REPORT OF THE STANDING COMMITTEE ON
COMMUNICATION AND TECHNOLOGY

Background: The Standing Committee on Communication and Technology charge is to:
- Evaluate and recommend alternative methods, including the use of enhanced technology, for monitoring programs' continuous compliance with the standards;
- Evaluate and recommend new technological advances in accreditation for reporting and management of information, allowing accreditation to move toward the concepts of continuous assessment, data collection, and readiness;
- Monitor technological trends in alternative site visit methods;
- Develop and implement strategies to increase the effectiveness, quality, content, and processes of communication with all the Commission's communities of interest;
- Ensure that Commission communications strategies allow for transparency and accountability; and
- Oversee the publication of the e-newsletter, the CODA Communicator, with emphasis on communicating the value/outcomes of accreditation.

December 13, 2023 and January 18, 2024 Meetings of the Communication and Technology Committee: The Standing Committee on Communication and Technology met on December 13, 2023 and January 18, 2024. Members of the Committee: Dr. Keith Mays (chair), Dr. Indraneel Bhattacharyya, Dr. Keith Beasley (unable to attend meetings), Dr. Carolyn Brown (attended a portion of January 18, 2024, only), Ms. LaShun James, Ms. Martha McCaslin (attended January 18, 2024, only), Dr. Garry Myers, and Mr. Noah Williams attended the meetings. Consultant: Dr. Joel Berg, immediate past Commissioner and former chair of the Standing Committee, consultant, *ex-officio*, was also in attendance at both meetings. Commissioners: Dr. Maxine Feinberg (attended December 13, 2023, only), chair, and Dr. Frank Licari (attended January 18, 2024, only), vice chair, *ex-officio*, Commission on Dental Accreditation (CODA). Commission Staff: Dr. Sherin Tooks, senior director, and Ms. Jamie Asher Hernandez (attended December 13, 2023, only), Ms. Katie Navickas, Ms. Yesenia Ruiz, Ms. Peggy Soeldner, and Ms. Kelly Stapleton, managers, CODA, were also in attendance. Ms. Samara Schwartz, senior associate general counsel, CODA, attended January 18, 2024, only.

The Committee began its meetings 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 December 31, 2023. The Committee noted these analytics may further enhance the work of the Committee by including more specific information about CODA's website. The Committee noted the website is used consistently throughout the year and Standards, Find a Program, and Policies pages are most often referenced by external users.

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

CODA Communication Plan: The Standing Committee noted the Commission's directive to disseminate a communication plan survey in Fall 2023. The Communication Plan Survey Instrument **(Appendix 1)** was considered by the Standing Committee.

An online survey was sent on October 18, 2023, to 3,374 individuals representing the Commission on Dental Accreditation's community of interest. Recipients received a reminder on November 1, 2023, and the survey closed on November 8, 2023. The Communication Plan Survey Data are presented in **Appendix 2**. There were 1,431 respondents, resulting in a 42% overall survey response rate. Of the total respondents, accredited programs represented 70% (N=1,133), Commission volunteers represented 26% (N=421), and dental associations and boards represented 4% (N=55). It should be noted that 178 respondents of 324 individuals surveyed represented both an accreditation program and a CODA volunteer; therefore, the responses of these individuals were included in both subgroups.

The Communication Survey data suggested that the Commission is doing a good job with communications to its broad communities of interest. Approximately 43% of respondents indicated they are extremely familiar with the work of the Commission, while 55% indicated moderate familiarity. Respondents also indicated the accreditation information important for their work by order of importance is: 1) Accreditation Standards changes (98%); 2) policy changes (81%); 3) process changes (75%); and 4) current issues in higher education (65%). The top four (4) primary sources for receiving information about CODA are the: 1) CODA newsletter or blast emails (72%); 2) CODA website (66%); 3) CODA meeting major actions and meeting minutes (44%); and 4) CODA presentations (31%). Regarding the frequency of CODA communication, 82% of respondents indicated these were adequate and timely, while 11% indicated communications were not frequent enough.

When asked to select all that apply, an overwhelming majority (98%) of respondents prefer receiving future CODA communications by E-Mail, while 30% prefer the CODA website, 27% prefer the CODA newsletter or similar method, and 2% prefer social media. Additionally, when asked to select all that apply, respondents indicated their preferred method for receiving CODA training in policies and procedures include: 1) on-demand webinars (76%); 2) live webinars (52%); 3) in-person training at dental meetings (30%); and 4) in-person training at the ADA building (17%). Finally, there appeared to be little to no current interest (48-88% of respondents, various tools) in CODA utilizing social media sites/tools; however, it a platform were used, the preferred tool is YouTube, with 51% of respondents indicating if CODA would engage in this tool, they would be somewhat likely or very likely utilize it.

Based on the data collected, a 2024-2028 CODA Communication Plan and Strategy, and Executive Summary Report **(Appendix 3)**, were prepared and reviewed by the Standing Committee. The Communication Plan was developed to align with the Areas of Strategic Priority of the Commission's 2022-2026 Strategic Plan, with a strong focus on enhancing communication and understanding of the Commission's role as an accrediting agency and providing support and resource materials to educational programs, site visitors, and the communities of interest.

The Standing Committee believed that priorities and benchmarks for various aspects of the Communication Plan could be established yearly, based upon the communication needs of the Commission. It was believed that this approach would provide the Commission with agility in making changes to its communication strategies as the need arises. Progress on the plan will be tracked annually, with cumulative date from year to year to show trends in progress made on the plan. Priorities for the 2024 Communication Plan and Strategy include the following: 1) developing a pamphlet on the Commission's process to revise Standards, for public distribution; 2) developing micro-videos for programs on the preparation of report to CODA; 3) specialized training for CODA site visitors, focusing on a few disciplines each year; and 4) investigating the potential acquisition of a learning management system to disseminate information to CODA's various audiences. Following consideration, the Standing Committee recommended that the Commission adopt, with immediate implementation, the 2024-2028 CODA Communication Plan and Strategy, and Executive Summary Report **(Appendix 3).**

> **Communication and Technology Committee Recommendation**: It is recommended that the Commission on Dental Accreditation adopt, with immediate implementation, the 2024-2028 CODA Communication Plan and Strategy, and Executive Summary Report **(Appendix 3).**

Electronic Accreditation Platform: The Standing Committee discussed the Commission's continued need to develop and support a long-term solution for an electronic accreditation tool. The Standing Committee learned that a vendor was selected, contract finalized, and preliminary discussions related to the timeline and scope of work have begun. Additionally, the Standing Committee discussed the use of curriculum management tools amongst educational programs and suggested that CODA staff inquire with the E-Accreditation vendor as to the potential integration of CODA's new E-Accreditation tool with other curriculum management tools that may exist. Updates on the development of CODA's E-Accreditation tool will be provided as available.

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

> **Commission Actions**:

Prepared by: Dr. Sherin Tooks

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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.

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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			

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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

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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

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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?

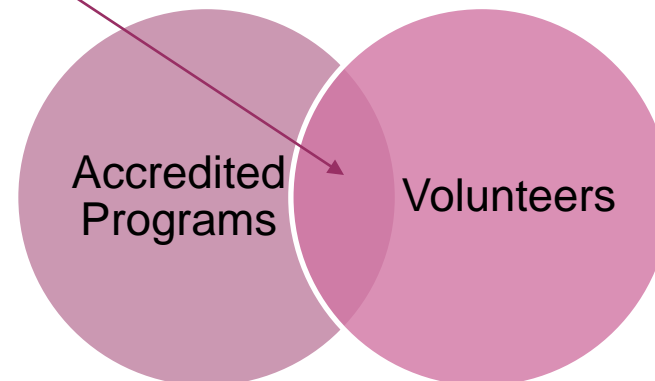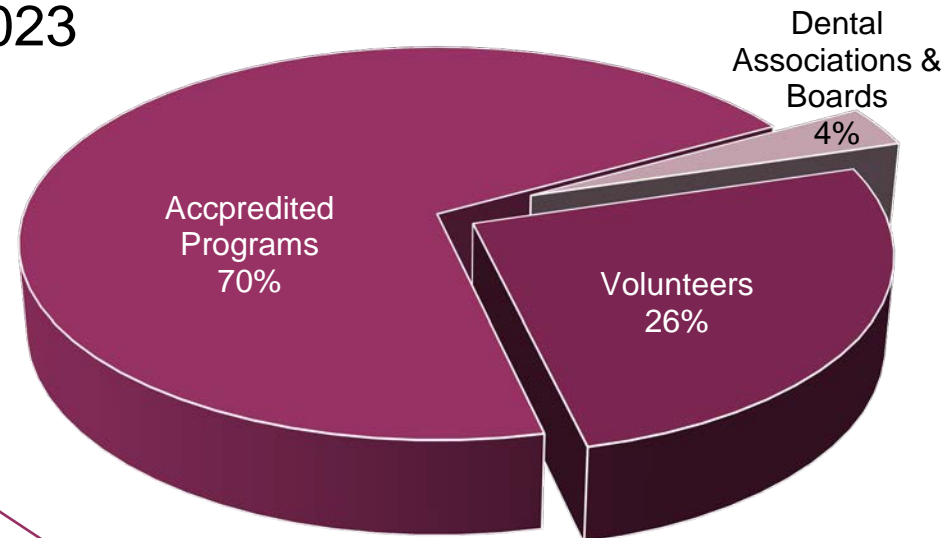|	Very Likely	Somewhat Likely	Not Likely
LinkedIn			
Twitter			
YouTube			
Facebook			
Instagram			
Push Notifications			

CODA Communications Survey

October 2023

Methodology

- Online survey sent to 3,374 unique email of Community of Interest individuals on 10/18/2023

- Reminder sent on 11/1/2023

- **1,431** Respondents (42%)

  ➤ 178 respondents of 324 people surveyed are both Accredited Program & CODA Volunteer, counted under both of their subgroups
  ➤ **1,133** of 2,753 are Accredited Program (including combined response)
  ➤ **421** of 799 are CODA Volunteer (including combined response)
  ➤ **55** of 146 Dental Associations & Boards

Accredited Programs 70%

Volunteers 26%

Dental Associations & Boards 4%

Accredited Programs

Volunteers

CODA
Commission on Dental Accreditation

Familiarity

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

CODA
Commission on Dental Accreditation

Familiarity

How familiar are you with:

CODA's accreditation policies and procedures
- Extremely Familiar: 52.10%
- Moderately Familiar: 45.51%
- Not at all Familiar: 2.39%

CODA's process of developing Accreditation Standards
- Extremely Familiar: 24.93%
- Moderately Familiar: 58.99%
- Not at all Familiar: 16.09%

CODA's process of revising Accreditation Standards
- Extremely Familiar: 25.36%
- Moderately Familiar: 58.19%
- Not at all Familiar: 16.45%

CODA's process to accredit educational programs
- Extremely Familiar: 50.36%
- Moderately Familiar: 45.43%
- Not at all Familiar: 4.20%

Your ability to provide input to CODA (via Third Party Comments, Hearing on Standards, and Proposed Revision of Standards)
- Extremely Familiar: 32.97%
- Moderately Familiar: 52.54%
- Not at all Familiar: 14.49%

Legend:
- Extremely Familiar
- Moderately Familiar
- Not at all Familiar

CODA*
Commission on Dental Accreditation

Familiarity

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

Accreditation certifies that an individual is capable of practicing dentistry.

Yes, this is a role of CODA	No, this is not a role of CODA	Not sure
10.80%	83.39 %	5.80%

Accreditation is a peer-review process at determines whether dental education programs meet certain quality standards.

Yes, this is a role of CODA	No, this is not a role of CODA	Not sure
98.16%	0.74 %	1.10%

Accreditation determines whether dental graduates are competent to begin the practice of dentistry.

Yes, this is a role of CODA	No, this is not a role of CODA	Not sure
20.29%	72.87 %	6.84%

Yes, this is a role of CODA   No, this is not a role of CODA   Not sure
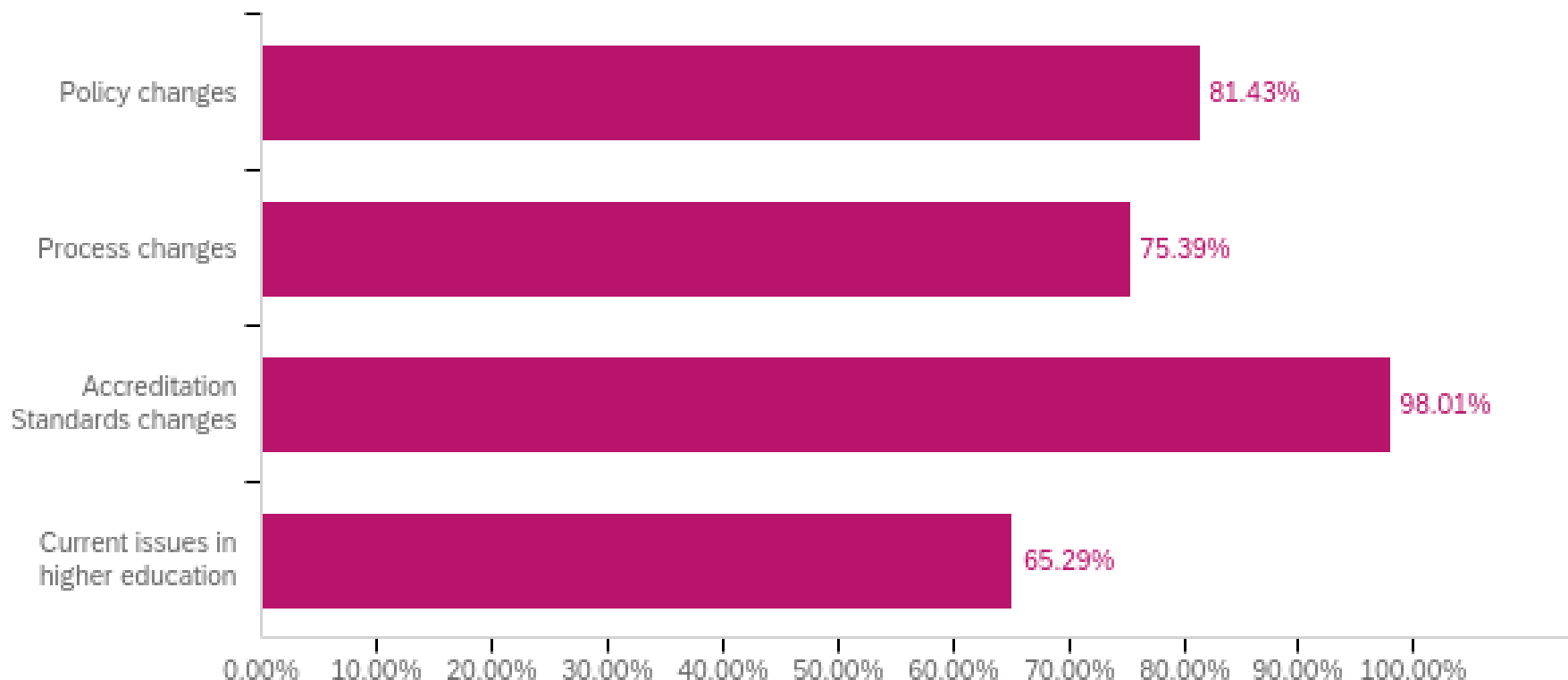
CODA*
Commission on Dental Accreditation

Familiarity

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

CODA*
Commission on Dental Accreditation
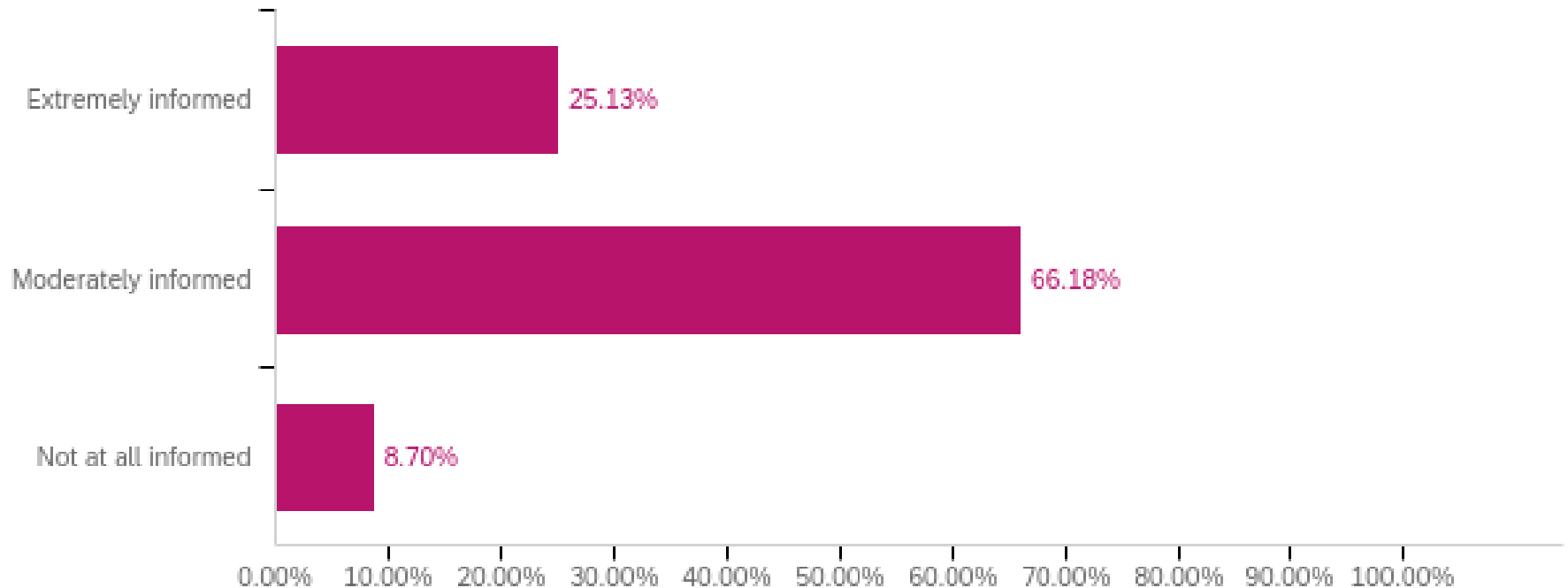
Information Needs

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

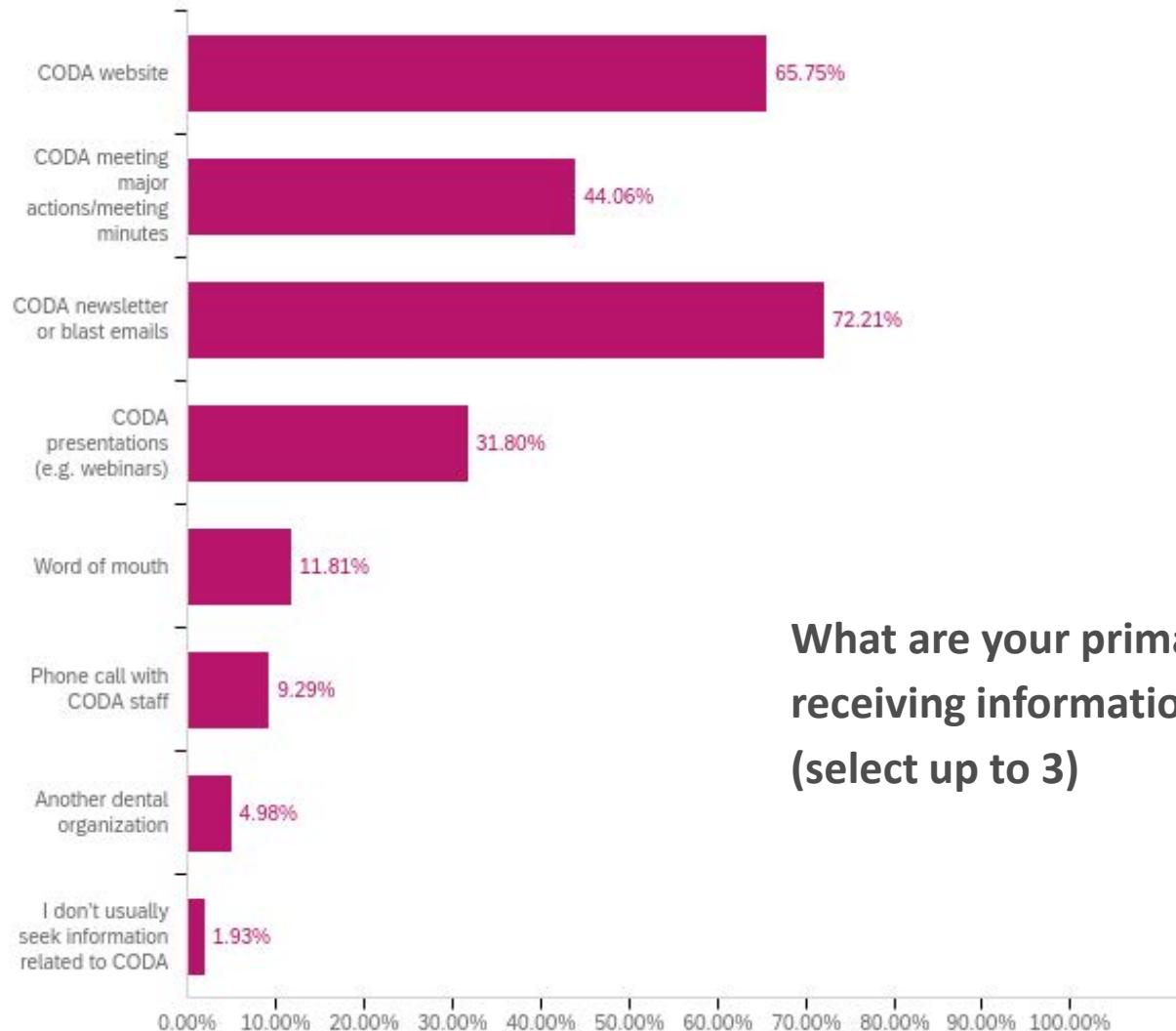| Category	Percentage
Policy changes	81.43%
Process changes	75.39%
Accreditation Standards changes	98.01%
Current issues in higher education	65.29%

CODA*
Commission on Dental Accreditation

How Often Read

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

CODA
Commission on Dental Accreditation
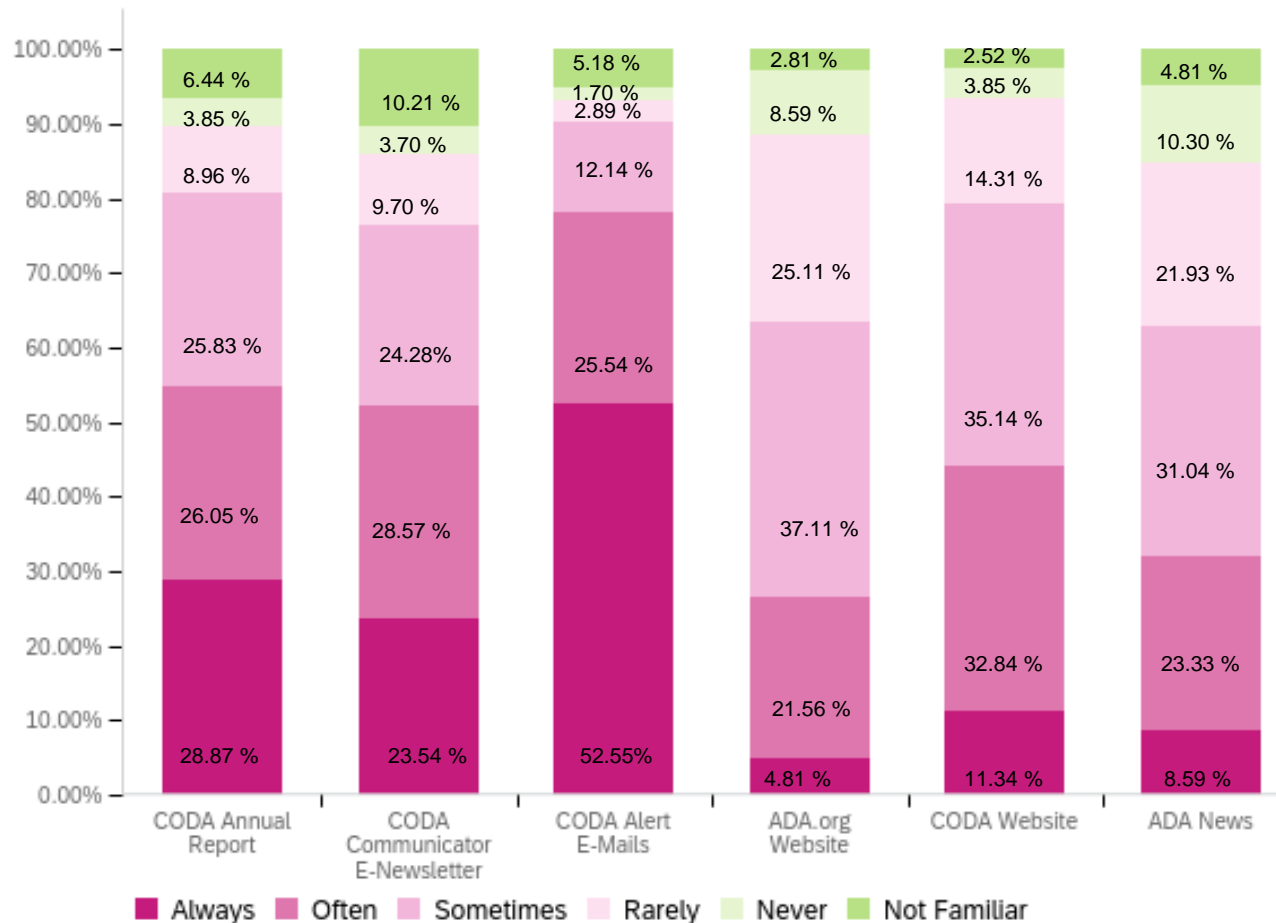
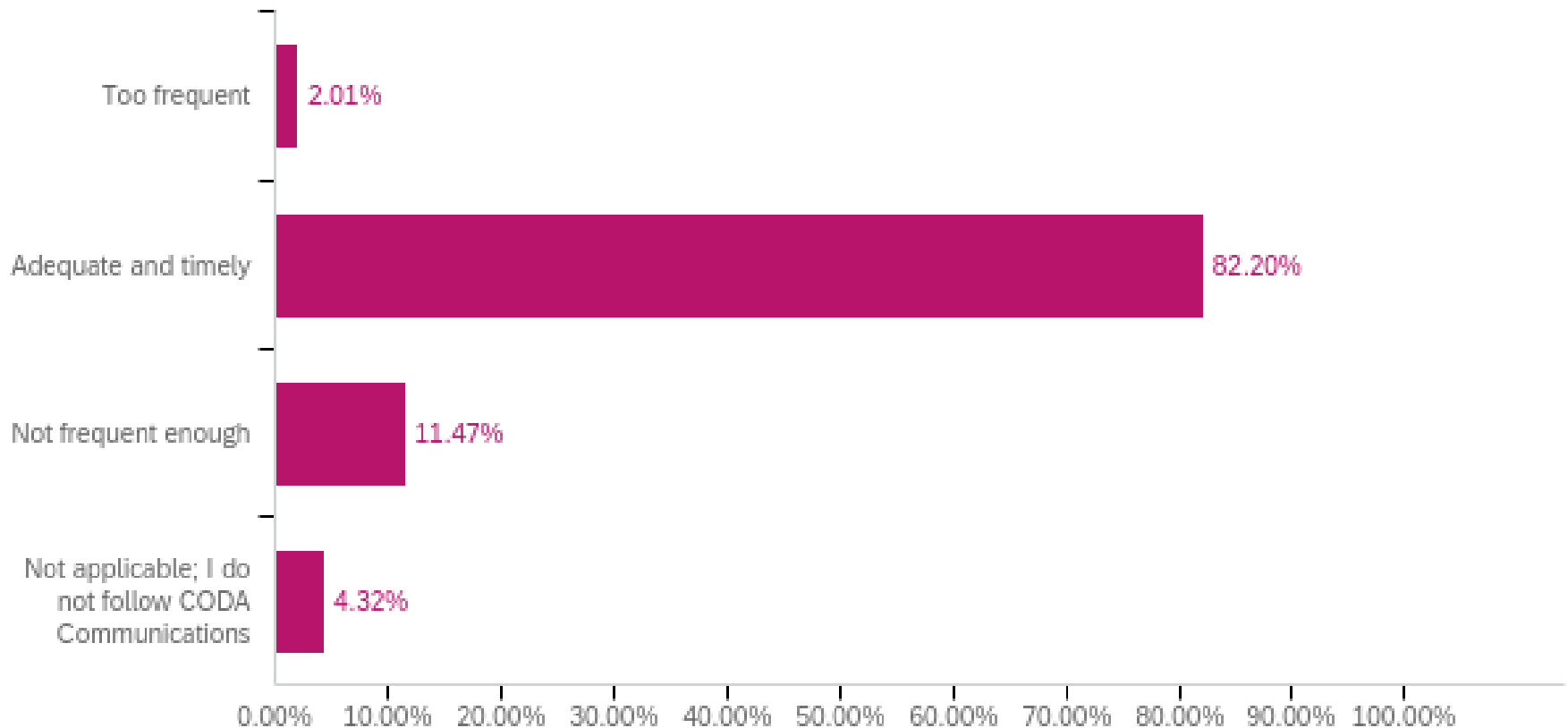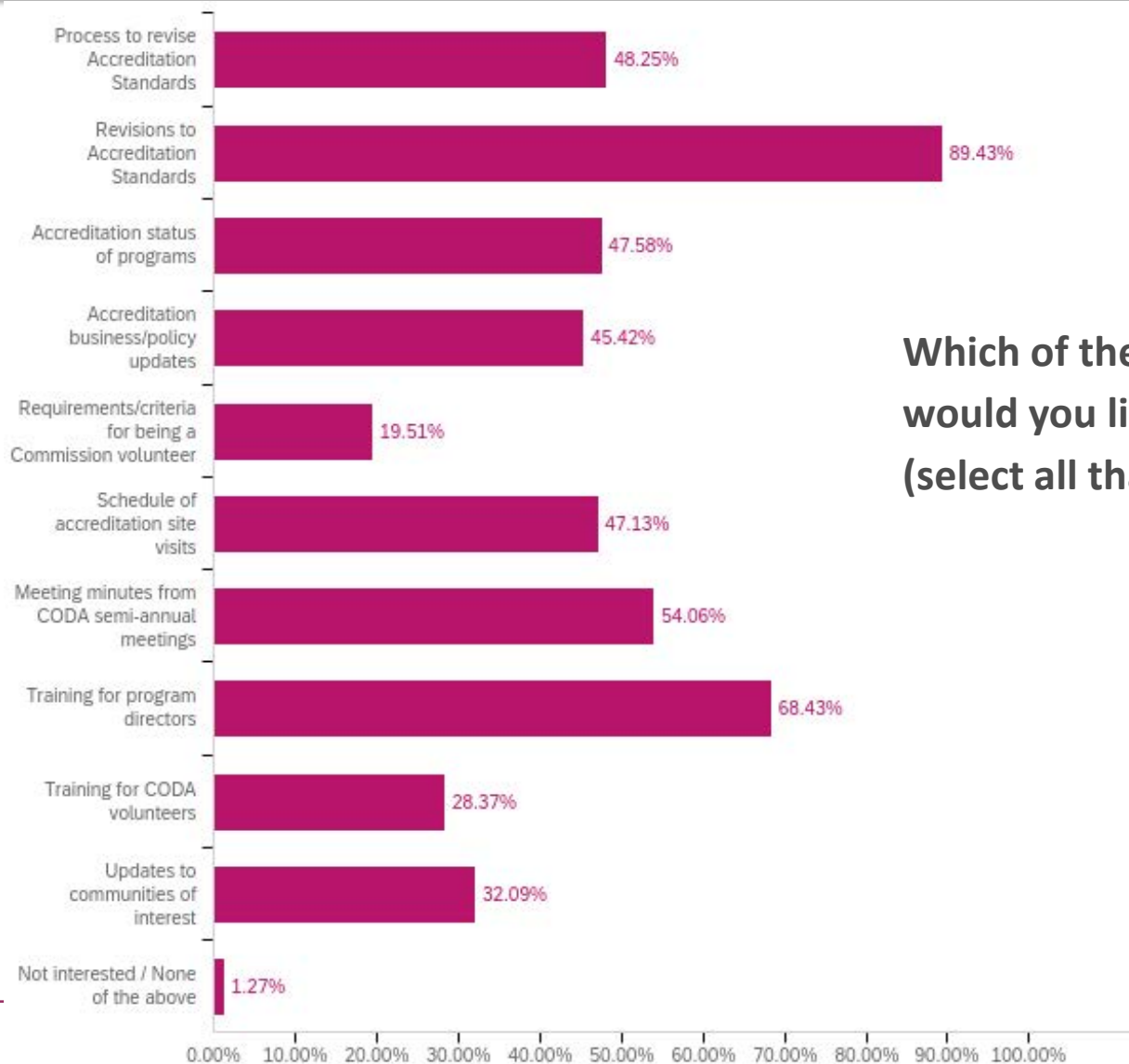# Source of Information

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

CODA
Commission on Dental Accreditation

Communication

How would you describe the frequency of CODA Communication?

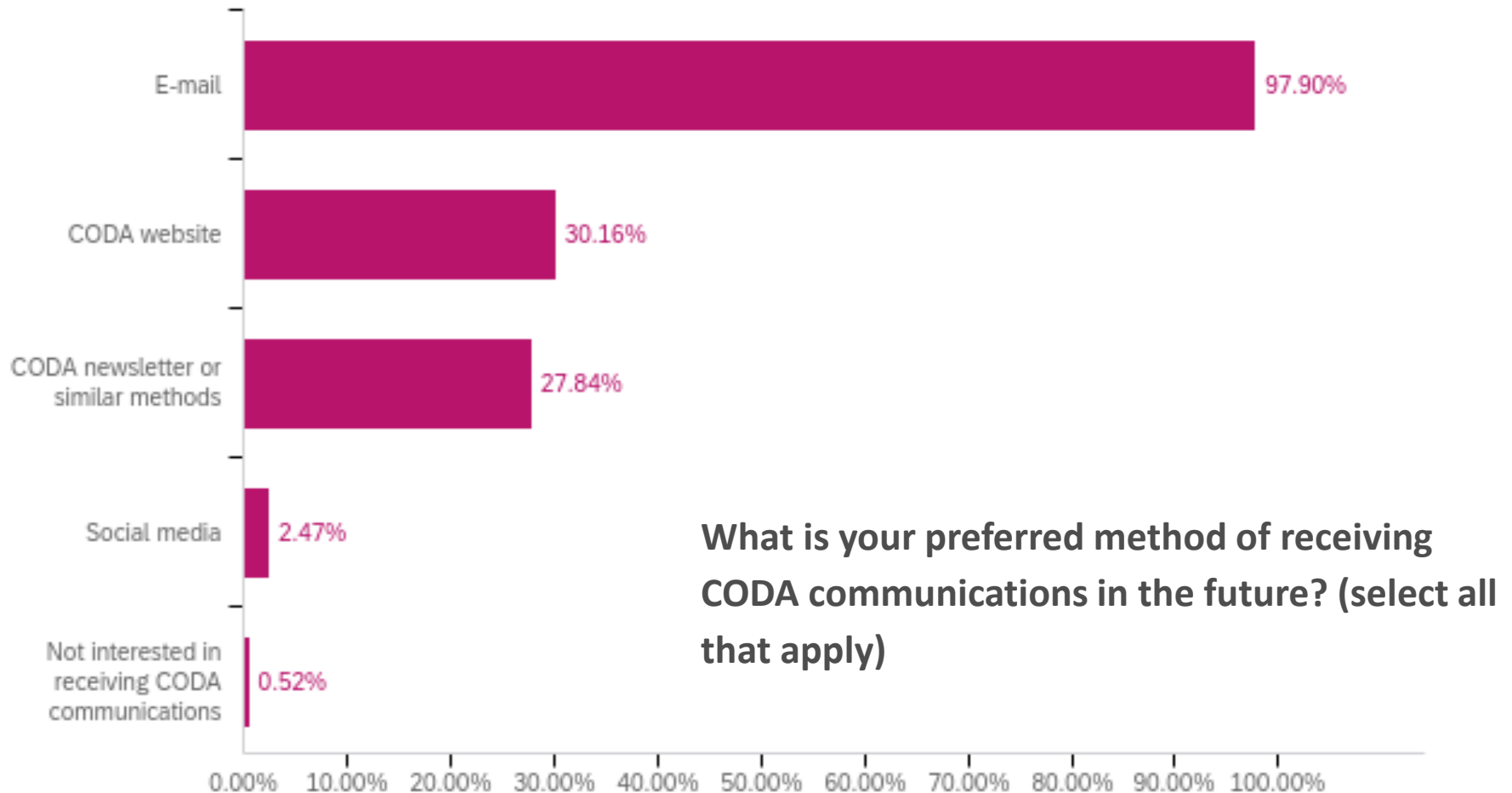| Response	Percentage
Too frequent	2.01%
Adequate and timely	82.20%
Not frequent enough	11.47%
Not applicable; I do not follow CODA Communications	4.32%

CODA*
Commission on Dental Accreditation

Information Needs

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

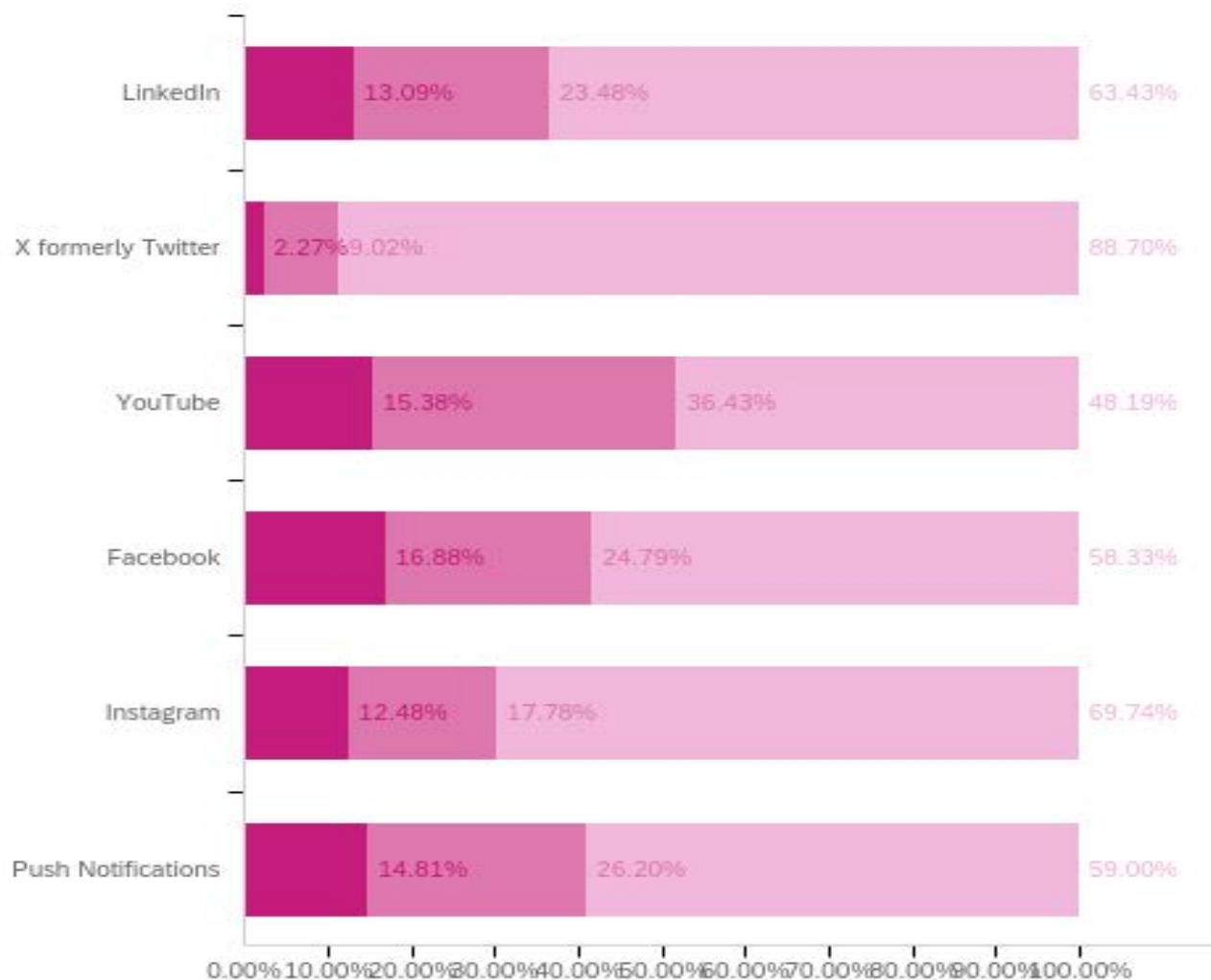| Category	Percentage
Process to revise Accreditation Standards	48.25%
Revisions to Accreditation Standards	89.43%
Accreditation status of programs	47.58%
Accreditation business/policy updates	45.42%
Requirements/criteria for being a Commission volunteer	19.51%
Schedule of accreditation site visits	47.13%
Meeting minutes from CODA semi-annual meetings	54.06%
Training for program directors	68.43%
Training for CODA volunteers	28.37%
Updates to communities of interest	32.09%
Not interested / None of the above	1.27%

CODA*
Commission on Dental Accreditation

Method of Communication

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

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Training

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

Method	Percentage
Webinar: Live	52.47%
Webinar: On-demand	76.61%
In-person training at the ADA Building	17.41%
In-person training at dental meetings (ADEA, ADA, etc.)	29.82%
Not applicable	5.01%

CODA*
Commission on Dental Accreditation
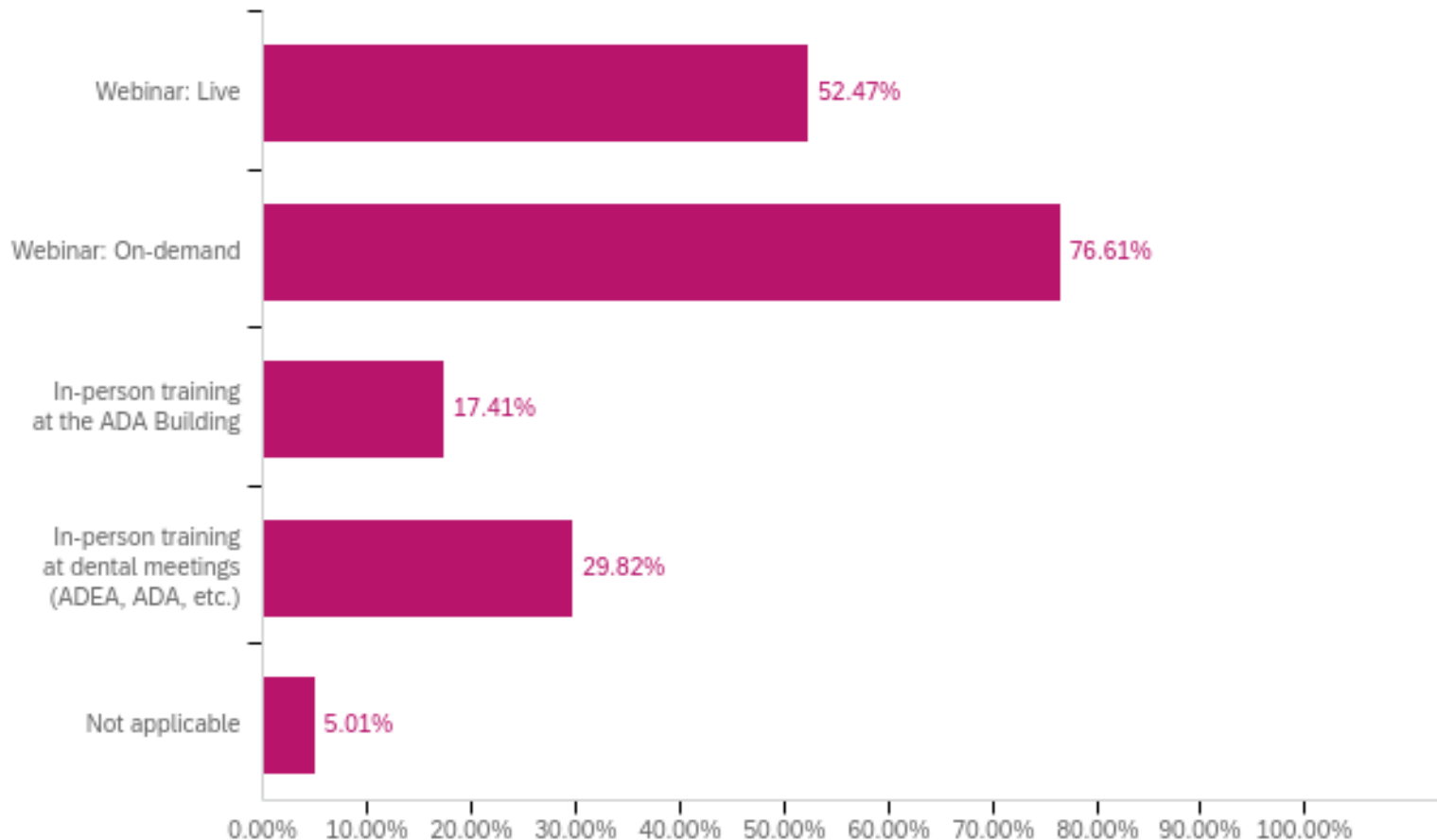
Social Media

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

Platform	Very Likely	Somewhat Likely	Not Likely
LinkedIn	13.09%	23.48%	63.43%
X formerly Twitter	2.27%	9.02%	88.70%
YouTube	15.38%	36.43%	48.19%
Facebook	16.88%	24.79%	58.33%
Instagram	12.48%	17.78%	69.74%
Push Notifications	14.81%	26.20%	59.00%

Legend:
- Very Likely
- Somewhat Likely
- Not Likely

CODA*
Commission on Dental Accreditation

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2024-2028 CODA Communication Plan and Strategy

Background
In May 2023, a subcommittee of the Standing Committee on Communication and Technology met to consider the Commission on Dental Accreditation's (CODA) 2017 Communication Survey, which culminated in development of the 2019-2023 CODA Communication Plan. Following review, the subcommittee developed a draft 2023 Communication Survey, which was considered by the Standing Committee on Communication and Technology in Summer 2023. In accordance with the Standing Committee's recommendations, the Commission, at its Summer 2023 meeting, directed that the 2023 Communication Survey, be distributed in Fall 2023.

Communication Survey data were collected in October/November 2023 and analyzed by the Standing Committee on Communication and Technology. The Standing Committee determined that, based on the data, a 2024-2028 Communication Plan and Strategy should be developed.

Statement of Purpose
The 2024-2028 Communication Plan and Strategy provides goals and strategies to enhance communication with the Commission on Dental Accreditation's broad communities of interest. The 2024-2028 Communication Plan and Strategy is aligned with the Commission's 2022-2026 Strategic Plan and is intended to support CODA communication and technology initiatives.

2023 Communication Survey and Executive Summary Report
The 2023 CODA Communication Survey aimed to attain information from the Commission's communities of interest on their awareness of CODA, interest in receiving communications from CODA, and preferred methods of communication from CODA, to develop the Commission's communication plan. An online survey was sent on October 18, 2023, to 3,374 individuals representing the Commission on Dental Accreditation's community of interest. Recipients received a reminder on November 1, 2023, and the survey closed on November 8, 2023. There were 1,431 respondents, resulting in a 42% overall survey response rate. Of the total respondents, accredited programs represented 70% (N=1,133), Commission volunteers represented 26% (N=421), and dental associations and boards represented 4% (N=55). It should be noted that 178 respondents of 324 individuals surveyed represented both an accreditation program and a CODA volunteer; therefore, the responses of these individuals were included in both subgroups. The Executive Summary Report is attached as **Appendix 1**.

Audiences With Whom CODA Communicates
- Dental Education Programs (CEOs, CAOs, and Program Directors of CODA-accredited programs and programs seeking CODA accreditation)
  - Policies and procedures to maintain accreditation
  - CODA application process and timeline to achieve accreditation
  - Accreditation Standards required for accreditation
  - Reporting to CODA, deadlines, and protocols for reporting

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- o Quality and consistency in CODA's accreditation process
- o Accreditation Standards revision process
- CODA Volunteers (i.e., Site Visitors, Review Committees Members, Commissioners, and Appeal Board Members)
  - o Policies and procedures to conduct program and policy reviews
  - o Accreditation Standards required for accreditation, including changes in educational requirement
  - o Quality and consistency in CODA's accreditation process
  - o Trends and changes in higher education
  - o Accreditation Standards revision process
- Dental Sponsoring Organizations/Associations, Certifying Boards, and Licensing Boards
  - o Understanding policies and procedures used by CODA
  - o Updates on CODA activities and dental education
  - o Listing of accredited programs
  - o Listing of upcoming site visits
  - o Quality and consistency in CODA's accreditation process
  - o Accreditation Standards revision process
- The Public (e.g., students, public, patients, professionals, other accrediting agencies, USDE, media)
  - o Quality and consistency in CODA's accreditation process
  - o Updates on CODA activities and dental education
  - o Listing of accredited programs
  - o Listing of upcoming site visits
  - o Understanding policies and procedures used by CODA
  - o Accreditation Standards revision process

Primary Communication Channels:
- CODA Email Alerts
- CODA Communicator Newsletter
- CODA Website
- CODA Training Programs (in-person, and webinars both live and on-demand)
- CODA Annual Report
- CODA Staff Emails

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2024-2028 CODA Communication Plan and Strategy

Area of Strategic Priority: **Accreditation Process and Outcomes**

Goals	Strategies
The Commission's process of accreditation is viewed by programs as a valuable resource in guiding continuous programmatic improvements.	Develop pamphlets or other materials related to the process for developing and revising Accreditation Standards, and how input on Standards may be submitted to the Commission.
	Increase program appreciation of the value of accreditation, through Program Director Q&A Sessions and Program Director 101 training sessions.
	Provide greater guidance to programs on the use of CODA's new technology (electronic accreditation)
	Develop a library of tools, expanding resources, and improved templates to assist programs in submission of various types of reports.
	Survey programs to determine if CODA's approach is comprehensive.
The Commission continues to be the trustworthy accrediting agency for all dental education programs with communities of interest, including licensing entities.	Monitor licensure requirements in the United States and Canada, and provide CODA-specific information to state agencies, as appropriate.
	Educate the professional associations, practicing and licensure communities on the role of CODA and value of Commission accreditation, through community of interest informational sessions.
	Develop pamphlets or other materials related to the process for developing and revising Accreditation Standards, and how input on Standards may be submitted to the Commission.
The Commission supports and guides the process for U.S. and international program accreditation.	Provide information on CODA's accreditation process and participate to international agencies, as requested.

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Area of Strategic Priority: **Organizational Effectiveness**

Goals	Strategies
The Commission has continued financial self-sufficiency to carry out its activities related to the Commission's business purpose and operations.	Develop enhanced electronic resources to disseminate information to programs and communities of interest.
The Commission is efficient in managing the accreditation processes, both internal and external.	Develop enhanced internal and external accreditation processes (guidelines, systems, tools) that are communicated to various audiences.
	Develop enhanced electronic processes for material review by site visitors, Review Committees and the Commission.
The Commission's human and operational resource capacity reflects the skill sets needed to support its strategic and operational needs.	Monitor the impact of enhanced communication and technology usage on human (staff and volunteer) and operational resource capacity to meet the current and future demands of the Commission.

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Area of Strategic Priority: **Confidence in Accreditation and the Commission's Reputation**

Goals	Strategies
The Commission regularly assesses its communication, messaging strategies, and platforms to enhance its impact.	Conduct a short communication survey at mid-point of communication plan (2026/2027) to determine impact of strategies.
	Monitor electronic platforms to ensure most appropriate tools are used to communicate with various audiences.
The Commission effectively involves its communities of interest in the work of the Commission.	Enhance Communications to **dental and dental related education programs** through the following: • Increased Alert Emails on topics of interest, training, and guideline usage • Increased Alert Emails for reminders of deadlines • Training on development of reports to CODA (synchronous and asynchronous) • General updates regarding CODA activities
	Enhance Communications to **CODA volunteers** through the following: • Increased Alert Emails on topics of interest, training, and guideline usage • Increased training on discipline-specific issues (synchronous and asynchronous) • General updates regarding CODA activities

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	Enhance Communications to **communities of interest** through the following: • Increased Alert Emails on topics of interest • Community of interest informational session • General updates regarding CODA activities

2023 CODA Communication Survey – Executive Summary Report

Objective
The 2023 CODA Communication Survey aimed to attain information from the Commission's communities of interest on their awareness of CODA, interest in receiving communications from CODA, and preferred methods of communication from CODA, to develop the Commission's communication plan.

Methodology
An online survey was sent on October 18, 2023, to 3,374 individuals representing the Commission on Dental Accreditation's community of interest. Recipients received a reminder on November 1, 2023, and the survey closed on November 8, 2023. There were 1,431 respondents, resulting in a 42% overall survey response rate. Of the total respondents, accredited programs represented 70% (N=1,133), Commission volunteers represented 26% (N=421), and dental associations and boards represented 4% (N=55). It should be noted that 178 respondents of 324 individuals surveyed represented both an accreditation program and a CODA volunteer; therefore, the responses of these individuals were included in both subgroups.

Key Findings
Approximately 43% of respondents indicated they are extremely familiar with the work of the Commission, while 55% indicated moderate familiarity.

A majority of respondents were extremely familiar with the Commissions: 1) accreditation policies and procedures (53%); and 2) process to accredit educational programs (50%). A majority of respondents were moderately familiar with the Commissions: 1) process of developing Accreditation Standards (59%); 2) process of revising Accreditation Standards (58%); and 3) their ability to provide input to CODA (via Third Party Comments, Hearing on Standards, and Proposed Revision of Standards; 53%).

Ninety-eight percent (98%) of respondents understood the Commission's role in accreditation as a peer-review process that determines whether dental education programs meet certain quality standards. Most respondents understood that the Commission's role does not include certifying that an individual is capable of practicing dentistry (83%) nor is the Commission's role to determine whether dental graduates are competent to begin the practice of dentistry (73%); however, between 15% to 27% of individuals believed these were CODA's roles or were unsure.

Regarding how well-informed respondents are regarding the latest CODA proceedings, activities and policies, 25% were extremely informed while 66% were moderately informed.

Respondents indicated the accreditation information important for their work by order of importance: 1) Accreditation Standards changes (98%); 2) policy changes (81%); 3) process changes (75%); and 4) current issues in higher education (65%).

Survey data indicates that the CODA Alert Emails are the most often read communications (79% always or often read; 53% always read, 26% often read), followed by the CODA Annual Report (55% always or often read; 29% always read, 26% often read) and the CODA Communicator E-Newsletter (53% always or often read; 24% always read, 29% often read). The Commission's website is always or often read by 44%, ADA news by 32%, and ADA website by 27% of respondents.

The top four (4) primary sources for receiving information about CODA are the: 1) CODA newsletter or blast emails (72%); 2) CODA website (66%); 3) CODA meeting major actions and meeting minutes (44%); and 4) CODA presentations (31%). Less than 10% of respondents rely on phone calls with CODA staff as their primary source of receiving information about CODA.

Regarding the frequency of CODA communication, 82% of respondents indicated these were adequate and timely, while 11% indicated communications were not frequent enough.

Respondents indicated the accreditation information they would like to receive from CODA, includes:
- Revisions to Accreditation Standards – 89%
- Training for program directors – 68%
- Meeting minutes from CODA semi-annual meetings – 54%
- Process to revise Accreditation Standards – 48%
- Accreditation status of programs – 48%
- Schedule of accreditation site visits – 47%
- Accreditation business/policy updates – 45%
- Updates to communities of interest – 32%
- Training for CODA volunteers – 28%
- Requirements/criteria for being a Commission volunteer – 19%

When asked to select all that apply, an overwhelming majority (98%) of respondents prefer receiving future CODA communications by E-Mail, while 30% prefer the CODA website, 27% prefer the CODA newsletter or similar method, and 2% prefer social media.

When asked to select all that apply, respondents indicated their preferred method for receiving CODA training in policies and procedures include: 1) on-demand webinars (76%); 2) live webinars (52%); 3) in-person training at dental meetings (30%); and 4) in-person training at the ADA building (17%).

Finally, there appeared to be little to no current interest (48-88% of respondents, various tools) in CODA utilizing social media sites/tools (i.e., LinkedIn, X, YouTube, Facebook, Instagram, Push Notifications) as a method to engage with the communities of interest. Of the social media platforms noted in the survey, the preferred tool is YouTube, with 51% of respondents indicating if CODA would engage in this tool, they would be somewhat likely or very likely utilize it.