

# 2016 Strategic Plan



## OUR VISION:

Lead the transformation of the profession to educate and improve the oral and overall health of Nebraska.

## OUR MISSION:

To improve the public's total health and to advance the art and science of dental hygiene.

## OUR VALUES:

Collaboration | Community | Ethics  
Lifelong Learning | Quality | Service

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# Nebraska Dental Hygienists Association

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## 2016 STRATEGIC PLAN



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## 1.0 Infrastructure

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**Goal: Secure infrastructure stability of current association operations and initiatives.**

| <u>Strategy Objective</u>                                                                                                                 | <u>Responsibility</u>                           | <u>Timeline</u>          | <u>Status</u> |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------------|---------------|
| <b>1.1 Objective:</b> Implement new governance structure for NDHA<br>(Proposed new governance attached)                                   | Executive Board,<br>Components,<br>John Roberts | Feb 2016 – Aug 2016      |               |
| <b>1.2 Objective:</b> Implement new operational policies and produces based on the new governance structure                               | Executive Board,<br>Components,<br>John Roberts | Jun 2016 – December 2016 |               |
| <b>1.3 Objective:</b> Revise and update Bylaws for NDHA based on the new ADHA Charter Agreement and changes to NDHA governance structure. | Executive Board,<br>Components,<br>John Roberts | Jan 2017 – June 2017     |               |

**Goal: Restructure the relationship and operations between NDHA and the Nebraska Components based on the new ADHA Charter Agreement.**

| <u>Strategy Objective</u>                                                                                                                                                             | <u>Responsibility</u>                                                   | <u>Timeline</u>          | <u>Status</u> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------|---------------|
| <b>1.4 Objective:</b> Restructure working relationships, governance and operational logistics with incorporated or unincorporated components based on the new ADHA Charter Agreement. | Executive Board,<br>Components,<br>John Roberts                         | Jun 2016 – December 2016 |               |
| <b>1.5 Objective:</b> In collaboration with the Education Committee, develop an annual statewide continuing education strategy.                                                       | Executive Board,<br>Components,<br>Education Committee,<br>John Roberts | Jan 2017                 |               |

**Goal: Enhance the visibility, status and influence of NDHA through effective external public relations and through enhancing the information members receive with the goal of increasing member value.**

| <u>Strategy Objective</u>                                                                                                     | <u>Responsibility</u> | <u>Timeline</u> | <u>Status</u> |
|-------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------|---------------|
| <b>1.6 Objective:</b> Publish electronic newsletter, current news, advocacy alerts and other information for NDHA membership. | John Roberts          | Ongoing         |               |
| <b>1.7 Objective:</b> Restructure and update current web site to be more user friendly.                                       | John Roberts          | Jun 2016        |               |

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## 2.0 - Membership

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**Goal: Promote professional membership, networking, recognition and lifelong learning**

| <u>Strategy Objective</u>                                                                                                          | <u>Responsibility</u>                               | <u>Timeline</u> | <u>Status</u> |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----------------|---------------|
| <b>2.1 Objective:</b> Grow and diversify the NDHA membership with the target of increasing membership by 10%                       | Executive Board, Membership Committee, John Roberts | May 2017        |               |
| <b>2.2 Objective:</b> Increase the understanding of the dental hygiene community in Nebraska of the value of ADHA/NDHA membership. | Executive Board, Membership Committee, John Roberts | Ongoing         |               |
| <b>2.3 Objective:</b> Implement a membership retention strategy that will retain 90% of the current membership.                    | Executive Board, Membership Committee, John Roberts | May 2017        |               |

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## 3.0 - Advocacy

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**Goal: Ensure integration into the healthcare delivery system as essential primary care providers.**

| <u>Strategy Objective</u>                                                                                                                                                                           | <u>Responsibility</u>                                         | <u>Timeline</u>                          | <u>Status</u> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------|---------------|
| <b>3.1 Objective:</b> Expand and protect scope of practice in Nebraska. Educate and inform legislators at the state level on legislation and public policy issues that relate to dental hygienists. | Executive Board,<br>Legislative<br>Committee,<br>John Roberts | Ongoing                                  |               |
| <b>3.2 Objective:</b> Advocate and protect educational standards. Educate and inform legislators at the state level on legislation and public policy issues that relate to dental hygienists.       | Executive Board,<br>Legislative<br>Committee,<br>John Roberts | Ongoing                                  |               |
| <b>3.3 Objective:</b> Develop legislative strategy to add items not included in LB901 to the Nebraska Scope of Practice for dental hygiene, including dental hygiene diagnosis.                     | Executive Board,<br>Legislative<br>Committee,<br>John Roberts | 105 <sup>th</sup> Legislature<br>2017-18 |               |

**Goal: Position the profession to be viewed as an integrated part of the healthcare system through strategic partnerships.**

| <u>Strategy Objective</u>                                                                                                                                     | <u>Responsibility</u>           | <u>Timeline</u> | <u>Status</u> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-----------------|---------------|
| <b>3.4 Objective:</b> Enhance and foster local, state and national partnerships that exchange information to support existing or new areas of dental hygiene. | Executive Board<br>John Roberts | Ongoing         |               |
| <b>3.5 Objective:</b> Develop a strategy to develop a closer working relationship with the Nebraska Dental Association.                                       | Executive Board<br>John Roberts | Dec 2016        |               |

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## 4.0 - Education Services

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Goal: Be the recognized leaders of dental hygiene education and growth in Nebraska

| <u>Strategy Objective</u>                                                                                                       | <u>Responsibility</u>                                       | <u>Timeline</u>          | <u>Status</u> |
|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|--------------------------|---------------|
| <b>4.1 Objective:</b> Increase participation at the annual session and fall sessions by 10%                                     | Executive Board,<br>Education<br>Committee,<br>John Roberts | Fall 2016<br>Spring 2017 |               |
| <b>4.2 Objective:</b> Design and implement educational programming to prepare for the expanding scope of practice under LB 901. | Executive Board,<br>Education<br>Committee,<br>John Roberts | July 2016                |               |
| <b>4.3 Objective:</b> Develop continuing education webinars on current topics of interest to the dental hygiene profession.     | Executive Board,<br>Education<br>Committee,<br>John Roberts | Beginning in 2017        |               |

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## 5.0 Financial Stewardship

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| <u>Strategy Objective</u>                                                     | <u>Responsibility</u>            | <u>Timeline</u> | <u>Status</u> |
|-------------------------------------------------------------------------------|----------------------------------|-----------------|---------------|
| <b>5.1 Objective:</b> Meet the 2016-17 budget and produce a net margin of 2%. | Executive Board,<br>John Roberts | May 2017        |               |

