**Texas Oral Health Coalition, Inc.**

**STRATEGIC PLAN – 2019-2022**

**Goal 1: Improve financial health of the organization**

Objective A: Increase revenue by 20%

A.1: Explore and establish or revise the organizational infrastructure (thru Dec. 2019) A.2: Continue to grow partnerships (Ongoing thru 2022)

1. 3: Establish membership committee to expand membership (By May 31, 2019)

Objective B: Develop and implement long-term financial plan by December 2022 B.1: Exploratory committee report on findings in FY 2019 (Fall 2019) B.2: Develop long-term financial plan (2020)

1. 3: Implement long-term financial plan (2021)

B.4: Evaluate and restructure plan as needed (2022)

# Goal 2: Increase visibility of the Coalition

Objective A: Develop and establish the brand of TxOHC

1. 1: Establish a new vision and mission statement (Approve by May 1, 2019) A.2: Develop and implement consistent messaging (2020 during F2F BOD mtg) A.3: Enhance our aesthetics (2021/2022)

Objective B: Enhance strategic partnerships

1. 1: Rebuild local partnerships (Ongoing) B.2: Enhance state partnerships (Ongoing)

B.3: Maintain and enhance national partnerships (Ongoing)

# Goal 3: Drive multi-sector collaborations that promote oral health

Objective A: Leverage opportunities for collaborations/partnerships A.1: Host annual conference (July 2019 – Ongoing)

A.2: Provide educational opportunities (Ongoing)

A.3: Expand TxOHC influence in other sectors or coalitions