

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTRY FOUNDATION STRATEGIC PLAN 2007-2010

Strategic Areas of CSPDF

- Fundraising
- Education of Educators and Students – Outreach
- Administration – Management of the Foundation
- Projects of CSPD

Strategies: What are our key activities?

1. Allocate CSPDF resources to support education:
 - Research
 - Faculty
 - Students
2. Continue and enhance resource development
3. Continue to improve CSPDF operations
4. Promote CSPDF case

GOAL 1 : Efficient and Effective Governance and Operations

Objectives:

- Continue to improve operations
- Develop philosophy of funding—corpus retention / spending policy
- Collaborate with CDAF and others for services
- Evaluate and enhance structure of Board—additional non-dentist members
- Enhance Board orientation
- Enhance committee reporting

GOAL 2 : EFFECTIVE RESOURCE ALLOCATION

Objectives:

- Identify large project to produce impact on donor funding
- Continue to fund educational programs
- Master Clinician Educational Program- Training of potential faculty
- Coordinate with AAPD educational efforts

- Continue to fund Warren Brandli Internship Program
- Fund research / scholarship
- Fund recognition programs/mentoring programs
- Develop projects for RFPs—research projects
- Develop outcomes/assessments of projects and CE courses

GOAL 3 : IMPROVE DONOR RESOURCE

Objectives:

- Continue and enhance resource development
- Maintain current donor support
- Evaluate potential of large, corporate donations; hire experts
- Promote CSPDF case: Lack of faculty in pediatric dentistry in California Develop/enhance a marketing plan to member and non-members to increase awareness of faculty shortage
- Develop assessment of progress in areas of RFP's-grant applications-- increase or decrease in faculty—change in recognition of Foundation and its efforts and successes.
- Broaden donations from CSPD membership Increase level of donations from existing donors Increase number of donors
- Silent Auction at CSPD Annual Meeting