



# ASTDD

ASSOCIATION OF STATE & TERRITORIAL DENTAL DIRECTORS

WHERE ORAL HEALTH LIVES

# Ask Matt Monday

Understanding How ASTDD Will Evolve

June 1, 2026

# Welcome

- **Introductions**
  - Share in the chat: Name, affiliation
- **About *Ask Matt Mondays***
  - Increase readiness for upcoming organizational changes
  - Build alignment around organizational goals and strategic decisions
  - Create awareness of milestones and timelines
  - Build trust through transparent communication
  - Increase member engagement and participation

# *Ask Matt Monday Format*

- **Information sharing**
  - Use chat to post questions
- **Discussion and Q&A**
  - Use raise hand feature
- **Member Pulse**
  - Questions posed throughout (chat), and time for discussion and questions (live)





## Today's Agenda

### *Understanding How ASTDD Will Evolve*

- **Last Ask Matt Monday [AMM]** (Matt)
- **Setting Context & Why ASTDD is Making Changes** (Matt)
- **Branding** (Grace)
- **Strategic Framework** (Stacey)
- **Next Steps/Future AMMs** (Matt)
- **Questions & Conversation** (All)

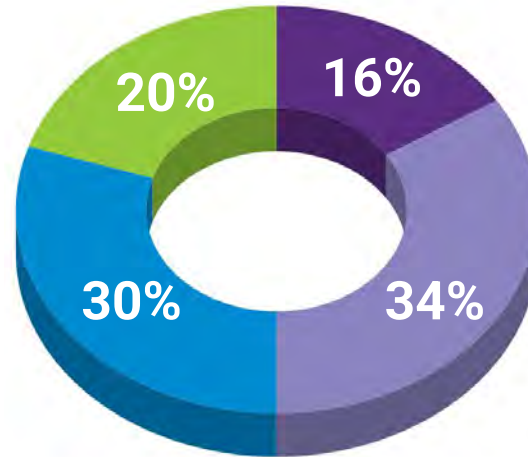
FROM THE  
**Last AMM**

Survey responses & questions/comments follow-up

# Member Pulse

How would you describe the clarity of ASTDD's future direction?

**50%**  
of members felt either  
very or extremely clear



**Extremely Clear: 16%**

**Very Clear: 34%**

**Neutral: 30%**

**Somewhat Unclear: 20%**



## What We Heard

Members are developing a stronger understanding of ASTDD's future direction, while also indicating a continued desire for additional information, opportunities to seek clarity through discussion, and engagement, as the organization makes these changes.

# Member Pulse

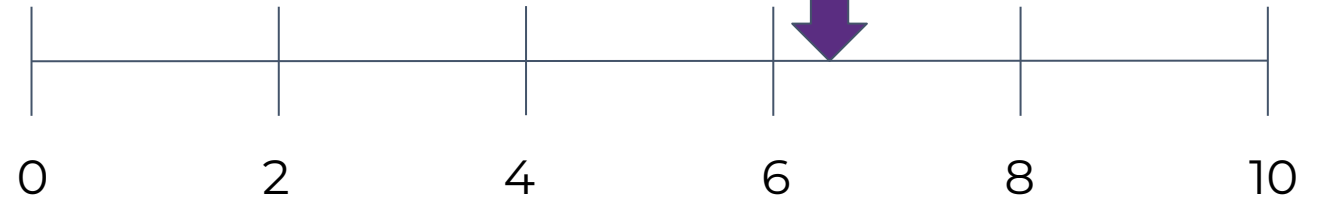
How confident do you feel in ASTDD's future direction and approach?

**6.6 / 10**

Average Member  
Confidence Rating

Not Confident

Extremely Confident



## What We Heard

Members generally reported a growing confidence in ASTDD's future direction, while expressing interest in additional information, more concrete details, continued discussion, and opportunities for engagement, as implementation planning continues.

## What This Means

- Continued opportunities for **communication, feedback, and discussion** throughout our **change, refinement, and evolution**.
- Deeper dives into organizational changes, implementation activities, upcoming strategic priorities, and **dedicated opportunities** for **member engagement & participation**, addressing your questions and concerns.
- Using **your feedback** to continue shaping how ASTDD evolves and supports state and territorial oral health programs.



### **Built for Our Members. Focused on Our Shared Purpose.**

ASTDD is evolving to better serve those who protect, advance, and support oral health across every state and territory, and remains the place **where oral health lives**.

# Your questions and survey responses

What we heard

## Impact on S/TOHPs

- Benefits to Members
- Alignment of Priorities
- Member Responsibilities
- Technical Assistance

## Roles & Relationships

- ASTDD + ASTDD Foundation
- Partners

## Organizational Concerns

- Benefits to Members
- Alignment of Priorities
- Member Responsibilities

# Resources



## The Association of State and Territorial Dental Directors & the ASTDD Foundation

Advancing ASTDD's mission through philanthropy, partnership, and long-term investment.

The ASTDD Foundation is the philanthropic partner of the Association of State and Territorial Dental Directors (ASTDD). In 2026, ASTDD launched the Foundation to respond to a growing need for sustained investment in the leaders, systems, and support that help state and territorial oral health programs thrive. Working alongside ASTDD, the Foundation helps expand the resources, partnerships, and innovation needed to strengthen programs and advance the future of public oral health.

### Why This Matters

State and territorial oral health programs are navigating unprecedented demands, workforce pressures, uncertain funding, and rapidly evolving public health priorities. Meeting those challenges calls for both ongoing support and sustained investment in leadership, learning, technical support, and long-term capacity.

ASTDD launched the Foundation to help meet that need. By attracting philanthropic support, the Foundation expands the resources available to strengthen programs, respond to emerging opportunities, and build more resilient oral health systems for the future.

### What We Support

The Foundation invests in the four core pillars that advance ASTDD's mission and strengthen state and territorial oral health programs:

- Leadership Development:** Preparing current and emerging leaders to navigate complexity, guide strong programs, and lead with resilience and vision.
- Education and Training:** Expanding access to practical, evidence-based learning opportunities and resources that strengthen public oral health practice.
- Technical Assistance:** Delivering targeted, expert support to help programs address specific needs, solve problems, and advance priority work.
- Capacity Building:** Investing in the systems, partnerships, and infrastructure that sustain strong programs and support long-term progress.

Together, these pillars strengthen the people, knowledge, and systems that make lasting oral health impact possible.



astddfoundation.org | info@astddfoundation.org

### How This Advances ASTDD's Mission and Impact

The Foundation works in partnership with ASTDD to extend the organization's mission and strengthen its impact. ASTDD remains the membership organization and trusted national voice for state and territorial oral health programs. The Foundation provides a philanthropic vehicle for investing in the work that helps those programs succeed.

### How You Can Help

By supporting the ASTDD Foundation, donors and partners invest in the future of state and territorial oral health programs. Philanthropic support helps strengthen leadership, expand learning, provide targeted support, and build the capacity needed for long-term impact.


Through this partnership, the Foundation supports the leadership, partnerships, and infrastructure that make progress possible. It helps expand ASTDD's reach, strengthen program resilience, and create new opportunities to advance public oral health nationwide.

ASTDD remains the membership organization and trusted national voice for state and territorial oral health programs. The Foundation provides a philanthropic vehicle for investing in the work that helps those programs succeed.



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Join us in building stronger programs, partnerships, and outcomes. Contact us to learn more.



## Frequently Asked Questions

Answers to questions about how the ASTDD Foundation, Inc. strengthens leaders and improves oral health.

### What is the ASTDD Foundation?

The Foundation is a philanthropic arm established to advance the mission of the Association of State and Territorial Dental Directors (ASTDD). It exists to strengthen and sustain ASTDD's work in supporting state and territorial oral health programs.

### Why was the Foundation created?

ASTDD has long relied significantly on federal funding to carry out its mission. Establishing the Foundation is a proactive step to:

- Diversify funding streams
- Build long-term financial sustainability
- Increase organizational resilience
- Provide flexibility to respond to emerging needs
- Invest in leadership and innovation

The Foundation helps ensure that ASTDD's impact continues and grows in a changing oral public health environment.

### Does the Foundation operate programs separate from ASTDD?

In the future, the Foundation may sponsor or administer grant-funded initiatives (e.g., scholarships, pilot projects, or special funds), but it does not operate programs that are independent of ASTDD's mission. All Foundation-supported activities are designed to advance ASTDD's strategic priorities and core work, and all funding will align with ASTDD's mission and strategic direction.

### Why is this important now?

Public and oral health funding landscapes are evolving. Establishing a philanthropic arm positions ASTDD to build financial resilience proactively, rather than in response to future funding disruptions.

### How does this benefit state and territorial oral health programs?

Ultimately, the Foundation helps protect and enhance the support systems that states and territories rely on. By strengthening ASTDD's financial sustainability and flexibility, the Foundation ensures that technical assistance remains strong, leadership development continues, and innovation will be supported.

### What does the Foundation logo represent?

The ASTDD Foundation visual identity represents leadership in motion. The forward-leaning star symbolizes guidance, aspiration, and national impact, while its upward momentum reflects progress and growth. The blue conveys trust, stability, and expertise; the green signals vitality and sustainability.

### What is the Foundation's message?

The Foundation's tagline is: "Strengthening Leaders. Improving Oral Health." This reflects its commitment to investing in leadership, innovation, and sustainability to ensure that ASTDD, and the communities it serves, will thrive into the future.



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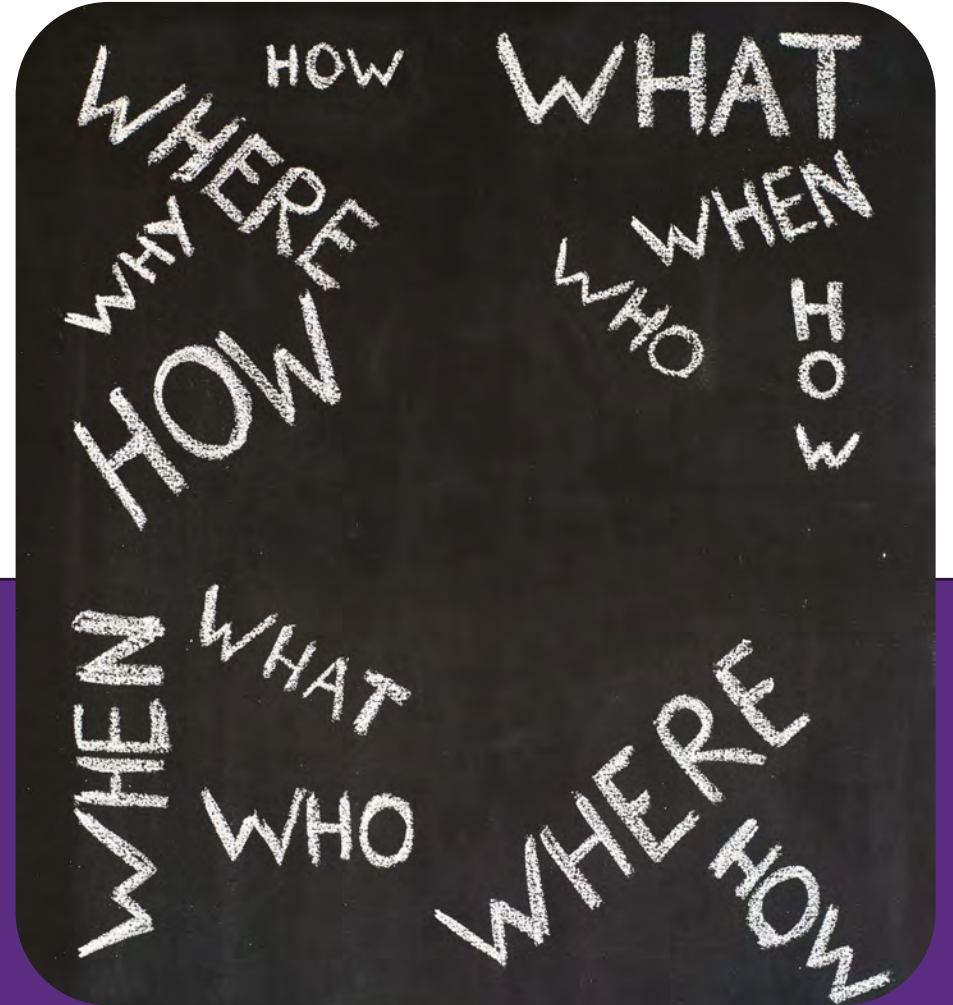
Join us in building stronger programs, partnerships, and outcomes. Contact us to learn more.

# Setting the Context

Why We Must Evolve

## Setting the context

- What is changing?
- Why does it matter?
- What does it mean for members?



# Branding

Who We Are & What We Stand For

Nonprofit branding is the way an organization communicates who they are and the **heart of their work**. It's a promise to participants, partners, and supporters and encapsulates why these people should **believe** in them. It's the way they **position their nonprofit** apart from every other organization out there.

~Design for Social Good

# Board Guidance

## *Key Opportunities and Gaps*

- Clarity of identity
- Inclusivity and engagement
- Need for modernization of visual identity
- Storytelling and legacy



# Board Guidance

## *Brand Positioning*

- A trusted, reliable leader in oral health
- A central resource and information hub for dental and oral public health
- An organization with a clear purpose and strong credibility
- A professional home for state and territorial oral health programs
- A brand that feels modern, human, confident, and engaging—while maintaining credibility and authority

# Board Guidance

## *A Brand That Reflects the Future*

- Part of a broader strategic transition
- Emphasize **connection, partnership, leadership, and forward movement** — symbolizing members working together across states and territories to advance oral health.



Reflect a shared ecosystem where **ASTDD** represents authority and serves as the backbone, and the **Foundation** represents capacity-building and future investment.

Human-centered **Accessible**  
**Bold** Less traditional  
Trusted Reliable Professional  
**Engaging** Credible  
Collaboration **Connection** **Empowerment**  
Integration Accountability

## Next steps

- Materials audit and update
  - Reports
  - Handouts
  - Slides
- New templates (e.g., slides, one-pagers)
- Promotion on social media
- Creation of brand guidelines
- Website redesign

## Share Out

What excites you  
about this direction?

*Please use the chat*



# Strategic Framework

Charting the Future: A Roadmap

# Charting the Future: ASTDD's Purpose, Vision, and Roadmap for Impact



# A Comprehensive Strategic Framework

2026 Readiness Period | 2027 – 2030 Strategic Direction

## Strategic Direction

Defines where ASTDD is going and what success looks like.

- Strategic Vision & Plan
- Future Direction

## Organizational Alignment

Clarifies how ASTDD and the ASTDD Foundation will work together.

- Shared Purpose
- Complementary Roles
- Coordinated Impact

## Readiness & Implementation

Outlines how ASTDD will prepare for successful implementation.

- Organizational Readiness
- Member Engagement
- Structural Alignment
- 2026 Transitions Activities



## What this means for Members

This Framework provides the roadmap that will guide ASTDD's evolution during the 2026 Readiness Period and supports successful implementation beginning in 2027.

# What's Included in the Framework?

## Four Components of the Strategic Framework



### (1) Set the Context

*Why change is needed and where ASTDD is headed.*

- Executive Summary
- ASTDD + ASTDD Foundation
- Strategic Vision
- Refined Mission, Vision, & Values
- Strategic Context

### (2) Define the Direction

*What ASTDD will focus on.*

- Strategic Goals
- Cross-Cutting Themes

### (3) Prepare to Implement

*How ASTDD will prepare for 2027.*

- 2026 Readiness Roadmap
- Operating Model & Roles
- Engagement Structures
- Communications

### (4) Sustain Accountability

*How progress will be measured and maintained.*

- Annual Work Planning
- Evaluation & Continuous Improvement
- Appendices

# One-pager & FAQ



## Charting the Future: ASTDD's Purpose, Vision, and Roadmap for Impact

2026 Readiness Period | 2027-2030 Strategic Framework



The Association of State and Territorial Dental Directors (ASTDD) is entering an important period of strategic transition. Amid federal policy and funding uncertainty, persistent oral health disparities, evolving workforce needs, and increasing demands on public health systems, ASTDD must strengthen its ability to support members and help state and territorial oral health programs (S/TOHPs) respond to current and emerging challenges. As the national voice for those who support, promote, and advance S/TOHPs, ASTDD is preparing for the future by aligning its vision, operations, member engagement structures, and partnership with the ASTDD Foundation into one integrated strategic framework.

### Why This Moment Matters

*Charting the Future: ASTDD's Purpose, Vision, and Roadmap for Impact* presents ASTDD's strategic framework for 2027-2030. It clarifies:

- Where ASTDD is headed
- Why this direction matters now
- How ASTDD and the ASTDD Foundation will work in alignment
- What must happen during 2026 to support successful implementation beginning in 2027

At the heart of this work is ASTDD's commitment to strong, effective, and inclusive oral health systems in every state, territory, and community. The framework is grounded in ASTDD's mission to provide strategic and meaningful support to those who lead, empower, promote, and advance S/TOHPs. It also reaffirms ASTDD's core values of collaboration, connection, empowerment, integration, and accountability.


### Creating a More Connected Member Experience

For members, the framework is intended to make ASTDD easier to navigate, more responsive to their needs, and better equipped to help them achieve their goals. Members will benefit from clearer engagement

pathways, stronger peer learning, more coordinated technical assistance, leadership development support, and practical resources that are better aligned with the real-world challenges they face.

The framework for 2027-2030 is organized around three goals:

- **Member Participation and Engagement:** ASTDD will strengthen and prioritize member participation and engagement to expand shared learning, coordination, and collective action in support of state, territorial, and community oral health priorities.
- **Leadership:** ASTDD will build the skills and capacity of current and emerging leaders to drive policy, systems, and environmental changes that improve oral health outcomes.
- **Organizational Excellence and Sustainability:** ASTDD will advance organizational excellence and sustainability by fostering inclusivity and investing in the systems and resources needed to remain a nationally trusted, high-performing partner over time.



## Charting the Future: ASTDD's Purpose, Vision, and Roadmap for Impact

Frequently Asked Questions & Key Terms

### What is *Charting the Future: ASTDD's Purpose, Vision, and Roadmap for Impact*?

This is ASTDD's strategic framework for the 2026 readiness period and the 2027-2030 implementation period. It clarifies ASTDD's strategic vision and plan, how ASTDD and the ASTDD Foundation will work together, and steps ASTDD will take in 2026 to set itself up for successful implementation of the strategic framework beginning in 2027.

### Why is ASTDD doing this now?

ASTDD is responding to a changing public health environment, including policy and funding uncertainty, persistent oral health disparities, evolving workforce needs, and increasing demands on state and territorial oral health programs (S/TOHPs). This strategic framework will help ASTDD focus its priorities, strengthen member support, clarify roles, and use its resources more strategically.

### What will change for ASTDD members?

Members can expect clearer engagement pathways, stronger communication, more intentional committee structures and Communities of Practice, and better alignment between member needs and ASTDD's priorities. The goal is to make ASTDD easier to navigate and more useful to members as they work to achieve their own program goals. ASTDD is also exploring an enhanced, customizable dues structure to better support these improvements.

### How are ASTDD and the ASTDD Foundation different?

ASTDD is the trusted national voice and leader for S/TOHPs. ASTDD leads membership, governance, programs, technical assistance, peer learning, policy and practice support, and national partnership work. The ASTDD Foundation is ASTDD's 501(c)(3) philanthropic partner, helping secure and invest resources for work that supports ASTDD's mission, strengthens members, and builds capacity.

### Why are ASTDD and the ASTDD Foundation introducing new logos?

The refreshed logos are part of ASTDD's broader strategic transition. ASTDD's new logo shows members at the center of the work—connected, moving forward together, and leading efforts across states and territories to strengthen oral health—while giving ASTDD a modern identity that honors its mission and reflects where the organization is headed. The Foundation's logo represents leadership in motion. The forward-leaning star symbolizes guidance, aspiration, and national impact, while its upward momentum reflects progress and growth.

Together, the two logos reflect connection, partnership, leadership, and forward movement, while creating a shared visual identity between ASTDD and the ASTDD Foundation. They illustrate that the two organizations are working as a coordinated ecosystem while maintaining distinct roles and preserving ASTDD's mission, credibility, and member-centered identity.

### How will ASTDD decide what work continues, changes, or stops?

ASTDD will use its updated mission, vision, and values, strategic goals, ongoing evaluation and assessment of member needs, and continuous review of the organization's capacity and sustainability considerations to guide decisions. The focus will be on work that is most likely to benefit members, support S/TOHPs, and advance oral health systems.

### How will ASTDD keep members informed and involved?

ASTDD will use recurring communication and feedback channels, including *Ask Matt Mondays*, *Weekly Digest* updates, targeted communications, Board updates, surveys, and member-facing materials. These channels will help members understand what is changing, ask questions, provide feedback, and identify ways to participate.

“The Association of State and Territorial Dental Directors (ASTDD) is entering an important period of strategic transition.”



## Charting the Future: ASTDD's Purpose, Vision, and Roadmap for Impact 2026 Readiness Period

The April–December 2026 **readiness period** will bridge strategy development and full implementation beginning in 2027. During this time, ASTDD will clarify roles, organize member engagement pathways, transition existing committees into the new structure, strengthen communications and internal systems, and actively evaluate how the changes are working. ASTDD will use what it learns during this period to make needed adjustments and establish a practical 2027 annual work-planning process.



# Share Out

What remains unclear?

*Please use the chat*



# Next Steps

Turning Vision Into Action

# Our Transition Roadmap

Two Important Phases to Continue Moving ASTDD Forward

## PHASE 2

### Reimagine + Define

June – July 2026

ASTDD will:

- Communicate the new strategic direction
- Clarify the roles of ASTDD and the ASTDD Foundation
- Define the structures, engagement pathways, and expectations needed for this transition

*This phase will help members and partners understand what is changing and how they can participate.*

## PHASE 3

### Activate + Align

August – September 2026

ASTDD will:

- Begin implementing the new structure

*This phase will focus on activating member participation; evaluating future membership, engagement, and sustainability strategies; aligning people, roles, resources, and organizational priorities; and preparing ASTDD for broader implementation of the strategic framework.*



## What this means for Members

Throughout the 2026 Readiness Period, Members can expect to be engaged. With that, Members will gain greater clarity about ASTDD's future direction, engagement opportunities, and how they can participate in this transition process.

## Looking ahead

- **June 1:** Release One-pager & FAQ [After this AMM]
- **June 15:** AMM – Review One-pager & FAQ
- **June 29:** AMM – Preview of Strategic Framework and Where YOU fit into ASTDD's Future
- **July 13:** Release of *Charting the Future: ASTDD's Purpose, Vision, and Roadmap for Impact*
- **July 20 and Beyond:** AMMs – Implementation, Progress, Feedback, and Refinement

# Questions & Conversation

Your Voice Matters

## Share Out

Please enter a number in the chat based on the statement:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

**“I think this is a great idea and way to engage members along the way. Thank you for working to include member thoughts and perspectives.”**

## Conversation and Q&A

- **What is on your mind?**
  - Questions
  - Feedback
  - Concerns

*Use the chat or raise your hand to join the conversation.*





# ASTDD

ASSOCIATION OF STATE & TERRITORIAL DENTAL DIRECTORS

WHERE ORAL HEALTH LIVES



THANK  
YOU

# Contact Us



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