

# Minnesota Oral Health Coalition Strategic Plan

**Mission:** To support Minnesota's oral health community through partnerships, resources and outreach

**Vision:** Optimal Oral Health for All Minnesotans

## **Goal 1: Encourage and leverage partnerships to build a strong foundation for oral health promotion and access in Minnesota**

### *Strategies*

- Continually seek out partnerships that add value to the mission and vision of the MOHC
- Understand, acknowledge and respect the mission and values of our partners
- Design and uphold a culture of collaborative entrepreneurship
- Maintain open communication that preserves and protects trust among partners
- Celebrate and extol the relationships between the MOHC and its partners

### ***Objective 1: Serve as the "hub" in a wheel and spoke model***

#### *Tactics*

- A. Participate in meetings, projects, groups, and programs with oral health stakeholders and other organizations that promote public health when possible and practical
- B. Include partner organizations and oral health stakeholders in MOHC projects, groups and programs
- C. Maintain a close relationship with the Association of National Oral Health Coalitions (ANOHC)
- D. Participate in Oral Health 2020 and other national oral health initiatives
- E. Act as a clearing house for technology, educational, special skills, and other resources with partners and oral health stakeholders

#### *Success Criteria*

MOHC will participate in at least three coordinated projects with a partner in 2019 and 2020, and then reevaluate

#### *Resources*

Our partners, ANOHC, Oral Health 2020, conferences and regional meetings, educators and experts in various fields

### ***Objective 2: Educate and share information on oral health public policy with partners and other stakeholders***

#### *Tactics*

- A. Identify educational opportunities for MOHC membership about grassroots advocacy
- B. Utilize the Policy & Learning Committee for discovery of initial policy topics
- C. Include membership in all policy information sharing
- D. Network with others who are working on oral health policy
- E. Develop a plan to connect partners toward the common goal or join in with others' efforts
- F. Evaluate each legislative session and outcomes of efforts

*Success Criteria*

The MOHC will disseminate at least 12 learning and informational opportunities by January 1, 2020

*Resources*

Policy & Learning Committee, MDH, other oral health policy partners, safety net policy groups and membership

**Goal 2: Develop programs, products and systems to enhance and support Minnesota's oral health community**

*Strategies*

- Collaborate with membership to identify solutions for the common good of the majority of Minnesota's oral health community
- Programs, products and systems are created with input from diverse and experienced members
- Members' needs are understood, and outcomes are trusted and valued by the oral health community
- Activities of the MOHC are evaluated to determine their value to the oral health community

***Objective 1: Create a statewide public information campaign to raise awareness about oral health***

*Tactics*

- A. Create a committee to develop the campaign
- B. Determine the correct type of campaign
- C. Write communication and evaluation plan
- D. Develop messaging
- E. Execute plan
- F. Evaluate campaign effectiveness

*Success Criteria*

Public information campaign is created and shared with membership by January 2020

*Resources*

Google, GoDaddy and other internet technology analytics, Outreach Committee and Membership

***Objective 2: Create a Catalog of Oral Health Programs & Initiatives in Minnesota***

*Tactics*

- A. Define "oral health program/initiative"
- B. Determine key factors to collect
- C. Brainstorm partners & options for info gathering
- D. Select methods of information gathering
- E. Develop method for updating information

*Success Criteria*

The MOHC begins collecting program & project surveys by January 31, 2019  
Analytics of catalog use will be shared annually beginning January 1, 2020

*Resources*

Website analytics, Outreach Committee, MDH, Membership and evaluator

**Objective 3: Identify, Make Available and Disseminate Evidence-based Oral Health Educational Materials**

*Tactics*

- A. Determine what materials are needed
- B. Search for materials created elsewhere
- C. Seek out the most qualified source of information
- D. Evaluate their use and relevance

*Success Criteria*

Educational materials are shared with membership beginning January 2019

*Resources*

Website analytics, Outreach Committee, MDH, and Membership

**Objective 4: Create a media toolkit for oral health**

*Tactics*

- A. Create of list for the contents of the toolkit
- B. Seek out partners to help with information
- C. Determine dissemination methods

*Success Criteria*

Media toolkit is created and shared with membership by January 2020

*Resources*

MDH, membership, media partners and partner organizations

**Goal 3: Engage Minnesota Oral Health Coalition membership**

*Strategies*

- Increase member and staff innovation and experimentation in the creation of new opportunities for engagement
- Increase membership engagement by identifying and eliminating barriers to participation and through technological innovation
- Create opportunities for professional growth by offering training opportunities to meet the changing needs of members
- Continue to enhance a web presence that engages members and the public
- Design an environment that values and supports collaboration

**Objective 1: Increase attendance at Annual Conference & Regional Meetings**

*Tactics*

- A. Work with Outreach Committee and conference planning volunteers
- B. Select dates, locations, themes & sponsors
- C. Advertise/market
- D. Hold events

*Success Criteria*

The MOHC hosts or co-hosts up to 4 membership events per year beginning January 1 to December 31, 2019

Recruit 3 additional volunteers and raise an additional \$5,00000 in funding for these events

*Resources*

Outreach Committee, membership, planning volunteers, MDH, other partners

**Objective 2: Create an Oral Health Leadership Program with the goal of developing state-wide leaders**

*Tactics*

- A. Find funding sources and apply for grants
- B. Work with MPH intern on assuring the program fits the needs of emerging leaders
- C. Share the program with others prior to it being presented

*Success Criteria*

The MOHC will apply for at least 3 grant opportunity annually  
When funded, the MOHC will conduct 1 cohort annually

*Resources*

Oral and public health leaders, content experts, MOHC Board of Directors, partner organizations and funders

**Objective 3: Offer media training for oral health partners statewide**

*Tactics*

- A. Create a list of media skill needs
- B. Develop any materials needed
- C. Identify best method or location to conduct training

*Success Criteria*

Media training materials are available by June 1, 2019  
The MOHC will conduct media training to at least 50 people annually until January 1, 2021 and then reassess the needs of membership

*Resources*

Outreach Committee, MDH, memberships, media and partners

**Goal 4: Organizational Excellence; MOHC operates effectively, efficiently, creatively and in a socially responsible means to accomplish its mission**

*Strategies*

- A. Develop and sustain the resources to ensure the vitality of the coalition, its programs and services
- B. Enhance the coalition's organizational structure to meet the changing needs of members
- C. Assess and continually improve products and services to better serve current members and to attract new members

**Objective 1: Board of Directors and staff are fulfilling their responsibilities to the board and membership**

*Tactics*

- A. Establish clear job descriptions
- B. Policies such as ethics, expectations of behavior and conflict of interest are strictly followed
- C. Support and make available continuing education
- D. Conduct job reviews yearly in the form of surveys and personal meetings
- E. Enact the goals of the most current strategic plan

*Success Criteria*

Board members and staff meet the expectations placed on them by the bylaws and governance rules of the MOHC as a 501(c)3 organization based on year-end surveys  
Job reviews demonstrate expectation of roles are being met annually based on year-end surveys

Board members and staff participated in at least one continuing education opportunity annually

*Resources*

Minnesota Council on Nonprofits and other training providers for nonprofits, external consultant or educator(s), and executive director

**Objective 2: Organization is fiscally prudent and abides by fiduciary responsibilities as stated in Minnesota Statute Chapter 317A**

*Tactics*

- A. Finances are kept up to date in QuickBooks or with a similar program
- B. Financial reports are provided at each board meeting
- C. Taxes and other reports filings meet deadlines and represent the finances of the organization truthfully

*Success Criteria*

Executive Director provides financials reports at each board meeting  
Board of Directors report they understand the financial health of the organization annually based on year-end surveys

*Resources*

Bookkeeper or QuickBooks practitioners, tax preparer and executive director

*Approved by MOHC Board of Directors December 7, 2018*