

Enhancing External Relations

Principles and Rationale

Stakeholder groups

- Alumni and donors
- Faculty, staff & students (current and future)
- Dental professionals and life-long learners
- Dental professional organizations and their members
- Other dental, dental hygiene and dental assisting programs
- Legislators & the public they serve
- The University and AHC
- Patients (current and future)
- Corporate partners
- Public health agencies and communities

Principle 1

Faculty, staff & students are ambassadors for the SOD.

- If not us, who?
- The dental community is a small. Faculty and staff from within the school interact with external audiences on a regular basis.
- People know the SOD by what they experience and hear. Faculty, staff & students are perceived as being “in the know” What we say and what we do influences the perceptions of others.

Principle 2

The SOD is recognized for excellence in education, research and service.

- The best school will attract the best faculty, staff, students and researchers.
- Patients will want to be treated by the best.
- The better we are, the more we will be known, valued and rewarded.

Principle 3

The School of Dentistry is accessible, welcoming and responsive.

- Faculty, staff, students & patients will want to come here.
- Faculty, staff, students & patients will be more likely to establish on-going relationships and to refer friends and colleagues (i.e. potential students, faculty/staff, CDE participants, and students).
- People’s expectations and choices are changing and competition is increasing. We must distinguish ourselves by consistently meeting and exceeding expectations.

Principle 4

Professional relations begins in dental school.

- Our students are our future alumni, donors, professional colleagues, and life-long learners.
- Students who have positive experiences with dental school will be supporters of the SOD and our advocates after graduation.

Principle 5

The School of Dentistry is a community partner.

- Partnerships with professional, community and corporate stakeholders allow the SOD to leverage resources, circles of influence, reputations, mutually beneficial opportunities and create champions to represent our interests.
- Non-public support will be increasingly important as state support declines.
- Great opportunities exist to maximize effectiveness in areas where stakeholder needs and wants overlap.

Principle 6

The School of Dentistry is a leader and a visible source of objective information about dentistry.

- The SOD has broad expertise in the art, science, and practice of dentistry and oral health issues.
- The University of Minnesota and its School of Dentistry is credible in the eyes of the public.
- As the only dental school in the northern tier of states between Wisconsin and the Pacific Northwest, the SOD has a responsibility to conduct and interpret research, monitor & respond to trends, and answer questions.
- Recognized leaders have an opportunity to shape their own destiny and the destiny of their profession.

**Summary of Principles:
Enhancing External Relations**

1. Faculty, staff & students are ambassadors for the SOD.
2. The SOD is recognized for excellence in education, research and service.
3. The SOD is accessible, welcoming and responsive.
4. Professional relations begins in dental school.
5. The SOD is a community partner.
6. The SOD is a leader and a visible source of information about dentistry.

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