

## 2023-2028 Strategic Plan

The overarching aims of the strategic plan are to:

- Expand the pool of educated, qualified, and committed dental assistants
- Position our organizations to contribute and lead effectively, while closely collaborating with partner organizations
- Assure that dental assisting is viewed as a respected, professional career where dental assistants receive the education, encouragement, and support they require

### Experience

Enhance the user experience through refining our policies, technologies, and customer service

### DEI

Lead with diversity, equity, and inclusion (DEI) by incorporating these values into our daily work and creating a culture that values DEI internally and externally

### Access and Awareness

Increase awareness of and access to education and credentialing for the profession through product offerings and outreach campaigns



### Professional Model

Create and promote a dental assisting professional model through input from our stakeholders and communities

### Champion the Profession

Champion the role of the dental assistant through research, building a coalition, and fostering community