

**Mission Statement:** To improve the public's total health, the mission of the New Jersey Dental Hygienists' Association is to advance the art and science of dental hygiene by increasing the awareness of, and by promoting the highest standards of dental hygiene education, licensure and practice, and representing and promoting the interest of dental hygienists.

**Vision Statement:** DENTAL HYGIENISTS ARE VALUED & RECONGIZED FOR THEIR ABILITY TO IMPROVE THE PUBLIC'S HEALTH.

**Values:** RESPECT, TRUST & INTEGRITY, ENGAGEMENT

**Goal 1: COMMUNITY** Provide an engaging, inviting, & supportive space for dental hygienists (MEMBERSHIP)

- a. Develop a dynamic membership model that appeals to the community. **Example: membership opinion surveys**
- b. Create opportunities to connect on local, state, & national levels. **Example: zoom meetings on topics of need or interest**
- c. Develop resources empowering dental hygienists to improve their workplace environment & professional satisfaction. **Example: study clubs on areas of need**

**Goal 2: CONTINUING EDUCATION** Be the leader in developing & delivering dynamic, high quality learning opportunities. (ADC-CONTINUING EDUCATION)

- a. Research emerging issues in the profession. **Example: topics of new interests.**
- b. Offer resources in multiple delivery systems. **Example: Offer live, virtual, self-study, or study clubs.**
- c. Develop toolkits & practical resources for each targeted audience. **Example: Provide resources on needed topics.**

**Goal 3: GOVERNANCE & INFRASTRUCTURE** Advance structures that enable strategy development & execution in an inclusive, decisive, & competent manner. (ADC-LEADERSHIP)

- a. Advance towards a competency-based & balanced leadership team. **Example: Provide leadership roles.**
- b. Reduce barriers for quality leaders to participate in leadership. **Example: Move into new strategies for elections & appointments.**
- c. Refine & communicate expectations of Board members. **Example: Provide templates, formats, Standard Operating Procedures (SOPs), etc. to conduct role.**
- d. Create & share a communication plan that reflects a transparent operating environment. **Example: Website, email news, email blasts, & social media.**

**Goal 4: ADVOCACY** Support dental hygienists in a variety of roles. Pursue opportunities to advance the profession. Promote the recognition, awareness, & importance of dental hygienists. (ADVOCACY, PUBLIC HEALTH ISSUES)

- a. Advance the utilization of dental hygiene professionals. **Example: Placement ads for volunteer & jobs of interest.**
- b. Advance the scope of practice for dental hygiene professionals. **Example: Regulatory & legislative work.**
- c. Advance the credibility of the profession. **Example: Networking in Coalitions.**
- d. Advocate for workplace improvements for dental hygiene professionals. **Example: Regulatory & legislative work.**