

ASDA

**ANNUAL  
REPORT**

**2021-  
2022**

# FROM OUR PRESIDENT, COLTON CANNON



Upon entering this position, I was naïve to the power of the ASDA community. While we are a community of diverse individuals, we all share the common identity of a dental student. We as a community get to decide our association's policy and national officers. We have the ability to voice our opinion to help shape our profession for the better. We have the ability to connect with our peers and colleagues from across the nation to network and gain new leadership skills.

When we've come together, it's been amazing to witness what we can accomplish. I am in awe of our ability to champion dental student issues and make an impact on our profession. We've connected on new platforms and leveraged technology for the enhancement of our dental school experience. In this community, there is a willingness to change the status quo.

For the past year, we've demonstrated our resilience and ability to combat uncertainty. We've had to make tough decisions on how to keep our members safe. However, we have pushed forward and developed new and creative ways to hold safe and engaging events. In an enduring pandemic that has kept us apart, this community has fought hard to grow closer together.

# PRESIDENT'S ADDRESS

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## LICENSURE REFORM

We continue to advocate for licensure reform. Students from all over the nation show state dental boards and clinical testing agencies that the use of live patients is not necessary to demonstrate competency. We have used our grassroots advocacy network to ensure that state dental boards adopt permanent change. We've worked in lockstep with the American Dental Association and the American Dental Education Association to continue our progress.

## DIVERSITY AND INCLUSION

I've been inspired by ASDA's ability to spearhead diversity and inclusion initiatives for our leaders. Thank you to the diversity and inclusion task force for their passion, dedication and guidance in this effort. I am looking forward to see what we can accomplish in the years to come.

# LEADERS OF TODAY AND TOMORROW

My tenure as ASDA's National President has been an honor and a privilege. I have learned that my success as a leader is rooted in the success of others. I've enjoyed watching members reach their highest potential within the organization. The best thing about ASDA's culture is our ability to cultivate the leaders of today and tomorrow.

## THANK YOU, ASDA

The accomplishments of the association are very much a team effort. I want to give thanks to those leaders around me who have walked alongside me on my leadership journey. To the members of the Executive Committee- Sebastian Celis, speaker of the house, Michelle Skelton, vice president, Joy Nisnisan, vice president and Nancy Honeycutt, executive director, your dedication to the organization is something all members should appreciate. The late-night calls and meetings are memories I will continue to cherish. I know I can always turn to you for advice and wisdom. I would also like to thank the Board of Trustees. I am so impressed by your ability to serve the association.

Additionally, I want to thank the ASDA staff for their efforts. They truly are the backbone of this association. Finally and most importantly, I would like to thank the ASDA community. Throughout my time serving ASDA, you've become like a family to me. I am incredibly grateful for your support and guidance. I am excited to welcome a new group of leaders for the 2022-2023 year and serve in my new position as the Immediate Past President. It is here on our 50th anniversary that we look back on all we have accomplished, but more importantly, we look forward to all we will accomplish in the future. Thank you all for giving me the opportunity to serve as your National President.

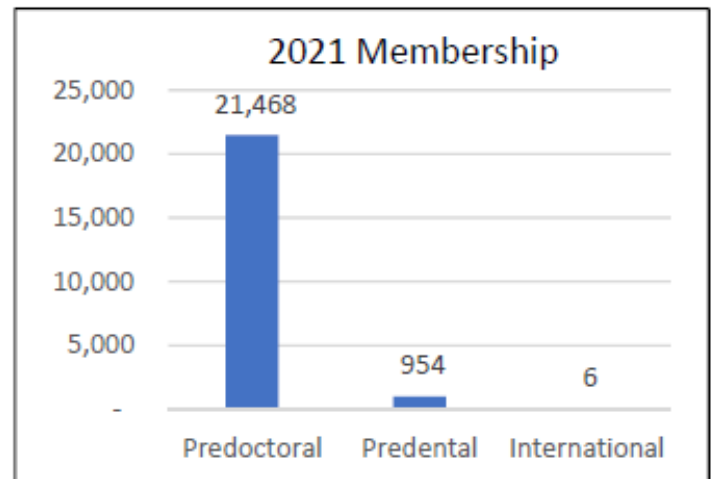
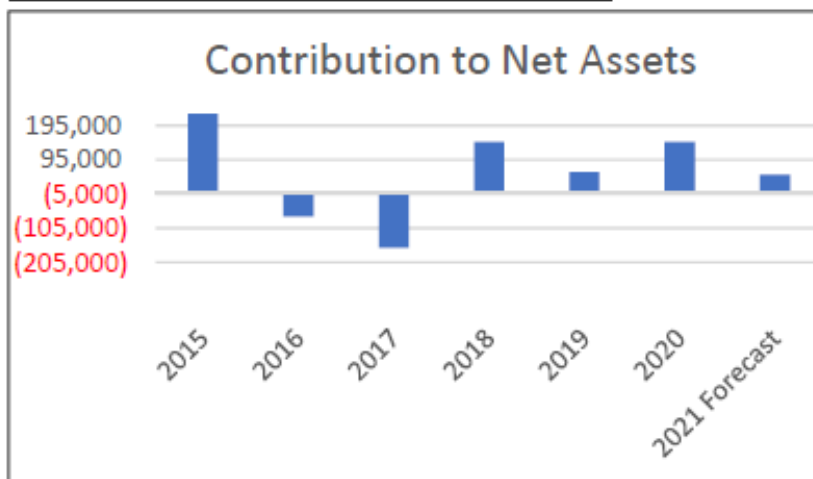
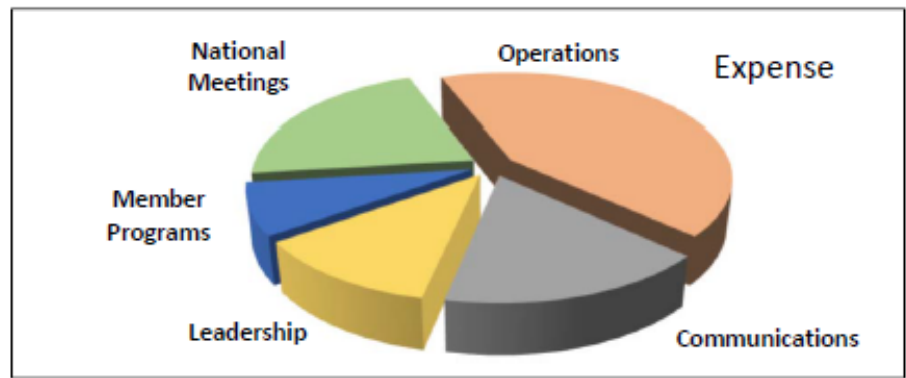
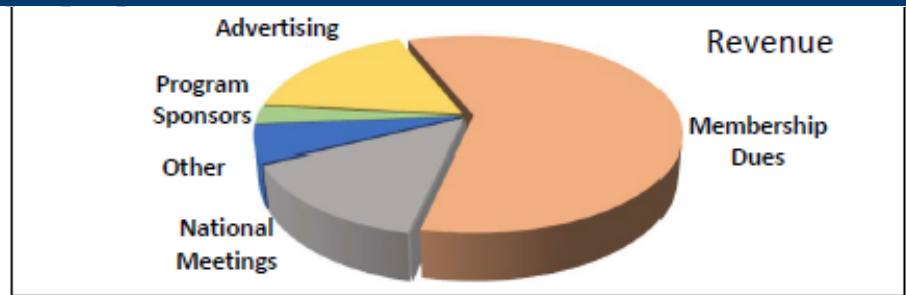


# STATEMENT OF ACTIVITIES

FOR THE TWELVE MONTHS ENDING DECEMBER 31, 2021

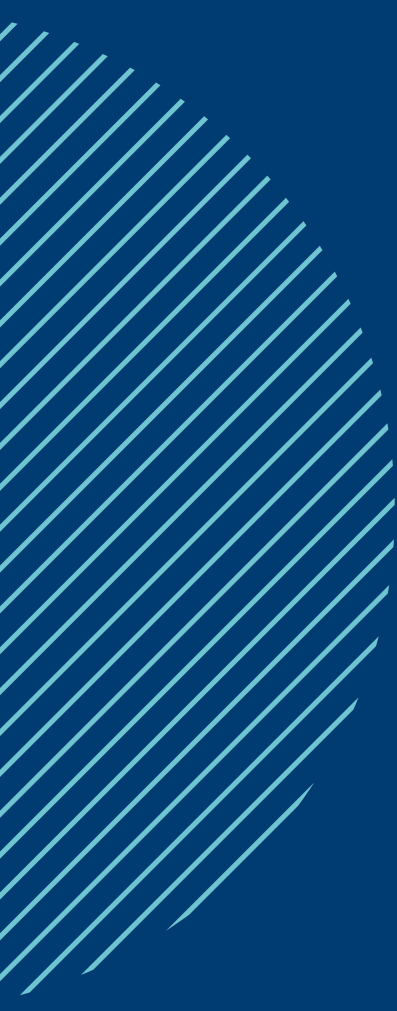
THE FINANCIAL STATEMENTS REPRESENT A FORECASTED VIEW ONLY.

<b>Revenue</b>	
Membership Dues	\$ 1,850,154
National Meetings & Sponsorship:	441,245
Advertising	538,100
Program Sponsors	91,440
Other	186,179
<b>Total Revenue</b>	<b>\$ 3,107,118</b>
<b>Expenses</b>	
Operations	1,301,507
National Meetings	\$ 647,187
Communications	505,112
Leadership	360,698
Member Programs	242,427
<b>Total Expenses</b>	<b>\$ 3,056,931</b>
<b>Total Net Income (Loss)</b>	<b>\$ 50,187</b>



2021-22

**COUNCIL  
AND  
COMMITTEE  
HIGHLIGHTS**



## Board of Trustees

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- Approved the reimagined meeting from National Leadership Conference to the Summit. The Summit took the most popular elements of NLC and combined it with interactive, deep-dive learning experiences to reignite their passion for leadership.
- Approved the ASDA podcast proposal. This will help students to bridge the gap between dental school curriculum and a successful and fulfilling career.
- Adopted an interim policy on eldercare. The Association encourages dental and allied dental programs to educate students about the oral health needs and issues of elderly patients.



## Council on Advocacy

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- The council hosted a variety of advocacy webinars, providing timely and useful information to members.
- Fast Facts Videos: Council members created 1-3 minute “Fast Facts” videos that take a broad topic and educate members with “need to know” facts in a short video.
- The council determined ASDA’s support to sign onto 8 coalition letters on a variety of topics; the council also determined ASDA’s support of 8 bills to be displayed on ASDA Action

## Council on Communications

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- The council honed in on creating Instagram Reels and story content – showcasing engaging and informative content in an easy-to-digest manner. All created reels received higher reach than average content in 2021.
- Pride Month Initiative: Each week of Pride Month, the council focused on a different aspect of education to film/research for the @dentalstudents Instagram story.
- Conference Promotions/Recaps: The council created reels to recap events and also to promote them, such as the Summit, Annual Session and ADA Dentist and Student Lobby Day
- Leadership: The council created two separate reels to promote leadership applications for Councils and Trustees.

## Council on Professional Issues

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- Resources: The council compiled resources that community service leaders can utilize when planning events. Resources were placed on the ASDA website.
- Recognition: The council developed a 3-part series on the ASDA blog highlighting members highly involved in community service. The series ran November 8, 15 and 22, and highlighted members from Los Angeles, Missouri-Kansas City, and Meharry ASDA.
- Week of Service: Council members filmed a promotional video detailing Week of Service theme, what to expect, and ways to get involved. The council recruited members to film 30-second videos sharing what community service means to them to be shared on Instagram. The council also developed three different levels of challenges to get involved.



## **Governance Committee**

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- The Committee reviewed the governance documents and proposes:
- Additional language to differentiate Executive Committee and District Trustee candidacies.
- Proposes additional language to clarify the purpose and objective of district caucuses.
- Proposes edits to Current Statements of Position or Policy to become more inclusive and to align with a post-pandemic world.
- The Committee made it a priority to edit ASDA's governing documents to be more inclusive (i.e. 'his/her' to 'their'). These edits will appear in ASDA's governing documents and will be shared on the ASDA website following Annual Session.

## **Committee on Sessions**

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- Annual Session theme: The Committee selected the 2022 Annual Session theme, Fifty & Forward, in celebration of ASDA's 50th Anniversary year coming to a close.
- New educational sessions: The Committee developed new educational breakout sessions to be presented at Annual Session, focusing on providing training to chapter leaders in areas critical to the success of a chapter.
- Educational material: In collaboration with the Council on Communications, the Committee developed a video intended to help members understand who comprises the House of Delegates and what their role is at Annual Session.

## **Editorial Board**

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- 75% dental school inclusion. A total of 49 out of 66 dental schools wrote for Contour or ASDA Blog.
- Diverse imagery. The Editorial Board ensured both publications used stock images that represent dentistry in its full diversity and avoided images that reinforce outdated gender stereotypes in medicine.
- Content focus updates. Contour introduced a new department (History of Dentistry) and changed the focus of Science + Tech 2 to student research or student projects. The Student Life section now has themes.
- Digital enhancements. Writers and editors increasingly requested to insert dynamic media such as creating original videos, like a video on simple stretches to accompany the Wellness article in the Nov/Dec issue of Contour.

## Council on Membership

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- Revised PFM Crown Award: The Council on Membership submitted a revised PFM Crown Award Project Proposal to the Board, which was approved.
- Member benefit video: The Council on Membership submitted a video project proposal to the Council on Communications to highlight the benefits of membership, which was approved.
- Fever Week Challenge: To energize chapter leaders the Council on Membership created an ASDA Fever Week Challenge, which will launch summer of 2022. The council also worked with staff to create a virtual chapter leader speed networking event, which occurred in January 2022.

## National Leader Alumni Special Committee

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- Identified content for Career Compass: Committee completed a review of the existing Career Compass webpages review highlights of their collective feedback and discuss recommendations for the site.
- Assisted with The ASDA Community: Committee created 3 posts for the ASDA Community related to tips and insights they wish they had while in dental school. These insights were posted to the Community in January 2022.
- Assisted with alumni social media initiatives: Two “A Day in the Life” Instagram Story Takeovers took place in 2021.

## Diversity and Inclusion Task Force

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- Reviewed ASDA’s statements of policy & position for opportunities to incorporate inclusive language and expand ASDA’s definitions of diversity, equity and inclusion.
- Reviewed the national leader application process. Recommended updates to ensure that there is equitable consideration of all candidates.
- Implemented diversity, equity, inclusion and belonging training for all national leaders as part of their leadership onboarding process.

## Licensure Task Force

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- Developed written testimony that can be shared with state dental boards in support of permanently accepting non-patient based examinations.
- Appointed State Licensure Liaisons to advocate for permanent reform.

ASDA

**SEE YOU IN 2023**

