

MEDIA AND VIRTUAL MEMBER ENGAGEMENT INITIATIVES

Adaptation to Virtual Format/Social Media Usage

May 2020-Present

- Even with compulsory membership, the 2020 Maryland ASDA team recognized that ASDA wasn't an integral part of student life and culture at Maryland, and as such much of our focus was towards strategies for membership engagement.
- Given the constraints of the pandemic, we adapted very quickly and successfully to a virtual format, creating a new website and a new weekly bulletin (Cuspal Coverage) to facilitate the distribution of ASDA-related content to our members.
- However, the backbone of our success was our social media usage on Instagram, the true home-base of Maryland ASDA, where all events were marketed and executed with creative and user-friendly designs.
- The @umbasda page grew by more than 450 followers in 2020 to reach 840+.

Keep Flossin'

June 2020

- Maryland ASDA's most successful video is Keep Flossin', a collaborative project from our Social Events Chair, Jazmin Jones '22.
- Members of the ASDA community sent in videos of themselves flossing, then passing the floss to the next person in their video.
- Membership engagement has remained an important priority to our team, emphasizing morale as we were unable to gather in person.
- Letting ourselves laugh as we recorded ourselves solo-flossing and seeing it come together through our videographer Martha Rabkin '23's editing skills brought our members closer as a family, and we hope that the 1000+ viewers shared how much fun we had.

WELLNESS INITIATIVES

Wellness Weeks

May 2020 – July 2020

- Wellness Weeks was a 12-week summer series of cooking (#MealMondays), fitness (#WorkoutWednesdays), and mental health/social activism videos (#FocusFridays), culminating together as our marquee event of 2020.
- Meal Mondays averaged 180 views per video and was openly sourced from the diverse Maryland ASDA community, including recipes like Neh'mia (a modern take on the porridge-like Sudanese dish Asida) and Umm Ali (an Egyptian pastry pudding).
- Workout Wednesdays featured live workout classes like Zumba, ab training, and yoga, and it averaged 100 views through its course.
- Focus Fridays averaged 100 views per video and was our most stimulating series, including the inception of a weekly book club, DIY art tutorials, guided meditations, and open dialogues on important social issues such as Black Lives Matter – the stories and voices from our diverse community leading to social activism in the form of petition signatures and donations to BLM organizations.

PRE-DENTAL INITIATIVES

Virtual Pre-Dent Q&A Series

January 2020 – Present

- In remaining dedicated to the pre-dental community during the pandemic, we created the Virtual Pre-dent Q&A Series to feature Maryland students and their expertise in application writing, decision-making, and simple advice and company during uncertain times.
- We averaged a turnout of 22 pre-dental students with a high of 30 from four universities: UMD, UMBC, Towson, and George Mason
- We received excellent feedback from students and faculty that requested the continuance of this series.

Pre-Dental Big/Little Mentorship Program

December 2020-Present

- The first of its kind to Maryland ASDA, the Program has now matched up 76 dental students with 113 excited pre-dental students.
- These students provide unparalleled resources to for pre-dentals for applying, as well as an inside look at student life at UMSOD.

UMSOD Virtual Tour

December 2020

- Taking inspiration from classic holiday movies such as The Holiday, Home Alone, and Die Hard, Maryland ASDA's Pre-Dental Committee wanted to give pre-dental students an early Christmas gift: the UMSOD Virtual Tour.
- Directed by videographer Martha Rabkin '23, the tour stars Christopher Cruz '22 and Jon Journett '22 as they give prospective students an exclusive look into the state-of-the-art facility, including lecture halls, simulation labs, and clinic areas.
- Debuting on December 23, the UMSOD Virtual Tour has already been viewed 837+ times.

COMMUNITY SERVICE INITIATIVES

City Cleanup Coalition

January 2020

- For ASDA's Week of Service, students gathered during lunch every day to pick up trash in multiple neighborhoods around Baltimore.
- More than 25 students participated in this effort, and community members even pitched in to help pick up trash and recycling on their lunchtime breaks – we got to clean up our streets while we strengthened bonds with our neighbors!