Indiana Dental Association Strategic Plan  
DRAFT 2019-2022

1. MEMBERSHIP – Make membership valuable to every dentist.
   1.1. Total Membership – 3,150 (83%); Active Membership – 2,500 (78%)
   1.2. Maintain a non-renew rate of fewer than 100.
   1.3. 80% of members rate membership value as “4” or “5” on scale of 1–5.
   1.4. Maintain a list of 100 prospective volunteers in Leadership Pipeline.

2. RESOURCE MANAGEMENT – Make efficient use of volunteers, staff, finances.
   2.1. Achieve committee/subcommittee meeting attendance of 70%.
   2.2. 80% of participants rank the value of meetings as “4” or “5” on 1–5 scale.
   2.3. Maintain unrestricted Reserve Fund, excluding the Building Fund, of 60% of Annual Budget

3. ADVOCACY – IDA is the most influential voice on oral health issues.
   3.1. IDPAC raises $89,000 from 675 members.
   3.2. 75% of legislators have a Contact Dentist (CD).
   3.3. 75% of CDs contact their legislator at least one time per year; 50% two or more times per year.
   3.4. 1,700 members are enrolled in Engage and 10% use the service to contact their legislators at least once per year.

   4.1. 95% of community waters systems provide optimum fluoridation.
   4.2. 70% of IDA members report that they participate in at least one charitable dental event per year.
   4.3. Provide CE opportunities that emphasis the importance of infant oral health visits by age one.
   4.4. Assist 100 members per year with a third-party payment dispute.