**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

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<th>Strategic Goal</th>
<th>Strategic Objectives</th>
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| **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 |