

# The Ohio State University ASDA



## CHAPTER MEDIA

This year we revamped our Instagram and website. The website had been inactive for a few years and our Technology chair modernized and updated photos and links. We also brought back our publications chair this year to bring back what used to be our school's own ASDA magazine. We continually shared a virtual Contour Magazine link in the email, so it was easily accessible to our members. With social media and online engagement being such a critical part of the world today, we knew ASDA had to adapt as well.

## HEALTH & WELLNESS

Throughout the year our wellness chair hosted virtual yoga sessions and in-person events such as Hikes n' Pints. For Wellness Month in September, we hosted many free workout classes for our members as well as did our own mile-a-day challenge to encourage our members to get active on their own or together outside of school. This was the perfect chance to try new workout styles and fitness routines and do it with ASDA.

## COMMUNITY SERVICE

We kicked off 2021 with a drive that got members engaged in service and ASDA in a way that was socially distanced during the height of the COVID pandemic. We hosted a canned food and clothing drive for The Columbus Dream Center which supports our homeless population. This was no ordinary drive, however; D1-D4s competed in a Penny Wars style to bring in the most donations. We always strive to engage our members as best as we can, so a little bit of competition always helps.

## MEMBER ENGAGEMENT

Engagement was the main goal of our chapter this year. After over a year of very few events and our D1 and D2 class not knowing the opportunities that ASDA offered, our executive board had some work to do. In the past year, we have increased membership by about 15%. We had our first true "Fever Week". The goal was to exemplify core concepts of ASDA throughout the week to recruit new members and show current members what ASDA stands for. Throughout the week there were events to showcase wellness, professional development, education and ethics, and advocacy. We believe it is so important to give our chapter members the best experience possible.

## ADVOCACY

This year we really hit on advocacy like never before in creative ways. With it being one of the key goals of ASDA, we wanted to make sure our members understood its importance and how they can personally be involved. Our Legislative Liaison executed "Advocacy Bites". Each "bite" had a current issue and a link to read more about it. These were wrapped around snacks and distributed around the school. This idea was shared nationally and used by many other chapters as well, right before Advocacy Month. This engaged members to be excited for what was to come. Following this, we brought in our local state dental society along with some of our own professors, to play-act what speaking to a legislator during Lobby Day would be like. We had almost 100 students attend this event. This executed the "Show not Tell" strategy, which helps so much in learning.

## LEADERSHIP

In 2020, we were never able to bring our committee chairs and exec together to develop a relationship and inspire them to help in leading our chapter. The goal was to help OSU leaders identify their own skills and become more confident as ASDA leaders. Because of regulations still in place by Ohio State, we got creative and hosted an outdoor day filled with team building and minute-to-win-it games where the board learned to work together to accomplish common goals. The theme of this event and the mindset that the committee board was given this year, was that there was trust in them to fulfill their positions and that the executive team was there to support them in any way needed. On a chapter level, we are hosting a Leadership Summit at the end of January and provided professional headshots to members as a part of Fever Week.