

PROFESSIONAL DEVELOPMENT COMMITTEE

07/18/2013, Updated 8/20/2013, Adopted 9/19/2015, Amended 11/16/2016, Amended 3/15/2017

Purpose:

The Professional Development Committee plans and oversees all general membership/educational seminars offered by the SFDS, with the exception of mandated programs such as CPR, Infection Control, CDPA, Hazardous Communication, and Harassment trainings. The Society's professional development programs are offered to any member of the dental team, as well as to guests.

Primary Responsibilities (see schedule A for member specific responsibilities):

- Provide high quality professional development programs and speakers that appeal to and serve members' needs.
- Solicit sponsors and table clinics for each professional development meeting or CE program
- Increase the number of doctors and staff attending General Membership/professional development meetings
- Provide non-dues revenue for the Society
- The Chair provides, in writing, an annual status report on the committee's achievements directly to the Board via the Workplan

Time Commitment/Meeting Schedule:

- Meetings: four (4) – six (6) committee meetings a year (face-to-face or conference call).
- Attend all scheduled professional development/general membership meetings (4-5 per year). Meetings are held at various locations, times variable beginning from 5:30 - 6:00 PM and ending no later than 9:00 PM
- Professional development meetings are scheduled to be held on weekdays or weekday-evenings. When warranted, the committee may schedule day-long weekday CE meetings from 8 AM to 5 PM and half-day weekday meetings from 8:30-12:30 AM or 1 – 5 PM. These will be held at various locations and may provide participants with 3-7 CE units depending on the program.

Composition and Terms of Office: The professional development committee is composed of at least six (6) members, a Chair, the president-elect, the treasurer, and the executive director (ex-officio non-voting), who shall serve as the chief administrator for all SFDS programs. The professional development chair serves a 2 year term renewable for a maximum of 3 consecutive terms. Should a vice-chair be selected, the vice-chair will serve a two-year term, renewable for a maximum of 3 consecutive terms.

Qualifications/Skills (see schedule A for more details):

- possess genuine interest in professional development
- knowledgeable about speakers and topics of interest to members
- willing to secure sponsorships and exhibitors that complement a speaker's program
- ability to employ diplomacy and tact in dealing with potential difficulties
- ability to objectively evaluate lectures/speakers for appropriateness to present at SFDS meetings
- effective communication skills due to need to interact with professionals/attendees
- must be able to work closely with SFDS staff during the meeting
- well informed of trends, topics of interest, and innovations pertinent to the dental profession

Financial Management: All programs must be self-sustaining. The programs are budgeted for an annual profit. This profit is put back into the Society's operating budget in order to provide new services or sustain existing services which are not revenue producing.

Schedule A
Specific Committee Member Responsibilities

Professional Development Committee Chair

1. Oversees overall planning of general membership/CE meetings/events
2. Schedules a minimum of four general membership/evening meetings, establishing dates a minimum of one year in advance
 - Establishes the Committee's meeting schedule for the year
 - Maintains contact with committee members to ensure meetings' success
 - Assists with promotions, developing creative, enticing course titles
3. Reports to Board of Directors regarding income/expense of current meetings
4. Assists President in fulfilling goals and running current year's meetings
5. Introduces the speakers at each meeting
6. The Chair provides, in writing, an annual status report on the committee's achievements directly to the board via the workplan.

President-Elect

1. Serves as a committee member (see committee member responsibilities)
2. Serves as interim Chair if Professional Development Chair and/or Vice-Chair positions remain unfilled
3. Recommends speaker/topic for *December Installation*

President:

1. Officiates at general meetings
 - Welcomes members and introduces guests, makes announcements
 - Turns meeting over the Professional Development Chair to announce speaker(s)

Committee Members:

1. Assist Professional Development Chair & President in planning and carrying out duties that will make the SFDS meetings/events successful.
2. Recommend topics, using prior course evaluations, attendee feedback, and periodic member surveys
3. Solicit and negotiate with speakers within the established budget guidelines
4. Assist SFDS team solicit meeting sponsorships and table clinics that complement the course topic/speaker
5. Determine meeting format—lecture format, panel, etc.
6. Provide on-site coordination (i.e., *act as speaker's host for the day/evening, introduce speaker to members, join speaker at head table for dinner, and when necessary, help with AV set-up, post-meeting room breakdown, etc.*).

Executive Director:

1. Directs logistics of general membership/CE meetings
 - Registrations
 - Name tags
 - Exhibitor tables
 - Publicity
2. Identifies venues and negotiates contracts for all meetings/events
 - Finds locations, plans logistics, negotiates rates
 - Menu selection
 - Contracts administration
 - Order AV equipment
3. Directs design and distribution of meeting/event schedules
 - Oversees Exhibitor/Sponsor contract administration
 - Oversees fiscal management to include Income/Expense reports

Speaker Proposal Submission Guidelines (Board approved July 2013)

1. The speaker must have previous speaking/lecturing experience at a professional meeting
2. The speaker must provide references from previous speaking engagements
3. The topic must be targeted toward General Dentists
4. The presentation must be from 45 minutes to 1 hour
5. The maximum honorarium will be \$500 unless otherwise approved by the Finance Committee and the SFDS board of directors. The standard is \$300 and budgeted accordingly.
6. Airfare and hotel will not be reimbursed
7. The speaker must submit their proposal with topic and program outline through the SFDS website to be reviewed by the program committee

Speaker Selection Criteria:

1. The speaker must provide their CV including past speaking engagements, what types of meeting lectures, what professional organizations they have spoken at and references.
2. If the speaker is a previous SFDS speaker, their evaluations will be taken into consideration from their previous meetings.
3. Neither board nor committee members are eligible to present, to ensure there is nor perceived or apparent conflict of interest.
4. Staff will survey other dental societies for references
5. Does the proposed topic fit within the needs of the SFDS members
6. If there are speakers with the same rating score, the speaker who submitted application first will be selected
7. SFDS *Policy Section IV, D2, Review of Non-ADA Member Speakers*: Executive Committee or Board of Directors shall review for appropriateness any proposed programs, suggested by the Professional Development Committee, with a non-ADA member dentist as speaker.

Speaker Rating Criteria

Speakers will be rated on a 4 point scale (+4 achieves criterion completely to a low of 0 for undetermined or doesn't meet criterion) using the provided rating sheet:

Subject quality

- * Subject is well-developed and has 3 - 5 outlined learning objectives
- * Learning objectives are tailored to the General Practitioner and can be applied to everyday practice
- * Topic is fresh - not same o, same o. Free of commercial bias.
- * Is relevant to newest trends and topics in the profession, timely and is appropriately applicable to current practices in dentistry
- * Subject is evidence-based and speaker has included data-driven literature to outline objectives

Speaker qualifications

- * Speaker is qualified to engage participants on the topic
- * Published scientific articles or is conducting research that pertains to topic
- * Post Graduate education on subject matter
- * Diplomate in subject.
- * Other related credentials

Conflict of Interest

- * Paid consultant from company/corporation
- * Corporate sponsorship/financial interest in products/techniques presented
- * Has received honorarium or paid consultancy from a corporation within last three years
- * Conflict of interest self-dealing opportunities are apparent or potentially perceived (board member specialists; specialist that is a committee chair).

Note: 0-4 points with 0 points for significant COI ranging to 4 points for no COI