STRATEGIC PLAN

“SADDS 2011”
SAN ANTONIO DISTRICT DENTAL SOCIETY
STRATEGIC PLAN
“SADDS 2011”

CORE PURPOSE

ONE VOICE FOR DENTISTRY IN SOUTHWEST TEXAS

CORE VALUES

- Committed to excellence
- Encourage honesty and integrity among members
- Promote oral health
- Inclusive and diverse
- Promote leadership and mentoring
- Interaction amongst professional and community organizations
- ETHICAL governance

VISION

SADDS will be the premier dental component, committed to meeting the diverse needs of members by promoting excellence, ethics, advocacy, community service and education.

GOALS

- Membership / Education
- Leadership
- Organizational Excellence
- Advocacy / Public Image
ACTION PLAN: MEMBERSHIP

GOAL: Value participation, representation and identification with SADDS

OBJECTIVES:

1. Increase participation by developing programs designed to attract non-participating dentists, new dentists, the dental team and spouses.

   ACTION PLAN:

List the benefits of membership.

Promote the website use to illustrate membership benefits and opportunities.

Publish articles on member activities in the community in the Newsletter.

Help create a Power Point for Advocacy/Public Image to attract new members.

Contact new members.

Phone bank

Discuss issues at general meetings.

Primary Entity
   Membership Committee
   Program Committee

Secondary Entity
   Leadership Committee
   Advocacy Committee

Target: 20 new members

Completion Date: yearly
ACTION PLAN: MEMBERSHIP

GOAL: Value participation, representation and identification with SADDS

OBJECTIVES:

2. Increase membership to 73% within 5 years. This equates to approximately 20 new members per year.

ACTION PLAN:

Write articles for Newsletter on Peer & Judicial Q&A.

Increasing awareness of Ethics and Judicial issues, and Peer Review.

Invite members, etc., to General Membership Meetings.

Use Power Point to build student awareness of organized dentistry and membership in SADDS.

Primary Entity
Membership Committee
Program Committee

Secondary Entity
CND
BOD
Peer Review Committee
Advocacy Committee
Judicial Committee

Target: 20 new members
Non-member awareness poll results
Graduating seniors

Completion Date: yearly
ACTION PLAN: MEMBERSHIP

GOAL: Value participation, representation and identification with SADDS

OBJECTIVES:

3. Offer CE courses for the dental team to enhance the quality of care.

ACTION PLAN:

Provide Power Point at schools.

Get faculty to lecture.

Invite students to more activities.

Reward student volunteers.

Co-sponsor with other groups.

Primary Entity
Membership Committee
CND

Secondary Entity
BOD
Advocacy Committee

Target: 20 new members

Completion Date: yearly
ACTION PLAN: MEMBERSHIP

GOAL: Value participation, representation and identification with SADDS

OBJECTIVES:

4. Provide avenues for the exchange of information between members and SADDS.

ACTION PLAN:

Promote website use for members and public.

Give membership to all students as they graduate and get motivated with ASDA.

Set up outreach program of volunteers.

Invite Newsletter articles by members.

Primary Entity
Membership Committee

Secondary Entity
BOD
CND
Advocacy Committee
Editor

Target: 20 new members

Completion Date: yearly
ACTION PLAN: MEMBERSHIP

GOAL: Value participation, representation and identification with SADDS

OBJECTIVES:

5. Provide benefits that would improve and help your practice.

ACTION PLAN:

Act as clearing house for info due to legislative changes and technology.

Inform the public about insurance.

More CE for auxiliary.

Enhance community image.

Society discounts.

Visibility of SADDS activities.

Primary Entity
Membership Committee
Advocacy Committee

Secondary Entity
BOD
CND

Target: Increase Members

Completion Date: yearly
ACTION PLAN: LEADERSHIP

GOAL: Inspire the membership into service.

OBJECTIVES:

1. Create leadership programs.

ACTION PLAN:

Form permanent committee of 4 dentists plus 1 BOD member

Search and evaluate current dental leadership programs (Dallas, TDA, AGD)

Adopt and adapt existing programs

*Program in place
*Number of attendees
*Number of new participants

Target: 10 new committee participants

Completion Date: May 2007
ACTION PLAN: LEADERSHIP

GOAL: Inspire the membership into service.

OBJECTIVES:

2. Create environment to stimulate participation and effectiveness of committees.

ACTION PLAN:

Multiple members on all committees.

Assure that policy manuals and handbooks are in place.

Participants to include CND, Dental Students, and Alliance.

Collaborate with CND to promote leaders.

Target: 1 + extra committee members called Alternates.

Completion Date: May 2007
ACTION PLAN: LEADERSHIP

GOAL: Inspire the membership into service.

OBJECTIVES:

3. Develop a relationship with the UTHSCSA Dental School to promote leaders.

ACTION PLAN:

Get 2 representatives on BOD from faculty.

Table Clinics

Target: Add 1 additional BOD at-large position.

Completion Date: May 2007
ACTION PLAN: LEADERSHIP

GOAL: Inspire the membership into service.

OBJECTIVES:

4. Promote leadership of Alliance.

ACTION PLAN:

Invite to all activities.

Promote with announcements at all GM Meetings.

Invite President of Alliance to BOD.

Invite spouses.

Primary Entity
   Leadership Committee
Secondary Entity
   BOD
   Advocacy Committee

Target: More Alliance activity

Completion Date: yearly
ACTION PLAN: ORGANIZATIONAL EXCELLENCE

GOAL: SADDS will be an effectively managed, well governed and fiscally sound organization designed to optimally meet membership needs.

OBJECTIVES:

1. Maximize the effectiveness of management and governance.

ACTION PLAN:

BOD to evaluate and review structure, function and effectiveness of current committees and necessary support staff.

Poll membership for input.

BOD recommendations on any needed changes.

Target: Enhance accountability and effectiveness of existing committees.

Completion Date: April 2008 BOD meeting
ACTION PLAN: ORGANIZATIONAL EXCELLENCE

GOAL: SADDS will be an effectively managed, well governed and fiscally sound organization designed to optimally meet membership needs.

OBJECTIVES:

2. Ensure fiscal responsibility by increasing and enhancing current sources of revenue and identifying additional sources of revenue to support the expanded efforts of the strategic plan.

ACTION PLAN:

Keep monies invested for maximum returns.

Promote CE to reduce member’s cost and increase SADDS income for projects.

Target: Cap dues

Completion Date: Progressive
ACTION PLAN: ORGANIZATIONAL EXCELLENCE

GOAL: SADDS will be an effectively managed, well governed and fiscally sound organization designed to optimally meet membership needs.

OBJECTIVES:

3. Facilitate collaboration and implementation of local, state and national programs.

ACTION PLAN:

List what is available at each level for members and get list and information out.

Survey utilization and use this survey to promote awareness.

Primary Entity
Staff

Secondary Entity
BOD

Target: Increase utilization of program

Completion Date: Ongoing
ACTION PLAN: ORGANIZATIONAL EXCELLENCE

GOAL: SADDS will be an effectively managed, well governed and fiscally sound organization designed to optimally meet membership needs.

OBJECTIVES:

4. Develop, revise and/or update bylaws, policy manuals and committee handbooks.

ACTION PLAN:

Committees develop policy and procedures related to the specific committee needs with final Board approval.

Committee policies and procedures given to BOD.

Target: Committee policies and procedures manual.

Completion Date: December 2007
Review alternate years
ACTION PLAN: ADVOCACY/PUBLIC IMAGE

GOAL: Promote and represent our members and the community we serve.

OBJECTIVES:

1. Develop an Advocacy Committee

   ACTION PLAN:

   Enhance community awareness

   Promote the members inside and outside SADDS, within and beyond.

Strategic Planners

Target: New committee named and financed

Completion Date: December 2007
ACTION PLAN: ADVOCACY/PUBLIC IMAGE

GOAL: Promote and represent our members and the community we serve.

OBJECTIVES:

2. Develop a positive public image.

ACTION PLAN:

Place articles, ads, notices, etc. in papers and magazines for general public.

Inform the SA Visitor and Convention Bureau.

Announce nominees in timely manner.

Primary Entity
Advocacy Committee

Target: Public awareness of SADDS

Completion Date: May 2007
ACTIONS PLAN: ADVOCACY/PUBLIC IMAGE

GOAL: Promote and represent our members and the community we serve.

OBJECTIVES:

3. Improve awareness of our oversight functions (peer review, ethics, judicial and risk management) to the public and members.

ACTION PLAN:

Provide Peer, Judicial, Ethics panel discussion evening.

Ensure CE credit for Peer and Judicial Training.

Primary Entity
Advocacy Committee

Target: Member awareness improved.

Completion Date: May 2007
**ACTION PLAN: ADVOCACY/PUBLIC IMAGE**

**GOAL**: Promote and represent our members and the community we serve.

**OBJECTIVES:**

4. Increase awareness of and participation in our legislative activities.

**ACTION PLAN:**

Rent bus for Legislative Action Day.

Publish photos with story about the events and information for the members.

**Primary Entity**
- Advocacy Committee
- CND
- Legislative Action Committee
- Denpac Rep

**Target**: Get maximum members to Austin

**Completion Date**: February 2009
ACTION PLAN: ADVOCACY/PUBLIC IMAGE

GOAL: Promote and represent our members and the community we serve.

OBJECTIVES:

5. Promote awareness of and participation in access to care activities (sponsorships, screenings, dental health month, GKAS, etc.)

ACTION PLAN:

Newsletters and General Membership announcements

TDA Smiles Foundation promotion

Primary Entity
Advocacy Committee
TDA Smiles Foundation Representative
Editor

Target: Public awareness increase

Completion Date: February 2007
ACTION PLAN: ADVOCACY/PUBLIC IMAGE

GOAL: Promote and represent our members and the community we serve.

OBJECTIVES:

6. Protect the doctor-patient relationship from third-party intrusion.

ACTION PLAN:

Publish in Newsletters

Keep up the flow of news regarding insurance company actions.

Dental Care Committee and representative to follow up on issues.

Primary Entity
   Dental Care Committee
   Advocacy Committee
   Editor

Target: Members get more informed

Completion Date: May 2007 and yearly