



# 2020 Gold Crown Chapter Achievement Awards

## *Guidelines & Criteria*

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The **Gold Crown Chapter Awards** honor outstanding achievements by ASDA predoctoral chapters in serving members in accordance with the Ideal Chapter criteria. **All materials must be received by Jan. 6, 2020.**

### Eligibility

- The application period will run from **Oct. 8, 2019** to **Jan. 6, 2020**.
- Programs or events must have been conducted between Jan. 1 – Dec. 31, 2019.
- Updated constitution and bylaws must be on file with the central office.
- Programs or events must be organized by the ASDA chapter, not the school, even at auto-enroll chapters where every student is an ASDA member.
- Applications cannot be submitted by a district trustee or any other ASDA national leader.

### Submission Guidelines

Please follow the guidelines exactly. Entries in violation of the guidelines will be disqualified.

- The application period opens **Oct. 8, 2019**. Complete the [online submission form](#), then [upload your supporting documents](#). Note: you must identify which categories your chapter is applying for.
- Chapters may apply for more than one category. Chapters can apply for either **Ideal** or **Most Improved**, but not both categories.
- Applications must include **one page per category** below in bullet format.
  - Page 1 One-page description of your chapter's achievements in the award categories you are applying for
  - Page 2 Membership Engagement
  - Page 3 Advocacy Initiatives
  - Page 4 Activities
  - Page 5 Wellness
  - Page 6 Community Outreach
  - Page 7 Predental Involvement
- Supporting materials such as activity calendars, meeting minutes, chapter newsletters, photos and other related materials can be attached to the application. Judges have a limited amount of time to review each application, so only include the most important details.
- Applications may not exceed 50 pages (25 two-sided or 50 single-sided) and must have a minimum font size of 9 pt.
- **Note: you must fill out separate forms for Media and Chapter Achievement entries.**

# Judging

Winners will be announced and presented with an award at the Gold Crown Awards ceremony held during Annual Session 2020 in St. Louis. The following are the award criteria used to judge each category:

## *Ideal ASDA Chapter*

- One award will be given to the chapter that best exemplifies the characteristics of an Ideal ASDA chapter by meeting criteria in each chapter award category.
- Each chapter applying for Ideal must submit a brief video (1 minute max.) describing why they are Ideal. Videos will be used during the Gold Crown ceremony at Annual Session.
- **Chapters that apply for Ideal are not eligible to apply for Most Improved.**

## *Most Improved Chapter*

- One award will be given to the chapter that has shown the most progress toward achieving the Ideal ASDA.
- Specific improvements must be noted in bullet format for each category below. Highlight only those new factors that led to improvement. Include numbers and percentages.
- Provide 1-2 paragraphs describing why your chapter is most improved
- **Chapters that apply for Most Improved are not eligible to apply for Ideal.**

## *Rookie Chapter of the Year*

- One award will be given to a new chapter that is three years old or less (opened in 2017 or later) and has shown the most progress toward achieving the Ideal ASDA chapter criteria.
- Chapters should only include categories where progress has been made and exclude categories where no activities have been completed yet.
- Chapters are only eligible to win this award once.

## *Outstanding Membership Engagement*

- Encourages member involvement and has significant participation from members (including number of attendees or percentage of members in attendance is helpful)
- Organizes a successful membership drive to introduce new students to ASDA
- Recruits and engages advanced standing/IDP or non-traditional students at your school
- Organizes events with the local and/or state dental society such as Signing Day to help fourth-year students transition to the ADA
- Uses the following communication vehicles: class announcements, newsletter, bulletin boards, email, website, social media, etc.
- Successfully implements chapter leadership transitions through use of how-to guides, reports and retreats
- Creatively distributes content from district and national meetings to local membership
- Uses ASDA branding (including ASDA signage, banner and ASDA flyers, and communicates national ASDA initiatives and events to its members

## *Outstanding Advocacy Initiatives*

- Holds legislative lunch and learns and other legislative events to inform members of ASDA's policies on issues such as licensure reform, student debt, barriers to care and mid-level providers
- Attends state or national lobby days or organizes state lobby day
- Involved with state and/or local dental society
- Voting representation in the state dental society House of Delegates and representation on councils
- Contributes legislative articles to local or national ASDA publications or other state society publications
- Conducts successful ADPAC drives

### ***Outstanding Activities***

- Offers professional or educational programs that encourage interaction between students and faculty, staff and state/local dental societies
- Develops mentorship programs for members
- Organizes vendor fairs and lunch and learns frequently
- Provides social activities
- Organizes events/programs that promote leadership development and professional training
- Holds events with other ASDA chapters in district, if possible
- Offers events targeted at different groups, including advanced standing/IDP students, non-traditional students, etc.
- Organizes activities that are unique and original
- Conducts one or more organized efforts to earn money for chapter events or initiatives

### ***Outstanding Wellness***

- Organizes wellness events for members that focus on more than one of the five dimensions of wellness: emotional, physical, intellectual, occupational and environmental
- Promotes wellness content and opportunities throughout the year, including during ASDA Wellness Month in September
- Informs members on the importance of wellness through educational programs, content in chapter newsletters and websites, on social media and through ASDA's monthly wellness challenges
- Shares wellness content from district and national meetings with local members
- Establishes a wellness chair and/or wellness committee within the leadership structure

### ***Outstanding Community Outreach***

- Promotes unity, awareness and lifelong involvement in community service
- Organizes events to build the value of community in our profession
- Increases awareness of underserved populations
- Participates in the ASDA National Week of Service
- Provides leadership opportunities for organizing community outreach efforts within the chapter leadership structure (e.g., community outreach chair and/or committee)
- Hosts events with significant participation from members that benefit a significant number of people (include number of people served, attendees or percentage of chapter members in attendance)
- Raises awareness through chapter, district or national platforms, as well as through social media campaigns

### ***Outstanding Predental Involvement***

- Recruits predental members for national ASDA membership
- Introduces predentals to dental school and organized dentistry (ASDA and ADA)
- Provides leadership opportunities for predentals
- Organizes a Predental Day or workshops for predentals on getting into dental school and hands-on activities
- Offers networking, social and community service events for predentals
- Serves as mentors to predentals
- Promotes national ASDA Predental Month

**Questions?** Email ASDA's [Membership Department](#).



Ready to submit? Visit [https://www.surveymonkey.com/r/GC2020\\_chapter](https://www.surveymonkey.com/r/GC2020_chapter).

Complete the online submission form before you upload your final application.