



Great Lakes Association of Orthodontists

STRATEGIC PLAN: 2015 - 2018

Mission

The Great Lakes Association of Orthodontists, a constituent of the American Association of Orthodontists, shall advocate on behalf of its members and promote the value and advancement of the Specialty of Orthodontics.

LEADERSHIP & REPRESENTATION <i>Effectively represent the GLAO membership</i>	ADVOCACY <i>Promote the Specialty of Orthodontics</i>	EDUCATION & PROFESSIONAL DEVELOPMENT <i>Promote & provide educational opportunities for members</i>	COMMUNICATION <i>Effectively communicate with the GLAO membership</i>	MEMBERSHIP <i>Provide value & benefit to the GLAO membership</i>
<ul style="list-style-type: none"> ➤ Assure reasonable component representation among GLAO leadership ➤ Solicit input from the membership & provide feedback to the membership ➤ Present & support resolutions to the House of Delegates on behalf of members ➤ Actively recruit & select qualified & committed candidates for leadership positions, reflective of the diversity of the membership ➤ Maintain an effective orientation process ➤ Ensure an effective leadership succession plan ➤ Ensure transparency, fiscal stability & optimal operational effectiveness 	<ul style="list-style-type: none"> ➤ Encourage member participation in the AAO Professional Advocacy Conference ➤ Encourage contributions to and support of the AAO PAC ➤ Support component legislative efforts ➤ Promote participation in the political process ➤ Encourage components and members to utilize available resources for the promotion of the Specialty of Orthodontics 	<ul style="list-style-type: none"> ➤ Provide an excellent & relevant educational opportunity at the GLAO Annual Session ➤ Communicate learning opportunities to the membership, their staff & residents ➤ Encourage ABO certification ➤ Facilitate communication among GLAO orthodontic educators ➤ Support & promote AAOF educational initiatives ➤ Develop a university liaison position to enlist faculty at the GLAO orthodontic programs for the purpose of engaging residents 	<ul style="list-style-type: none"> ➤ Develop a member communications strategy ➤ Provide timely news to the membership, utilizing current technology ➤ Maintain a current, interactive, user friendly website ➤ Facilitate interactive communication with the membership ➤ Encourage & facilitate dialogue between the components & the GLAO ➤ Promote the “Critical Issues” of the AAO 	<ul style="list-style-type: none"> ➤ Promote GLAO/AAO member services & benefits to current & future members ➤ Recognize members through nominations & presentations of awards ➤ Solicit member achievements & honors ➤ Engage the membership through participation in the Annual Session & Annual Business Meeting