

Editorial Board

Members

David Danesh, Harvard, '20, editor-in-chief; Lana Khazma, Texas A&M '20, electronic editor; Jeannie Binder, Houston '21, contributing editor; Alexandra Nash, Southern Illinois '21, contributing editor; Isabel Pennings, Creighton '20, contributing editor; Morgan Rebeck, Tennessee '19, contributing editor; Vrinda Shah, Florida '21, electronic editor; Angela Walter, Temple '20, contributing editor; and Frances Moffett, ASDA publications manager, staff liaison.

Mission

The ASDA Editorial Board works closely with staff to determine the strategy and themes for ASDA's print publication, Contour. Editorial board members develop the content for ASDA's print publication and blog.

Council Business

- **Contour**
 - Updated departments/sections: The Editorial Board assessed each Contour department, removed the ones that were no longer relevant and renamed others for clarity. One new department, Chapter Focus, was implemented.
 - National Outreach Initiative (NOI) special content: The Editorial Board and the Council on Professional Issues coordinated articles that highlighted NOI's special population focuses: geriatric patients, displaced populations and veterans/military. Three articles have been published in Contour, and one blog post was published at the start of the initiative, with another scheduled for January 2019 for NOI's Week of Service.
 - Social media: Contour-focused posts on Facebook and Instagram were increased and enhanced with the use of the hashtag #ContourMagASDA. Previously, there would be an announcement that the issue was available to read online or that it would be in members' mailboxes soon. The posts now highlight various pieces of content in the magazine or opportunities to contribute to the publication.
 - Chapter inclusion: The editorial board continues to work toward its chapter inclusion goal to ensure that all 66 ASDA chapters are represented in the magazine or on the blog by contributing an article, photography or a cartoon. At the time of this report, 47 chapters have contributed to Contour or Mouthing Off.

- **Mouthing Off**
 - New blog series: The editorial board kicked off its "Celebrating Diversity" series of blog posts, which spotlights the diversity in ASDA's membership and provides deep dives into various cultural holidays and observances. These posts have been well-received by blog readers, often receiving a high number of views and social media shares.
 - Blog revamp: Planning began for a new blog look and logo, which is to be completed at the end of Q1 2019. The ed board determined that the blog needed enhanced functionality, a new, refreshed aesthetic and organization that more closely resembled the departments in Contour.