How-To Guide: Onboarding

ASDA developed an onboarding program to assist chapters in introducing new members to the organization. At many chapters, particularly those that have automatic enrollment, students are unaware of what ASDA is and the benefits of being a member. This program is focused on educating members during their first semester of school.

Below is a checklist of activities recommended for chapters throughout the first semester. Following the checklist are templates (marked as appendices) that can be used for each activity. We encourage chapters to personalize the templates in the sections that are in bold and brackets.

<table>
<thead>
<tr>
<th>Pre-Fall (before August)</th>
</tr>
</thead>
</table>

**First-year letter:** Send a letter to the incoming class before school starts to introduce ASDA (Appendix A). Recruited chapters can use this opportunity to include a membership application for first-year students to join.

**Social media:** Create or invite the new members to all ASDA social media sites that your chapter uses.

**Welcome packet:** The ASDA central office will send a box of materials in July or August to distribute during orientation or a membership lunch and learn with the welcome letter (Appendix B). Materials include:
- ASDA predoctoral brochures
- Membership application
- ADA Insurance information
- ADA student membership brochure
- Additional material relevant to your chapter (materials provided by the chapter)

If chapter leaders have not received an email prior to July, contact Membership Coordinator Brooke Kuchuris at Brooke@ASDAnet.org to request the welcome packet material.

**National Leadership Conference:** Registration for NLC opens in July. Promote NLC to members using videos and presentations from previous year’s event (Appendix C). When registering for the conference, consider bringing at least one first-year student.

**New Student Orientation:** Coordinate with administration to have time during orientation to introduce first year students to ASDA. You can share member benefits by presenting “The Value of ASDA Membership” presentation, and distributing welcome packets (if available).
August/September

- **Membership drive:** Hold a lunch and learn to reacquaint dental students with the benefits of ASDA membership. This would be a good time to reach out to district and/or national leaders to be in attendance.

- **ASDA communications:** Send all members links to ASDA’s website, Facebook, Instagram, Snapchat, YouTube and blog sites, and provide examples of useful information they can find at each site (*Appendix D*).

- **Promote local leadership opportunities:** Send out a call for applications to members and encourage them to apply for leadership positions at your chapter (*Appendix E*). Give a breakdown of the leadership opportunities by explaining what ASDA does at the district and the national levels.
  - Ask committee chairs to create subcommittees for large projects to delegate responsibilities and give new members a sense of belonging.

- **Create an ASDA Fever Week** during the first week or two of the semester in order to get students engaged and involved early on through events and socials. Read the ASDA Fever How-to Guide for ideas.

- **Celebrate Wellness Month** by organizing activities that focus on ASDA’s five dimensions of wellness: emotional, physical, intellectual, occupational and environmental. Find ideas at ASDAnet.org/wellness.

October

- **Celebrate Predental Month** by hosting events for predentals at nearby universities. Organize Predental Days, hands-on workshops, tours of the school or mock interviews. Encourage predentals to participate in Predental Month programs and contests at ASDAnet.org/predentalmonth.

November

- **Celebrate Advocacy Month:** Promote advocacy and why it is important to have a voice in the profession (*Appendix F*). Event ideas include:
  - Staging a friendly debate: pick a hot topic issue like midlevel providers or PGY1 and ask for student volunteers to create a team and host a 30 minute debate to raise awareness of the issues. Bring in ADA supporters from the school as well as local dental society leaders to judge.
  - Polling people on Facebook about their positions on hot topics issues or about their knowledge of the current views of the ASDA.
  - Holding a legislative training day with the local dental society to teach students how to lobby effectively and how to best communicate with public officials.
  - Organize a state student lobby day to speak to legislators about issues at the local level.

- **National leadership opportunities:** Encourage members to apply for national leadership opportunities (*Appendix G*). Ideas include:
  - Promoting opportunities at membership meetings or on Facebook. Chapter leaders should help those who are thinking of applying and put them in touch with district trustees or other people from their local chapter that held district or national positions.
  - Showing a history of chapter leaders who had national positions in the past (even if
they are a few years out of dental school) or bring in some that can to talk about their experiences.
  o Showing videos available on ASDA’s website of past leaders talking about their experience and what they got out of leadership in ASDA.
  o Encouraging members to apply for district positions.

• National Leadership Conference: Share videos, resources and presentations from NLC with members. Promote the dates of next year’s event and track members that may be interested in attending.
  o Schedule a lunch and learn and ask attendees from NLC to share content and what they learned from the conference with members.

December
• Membership “value” survey: Distribute a survey to your members to find out what your chapter is doing well and where there are opportunities to improve (Appendix H). Hold a meeting after you tally the results to discuss some of the improvements you plan to make based on the survey.
• ASDA member benefits: Remind members of their tangible benefits and make sure they have their membership number to take advantage of their benefits (Appendix I).
  o For recruited chapters, remind members to renew by Dec. 31 or their membership will expire.
• Annual Session: Promote Annual Session and encourage members who are interested in attending to let you know (Appendix J). Consider an application process or contest to determine who attends annual session. Ask members to fill out an application explaining how they’d benefit from going or award a member for an accomplishment (recruiting members, writing the newsletter, etc.) by funding them to annual session. Be creative!
  o Encourage students to attend by providing photos, videos and presentations from prior years.

January
• ADA Dentist and Student Lobby Day: Promote Lobby Day and encourage members who are interested in attending to let you know.
Appendix A

Include chapter logo if you have one

Class of [year]:

Congratulations on your acceptance to [School]. You should be proud of your choice to attend one of the best dental schools in the nation!

I would like take a moment to introduce you to the American Student Dental Association (ASDA). ASDA is the nation’s largest student-run association for dental students, representing over 24,000 students or 92% of all dental students attending all 66 U.S. dental schools. As an ASDA member, you receive student membership in the American Dental Association. It combines your single voice with those of your professional student colleagues to create a more powerful statement of your views. We work hard to keep you informed of important issues facing dental students and future dentists.

[Add a note about your chapter. How can the student become a member? What is currently going on with your chapter? How can they get involved? What is the structure of your chapter’s leadership?]

[Write about the district meeting/or a big event and let the new class know how they can attend.]

We have several events scheduled for the beginning of the semester, so get out your planner and write these down:
[Create a list of upcoming local/national events and write a brief description about them.]

Please feel free to contact us by email if you have questions about your membership in ASDA. Attached is a copy of our recent newsletter for you to get a better understanding of what ASDA is all about! [Attach an electronic copy of your chapter’s newsletter so the incoming student can get more of an idea about ASDA!]

We look forward to having you join us.

[Name]              [Name]
ASDA President      Vice-President
[Email]             [Email]
Welcome to the American Student Dental Association! We are so glad to have you as a colleague in dentistry.

Transitioning into dental school from college, from a previous job or from some well-deserved relaxation time, can be hard. We are here to help … and this packet has everything we could think of to help you for the next four years!

The American Student Dental Association is the nation’s largest student-run association entirely devoted to dental student concerns and the student viewpoint on professional issues. ASDA represents over 24,000 students attending all 66 dental schools in the U.S. and Puerto Rico…and we want you to be part of it.

We know that the beginning of school can be overwhelming. ASDA has developed the following resources to assist you.

Enclosed you can find:
- ASDA predoctoral brochures – what does it mean to be a part of ASDA and what opportunities are available?
- ADA Insurance information – ADA provides no-cost life and disability insurance to all student members.
- ADA student membership brochure – as a member of ASDA, you also become a student member of the American Dental Association.
- An ASDA membership application – join our family!
- [Include chapter-specific information such as social things to do, information about the area and information about the school.]

If you have any questions about ASDA or dental school in general, please do not hesitate to contact us. We look forward to your involvement in our chapter.

[NAME]
[CHAPTER]
[TITLE]
[EMAIL]
Appendix C

Attend ASDA’s National Leadership Conference

We encourage members to attend ASDA’s National Leadership Conference. This conference is another benefit offered to ASDA members and is a great opportunity to expand your personal and professional leadership skills.

This conference offers five tracks of programming, including career planning, leadership fundamentals, personal wellness and development, chapter management and advocacy. Choose a track to build upon a specific skill set, or combine tracks to what suits you best.

Prepare for your future by learning to:

▪ Run a small business
▪ Lead a team
▪ Manage personal finances
▪ Manage work/life balance
▪ Explore career options
▪ Ace an interview
▪ Utilize mindfulness
▪ Find a great mentor
▪ Understand changes in dental workforces and other key issues in dentistry
▪ Become an ASDA national leader
▪ Present to an audience

To learn more about NLC, go to ASDAnet.org/NLC.

Speak with [your chapter leaders] if you are interested in attending!
Welcome new and returning (ASDA or insert local chapter acronym) members!
We are excited to kick-off another great year and wanted to provide you with some links you may find helpful:

1) ASDA website: ASDAnet.org
   The redesigned website is a central hub for information on ASDA and the dental profession. This site includes information on:
   - Member benefits and discounts (login required)
   - Scholarships and grants
   - Career Compass to help you transition from graduation to your career
   - Advice for paying for dental school
   - NBDE info and tips
   - Current dental issues (debt, midlevel providers, licensure)
   - Events (National Leadership Conference, Annual Session)
   - National leadership position opportunities (executive committee, councils)

2) Find ASDA on Facebook, Instagram and Snapchat
   Stay up-to-date with ASDA events and interact with members from other chapters!

3) ASDA’s blog Mouthing Off
   Read about ASDA and current dental news and enjoy fun features such as Money Monday and Wellness Wednesday. ASDA is always looking for students to write posts.

4) Digital versions of ASDA publications
   Access digital copies of Contour and the handbook “Getting Through Dental School.” You can use the search feature to find articles of interest.

5) ASDA YouTube Channel
   Watch videos to learn more about ASDA, a day in the life of a dental student, national events, legislative issues and professional skills, such as finding a mentor.

6) E-newsletters
   Each month, predoctoral members receive Word of Mouth and the Advocacy Brief. Word of Mouth contains information about upcoming association events, deadlines and new benefits. The Advocacy Brief features advocacy and legislative updates related to dentistry.

7) Visit our chapter’s site for information on upcoming events [insert link to local chapter website]
We encourage you to use these resources and to stay connected with ASDA!
Appendix E

Our chapter offers many opportunities for you to serve in a leadership role. Whether you are skilled at creating websites or newsletters, you enjoy community outreach or are passionate about legislative issues in dentistry, there is a position for you. Each position varies in responsibilities and time commitments so that there is something for everyone. Below is a list of the positions available.

If you are interested in applying, [explain application process]. Applications are due [date].

Chapter Leadership Positions:
[List open positions and one line description]

President (insert description of position here)
Secretary (insert description here)
Treasurer (insert description here)
Legislative Liaison (insert description here)
Membership Chair (insert description here)
Community Service Chair (insert description here)
Social Chair (insert description here)
Lunch-n-Learn Chair (insert description here)
Historian (insert description here)
Newsletter Chair (insert description here)
Website Chair (insert description here)
Predental Chair (insert description here)
Convention Chair (insert description here)
Appendix F

Attend the ADPAC Drive!

What is ADPAC?
The American Dental Political Action Committee (ADPAC) is the legislative arm of the American Dental Association and represents our “voice” as future dentists and current dental students. ADPAC works to preserve and protect our biggest investment, our future profession. This email is for those who are interested in learning about key issues in dentistry and what we are doing about the issues.

ADPAC is our voice regarding issues in licensure, Medicaid reimbursements, student loans, small business laws and water fluoridation issues, among others. In organized dentistry, strength comes in numbers – and our numbers are impressive. Without our numbers, our voice does not carry as much weight. Learn how we can work together to see the change we want to see.

Learn about the issues that will affect us as dental students and what is on the slate for our future in dentistry by speaking with our Legislative Liaison, [NAME]. Find out how to make your voice heard. As an ADA student member, ADPAC is here to support our members.

Get involved today and be proactive about preserving your profession.

[ADD ADPAC DRIVE EVENT DETAILS HERE]
ASDA offers nearly 50 elected and appointed positions at the national level each year. We encourage members of our chapter to apply for these positions to represent our chapter at the national level. You will have the opportunity to network with students and dentists from across the country. You will also develop leadership skills that will be an invaluable asset to your career in dentistry!

The elected and appointed positions include:

**Elected Positions**
- Executive Committee (3)
- District Trustees (11)
- Speaker of the House of Delegates (1)

**Appointed Positions**
- Editorial Board (6) + Electronic Editors (2)
- Council Chairs (4)
- Council Associates (6)
- Video Production Managers (2)
- Advanced Standing/IDP Advisory Committee (5)
- District Legislative Coordinators (5)

Here is a list of students from [School] that are/were national leaders in ASDA. Please contact any of the students below to find out more information about their experience.

**Create a list of students, the position they held, their contact info**

If you are interested in getting more involved as a national leader, you can find more information by talking to [Chapter President] who will put you in contact with our District Trustee [Trustee Name/Contact info]. You can also go to ASDAnet.org/index/get-involved/National-Leadership-Positions to find more information about each position, applications and a list of meeting dates. The deadline to apply is [Date].
Appendix H

ASDA Membership Value Survey

1. Do you see ASDA as a valuable student resource? ______________________________
   a. Why or why not?
      ____________________________________________________________
      ____________________________________________________________

2. What is one thing you would change about your chapter?
   ____________________________________________________________
   ____________________________________________________________

3. What is one thing you would not change about your chapter?
   ____________________________________________________________
   ____________________________________________________________

4. Can you rate your satisfaction of your local chapter’s performance on a scale of 1-10
   (1 = extremely dissatisfied – 10 = extremely satisfied)?
   ____________________________________________________________

5. Please list three reasons why you joined or got involved in ASDA in the first place:
   • ____________________________________________________________
   • ____________________________________________________________
   • ____________________________________________________________
   a. Has your chapter met your expectations in regards to these reasons?
      ____________________________________________________________
      ____________________________________________________________

6. Do you know what your ASDA dues goes toward?
   ____________________________________________________________

7. Do you feel like your dues are going to something worthwhile?
   ____________________________________________________________

8. Are you satisfied with the quality/quantity of community service projects your local
chapter hosts?

9. What educational value do you gain from lunch n’ learns or similar events?

10. Have you had any contact with other chapters in your District?
    a. If so, through what connections or events?

11. Are you familiar with the responsibilities of your leaders on both a local and national level?

12. Are you nationally involved?
    a. If so, how?
    b. If not, are you interested in a national position?

13. What could we do to encourage more student involvement in ASDA?

14. Any additional comments?
Take advantage of your ASDA membership by using your benefits
As an ASDA member, you receive discounts on the benefits listed below. A complete list of member benefits is available on ASDAnet.org/index/join/Member-Benefits. You will need your ASDA membership number to access your benefits (if you need your number, contact membership@ASDAnet.org or log in to your member profile).

No-cost ADA life and disability insurance
Your ASDA membership entitles you to $50,000 in ADA life insurance and $2,000 in monthly disability insurance so you can establish a financial safety net now. Premiums are paid by ADA Insurance Plans during school.

School supplies
ASDA members can save up to 80% off on over 93,000 products at Office Depot and Office Max. The discount applies online or in stores. You also receive FREE next-day delivery on online orders over $50.

Free CE
ASDA members receive a complimentary unlimited CE subscription for one year on all of the courses in the DrBicuspid.com online CE library, featuring topics such as general dentistry, handling dental emergencies, endodontics, orthodontics, periodontics, materials and more.

Discounted NBDE reprints
ASDA members receive a discount on NBDE reprints through ASDA’s online store. Purchase Part I and Part II released exam questions to help you study.

ADA student membership
You are auto-enrolled as an ADA student member. See your ADA benefits.

Additional Benefits
- GEICO – Discounted car insurance
- Med Pro – Discounted malpractice insurance for externships and licensing exams
- ADA Catalog – Save 25% off ADA catalog products
Attend ASDA Annual Session
Attending ASDA Annual Session is a great opportunity to get more involved and learn more about our association. Widely known as “the best week ever,” Annual Session is the official meeting of ASDA’s House of Delegates and is taking place on [Date in Location] this year.

Each chapter is allowed two voting delegates in the House of Delegates. Our chapter would like to send [Number] additional members to experience the meeting.

Why should you attend?
- Determine the future of ASDA by voting on ASDA policy and electing ASDA’s national leaders, including our district trustee.
- Connect with vendors at the exhibit fair.
- Celebrate chapter achievements at the Gold Crown Awards ceremony.
- Improve your management skills and explore your career options.
- Network with more than 600 ASDA members from all over the country.

For more info, visit ASDAnet.org/index/programs-events/national-meetings.

Interested in attending?
Speak with [chapter leaders] if you are interested!
[Explain how to apply for the trip]