

2023-2025 STRATEGIC PLAN



sacramento

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District Dental Society

Sacramento District Dental Society

2035 Hurley Way, Suite 200 • Sacramento, CA 95825
916.446.1227 ph • 916.447.3818 fx • www.sdds.org

OUR MISSION

It is the mission of the Sacramento District Dental Society to be the recognized source for serving its members and for enhancing the oral health of the community (7/17/01)

CORE VALUES:



GOAL 1

Membership

Strive for success with recruitment, inclusivity, member satisfaction and involvement

OBJECTIVE 1: Maintain a minimum of 80% engagement ratio at all times

OBJECTIVE 2: Maintain 80% market share of all area dentists

OBJECTIVE 3: Maintain a 90% or better retention rate

OBJECTIVE 4: Outreach to dental students and pre-dental students to ensure their success and future involvement

OBJECTIVE 5: Effectively communicate member benefits, resources and services

OBJECTIVE 6: Cultivate, nurture and promote the sense of community in our profession

GOAL 2

Advocacy

Monitor and advocate on behalf of topics that affect oral health, the profession and the dental practice

- OBJECTIVE 1:** Effectively communicate to members regarding issues affecting their practices
- OBJECTIVE 2:** Monitor and advocate for legislative, legal and other issues affecting dentistry
- OBJECTIVE 3:** Continue to support the needs of the small practice, whilst also engaging the members of large format practices
- OBJECTIVE 4:** Collaborate with community partners (including SDDS Foundation) to promote oral health, education, access to care and other issues

GOAL 3

Leadership, Sustainability, Succession

Ensure systems are in place for continuity, stability and success in all aspects of the organization: management, operations and volunteer leadership

- OBJECTIVE 1:** Ensure operations, policies and procedures are in place for continued success and succession
- OBJECTIVE 2:** Provide leadership succession and training opportunities at the committee level for all interested volunteer members
- OBJECTIVE 3:** Continue to offer options and various modes of technology and communication
- OBJECTIVE 4:** Maintain financial strength by continuing internal controls and policies

COMMITTEES

STANDING COMMITTEES:

- Membership / Engagement
- CPR Committee
- Nominating/Leadership Development

ADVISORY COMMITTEES:

- Continuing Education Advisory
- *Nugget* Editorial Advisory
- Bylaws Advisory
- Strategic Plan Advisory
- Budget and Finance Advisory

MISC. TASK FORCES AS NEEDED



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