

Florida Dental Association Strategic Plan

FDA Mission: Helping Members Succeed

Goals / Objectives / Strategies

Goal 1: Finance – Assure organizational sustainability:

Objective 1: Revenue will exceed operating expenses annually:

Strategies:

- 1.1 Develop and implement program and service evaluation criteria
- 1.2: Review and ensure FDA’s governance structure facilitates implementation of the strategic plan and is efficient, cost effective, and meets organizational needs
- 1.3: Modify the budget process to enable more timely and accurate budget decisions to support the strategic plan

Objective 2: Increase sources of non-dues revenue:

Strategies:

- 2.1: Create new sources of non-dues revenue
- 2.2: Increase utilization of existing revenue generating products and services
- 2.3: Offer revenue-generating products and services to new markets
- 2.4: Develop and implement program and service evaluation criteria

Goal 2: Membership – Increase member loyalty and investment:

Objective 3: Achieve the following goals in the Five Pillars of Membership by year-end 2025:

Membership Pillar	Goal
Active Licensed Members	7,127
Full Dues Paying Members	5,151
Total Dues Revenue	\$2,594,076.00
Average Dues Per Member	\$364.00
Market Share	55.3%

Strategies:

- 3.1: Streamline the membership process while maintaining ethical standards
- 3.2: Continue to recruit new dentists in engagement opportunities
- 3.3: Stratify and segment recruitment and retention marketing strategies
- 3.4 Ensure member benefits and value proposition are member focused and data driven

Objective 4: Increase member engagement in leadership, programs and services:

Strategies:

- 4.1: Establish a database of membership involvement at the national, state, component, and affiliate level
- 4.2: Increase awareness and use of FDA products and services
- 4.3: Use baseline data to identify potential leaders
- 4.4: Develop leaders

Goal 3: The FDA (and ADA) will be recognized as the leaders and advocates for oral health.

Objective 5: Targeted stakeholders will recognize the ADA/FDA and its members as the authority on oral health

Strategies:

- 5.1 Educate and provide **members** with tools that assist them in becoming leaders in oral health and prevention
- 5.2 Educate and influence **elected officials**, legislative and regulatory entities on oral health and prevention
- 5.3 Proactively engage **media** outlets
- 5.4 Improve the doctor/patient relationship by influencing **third party payers**
- 5.5 Educate the public on oral health and prevention
- 5.6 Sponsor high visibility programs that highlight FDA's commitment to oral health and prevention