



APPLIED STRATEGIC PLAN (ASP) 2019-2022

VISION

We have become the primary benefactor and supporter of the ICD USA Section and its mission.

MISSION

The ICD USA Section Foundation supports and promotes the educational, scientific, literary, and humanitarian efforts of the International College of Dentists' USA Section and other collaborating organizations and individuals.

GUIDING PRINCIPLES, VALUES AND BELIEFS

- **Oral health is essential to the quality of life and an integral component to overall health.**
- **The dental profession promotes the improvement of oral health.**
- **Excellence in dental education and lifelong learning is critical to the future of the profession.**
- **Dental humanitarian and educational services are important and should be promoted throughout the world.**

CORE VALUES

Integrity ~ Leadership ~ Service

GOALS

(Goals are Numbered & Objectives are Lettered – Both in Order of Importance)

#1. We provide financial support for both the humanitarian and educational activities of the USA Section and other collaborating organizations and groups – Goal Champions –

Dr. William Hunter and Dr. Theodore Roberson

a. Establish policy for disbursement of Foundation funds – Dr. William Hunter

- i. Monitor funds to be granted***
- ii. Develop joint ventures with GVF***
- iii. Assess current grant process and make any necessary changes***

b. Assess, enhance, and set goals for CURRENT fundraising efforts – Dr. Theodore Roberson

- i. Place specific amount of ICDF contribution on dues statement?***
- ii. Expand Century Club to District, state, and individual Fellow levels***
- iii. Promote Key Room sales by updating catalog annually***
- iv. Assess the strategy for corporate contact***
- v. Identify appropriate measures to recognize donors including timely receipts for tax purposes***

c. Establish criteria and incentives for additional Named Funds – Dr. William Hunter

- i. Develop a strategy to keep former ICD officials engaged***

#2. We have the appropriate financial strategy to enable support – Goal Champion –

Dr. Thomas Howley

d. Assess current portfolio management policy and determine if changes are necessary

- i. Review current ICDF financial policy and recommend any necessary changes***

e. Increase our corpus to \$2 million

- i. Maintain constant communication with ICDF groups soliciting funds***
- ii. Provide periodic reports to BOT showing trends in revenue or expense categories and suggest appropriate changes***

#3. We have effective communication and public relation strategies – Goal Champion –

Dr. Michael Bydalek

f. Establish effective ICDF website and database

- i. Assess and enhance ICDF website***
- ii. Assess and enhance ICDF database***

g. Incorporate the use of social media and electronic communications

- i. Utilize social media modalities in communications***
- ii. Utilize electronic communication as primary means for ICDF functioning***

- h. Assess and enhance our Public Relations strategies*
 - i. Develop strategy to identify ICD Fellows’ potential activities/programs/events that should be considered for support (local to national) and recognition**
 - ii. Conduct periodic surveys of US Fellows in conjunction with the Section**
 - iii. Develop and utilize a presentation about the ICDF-highlighting the history, purpose, and activities of the ICDF**
 - iv. Assure ICDF branding is appropriately utilized**

- i. Promote and recognize dental journalism excellence*
 - i. Continue the ICD support and recognition of excellence in journalism**

- j. Support dental education and dental students*
 - i. Communicate with all US dental students about the ICD and what it does for students**
 - ii. White Coat Ceremony support – *Dr. William Hunter***
 - iii. Mentoring support – *Dr. William Hunter***
 - iv. International Student Experience – *Dr. William Hunter***
 - v. Global Health Student Association – *Dr. William Hunter***
 - vi. Recognize dental student leadership and humanitarianism – *Dr. Leighton Wier***

- k. Support Volunteerism*
 - i. Support ICD Volunteer symposia**
 - ii. Collaborate with organizations that support and promote Volunteerism in Dentistry**
 - iii. Enhance the PR afforded to the ICD for volunteer efforts**

- #4. Enhance functioning of ICDF – Goal Champion – *Dr. Curtis Johnson***
 - iv. Reassess “Committee” structure and functions – *Drs. Johnson & Morris****
 - v. Evaluate staffing needs and timing for additional staff**
 - vi. Review and update Foundation purposes and goals - * *Drs. Johnson & Morris****
 - vii. Assess Articles of Incorporation and Bylaws and recommend changes**
 - viii. Review & update ICDF Policy Manual**
 - ix. Review & update Strategic Plan not less than every three years. – *Dr. Ed Morris***

**** In collaboration with ASP Committee***