

# Alliance of the American Dental Association

## 2009-2010 Goals — Six Strategic Focus Areas

1. Evaluate the relevance of our current mission statement to see if it accurately reflects the image and value of the Alliance and if necessary, develop a new mission statement.  
**A new mission statement was approved at the House of Delegates on October 4, 2009 during the AADA Convention.**
2. Develop and implement an effective recruitment and retention campaign designed to maintain current membership in 2009, increase membership by 3% in 2010, increase an additional 2% in 2011, followed by another 2% in 2012.
3. Evaluate the need and effectiveness of all Alliance meetings, create programming designed to best serve and develop our members and potential members, and continue to evaluate programming on an ongoing basis.
4. After identifying current and potential membership benefits, create targeted membership messages that highlight the value AADA provides to its members.
5. Evaluate all communications including website, logo, newsletter and brochures to be Alliance identifiable, easily accessible, and to exude warmth and relevance.
6. Develop a plan to update AADA membership records and evaluate the possibility of providing direct billing.