

PEI Dental Hygienist's Association

Strategic Plan 2014-2017

PEI Dental Hygienist's Association Vision Statements

External Vision:

Islanders have optimal oral health, recognize and understand the connection to overall health, without barriers to care.

Internal Vision:

The PEI Dental Hygienist's Association is recognized as a self-regulated, active professional association committed to our community and our members.

Mission Statement

The PEI Dental Hygienist's Association promotes and increases awareness of our profession and advocates for optimal dental hygiene care.

Values and Principles for Association Work

Board and Association volunteers accept shared values and principles in their work for the Association. When we work together, these values and principles are primary in how we interact with each other, how we plan, and how we implement. Our shared Values and Principles includes:

- ▶ Demonstrate Pride of Profession
- ▶ Provide Ongoing Professional Communication
- ▶ Maintain Professional Quality in All We Do
- ▶ Demonstrate Leadership
- ▶ Work as a Collaborative Team
- ▶ Be Actively Committed
- ▶ Be Organized
- ▶ Be Member Focused

Strategic Directions & Strategic Goals

Membership Development

Continuing Education Goals

To provide local, interactive, peer-to-peer dental hygiene specific education to dental hygienists on PEI.

Tactics
Biannual survey of members occurring regarding education topic preferences
Topics identified in member survey used to inform CE planning
Membership Services Committee: to be established to manage biannual survey; semi-annual CE events

Membership Communications Goals

To improve communications by engaging members and non-members in networking opportunities.

Tactics
Re-engage disengaged members using person-to-person contacts. Goal to find out why they are not engaged.
Created networking opportunities with planning events – all events have an early meet and greet time.
Additional special focus on new dental hygienists and members who are new to sessions

To understand and respond to the professional needs of PEI members.

Tactics
Surveyed members to increase understanding of needs on PEI and response to progress on Strategic Goals
Created a database of our membership on PEI – as of February 2017: member list contains 89 people with name, mailing address, email address, and phone number

Membership Value-Added Goals

To create more value for membership by providing subsidies for Continuing Education (CE) sessions to members.

Tactics
Created a fee scale for CE sessions that rewards members and early registrants.

Continuing education session pricing is now on a scale that offers the deepest discounts to members who register by the early bird registration deadline.
Pricing education sessions competitively. Compared to other CE opportunities, those offered by PEIDHA continue to be inexpensive.
Using e-transfer payment option to make CE session registration more efficient. E-transfer has been set-up and is working well. Will continue to take payments by cheque by those who do not use e-transfer.
Creating a member benefits list including the above

To continue providing the best professional insurance available to PEI members by maintaining an active relationship with the Canadian Dental Hygienist's Association (CDHA).

Tactics
Developed a comparison chart that displays the coverage of CDHA insurance versus other insurance options currently used on PEI.
Sharing insurance comparison chart with members and potential members. <ul style="list-style-type: none">• Promote the "value of CDHA insurance" tool

Association Development

Association Communications Goals

To be seen as a more professional association by creating a more accessible and better managed communications function.

Tactics
Managing own membership list and created a web-based, secured list-serve. Listserv has been established for the Council and is in use. Membership listserv deferred until needed.
Updated the new member welcome package.
Evaluate website with timely information for the members. Evaluate use of Facebook.
Responding to correspondence in a timely manner. Standard response rate 2-3 business day
Develop Promotions Strategy. Obtain training for Council.

Association Structure Goals

To update the roles of Board Members to reflect a collaborative governance model.

Tactics
Defined key leader roles: finance, leadership, meeting management, and communications. Required tasks/activities have been identified, most have been assigned to a role. Job descriptions written.
Annually reviewing of bookkeeping by external reviewer.

To ensure strategic planning for, and strategic responses to, issues affecting dental hygienists on PEI.

Tactics
<p>Developed policies:</p> <p>Policies and Procedures Manual established and as at September 19, 2016 contained four policies:</p> <ul style="list-style-type: none"> ✓ Governance Policies - Annual General Meeting; Recent Graduates Representative ✓ Member Services - Continuing Education Sessions; Health and Safety Courses; Scent-Free Policy; New Member flier ✓ Operations Policies - Travel and Meeting Expenses Reimbursement; Internet/Social Media Use <p>Further policies/procedures needs identified and assigned for draft development:</p> <ul style="list-style-type: none"> • Governing Style and decision making description • Board Members' Code of Conduct and Conflict of Interest Guidelines • Officer Job Descriptions • Committee Terms of Reference - general <ul style="list-style-type: none"> ○ Standing Committees - CDHA representative

<ul style="list-style-type: none">• Board Member Recruitment• Budget - development, reporting against budget
Developed position statement for: <ul style="list-style-type: none">• Water fluoridation

To support the leadership role of the board to ensure stability for the Association.

Tactics
Board succession plan developed. Role for Past-President has been defined.

Evolution of the Profession

Profession Communications Goals

To be seen as a more professional association by creating a more accessible and better managed communications function.

Tactics
Actively participating on stakeholder boards, committees, events: <ul style="list-style-type: none"> ○ Health Fair attendance led to East Link TV interview ○ Council Member sits on PEI Health Sector Council Board ○ Council Member sits on Dental Council ○ Council Member (via role on PEI Dental Council Board) is on the National Dental Hygiene Certification Board ○ Facebook Coordination and Policy ○ Stop Feeding Off Kids – engagement of profession ○ Gift from the Heart – planning underway

Scope of Practice Goals

To support full scope of practice in all work settings for dental hygienists in PEI.

Tactics
Using support of Canadian Dental Hygienists Association as needed
Collaborating with PEI Dental Association on addressing member questions – items: Dental Hygienist use of local anesthetic- in progress
New entry to practice competencies are in development by the National Dental Hygiene Certification Board

Professional Status Goals

To be fully recognized as a Profession in PEI.

Tactics
Development of Council Policy Manual in progress
Investigate Entry to Practice implications for PEI
Adopted CDHA Code of Ethics
Adopt Standards of Practice