

Strategic Plan 2010-2012

Mission: The American Student Dental Association is a national student-run organization that protects and advances the rights, interests, and welfare of students pursuing careers in dentistry. It introduces students to lifelong involvement in organized dentistry and provides services, information, education, representation and advocacy.

Goal 1. *Maintain and enhance member services to increase membership of predoctoral students to 88%*

Action	Initiative	Resources	Responsible Party	Matrix	Date of completion or report
Conduct member value research and member benefits assessment every three years	Create a member benefits survey	Staff/council time	Council on Membership	Add/remove benefits based on members' needs	Survey draft by 2011 FLC; survey sent out Jan 2012; results shared at 2012 SLC
Continue to develop and enhance chapter templates and resources	Conduct a focus group of chapter delegates at a national meeting	Staff/council time	Council on Membership	Add and improve resources based on results	2012 Annual Session
Expand district opportunities and activities	Create a bank of resources for district meetings (i.e., sample agendas, funding ideas, presentations, etc.)	Staff time	Board of Trustees/Chapter Relations Manager	Increased attendance at district meetings	2012 Annual Session
Review and enhance the low chapter membership initiative	Review the membership statistics for all chapters who participated in the low membership initiative from 2009-2011	Staff/council time	Council on Membership/Chapter Relations Manager	Set a benchmark for the projected increase in membership at the low membership chapters.	2011 FLC
Increase predoctoral membership and involvement in ASDA	Increase participation of chapters in the predoctoral recruitment incentive program	Staff/council time	Council on Membership	Increase participation to 50% of chapters	2012 Annual Session

Goal 2. Communicate value of ASDA and organized dentistry to key audiences, including dental students, pre-dental students and dental school administrators

Action	Initiative	Resources	Responsible Party	Matrix	Date of completion or report
Conduct a membership-wide communications survey to determine success of all ASDA communications efforts every three years. Results to be analyzed on an annual basis.	Conduct a yearly review of communications survey results	Staff/Council time	Editorial Board and Council on Communications	Document reviewed at Spring Leadership Conference each year	2011 SLC
Define collaboration with other student organizations	<p>Conduct SWOT analysis on collaboration with other student organizations (i.e. assessment tool for ASDA to understand pros and cons of building relationships with these groups)</p> <p>Develop an external marketing plan that highlights benefits that ASDA can provide to other organizations</p> <p>Use findings from SWOT analysis to invite select student organization leaders to present information to attendees at Annual Session (format of presentation TBD)</p>	<p>Staff time</p> <p>Staff/Council time</p> <p>Staff/Council time</p>	<p>Executive Committee</p> <p>Council on Communications</p> <p>Executive Director</p>	<p>Written report submitted</p> <p>Written report submitted</p> <p>Session held at 2012 Annual Session</p>	<p>2011 FLC</p> <p>2011 FLC</p> <p>2012 Annual Session</p>

Produce, update and increase visibility of ASDA's social media efforts, including Facebook, blog and YouTube	Implement a new editorial section (placement TBD) called "Life After ASDA" that highlights an ASDA alumni's success story and how the association prepared him/her for postdoctoral life	Staff/Council time	Editorial Board	Written interview published six times per year	2011 Editor-in-Chief Year End Report
Maintain and enhance ASDA's website	Review and comment on www.asdanet.org site map and provide feedback on content, site structure/flow and aesthetics as well as ideas for improvement	Staff/Council time	Council on Communications	Written recommendations to ASDA staff	2011 FLC

Goal 3. Maintain and enhance member advocacy with key audiences, including legislative audience, dental school administration and other dental organizations

Action	Initiative	Resources	Responsible Party	Matrix	Date of completion or report
Increase student involvement in state and national lobbying efforts.	Increase state lobby day participation by chapters over previous year participation level	Staff/Council time	LGN	10% increase in participating chapters over previous year	February 2012
Increase student involvement in state and national lobbying efforts.	Create an ASDA lobbying email vehicle (similar to CapWiz)	Staff/Council time Financial commitment (Funds to develop this vehicle)	LGN/Staff	Was vehicle created and used (yes/no)	2012 Annual Session
Educate members on issues important to dentistry.	Track number of people accessing the Legislative Ledger via an online "counter"	Staff time	ASDA Central Office	Increase number of page hits by 5% a year	2012 Annual Session
Educate members on issues important to dentistry.	Increase readership of Legislative Ledger	Staff/Council time	LGN	Survey	2012 Annual Session
Communicate with school administrators	Determine the proper point of contact (POC) for each school	Staff/Council time	Board of Trustees/ Chapter Relations Manager	Database of school POCs	2011 FLC
Disseminate the ASDA Lunch and Learn paper created by the Council on Education	Mail Lunch and Learn paper to school administration POCs	Staff/council time	Staff	Follow up with POCs with feedback on Lunch and Learn paper	2011 FLC

Goal 4. Evaluate opportunities to generate non-dues revenue

Action	Initiative	Resources	Responsible Party	Matrix	Date of completion or report
Generate new sources of non dues revenue.	ASDA Sales & Marketing Manager to investigate potential non-dues revenue opportunities suggested by the Board	Staff time	Bart Lewin	Report completed	October 2011

Goal 5. Provide leadership development opportunities

Action	Initiative	Resources	Responsible Party	Matrix	Date of completion or report
Develop a leadership development training curriculum for national leaders and chapter leaders	Outline desired content; Determine delivery of content Professional Leadership Workshop Institute	Leadership Task Force Financial commitment for institute	Leadership Task Force Leadership Task Force/ Staff	Report Budget/Feasibility Report	April 2012 Board Meeting
Evaluate current national leadership positions	Establish internal goals for each national leadership position Position descriptions reviewed Determine calendar for national leadership appointments Evaluate potential for new leadership positions	Leadership Task Force/Staff	Leadership Task Force/Staff	Report Revised Position Descriptions Report Budget/Feasibility Report	July 2011 Board Meeting
Create internal mentor program for leaders	Outline structure of program; Create process for evaluating mentor relationships; Evaluate the effectiveness of the program	Leadership Task Force/Staff	Leadership Task Force/Staff	Outline Survey/Report	November 2011 Board Meeting 2013 Annual Session

Create external mentor program for leaders through collaboration	Determine who to collaborate with	Leadership Task Force	Leadership Task Force	Report	2012 Annual Session
	Outline structure of program; Create process for evaluating mentor relationships		Leadership Task Force	Outline	2012 Annual Session
	Evaluate the effectiveness of the program		Leadership Task Force	Survey/Report	2013 Annual Session
Create opportunities for those not appointed/elected	Outline structure for formal follow-up	Leadership Task Force	Leadership Task Force	Outline/Flow Chart	November 2011 Board Meeting
	Explore additional national leadership opportunities		Leadership Task Force/ Staff	Budget/Feasibility Report	2012 Annual Session

Goal 6. Optimize governance and operations

Action	Initiative	Resources	Responsible Party	Matrix	Date of completion or report
Review Standing Rules	Identify Content of Standing Rules	Members, leaders & staff	EC/Speaker	Content list written, contributors assigned to content topics	Month 1 of new EC/BOT
	Write content for Standing Rules	Contributors list, members, leaders, staff	Contributors assigned by EC	Contributors submit raw content EC finalizes and approves BOT adopts	Month 3 Month 5 Month 6
Integrate resources into leadership training		Governance docs, staff, Speaker, EC	Leadership Task Force	Operations and governance topics appear in leadership training materials and are issued to new national leaders	TBD by Leadership Task Force
Review ASDA's Bylaws		Staff, leaders, legal	Executive Committee, Speaker	EC performs an annual review, resolutions are written as needed (or delegated for writing)	Month 1 of new EC/BOT, variable following first 1-2 years (always prior to Bylaws amendment submission deadline)
Maintain central office operational resources		Budget, governance documents, server docs, database, staff operations manual, position descriptions	Executive Director, staff	Up-to-date information is readily available to all parties	Ongoing

Adopted March 2011