



2019–2021 STRATEGIC PLAN

Mission: To improve oral and overall health of the Commonwealth through member engagement

Vision: To be the most trusted resource and advocate for oral health in Massachusetts

Strategic Goal	Strategic Objectives
Infrastructure: Build the organizational capacity, resources, including financial resources, and structure that meets the current and future demands of the Society	Implement the new governance structure
	Increase participation in Foundation giving
	Increase non-dues revenue streams
	Implement policies to recruit and retain talented staff while aligning staff structure with strategic objectives
Value and Relevance: Deliver exceptional value to support our members' needs	Develop a mentoring program for young dentists
	Improve the financial success of Yankee by enhancing the attendee experience
	Offer programs/education for targeted membership groups
	Expand CE offerings
Member Engagement: Create meaningful engagement opportunities throughout the membership continuum	Promote personal connections to fuel engagement (i.e., new members, passive members, and non-members)
	Target programming to members at each stage in their career
	Establish and promote pathways into MDS and District leadership positions
	Support participation at the District level
Advocacy: Serve as the most trusted oral health advocate for the Commonwealth	Support legislation promoting oral health in Massachusetts
	Develop partnerships with external stakeholders to help advance oral health legislative efforts
	Increase dental visits for residents of the Commonwealth
	Coordinate grassroots events within each District
	Increase participation in MDS Foundation giving and grant programs
	Publicize community service by MDS members
	Improve the image of dentists and the MDS