hygiene programs that the Institute would fund as part of the NCHOF Affiliate Network for the 2009-2010 fiscal year.

Currently, one program is included in the revised budget for the 2009-2010 fiscal year. The Board debated whether or not the Institute could afford to sponsor additional dental hygiene programs.

It was noted that the future number of funded dental hygiene programs will directly be dependent on the donations specifically designated to the "ADHA Institute/NCOHF Toothfairy Grant Fund." This year's funding will be paid out of the General Research Grant Fund.

***INS 09-02 (M)Garza (S)Solie***

*That the ADHA Institute fund one (1) dental hygiene program to become part of the NCOHF Affiliate Network for the 2009-2010 fiscal year.*

***Justification:*** *Funding one (1) dental hygiene program is both fiscally responsible and renews the Institute's commitment to community service that increases access to care and our ongoing partnership with the National Children's Health Foundation.*

The Board discussed whether it should continue to be the body responsible for evaluating the applicants for this program. The decision was made that this responsibility will remain under the Board's purview.

## VII. FINANCIAL REPORT

### A. Annual Session Fundraising Update

The Board reviewed the fundraising results from the 2009 CLL at the 86<sup>th</sup> annual session.

### B. FY 2009-2010 Revised Budget

Hope Garza gave an overview of the adjustments that were made in the 2009-2010 Revised Budget.

General assumptions made during the process of revising the budget were a slower economy and the increased use of electronic communication.

The Board was briefed on the redesign of the Institute portion of the website and the costs associated with this project.

**INS 09-03 (M)Garza (S)Ramer**

*That the 2009-2010 revised budget for the Institute for Oral Health be adopted.*

**Justification:** *The budget facilitates the Institute's efforts to fulfill its administrative and fiduciary responsibilities*

## VIII. VIRTUAL DENTAL HOME PROJECT

The Board reviewed Dr. Paul Glassman's request for additional funding for the second year of the Virtual Dental Home Project.

Discussion ensued regarding the Institute's support of this project and the level at which the Institute could contribute for the current fiscal year.

Staff gave the Board information regarding preliminary discussions with Colleen Brickle in Minnesota and Rebecca Stolberg in Washington State about their possible financial needs with regard to their respective ADHP programs and how that could affect our future funding decisions.

Discussion was held as to whether the same data is already available via other research.

The Board agreed that it is critical for the Institute to recognize the importance of this project and would encourage Dr. Glassman to submit another status update and, if needed, an additional request for funding at the Winter IOH Board meeting in March 2010.

**INS 09-04 (M)Ramer (S)Garza**

*That the Institute for Oral Health provide funding in the amount of \$15,000 to support the second year of the Virtual Dental Home Project and request an update in March for possible additional funding.*

**Justification:** *The results of this University Pacific research will yield data to support the use of collaborative practice models to improve access to care and provide ADHA with a valuable tool for advocacy.*

## **IX. NEW BUSINESS**

### **A. Institute Advisory Committee**

The Board discussed re-instating the Institute Advisory Committee (IAC) as a cost-effective alternative to changing the composition of the Board of Directors.

Background information was provided to the Board on the composition and past function of this committee and there was discussion on how to recruit members.

Staff has already begun the process of surveying ADHA Past Presidents to determine their interest in serving in this capacity. The Board recognized the desire of many Past Presidents to be utilized to help in fundraising activities.

Staff was asked to investigate the various options available to re-instate the IAC and present to the Board at the Winter Board meeting.

### **B. 2010 IOH Benefit Reception**

The Board offered its feedback on the first combined IOH Benefit/President's Reception and relayed the positive feedback that it heard regarding the new format from both members and corporate partners.

Discussion was held regarding the possibility of moving this event to the Friday evening in an effort to streamline the meeting schedule. Moving the event to Friday evening would also allow for an increased presence of our corporate partners who will still be onsite for the Exhibits.

Themes for the 2010 event were discussed with "A Night in Ancient Rome" being chosen as the selected theme for the evening. This theme will work well with the décor of Caesar's Palace, the 2010 meeting site.

## **X. UNFINISHED BUSINESS**

**A. Institute Bio-Data Form**

The Board reviewed the draft Bio-Data form for the Institute. Editorial changes were made.

**INS 09-05 (M) Quinones (R)Ramer**

*That the Bio-Data form be approved for use by ADHA members to apply for appointment to Institute committees.*

**Justification:** *This form will more easily identify individuals specifically interested in serving on Institute committees.*

**B. ADEA/AAL Scholarship**

The Board discussed the need for the Institute to offer a scholarship that will support the professional development of novice educators as well as veteran educators in dental hygiene programs.

Staff informed the Board that these scholarships would come from the Institutes General Scholarship Fund. There was discussion regarding the number of scholarships that the Institute could provide for the first year.

**INS 09-06 (M) Garza (S) Solie**

*That the Institute establishes a scholarship for three (3) dental hygiene educators to attend the ADEA/AAL Institute for Allied Health Educators.*

**Justification:** *Providing this scholarship opportunity allows the Institute to assist in the professional development of dental hygiene educators.*

**XI. ADJOURNMENT**

There being no further business the meeting adjourned at 4:46 pm.