

# New Jersey Dental Assistants Association

## Strategic Plan

2008-2009

**The philosophy** of the New Jersey Dental Assistants Association is to promote the advancement of Dental Assisting in matters of education, legislation, credentialing, and professional activities which enhance the delivery of oral health education and quality of dental health care to the public.

**The mission** of the New Jersey Dental Assistants Association is to enrich the dental assisting profession by providing educational opportunities for professional development; to contribute to the dental and general welfare of the residents of New Jersey; to fortify the presence and strength of the New Jersey Dental Assistants Association and to develop and maintain a cooperative working environment within the dental profession.

**The Strategic Plan** for the New Jersey Dental Assistants Association is divided into five (5) topic areas. Included with each topic is a goal with objective(s) and action plan(s).

# **I. EDUCATION:**

## **Goal:**

Provide educational opportunities for the personal and professional development of the dental assistant throughout the State of New Jersey.

## **Objectives**

- 1.1** Develop and offer multiple courses for continuing education credit through the component societies, the State Association and in conjunction with the New Jersey Dental Hygienists Association and the New Jersey Dental Association.
- 1.2** Provide information regarding educational programs and activities for dental assistants including the dental specialties and dental business office administration.
- 1.3** Offer a variety of educational programs to meet the needs of all dental assistants in New Jersey.
- 1.4** Generate a listing of academic institutions offering advanced certificate and degree options for dental assistants.

- 1.5 Evaluate courses and utilize feedback to enhance course offerings as part of quality control.
- 1.6 Convene regularly scheduled educators meetings to address issues of concern affecting dental assisting education.
- 1.7 Network with educators from New Jersey Dental Hygienists Association-Council on Education.
- 1.8 Contact educators from institutions that are not activity involved with NJDAA.

### **Action Plan:**

- 1-1.01 Schedule components continuing education courses. (component responsibility)
- 1-1.02 Submit the schedule of component continuing education offerings to the Website Chairperson by November 1, 2008.
- 1-1.03 Post continuing education courses on the [www.njdaa.org](http://www.njdaa.org) site and in other official and Association publications.

- 1-1.04** Outline educational activities for the NJDAA Annual Session by December 1, 2008, for posting in the Spring TOOTHSAVER by January 15, 2009.
- 1-1.05** Submit Educators Council agenda and listing of scheduled meetings to the Website Chairperson and TOOTHSAVER Chair by November 1, 2008, for posting.
- 1-1.06** Identify a representative for the NJDA Annual Convention Planning Committee to assist in the development and offering of quality educational programs.
- 1-1.07** Participate in the annual joint meeting with NJDHA Educators task force and NJDAA Educators Council at the NJDA Annual Convention, June 2009.
- 1-1.08** Issue annual award to student enrolled in an accredited dental assisting educational program.

## **II. LEGISLATION**

### **Goal:**

Monitor and address legislative issues affecting the practice of dental assisting.

## **Objectives:**

- 2.1 Heighten professional and public awareness of legislative issues that affect dental assistants and the quality of dental care to the residents of the State.
- 2.2 Identify strategies to address issues that affect dental assistants and their role in patient care.
- 2.3 Develop a proactive legislative strategy to include representation of a dental assistant on the New Jersey State Board of Dentistry.

## **Action Plan:**

- 2-1.01 Monitor legislative bills.
- 2-1.02 Support NJDHA legislative efforts.
- 2-1.03 Share legislative updates with the membership.
- 2-1.04 Explore the possibility of a lobby day with NJDHA.
- 2-1.05 Correspond on issues relative to dental health care and dental assisting.

**2-1.06** Support legislators who champion the efforts of dental assistants, NJDAA, NJDHA and who support access to care issues in New Jersey.

**2-1.07** Contact professional organizations addressing dental health and legislative issues of mutual interest for support through coalitions.

**2-1.08** Participate in Sunset Review in 2009.

### **III. CREDENTIALING**

#### **Goal**

Establish minimum education and credentialing standards for dental assistants in New Jersey.

#### **Objectives:**

**3.1** Promote the certified (CDA) credential for dental assistants in New Jersey.

**3.2** Utilize accredited programs for education and advancement in dental assisting.

## **Action Plan:**

**3-1.01** Encourage certified dental assistants (CDA) to become a registered dental assistants (RDA) in New Jersey to legally perform expanded functions integral to quality care and in conjunction with strategies to address access to care issues.

## **IV. MEMBERSHIP**

### **Goals**

Enhance the presence and strength of the NJDAA in New Jersey.

**4.1** Increase membership in NJDAA during 2008-2009.

**4.2** Inform membership of activities via multiple types of media including the Internet and official Association publications.

### **Action Plan**

**4-1.01** Contact individuals whose memberships have become inactive. (Publicity and Public Relations Council )

**4-1.02** Develop and initiate a membership drive for non-members and those who have not renewed their membership.

**4-1.03** Contact educators and members for development and initiation of a membership drive for NJDAA.

**4-1.04** Encourage student members to convert membership to active status following graduation.

**4-1.05** To encourage students to attend component and State meetings.

## **V. PROFESSIONAL ACTIVITIES**

### **Goal**

Develop and publicize activities which contribute to the dental and general welfare of the residents of New Jersey.

### **Objectives**

**5.1** Determine services and activities annually which promote the dental and general health of New Jersey residents.

**5.2** Formulate a list of public/community services provided by dental assistants for the residents of New Jersey.

**5.3** Increase public awareness of the health care contributions made by dental assistants to the residents of New Jersey.

### **Action Plan**

**5-1.01** Each local component representative shall submit bi-annual community service summaries to the Website Chairperson for posting.

**5-1.02** Contact local media stations to obtain air time for public service announcements

**5-1.03** Appoint individuals to represent the NJDAA at professional venues

**5-1.04** Initiate a telephone card drive for donation of cards to soldiers.

**5-1.05** Continue the student “scrapbook” and convert to an on-line format for public viewing.