

**CENTRAL COAST DENTAL SOCIETY
STRATEGIC PLAN
March 2019
Revised March 2024**

VISION

The Central Coast Dental Society strives to improve the health of the public through service to its members and the community it serves.

MISSION

It is the mission of the Central Coast Dental Society to be the recognized source for serving the needs and issues of its members while assisting them in their service to our community.

CORE VALUES

Integrity, Professionalism, Service, Leadership, Advocacy, Education, Accessibility, Respect,
Member Satisfaction

STRATEGIC GOALS

GOAL 1: GOVERNANCE

Develop a comprehensive governance structure to serve the needs of the Society.

Objective 1.1 The CCDS Board will ensure effective organizational planning through an annual review of the strategic plan.

1.1.1 The President will request regular Committee reports and updates of their goals and objectives.

1.1.2 The President will provide an annual Strategic Plan update for board review and approval.

1.1.3 The Board will re-assess the objectives and actions annually to ensure completion and achievement of goals and objectives.

1.1.4 The CCDS Board will hold a strategic planning meeting every 5 years or as determined by the Board.

Objective 1.2 The CCDS Board will ensure effective resource management to fulfill its mission.

1.2.1 The Board will develop and approve an annual budget.

Objective 1.3 The CCDS Board will annually review their bylaws to ensure alignment with the ADA, CDA and state regulations.

1.3.1 Bylaws Committee will complete its annual review of the Society's bylaws and prepare a report to the Board by with report by February of each year.

GOAL 2: LEADERSHIP DEVELOPMENT

Actively promote leadership development opportunities for its members.

Objective 2.1 CCDS will recruit 10% of its active membership base into leadership positions.

2.2.1 Board members will recruit and mentor new leaders for key committees.

2.2.2 New Dentist Committee will hold three events for engagement and recruitment of potential leaders.

Objective 2.2 Leadership Development Chair (Immediate Past President) will appoint and convene an Ad Hoc Committee to serve in the recruitment and development of new volunteers

Objective 2.3 CCDS will hold a leadership training orientation and program in January each year.

2.3.1 The Leadership Development Ad Hoc committee will select a facilitator for the leadership development program by October prior to the January program.

2.3.2 The training program will review roles and responsibilities of volunteer leaders, bylaws, and parliamentary procedures.

GOAL 3: COMMUNICATION

Communicate proactively to increase CCDS member engagement and improve general public awareness of relevant CCDS activities.

Objective 3.1 CCDS will enhance its website and maintain a social media presence through various platforms.

3.1.1 The Social Media/Website Subcommittee will oversee content and management of the website and the Communications Chair will make regular reports to the Board.

3.1.2 The Social Media/Website Subcommittee will coordinate with the Communications Committee to publicize CCDS events and projects to the community.

Objective 3.2 CCDS will work to increase coverage of CCDS community events through various media channels.

3.2.1 Committee chairs will identify events and information for publication that might be of interest to the community.

3.2.2 Selected newsletter articles will be posted to various platforms for access by non-members and the general public.

Objective 3.3 Additional member communication methods will be reviewed.

3.3.1 Evaluate the use of eFax and Texting CCDS notices and event reminders.

GOAL 4: COMMUNITY SERVICE

Enhance engagement and participation of its members in providing service to the CCDS communities.

Objective 4.1 Engage and convene a committee to understand the depth and extent of public service in the CCDS area.

- 4.1.1 Develop a list of organizations to develop relationships with to promote community service.
- 4.1.2 Engage members to serve as liaisons with named organizations.
- 4.1.3 Support and promote activities of other community organizations that are in alignment with CCDS Board policies.
- 4.1.4 Collaborate with other community organizations to improve the health of the public.

GOAL 5: ADVOCACY/LEGISLATION

Provide legislative advocacy on behalf of its members.

Objective 5.1 Increase CCDS advocacy activities each year.

- 5.1.1 Legislative Committee to develop event with Legislators and report to annually to the board each September.
- 5.1.2 Publicize Legislative issues in newsletter and website.
- 5.1.3 Connect membership by social media channels with dental issues.
- 5.1.4 Invite CDA Legislative staff to present at CCDS general membership Meetings.
- 5.1.5 Encourage members who attend ADA/CDA meetings/events to submit articles for use in CCDS newsletter, websites and social media channels.

GOAL 6: MEMBERSHIP

Increase and retain its membership through engagement and exceptional service.

Objective 6.1 CCDS will recruit 100% of dentists who move into component area annually.

- 6.1.1 Membership Committee will develop a plan to contact non-members.
- 6.1.2 ED will provide a list of non-members to the Membership Committee as provided by CDA.

Objective 6.2 CCDS will strive to retain 100% of its current membership annually.

- 6.2.1 Hold two Social functions annually for networking.
- 6.2.2 Board members will contact CCDS members and invite them to General Meetings.

Objective 6.3 Every three years, CCDS will develop and conduct a survey to determine the needs and issues of its members.

6.3.1 The next membership survey will be sent to the membership in 2024.

6.3.2 Board will assess survey results to enhance services & programs to members.

GOAL 7: EDUCATION

Provide opportunities for education to its members.

Objective 7.1 CCDS will provide 5 full day CE programs annually.

Objective 7.2 The CE Committee will continue making some courses available online and investigate providing recorded CE presentations (video and/or audio) or partnering with a CE content provider.

Objective 7.2 CCDS will increase vendor participation and sponsorship at CE meetings.

7.2.1 The CE Committee will develop a plan to maximize vendor relationships and advertising.