

MASO STRATEGIC PLAN

(A Living, Working Document – initiated June 2011)

Reviewed/Updated with the Board March 11, 2017

MISSION:

The Middle Atlantic Society of Orthodontists shall promote the ethical delivery of quality orthodontic care by providing its members with educational opportunities and information regarding advances in orthodontic treatment and technology. In addition, the Society shall be an advocate for, and a representative of, all constituent members of the AAO for the purpose of making regional decisions regarding policy, budget, member services, public information and communication.

PURPOSES:

To advance the art and science of orthodontics.

To encourage and sponsor research.

To strive for and maintain the highest standards of excellence in orthodontic education and practice.

To make significant contributions to the health of the public.

NOTE: Indicate who, where, when, how status.

GOALS (liaisons are to submit timely electronic reports one week prior to each Board meeting to Anita)

ALL BOARD MEMBERS, COMMITTEE CHAIRS AND THEIR MEMBERS ARE TO ATTEND THE MASO ANNUAL SESSION AND CE SEMINAR:

Communications Committee – Williams, Chair

1. Social Media – Facebook - Keep it fresh!
2. Journal – Publish twice a year. Issues available on the MASO website. Liaisons to obtain articles due June 30 and December 30.
3. Website - Developed in 2014 – Cherubini hosting – Accent On Management staff continuously updates.
4. Blast e-mails - Deliver as needed to members to promote Spring CE and Annual Session. This service is provided at no additional cost to MASO by Accent On Management.
5. Liaison to components – Component links on the MASO website. Liaisons, and President or Vice President attend and promote MASO activities (CE, AS) at component meetings. MASO will promote component activities; components are asked to promote MASO activities. Liaisons are to provide written updates at Board meetings.

Education/Research – Johe, Chair – Boucher, Liaison

1. CE Seminar – Ask for input from Education Committee in choosing the spring speaker. Event should be held on a Friday.
2. Annual Session – Engage resident participation-promote scholarships.
3. E-posters at AS – when applicable - Display with a \$100 prize.
4. Case presentations – when applicable - Electronic display at AS with a \$100 prize. ABO no longer involved.
5. Roundtable lunch at AS for university faculty - MASO COE rep to chair event.
6. Kress Award – Judge submissions and present at the AS.

Finance and Audit – Sandman, Chair

1. Conduct a yearly internal audit in the spring.

2. Conduct external audit as required by MASO By-Laws.

Government Affairs – Dutta, Chair – Saini, Liaison

1. All committee members are to attend the AAO yearly Professional Advocacy Conference in D.C., if the AAO will allow them to attend.
2. Chair is to work with committee members, gather component information, and share legislative updates with the MASO Board.

Membership/Ethics/Practice Transition – Vicens, Chair – Picon, Liaison

1. Welcome all new members (MASO membership chair is copied on all membership transactions). The chair is to contact and welcome new members, including transferred members. Copy liaison on all communication.
2. Follow through with dropped members.
3. Personally, invite new members to the AS and CE – greet them; introduce them to members.
4. Thank retired members for their service.
5. Consider a mentorship program - Committee members contact new members to answer questions on behalf of MASO – copy liaison and President on communication.
6. Consider introducing some type of ethics information. Submit to the MASO journal.
7. Available on the AAO link on the MASO website is information related to practice transition resources.
8. Post on MASO website selling/buying practices and employment opportunities. Make members aware of this service with a journal article.

Nominating – Harte, Chair

1. Extend the search of new leaders using all MASO communication tools. Ask component presidents, contact attendees from the Emerging Leaders Conference.
2. Reach out to members through a journal article and blast email.
3. Encourage representation from all components.
4. Send committee responsibilities to component presidents prior to the nominating committee conference call.

NOTE:

SAO leadership training program – when the program is available, MASO may send two members for three training weekends.

Promote MASO! Improve communications between liaisons and components/universities. Promote MASO CE and Annual Session at all component and university events.

Mentoring – Assign a current board member to mentor the new board member.

Expectations of Potential Volunteers – Ty Saini and Bob Williams developed a paper for distribution. Available on the board access section of the website.