

FLAGD Strategic Plan

Amended October 27, 2012

MISSION

The mission of the Florida Academy of General Dentistry is to serve as an advocate for General Dentists, to promote improved delivery of patient care by fostering continuing education and to increase public awareness of quality dentistry and those who provide it throughout the State of Florida.

Vision Statement

Florida AGD is committed to elevating the standards of dentistry by supporting the General Dentist as the primary care provider of dental services.

FLAGD Core Values

The Florida AGD supports the AGD Core Values, which are rooted in the following values:

- E**xcellence in oral health care
- D**iversity
- U**niversal acceptance of the general dentist as a gatekeeper of oral health care
- C**ontinuous, life-long learning
- A**dvocacy and representation
- T**eamwork, camaraderie, and mentorship
- E**thical, honest, and credible behavior

GOALS for 2013

- I. Retain current membership and recruit new members**
- II. Continue the FLAGD's active Advocacy program**
- III. Provide Quality Continuing Education**
- IV. Support and develop component academies**
- V. Increase and communicate the value of membership**
- VI. Promote to the public an enhanced brand awareness of the value of the AGD, FLAGD, and general dentists who hold membership**
- VII. Maintain financial stability**

STRATEGIES

I. Membership Retention and Recruitment (Ranked in order)

- a. Participate in ASDA Day or professional development day at all schools?
- b. Pay the expenses to set up and maintain FellowTracks at the dental schools.
- c. Fellowtrack programs at dental schools? Lunch & learns, encourage students to come to AGD CE courses.
- d. Look into mentorship program.
- e. General Practice Residencies. Alabama has successful mentorship program. Used by foreign dentists to get licensed in US.
- f. Invite student liaisons to meet with the FLAGD Board (assign to Task Force) Use Fellowtrack students for this
- g. Devote the Winter issue of Florida Focus to membership each year
- h. Allow for a reduced fee for FLAGD members at FLAGD sponsored CE programs
- i. Send a blast email every time the FLAGD presents a position paper or CE Seminar – Gordon wants article about need to have everyone’s email. Need to put out issues via email. To bylaws committee.
- j. Send a personal email or letter to all members when they pay their dues, new members and old members. Send 5 year anniversary letters?
- k. Promote review programs for the FAGD/MAGD tests
- l. Encourage FLAGD Board members to actively recruit non-members in their areas. Board members got applications
- m. Prepare a list of non-AGD general dentists licensed in Florida
- n. Acknowledge through the Awards program the top non-student member recruiters each year, and offer them a free FLAGD-sponsored CE seminar

II. Increase the Value of FLAGD/AGD Membership

- a. Quickly send emails to members on issues of interest (ongoing) – we should subscribe to FDA legislative info. Capital Report
- b. Increase awareness and use of the FLAGD Facebook page and other social networking sites
- c. Enhance awareness of the FAGD/MAGD designations and add LLSR. (Ongoing, ask for permissions)
- d. Keep CE tuition fees reduced for all FLAGD members at FLAGD sponsored or cosponsored seminars (ongoing)
- e. . Continue to work with the FDA to increase our visibility at the FNDC

III. Advocacy

- a. Advocate on issues involving General Dentists (ongoing)
- b. Fund the FLAGD positions of liaison to the Board of Dentistry and the liaison to the FDA Specialty Forum.

- c. Promote FLAGD's activities in advocacy through:
 - Florida Focus
 - Website
 - AGD Website
 - Blast Emails
- d. Cultivate relationships with state and national legislators.
- e. Explore funding a legislative liaison to let us know what legislation is upcoming.
- f. Include in the FLAGD's advocacy program those issues promoted by the AGD
- g. Make better use of technology to make members aware of FLAGD Advocacy efforts.

IV. Support the Components

- a. Utilize the assistance of the Regional Director to start or resurrect components
- b. Support the components by advertising their activities
- c. Provide jointly sponsored CE with components
- d. Offer CE Seminars in conjunction with Board meetings
- e. At every Board meeting, invite local component officers and members to attend
- f. Target a geographical area that should start or reactivate components and identify potential leaders from that area.
- g. Approach Fellows & Masters in the target area to get their help in starting components.
- h. Encourage components to name Board representatives and attend Board meetings, and encourage components to pay the travel expenses for those representatives.
- i. Approach companies for corporate sponsorship of component meetings.

V. Promote to the public an enhanced brand awareness of the value of the AGD, FLAGD, and general dentists who hold membership

- a. Maintain a Public Information Officer (PIO)
- b. Send out an average of one press release every month
- c. Put links for the public on the FLAGD website and on the FLAGD page in Facebook and other social media sites.
- d. Increase public awareness of the FAGD and MAGD designations (send press release on new FAGD & MAGD & LLSR)

VI. Provide quality Continuing Education

- a. Establish an active CE Council under the leadership of a CE Chairperson who is not an FLAGD Officer
- b. Survey members to determine their CE needs and interest
- c. Offer CE Seminars with an emphasis on participation courses.
- d. Set CE fees so that over the course of a year, FLAGD sponsored CE programs must provide a positive financial income
- e. Investigate provision of online CE.

VII. Increase Non-dues income

- a. Board members must solicit ads for Florida Focus from suppliers.
- b. Promote AGD membership at FLAG CE Seminars and Programs.
- c. Get sponsorship and/or exhibitors for FLAG CE seminars and General Assembly.
- d. Offer CE programs around the state.
- e. Find out what non-dues income sources are utilized by other Constituent Academies
- f. Reward no-board members who bring in sponsors (send out email blast)
- g. Utilize free speakers from AGD and get sponsors

VIII. Continue to review the organizational structure of the FLAGD

- a. Put Presidents of new, resurrected or emerging components on the Board as members at large
- b. Encourage components to reimburse their representatives to attend Board meetings
- c. Ensure there is sufficient reimbursement budgeted for board members and council chairs to attend board meetings.
- d. Review the council and committee structure of the FLAGD – Bylaw change on contacting members
- e. Put membership council member on each dental school
- f. Recruit a recent graduate leader to be an FLAGD board member at large.
- g. Recruit and assign recent graduates to councils and committees as needed.

New Goal - improving collaboration & communication with FDA

- a. Notify members of what FDA legislative agenda is doing.
- b. Have presence at specialty forum (more than one representative)
- c. Utilize dual members to get FDA info as quickly as possible
- d. Encourage FLAGD members to join ADA.
- e. Invite pres. Or rep. to FLAGD Board meetings and president of FDA to General Assembly. Ask FDA President if they want to name a liaison to attend FLAGD Board meetings.
- f. Make FDA president an honorary member.
- g. Re-evaluate our strategy of participation at ddoh.