



July 31, 2017

Dear UNC School of Dentistry Faculty, Staff and Students,

On July 28, 2017, the school embarked on an ambitious journey to become the global leader for oral health education, in care and discovery. With the roll out of our strategic plan – **Moving Beyond Excellence** – we marked the beginning of our work and set our sights on our unified vision.

The challenge before us is not a small one. In fact, it is quite the opposite. In order to truly meet our vision, we must all work together to achieve our goal. We have the resources and the people to make this a reality. The chance to shape the future of oral health has arrived: it is happening right here, right now. This is a challenge that I believe our school will rise to meet, one that we welcome and one that we embrace.

Our new strategic plan illustrates three key areas of focus for the coming four years: our people and culture; our curriculum and operations; and our ability to invent and ideate. The efforts of our school community will align behind these objectives and, together, we will be able to create the future we want for our school and for oral health education.

I could not be more excited about what lies ahead for our great school. This is a pivotal time in oral health care, and there is nothing I would rather do than lead the charge to shape our profession alongside each of you.

I hope that all of you will join wholeheartedly along with me as we begin the work and, together, **move beyond excellence**.

Professionally yours,

Scott S. De Rossi, DMD, MBA
Dean