

# IDA Strategic Plan 2025-2028

## SMART Goals

**Specific – Measurable – Achievable – Relevant – Timebound**

### **1. MEMBERSHIP – Membership Engagement and Communication**

- 1.1 Achieve 75% of total membership market shares and 70% of active membership.
- 1.2 Maintain total and active member retention rates of 95%.
- 1.3 Increase dues paying membership by 5% annually.
- 1.4 Increase both CE attendance and net income by 5% per year.
- 1.5 Increase website/social media visitors/followers by 10% per year.
- 1.6 Increase component engagement by having Trustees report their component activities at all BOT meetings.

### **2. RESOURCE MANAGEMENT – Efficient use of volunteers, staff, finances.**

- 2.1 Committee chair reports SMART goals at fall Board meeting annually.
- 2.2 Fill all committee positions and maintain 80% committee meeting attendance.
- 2.3 Maintain combined Reserve Funds of a minimum of 100% of Annual Budget.
- 2.4 Increase non-dues revenue, lower dues/non-dues income ratio 1% annually.

### **3. ADVOCACY – IDA is the most influential voice on oral health.**

- 3.1 Increase IDPAC income by \$2,500 per year.
- 3.2 Appoint Contact Dentists (CD) for 50% of House members; 60% of Senate members.
- 3.3 Annually secure \$8-10k in SPA funding for holding 8-10 component legislative forums.
- 3.4 Recruit and train 2 Fluoride Champions from each component by June 30, 2026.
- 3.5 Annually survey Indiana's charitable dental clinics to obtain organizational demographics and the need for volunteer dentists.
- 3.6 Recruit 100 additional Donated Dental Services volunteers by December 31, 2026.