

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTRY FOUNDATION STRATEGIC PLAN 2003-2006

GOAL: EFFECTIVE RESOURCE ALLOCATION

Objectives:

- Fund education programs
 - Continuing education
 - Training of non-pediatric dentists
 - Training of potential faculty
 - Coordinate with AAPD efforts
- Fund research / scholarship
- Fund recognition programs
- Fund mentoring programs
 - Internal faculty development program
 - Fund student groups

GOAL: ENHANCED RESOURCE DEVELOPMENT

Objectives:

- Broaden donations from CSPD membership
 - Increase level of donations from existing donors
 - Increase number of donors
- Acquire outside donors
 - Determine opportunity for corporate donation
 - Acquire funding from other foundations
- Alternate sources of funding
 - Silent Auction at CSPD Annual Meeting

GOAL: ENHANCED AND EXPANDED IDENTITY

Objectives:

- Increased awareness within CSPD
 - Enhanced visibility within the CSPD website
 - Enhanced visibility within The Bulletin
 - Enhanced visibility at the Annual Meeting
- Increased awareness by other foundations
- Increased public awareness
 - Newspaper article
 - Governmental agencies
- Increased awareness within educational institutions
- Increased awareness by corporate entities
- Enhanced communication with existing donor base

GOAL: EFFICIENT AND EFFECTIVE GOVERNANCE

Objectives:

- Effective financial management
 - Investment philosophy
 - Corpus retention / spending policy
- Enhanced board development
 - Additional non- dentist members
 - Additional board members
 - Board orientation
 - Effective board meetings
- Enhanced committee function
 - Clarity of committee charges
 - Effective committee reporting

GOAL: FISCAL FINANCIAL DEVELOPMENT

Objectives:

- Investment Philosophy
- Corpus Retention