



Southeastern Society
of Pediatric Dentistry

Strategic Plan 2019

Professional Development

Regional Support

Operations



Strategic Objectives

Professional Development

We facilitate relationship-building and networking opportunities for our members at every stage of their careers, and among those providing child oral health care. We equip our members, and all other providers within the District, with data, knowledge, competencies and skills to provide safe, high-quality, evidence-based patient care through conveniently-located, strategically-timed, high-quality continuing education.

We cultivate leadership through various opportunities within our organization

- Develop and provide tools that enable our members in all practice settings to provide optimal care
- Provide and promote continuing education that is relevant to the practitioner in every stage of his/her career
- Assist State Components in the District in instituting and providing high quality CE for their members
- Cultivate and recruit speakers for CE programs that are vetted and respected in their respective fields of expertise
- Continue to invest in pre and post doctoral education by sponsoring and providing relevant CE for students to utilize in transitioning into the workforce and providing methods of networking with current practitioners
- Investigate methods to innovate and expand our current CE offerings to accommodate the future needs of our members
- Offer educational courses in non-clinical aspects of our profession

Regional Support

We serve as a resource and conduit between and among the national AAPD, our 11 components within the District, and its members.

- Provide a resource to share best practices/success (advocacy, regulatory, operations, governance) with our members, state societies, faculty, and residency programs
- Advise and influence public policy by training members to be advocates in their practice and their communities
- Strive to provide high membership value to our members through effective paper and electronic communication, surveys, promotion, and education
- Coordinate marketing and public relations for a consistent message to members, the public, and other healthcare and children's organizations about how our organization helps kids through public service, media interviews by AAPD-trained spokespersons, contributions to parent blogs, and other communication opportunities as they occur

Operations

We maintain organizational effectiveness by meeting and exceeding accepted professional association management standards.

- Nurture an efficient and effective governance structure that incorporates a variety of experiences so that all viewpoints are represented. The structure creates a network of experts so that the SSPD can quickly respond to emerging issues
- Help volunteer leadership concentrate on issues by providing full administrative support and strategic advice
- Provide solid financial analysis and direction for all the activities of the SSPD

Vision

Optimal oral health for all children.

Mission

To advance optimal oral health for all children by delivering outstanding service that meets the needs and expectations of our members, partners and stakeholders within the Southeastern District of the American Academy of Pediatric Dentistry.

This strategic plan was proudly developed by:
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