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**Pennsylvania Dental Association Strategic Plan**

**Mission: Serving the interests of our members to help them succeed**

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| ***Goals/*Objectives/***Strategies* |  |
| ***Finance Goal: Assure organizational sustainability*** | **COMMENTS** |
|  **Objective 1.0** **Non dues revenue will be at least 30% of total revenue** |  |
| * 1. *Maximize price points.*
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| * 1. *Increase member participation in endorsed vendor programs.*
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| * 1. *Increase advertising revenue from endorsed vendors.*
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| * 1. *Increase income from PDAIS.*
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|  **Objective 2.0: Reserves will not equal less than 50% of total annual operating expense** |  |
| * 1. *Budget for net profit annually.*
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| * 1. *Annually increase dues by a modest percentage.*
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| ***Membership Goal: Increase member loyalty and investment*** | **COMMENTS** |
| **Objective 3.0: Increase market share among those eligible for active dues by 2% and maintain retention at 97%** |  |
| * 1. *Stabilize PDA’s member market share.*
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| * 1. *Identify member needs and create programs to meet needs.*
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| * 1. *Continue to conduct multiple contact programs to regain non-renews.*
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| * 1. *Implement an incentive program for renewals.*
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| **Objective 4.0: Increase percentage of members transitioning from dental school to full membership by 2%** |  |
| * 1. *Continue to implement outreach programs for dental students.*
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| * 1. *Customize products and services for different member market segments.*
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| ***Organizational Goal: PDA’s capacity will be sufficient to meet the needs of our members*** | COMMENTS |
| **Objective 5.0: Create and maintain an administrative structure that efficiently and effectively provides for the coordinated execution of PDA’s strategic plan along with those of its subsidiary corporations.** |  |
| * 1. *Develop and implement an administrative audit to identify strengths and weaknesses of current structure (including subsidiaries) in executing the Strategic Plan.*
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| * 1. *Develop and implement remedies to issues that are identified in the audit.*
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| **Objective 6.0** **Increase our knowledge of members’ wants and needs.** |  |
| * 1. *Conduct needs assessment of members.*
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| * 1. *Maintain a comprehensive member information database.*
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