

Vision: Be the trusted voice of dentistry and oral health in North Carolina

Mission: To connect, protect, and support all members in advancing oral health for North Carolinians

Core Values ▪ Integrity ▪ Member Service Excellence ▪ Belonging ▪ Science/Evidence Based ▪ Leadership ▪ Forward-Thinking

**Member
Support**

**Advocacy
Influence**

**Governance
Efficiency**

**Operational
Excellence**

**District
Capacity**

**Financial
Sustainability**

Goal
Improve Member
Engagement &
Value

Objectives

Goal
Advance a Proactive
& Actionable Policy
Agenda

Objectives

Goal
Streamline
Governance &
Processes

Objectives

Goal
Foster a Culture
of Continuous
Improvement

Objectives

Goal
Develop
Capabilities &
Leadership Pipeline

Objectives

Goal
Implement Targeted &
Strategic Growth
Investments

Objectives



**Member
Support**

Objective 1: Define, refine & focus all programs to target market(s) (cohorts) on unique needs.

Objective 2: Communicate, implement & execute new face-to-face engagement plan.

Objective 3: New to NC Consultancy Resource Suite.

**Advocacy
Influence**

Objective 1: Enhance Grassroots Advocacy Participation & Engagement Across State.

Objective 2: Develop, Launch & Monitor NCDPAC Growth Plan.

Objective 3: Incorporate & Leverage Oral Health, Public Health, Community Outreach & Impact to Enhance Advocacy Success.

**Governance
Efficiency**

Objective 1: Modernization & Best Practices of Governance including By-Laws, Policies, & Procedures.

Objective 2: Conformity & Alignment of Subsidiaries' and NCDPAC Governance.

Objective 3: Council / Committee Best Practice Appointment Processes, Charters, & Charges.

**Operational
Excellence**

Objective 1: Operational Review, Assessment & Corrections to Best Practices Post Governance Reform.

Objective 2: Culture of Operational Excellence, Compliance & Accountability.

Objective 3: Revise, Execute & Monitor Performance Evaluation Process Tied to Strategic Plan.

Objective 4: 1600 Evans Road & Chadwick Performance & Revenue Maximization.

**District
Capacity**

Objective 1: Dedicated NCDS Staff & Other Resources for Districts.

Objective 2: Collaborative Delivery of In-district Programming & Events.

Objective 3: District Leadership Development and Pipeline.

**Financial
Sustainability**

Objective 1: Meet or Exceed Annual Budgeted (Original or Revised) Net Income.

Objective 2: Financial Flexibility & Agility to Capitalize on Opportunities Outside of Budget Cycle.

Objective 3: Future & Growth Mentality Through Targeted Investment of Reserves to Drive Membership Market Share & Non-Dues Net Revenue.