

Connecticut State Dental Association 2024 – 2027 Strategic Plan



CSDA Mission:

The Connecticut State Dental Association supports the professional success of its members and assists them in providing optimal care to their patients.

CSDA Vision:

The Connecticut State Dental Association: The trusted leader and voice for oral health in Connecticut dedicated to the profession and the public.

GOAL 1: Membership

Support the Professional Success of CSDA Members

Objective 1: Develop a comprehensive member engagement strategy to foster active involvement, strengthen relationships and enhance the value of CSDA membership.

- 1.1 Develop targeted outreach programs to connect with dental residents and explore collaboration opportunities with, but not limited to, ASDA, HSDA, SNDA and UCONN, as well as all dental residency programs within the state.
- 1.2 Establish a CSDA dental school outreach program to connect CSDA members with fellow alumni, for networking and social opportunities.
- 1.3 Implement a survey system to investigate member preferences that identify council/committee opportunities that align with their interests.
- 1.4 Collaborate with local components to organize “fun” networking and family-friendly events and to encourage members to attend.

Objective 2: Establish new, and enhance existing, mentorship initiatives within CSDA to support professional growth.

- 2.1 Develop recruitment strategy to increase the number of dentists willing to participate as mentors/mentees.
- 2.2 Explore partnerships with dental organizations (such as state specialty organizations and institutions to) identify potential mentors/mentees.
- 2.3 Create mentorship toolkit and resources that provide guidance on specific topics such as professional development, practice management and work-life balance.
- 2.4 Investigate opportunities to engage with DSO, multi-site and group practice dentists.

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Objective 3: Employ comprehensive mental health initiatives to prioritize the well-being of members, provide accessible support, and foster a resilient and thriving dental community in the state of Connecticut.

- 3.1 Establish mental wellness program including consistent messaging, on-demand support and review of CSDA/HAVEN cooperation.

GOAL 2: Organizational Sustainability

Enhance Resources to Continue CSDA Organizational Success and Sustainability.

Objective 4: Ensure CSDA's financial sustainability by diversifying income streams and increasing non-dues revenue.

- 4.1 Strategic execution of existing plan.

Objective 5: Enhance alignment of strategic initiatives across CSDA, CSDF, CFDO, COHI and CODPAC.

- 5.1 Conduct joint review of mission statements of CSDA, CSDF, CFDO, COHI and CODPAC to identify common goals and areas of alignment.
- 5.2 Develop ongoing communication stream, including regular meetings, involving representatives from each entity.
- 5.3 Explore streamlined functions and fundraising efforts that benefit all entities.

Objective 6: Strengthen CSDA's organizational governance for long-term sustainability.

- 6.1 Continue ongoing regovernance efforts to realign and/or consolidate CSDA local component societies.
- 6.2 Conduct a thorough review of internal policies and procedures to streamline operations and enhance succession planning.
- 6.3 Assess the feasibility of continuing to own commercial space and explore hybrid opportunities for sustainability.

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GOAL 3: Advocacy

Ensure that the CSDA is the Voice and Respected Authority of Oral Health in Connecticut

Objective 7: Develop strategic advocacy campaigns that promote legislation and educate key stakeholders on oral health issues to influence policy favorable to dentistry in Connecticut

- 7.1 Continue to implement plan outlined by the CSDA Committee on Government Affairs.
- 7.2 Establish coalitions with other organizations in Connecticut to increase impact and effectiveness.

Objective 8: Increase public awareness of the important role CSDA member dentists play in patient oral and overall health care.

- 8.1 Revisit previous Public Service Announcements and/or launch new Public Service Announcement campaign and identify opportunities for duplication or adaptation. Leverage events such as GKAS, CT MOM, Children's Oral Health Month, and passage of legislation.
- 8.2 Celebrate dentist success stories through various communications channels.
- 8.3 Provide spokesperson and news training for CSDA leaders.