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Strategic Plan

2016-2019

Mission Statement - The Nashville Dental Society is dedicated to supporting our members, promoting the highest ethical practice of dentistry, providing continuing professional education, and oral health outreach to the community.

Vision Statement - The Nashville Dental Society is the oral health authority; committed to its members and the community of the Greater Nashville area.

Goal 1:

MAINTAIN RELEVANT GOVERNANCE PRACTICES AND DEVELOP FUTURE LEADERS

Objective 1:

Review and update the bylaws to reflect current NDS operations and define the relationship between the leadership and the membership.

Objective 2:

Empower committees and councils to be active and effective.

Objective 3:

Establish pathways to leadership positions to create a pipeline of new leaders.

Goal 2:

PROVIDE HIGH QUALITY PROGRAMS AND SERVICES FOR MEMBERS

Objective 1:

Continue to update and improve the current membership meeting to maintain attendance and increase the percentage of members who attend a meeting.

Objective 2:

Develop alternative continuing education programs.

Objective 3:

Provide new types of events for the dental community.

Goal 3:

INCREASE NDS VISIBILITY TO MEMBERS AND
PROMOTE ORAL HEALTH TO THE PUBLIC

Objective 1:

Increase social media presence and maintain current forms of communication with members.

Objective 2:

Increase public awareness and support community oral health initiatives.

Goal 4:

RETAIN AND RECRUIT MEMBERS BY
MAKING MEMBERSHIP VALUABLE TO ALL MEMBERS

Objective 1:

Keep 20+ year members actively involved.

Objective 2:

Increase emphasis on engaging young dentists.

Objective 3:

Reach out to all types of dentists including corporate, military and public health.

Objective 4:

Work to improve membership metrics including renewal rate, market share and overall membership numbers.