

# Strategic Plan 2019-2022



**Mission:** Leading efforts to achieve optimal oral health across the lifespan.

**Vision:** Optimal health for all Texans.

**Goal:** Encourage collaboration to foster whole person health, eliminate oral disparities and address health inequalities for all Texans.

## Goal 1:

Improve financial health of the organization

**Objective A:** Generate Sustainable Revenue Streams

- A.1: Explore and establish fee-for-service infrastructure
- A.2: Continue to grow partnerships
- A.3: Explore membership infrastructure
- A.4: Actively seek grant opportunities and funding partnerships
- A.5: Explore fundraising opportunities

**Objective B:** Develop and implement long-term financial plan by December 2022

- B.1: Exploratory committee report on findings in FY2020
- B.2: Develop long-term financial plan
- B.3: Implement long-term financial plan
- B.4: Evaluate and restructure plan as needed

## Goal 2:

Increase visibility of the Coalition

**Objective A:** Promote the brand of TxOHC

- A.1: Develop marketing strategy
- A.2: Develop and implement consistent messaging

**Objective B:** Enhance strategic partnerships

- B.1: Expand local partnerships
- B.2: Enhance state partnerships
- B.3: Maintain and enhance national partnerships

## Goal 3:

Drive multi-sector collaborations that promote oral health

**Objective A:** Leverage opportunities for collaborations/partnerships

- A.1: Host annual conference
- A.2: Provide educational opportunities
- A.3: Expand TxOHC influence in other sectors or coalitions