



# 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.

## Will there be any staffing changes at ASTDD to support this new work?

ASTDD is strengthening its paid staff structure to better support members, coordinate engagement opportunities, and implement the strategic framework. During the readiness period, ASTDD plans to add a Senior Manager of Membership, Programs, and Education to lead member engagement, committee and workgroup coordination, education, orientation, peer support, and membership culture. ASTDD also plans to add an Executive Administrative Assistant to support scheduling, coordination, Board and committee support, communications logistics, document management, and follow-up. These roles are intended to improve coordination, responsiveness, and consistency as ASTDD prepares for implementation beginning in 2027.

ASTDD will continue leveraging consultants, contractors, and subject matter experts as an integral part of its organizational model. As ASTDD evolves, these partnerships will become more intentionally aligned with organizational priorities, member needs, and implementation goals, ensuring members continue to benefit from specialized expertise, technical assistance, and high-quality support.

## What does this mean for potential funders and partners?

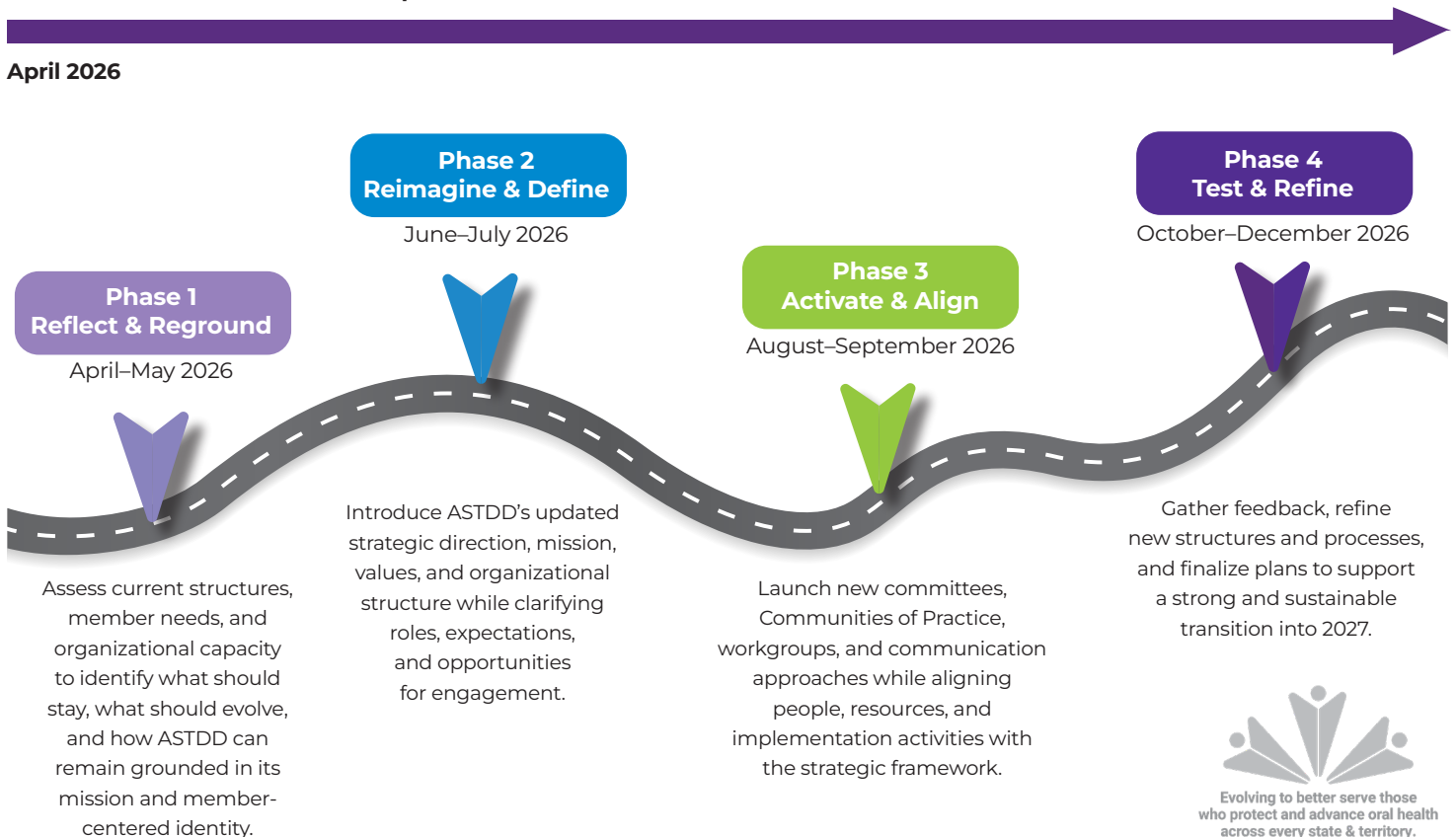
The strategic framework gives funders and partners a clearer understanding of ASTDD's direction, the needs of S/TOHPs, and where collaboration or investment can strengthen impact.

It also clarifies how ASTDD and the Foundation will work together to support member engagement, leadership development, technical assistance, innovation, and capacity-building for S/TOHPs.

## What is the April–December 2026 readiness period?

The readiness period is the bridge between strategy development and full implementation of the strategic framework. During this time, ASTDD will clarify roles, organize engagement pathways, strengthen communications, prepare work structures, and establish the 2027 annual work-planning process. ASTDD will also use regular check-ins and solicit member feedback throughout the readiness period to assess how the transition is going and make adjustments as needed.

## Details of the ASTDD April to December 2026 Readiness Period



## Key Terms

### Advisory Committees

Groups that provide focused, long-term guidance on key issue areas when ASTDD benefits from sustained subject-matter input but does not need a full standing committee. Advisory Committees may be used at the discretion of the Board and may report to a relevant standing committee.

### Annual Work Plan

A yearly implementation plan that identifies annual goals, SMART objectives, priority activities, owners, timelines, deliverables, and measures for advancing the strategic framework.

### ASTDD

The Association of State and Territorial Dental Directors, the pre-eminent, trusted national membership organization and voice for those who support, promote, and advance S/TOHPs.

### ASTDD Foundation

ASTDD's 501(c)(3) philanthropic partner, focused on attracting and investing resources that support leadership development, education, technical assistance, innovation, capacity-building, and sustainability.

### Committees

Ongoing member and Board-supported groups that provide strategic input, surface member needs, and help ensure ASTDD's work stays aligned with its mission, values, and strategic goals. Committees are staff-facilitated and help guide priorities, strengthen member engagement, and support good governance.

### Communities of Practice (CoP)

Member-driven groups that provide space for peer learning, practical exchange, problem-solving, and professional connection around shared topics or roles. CoPs are staff-facilitated and supported by subject-matter experts. They are designed to help members learn from one another and strengthen capacity across S/TOHPs. CoPs may be added, modified, combined, or sunset over time based on member engagement, ASTDD capacity, strategic priorities, and emerging needs.

### Coordinated Ecosystem

The aligned relationship between ASTDD and the ASTDD Foundation, in which the two organizations maintain distinct roles while working together toward shared priorities and impact.

### Readiness Period

The April–December 2026 period when ASTDD will prepare for full implementation beginning in 2027 by clarifying roles, organizing member engagement pathways, transitioning existing committees into the new structure, hiring new staff, strengthening communications and internal systems, evaluating how the changes are working. ASTDD will use what it learns during this period to make needed adjustments and then establish a practical 2027 annual work-planning process.

### State and Territorial Oral Health Programs (S/TOHPs)

Governmental oral health programs that lead, coordinate, and support oral health activities within states and territories.

### Strategic Framework

The overall roadmap that connects ASTDD's purpose, vision, goals, readiness work, implementation priorities, and accountability approach.

### Workgroups

Time-limited groups created to complete a specific task, product, recommendation, or project. Workgroups may include members, staff, consultants, or partners and typically conclude once the assigned work is complete. Workgroups may be used at the discretion of the Board and may report to a relevant standing committee.

# ABOUT ASTDD

ASTDD is a national nonprofit, inclusive membership organization and the national voice for those who support, promote, and advance strong state and territorial oral health programs (S/TOHPs).

Organized in 1948, ASTDD is an affiliate of the Association of State and Territorial Health Officials (ASTHO) and is dedicated to maintaining a robust governmental oral health presence across every state, territory, and community. Through partnerships, leadership, and technical assistance, ASTDD equips members with the tools needed to shape meaningful oral health policy, design and implement prevention-focused programs, and elevate oral health in broader public health systems.

ASTDD strengthens the oral health workforce and advances the field by developing evidence-informed, data-driven resources, convening learning networks and conferences, and fostering collaboration.



## GET IN TOUCH

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