

**DALLAS COUNTY DENTAL SOCIETY
Strategic Plan
2016-2020**

Mission: DCDS: Serving the professional needs of our members

Core Values:

1. **Commitment to Members**
2. **Integrity**
3. **Excellence**
4. **Commitment to the Improvement of Oral Health**
5. **Science/Evidence Based**

<i>Goals/Objectives/Strategies</i>	
Finance Goal: Assure organizational sustainability	COMMENTS
Objective 1.0: <i>Reduce our reliance on SWDC without reducing total revenue</i>	
<i>1.1 Task Force to determine feasibility of DCDS creating a dental Assistants program/to include feasibility of an operatory and CT Scan</i>	Being set up. To report back by October.
<i>1.2 Renting of facility to outside groups (not dental related)</i>	Staff function. Board to ok advertisement process.
<i>1.3 Task Force to determine feasibility of a MBA Program</i>	To be appointed by President.
<i>1.4 CE tracks for new dentists, e.g. Business track</i>	Scientific Committee
Objective 2.0: <i>Budget for a minimum of 5% or greater surplus per year</i>	
Already part of budget.	Treasurer's responsibility.

Stakeholder Goal: Maximize member participation and loyalty	COMMENTS
Objective 3.0: Increase active membership	
A. Increase DCDS active membership by minimum of 2% Baseline 1,425	
B. Increase DCDS market share by 1% Baseline 63.5%	
Strategies:	
3.1 Meet with different ethnic groups and dental study clubs a. Tele-meeting b. Locations (Consider meeting in different locations. Either monthly meeting or other meetings.) c. Request email addresses of their members to promote the meeting they are co-sponsoring.	Membership committee. Lot of this is in progress. Need the programs with time lines and ability to measure Publicize DCDS events via email to members of study clubs that have co-sponsored meetings with DCDS
3.2 Non-member inclusion	Invite non-members to participate in DCDS meetings and social events.
3.3 Dental students A. Faculty – Assist with Dues B. Create a core group of dental students in each class to carry organized dentistry’s voice. C. American Student Dental Association (ASDA)- Advocacy	DCDS needs to become proactive interrelating to our dental students. Maintain contact with Baylor chapter of ASDA
3.4 Payment option is to pay monthly dues by credit card or bank transfer –(Bonus is Automatic renewal)	DCDS membership need to be informed of this.
3.5 Non-member Dentists working in Corporate offices: a. Create a Committee to reach out to these dentists.	Important to reach out to our potential membership in Corporate offices and enlist them as members.

<i>b. Message regarding Dental Service Organization's (Talking Points for the society)</i>	
<i>3.6 Media – Direct to patients for ADA members</i>	Advertise that the public should be seeing an ADA member as their dentist
Objective 4.0: Maintain retention of active members by 90% - 95%	
<i>4.1 Payment by credit card/bank withdrawal. (Publicize)</i>	Same as 3.4
<i>4.2 Non-renewals significant in the 35-45 year olds</i>	Ideas on how to approach this group and keep them members
<i>4.3 Tele-meeting</i>	Same as 3.1
<i>4.4 Publicize organized dentistry's involvement in the national, state and local areas with advocacy.</i>	Legislative Action Committee to educate DCDS membership about involvement in advocacy
<i>4.5 Family oriented functions</i>	Involve the young families with children
Organizational Goal: DCDS' capacity will be sufficient to meet its objectives	
Objective 5.0: DCDS' governance structure will facilitate the efficient and effective execution of its strategic plan	
<i>5.1 a. Review strategic plan at all DCDS Board of Director's meetings b. Strategic planning comm. review strategic plan bi-annually.</i>	
<i>5.2 Board to allocate the strategies to the proper committees or task force. Committees to develop the programs. Need a timeline to do this.</i>	The Board will oversee how strategies are allocated to committees to ensure that the programs can be completed in a timely manner. All programs will be measurable.
<i>5.3 Maintain data base</i>	Staff responsibilities.