

REPORT OF THE STANDING COMMITTEE ON COMMUNICATION AND TECHNOLOGY

Background: The Standing Committee on Communication and Technology met on Monday, June 26, 2023 via a virtual meeting. The following Commissioners serving on the Standing Committee participated in the discussion: Dr. Joel Berg (chair), Dr. Carolyn Brown, Mr. Noah Williams, Dr. Barbara Krieg-Menning, Dr. Brent Larson, and Ms. Martha McCaslin. Dr. Willie Keith Beasley and Dr. Amid Ismail were unable to attend. Dr. Sherin Tooks, senior director, CODA, and Ms. Kathleen Navickas, Ms. Yesenia Ruiz, Ms. Peggy Soeldner, and Ms. Kelly Stapleton, managers, CODA, and Ms. Cathryn Albrecht, senior associate general counsel, ADA/CODA were also in attendance.

The Committee began its meeting with a review of the Standing Committee's charge. The Committee discussed the following items:

CODA Website Analytics: The Standing Committee reviewed the Commission's website analytics for the period of January 1, 2023 through June 1, 2023. The Committee noted these analytics may further enhance the work of the Committee by including more specific information about CODA's website, rather than information on browser type, referrers, outbound links, and source links to CODA's website. The Committee believed a review of analytics data collected and reported may be warranted, following development of the Commission's next Communication Plan, so that the Standing Committee can monitor the impact of CODA's communications through visits to CODA's website.

Communication and Technology Committee Recommendation: This report is informational in nature and no action is required.

CODA Communication Plan: A subcommittee of the Standing Committee (Drs. Joel Berg, Brent Larson and Barbara Krieg-Menning), Dr. Sanjay Mallya, CODA chair, Dr. Maxine Feinberg, CODA vice chair, Dr. Sherin Tooks, CODA senior director, and Commission managers, met on May 5, 2023 and May 31, 2023 to develop the Communication and Technology Survey.

The subcommittee discussed the goals of the communication plan, which included providing the communities of interest with relevant information on the process, operations, and purview of the Commission, and to provide updates on meetings, current events, and training. The subcommittee noted that the Commission's communication strategy through video (both synchronous and asynchronous), written documentation, and updates to the broad community of interest, for informational and educational purposes, will be further developed through the next Communication Plan. The audiences of the Commission include educational programs (i.e., program directors, faculty, and site visitors), and the broad community of interest (i.e., dental organizations, dental boards, state agencies and associations, students, patients, and the public), as noted by the subcommittee.

The subcommittee considered the last Communication Survey of 2017, as well as the draft questions and the list of groups surveyed. Following considerable discussion and review of the

survey, the subcommittee developed a revised Communication Survey for consideration by the Standing Committee.

The subcommittee believed that, following consideration, the Standing Committee should recommend that the Commission announce the survey following its August 2023 meeting. A second reminder announcement could be sent one (1) week prior to distribution of the survey. The Commission could distribute the survey in late September/October 2023, with a three-week deadline for completion and reminder at the mid-point for those who have not responded. Following data collection, a report of findings and recommendations related to the next Communication Plan would be developed in Fall 2023 and presented to the Commission in Winter 2024.

At its June 26, 2023 meeting, the Standing Committee reviewed and discussed the draft communication survey prepared by the subcommittee of the Standing Committee on Communication and Technology. The Standing Committee finalized the communication survey (**Appendix 1**) and determined that an announcement of the survey should occur one (1) month and one (1) week prior to dissemination. The Standing Committee agreed that the survey be distributed in late September/October 2023, with a three-week deadline for completion and reminder at the mid-point for those who have not responded. As such, the Standing Committee will proceed with CODA's directive to develop a communication plan and will disseminate the survey (**Appendix 1**) in Fall 2023. A report and draft communication plan will be provided to the Commission in Winter 2024.

Communication and Technology Committee Recommendation: This report is informational in nature and no action is required.

Electronic Accreditation Platform: The Standing Committee discussed the Commission's continued need to identify, secure, develop and support a long-term solution for an electronic accreditation tool. An electronic accreditation platform was implemented in February 2021 to support the submission of applications and self-study documents from programs, and access of these materials by site visit team members. It was noted that a robust, comprehensive, and easy-to-use electronic accreditation platform is vital to CODA's ongoing mission, as evidenced in CODA's most recent 2022-2026 Strategic Plan goal that the Commission be "*efficient in managing the accreditation processes, both internal and external.*" The Standing Committee learned that CODA's Senior Director continues to work with ADA Legal and Information Technology staff to develop a contract with a potential vendor.

Communication and Technology Committee Recommendation: This report is informational in nature and no action is required.

Commission Actions:

2023 Commission on Dental Accreditation Communications Survey

Announcement for 2023 Commission on Dental Accreditation Communications Survey (One Month Prior to Distribution)

At its Summer 2023 meeting, the Commission on Dental Accreditation considered the report of its Standing Committee on Communication and Technology, specifically related to the Commission's next Communication Survey. As an important community of interest of the Commission, you will receive a link to the Commission's Communication Survey within the next month. The Commission requests your participation in the survey to help inform its next Communication Plan. Your response will remain completely confidential and will be presented to CODA in aggregate form only. We look forward to hearing from you.

Signed, CODA Chair

Announcement for 2023 Commission on Dental Accreditation Communications Survey (One Week Prior to Distribution)

Within the past month, we contacted you related to the upcoming Commission on Dental Accreditation Communication Survey. As an important community of interest of the Commission, we request your participation in the survey to help inform its next Communication Plan. You will receive a link to the Commission's Communication Survey within the next week. The survey will take approximately 5 minutes to complete. Your response will remain completely confidential and will be presented to CODA in aggregate form only. We look forward to hearing from you.

Signed, CODA Chair

2023 Commission on Dental Accreditation Communications Survey

Introduction to Survey

The Commission on Dental Accreditation (CODA) serves the public and dental professions by developing and implementing accreditation standards that promote and monitor continuous quality and improvement of dental education programs. The Commission functions independently and autonomously of the American Dental Association in matters of developing and approving accreditation standards, making accreditation decisions on educational programs, and developing and approving procedures that are used in the accreditation process. The Commission on Dental Accreditation is recognized by the United States Department of Education as the national programmatic accrediting agency for dental and dental-related education programs.

Instructions

Thank you for participating in the 2023 Commission on Dental Accreditation Communications Survey. This survey will take approximately 5 minutes to complete. CODA wishes to assess and improve its communication initiatives to communities of interest. Your answers will help CODA make informed decisions about the development of its communication strategies. Your response will remain completely confidential and will be presented to CODA in aggregate form only.

Please complete all questions by selecting the appropriate response that best describes your situation. Please note that the "Next" and "Back" buttons will allow you to move from one page to another. When you have completed the survey successfully, you will reach the completion page which will notify you that your responses have been submitted.

Primary Affiliation (to be embedded in the survey invitation for each recipient)

- American Dental Association (member or volunteer leader at local, state, or national)
- Allied Dental Association (Dental Assisting, Dental Hygiene, Dental Laboratory Technology, Dental Therapy)
- Allied Dental Certifying Organization
- American Association of Dental Boards
- American Dental Education Association
- American Student Dental Association
- Chiefs of Federal Dental Services
- CODA Volunteer (site visitor, review committee member, commissioner, appeal board member)
- CODA Accredited Program (CEO, CAO, program director)
- Dental Specialty Association (one of the 12 NCRDSCB-recognized specialties)
- Dental Specialty Certifying Board (one of the 12 NCRDSCB-recognized specialties)
- General Dentistry Association (AEGD, GPR)
- State Board of Dentistry
- State Dental Association Executives

1. How familiar are you with the work of the Commission on Dental Accreditation (CODA) overall?

- Extremely familiar
- Moderately familiar
- Not at all familiar

2. How familiar are you with:

	Extremely Familiar	Moderately Familiar	Not at all Familiar
CODA's accreditation policies and procedures			
CODA's process of developing Accreditation Standards			
CODA's process of revising Accreditation Standards			
CODA's process to accredit educational programs			
Your ability to provide			

input to CODA (via Third Party Comments, Hearing on Standards, and Proposed Revision of Standards)			
--	--	--	--

3. For each statement below, please indicate whether you believe this is a role of CODA.

	Yes, this is a role of CODA	No, this is not a role of CODA	Not sure
Accreditation certifies that an individual is capable of practicing dentistry.			
Accreditation is a peer-review process that determines whether dental education programs meet certain quality standards.			
Accreditation determines whether dental graduates are competent to begin the practice of dentistry.			

4. How well informed would you say you are regarding the latest CODA proceedings, activities, and policies?

- Extremely informed
- Moderately informed
- Not at all informed

5. What accreditation information is important to your work? (select all that apply)

- Policy changes
- Process changes
- Accreditation Standards changes
- Current issues in higher education

6. How often do you read the following resources? If you have not heard of a resource, select “Not familiar”.

	Always	Often	Sometimes	Rarely	Never	Not Familiar
CODA Annual Report						
CODA Communicator E-Newsletter						
CODA Alert E-Mails						
ADA.org Website						
CODA Website						
ADA News						

7. What are your primary sources for receiving information about CODA? (select up to 3)

- CODA website
- CODA meeting major actions/meeting minutes
- CODA newsletter or blast emails
- CODA presentations (e.g. webinars)
- Word of mouth
- Phone call with CODA staff
- Another dental organization
- I don’t usually seek information related to CODA (Exclusive option; if selected no other choice may be selected)

8. How would you describe the frequency of CODA Communication?

- Too frequent
- Adequate and timely
- Not frequent enough
- Not applicable; I do not follow CODA Communications

9. Which of the following information would you like to receive from CODA? (select all that apply)

- Process to revise Accreditation Standards
- Revisions to Accreditation Standards
- Accreditation status of programs
- Accreditation business/policy updates
- Requirements/criteria for being a Commission volunteer
- Schedule of accreditation site visits
- Meeting minutes from CODA semi-annual meetings
- Training for program directors
- Training for CODA volunteers
- Updates to communities of interest
- Not interested / None of the above

10. What is your preferred method of receiving CODA communications in the future? (select all that apply)

- E-mail
- CODA website
- CODA newsletter or similar methods
- Social media
- Not interested in receiving CODA communications

11. What is your preferred method for receiving CODA training in policies and procedures? (select all that apply)

- Webinar: Live
- Webinar: On-demand
- In-person training at the ADA Building
- In-person training at dental meetings (ADEA, ADA, etc.)
- Not applicable

12. If CODA were to engage in any of these social media sites/tools, how likely would you be to utilize them?

	Very Likely	Somewhat Likely	Not Likely
LinkedIn			
Twitter			
YouTube			
Facebook			
Instagram			
Push Notifications			