



# South Carolina Dental Association Strategic Plan

## OUR MISSION

The South Carolina Dental Association is an association of dentists organized to provide optimal oral health to all citizens of the State of South Carolina through the promotion and improvement of the art and science of dentistry.

## OUR VISION

To lead the state of South Carolina in the promotion of excellent oral health and the advancement of the profession of dentistry.

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## OUR VALUES

Ethical Conduct  
Professionalism  
Diversity  
Leadership  
Outreach

## OUR GOALS

Access to Care – Positively impacting the oral healthcare needs of fellow South Carolinians  
Communication – Improving upon methods of reaching members of the association  
Organization Stability – Maintaining a highly effective association structure  
Leadership – Professional and ethical guidance for the association  
Membership – Serve the needs of our members through benefits and services offered

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## STRATEGIC DIRECTIONS

### I. Access to Care

- Rural dental incentive program promotes the need for dentists to set up practices in certain parts of the state
- Dental Access Days offers free dental care to adults who are in need
- Continued work with Medicaid

### II. Communication

- Implementation and expansion of electronic Bulletins that can be viewed via email and via our website
- Improved broadcast email formats and expanding contact with membership via email
- Continued additions and upgrades to the dental association website

### III. Organizational Stability

- Maintaining integrity of boards and committees and further construction of task force to address association needs
- Secure and maintain sound financial position
- Support of existing revenue sources other than membership dues
- Continued research of new revenue sources

### IV. Leadership

- Expansion of mentoring guidelines
- Creation of future leaders program to increase the knowledge of those who desire to move through the various positions on the boards

### V. Membership

- Maintain or exceed a market share of 87%
- Improve relations with the dental school and continued involvement with the students