

Goal: Advocacy

As the voice of general dentistry, the Academy of General Dentistry (AGD) will advocate on behalf of general dentists and create greater awareness of the AGD.

Objective 1: Increase local constituent activity and participation in and promotion of constituent advocacy efforts, such that all state constituents will develop and/or implement strategies to address an issue(s) identified by the AGD and/or constituent as an advocacy issue(s) of interest to general dentistry.

- **Strategy 1:** Actively solicit, identify, create, and share content for advocacy issues of interest to general dentistry, including legislation, practice management, regulatory updates, and dental benefits, through the Legislative & Governmental Affairs (LGA) and Dental Practice councils.
 - **Strategy 2:** Convey and educate constituents on advocacy issues of interest to general dentistry by increasing electronic communications, including through the establishment of a searchable advocacy database and through the utilization of Capwiz and other action alerts, RSS feeds filtered by state, and webinars.
 - **Strategy 3:** Activate, engage, and utilize public information officers (PIOs), constituent officers and executives, editors, LGA and dental practice chairs, and participants at the AGD's government relations conference to invigorate constituent discourse on advocacy issues of interest.
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Objective 2: Increase the recognition of the AGD as the voice of general dentistry by the American Dental Association (ADA) and other dental organizations.

- **Strategy 1:** Increase representation of the AGD in the leadership levels of the ADA, including amongst each of the ADA delegates, alternate delegates, councils, trustees, officers, and reference committees, by 1 percent, utilizing December 2009 figures as a benchmark.
 - **Strategy 2:** The AGD will be actively engaged in providing input into the opinions, positions, and/or controlling directives of organizations of interest to oral health care and will increase the number of proactive opinions based on 2009 benchmarks. These organizations may include medical and dental organizations, governmental entities, dental benefits groups, organizations engaged in public health, and other groups. (In 2009, the AGD provided input in seven instances; however, how often the AGD provides input in 2011 will be dictated by the year's environmental and political conditions.)
 - **Strategy 3:** The AGD, through its Professional Relations Council, will advocate for the AGD and general dentists in the ADA House of Delegates, so that 80 percent of the outcomes on the ADA resolutions are favorable to the council's predetermined position.
 - **Strategy 4:** Increase the number of alliances with dental organizations and non-dental organizations to foster, enhance, maintain, and promote areas of common interest. The purpose is to develop a means of actively promoting knowledge of the AGD, AGD cultural diversity, and membership in the AGD. Baseline: In 2010, there were three memorandum of understanding (MOU)-established alliances: the American Academy of Pediatric Dentistry (AAPD), the American Academy of Cosmetic Dentistry (AACD), and the American Academy of Implant Dentistry (AAID). It is recommended that this number be increased to four alliances in 2011 and five in 2012.
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Objective 3: Increase the AGD's identity as the recognized voice of general dentistry.

- **Strategy 1:** Maintain the AGD's brand identity and communicate it clearly and consistently in messaging to members, nonmembers, and the public. A baseline brand identity study for consistent communications efforts and audience recognition will be established in 2010. A method must be developed to objectively measure recognition and consistent communication of the brand to determine if the brand message is reaching members and nonmembers.
- **Strategy 2:** Maintain and build upon the AGD's Image Campaign, launched in 2010, which supports the AGD as advocating on behalf of general dentists, ensuring that its messaging continues to reach its target audiences (members, nonmembers, and the public) and that those audiences are taking action in response to the campaign. Baseline measures for consistent communications efforts and audience recognition and action will be established in 2010. A method must be developed to measure the results of the efforts to evaluate the strategy. In order to be successful, these messages must be continually communicated.
- **Strategy 3:** Promote the Fellowship (FAGD) and Mastership (MAGD) awards to key stakeholders.

Goal: Continuing Education/Membership

The AGD will offer quality education and member programs and benefits that are valued and will make membership in the organization sought after by dentists throughout their career.

Objective 1: To increase full dues paying members by 1 percent based on December 2009 figures.

- **Strategy 1:** Develop and implement plans focused on member retention, recruitment, and recovery. These plans should include targeted demographic communications to emphasize value and benefits of greatest importance to each group.
 - **Strategy 2:** Develop and engage leaders in a formalized "AGD Constituent Membership Marketing Program" to support or spearhead constituent recruitment and retention efforts.
 - **Strategy 3:** Develop an "AGD New Member Program" wherein members are contacted by a representative of the AGD to assess the level of engagement within the first two years of their membership.
 - **Strategy 4:** Continually review all programs of the AGD to identify those products and services that should be applied as members-only offerings.
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Objective 2: To increase the 2011 retention rate of converted student members by 5 percent compared to the 2010 retention rate of converted student members. (These figures will be based on student members who graduate and renew their membership by April of the following year.)

- **Strategy 1:** AGD Headquarters, in conjunction with AGD constituents, shall develop and implement a student outreach recruitment and conversion plan.
 - **Strategy 2:** Develop and implement an AGD student/resident retention and recruitment program focused on the AGD Fellowship award.
 - **Strategy 3:** Employ electronic media to engage, recruit, and retain students.
 - **Strategy 4:** Conduct a "dental association of the future" workshop at the American Student Dental Association's (ASDA) Annual Session.
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Objective 3: Products and services that contribute to recruitment and retention are valued and sought after by members as indicated in their Most Valued Principal (MVP) analyses.

- **Strategy 1:** Enhance the CE Database to improve member value and increase content submissions by increasing the services available to both members and CE providers. These services need to be measurable to determine if the strategy is successful.
- **Strategy 2:** Define, develop, and continually improve the Annual Meeting Fellowship Exam Review Course, to be made available for constituent use throughout the year. Develop an online review course that can be taken for credit and communicate the availability of this service in multiple venues.
- **Strategy 3:** Develop four new practice management online products and enhance at least three existing practice management products/resources. As of 2009, there are three practice management products. Develop a list of resources for practicing dentists and develop a communication plan so that our members know that these products are available. Each should have measurable indicators to track utilization and return on investment (ROI).
- **Strategy 4:** Critically evaluate products and services within the AGD Benefits Plus Program to ensure that there is high value and high satisfaction from members based on MVP analysis. Develop a communication plan so that our members know that these products and services are available. Each should have measurable indicators to track utilization and ROI.