



LDHA Strategic Plan

Core Ideology

Lead the transformation of the dental hygiene profession to improve the public's oral and overall health.

Vision Statement

Dental hygienists are integrated into the healthcare delivery system as essential primary care providers to expand access to oral health care.

Values

Service

Collaboration

Quality

Community

Lifelong Learning

Ethics

MEMBERSHIP

2015-2017 Goal:

The dental community will understand the value LDHA membership and choose to belong

Objective	Foster positive relationships between members/potential members/students
1. Strategy	Increase awareness of tangible membership benefits
a. Action Plan:	Establish a membership council of Members and students (Council of Member Services, Board)
b. Action Plan	Create a strategic plan for membership (Council on Membership)
c. Action Plan	Develop a membership kit for potential members and students \$\$ (Council of Membership)
d. Action Plan	Develop a WebEx (Go to Meeting) on ADHA Governance structure \$\$ (Council on Membership, Treasurer, Executive Council)
e. Action Plan	Develop a Lunch and Learn to dental offices for RDH on membership benefits which will have free CE involved \$\$ (Council on Membership)
f. Action Plan	Visit the dental hygiene schools to educate students and faculty about ADHA and LDHA. Explain the benefits and show them the value of membership and have them sign up for membership \$\$ (Council on Membership)
g. Action Plan	Continue having quality CE at Annual Session that supports with our mission and vision. (Council on Annual Session)
Metrics	<p>Increase the number of new members</p> <p>Increase number of participates in state sponsored events</p> <p>Increase the number of students who transition to active membership and pay</p> <p>Increase the number of students participating in state meeting and Board Review</p> <p>Increase in the number of Bio Data forms for state and ADHA</p>

Advocacy

2015-2017 Goal:

The dental hygiene profession will advance through effective advocacy by LDHA

Objective	LDHA will have a strong legislative presence in the state.
1. Strategy	Increase consumer awareness of dental hygiene
a. Action Plan	Visit school to educate them on legislative issues and involve them in the LDHA efforts if possible. \$\$ (Council on Legislation)
b. Action Plan	Involvement in community Service projects to improve the public's oral health and overall health (Promote dental health month, health fairs, Adopt a Road, etc) \$\$ (Council on Legislation and Board)
c. Action Plan	The public will know the LDHA brand through community outreach and market with existing programs- library, Kentwood(fluoridation) and Adopt a Road. \$\$ (Board)
2. Strategy	Improve internal and external communications
a. Action Plan	Utilize the internet to promote benefits and membership (emails, website, CE courses on line, Web blast for events or upcoming meetings \$\$ (Appointed by the President)
b. Action Plan	Utilize metrics for best business practices (board)
3. Strategy	Increase access to dental hygiene services in alternative settings
a. Action Plan	Continue monitoring legislative issues for dental hygiene (Council on Legislation)
b. Action Plan	Educate the dental community and the public about legislative issues. (Council on Legislation)
c. Action Plan	Improve the LDHA Brand among legislators (legislative breakfast and lobby day) \$\$ (Council on Legislation)
4. Strategy	Build Coalitions/strategic partnerships that support LDHA core ideology and vision statement
a. Action Plan	Develop a committee to investigate possible coalitions (President)
b. Action Plan	Establish liaisons/board members with strategic partners (Special Committee)

Metrics	Increase student involvement in advocacy Increase community service projects Increase the use of the brand in public places Strengthen LDHA legislative presence Increase strategic partnerships
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Governance

2015-2017 Goal:

LDHA will be a data driven, fiscally sound, effectively governed organization

Objective	LDHA will align its infrastructure to support its mission and vision.
1. Strategy	LDHA will maximize its strong financial base
a. Action Plan	A Finance committee will be developed (President-consist of Board members)
b. Action Plan	Have a yearly audit \$\$ (Finance committee)
c. Action Plan	Review the Budget yearly (Finance committee and Board)
d. Action Plan	The treasurer will have any needed training for best business practices \$\$
e. Action Plan	Maintain reserves (Finance committee and Board)
2. Strategy	LDHA will strengthen its governance structure
a. Action Plan	Bylaws, procedures manual, strategic plan. and budget will be updated (President Elect and Board members)
b. Action Plan	Develop a policy manual (LDHA board and Councils)
c. Action Plan	Develop a board members orientation (President and Pres Elect)
d. Action Plan	Develop a binder/USB for each board member that will consist of bylaws, procedures manual, strategic plan, budget, policy manual and any other important forms (Executive Director)
e. Action Plan	Adopt and Implement charter agreements with ADHA to establish a legal structure designed to protect the organization and our volunteer leaders within LDHA and the components (Board)
f. Action Plan	Adopt, implement and protect the ADHA brand for constituents and components \$\$ (Board)

g. Action Plan	Establish a mentoring program (Directed by the President)
Metrics	complete each Action Plan within the time allowed or before Updated Bylaws, Procedures Manual and Budget and create a policy manual New Brand is established and recognized by dental community