

FLAGD Strategic Plan

Amended January 8, 2011

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.

GOALS for 2011

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

STRATEGIES

- I. Membership Retention and Recruitment**
 - a) Participate in ASDA Day at all dental schools and approach the general practice residency programs in Florida
 - b) Create a Task Force on Dental Students
 - c) Establish a mentoring program for new dentists and residents
 - d) Invite student liaisons to meet with the FLAGD Board
 - e) Devote the Winter issue of *Florida Focus* to membership each year
 - f) Allow for a reduced fee for FLAGD members at FLAGD sponsored CE programs
 - g) Send a blast email every time the FLAGD presents a position paper or CE Seminar

- h) Send a personal letter to all members when they pay their dues
- i) Promote review programs for the FAGD/MAGD tests.
- j) Encourage FLAGD Board members to actively recruit non-members in their areas.
- k) Prepare a list of non-AGD general dentists licensed in Florida
- l) Acknowledge through the Awards program the top membership 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
- b) Increase awareness and use of the FLAGD Facebook page and other social networking sites
- c) Explore setting up online forums for general dentists
- d) Encourage the Components to provide and promote social activities, like golf tournaments and family-friendly meetings
- e) Enhance awareness of the FAGD/MAGD designations
- f) Keep CE tuition fees reduced for all FLAGD members at FLAGD sponsored or cosponsored seminars
- g) Continue to work with the FDA to increase our visibility at the FNDC
- h) Promote the AGD's member benefits.
- i) Publish a question or topic in each issue of Florida Focus to be discussed on the FLAGD's Facebook page

III. Advocacy

- a) Advocate for issues benefiting General Dentists
- 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, using the FDA's Legislative Contact Dentist model.
- e) Include in the FLAGD's advocacy program those issues promoted by the AGD
- f) Make better use of technology to make members aware of FLAGD Advocacy efforts.
- g) Advocate at the FDA, Florida Board of Dentistry and Florida Legislature to increase the required CE hours to 40 in the biennium and gradually increase that number

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 dental supply companies to sponsor initial meeting of new components

V. Continuing Education

- a) Establish an active CE Council under the leadership of a CE Chairperson who is not an FLAGD Officer
- b) Poll 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 be, at a minimum, revenue neutral

VI. Public Information

- a) Maintain a Public Information Officer
- b) Provide the PIO with list of media contacts from the AGD's VOCUS program
- c) Send out at least one press release every month
- d) Put links for the public on the FLAGD website and on the FLAGD page in Facebook and other social media sites.
- e) Increase public awareness of the FAGD and MAGD designations

VII. Increase Non-dues income

- a) Board members must solicit ads for Florida Focus from suppliers.
- b) Promote AGD membership at FLAGD CE Seminars programs.
- c) Get Sponsorship and/or exhibitors for FLAGD CE seminars and General Assembly.
- d) Offer CE Programs around the state.
- e) Make sure that each regional continuing education program is structured to produce non-dues net income.
- f) Investigate online CE as a non-dues income source, particularly the mandatory courses, by linking to the website of a private company that offers online CE
- g) Find out what non-dues income sources are utilized by other Constituent Academies
- h) Reward non-board members who bring in sponsors
- i) Utilize free speakers from AGD and get sponsors
- j) Hire someone to solicit ads and sponsorships with their payment based on a percentage of income brought in

- k) Consider putting on FAGD review course
- l) Investigate offering a MasterTrack program

VIII Organization Review

- 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 encourage attendance at meetings.
- d) Review the council and committee structure of the FLAGD
- e) Recruit a recent graduate leader to be an FLAGD Board member at large
- f) Recruit and assign recent graduates to councils & committees as needed
- g) Review the dues structure, particularly relating to Emeritus membership status