Council on Communications

Members

Leslie Tay, Pennsylvania ‘20, chair; Matthew Lee, Tufts ‘20, council associate; Laura Vong, Washington ‘21, council associate; Chase Aaron, New York ‘21, video production manager; David Gonzalez, Meharry ‘20, video production manager; Letitia Edwards, Pacific ‘20, District 11 trustee; Nancy Honeycutt, 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

- Council members agreed to discontinue chapter takeovers and focus on Instagram/Day In The Life/#HumansOfASDA takeovers on dental students. A new component to the ‘Day in the Life’ series are takeovers by the Alumni Special Committee.
- The council elected to continue Fireside Chats but move to Instagram versus Facebook for ease of use. Four ‘chats’ were shared via Instagram featuring national leaders.
- Thirty-two applications for the Chapter Wellness Grant were reviewed and the council selected 11 chapters to receive funding. Chapter reports on the grant outcomes are available online.
- A video was produced with the help of the Council on Professional Issues to highlight ASDA’s Week of Service in January 2020.
- The council produced the Annual Session promotional video with the Council on Sessions.
- The council reviewed applications for the 2020 Gold Crown Awards.
- The council made improvements to the ASDA Wikipedia page.
- The council shared a proposal for ASDA to consider the creation of a LinkedIn Group for current and former ASDA members to connect with one another in a professional online setting. This proposal will be further reviewed by the 2020-21 council.
- Additional suggestions for the incoming council include reviewing ASDA’s YouTube archives and providing ideas on how to update them.