

Strategic Goal 4

Encourage greater connection between UBC and the external community, including the University, organized dentistry and dental hygiene, practicing dentists and dental hygienists, and the greater communities of Vancouver, British Columbia, Canada and Internationally.

Rationale

The University of British Columbia has a mission dedicated to the service of the people of British Columbia. A large component of the budget of the Faculty of Dentistry comes from the Provincial government in recognition of the service provided to the people of the Province. Thus the people of the Province are a critical stakeholder in the future of the Faculty of Dentistry. Establishing clear and recognized links to the community are essential to insuring the long-term support by the provincial stakeholders.

The Faculty of Dentistry represents a critical link in improving the oral health of people in British Columbia and ultimately will be viewed by every dental patient as an important focus in the improvement of their lives, either directly through patient care or indirectly by improving the quality of the professions in the province. The greater the value the community places on our existence the safer the Faculty's financial existence, which will be critical in times of economic uncertainty. The Faculty of Dentistry has direct links to the community and the professions through our alumni and students and these links represent an element that can be enhanced to demonstrate our value to the population and the professional communities.

The Part-time faculty are another key stakeholder group with linkages between the Faculty of Dentistry and the provincial community at large. Students functioning effectively in the community support both our Mission and Core Values. An effective faculty practice can provide a resource to the community and enhance the Faculty's reputation as a centre of not only educational and research excellence, but also of clinical excellence. Demonstrating that the Faculty of Dentistry has added value to all our stakeholders is a critical achievement for our long term success.

Enabling Activities

- Recruit actively and selectively for part-time faculty from community
- Support student volunteers and their efforts to raise awareness in the community (i.e. health fairs, dental month etc.)
- Develop faculty intramural practice that supports the local community and enhances the Faculty's reputation
- Develop broad external communications strategy to position the faculty as a resource in the community
- Explore opportunities in the community that have high positive service, education and research impact
- Develop a network of internal (students, staff, faculty, alumina emeriti) and external community stakeholders
- Build a development and communication infrastructure
- Develop further links with First Nation's programming or like type populations for program outreach
- Increase alumni programming and events
- Publicize student/Faculty of Dentistry contributions to community
- Establish links to provincial agencies and ministries
- Establish links to national government agencies and ministries
- Maintain linkages to the professions through the College of Dental Surgeons, the British Columbia Dental Association, the College of Dental Hygienists of BC and the BC Dental Hygienists Association, the specialty society of BC, the CDA and CDRAF

Resource
Requirements

- Establish community sites for Service Learning
- Establish linkages to additional mentors in the community
- Enhance communications to multiple stakeholder groups
- Increase involvement of dental and dental hygiene professions with the Faculty of Dentistry
- Recruit community advocates for the Faculty of Dentistry
- Continue contacts with stakeholder groups in the Province

Outcomes
Assessment
(Metrics and
Qualities)

- A waiting list of dentists and dental hygienists who want to teach at the Faculty of Dentistry
- The ability to selectively hire and retain only the most effective part-time faculty
- Improved student satisfaction with teaching in the DMD and DHDP programs
- Recognition of student community service
- Press reports of Faculty of Dentistry in community
- Inventory of community programs and evaluation of their cost/ benefit success
- Survey student experience in community and their beliefs and attitudes to providing education and care in the community
- Evaluate patient satisfaction
- Presentations by faculty members to different groups of stakeholders outside UBC
- Frequency of faculty presentations nationally and internationally

Benchmarks

Ongoing.

- 2008 – 09: begin pre-clinic PT faculty development sessions, with emphasis on clinical teaching skills and Core Values
- 2010: Move Specialty Clinic to OHC and support faculty in marketing their practices
- 2008: Increase recognition of student community volunteers and UBC Student Leadership Awards within the Faculty and community (e.g. Impressions)
- 2009 – 10: Work with BCDA and BCDHA to recognize excellent part-time faculty; highlight faculty practice services in Impressions
- 2012: The external community views UBC Dentistry as an integral part of oral health service and policy, and a valuable resource for British Columbians and Canadians