



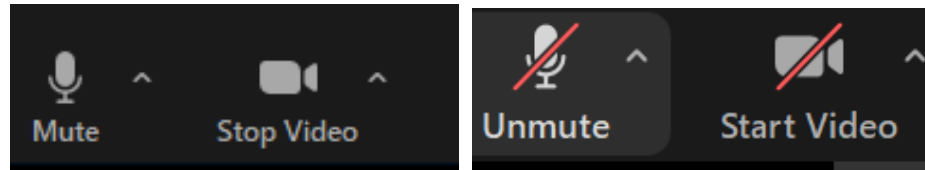
POWER OF THREE:
**Remaining
Relevant
Together**

2021 ADA Virtual Series for States & Locals

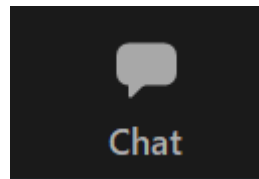
House Keeping

1. This webinar is being recorded and will be posted on the conference webpage: www.ADA.org/conferenceweek

2. Audio and Camera



3. Please enter questions in the chat throughout the webinar.



The ABC's of Gen Z

What drives them & how to remain relevant?

July 28, 2021

Tracy Hollenbach, senior manager, ADA Office of Student Affairs

Today's Agenda:

- Who are Gen Z?
- Review dental student demographics
- Explore 2021 quantitative research results
- Knowing what we know, now what?

Who are Gen Z?



Gen Z is the youngest most ethnically-diverse and largest generation in American history, comprising 27% of the US population.



Source: Business Insider

GENERATION Z vs. MILLENNIALS



GEN Z: BORN AFTER 1996
MILLENNIALS: BORN 1981-1996



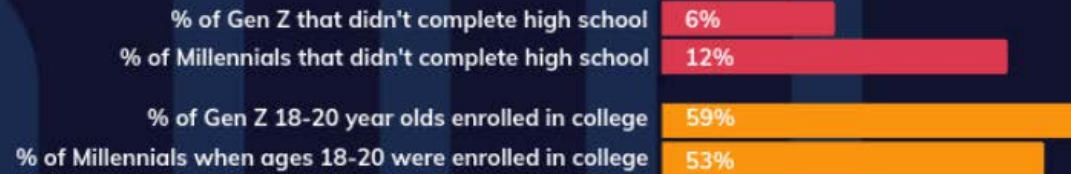
Gen Z is on track to being the most **ethnically diverse** and **educated** generation in history.



ATTITUDES

GEN Z vs. MILLENNIALS

- born into technology revolution
- independent
- realistic
- private
- adapted to tech revolution
- collaborative
- optimistic
- share more personal info online



40% of Gen Z members say they would rather have a **working internet connection** than a **working bathroom**.

We communicate through social media and texts, which changes the dynamic of communication.
- GEN Z MEMBER, AGE 19

Sources:

Pew Research Center, "Defining generations: Where Millennials end and Generation Z begins"

Pew Research Center, "Early Benchmarks Show 'Post-Millennials' on Track to Be Most Diverse, Best-Educated Generation Yet"

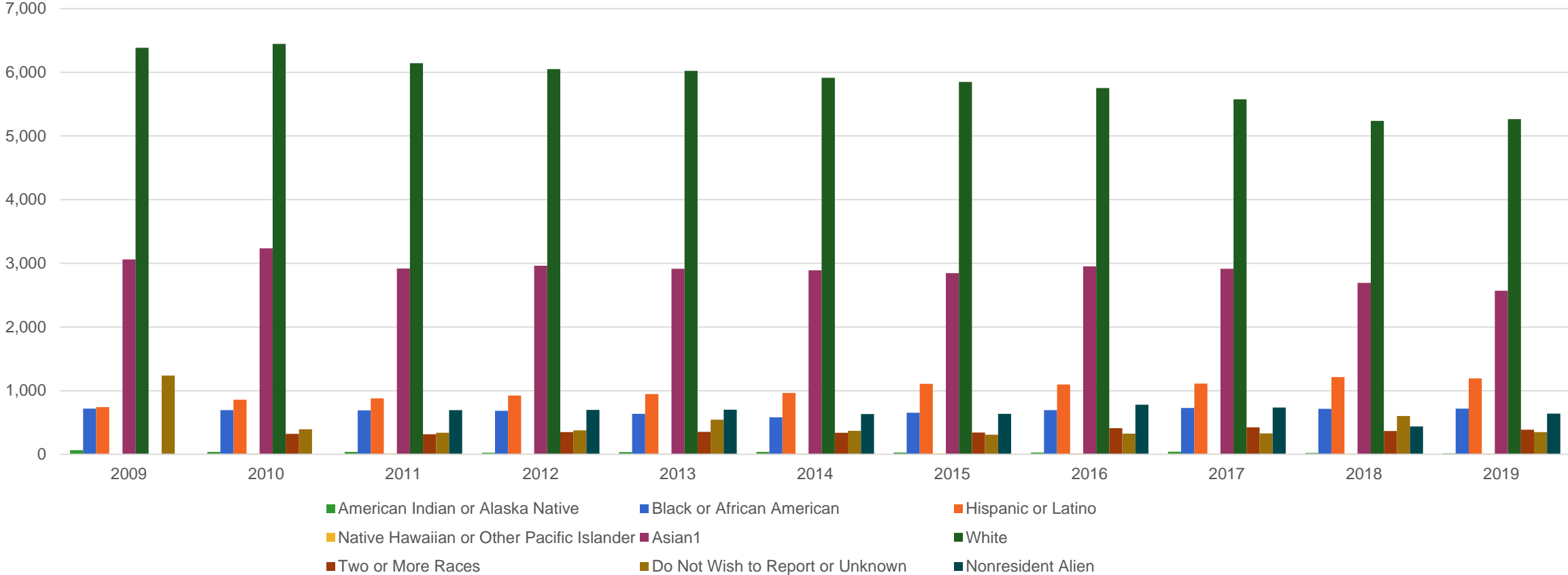
Inc., "Generation Z Versus Millennials: The 8 Differences You Need to Know"

Business Insider, "Millennials love their brands, Gen Zs are terrified of college debt, and 6 other ways Gen Zs and millennials are totally different"

Download our ebook [How to Engage Gen Z Students with a Personalized Approach](#) at [SignalVine.com](#)

2009-2019 Applicants by Race/Ethnicity

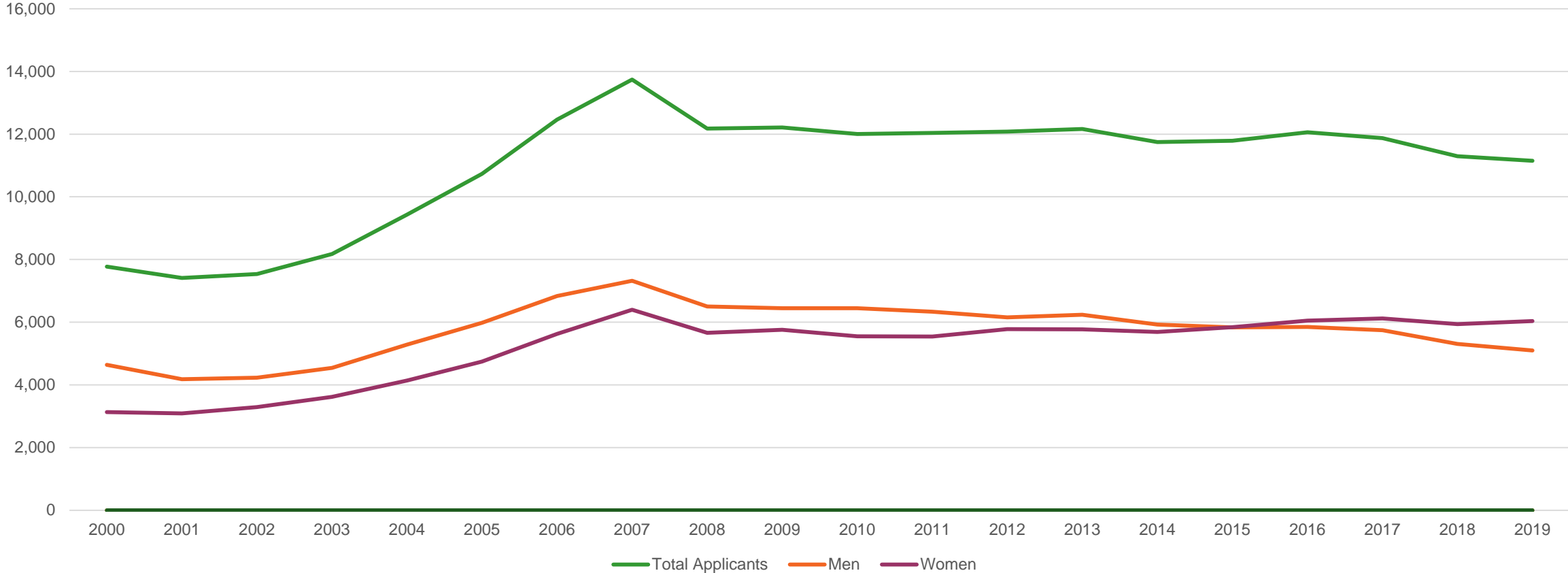
Applicants 2009-2019 Entering Class by Race/Ethnicity



Source: ADEA U.S. Applicants and Enrollees, 2019 Entering Class

Applicants by Gender

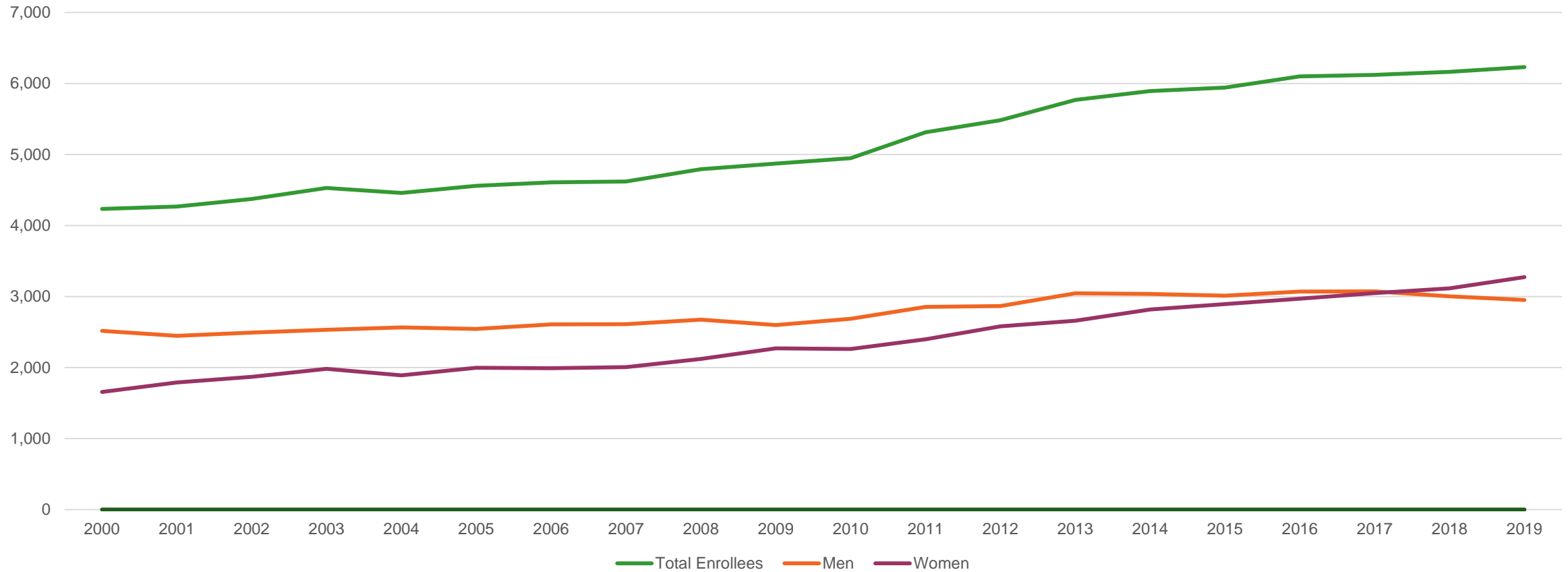
Applicants, 2019 Entering Class



Source: ADEA U.S. Applicants and Enrollees, 2019 Entering Class

Enrollees by Gender

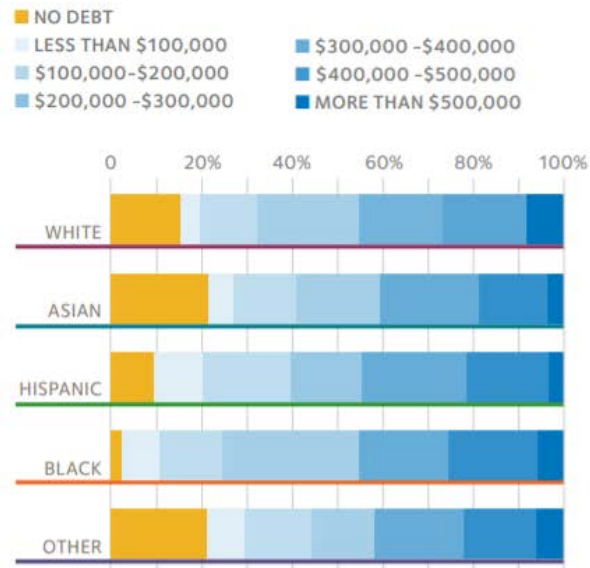
First Time Enrollees, Entering Class 2019



Source: ADEA U.S. Applicants and Enrollees, 2019 Entering Class

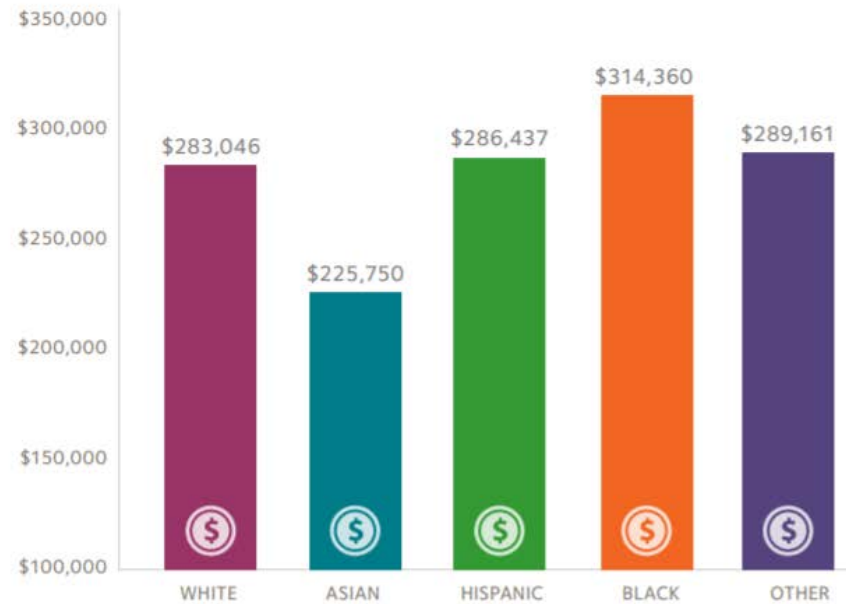
Difference in Debt

DISTRIBUTION OF EDUCATION DEBT LEVELS AT GRADUATION, 2019 GRADS



Source: ADA Health Policy Institute analysis of data from the American Dental Education Association.

AVERAGE EDUCATIONAL DEBT AT GRADUATION, 2019 GRADS



Source: ADA Health Policy Institute analysis of the Survey of Dental Graduates and ADA masterfile. Includes responses where zero debt was indicated. Excludes responses with values greater than \$1 million to limit skewing.



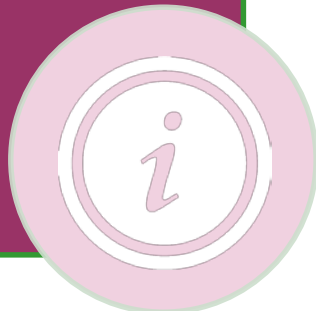
EDUCATIONAL DEBT LEVELS FOR DENTAL SCHOOL GRADUATES VARY SIGNIFICANTLY BY RACE. For example, more than 20% of Asian dentists graduate with no student debt compared to less than 1% of Black dentists. Black dentists, by far, graduate with the highest levels of educational debt.

The Data

Background and Objectives

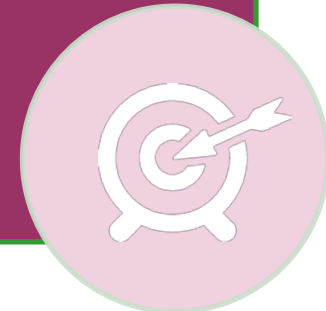
- Conduct market research to better understand unmet needs, opportunities, and engagement strategies for dental school students.
- The overarching goal of this research was to identify opportunities to strengthen the relationship with dental students, to create a mutually beneficial long-term connection with the organization.

Background



- Identify **unmet needs** to assist in the refinement of current offerings and the development of new services
- Identify **communication channels** and outreach strategies to **improve engagement** to sustain membership rates after graduation
- Define specific **offerings and services** at various stages of dental school

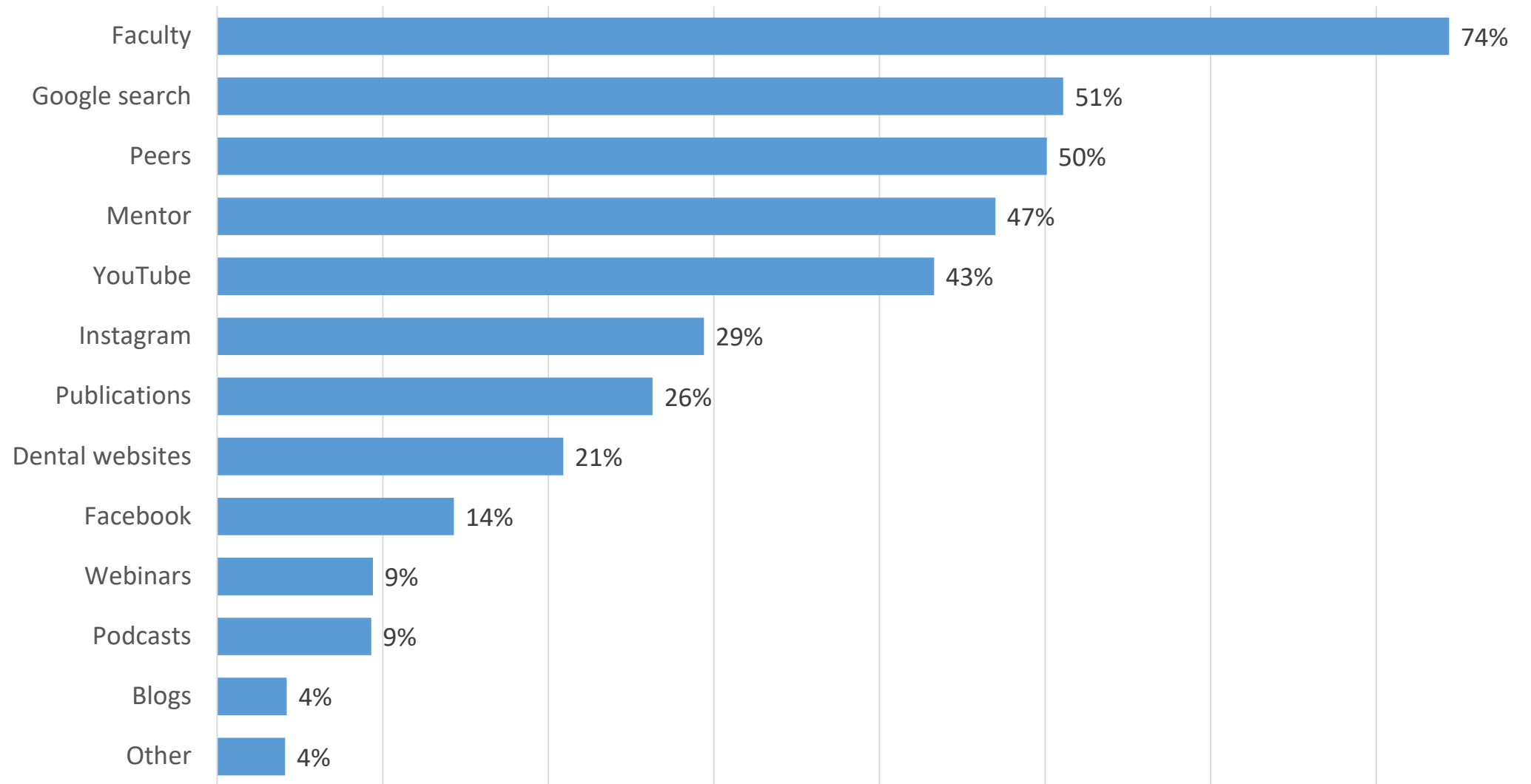
Objectives



Methodology

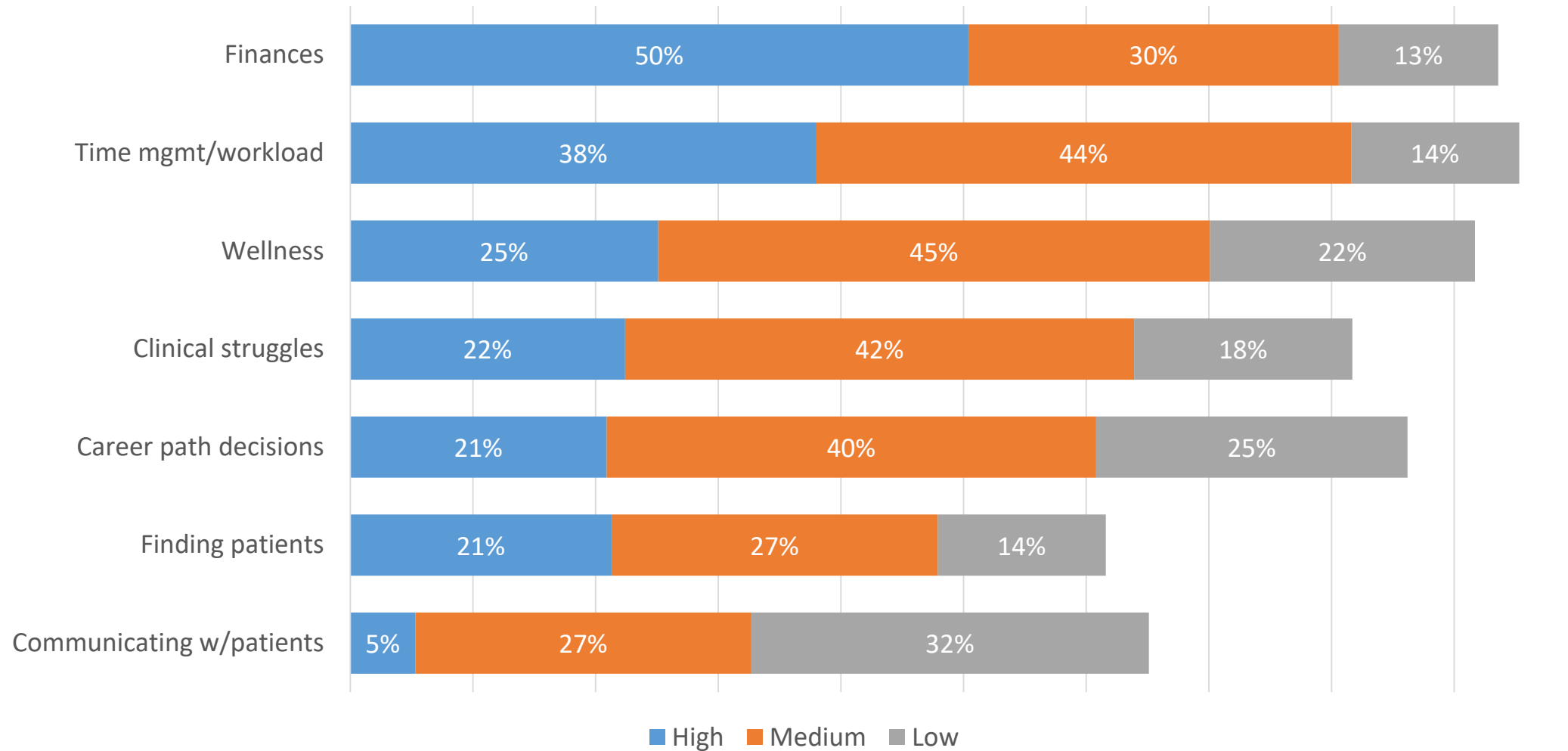
- ❖ Continuation of qualitative study in 2020
- ❖ Questionnaire developed based largely on findings of qualitative study
- ❖ Deployed to all D1-D4 dental students on February 18, 2021
- ❖ 1,385 students responded, a 6% response rate
- ❖ Where differences are meaningful, results are segmented by class year

What are your preferred sources for dental information?

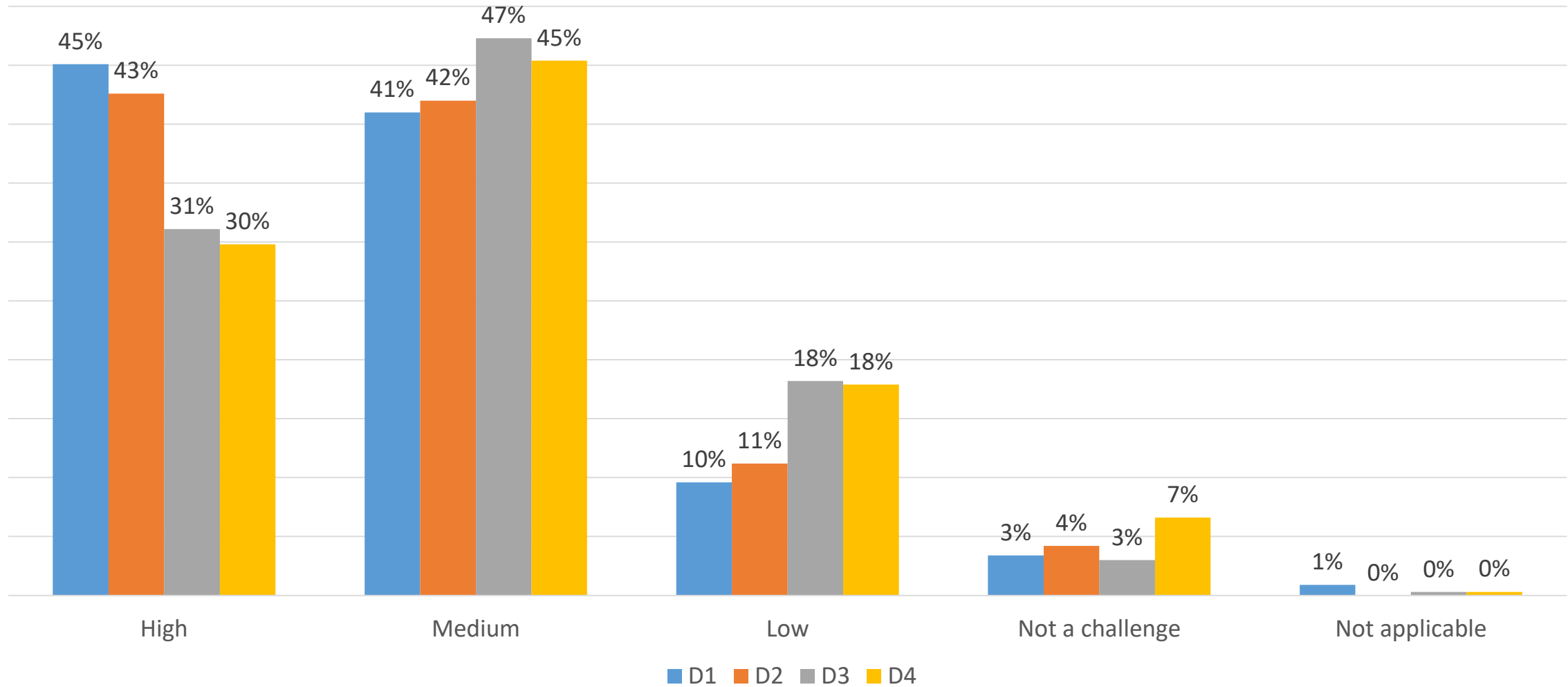


This was a multi-select question. There were no meaningful differences by class year.

Excluding COVID, below are some typical challenges identified by dental students. Please rate how much of a challenge each is to you.

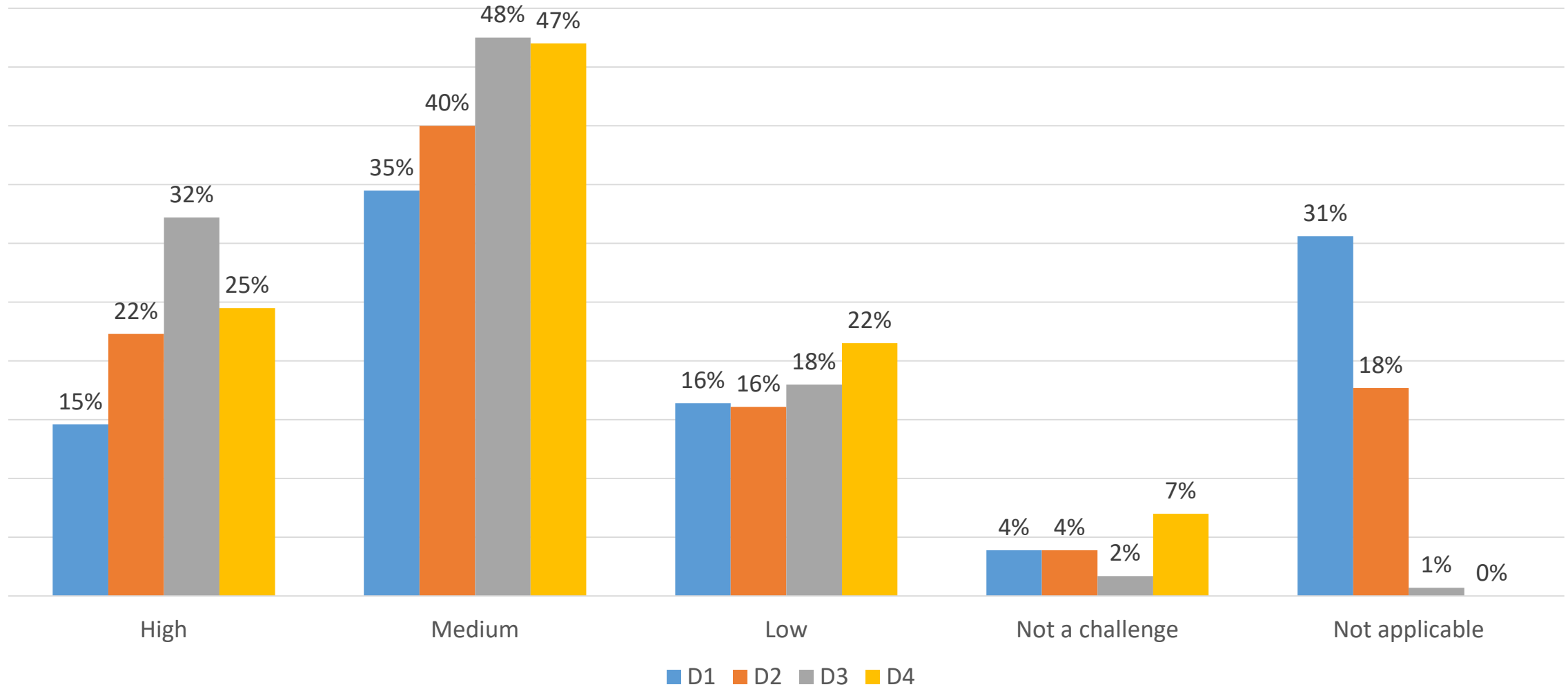


Please rate how much of a challenge each is to you:
Time Management / Workload



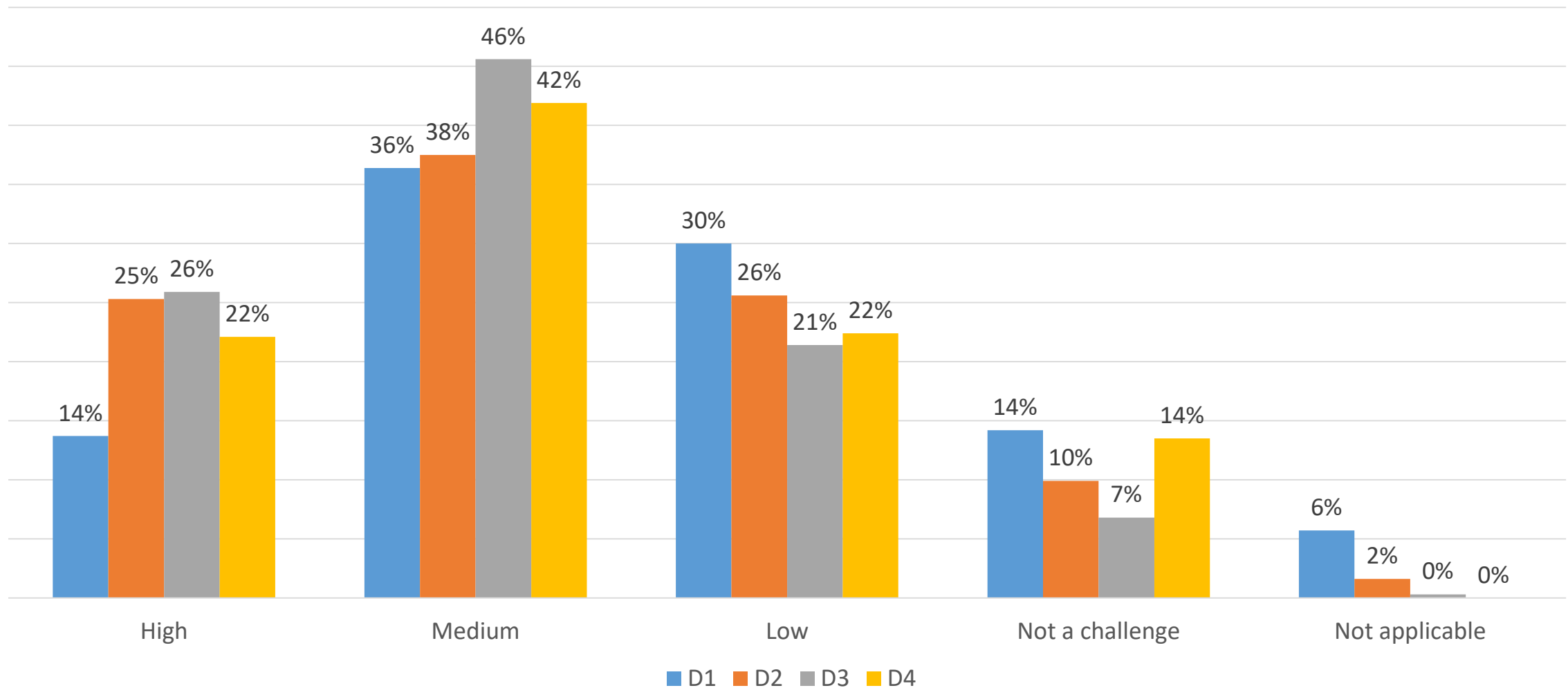
Time management is toughest at first, then becomes less of a challenge in each successive year of school.

Please rate how much of a challenge each is to you:
Clinical Struggles



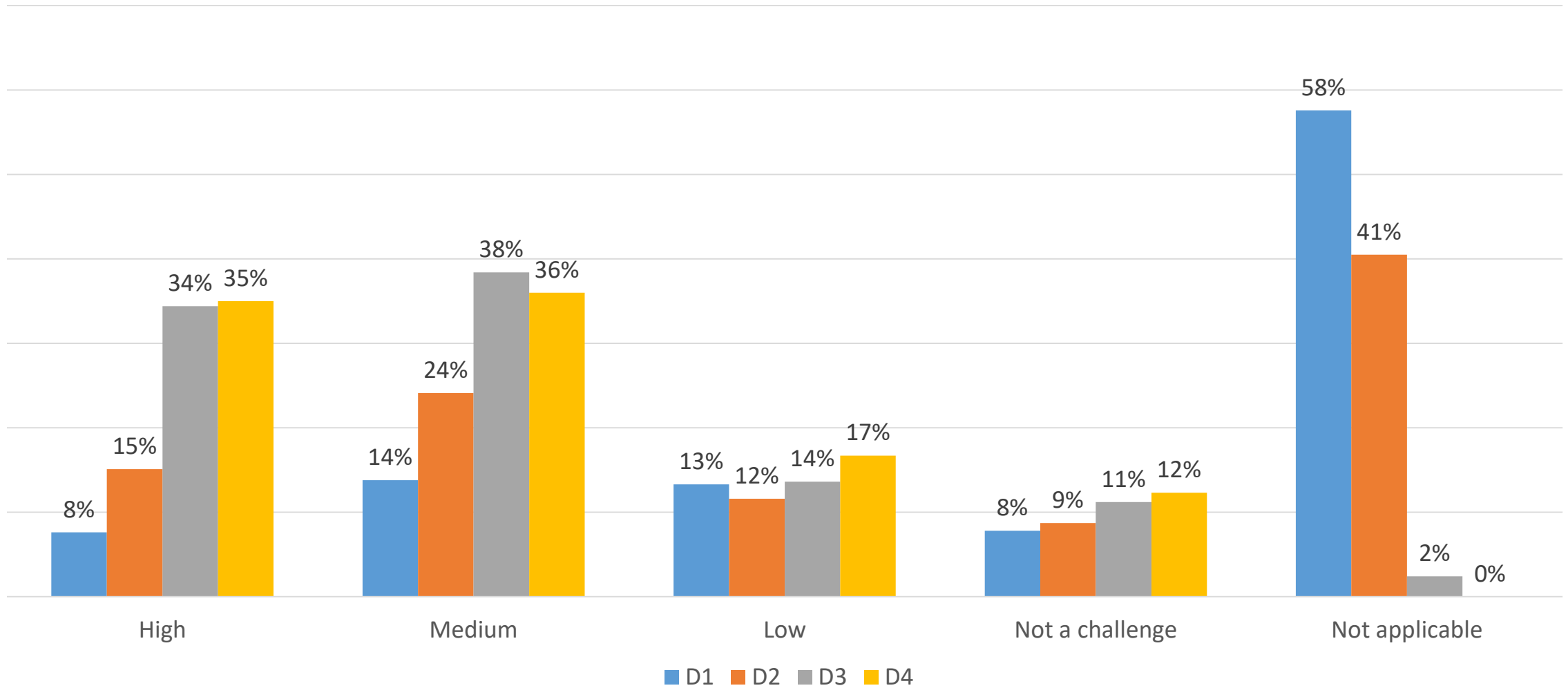
Clinical struggles peak during the 3rd year of dental school, typically when students are first introduced to live patients.

Please rate how much of a challenge each is to you:
Career Path Decisions



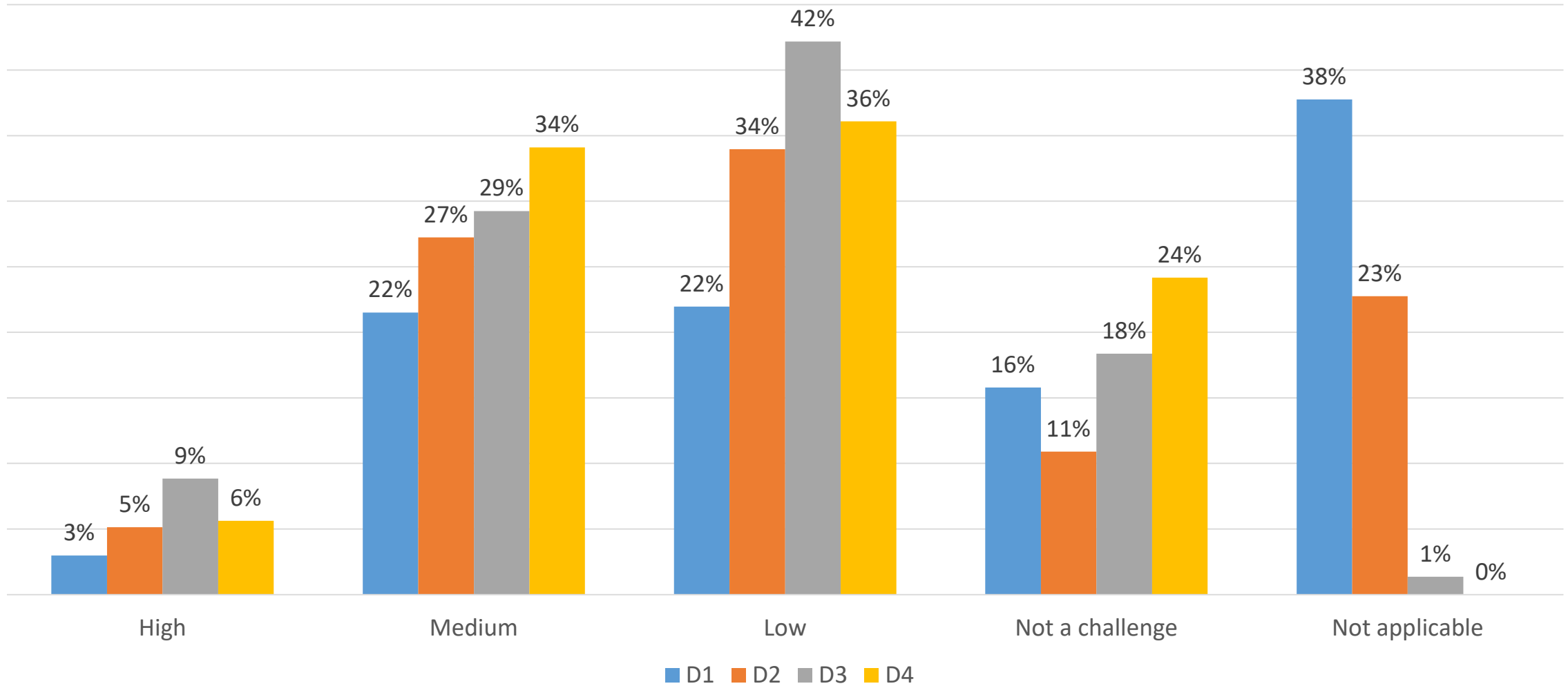
Challenges related to the decision on a career path appear to peak during the 3rd year of dental school.

Please rate how much of a challenge each is to you:
Finding Patients



D1 and D2 students don't typically work on patients. For D3 and D4 students, finding patients is a challenge.

Please rate how much of a challenge each is to you:
Communicating w/Patients



Communicating with patients becomes more of a challenge each successive year of dental school.

Specific to COVID, what impact has the pandemic had on your dental studies? (open-ended)

Respondents provided a wealth of open-ended comments to this question. Three themes emerged from the comments:



- Clinical skills and gaining experience. About half of all comments touched on this topic, with many voicing frustration that COVID was complicating and delaying their ability to develop clinical skills.

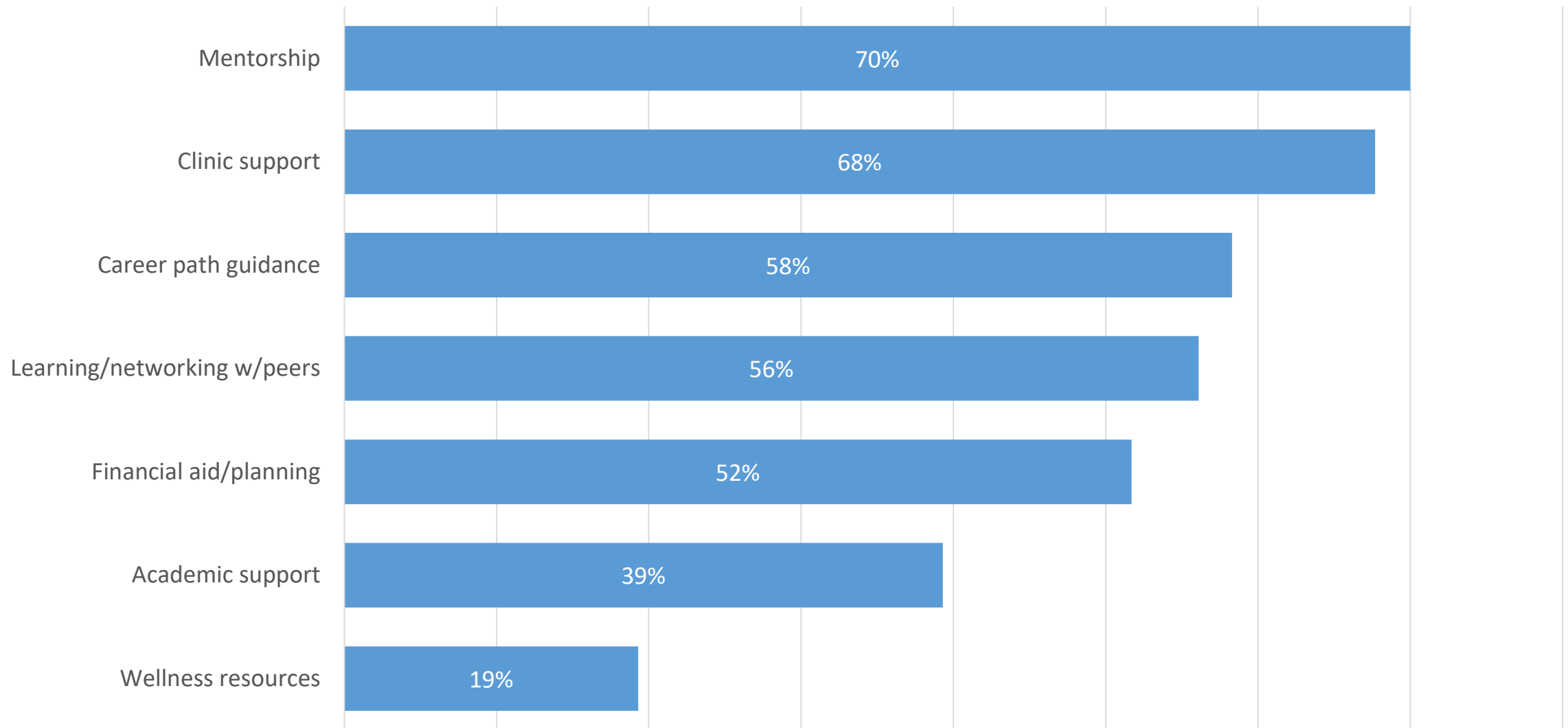


- Online class and access to faculty. Roughly one third of respondents voiced frustration at having no in-person class time or direct one-on-one access to faculty.



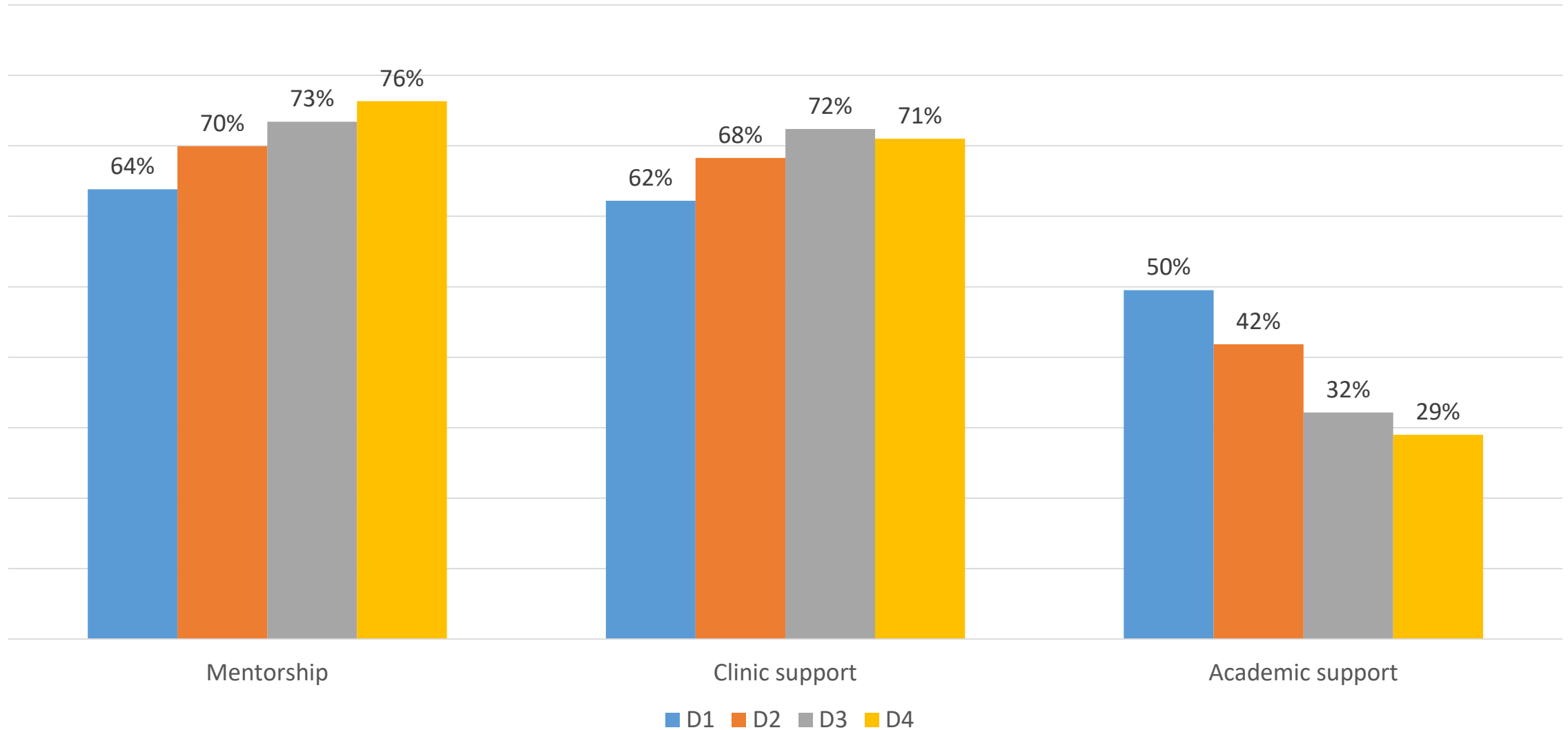
- Time management and motivation. Postponement of classes and other events, along with limited interaction with other students has led to motivation challenges for many students. One in four comments related to this topic.

Which of the following aspects of a dental organization are most important to you?



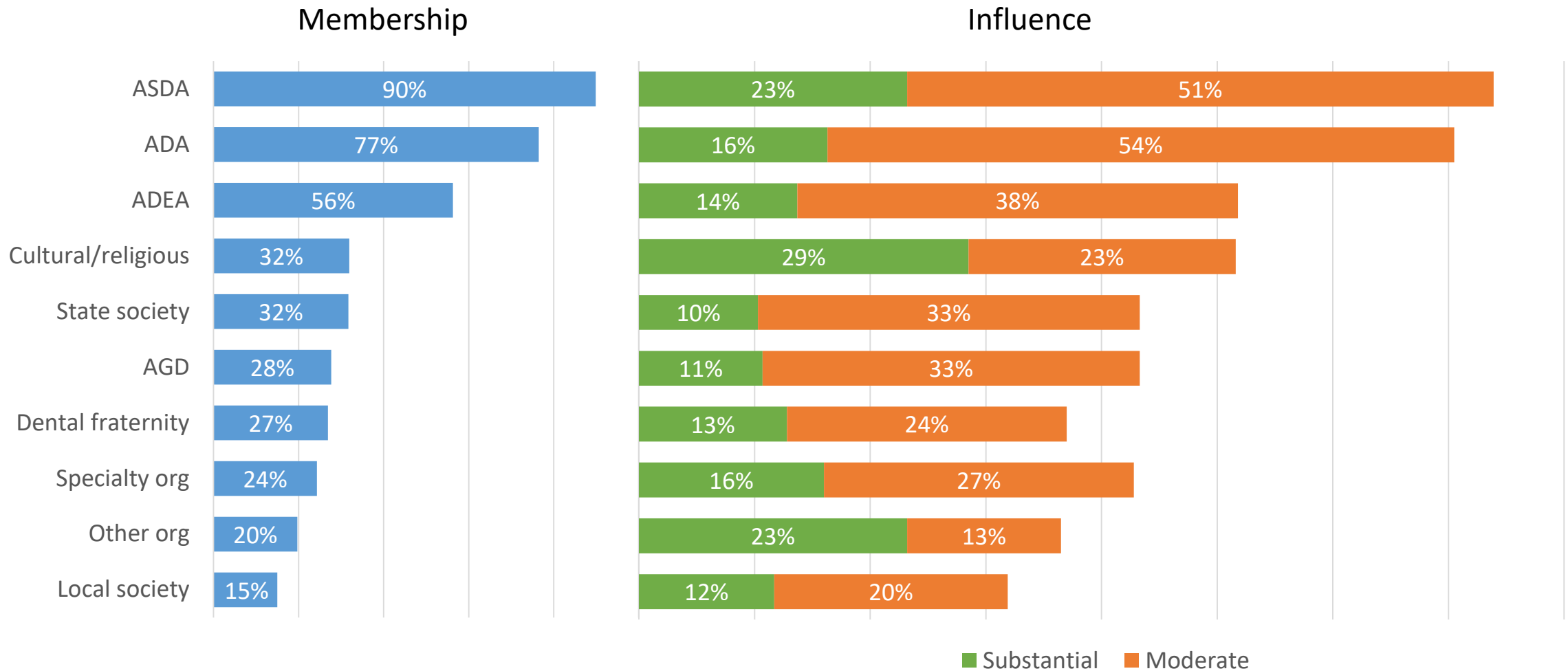
Mentorship and Clinic Support rise to the top of desired qualities in a dental organization. Clinic in this question refers to time spent directly in the school's dental clinical working on live patients (as compared to the broader topic of 'clinical support').

Which of the following aspects of a dental organization are most important to you?



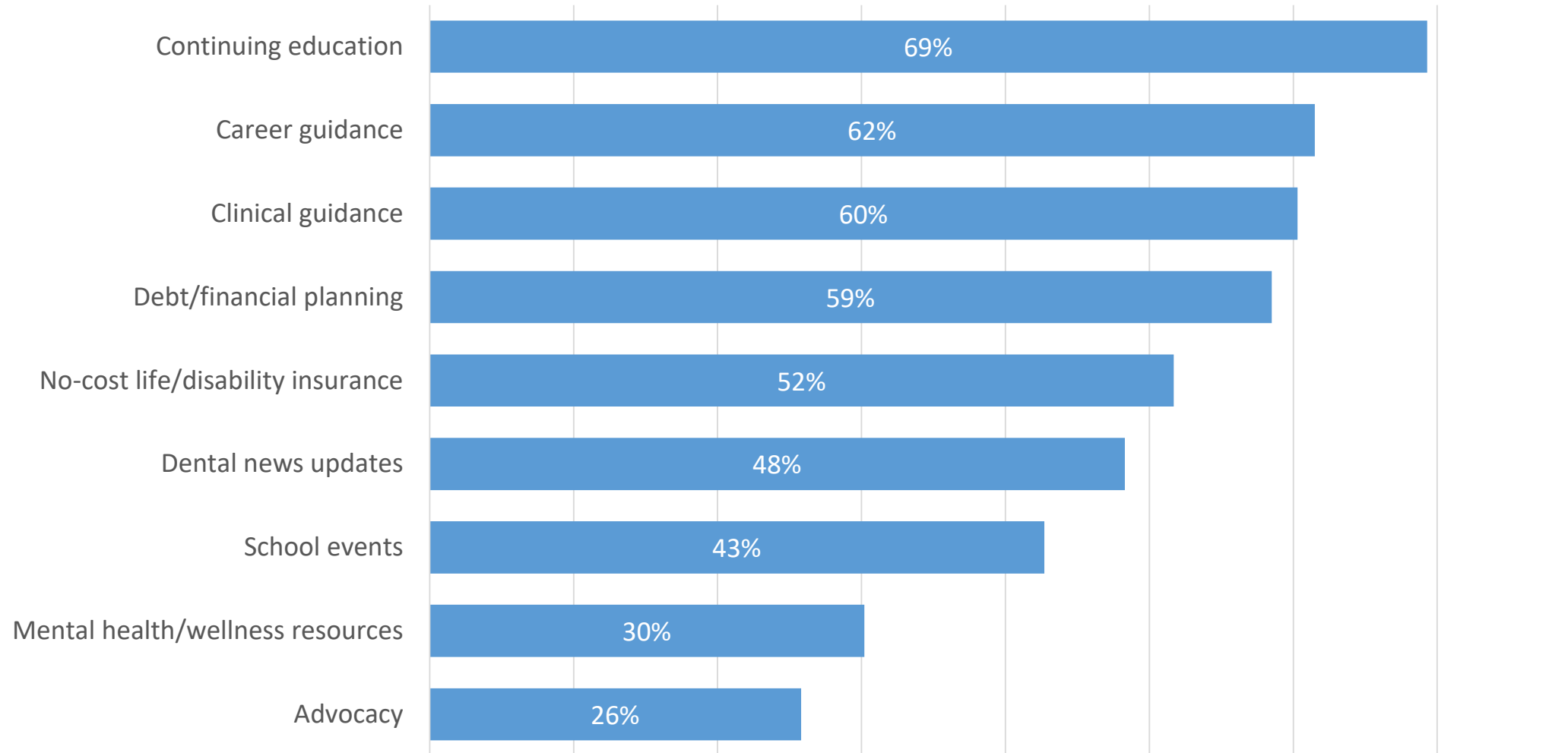
Mentorship becomes more important each year of dental school, while academic support declines in importance.

Are you a member of any of the following organizations? If yes, please signify the level of influence this organization has on your life as a dental student.



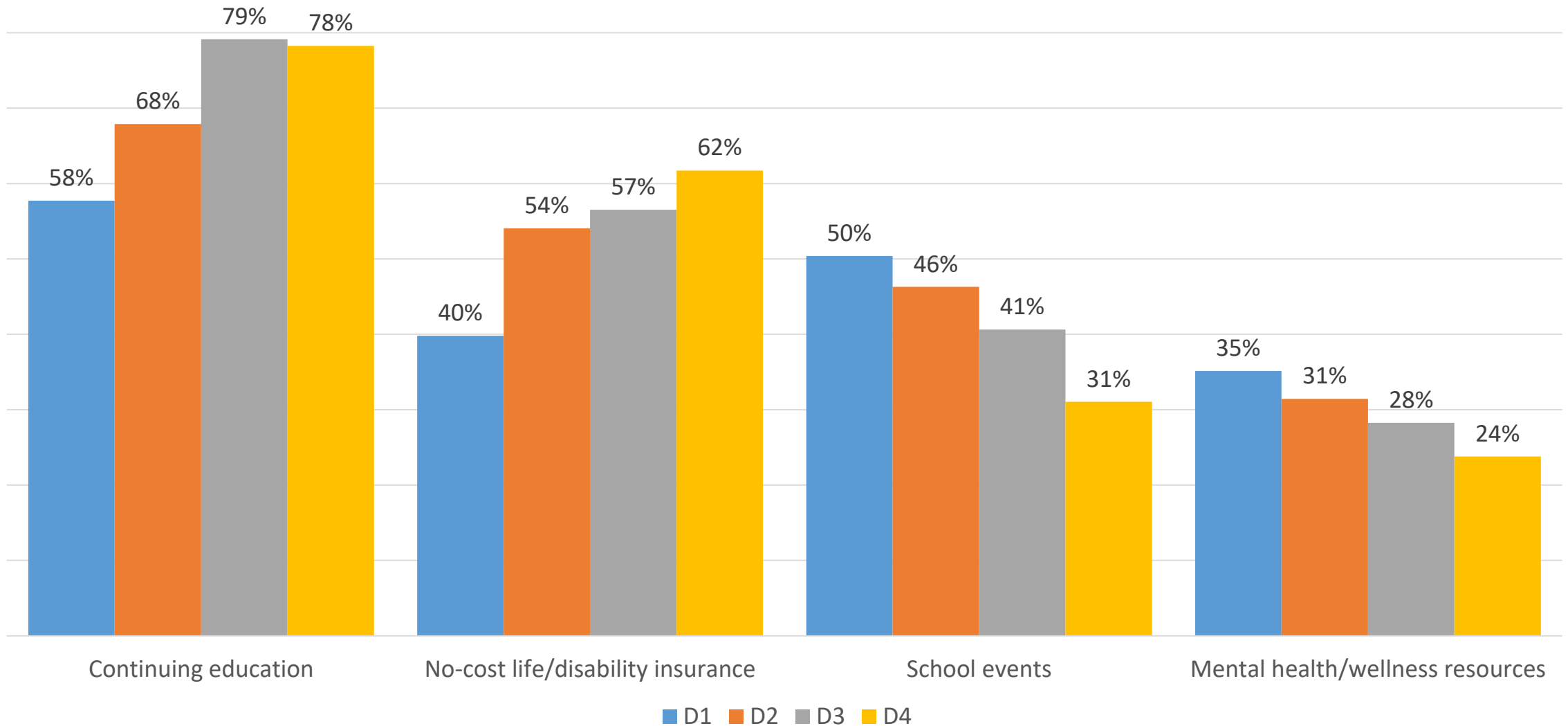
The influence of cultural/religious organizations stands out. There were no meaningful differences by class year.

Which of the following ADA resources do/would you utilize or benefit from? (select all that apply)



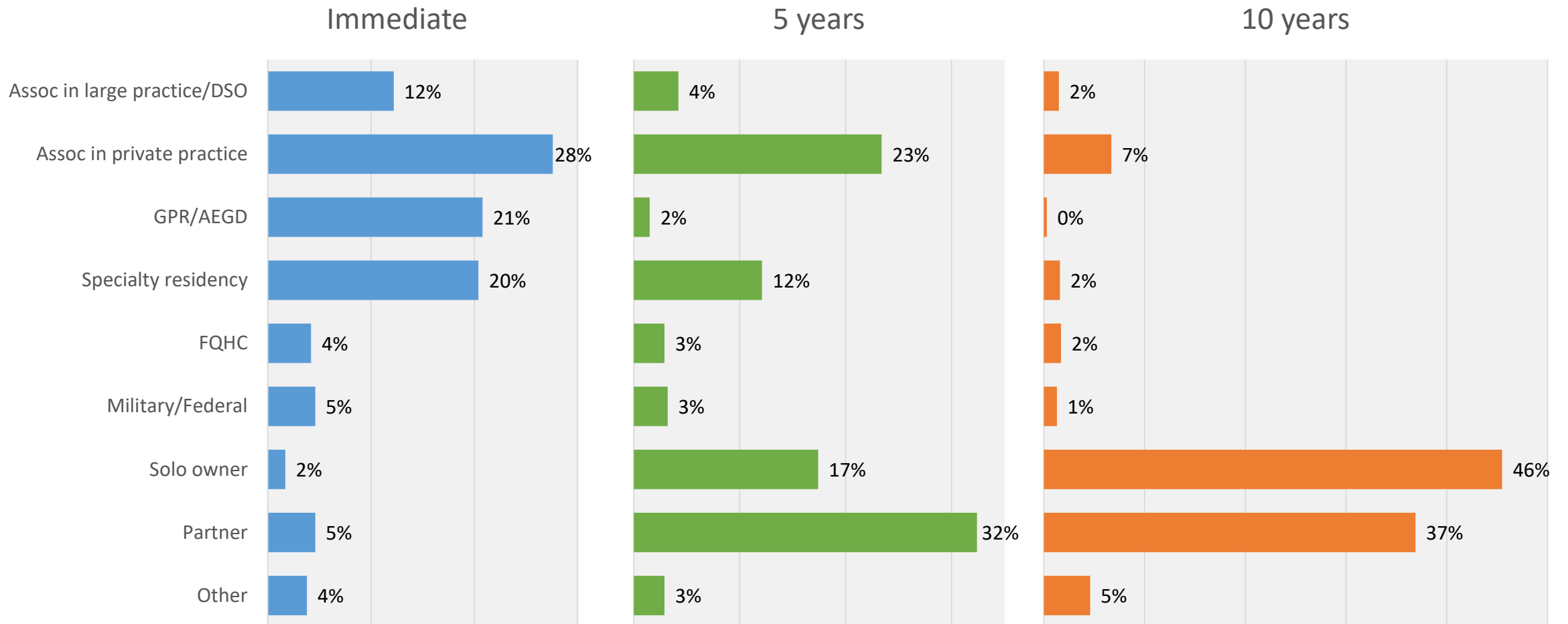
CE rises to the top of most desired resources. Career and Clinical Guidance are also sought.

Which of the following ADA resources do/would you utilize or benefit from?



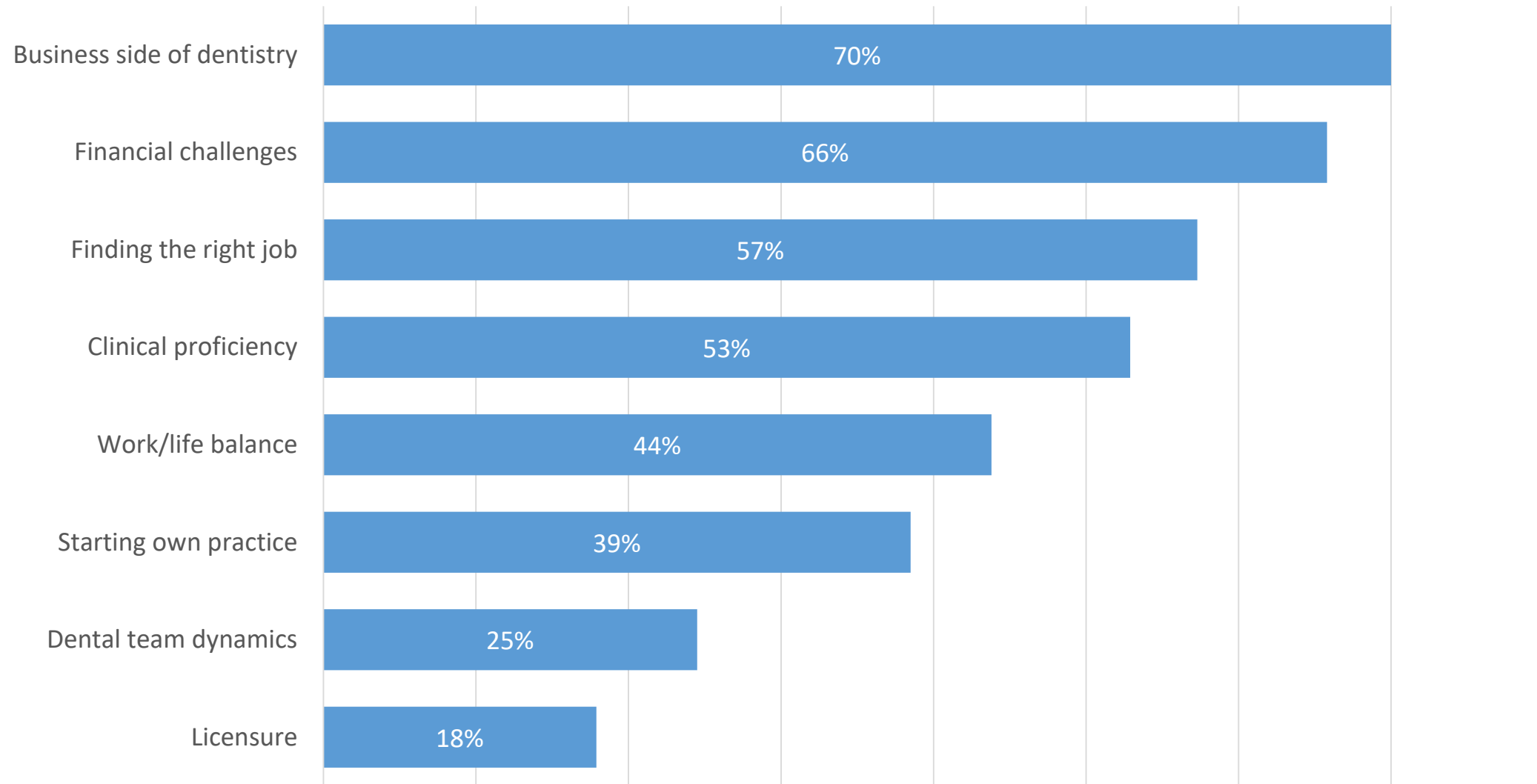
CE and insurance see rising interest each year, while interest in school events and wellness resources declines each year.

What are your post-graduation career plans?



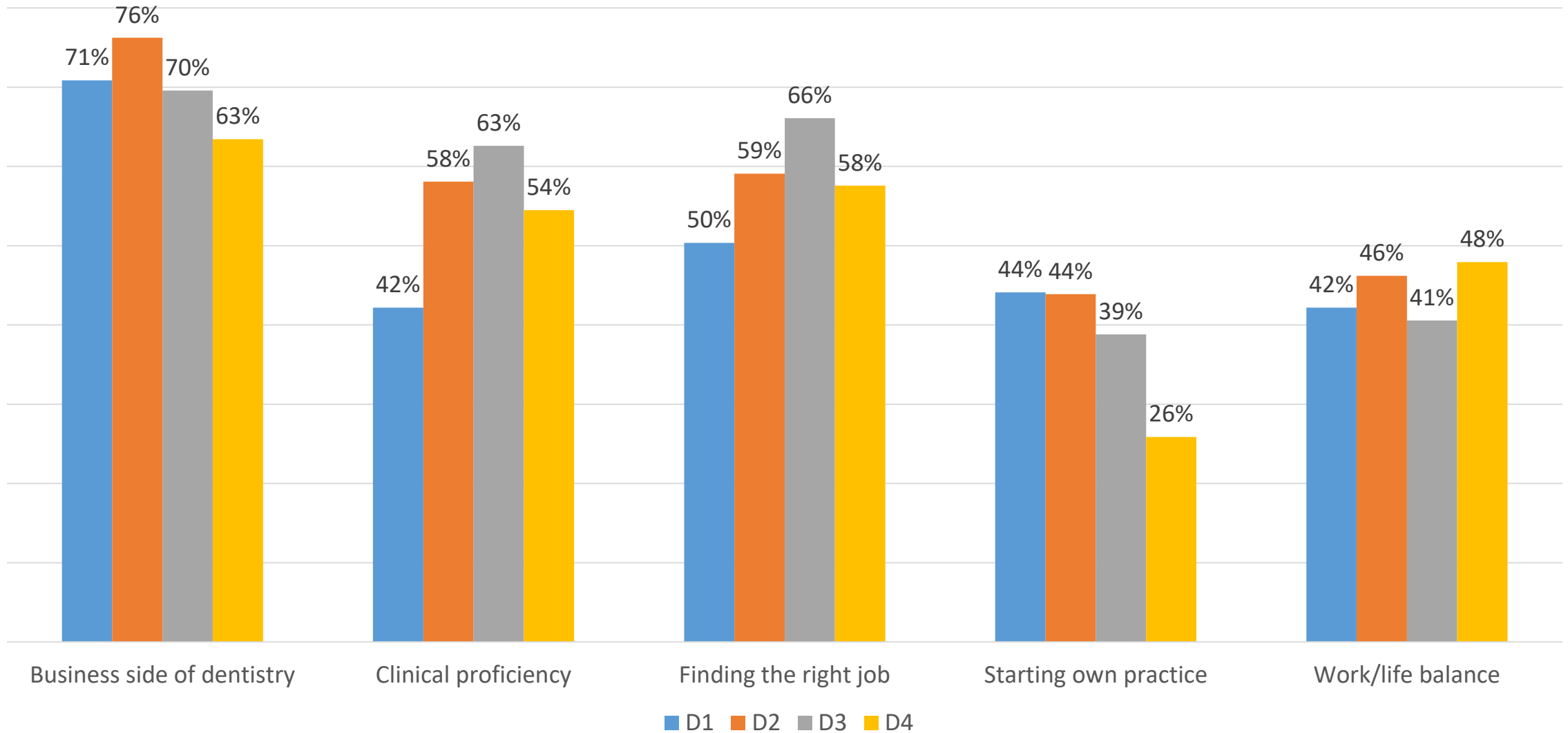
There is a noticeable shift from associate toward owner/partner. Associate drops from 40% to 9% by year 10. Owner/partner shifts from 7% to 83%.

Which of the following challenges do you anticipate after graduation?



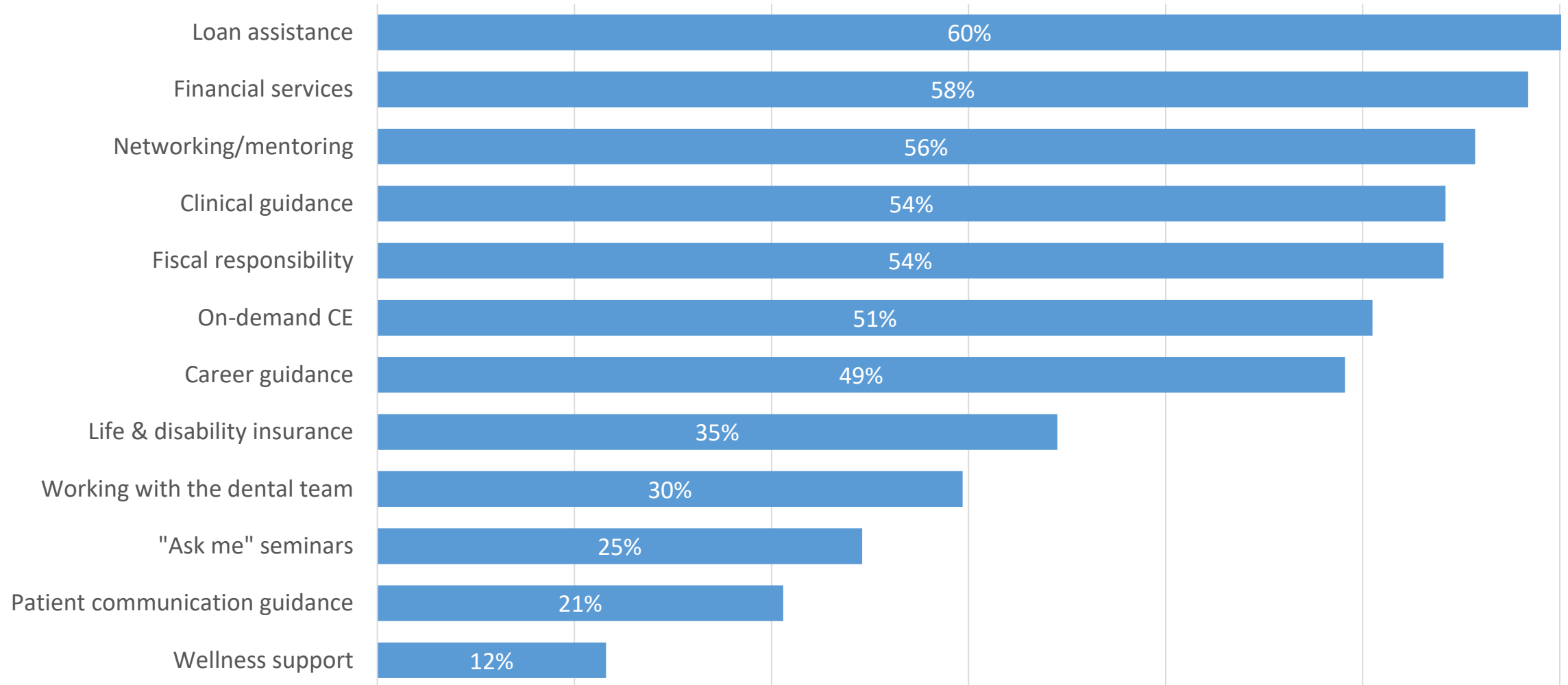
This was a multi-select question. Finances and job search appear to be the biggest challenges.

Which of the following challenges do you anticipate after graduation?



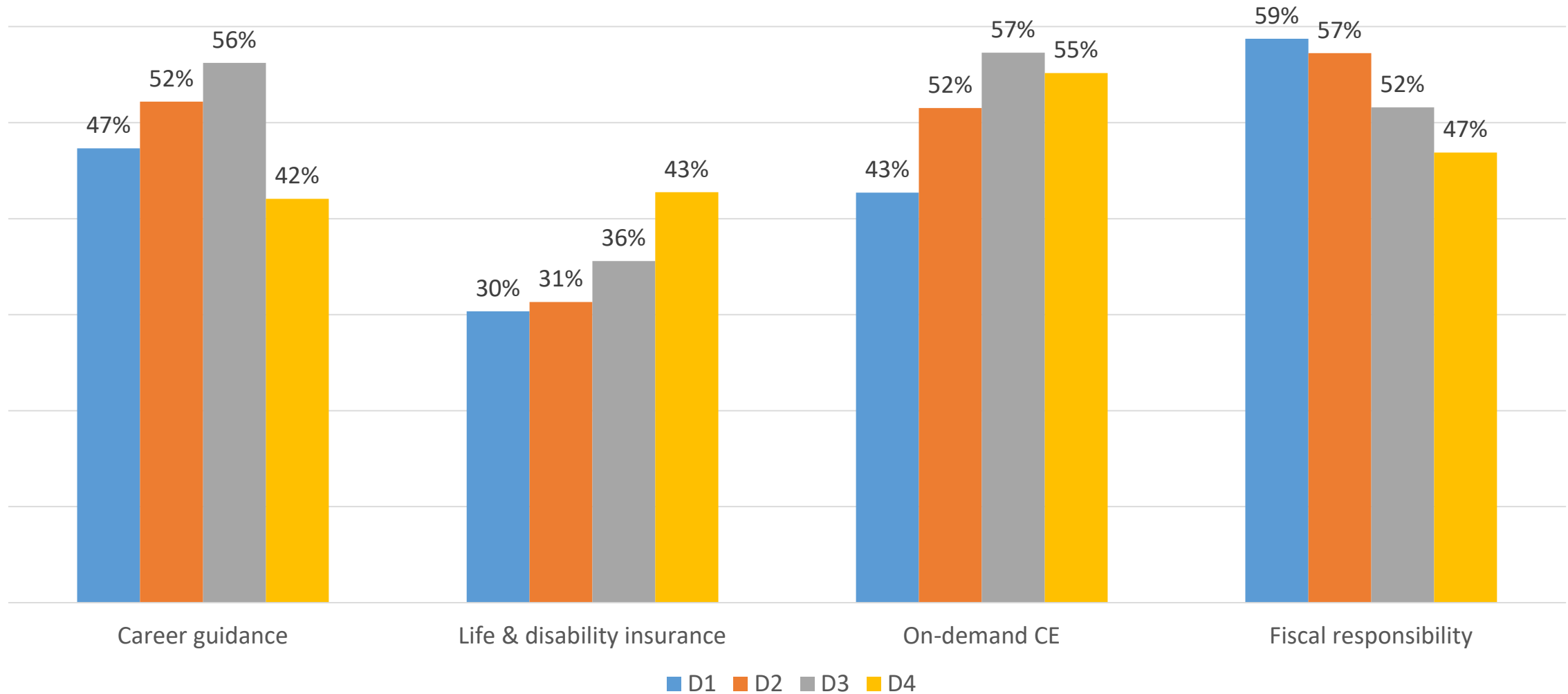
Concerns about clinical proficiency and job search increase. Decreasing likelihood of starting one's own practice sets in.

Please review the following list of support resources. Then select up to 6 that you believe would be most beneficial to you as you transition from dental student to practicing dentist.



Financial related resources make up 3 of the top 5 selections.

Please review the following list of support resources. Then select up to 6 that you believe would be most beneficial to you as you transition from dental student to practicing dentist.



These four topics exhibit the most variation from year to year of dental school.



**My ideal dental organization would
be.....**



Ideal Dental Organization – Dental Students

For dental students, **mentorship**, **wellness** and having **tailored resources** by **dental school year** are the most important aspects of their ideal dental organization.

Mentorship

Mentorship programs are **desirable to nearly all**, matching D1/D2s with D3/D4s to help underclassmen transition to dental school and advise on coursework, and matching D3/D4s with recent grads to advise on clinic, managing patients, and preparing for boards and life after dental school.

Wellness

Most focus on **social events** (on-campus meetups, sporting events, happy hours, etc.) **with other dental students** to address wellness needs, but some mention mental health **counselors** as a necessity, if needed.

Tailored resources by year

With needs of dental students differing greatly by year, resources need to be tailored and packaged to students of each dental year. Examples of resources for each year include:

D1

- Academic support including study guides, study groups, time mgmt. skills, & tutoring
- Social events to get to meet students on campus
- Presentations on different career paths (specialties, practice type, postdoc programs, etc.) to become acquainted with the many options post-graduation

D2

- Pre-clinical project tutoring
- Hand skills workshops
- Access to supplies
- Speakers on financial aid/planning

D3

- Support on clinical skills, including CE and help managing patients
- Help finding patients for clinical requirements
- Shadowing dentists
- Help studying for exams
- Applications to postdoc programs

D4

- Help with job opportunities, including networking with local dentists, help with resumes/mock interviews.
- Career planning including financial advisors for buying a practice, insurance, licensure, etc.
- Support with other post-grad paths, including applications for residency programs

Clinical Resources and Communication

Top media sources for dentistry info include Facebook (used to review unique cases that other dentists post), Instagram (used to follow dentists who post pictures/videos of cases), and YouTube (used to review video of specific procedures).

Media Sources for Dentistry Info

Facebook (n=35)	Facebook groups (Dental Clinical Pearls is the most popular) to learn about and discuss different cases
Instagram (n=32)	Follow specific dentists for pictures/videos of cases. Some direct message and chat with these dentists when they have questions.
Colleagues (n=28)	Some prefer to go to other dental students, faculty, or mentors when they have questions, rather than media sites
ADA (n=20)	ADA emails or website for questions about guidelines or staying up to date with dentistry news
Publications (n=14)	JADA, PubMed, etc.
YouTube (n=12)	Consult videos to review specific procedures
Dentaltown (n=8)	Forums and message boards to ask questions and exchange ideas

Resources for Different Situations



Clinical questions/working with patients

- Colleagues and mentors are the most trusted sources for these situations
- Old lectures/textbooks, Facebook, publications, YouTube, and the ADA are mentioned as resources consulted after colleagues.



Wellness considerations

- Most rely just on their family/friends, exercise, and hobbies
- A few have used school or ASDA resources/counselors for more serious wellness considerations

Face-to-face communication is preferred by nearly all over digital, unless it is a quick question. Most note they learn better and it is easier to build relationships in person, but also note that COVID-19 may change things, and they are learning how to effectively communicate digitally.

Now what?

Student Learnings and Solutions



Students
21,946 members
85% market share
1% decline in market share since 2019

What we've learned*

Faculty are #1
Preferred source for dental information

Career Plans Change
40% DSO/associate upon graduation
27% DSO/associate 5 years out

Financial concerns are overwhelming

Mentorship
Most important offering of a dental org

What we're doing in 2021...

ADA Faculty Ambassador program

- Creating more content for associates and employee dentists
- Stronger content with ADAPT option

- Developing content with CMIRP/ADABEI
- Tax/financial series in New Dentist News
- ADA.org/money for all things financial

- Developing mentor content
- Utilizing dental influencers

* ADA online student survey fielded February 2021

Dental Society Outreach



Mentorship-to-Ownership Transition Path

Get an on-site mentor who will teach you the ins-and-outs of running a practice.



ADAPT Student Resource Center

Your go-to guide for career planning.
Ready to find your first job? Create your free profile.

[Find A Job](#)



Thank you.

Next webinar.....

One Size Does Not Fit All – Does Your Governance Structure Support Your Strategy? – Session #1

Association Management Center

Learning Objectives:

Review the research on high performing boards and size

Discover a tool to review decision making authority in the governance structure

Align competencies and multi-representational balance with strategy

Determine steps to make changes in governance structure, balance and makeup of board and leadership entities

Tuesday, August 3 | 1–2 p.m. CT

Register at [ADA.org/conferenceweek](https://ada.org/conferenceweek)