

STRATEGIC PLAN 2020 – 2023

RCDC

THE ROYAL COLLEGE OF DENTISTS
OF CANADA



Our Vision

To inspire excellence in dental specialties in Canada.

Our Mission

To be the leader in defining, recognizing and promoting excellence in the dental specialties.

Our Strategic Priorities

RCDC



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1. Maximize Membership Growth and Engagement

- Work towards a 30% increase in membership over a three-year period.
- Focus on building greater engagement with its members.
- Promote the Fellowship Examination among key stakeholders.
- Establish an international symposium.
- Create committee(s) to represent and advocate for new Fellows of the College

2. Review and Revitalize Governance Model

- Create and implement a dynamic organizational structure for both the Board and staff members.
- Develop a formal succession plan for all Board and staff positions.
- Fill vacant seats on the Board and/or Committees.
- Engage new Fellows within governance to enable diversity in opinions.

3. Develop New Revenue Streams

- Research government grants.
- Investigate sponsorships from industry suppliers.
- Achieve a 25% increase in revenue from new programs and/or services by 2023.

4. Optimize Fellowship Examination

- Achieve voluntary completion of the Fellowship Examination by 100% of eligible candidates.
- Further increase geographic accessibility.
- Ensure fiscal viability of the Examination.
- Create excellence competency profiles.
- Partner with other inter-disciplinary organizations.

5. Achieve Excellence in Communications

- Achieve 90% member and other stakeholder satisfaction rating with RCDC communications.
- Create and deploy a comprehensive communications plan that will allow RCDC to be proactive, transparent and as consistent as possible when disseminating information to members and other stakeholders.
- Leverage social media and the digital channel in general.

6. Fully Leverage and Engage Volunteers

- Achieve 90% overall satisfaction rating with RCDC by volunteers.
- Develop a comprehensive volunteer management plan.
- Increase levels of consultation and collaboration.
- Organize networking events and opportunities with other volunteers.
- Increase volunteer recognition and appreciation.

7. Engage in Lobbying and Advocacy

- Identify key topics and issues relevant to RCDC to engage in lobbying and advocacy on behalf of its members.