

## **Council on Communications**

### **Members**

Teresa Chan, Louisville '26, council chair; Donna Khosravi, El Paso '26, council associate; Alexandra Schroeder, Pennsylvania '25, council associate; Joshua Montgomery, Louisville '25, video production manager; Alejandra Hernandez, Colorado '26, video production manager; Kristen Johnson, New York '25, board liaison; Simona Loshi, Temple '25, board liaison; Shafa Nathani, Tufts '24, immediate past president; Emily Slayden, marketing and communications senior coordinator and Sarah Murphy, director of membership and marketing, staff liaisons.

### **Mission and Purpose**

The Council on Communications is responsible for creating videos to disseminate information via various media channels to promote various national ASDA initiatives, including but not limited to: webinars, advocacy initiatives, wellness initiatives, membership information, national grants and awards, national meetings, etc. The council acts as a resource for and promotes chapter communication efforts.

### **Council Business**

For 2024-25, the council continued to create Instagram Reels, in-feed posts, and story content – showcasing engaging and informative content in an easy-to-digest manner that was shared to @dentalstudents on Instagram. In 2024, reels created by the council amassed over 145,000 views.

### **Mental Health Awareness Month**

During Mental Health Awareness Month, the council focused on creating content that focused on the topics below:

- Tips for overall well-being
- National leaders showcasing how important words are to your well-being

### **Pride Month Initiative**

During Pride Month, the council created one reel and one grid post that covered the topics below:

- What does Pride Month mean Smiles for Pride at the University of Colorado
- Healthcare and the LGBTQ+ community

### **National Heritage Months**

During the year, the Council created multiple grid posts highlighting members to celebrate the following Heritage months decided on by the Board:

- Asian American and Pacific Islander Heritage
- Hispanic Heritage
- Black History Month

### **National Meetings Promotions and Recaps**

- National Leadership Conference
  - Two reels were created to promote Annual Session registration
  - Two reels were created that recapped our time at NLC
- Annual Session:
  - One reel was created to promote Annual Session registration

- A carousel post was also created that features an overview of the meetings at Annual Session (HOD, Reference Committee Hearings, District Caucuses, etc.)

### **Chapter Grant Review**

- The 2024 Chapter Wellness Grant applications were reviewed, and the council selected chapters to receive funding.

### **Miscellaneous**

The council created the following content seasonally to engage chapter members:

- A reel to celebrate graduation in May
- Posts to highlight what our members did during the summer
- 12 Days of ASDA in December

Posts from chapters and districts were reposted and shared on the national ASDA account throughout the year to showcase members and chapter involvement.