• Membership enhancement — to recruit and reclaim NDA members by offering programs, incentives and benefits that encourage participation.

• Leadership training — to prepare members for leadership opportunities within the NDA, and in other professional, community, civic, corporate and academic institutions.

• Community outreach and education — to elevate the oral health status of African Americans and the underserved by increasing access to care, eliminating health disparities, and promoting oral health as an integral part of overall health.

• Financial assistance and endowments for students — to increase the number of underrepresented minorities in dentistry.

• SNDA to NDA Transition support programs — to assist recent graduates in entering the mainstream of the profession.

• Research and grantsmanship — to develop research projects on African Americans conducted by African Americans in collaboration with other research entities.

• Telecommunications — to increase knowledge and expand the application of information technology within the profession.