

MARQUETTE ASDA COVID-19 SURVIVAL GUIDE



TIP #2: MAKE YOUR SOCIAL MEDIA ORGANIZED AND ENGAGING

Viewers can quickly scroll through our feed to find what they're looking for - whether it be a member feature, a pre-dental resource, event information, or a blog post. Each of our social media platforms have grown up to 41% in the last year, and we even added Tik Tok account to the list!

TIP #1: SPARK ASDA FEVER

The "What is ASDA?" webinar informed both new and returning members about the benefits of membership, showed members how to get involved, and allowed them to hear from current chapter leaders. This year, every DI was also given an ASDA welcome packet.

TIP #3: BE A RESOURCE FOR PROSPECTIVE STUDENTS

This year, we hosted webinars, created tik toks and videos with application advice, and continued our pre-dental mentor program. We covered requested content including interview tips, budgeting, and a day in the life of a dental student.

TIP #4: FIND A SAFE WAY FOR DIs TO PURCHASE LOUPES

Six vendors that met with 137 students during our Loupes Fair. Vendors were stationed throughout our sim lab with students rotating through in small groups. This event raised over \$3,000 for our chapter and gave students a safe in-person experience to purchase loupes.

TIP #6: TURN POPULAR EVENTS INTO VIRTUAL CHALLENGES

Our annual Stache Bash, which raises money for the Movember Foundation, was held as a social media contest this year. Over 300 people participated in voting for the Most Creative, Hairiest, Most N-95 Friendly, and (Wo)man of Movember staches.

TIP #5: ENCOURAGE MEMBERS TO STAY ACTIVE

We hosted our first ever step challenge during the ASDA wellness month to encourage members to stay active and stay well during these hard times. In addition to getting us moving, this challenge created a great sense of camaraderie and competition among students and faculty.

TIP #7: HELP THE NEW DIs GET TO KNOW EACH OTHER

Amazing Dental Race allowed DIs to explore Milwaukee, meet some classmates, and introduce them to the spirit of ASDA, all while following COVID guidelines. The teams competed in events including trivia, costume contests, videos, and more to be crowned the ultimate winners!

TIP #10: SUPPORT MEMBERS INTERESTED IN LEARNING NEW SKILLS

The Personal Finance Committee held their 2nd Annual Invest-a-thon during the fall semester. After learning some strategies in a webinar hosted by North Star Consultants, 30 participants were given \$50,000 to invest in a stock market simulation. Students managed their portfolios, familiarized themselves with the stock market, and became comfortable with investing.

TIP #8: USE SOCIAL MEDIA TO CREATE NEW FUNDRAISER CONTESTS

Inspired by our famous "Barklet" pet bracket Challenge, the Community Service committee organized our first annual Pumpkin Carving Fundraiser Competition. Instagram followers and pumpkin supporters participated in the voting via Instagram to support their favorite pumpkin.

TIP #9: ORGANIZE WEBINARS FOR VENDORS TO CONNECT WITH STUDENTS

The Vendor Relations Committee hosted 6 webinars this semester with off-campus vendors including Heartland, Oral B, Great West Financial and Midwest Dental. These vendors provided students with practical information and incentives for attending.