

CHICAGO DENTAL SOCIETY

STRATEGIC PLAN 2023 – 2026



Vision Statement

We are the respected leader in dental continuing education.

Mission Statement

We create and deliver high-quality, innovative programs that promote the art and science of dentistry and are responsive to the interests and needs of our members, the dental profession and the public we serve.

“The Strategic Plan will guide the CDS as we move forward and continue to offer member programs and benefits that are as relevant today and in the future as they have been in the past.”

– Michael Durbin, 2023 CDS President

CORE VALUES

Education: As professionals, we are committed to life-long learning.

Collegiality: We promote opportunities for our members to work, serve and socialize together.

Diversity: Our unique backgrounds make us strong.

Inclusion: All who know and work with us will feel they are seen, respected and valued.

Leadership: We encourage and develop those who will inspire and guide our future.

STRATEGIC GOALS

- Expand membership recruitment, retention and development efforts
- Enhance communication and promotion of benefits to members and non-members
- Sustain and build value of the Midwinter Meeting and CDS educational programs
- Diversify revenue sources
- Provide opportunities for and development of leadership

STRATEGIC MILESTONES

Membership Committee

2024 – 2025

- Increase renewal/retention rate to 92%
- Increase market share to 54%

2025 – 2026

- Increase renewal/retention rate to 95%
- Increase market share to 55%

Communications Committee

2024 – 2025

- Redesign CDS website
- Redesign Midwinter Meeting landing page

Dental Meeting Committee

2024 – 2025

- Midwinter Meeting attendance at 22,000 with 5,000 dentists

2025 – 2026

- Midwinter Meeting attendance at 26,000

Finance Committee

2024 – 2025

- New revenue streams identified; pilot programs launched

2025 – 2026

- Non-meeting revenue grows to 20% of budget
- CDS has balanced budget