

# 2024-2027 Strategic Plan



## Mission Statement

The New Jersey Dental Association serves its members, supports the dental profession, and advocates for the advancement of quality, ethical and equitable oral healthcare for the public.

## Vision Statement

The New Jersey Dental Association will be the essential resource and leading advocate for dentistry and health of the public.

### NJDA Core Values

**Transparent:** We are committed to openness and honesty in all our actions, earning the trust and respect of our members, staff, and each other.

**Accountable:** We hold ourselves and each other responsible, ensuring our interactions are grounded in respect and honesty, with a strong commitment to our members and providers.

**Ethical:** We uphold the highest standards of ethical behavior, ensuring that our decisions and actions are guided by integrity and fairness.

**Loyal:** We pledge our loyalty to the organization, demonstrating commitment and support in all our professional interactions.

**Empathetic:** We practice empathy, understanding and addressing the needs and concerns of our members and stakeholders with compassion.

**Dependable:** We are a reliable and steadfast organization, dedicated to creating a fair, open, and positive environment for our members and the communities we serve.

**Trustworthy:** We strive to be honest and committed to the well-being and support of our membership, leaders, and staff.

### Priorities

- The NJDA aims to grow and retain membership while increasing engagement with dentists across all practice modalities.
- The NJDA will be the leading voice of dentistry and champion for oral health in New Jersey.
- The NJDA is committed to maintaining and growing its relevance to ensure organizational sustainability.

# Priorities

## MEMBERSHIP

Create an organizational structure that is agile and nimble and accurately represents the NJDA membership.

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- Increase engagement among early career dentists, dental students, and residents.
- Increase participation in NJDA hosted events and programs.
- Offer exceptional services and programs to encourage member recruitment, retention, and engagement.
- Foster a diverse and inclusive environment where all members feel valued and engaged.

## ADVOCACY

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## SUSTAINABILITY AND RELEVANCY

The NJDA is committed to maintaining and growing its relevance to ensure organizational sustainability.

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- Create an organizational structure that is agile and nimble and accurately represents the NJDA membership.
- Explore and implement new avenues of revenue.
- Establish the New Jersey Dental Foundation.