

# IFDEA

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International Federation of  
Dental Educators and Associations

## Visioning 2020: IFDEA the international dental educators resource

A 3 year strategy for the International Federation of Dental  
Educators and Associations (IFDEA)

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# Executive Summary

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This document aims to set out the vision of IFDEA and importantly the approach to delivery of this vision up to the end of 2020.

The IFDEA strategy has been prepared by the founding Board following its meeting in London on Wednesday May 10<sup>th</sup> 2017. The board aspires that by the end of this strategy IFDEA will become a self-funded organisation.

This document has been approved by the Board at its meeting on 29<sup>th</sup> June 2017.

## Highlights

1. To devise a financial sustainability model that will ensure the future of IFDEA as an independent entity.
2. To devise governance structures fit for purpose for an international federation that also ensures compliance with Irish legislation.
3. To update and modernise the IFDEA.org website to enable it to be a useful hub for global networking activities for dental educators.
4. To analyse, update and ultimately grow IFDEA membership database by 20%.
5. To perform a feasibility study on the provision of an international dental faculty development programme and if concluded desirable by members to devise an appropriate implementation plan.
6. To perform a feasibility study on the concept of an IFDEA faculty accreditation programme targeted as international dental curricula and if concluded desirable by members to devise an appropriate implementation plan.

## Defining Success

This strategy will be achieved when dental educators worldwide view IFDEA as the GO – TO virtual environment for all things dental education.

- IFDEA will have become the first point of call for international dental educators looking for international guidance and understanding of dental education in a global context.
- IFDEA.org will have become the international intersection for dental educators to access resources, information, dialogue and support mechanisms.
- IFDEA will be recognised as a key contributor to the development of dental education in the developing worlds.

## Delivering the strategy

Individual projects identified within this strategy will be ‘owned’ by a designated Board representative. S/He who will be responsible for devising a project and implementation plan for the project. Projects will be approved and progress reviewed by the Board at its quarterly meeting. The Board member responsible can co-opt relevant individuals with expertise to assist however, a funding commitment cannot be entertained without Board approval.

# Description of IFDEA

IFDEA or the International Federation of Dental Educators and Associations is a global community of dental educators who agree to collaborate to improve oral health worldwide by sharing knowledge and raising standards in dental education. IFDEA's primary concern is the betterment of dental education and collaboration at a global or international level.

This document aims to set out in a tangible manner how IFDEA will evolve and deliver on its core mission during the period 2017 to 2021. The ultimate end goal will be to have established a self-funding stable IFDEA with clear governance and accountability structures in place.

## IFDEA Mission Statement

As a coming together of likeminded individuals and associations, the IFDEA enables smoother global collaborations of dental associations and educators. Its primary concern is the betterment of dental education and collaboration at a global or international level. All active it mutually agreed in advance by all collaborating parties.

IFDEA contributes to improving global health by improving oral health. IFDEA serves as an axis of information, best practices, exchange programmes, news and professional development for the many regional dental education associations, academic dental institutions and individual dental educators worldwide. IFDEA serves a mentorship role to developing regions for all things dental education and its primary objective is to raise and evolve dental education standards worldwide.

## Objectives of IFDEA

IFDEA will achieve its mission by delivering the following objectives:

1. To promote the establishment of global core educational objectives and minimum clinical skills or proficiencies, without imposing a single educational approach.
2. Operate The Global Network for Dental Education, a virtual knowledge sharing and connectivity resource for the dental education community.
3. Facilitating a better understanding of issues of diversity and inequality in oral health care and education through dialogue and collaboration.
4. Pooling international intellectual resources and expertise in dental education for the betterment of dental education worldwide.
5. Disseminating relevant and current information to dental educators on a global basis.
6. Providing assistance in helping dental educators to implement recent developments in educational methodologies, research, biomedical sciences, biotechnology, information technology, and clinical dentistry.
7. Leading discussions on international accreditation of dental education programmes to ensure the views of dental academics are voiced in such debates internationally.
8. Providing mentorship and advise to developing dental education associations worldwide so as to enable them to standardise and evolve regional dental education programmes
9. Developing an accessible repository of evidence-based and useful information to support dental educators.
10. Promoting international peer collaboration, consultation, and dialogue and exchange in seeking to address oral health challenges on a global basis, while respecting regional priorities and structures.
11. Facilitate global meetings (both virtual and physical) when such need is identified by the global dental education community

## IFDEA Legal Entity

IFDEA is a membership federation now a registered in The Republic of Ireland and is thus bound by the legislative framework in operation there. Work has commenced to secure charitable status with the Irish Charities Regulator. In order to meet charitable status IFDEA must:

- a) **Have exclusively charitable purposes:** Charitable purposes are those for the prevention or relief of poverty or economic hardship, the advancement of education, the advancement of religion or any other purpose that is of benefit to the community (purposes that are of benefit to the community include - but are not limited to - integration of the disadvantaged, promotion of health, environmental protection, animal welfare and the arts).
- b) **Provide a clear public benefit, in Ireland or elsewhere:** A public benefit is something which is beneficial in an identifiable way to the general public, or a section of the public. And
- c) **Operate in the Republic of Ireland**

Securing charitable status while time consuming and brings with it considerable compliance and legislative obligations also brings with it a status and reassurance to IFDEA members and Board of the credibility of IFDEA.

## IFDEA a virtual organisation with a global presence

In essence, IFDEA is a virtual organisation. However, it's premise and existence is supported by the three largest dental education associations: the American Dental Education Association, ADEA: the Association for Dental Education in Europe, ADEE and the South East Asian Dental Education Association: SEAADE. Such support gives IFDEA a tangible presence and existence on the international arena.

IFDEA is currently administered through the office of the Association for Dental Education in Europe (ADEE) at the International Office, Dublin Dental University Hospital, Lincoln Place, D02 F859, Ireland.

IFDEA will work on evolving these links with the three largest Dental Education Associations (and developing links with local and regional associations) so as to increase its profile and presence. Collaboration will include projects such as workshops, meetings and other activities

# Visioning 2020 and beyond

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IFDEA originally formed in Dublin in 1992, primarily established to serve as the representative, independent worldwide voice for dental education by promoting advancement in dental education with the ultimate objective of improving the oral health of the public.

Since 1992, IFDEA like many other associations and commercial organisations has experience periods of ebbs and flow. Of particular pride and importance was the delivery of three Global Congress on Dental Education: 2001 (Prague), 2004 (Singapore), 2007 (Dublin). Such congresses provided a valuable conduit for international dialogue and demonstrated through their global reach and delegate attendance the desire for the work provided by IFDEA. However, towards the end of 2008 and the global financial crisis that ensued, the work of IFDEA stalled as the supporting regional associations had to priorities and refocus to survive very difficult financial and social constraints.

As we head towards the end of the second decade of the twenty first century, with changing political landscapes and challenging social discrepancies worldwide, the need for global collaborations between dental educators and dental education associations retains of paramount importance.

Dental education can have dramatic impacts on population health and wellbeing by graduating high quality dentists for the community. At the core of IFDEA is a sense of social responsibility and duty to help those less fortunate when it comes to dental education. While IFDEA may not have limitless funds and resources, it has a passion and vision that can:

- Enable the sharing of best practice and guidance of dental education models and curricula with those less well off in developing countries.
- Become a central conduit or contact point for dental educators as they evolve their careers and engage in an international and increasingly mobile profession.
- Provide a balanced, politically neutral view on all things dental education in the best interest of the profession and dental students worldwide.
- Assist dental faculty and dental institutions to ensure their curriculum meets international best practice and remain up to date with evolving teaching and learning strategies.

To achieve the above the foundation board of the reformed IFDEA sets out X key strategic activities and objectives that must be achieved by 2020. The remainder of this document discusses each as follows:

- Financial stability and funding models
- Governance and Board succession
- Evolving IFDEA.ORG
- Marketing, social media and membership growth
- International faculty development
- International accreditation

## Objective 1: Financial Stability and Funding Models

While the core aims and objectives of IFDEA are not concerned with profit making but rather giving back to society and the profession of dental education, it is acknowledged that all activity requires funding. Appendix 1 contains an approximate steady state activity budget for years one to three.

Thus far, the membership model for IFDEA has been one of free and open individual IFDEA membership. Clearly, with such high aspirations as outlined in the previous paragraphs sources of funding will be required to enable delivery.

To ensure that IFDEA remains stable and independent, the Board will explore how such an association can survive and develop. Options such as individual paid membership, onsite advertising, corporate partnerships, sponsorship agreement, philanthropy, donation etc., will be explored.

To protect the regional associations it is imperative that any funding discussions with regards to corporates partners or other funding sources must be performed by non ADEA/ADEE/SEAADE staff. The Board will appoint a Director with reasonability for funding and fund raising.

Once the review of possible options for funding is complete, the Board will decide and implement their preferred model.

### Specifics of Objective 1:

- 1.1. Board appoints Director with responsibility for funding and fundraising
- 1.2. Review funding models in place for similar associations
- 1.3. Evaluate options for individual membership and reach decision
- 1.4. Evaluate options for association membership and reach decision
- 1.5. Evaluate options for engagement with corporate partners and reach decision

#### Deadline:

To be effective this work must be completed by the end of quarter three 2017. Failure to set such models in place will result in the ceasing of IFDEA activity.

**Responsibility:** The Board

## Objective 2: Governance and Board Succession

For any association or organisation, having clear transparency and accountability is desirable. For a registered charity is an imperative.

Given the primarily virtual and the somewhat complex foundations of IFDEA and its goals to operate on an International arena devising and implementing clear board governance and operating structure is essential. While the Board has approved its primary governing document, the IFDEA constitution it is clear that a suite of supporting document and structures need to be developed, these include:

1. Board composition, terms of office and succession
2. Board decision making authority (matters reserved for the board)
3. Financial regulations and procedures
4. Membership criteria, rules and regulations
5. Specific activities policies and procedure

Ultimate decision on the contents and approach of these documents will rest with the Board. The designated Chief Operations Officer will draft documents for approval foiling initial discussions with the Board.

### Specifics of Objective 2:

- 2.1. Define and document Board composition
- 2.2. Define and document Board decision making authority
- 2.3. Document financial regulations and procedures
- 2.4. Define and document membership criteria and application process
- 2.5. Define and document specific policies and procedures as required

### Deadline:

To be effective this work must be completed by the end of quarter three 2017. Failure to set such models in place will result in the ceasing of IFDEA activity.

**Responsibility:** The COO & the Board

### Objective 3: Evolving IFDEA.org

Being primarily a virtual organisation have a clear, effective and user-friendly online presence will be central to success. While the existing IFDEA.org website has served a particular purpose, it is now in need of modernisation, with richer interfaces and a stringer brand.

Once a membership and funding model is developed and Board approved from objectives 1 and 2 this will then be utilised to evolve and update the IFDEA.org platform. IFDEA aspires that the platform will facilitate at a minimum;

- Uploading of education material by members to enable sharing of lectures etc.
- Discussion forum and Ask the expert moderated forum
- Uploading of member Bios, Photos and profiles
- Positions vacant for dental academia worldwide
- Sharing of association contacts and an online helpdesk for those wishing to create a regional dental education association
- A faculty development portal facilitating continuing professional development focusing on 'International' related skills

To achieve this the Board will appoint a one of its members with responsibility for media, online presence, social media and virtual platforms. This Board member will guide the development of IFDEA's online presence on behalf of the Board.

#### Specifics of Objective 3:

- 3.1. Appointment of Director with responsibility for media
- 3.2. Scope and define web updates required to accommodate agreed funding model
- 3.3. Explore best possible options to update and secure the platform
- 3.4. Ensure compliance with Irish Data protection laws
- 3.5. Propose web update to Board for approval
- 3.6. Project plan and implement agreed changes

#### Deadline:

No work other than scoping should not advance until a funding model has been agreed by the Board (late 2017). Once this is in place the updating of the web platform should then be priority. At target website re-launch date should be no later than end February 2018.

**Responsibility:** The Board and Nominated Director with responsibility for online presence

## Objective 4: Marketing, social media and membership growth

Having achieved objectives 1,2 and 3 the focus them needs to progress to growing membership and raising the profile and awareness of IFDEA and its aims and objectives.

The existing IFDEA database needs to be cleaned and updated so as to truly reflect current data and contact details for members. Existing and all new data must be secured in accordance with Irish Data Protection laws.

Members should be encouraged to update profile information and share IFDEA with colleagues.

A marketing strategy/plan for promoting IFDEA activities at an association, individual and corporate level will need to be devised and approved by the board. The Board will appoint a Board member with responsibility for membership development to oversee this activity.

Links and relationships with the three larger regional associations need clarifying and reinforcing. Links with other possible regional associations should be explored and evolved.

### Specifics of Objective 4:

- 4.1. Appoint Board member with responsibility for membership
- 4.2. Perform a review of existing membership data base
- 4.3. Review requirements of Irish Data Protection laws to ensure compliance
- 4.4. Devise new member database profile requirements to deliver on IFDEA objectives as per findings of 1 and 2 above.
- 4.5. Develop a marketing plan for IFDEA for Board approval
- 4.6. Project plan and implement approved Board marketing plan

### Deadline:

While the review of Irish Data Protection and the existing membership database can commence immediately any changes should not be implemented until funding models have been agreed as these will potentially impact on membership data requirements and settings.

Appointment of Board director with responsibility should be an immediate priority. S/He can then commence scoping the marketing plan so as to have same ready for Board approval in early 2018.

**Responsibility:** The Board and Nominated Director with responsibility for online presence

**Objective 5: International Faculty Development**

From its inception, IFDEA has always been concerned with raising and fostering the development of dental education faculty internationally. The challenge being that, regional and local variations in legislation makes the formation of an internationally accepted competency approach somewhat challenging to define and deliver. There are of course elements that could be internationally acceptable and others such as International regulators have commenced an approach to defining these.

From an IFDEA perspective it is important that dental educators are the one defining international dental education competencies. It is important that the voice of the educator is not lost to the regional or local political voice. IFDEA considers it important that specific competencies of the dental educator should be applicable in all regions.

The role IFDEA can play in this debate is to define, document and communicate international dental educator competencies and those of the international dentist. A scoping document should be devised to assess how such a document can be established, communicated and monitored in practice.

The Board will appoint one of its membership to explore this as Director with responsibility for educational activities. S/He will draft a project proposal and plan for Board approval.

**Specifics of Objective 5:**

- 5.1. Appoint Board member with responsibility for educational activities
- 5.2. Perform a scoping exercise and a cost benefit analysis for the project
- 5.3. Develop a project plan for Board approval if scoping exercise suggests the project is feasible
- 5.4. Project plan and implement approved Board plan

**Deadline:**

Initial scoping can commence immediately once the designated Director is appointed to the role. It is envisaged that a proposal be brought to the Board towards the end of the first quarter of 2018

**Responsibility:** The Board and Nominated Director with designated responsibility

### ***Objective 6: International Accreditation***

The concept of international accreditation of dental faculty has been hotly debated for many years. In fact, the meaning of the word accreditation itself is interpreted differently by regions with the role and responsibilities of the accreditor varied.

For IFDEA the concept of accreditation is not one of mandatory compliance but rather one of collegiality, peer review and of collective responsibility to ensure the development of high quality dental education internationally. It is concerned with sharing expertise and fostering growth and development.

However as of yet the process of such accreditation, how it will operate and what benefits it will bring dental schools internationally has yet to be defined.

A scoping exercise will be carried out to understand the desire for such accreditation and how it may operate in practice. It is important that any evolving system is not seen as being in competition to existing regional structures but rather a complementing and useful resource to help prepare for such accreditations and one that is offered to those who may have no alternative.

#### **Specifics of Objective 6:**

- 6.1. Appoint Board member with responsibility for the project (may fit with Dir with responsibility for education)
- 6.2. Perform a scoping exercise and a cost benefit analysis for the project
- 6.3. Develop a project plan for Board approval if scoping exercise suggests the project is feasible
- 6.4. Project plan and implement approved Board plan

#### **Deadline:**

Initial scoping can commence immediately once the designated Director is appointed to the role. It is envisaged that a proposal be brought to the Board towards the end of the last quarter of 2018

**Responsibility:** The Board and Nominated Director with designated responsibility

# Appendix 1

## Steady state projected expenses

The following is a conservative estimate of steady state activity funding required to enable the activities within this vision for IFDEA.

Item Description	Annual project cost €
The use of a part time administrative manager role for approx. 1 day per week including employer tax and social services contribution liabilities	14,000
The use of a part time administrative assistant for approx. 1 day per week including employer tax and social services contribution liabilities	5,000
Admin costs (telephone, postage, stationery etc) crude estimate	3,000
Provision of an economy travel budget for board member to one face to face meeting including accommodation from two night (assuming either EU or USA hub airport location) approx. allocation 1,500 per person	10,500
Projected annual steady state operation	32,500

## Estimated project expenses

The following is an estimation of project costs associated with the above objectives, as they are currently understood, this is at best a crude estimate.

Project	Estimated crude costs €
<b>Website Project:</b> Webhosting updating and evolution (assumes existing framework is workable and will be taken over by ADEE IT providers, contract assumes approx. 7 days of dedicated revision and updating work)	7,000
<b>Funding project:</b> While this is primarily a Board project it is likely there will be meeting and administrative costs associated with the development of same. Even if the activity of fund raising is outsourced, it is likely that at least one meeting will be required to appoint the person/company involved. (therefore it is assumed at least 2 board member will meeting face to face for this project likely in Dublin, a budget for travel and accommodation should be ring fenced)	5,000
<b>Membership Project:</b> This project will require some data expertise. Estimating 10 days consultancy at the going rate of 600 to 1000 per day.	10,000
<b>Faculty Development Project:</b> This as currently understood can be a cost neutral Board project assuming the designated Director has time to commit to researching the topic (at least for the early stages). However, it is likely consultancy services may be required so again a conservative 10 days is allotted.	10,000
<b>International Accreditation Project:</b> This as currently understood can be a cost neutral Board project assuming the designated Director has time to commit to researching the topic (at least for the early stages). However, it is likely consultancy services may be required so again a conservative 10 days is allotted. In addition this may involve administrative and travel for the director in question.	15,000

