

**STRATEGIC PLAN**  
**of the**  
**Midwestern Society of Orthodontists**

**Adopted September 14, 2006**  
**Amended March 20, 2015**

*Reviewed annually at MSO's Ad Interim Board Meeting*

**MSO**  
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# **MISSION STATEMENT**

The Midwestern Society of Orthodontists (MSO), as a constituent of the American Association of Orthodontists (AAO), supports the mission of the AAO by providing resources, communication and leadership, while serving as a voice for its component societies and individual members.

# **PURPOSES**

The purposes of this Society, consistent with the purposes of the American Association of Orthodontists, shall be:

- A. To advance the art and science of orthodontics;
- B. To encourage and sponsor research;
- C. To strive for and maintain the highest standards of excellence in orthodontic education and practice; and
- D. To make significant contributions to the health of the public.

# **STRATEGIC GOALS**

- I. Quality of Care
  - A. Pursue the provision of the highest quality of orthodontic care
  - B. Promote improved access to orthodontic care
- II. Membership
  - A. Illuminate the value of MSO membership
  - B. Encourage 100% membership in MSO
- III. Leadership Development
  - A. Encourage member involvement and cultivate leadership
  - B. Actively participate in national and international orthodontic leadership and governance
  - C. Encourage and educate members to effectively participate in legislative activities
  - D. Integrate new/younger members into organized orthodontics
- IV. Structure and Finance
  - A. Ensure that the MSO is financially stable and secure
  - B. Facilitate effective and efficient communication between members, MSO components, other constituents and the AAO
- V. Image and Presence
  - A. Enhance public awareness of orthodontics
- VI. Education
  - A. Provide resources for quality member/staff education
  - B. Support the educational institutions within our constituency

# STRATEGIES FOR IMPLEMENTATION

## I. Quality of Care

- A. Pursue the highest quality of orthodontic care *MSO Board, COHC & COC reps\**
  - a. Support certification and re-certification by the American Board of Orthodontics (ABO).
  - b. Encourage orthodontic treatment by educationally qualified orthodontic specialists.
  - c. Continue to provide the highest quality and broad spectrum of continuing education to members.
  - d. Encourage continuing education participation.
  
- B. Promote improved access to orthodontic care *COHC, COC & COGA reps\**
  - a. Encourage members to provide pro bono care.
  - b. Work closely on a constituent and component basis with access to care programs.
  - c. Support COHC & COGA in their efforts in this area.
  - d. Encourage communication with health care providers about the benefits of orthodontic treatment.

## II. Membership

- A. Illuminate the value of MSO membership *MSO Board*
  - a. Provide an MSO presence at component meetings.
  - b. Communicate the benefits of membership and constituent meeting participation to members and residents in MSO orthodontic programs.
  - c. Invite residents to MSO meetings at incurred cost when feasible.
  - d. Encourage orthodontic faculty to endorse membership and involvement.
  - e. Request directors regularly keep their component members informed of the benefits of MSO membership and participation.
  
- B. Encourage 100% membership in MSO *MSO Membership Comm., COMEJC rep\**
  - a. Ask directors to identify and contact colleagues who are not members.
  - b. Work with AAO to make it easy to maintain membership.
  - c. Strive to keep dues at a level that does not deter membership.

## III. Leadership Development

- A. Encourage member involvement and cultivate leadership *MSO Nom. Comm.*
  - a. Keep the MSO leadership pool list up-to-date.
  - b. Publicize leadership opportunities within the MSO and AAO. *Trustee*
  - c. Continue to identify new leaders and encourage mentorship.
  - d. Seek new potential leaders to attend the AAO Leadership and Professional Advocacy Conferences.
  - e. Approach senior members who have more time to volunteer.
  - f. Restructure volunteer jobs for shorter-term time commitments.
  - g. Ask faculty to encourage students into leadership positions after graduation.

- B. Actively participate in national and international orthodontic leadership and governance *MSO Officers and Delegation*
  - a. Mentor members for future national and international orthodontic leadership service opportunities.
  - b. Continue to develop effective House of Delegates leadership.
  - c. Continue to rotate leadership of the MSO delegation for a fresh perspective.
  - d. Serve as a leading force in the use of new technologies for a more efficient and effective AAO House of Delegates.
  - e. Critically evaluate leadership decisions of other organizations impacting our members and the public.
  - f. Encourage periodic evaluation of governance structure to shorten leadership time commitments and increase leadership opportunities.
  
- C. Encourage and educate members to effectively participate in legislative activities *MSO COGA and AAO PAC reps and component leaders\**
  - a. Encourage attendance at the AAO Professional Advocacy Conference.
  - b. Identify key contacts for all U.S. Senate and House members in our constituency.
  - c. Support AAO PAC goals and objectives.
  - d. Communicate local legislative and regulatory issues to MSO/AAO (*COGA*).
  - e. Assist AAO PAC in increasing the number of MSO member participants to 25%.
  - f. Communicate the importance of political involvement to members.
  - g. Ask component directors or designated state liaisons to speak at component meetings on the AAO PAC and other grassroots activities.
  
- D. Integrate new/younger members into organized orthodontics *MSO CONYM rep\**
  - a. Involve new/younger members early.
  - b. Encourage mentorship.

#### IV. Structure and Finance

- A. Ensure that the MSO is financially stable and secure *MSO Budget Comm.*
  - a. Monitor assets and implement generally-accepted accounting controls.
  - b. Review annually the dues and annual session registration fees.
  
- B. Facilitate effective and efficient communication between members, MSO components, other constituents and the AAO *MSO Communication Committee, MSO Delegation, Council Reps & MSO Trustee*
  - a. Provide updates electronically and encourage component directors to e-mail their component officers a summary of MSO meetings and discussions.
  - b. Develop and facilitate leadership listserv for MSO board communication
  - c. Continue to enhance MSO's Web site.
  - d. Encourage all components to have a Web site and communication protocols.
  - e. Encourage members to keep their contact information up-to-date and have an e-mail address on file.
  - f. Send information to editor in a timely manner for MSO Web site.
  - g. Invite component presidents to MSO's Annual Business Meeting and acknowledge if present.

- h. Schedule conference call with MSO president, MSO Trustee and component presidents as needed.

## V. Image and Presence

- A. Enhance public awareness of orthodontics *COC rep\**
  - a. Support COC in concept and programs where applicable.
  - b. Support local public awareness campaigns.
  - c. Encourage components to become involved in COC programs.
  - d. Encourage National Orthodontic Health month activities.
  - e. Encourage members to speak in their community on the value of orthodontics.

## VI. Education

- A. Provide resources for quality member/staff education *MSO Annual Session Committee & COE rep\**
  - a. Continue to enhance education at MSO's Annual Session.
  - b. Promote AAO distance learning and AAO Orthodontic Staff Club.
  - c. Assist components with educational needs.
  - d. Remind components to avoid conflicting with MSO's Annual Session dates.
  - e. Communicate and provide value for staff participation in MSO Annual Session for cost-effective networking and education on a regional level.
  - f. Encourage providing continuing education that balances review of current methods versus product training.
  
- B. Support the educational institutions within our constituency *MSO Board, AAOF & COE reps\**
  - a. Encourage an increase in member participation in the AAOF, including assisting with the campaign at constituent and component meetings.
  - b. Encourage alumni giving and support of educational institutions as well as participation in endowed chairs.
  - c. Encourage collaboration at the component level of full-time faculty members with private practice orthodontists for practice opportunities.
  - d. Continue to include university-based information in MSO Web site.
  - e. Encourage members to share practice experiences with residents at their area orthodontic program.

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*COC = AAO Council on Communication*

*COE = Council on Orthodontic Education*

*COGA = AAO Council on Governmental Affairs*

*COHC = AAO Council on Orthodontic Health Care*

*COMEJC = AAO Council on Membership, Ethics & Judicial Concerns*

*CONYM = Council on New & Younger Members*

*AAO PAC = AAO Political Action Committee*

*AAOF = AAO Foundation*