

NM Dental Association Foundation Strategic Plan for 2016 – 2021

GOAL #1: INCREASE VISIBILITY OF NMDAF

Action Items:

- a. Improve social media presence
 - Weekly social media interaction would be the target by 12/16
- b. Increase promotion of DDS Program
 - Quarterly promotion of DDS Program in various publications/ways by 12/2017
- c. Highlight Foundation stories on the website
 - Updates quarterly by 2017 would be the target

GOAL #2: FORMULATE A PLAN FOR THE FUTURE OF NM MISSION OF MERCY

Action Items:

- a. Creation of plan for Mini-Mission of Mercy events
 - Plan will be presented at September 2016 Board meeting
- b. Continuation plan for funding of NM MOM
 - Plan to be presented at September 2016 Board meeting
- c. Investigate options for expansion of NM MOM services through Remote Area Medical
- d. Continue evaluation of NM MOM events
 - Report will be presented to the Board of Directors and evaluated by them at the meeting directly following each NM MOM event through 2021

GOAL #3: IMPROVE WORKING RELATIONSHIP BETWEEN NMDAF AND NMDA

GOAL #4: DECREASE WAITING LIST FOR DDS PROGRAM

Action Items:

- a. Hire new case manager for Albuquerque cases primarily
 - New case manager will be hired/trained/working optimally as evidenced by caseload of 25 – 30 open cases by August 2016
 - Albuquerque DDS waiting list to decrease from 4.5 to 2 years by 1/2018
- b. Peer recruitment of volunteer dentists in underserved areas

- Underserved areas will be identified by April 2016
- Volunteer DDS dentists will increase 15% in underserved areas by April 2017
- Outlying DDS waiting list to decrease from present wait to 2 years by 1/2018

GOAL #5: HELP IMPROVE VETERAN DENTAL CARE IN NEW MEXICO

Action Items:

- a. Seek out veteran specific funding for DDS
 - Veteran specific funding for DDS will be in place by 2017
- b. Explore with Board of Directors specific solicitation and other means of funding (i.e. Wounded Warriors, NM Office of Veterans Affairs, etc.)
 - Discussion to be held at Board Meeting September 2016

GOAL #6: ASSIST WITH SPECIAL NEEDS DENTISTRY CAMPAIGN

Action Items:

- a. Continue ongoing funding request of large dental vendors
 - \$25,000 will be committed for "seed money" by 12/2016
 - Explore with Board other possibilities for "seed money" funding. Discussion on Board agenda March 2016