Council on Communications

Members

Stephanie Zbin, Marquette ’19, chair; Jennifer Hoang, Texas-Houston ’20, council associate; Leslie Tay, Pennsylvania ’20, council associate; Kevin Bibera, Los Angeles ’20, video production manager; Laura Vong, Washington ’21, video production manager; Rachel Kim, Buffalo ’19, district 2 trustee; and Kasia Chalko, marketing manager, staff liaison.

Mission and Purpose

The Council on Communications is responsible for creating and disseminating information via various media channels. The council reviews content on the ASDA website and guides digital initiatives. The council acts as a resource for and promotes chapter communication efforts.

Council Business

- **Creation and dissemination of information:** Video production managers created and published several videos for members: an ADA Dentist and Student Lobby Day 2018 wrap-up, a Career Compass series with alumni advice for life after dental school (in support of Career Week 2018), an Advocacy Molar Bear spotlight, an NLC 2018 wrap-up video and an Annual Session 2019 welcome video.

- **Guiding digital initiatives:**
  - Council members planned and carried out ASDA’s social media campaign from the National Leadership Conference, posting content on Instagram and Snapchat.
  - Council members guided ASDA staff on creating opportunities for advertisers to purchase sponsored content via ASDA’s Facebook and Instagram channels. This is being implemented in 2019 as a non-dues revenue stream.
  - The council created two new social media initiatives: member “day in the life” takeovers on ASDA’s Instagram story and “fireside chats” featuring national leaders on ASDA’s Facebook page. The goals of the “day in the life” takeovers are:
    - provide regular members a platform to engage with other students;
    - humanize ASDA’s social media platform;
    - and increase inclusivity and visibility of members beyond national leaders.
  - The goals of the leader fireside chats are:
    - inform members about ASDA and its initiatives;
    - publicize national events and programs;
    - start conversations about topics relevant to dental students;
    - and bridge the gap between national leaders and the local membership.
  - Council members drafted a page on ASDAnet.org to simplify the process for individual members and chapters to apply for takeovers on national social media platforms.

- **Other council activities:** The Council reviewed 33 applications for the Chapter Wellness Grant and selected 10 chapters to receive funding. Chapter reports on the grant outcomes are available online.