



District of Columbia

D E N T A L S O C I E T Y

2017 – 2020 Strategic Priorities
December 30, 2016

Membership Value: Provide programs, services and opportunities to members that will enable them to succeed and excel throughout their careers.

By August 31, 2017:

1. Clarify current member benefits to both members and non-members.
2. Assess the needs of dentists in the District, including former, current and new members, as well as non-members.
3. Modify existing programs and offerings based on feedback from needs-analysis. (e.g., expansion/improvement of CE offerings)
4. Develop/implement new programs and services to address identified needs.
5. Expand current affinity programs and explore new programs that would benefit members
6. Implement in collaboration with the ADA alternative membership models to attract more members.

By August 31, 2018:

1. Implement new programs and services to address identified needs.

Technology: Adopt technology solutions that improve member communications, networking and education, and enhance the complete member experience. Provide resources that enable members to learn and utilize the latest technologies in social media/practice management.

By August 31, 2017:

1. Educate members on the online services currently available to them on the DCDS/ADA websites and educate members on how to access them.
2. Launch webinars, and digitally capture monthly CE meetings for posting to the DCDS website as online CE offerings.
3. Launch a digital solution(s) that enable members to share information regarding the availability of equipment, office space, practices for sale, etc., as well as network with one another to exchange clinically-relevant information and learn new techniques and skills.
4. Implement in-person and online educational programming to assist members with social media/practice management.

By August 31, 2018:

1. Implement a digital solution(s) that enable members to share information regarding the availability of equipment, office space, practices for sale, etc., as well as network with one another to exchange clinically-relevant information and learn new techniques and skills.
2. Implement in-person and online educational programming to assist members with social media/practice management.

Financial Stability: Achieve financial stability by defining it, scrutinizing products, services and expenses, and developing and investing in new ideas to increase revenue.

By August 31, 2017:

1. Identify two new non-dues revenue products and services for pilot testing.
2. Define “financial stability” and what it means in terms of addressing the 2017-2020 strategic priorities.
3. Determine the Society’s future target for invested reserves.
4. Complete an evaluation process of all Society programs and services to determine if they should be modified, reduced or eliminated for 2018.
5. Evaluate the Society’s management model to determine appropriate staffing (paid and volunteer) for 2018.

By August 31, 2018:

1. Implement identified new non-dues revenue products and services for pilot testing.
2. Evaluate Society programs and services and determine what should be modified, reduced or eliminated for 2019.
3. Evaluate the Society’s management model to determine appropriate staffing (paid and volunteer) for 2019.