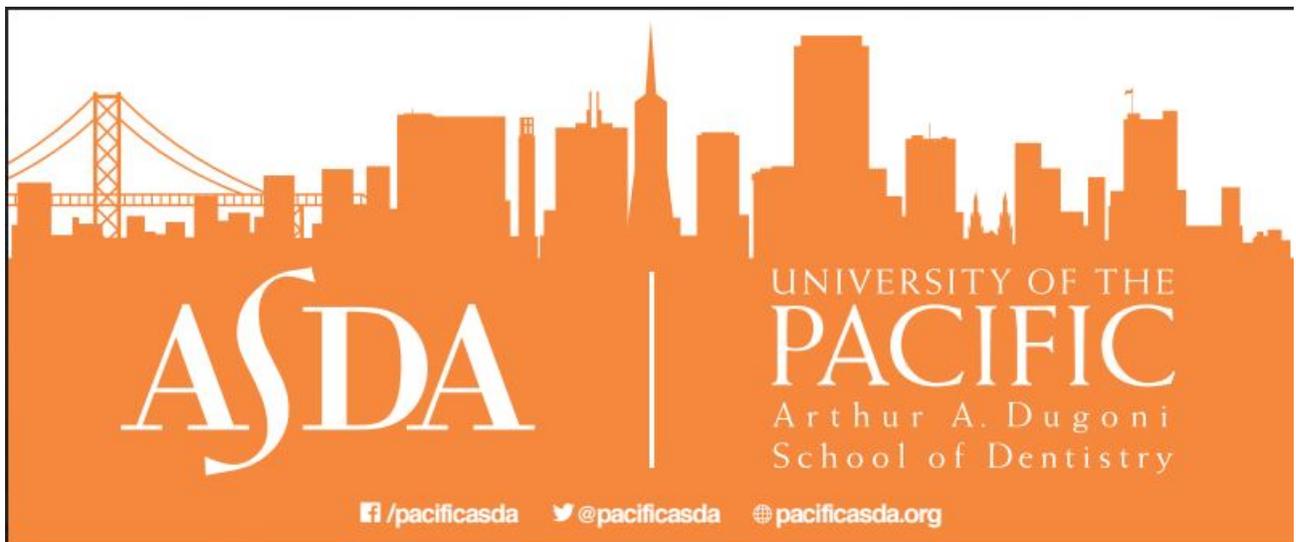


Pacific ASDA

Chapter Guidebook

2nd Edition: 2015



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Introduction

Congratulations on being elected or selected as one of your Pacific ASDA chapter’s cabinet members! Each role is important to Pacific ASDA as well as the national ASDA organization.

ASDA’s mission statement states “*The American Student Dental Association (ASDA) is a national student-run organization that protects and advances the rights, interests, and welfare of dental students. It introduces students to lifelong involvement in organized dentistry and provides services, information, education, representation, and advocacy.*”

We have created this *Pacific ASDA Chapter Guidebook* as a reference guide for you and the entire Pacific ASDA cabinet.

ASDA National Structure

The American Student Dental Association is divided into what is known as a Tripartite structure. This tripartite structure includes member, supporters, and staff at the local, state, and national

levels. This book will serve to focus on the local Pacific ASDA chapter level, however a understanding of the local level cannot be obtained without a basic understanding of the organization of the national and regional level. The general organization structure as given by the national branch can be seen in **Figure 1** on the next page. It shows that each school's local ASDA chapter belongs to a district. Each district is a grouping of schools within the region. The national level is comprised of the ASDA House of delegates as well as the Board of Trustees and can be viewed in **Figure 2**.

Figure 1: ASDA General Organization Structure

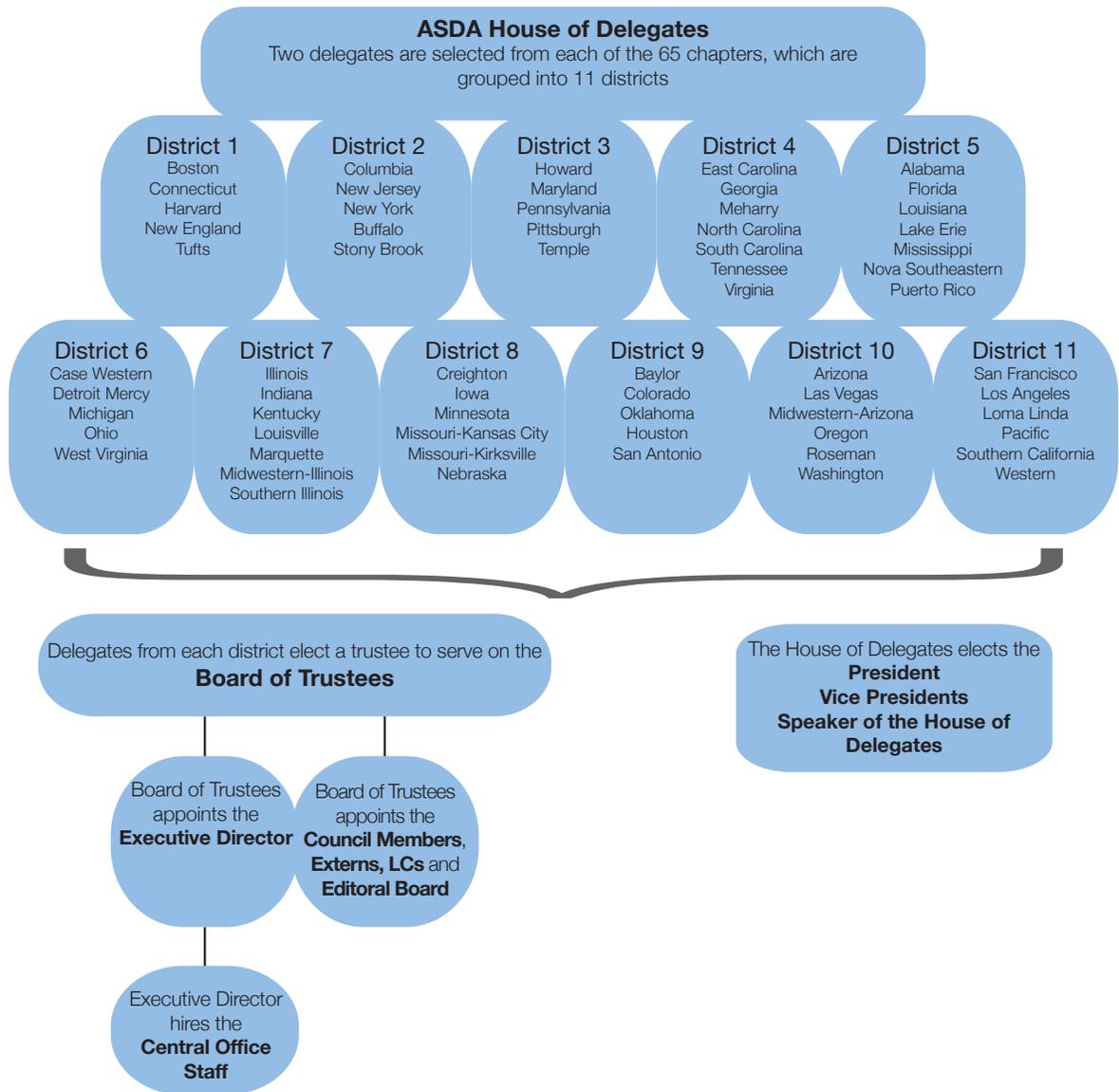
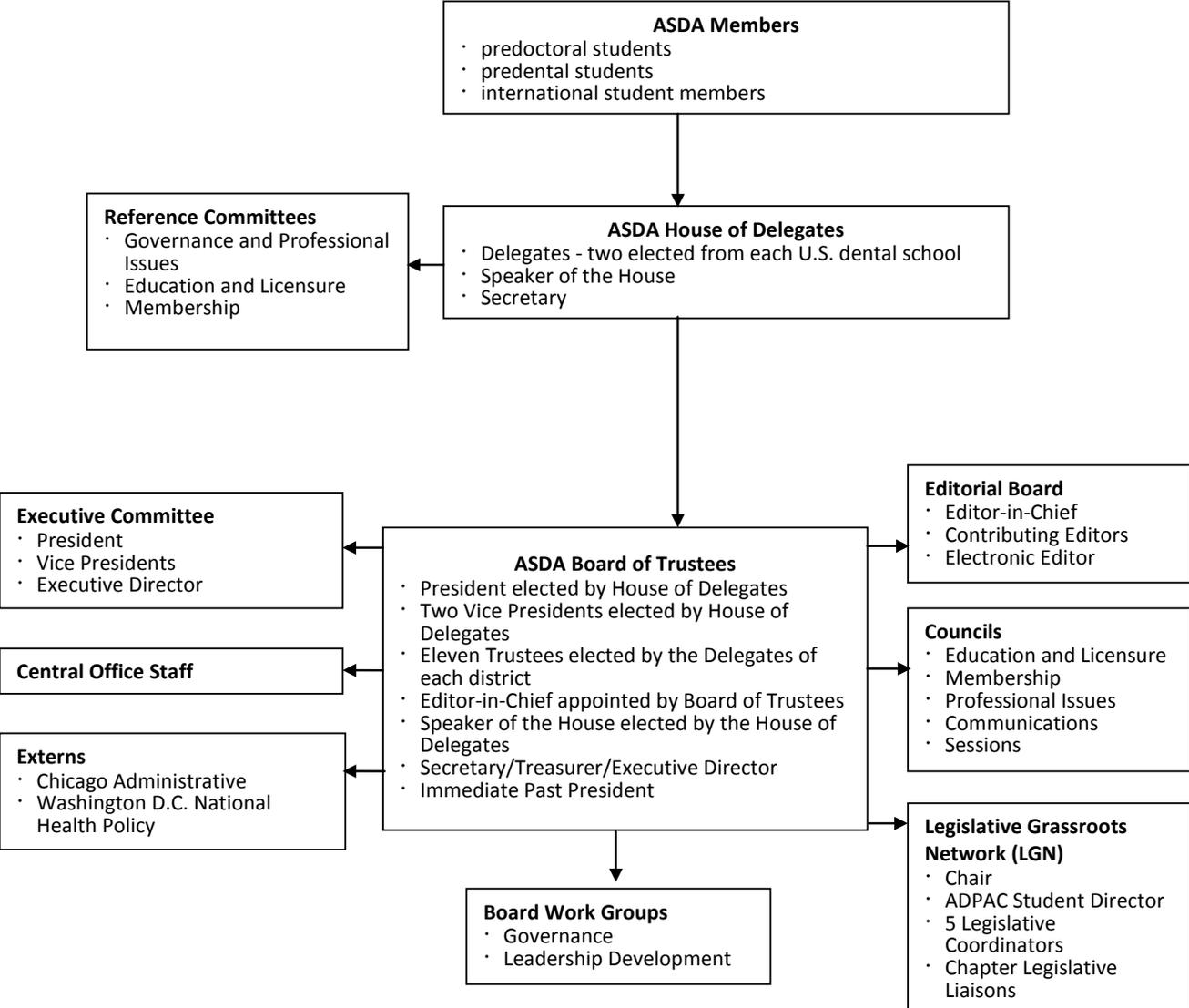


Figure 2: ASDA National Organizational Structure

Appendix B – ASDA National Organizational Structure



Pacific ASDA Structure

Traditionally Pacific ASDA was made up of the President and the Vice President who oversaw the rest of the cabinet positions, with help and advice from the Immediate Past-President. However in recent years, the cabinet of Pacific ASDA has grown rapidly which has provided many new opportunities as well as new challenges. It became apparent that in order to improve efficiency and communication the structure of Pacific ASDA needed to evolve to keep up with its growth. A new structure was created in 2014 to help Pacific ASDA's continued development and constantly modified by various chapter leaders.

Pacific ASDA's new structure incorporates an Executive Board made up of 10 positions, two of which are 'flex' positions that can be filled by any position that has important business at the time of executive committee meetings (which is to be chosen by the President).

The President, V.P. and Immediate Past-President oversee the executive committee with all final decisions to be made by the President, unless by Executive Committee vote in accordance to Pacific ASDA's bylaws.

Each Executive Board position (with exception of Flex positions) oversee a pre-determined group of cabinet positions to communicate and manage tasks and information. These positions are expected to attend all Executive Board meetings, which are closed meetings and take place once a month.

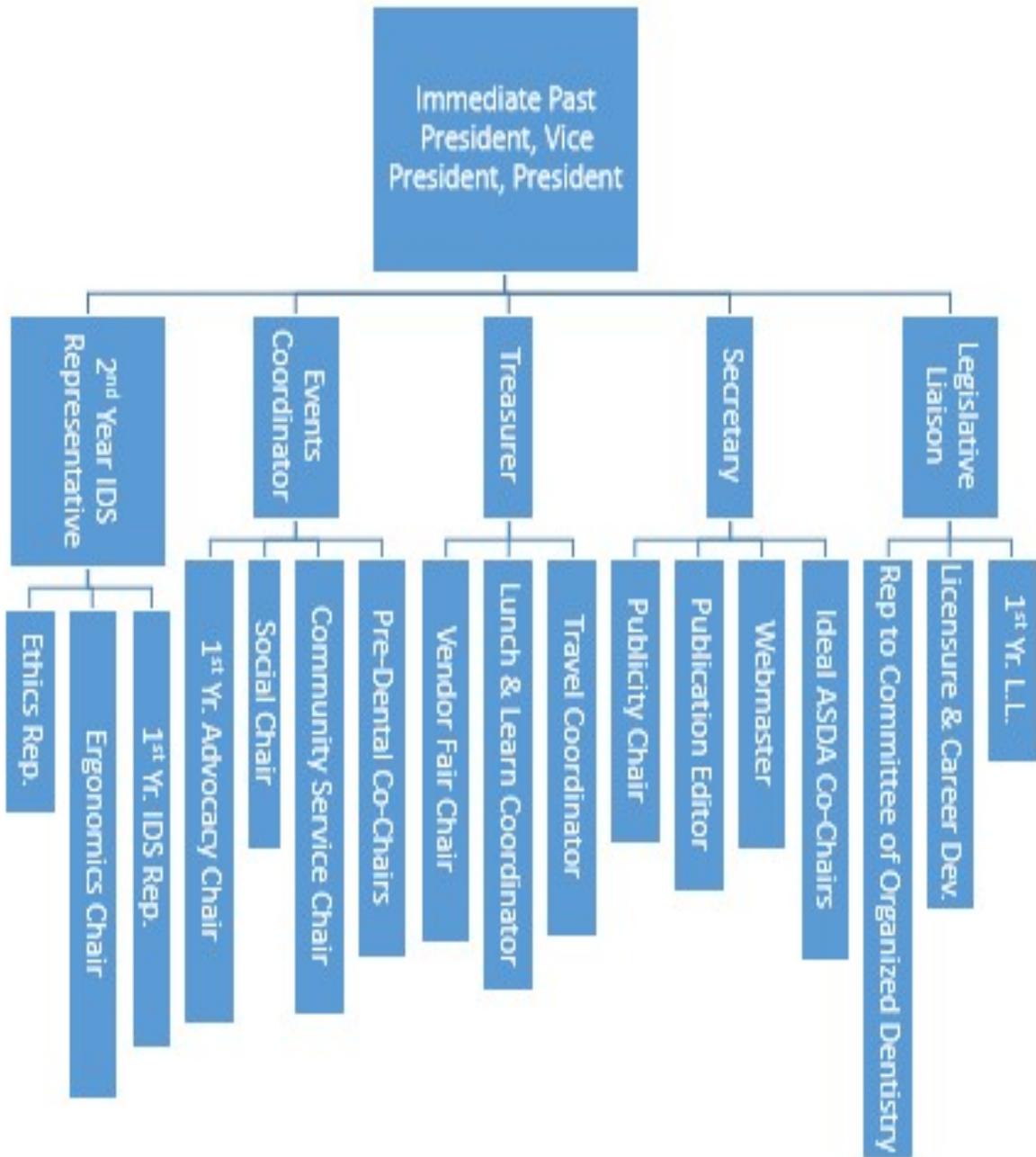
The Pacific ASDA Cabinet is an all-inclusive grouping of Pacific ASDA positions, but does not include committees of cabinet positions. The Cabinet positions not on the Executive Board are not able to attend Executive Board meetings, but must attend all Cabinet meetings. Cabinet meetings take place once per quarter.

Finally, each Cabinet member may or may not require formation of a committee for the successful completion of his/her position. This may be at the discretion of the respective cabinet position, but all committees should be included in a master list of Pacific ASDA contacts. Certain cabinet positions have traditionally been expected to hold committees to help them achieve success (which are designated in **Figure 3**)

See **Figure 3** on the next page for a visual representation of Pacific ASDA's current structure.

President's note: many times the executive board may not have much to discuss however, regular meetings must be held regardless (if for nothing else than to establish routine).

Figure 3: Pacific ASDA Leadership Structure



Chapter President: By Andrew Cummings

Overview:

Congratulations on your election to Pacific ASDA Chapter President or Vice President! This will be an extremely rewarding experience that will challenge you in many ways. There is no easy way to describe what it will take to be successful at this position, but understand that above all it will require your dedication, patience, and diligence. You are the leader of one of the largest student organizations on this campus and carry an incredible amount of influence on the development of Pacific Dugoni students. It will require hard work, but your hard work will not go unrewarded. In my eyes, the greatest personal reward will be the very real experience of managing and leading a large team. This will serve you well after dental school in your practice for years to come.

Starting out and creating a vision:

The first couple of months of your term as President will very likely set the tone for the year to come. It is important that you start out on the right foot.

You should begin your Presidency by exploration. You need to understand your role before you can effectively lead your cabinet. The best ways to learn about your position, find information, and plan for the future is to read this Pacific ASDA Chapter Guidebook, read the National Chapter Handbook, consult with your Immediate Past-President, and above all thoroughly comb the national ASDA website (www.asdanet.org). Just about all the information you will ever need can be found on that website, you just need to know where to find it. Once you have learned more about your position and gained a solid footing, it is time to start creating goals and strategic initiatives to accomplish during your term.

Each chapter president will have different goals that he or she will want to accomplish from year to year, which is to be encouraged for the continued development and growth of the Pacific ASDA Chapter. Your goals should be outlined and written down at the beginning of the year. Working with the Immediate Past-President, a SWOT analysis of the previous year should be performed to create these goals. The goals created at the beginning of the year should be considered fluid and moldable based on opportunities and challenges presented during the year. No matter how you come up with the goals, they should be of your own vision, not the vision of the Immediate Past-President and not the vision of someone within your cabinet. If you, as President, don't believe in what you are doing, your cabinet likely will not be successful.

President's note: My vision for Pacific ASDA this past year focused on a few different aspects. 1st I wanted to take us out of a negative operating budget and create a positive budget which future years could work with and continue to grow. 2nd I wanted to create sustainable changes (by creating things like this guidebook). 3rd I wanted to focus efforts on updating our communications by expanding our use of technology and social media. This as seemed to be a theme promoted by the national branch as well.

Getting going:

Now that you have your strategic plan, and a vision for the path you want to take its time to get your team on the same page. At your first official cabinet meeting, there are some

important points you should make with your cabinet. First, make sure they understand your vision and why it is your vision. Include specifics if possible. This is a good time to ask your cabinet for input. Make sure that your goals become their goals. Once you have discussed these things, make sure that each position has a thorough understanding of their position and *make sure they have signed their contract!* This contract, along with the bylaws, will be very very important in case disputes or problems arise. These contracts give you and each cabinet member a clear understanding of what is expected of them, and the consequences of not following through with their obligations. Please see **appendix ____** for an example of the contract. I would also urge you to consider having each position brainstorm either with you, with the group, or independently their goals for their respective position, and then include appropriate items in their contract. For example, the social chair, could decide that he or she would like to have two social events per quarter instead of one. If you both agree that this is an appropriate item to add, then include it in their contract and have them sign it.

Ok, you should be getting the picture by now. However you decide to do it, the more organized you are early on and the more everyone understand their responsibilities the smoother and more productive of a year you should have. Trust me of when I say that you cannot, nor should you, do all of their work for them. Your job is to facilitate, coordinate, monitor, and aid them when they need it.

Communication:

Related to what we have just talked about is communication. In the last couple paragraphs, I explained that communicating your vision and expectations at the beginning is crucial. Additionally, and it cannot be over emphasized, effective communication throughout the year is just as important. In this section I will describe ways that you can ensure proper communication.

New to pacific ASDA since 2014, was the creation of an executive committee (EC). This was designed to streamline and alleviate stress on one person (the chapter President) to ensure proper communication of our growing ASDA Chapter. The idea behind creating this executive committee is that by creating an increased hierarchy ideas can flow better. Now, instead of the president having to manage every position, he/she can manage the executive committee and they can manage certain individual positions. It will still be up to you, as chapter president, to understand all of what is going on, but hopefully this will allow you to communicate more efficiently. As such, it places a greater responsibility on the executive committee positions to act as a liaison between the President and the positions they oversee. Make sure that you make it clear from the beginning who has authority over who and to what extent.

President's note: Because this hierarchy is brand new, this is uncharted territory. It may take some extra work for you and your EC. I would encourage certain aspects to remain at the sole discretion of the President, especially the use of chapter finances.

Regular meetings are of paramount importance, even when it seems that there is nothing to discuss. I would highly recommend that the President, and the secretary (or whoever the appropriate person scheduling meetings) decide at the beginning of the term, in spring quarter, ALL of the dates for both EC and cabinet wide meetings, and request rooms for those meetings as early as possible. If you can get regular meetings scheduled and set expectations ahead of time, the meetings will go much smoother with fewer absences.

In addition to regular meetings, a tool that could be considered for use to enhance communication is a website called Asana (www.asana.com). It is a task management program that could be used to assign cabinet members tasks and deadlines. The good part about this program is that it automatically sends deadline reminders to the assigned person's email address. The drawbacks being that the free version only supports 15 people (can upgrade to 30 people for \$100/month) and it would take a small amt of training to use it competently.

President's note: I chose not to implement this program for a couple of reasons. The first being that by the time I heard about it, we were half way through the year, the second being that I preferred face to face communication with my particular team. My suggestion, if you decide to use this program, would be to only input tasks AFTER talking with the person about it.

Lastly, make sure you are cc'd on as many appropriate email strings as possible. This might create some extra reading for you, but it will help you keep abreast of current information.

Trips & Conferences:

There are four major conferences that take place throughout the year that our Pacific ASDA Chapter currently participates in. These are: District 11 meeting, National Leadership Conference (NLC), Annual Session, and Lobby Day.

These are great opportunities for personal development, promote teamwork and camaraderie, network with other dental students, and of course, learn more about ASDA! These conferences are the meat and potatoes of the organization. These conferences also present challenges. In the past there has been a misconception by the student body of what goes on at these conferences and it should be up to the ASDA President to ensure that the relevant content of these conferences, especially Annual Session and Lobby Day, gets relayed to the school.

President's note: This can be accomplished through email and or presentations, but hopefully in the future, technology and social media (website/facebook/twitter/etc) will play a larger part of this. This could perhaps be through live updates, video, or whatever you and your cabinet can think of to effectively capture the attention of the student body. Another good idea might be to attach small contests or prizes to whatever is being utilized to increase participation.

When considering who to send to any of these conferences, consider who will be most involved throughout the year, who could benefit from some inspiration, who will get along, etc. Also, when hotel rooms are necessary *always* keep in mind how many boys vs girls are going. These conferences are the biggest expenses of the year, and planning for them strategically and early will allow you to reward more of your team and keep costs down.

District 11 meeting: This meeting is an annual meeting that involves all of the schools in each district. As you probably know by now, at the moment, district 11 is comprised only of the 6 California dental schools. It is, in fact, currently the only district that is comprised of dental schools from a single state. Each district has its own cabinet which is lead by the district trustee. The district trustee is a dental student from one of the schools in the district, whose job is to act as liaison between national and local branches of ASDA. The District 11 meeting is traditionally hosted at the school attended by the district 11 trustee. This is traditionally an open meeting is therefore an excellent, and cost efficient way to introduce the cabinet and interested student body members to ASDA!

President's note: This year, since Pacific ASDA's own Yige Zhao is California's District 11 Trustee, this year provides an exceptional opportunity. It should be highly encouraged for all Pacific students to attend, especially cabinet members. By this time, you should have basically solidified who you want to attend NLC, so you should make it mandatory that anyone who attends NLC attends the district meeting. This should be especially true if you are considering 1st years to attend NLC or future conferences.

National Leadership Conference: NLC takes place in Chicago every year, which is where ASDA is headquartered. This conference is very much more about leadership development. This conference has different 'tracks' that provide opportunity for development in a variety of areas. Student members should be encouraged to go to this conference as well to attend whatever tracks they see fit. Cabinet members, who are sponsored by Pacific ASDA, however, should attend more meetings relevant to their positions and growth as Pacific ASDA leaders! When deciding who should be sent to this conference, things that should be considered are level of involvement, potential involvement, need for leadership development, etc.

President's note: new this year was the decision to make a conscious effort to integrate I.D.S. students more this year. Keeping this in mind, I would recommend send the 1st year IDS ASDA rep to either NLC or Annual session, and the 2nd year IDS rep to the other one. Since neither IDS rep will have been to a conference (kowthemi couldn't make annual) you will have the freedom to set the standard and choose who will generally go to which. I would recommend speaking with them and making the choice based on which conference suits them time wise.

Annual Session: This is the conference where ASDA chapters from around the country gather to vote on resolutions, vote new leaders, and celebrate the accomplishments of chapters through the Gold Crown Awards. Annual session is rotated between 6 cities. Consider the same basic concepts as with NLC to choose who to send to Annual Session. One especially important consideration for annual however, is bringing first years to promote their understanding, development, and involvement early. Nothing causes 'ASDA fever' quite like Annual Session!

Lobby Day: This is a small but important conference for ASDA! This is the conference where ASDA members will interact with the lawmakers of our country. This venue is our most direct exposure to effecting change for our future profession. As such it has specific tangible talking points that can be easily relayed to Pacific Dugoni's student body, our stakeholders. Pacific's ADEA and CDA reps have attended this conference in the past (sponsored by their own budget, not ASDA's) with us and is a great opportunity to promote collaboration with them. Their attendance should be encouraged in the future!

Year Outline: (2013-2014)

- *Summer Quarter*
 - *ASDA Presents: Organized Dentistry Welcome week (2013: 7/22-7/26)* – get on this early, work with Kathy Candito to bring in CDA for the Friday event
 - Penny wars!
 - Condensor Summer issue
 - Pre-dental Alginate Day (2013: Sep 7th)
 - Leadership Retreat (2013: Sep 5th)
- *Autumn quarter*
 - *District 11 meeting- (2013: October 11-12)*
 - *National Leadership Conference (This coming year: Oct 31st-Nov 2)*

- *Movember fundraiser*
- *Articulating paper (and condensor?)*
 - *Winter quarter*
- *Dugoni Ties (2013: 12/12)*
- § *This should happen at/near same time as legacy ball*
- *Annual session*
 - *Spring quarter*
- *ASDA Lobby Day*
- *Vendor Fair*
- *Transition meeting*
- *Bridge Builders*
- *Ethics Week*

ASDA Legislative Liaison: By: Yige Zhao

Congratulations on your new leadership endeavor, in this packet you will find everything you need to be successful as the University of the Pacific Legislative Liaison.

Overview:

As you may or may not know, a key role of ASDA is to advocate for dental students and raising awareness of relevant issues. As Legislative Liaison (LL), you are responsible for all things legislation/advocacy related. Annual duties of the LL include but are not limited to:

- Stay up to date on legislative issues affecting dental students
- Increase ADPAC membership through ADPAC drives
- Advocacy Week (usually around Jan/Feb)
- Meet with local congressmen and representatives
- Promote Engage
- Organize Lobby day
- State Lobby Day (future project)
- Work with the district Legislative Coordinator (Quinn Yost for 2014-2015 year)
- Serve on Executive Committee

Don't be overwhelmed! We will go into details for each of the above tasks so you know exactly what to do J

Staying up to date on legislative issues relevant to dental students:

In order to increase awareness of advocacy/governance among your peers, you must be well versed in some of the hot topics out there right now. Here's how I would start:

- Visit www.asdanet.org: follow the appropriate links to see a synopsis of all the hot topics.

- Create an account: on www.asdanet.org. You will need your membership portal to sign up your chapter for lobby day, more on that later. Update your communications account settings to be sure you are receiving the most updated ASDA news through a method of your preference.
- ASDA Legislative Ledger: be sure you are receiving legislative updates from this. If now, you can directly email Andrew Smith (asmith@asdanet.org), ASDA's national governance and advocacy manager, to start receiving the ledger.
- Contact the district LC: they are the ultimate resource for all details advocacy related. They were elected for this position during Annual Session every year based on their proficiency in advocacy and knowledge of current issues. They will be able to direct you to the appropriate resources. Please email Quin Yost (quinnyost1988@gmail.com) for the 2014-2015 year, for any questions or if you want to find out more about a specific topic.
- *Keep in mind that if you're passionate about advocacy, YOU can run to be the district LC at annual session! If you want more information on how to run for it, contact the district trustee via district11asda@gmail.com or talk to your chapter president.*

Increasing ADPAC membership through ADPAC drives:

- Educate: your peers about ADPAC. ADPAC stands for the American Dental Political Action Committee, it is the main organization that helps ASDA and the ADA in all things advocacy related. They also host National Lobby Day for us and teach us the ins and outs of lobbying and advocating. It is important that they have the support both through membership and finances to continue to advocate on issues that affect our profession. You must renew your membership annually, and it is only \$5 for students.
- Welcome Week: this is a good time to hold a short presentation to teach your peers about the importance of ADPAC. You can dedicate a lunch hour to this but I would suggest doing it at the beginning of First Year First Aid along with your first ADPAC Drive.
- ADPAC Drives: This is where you hold a unique event to promote ADPAC and get students to join on the spot. There are many ways you can hold an ADPAC drive. In our experience the most successful drives don't just ask for a donation, they tie the donation to something else. **No matter what the idea, be careful how you market the idea:** It is illegal to directly exchange money (which is then donated to political parties) for goods. However, it is not illegal to offer something for free or discounted to ADPAC members. If this distinction is unclear to you, don't worry, we will explain further in the following examples. No matter how you get your donations, make sure you get \$5 from each student along with their first name and email address. Here are some examples but feel free to be creative by creating your own drives:
 - o *Welcome week bur drive:* We used first year first aid's high attendance to promote ADPAC. We tell them in advance that we are giving out free burs to new ADPAC members. **Be careful how you market this idea:** You cannot say they must become ADPAC members by paying the \$5 for the burs, and you cannot force every single person to pay the \$5. It must be voluntary. In other words, if they become ADPAC members, they receive the burs FOR FREE, or they may pay \$5 for the burs and choose not to become ADPAC members, or they must have the ability choose neither and not get any burs. For those that choose to buy burs and not become ADPAC members, the money raised will be used for interests within ASDA.

- *ADPAC Backpack*: Similar idea, pack drawstring bags with essential goodies for first years or snacks for finals week and give them out FOR FREE to new ADPAC members.
- *Vendor fair*: Have an ADPAC table during our annual vendor fair and have people register on the spot. A fun way to make this work is to offer students an extra raffle ticket for \$5 AFTER they have finished their stamp sheets (vendors will not be happy if we let students buy a raffle ticket without coming around to the vendors first). This would work similar to the bur sale: A second raffle ticket costs \$5 for non-ADPAC or free for ADPAC members (so if not an ADPAC member, become an ADPAC member and get a 2nd ticket for free). *To reiterate: this can only double your chances, as you cannot buy a ticket until AFTER you have completed your stamp card. This is to keep our vendors happy!*
- *ASDA Party Bus ADPAC Discount*: Organize a party bus (with the events coordinator or social chair for after finals week) to a bar/club. The way is used to increase ADPAC membership is by offering a discount to ADPAC members. So lets say it is determined that a party bus will cost \$25/person to break even. Charge \$30/person but give a \$5 discount for ADPAC members (\$25). Since they have to pay \$30 for not being an ADPAC member, ask them if they would like to join ADPAC right when they purchase the ticket to receive the 'discount'. It ends up costing them the same. There's no reason for them not to join, if you can explain to them what ADPAC does and why it is important, you should have no problem convincing them. BUT if they say NO, you CANNOT register them for ADPAC, so make sure you ask each person. Anyone who pays the \$30 and decides not to join the \$5 extra will become profit for the chapter to be used for other interests. *This can be done multiple times throughout the year!! Work with the events coordinator and social chair to try and make sure it is ASDA that organizes these sort of things instead of another group or person!*
- Register everyone who signs up at the ADPAC Drives in a timely fashion. You can print out the ADPAC Student Membership form and fill them out manually. Please use the school address and phone number for everyone but make sure you fill in the applicant's name and email. Pay the entire amount with a personal check, cash, or your credit card.
- Mail the completed forms and money in your preferred payment method to:

ADPAC, c/o Natalie Halpern
1111 14th St, NW, Suite 1100
Washington, D.C. 20005

Advocacy Week:

- When: this event usually takes place during Jan-Feb before Annual Session and Lobby Day.
- What: You will need to work with the Lunch and Learn Coordinator and Chapter President to book rooms and find speakers to come present on hot topics and advocacy. It will be a week filled with lunch and learns and usually the lunches will come out of the chapter's budget unless the speaker offers to pay.
- For your reference "Advocacy Week Email 2014" is attached in **Appendix A**
- Speakers: Usually CDA/TDIC will send someone to talk about legislative issues relevant to students in California. Work with your treasurer so you can contact the reps through the vendors list.

- *President's note: Advocacy week is a great time to have a presentation on ASDA Engage as well as some sort of ADPAC drive. For more information on ASDA Engage visit: www.cqrcengage.com/asda/home*

Meet with local Congressmen and Representatives

- When: This is usually possible during October when Congress is in recess and all the representatives are back in their local offices. Last year we were able to visit Nancy Pelosi's office and talk to her education staff about the burden of student loans and get her support on the specific bill affecting our loans
- Go with a plan: have something on paper that you can hand to them with a summary of bills you want them to support. If you need more information on this, talk to your LC. See attached document "Local Lobby Pamphlet" and "Local Representative Visits" spreadsheet.

Promote Engage

- What: Engage is a new online program for ASDA members to easily lobby on a local level through a few clicks. It is accessed through the membership portal on www.asdanet.org. This is one of the many benefits of having an account on the website. Please hold a session during welcome week or advocacy week to introduce this to your peers. It allows you to send pre-written letters electronically to relevant representatives in your area and you only need to enter your name and address. This helps the system figure out which representatives to send the letter. It is a simple way to get our voice heard so please use it!
- *President's note: this is one of ASDA's newest initiatives. As a new initiative it is relatively unknown to the student population and will heavily require the LL and cabinet to promote its use. It is possible that contests or prizes can be created for promotion of its use. For example, perhaps you can challenge everyone to submit one pre-written letter in a week, then print it, turn it in, and enter them into a raffle.*

Organize Lobby Day

- Determine who will be attending. Usually we want to have at least 6 people from Pacific attend, at least 4 will be from ASDA (the President, VP, LL, LL in training) and 2 ADEA reps. However if ADEA does not have the budget, they may only send 1 person or none at all, in which case you will be able to bring a couple more people. I recommend bringing first years that have leadership potential because they will be able to benefit most from the experience.
 - o *President's note: traditionally ADEA pays for themselves to go, CDA should be invited to go as well if they have it in their budget (It recently came to my attention that they may be interested in future years). No matter who it is decided will go within ASDA, ensure with the President and treasurer that it is within ASDA's budget.*
- Have people apply: If there is room in ASDA's budget, on the last day of your advocacy week, you can talk about sponsoring 1 or 2 students to lobby day and send out an application. This is a good way to gauge who would be potentially interested in working for the cabinet in the upcoming year or possibly running for a district position at/after annual session. Please see attached "Lobby Day Application" in **Appendix A**

- Register your school: through the membership portal on the website. You should be receiving emails from Natalie Hinman regarding registration, please try to register everyone by the normal deadline to avoid late registration fees. You will have to work with a certain budget, so talk to your chapter president and treasurer to ensure you are staying within budget.
- Flights and Hotel should be booked as early as you can. You should receive emails for an ASDA special rate for the hotel so be on the look out for that. We usually try to fly red-eye because it tends to be cheaper, you will need every traveler's full name and birth date to book flights.
- MAKE APPOINTMENTS: Your district LC should provide you with a list of representatives they want our school to meet with way in advance so you can divvy up the work amongst the attendees and teach everyone how to book their own appointments. See the "Lobby Day Sample Email" in **Appendix A**. Please be very persistent, sometimes they scheduler will not get back to you until a few emails and phone calls so don't give up until you hear back and get an appointment. See "Schedulers" attachment.

State Lobby Day

- Work with Jason Bryant, CDA director of Government Affairs to set up something this year. I have already told him I will pass his information down to you, so he will be expecting your email/call. Talk to him as soon as convenient because there are limited spots for students to visit the capitol. There is also the option of bringing representatives to our school so please find out the details so we can host the school as soon as we can (maybe once we move to the new school?)
- Contact Information: Jason.bryant@cda.org W: 916.554.5931 C: 916.599.1826

Work with the district LC

- Your LC is the ultimate resource for anything you need so please stay in touch with them and reply to their emails promptly. They will be keeping track of your progress in ADPAC membership drives and appointment bookings when Lobby day comes around
- Quinn Yost '16 UCLA: quinnyst1988@gmail.com

Serve on Executive Committee

- New this year will be the added role of being apart of the Executive Committee, which includes attending all Executive committee meetings.
- The LL will also manage tasks for a pre-determined group of cabinet members. Currently this will be the 1st year LL, Career Development and licensure chair, and Rep to C.O.D.
 - o You will be required to work with the President at Executive committee meetings to create and manage tasks for these positions
 - o You will also be required to report their activities at executive committee meetings.

Events Coordinator: By Andrew Cummings

Overview:

Congratulations on becoming the new executive committee position of Events Coordinator! You are entering uncharted territory, as you will be the first person to officially occupy this position. While we have an idea of what you will be doing, much of the details of your position will be determined throughout this year. This will require a certain amount of flexibility and diligence on your part to ensure success. I have confidence in you!

Some of your duties will include:

- Serve on Executive Committee
- Creation and management of a master calendar
- Coordination of ASDA related events

Serve on Executive Committee:

- Attend all Executive Committee meetings
- This position was created mainly to act as a liaison between the executive committee and certain key cabinet positions. This year that will include the Pre-dental Chair, the Community Service Coordinator, and the Social Co-chairs
 - o You will be required to work with the President at Executive committee meetings to create and manage tasks for these positions
 - o You will also be required to report their activities at executive committee meetings.

Creation and management of a Master Calendar:

With a growing cabinet and a rapidly increasing amount of events being held by Pacific ASDA, it has become apparent that there is a need for a master calendar that will be constantly updated and easily accessible all cabinet members. This should include all ASDA events, as well as major events by other organizations. This will be essential for planning purposes. How the Master calendar will be managed will be something that must still be decided.

President's note: It was my suggestion that this calendar would best be managed through Pacific ASDA's website. This will make it easily viewed by both cabinet members and all other students who are interested in participating in ASDA events.

Coordination of ASDA related events:

This should seem pretty self-explanatory at this point, but just to reiterate, this position was created to coordinate the timing and successful completion of ASDA related events, especially those in which this chair oversees.

Conclusion:

For a more complete discussion on how/what events are put on, please read the various other positions that organize events. Understand as well that, with moving to the new school location, the details of how many of these events will be completed will no longer be applicable. It will be up to you to brainstorm with the applicable positions, the ideal strategy for completion and growth current events and creation of successful new events.

IDS ASDA Representative: By Jignesh Parmar

Overview:

The IDS ASDA Representative is a two-year elected position representing the IDS classes. It should be a goal of the IDS Representatives and the cabinet to increase IDS involvement with ASDA. The current specific responsibilities for each representative include:

1st year IDS Rep:

- Organize annual Bridge Builder event
- Work with IDS reps from other district 11 schools to address issues faced by international students

2nd year IDS Rep:

- Serve as chair on Executive Committee
- Work with IDS reps from other district 11 schools to address issues faced by international students

1st Year IDS Rep:

The first year rep's main responsibility is Bridge Builders. Bridge Builders gives a unique opportunity for members of the school to come together and experience all of the school's different cultures at one time! Each culture represented has a table with which the culture may be represented in whatever way the culture wants. Some tables have unique cuisines and drink, others display cultural photos/decorations, some perform cultural dances or other activities, and some combine it all. In the past, alcohol has been allowed, but it should be confirmed every year before announced to the school. Usually between 15-20 cultures are represented at this event, and enjoyed by about 500 people.

Bridge Builders is not officially sponsored by the school. People put out their own money to give others the opportunity to experience their culture, promoting the Dugoni Spirit! Often times however, based on availability of funds, the Dean's office and IDS offices sponsors some of the event to offset the cost. It has usually been about \$25-50/table. Reimbursements do not cover alcohol.

The timeline for organizing this event are as follows:

- Pick a date late in winter quarter or early spring quarter (work with Marrieta)
- Sound out email announcing event and when registration opens 1 month in advance
- Send out another email opening registration 3 weeks in advance and keep registration open for at least 2 weeks
- Send out reminder email a few days before close of registration

- Send email out to registrants detailing event (rules, set-up time, how to get reimbursed if applicable, etc)
- Set up event on date of event. Have 2nd year IDS Rep and or Marietta help with specifics of this

2nd Year IDS Rep:

The main role of the 2nd year IDS rep will be to serve as chair on the Executive committee. It is expected that the IDS rep attend all meetings. Additionally, the IDS Rep will work as liaison between Executive Committee and the cabinet positions in which it oversees (as chosen by the President at the beginning of the term). Future goals may include incorporating more international dental students in Pre-dental day, or perhaps, organizing Pre-dental day specifically catered to future internationally trained dental students.

Treasurer

Overview:

Do you like Dolla Dolla Billz?! Always wanted to be a member of the Cash Money Millionaires?! Do aware that money doesn't actually grow on trees?! If you have answered yes to one or all three of these and are ASDA's new treasurer, you may have just hit the lottery. This position isn't just about talking though. You gotta put your money where your mouth is. This position is all about creating a budget with your President, keeping an up-to-date balance sheet, and ensuring that receipts get turned in for reimbursements in a timely fashion. It is up to the treasurer to know ASDA's financial position.

Lets define the difference between a budget & a balance sheet:

- Budget: A budget is a quantified financial plan for a *future* period of time
- Balance sheet: A statement of the assets, liabilities, and capital of an organization at a particular point in time. It defines the *current* state of an organization's incomes vs expenses using the preceding period as the starting point

Budget:

The first thing to understand about Pacific ASDA's finances is that currently, our money is not in a bank acct of our own. This means we must work with the school and rely on them. The 2013-14 cabinet painstakingly worked to clarify exactly where we were at starting out. A detailed budget was then created and developed throughout the year. With that being said, barring any major developments, the budget should only need to be adjusted based off projected income and what you and the president decide money should be spent on.

When it comes to planning, assume any conference with a flight will cost \$1,000 per person. Always plan on under budgeting by 5-10k for unforeseen circumstances or opportunities that may arise.

Note by Maurrissa Kiefer: Consider planning for an extra 10K in the budget for leeway money. Make sure to set allowances and stick to it! Also, ASB has changed how much money we will be gifted. Verify how much we will be now be allotted for things like newsletters before setting the budget and deciding how many will be printed or not. Consider going green and only sending out electronic copies.

Balance Sheet:

A balance sheet, in Pacific ASDA's scope, should use the final dollar amount as defined by the previous cabinet, as the starting point for creation of a balance sheet. As the year progresses, the balance sheet should be regularly updated so that you, the President, and the cabinet know where ASDA stands in relation to their budget goals.

Receipts:

It is up to the treasurer understand exactly the parameters for reimbursement of receipts. You should know exactly what can and cannot be reimbursed. This year reimbursement protocols will change slightly, so it will be up to the treasurer to understand the new protocols and ensure communication of these protocols to the cabinet. I would recommend the treasurer require receipts be turned in within a week, but understand that to date getting reimbursed for valid expenses has never been a problem. Reimbursement, however, could become problematic people wait longer than the school's financial quarter.

Vendor Fair:

Undoubtedly, the Treasurer and the Vendor Fair Coordinator will be working very closely with each other. Keeping this in mind, I will include the vendor fair portion within the Treasurer summary. Currently, we are using sponsorship package bundles to sell vendor fair. For an example of current bundles please see **Appendix B**. Consider increasing cost of bundles to increase revenue, especially with vendor fair being at the new building. It is of great importance that whatever is offered in the package be honored so that relationships with companies can continue to develop and flourish. When spacing out vendors during vendor fair, understand that certain vendors may not want to be placed around other certain vendors. Plan ahead for this.

Here is a sample timeline for vendor fair:

- September: Have bundle packages finalized
- November: Make sure payment page is all set up with Ester, make sure the credit card payments are sent to the correct acct
 - Predental day has the ASDA acct ending in 001
 - Vendor Fair has the ASDA acct ending in 002
- December: Send out initial invite email describing the packages
- January: Send out another email invite
- March: Email Vendors reminding them that Vendor Fair is one month away
- April:
 - Make sure building ops is aware of the event
 - Ask café manager for use of fridge space and serving area for event
 - Talk with Marietta about plotting out tables.
 - Send out a reminder email to vendors who have registered two weeks prior to the event with the logistics (parking, time to arrive (1 hr prior), and running time)
 - Get a group of 4-5, way in advance, to help you set up
 - The night before VF, go to Costco and Trader Joes to get all the food and wine, then go back to school and put it all in the fridges.

- Day of the event:
 - § Make sure you don't book a patient the day of the event, you will need the whole afternoon free
 - § Set everything up (including raffle wheel)
 - § Welcome vendors and make sure they have water
 - § Raffle off prizes at end!
- After event
 - § Clean up
 - § *Relaxxxxxxxx*
- Make sure to SEND A THANK YOU EMAIL to ALL the vendors that attended.

Lunch & Learn Coordinator:

Overview:

Congratulations. You've taken on an esteemed position that often goes overlooked in the hierarchy of ASDA officers. Little did you know that you now have great power that affects the mind, stomach and wallet of every single student at the University of the Pacific. In my opinion, Lunch & Learn presentations have as much an influence on a student's education as any other didactic lecture, and the groups you choose to have an opportunity to address UOP students is entirely up to you...Boom. Power.

The position itself is generally pretty straightforward. Work with companies or organizations to plan Lunch & Learn presentations. These events take place during the 1-2pm lunch hour, with presentations themselves being about 30-40 minutes. In nearly all cases, with a few exceptions, which will be detailed later, the presenter provides the lunch for the students. This is their "commitment" in exchange for the opportunity to present at the school. Most companies are eager to jump at the chance to address 70-100 students for the cost of providing their lunch. It's really quite genius in its simplicity. Everybody wins. The company wins. Students win. And all you have to do is write a bunch of emails (mostly).

The final bit I would like to mention about this position is an added advantage you may not have thought through prior to accepting it. As L&L Coordinator, you are the contact point for these major companies, whether it is corporate dental groups or dental supply companies or legal firms or financial advisors. You will end up exchanging quite a bit of communication with these companies by the time it is all said and done. If you are responsive, helpful, and host a successful event, you have the opportunity to keep a good name in with these companies for future networking. I feel that any of the dental service organizations I worked with would jump at the chance to place me in a desirable area to associate post-graduation; I now have connections in medicolegal law firms that would willingly review contracts; any malpractice coverage questions I come across can be answered directly by my contact; financial advisors were eager to take my business card to work with me once I become established; I've gotten personal invitations to check out dental supply warehouses in Southern California; etc etc. You're the face of University of the Pacific to them leading up to the event. Capitalize on that- It's a hidden perk of the job.

A detailed timeline of when specific events happened or should happen:

For this section, I think it is best to essentially run through the process of planning a Lunch & Learn event and give approximations as to when certain tasks need to be completed leading up to the event itself. Each presentation is different - you may be contacted by a company looking to come in 2 weeks, or, on the flipside, you may be working with a group that is trying to sort out dates 6 months ahead of time. In either case, a HUGE aspect of this position is to be organized and utilize a trustworthy calendar system that you can jot down notes and reminders of when tasks need to get done (President's note: timing of L&Ls should be well coordinated with the Events Coordinator who is to keep a detailed calendar of ASDA and school events). This is of particular importance in the situation that you may be working on a date that is several months out, since we cannot make requests for rooms until the end of the quarter prior to the quarter of the event. For example: it is November (Autumn quarter), but I've been contacted by a company looking to do a presentation in April (Spring quarter), I let the company know that we'll pick a tentative date, but nothing will be set in stone until mid-March, when I can actually make a request for a room and get confirmation. This requires you to keep the company and the tentative date in the back of your mind, and set a reminder to access the room scheduling calendar and make a room request in mid-March, so that you're ready to go come April. I recommend making the room request as early as you can, so that you can solidify a room and the event will appear on the master calendar. This will influence clubs and other presentations when they are choosing their dates because it is best to overlap with as few events as possible. This works vice-versa as well. You must always look at the master calendar closely to make sure that there is not a large event already planned for lunch that day. For example, a Dean brown bag lunch for the 2nd-year class scheduled on the same day as your L&L will really kill your attendance and it is best to avoid those situations whenever possible. Once you begin initial contact with a company, ask them to give you a rough timeframe of when they'd like to present. You can ask for a few specific dates or a week that they'd be willing to come. That gives you a little leeway when looking at the calendar to determine the exact date. As I mentioned, try not to schedule an L&L on a date that already has a lunchtime event that will impact your attendance. If a company says, "we can come Tuesday, Wednesday, or Thursday of XXX week," and you find that Tuesday is a Lunch & Learn with the Pedo study club, and Wednesday is the 2nd-year retreat, then you better choose Thursday to submit a request for the room.

The room request form is an online form found at a link I'll include below in important documents. Ideally submit requests a few weeks to a month ahead of time. At minimum, submit a few days in advance. The ASB secretary will review requests and you will receive a confirmation email a few days later. To check for conflicting dates, access the master calendar at the link below. Include audience size of ~100 and any special room set up needed as well. For an audience of ~100, you will usually be placed in either 113 or 514, which will have all audio/video and tables already equipped in it.

Once you settle on a date and submit a room request, ask the representative to give you an idea of what their budget is for the event. Lunch can be as cheap as about \$350 or up to \$1000, depending on which food you order. My experience has been that bigger companies will just tell you, "We'll pay for whatever food will draw the biggest audience." In this case, it is up to you. In nearly all cases, I would make the order for food about 3-5 days prior to the event, ask for the

total from the restaurant, then give the company representative the phone number of the restaurant so that they could call in with a credit card number to pay for food and drinks. This worked well and only in a few rare instances did I ask the restaurant to take a check at the time of delivery, per the representative's request. It is also possible to have ASDA and Dr. Hayashida's office front the money for lunch if needed, then be reimbursed by the company at the time of the presentation.

As you know, building security can be tricky to manage, so be sure to also email: sf_security@pacific.edu a few days ahead of time to let them know the names/organizations of your guests and lunch delivery, the approximate time of arrival, and the event time/location. Also let your guests and delivery service to go to the 5th street student/faculty entrance between Mission and Howard, NOT the patient entrance. You'll likely have to coordinate with another student to watch or bring in food while you get the presenter. Building security usually wants a student to accompany the visitors so watch out for that.

Informing students: On Sunday night of the week of the presentation, I would send out an email to all 5 classes (DDS + IDS) as well as the staff (using dental_all listserve) containing information about the event. Try to keep it fun and interesting since students receive dozens of mass emails every day. The necessary information includes what the event is, who is presenting, where it will be, date and time, and a description of the presenting company. I would usually ask the representative at some point during our interaction to provide me with a brief description of what the company is about so I could include it in this email to the school. I would then send a final reminder email either the night before or early the morning of the day of the presentation.

Since the audio/video system can be challenging initially, figure that out beforehand to be ready for the presenter. There are two options:

1. In the back of the room, there is usually a "Mac Mini." Connect a USB stick to one of the ports. Log in at the front podium. I usually use the Mac rather than Windows. Open the file. If you choose this option, your presenter can use the building's mic and wireless remote (for moving between slides).
2. Alternatively, your presenter can connect a laptop at the podium and open up the file. Beware that depending on the make of their laptop and the ports available, they may need a cable or adapter. Even if they prefer using their laptop, ask them to bring a USB or email you the file beforehand as a backup.

In both cases, you can use the wall device to control the Mac Mini and set up which screens and monitors will display the presentation.

SO it's the day of the presentation: as I mentioned before, you may want to coordinate with another student to let people into the building. I tried to wrap up and leave clinic/class by 12:45 or earlier to let them in. Set the room up for their presentation if they have a PowerPoint, adjust the lights and shades, and get the microphone(s) all ready to go as they need them. There are tables in the back of each lecture hall, so I usually line food there so students can grab it and sit down. A foldable table at the front of the room worked well to set up food and allow students to grab it as they enter then find a seat. At about 1:10pm, I would begin by settling things down, introduce the speaker, and let the audience know that they will be wrapped up by about 1:50pm in order to give enough time to get to clinic. Be weary of those students that show up, grab lunch, and dip out the back immediately. It is just disrespectful to the speaker, so try your best to

regulate this if needed. This occasionally happened, and it was often the same handful of people who did this. It's up to you if you want to address them directly. One solution is to have friends help stand by doorways. People are less likely to duck out. I luckily didn't have much of a problem with it. When the presentation is over, thank the speaker for their time, organize the trash left from the food, and congratulate yourself on hosting a great Lunch & Learn.

Important contacts and documents:

This section includes links to a google doc with contact info and past food options, the master calendar, and room request form. document includes a link in the next section to a google document that has contact information for previous presenters as well as different food options we have utilized.

For presenters: the google doc will be a good resource with contacts that have presented at UOP before, and therefore should know the drill when it comes to how the presentations work. They are great to fall back on if you do not have anything else in the works. What I found, was that I only used a few of these previous contacts because I was constantly being approached by representatives of various companies that wanted to setup a L&L date. This meant that I did not need to reach out to previous contacts that often since there were so many that came to me. If it seems "slow" and you are not being approached by any representatives, do not hesitate to write a general email inviting companies to host a L&L and send it to the contacts on the list. This can help get things going, particularly in the beginning of the year.

For food: much of the food resources that I used as go-to places were all within close proximity to the UOP Webster St. building in Pacific Heights. The move to SoMa will influence the restaurants we use. In my thinking, this will actually open up our possibilities for restaurants, but it may take some time to re-develop a good list of restaurants that are easy to work with. I've found that you need to have a place that can deliver about 12:45pm and help you set up. Foods that are easy to grab and eat with your hands make the line to enter the L&L more manageable. I did a lot of burritos, pizza, and individual lunch boxes from LaMed... (usually pretty expensive, but students like them). Since we're at a new location, I've been experimenting with different food options. You can check out the google doc and see what you like. Feel free to try new places!

1. L&L Google Doc:

<https://docs.google.com/spreadsheet/ccc?key=0AIUGHzAzRWBZdDRNb1lwUERHdm8yNTloXzY0ZnRDWnc&usp=sharing>

2. Master Calendar:

<https://ems.pacific.edu/VirtualEms/CustomBrowseEvents.aspx?data=XoldTX4fVcG3tlwPUbfGKUWw1JBSxXEKp84l0jrn9qK3mhDkflVtRlel0oZVMY00X2uSTvdiqy%2fYBxmyCXliblwrQWqy1hsjN9mh%2b3ZbVloESZqBWjG9FXOvnSVh1NozGvCH8WlVI4QJfwHP2olp5UQidqjAoLjwqUyYbA8FINaMufpj8o%2f6xEsR50efvOUZ>

3. Room Request Form:

<http://www.tinyurl.com/dugoni-rooms>

Suggestions for Improvement:

- Try to limit yourself to no more than 3-4 Lunch & Learns per quarter. Otherwise, students will get a little burnt out, as will you trying to coordinate with so many different representatives.
- Start early. I was only able to have 1 L&L the first quarter because I didn't realize the time involved to exchange the number of emails it takes to get an L&L event set in stone. I then made up for it with 4-5 L&Ls each quarter afterward, which was a little too much, as I stated earlier.
- Be sure to jot the representatives a quick "Thank You" email after the presentation. Many times they are traveling from out of state specifically for this ~45 minutes with the students, so it is worth the 2 seconds it takes to write a quick "thank you."
- Ask students for suggestions on food and what topics they want to hear about. The more different and new the topics, the better the attendance
- I tried to organize the events into "series" as much as was possible. What I mean by this was that I had several events in a row from legal services and malpractice insurance companies; then the next quarter I brought in several corporate dental groups looking for new graduates as part of a "employment opportunity series." This is not necessary but it seemed like students liked to be able to compare services in the successive presentations. Some students might also find this a bit repetitive... but it's totally up to you. Power.

ASDA Community Outreach Coordinator: By Peter March

Overview:

The Community outreach coordinator is responsible for organizing non-dental community service events, as well as charity fundraisers. This position is currently limited to non-dental related community service events. Per the school's requirement, all dental related community service events must be organized and handled by SCOPE.

This position should plan at least one community outreach volunteer opportunity per quarter, not including charity fundraisers. Often these community service events should try and be coordinated with UCSF's ASDA to increase presence at these events and promote increased involvement with our neighboring district 11 ASDA Chapter. When involving UCSF, their Community Service Rep should be the point of contact, with emails cc'd to President's of both schools.

When planning community service events, because of the similarity of events, the Pacific ASDA Community Outreach Coordinator should be in contact with SCOPE.

Important Dates:

Summer Quarter: Penny Wars!

Penny Wars! is a very successful fundraiser for Pacific ASDA and promotes camaraderie within classes, especially the incoming class. Last year (2013-14), \$1,900 was raised (double the previous year). The success of this past year was mostly due to promotion of

competition and keeping it entertaining (there was a lot of goading). Here are some nitty gritty details:

- Hold it around week 3 or 4
- Email Dan Soine: dsoine@pacific.edu to get a graphic up on the monitors the week before.
- Make announcements in class the week before
- Send emails to all of the class lists and dental_all to get faculty/staff involved

· Supplies and setup

- Acquire jars large enough to hold all of the change and penny's that will be donated.

§ Clear jars are better so classes can roughly see where each other is at

§ 6 large jars will be needed:

- 1 for each class (3 DDS and 2 IDS)

· 1 for faculty and staff

- Promotional Posters and labels for each jar indicating class

○ Jars should be set up and displayed at lunch with ASDA representatives watching jars to ensure fairness.

- Store Jars in Dr. Hayashida's office during the week.

· Rules:

- One penny= +1 point

- Anything else = negative points

§ Ex:

- 1 quarter = -25 points

- 1 dollar = -100 points

- Winner is the class with the most points

- Jars are available from 1-2pm the week of the fundraiser

§ May adjust the times according to class schedule (end at 1:50)

§ Cut off time must be strict to ensure fairness

- These should be included and made clear in emails

· Note that some groups will strategize to bring large amts of money at the very end of the last days.

- Handling the \$\$\$:

§ Count it and tally up the scores for each team, every day.

- Include tally in daily email

- These are all of the emails I sent last year:

§ <https://drive.google.com/file/d/0B6OttFALau9ITzFGSkFiVWNMX2M/edit?usp=sharing>

- Enter everything into the excel sheet:

○ <https://drive.google.com/file/d/0B6OttFALau9IWHdHdTMwSDRZUTg/edit?usp=sharing>

- Put all of the collected money in a big jar to put on display each day

§ Get some coin bags from a bank

- Figure out a safe way to deliver to a bank nearby

· We used a suitcase

· Bank of America handled it last year because I put it in my personal bank account

· Find out what the ASDA account is

§ If not using the ASDA account, write a check to ASDA

- Dr. Hayashida's office will help you with this
- They will send a check to the charity

§ Write a brief letter to the organization that includes the name of ASDA, the donation amount and the way money was raised (Penny Wars!)

- Where the money is donated:

§ For the past two years we have donated to City Youth Now

- It is a local organization that provides services for youth
- www.cityyouthnow.org
- Our current contact is Amanda: Amanda@cityyouthnow.org

- The prize for the winning class:

§ Get Ice Cream Sandwiches from Costco

- Costs about \$100 for a whole class
- It's-It's were the most popular item

§ Plan a day to deliver the prize

- If first year's win, deliver them the evening before the 1st practical

§ Save the receipt for reimbursement!!

- Suggestions for the next one:

§ Toward the end, you could make it so that food donations count as +100 points

- Make a clear list of foods that can be donated (i.e. no ramen)
- Figure out how to store food and where to donate it

§ The school does do a can drive toward thanksgiving

Fall Quarter: Movember

Movember is a new charity started that Pacific ASDA has gotten involved with. This is a charity where Men grow moustaches during the month of November to promote Men's Health.

- www.movember.com

§ The "Pacific ASDA" team: <http://us.movember.com/team/1363797>

§ Contact Drew Cummings since he is the captain of the team

§ Students must join the team on movember.com to be officially considered part of the team

- This should include ladies and gentlemen!
- Anyone can (and should) donate to team members, however donations can only be accepted through the website!

- Registrations start in September

- Promotion:

§ Begin promoting either in September or October

§ Consider having weekly goals/prizes during the month of November

§ Find unique ways to keep the Movember participants excited and get the word out

- Take Movember National

§ The National Leadership Conference (NLC) is in November

- Get picture with ASDA members from other schools with moustaches

§ Consider making the competition between schools (discuss with Drew Cummings and Peter March)

Community service opportunities:

The other aspect of this position is, again, non-dental community service. The organizations you wish to work with is entirely up to you. Whatever community service event you decide to do, make sure to promote with both email and announcements on monitors (via Dan Soine). Here are some organizations we have worked with in the past:

- www.handsonbayarea.org
- Many different organizations post here
- Kids Enjoy Exercise Now (KEEN)
-
- http://www.handsonbayarea.org/HOC_Volunteer_Opportunity_Details_Page?id=a0a6000007OQrZAAW
- Spend a few hours on an afternoon in a gym with disabled children
- Great experience for students looking to work with special needs patients
- § Those interested in Pediatrics
 - Have the pedo study club get involved in promoting
- We went in December to the YMCA by the Ferry building
- § About 10 volunteers from UCSF and UoP
- § It is on Sundays, so test schedules need to be considered
- Habitat for Humanity
- www.habitatgsf.org
- § There is a project that could take volunteers every weekend
 - An excellent regular event
 - This site is about 20 minutes by car, so driving needs to be coordinated
- § Students volunteered for this that haven't done any other outreach events
- § We had about 8 volunteers go along with 8 from UCSF
 - Groups of ~20 can go
- Glide Memorial Church
- <http://www.glide.org/serveameal>
- Near the new school
- Can volunteer every day
- § This can be organized any time of year
- § Also a good regular event
- We prepared lunches on a Sunday with UCSF
- § Shift was about 3 hours
- § Also with UCSF about 10 from each group
- Be the Match: bone marrow drive
- www.bethematch.org
- Requires announcements and some education
- § Many people are reluctant because it might hurt or take too much time
- Only doing this every other year (you would not be organizing one of these)
- § Organizing years: 2016, 2018, 2020, etc
- § Every other year, because once you sign up once you are always registered
 - Therefore this year only 16 signed up due to previous sign ups

- The drive
- § Needs a table in the café for only 1 day (we previously had this 2 days)
- § Coordinate with Fion See: fion@aadp.org
- § Send out emails, have announcements on the monitors

ADSA Predental Outreach Coordinator

Overview:

The Pre-dental position within Pacific ASDA was created to help pre-dental students interested in both ASDA and Pacific to have an opportunity to become more involved with dentistry, and our school. It is the mission of this position to promote ASDA and Pacific Dugoni to these future dental students.

Key duties of this position currently include:

- Plan Predental Day
- Plan Alginate Day
- Mentor Predental Students
- Visit undergrad campuses

The holder(s) of this position will be in charge of checking and maintaining the Pacific ASDA

Pre-dental email acct:

User: Uop.predental@gmail.com

Pswrd: asdapredental

ADSA Predental Day:

Many documents are located on the google drive

Timeline:

- 6 months in advance:
 - Set the date
 - Put it on the dean's calendar
 - Decide costs, materials needed for each activity, number of attendees (~80-100) – Discuss with Debbie Keatley
 - § ~\$200 cost for each attendee
 - Decide on Predental Day committee
 - § Have 1-2 volunteers be committee leaders for:
 - Mock interviews
 - Alginate Impressions
 - Perio-Probing/Learn-A-Preps
 - Committee leaders (1st years) will collect perio probes, handpieces, safety goggles and Learn-A-Preps
 - Tour guides

- Create map and route
 - 5 months in advance
- Make a “blurb” for the events calendar on dental.pacific.edu (Dan Soine)
- Set up a registration page with Esther Kwon (IT)
- Find lunch sponsors (who can pay for lunch)
- Post on pre-dental societies’ Facebook pages, email, and visits to undergrad campuses
 - 4 months in advance
- Find donations
- Talk to building ops (Neil) and notify security (Dane) give them a heads up about event
- Find faculty to be present for the day (Kathy Candito, Dean Ferillo, Dr. Hayashida)
- § Ask pre-clinical faculty to volunteer to be supervise and help with the activites
 - 3 months in advance
- Finalize agenda for the day
 - 2 months in advance
- Finalize presentations
 - 1 month in advance
- Have predental students send rough draft of personal statements
- Send out volunteer email
- Find a meet and greet location for after the event
- Put together perio packet, perio tyodonts perio probs, mirrors
- Get folders donated?
 - 2 weeks in advance
- Get serving platters for breakfast and lunch
- § (Alicia Kite - sales@jamesstandfieldcatering.com)
- Finalize everything
- Make waiver forms for pre-dental students to sign
- Make survey forms for pre-dental students to fill out at the end of the event
 - 1 week in advance
- Organize meeting time with all of the volunteers to review schedule
- Have committee leaders for perio probing/Learn-A-Preps prepare to have materials collected before the event
- Notify building ops to have materials for alginate impressions delivered to a huddle room the day before the event so they can be collected and set up the morning of the event
- Print all name tags, agendas, predental information, interview questions (1 copy for interviewer one for interviewee), perio information, survey
- Put together folders and name tags
- Buy prizes from bookstore for raffle during lunch
 - Day before
- Set up interview room (make sure there is sufficient space between each interview group to allow for a someone quiet environment)
- Set up registration room

- Confirm all materials are prepared for alginate impressions and perio probing/Learn-A-Prep activities
 - Day of
- Set up breakfast
- Explain duties to volunteers
- 4 groups rotating between mock interviews, alginate impressions, perio probing/Learn-A-Preps, tours
- Lunch break and raffle
- 4 groups rotating between mock interviews, alginate impressions, perio probing/Learn-A-Preps, tours

Alginate Day:

Ideas:

- Take maxillary and/or mandibular alginate impressions
- Pour them up in wet lab
- Trim them
- Q&A about Pacific Dental school
- Talk to Dr. Fredekind and Debbie Keatley in terms of getting together a waiver and using clinic supplies

- 6 months in advance
 - Set up date for event and put on ASDA calendar
 - Set number of attendees (~40-50) and rough draft of agenda
 - ~\$40 for each attendee
- 5 months in advance
 - Contact Esther Kwon (IT) and set up a registration page
 - Make a “blurb” for the events calendar on dental.pacific.edu (Dan Soine)
 - Post on pre-dental societies’ Facebook pages, email, and visits to undergrad campuses
 - Talk with Debbie Keatley to set up rooms, get materials, costs, faculty supervision
- 4 months in advance
 - Find volunteers
 - Contact pre-clinical faculty who would be willing to help supervise the event
 - Talk to building ops (Neil) and notify security (Dane) give them a heads up about event
- 2-3 months in advance
 - Finalize agenda and presentations
 - Make waiver and survey forms
- 1 month in advance
 - Send out schedule to volunteers
 - Put together folders for volunteers with schedule and information about alginate and taking impressions
- 2 weeks in advance
 - Get serving platters for breakfast and lunch

§ (Alicia Kite - sales@jamesstandfieldcatering.com)

- 1 week in advance
- Organize meeting time with all of the volunteers to review schedule
- Notify building ops to have materials for alginate impressions delivered to a huddle room the day before the event so they can be collected and set up the morning of the event
- Print all name tags, agendas, information about alginate and impressions, survey
- Put together folders and name tags
- Day before
- Set up registration room
- Confirm all materials are prepared for alginate impressions
- Day of
- Set up breakfast and explain duties to volunteers

Email Mentorship:

Send out monthly emails about volunteer opportunities and applications tips (CDA Cares, health fairs, SCOPE events that are open to general volunteers, Project Homeless Connect)

Mentor pre dental students who have questions.

Undergraduate campuses:

Have a committee to visit California undergraduate schools – give presentation about ASDA Pre dental membership/Pre dental advice/UOP Dental school

UC Davis

UC Berkeley

CSU Easy Bay

San Jose State University

University of the Pacific

San Francisco State University

San Francisco University

CSU Chico

Tour guide committee:

Committee to be the “go to” people for pre dental interviews (Janelle)

Ethics Representative (SPEA): by Poonam Shah

Overview:

The ethics representative was in the past a representative to the SPEA (Student Professionalism and Ethics Association) chapter at our school. It was decided jointly by our local Pacific ASDA and SPEA chapters however, that it would be in the best interest of both organizations to instead of having a rep to SPEA chapter, the SPEA president become a part of

the ASDA cabinet. ASDA and SPEA have historically worked very close with each other as well as the ADA nationwide. Bringing SPEA onto the ASDA cabinet ensures that SPEA and ASDA have direct communication, gives SPEA a role in ASDA, and gives SPEA a larger platform in which to reach out to students.

The Ethics Representative position will now be filled by the SPEA President and his/her committee will be composed of the other positions within the SPEA chapter.

Suggestions for improvement:

Possible ways for the SPEA rep to become active in ASDA could include:

- A SPEA sponsored 'ethics column' for the Articulating Paper and or Condensor
- A SPEA sponsored page on the ASDA website
- Regular updates
- Small contests for ethics related questions through website.
- SPEA/ASDA sponsored guest speakers from dentists, organized dentistry, dental board, dental lawyers, dental malpractice reps, etc to discuss ethical issues faced in dentistry both past, present, and future
- Brainstorm possible different and interesting speakers
- Consider asking Dr. Peltier for possible suggestions/contacts
- Create and work on a joint ASDA/SPEA Ethics Week
- Anything else you can think of!

Social Co-Chair: By Annie Nagel

Overview:

This position serves to plan and organize social events for ASDA at Arthur A. Dugoni School of Dentistry. This is a two-person position (or should be in my opinion) and could work well with a committee that can delegate leadership for various events. These events work to bring together the students at Dugoni School of Dentistry, while publicizing the presence of ASDA. Also, the Event Chair works with UCSF School of Dentistry and any other dental schools to promote ASDA, while encouraging camaraderie between the students.

Timeline of Events:

The best time to plan events for the school tend to be around the first and last weeks of the quarter, when students have less homework and tests to study for. However, if you know of a good time in the quarter that works for your class, then go for it! Once a lot of people from one class go to an event, the rest of classes usually follow.

Bar Nights- These are the easiest events to plan. They are very popular in the beginning of the school year and around 3 day weekends. Just call a bar ahead of time

and let them know you have a large group of people coming and to see if they offer no cover and drink specials. Some good places for bar nights include: Kell's, Eastside West, McTeague's, Vertigo, Parlor, Manor West, Sloane, and Playland. Then make a FB event page, invite all of the class reps (and make sure they invite their entire class), and send out an email.

Example:

Hi!

I have a big group of people (around 80-100) that is looking for a bar to come tomorrow Thursday 9/26 around midnight! We love Eastside West and just wanted to make sure you guys could accommodate that large of a group and that there wouldn't be a cover charge or anything. We need a place to end our celebration after dental school finals!

Cheers,

Annie Nagel

Happy Hours- This would be an easy event to plan for on a school night. Various bars offer great Happy Hours (Nick's Crispy Taco for Taco Tuesday, Lightning Tavern for Wing Wednesdays, etc) and you can call them ahead of time to reserve areas for our group and/or offer food and drink specials. When we start at the new school at 155 5th St., consider bars convenient to the new location. This would also be a great mixer to do with UCSF.

Saddle Rack Social- We tried to plan this social near the beginning of winter quarter, but it never got enough traction we assume due to bad timing. It is a country bar out in Fremont with line dancing, mechanical bull, and margarita chair! However, I think that it would be a successful social once you get enough people to sign up! I contacted Saddle Rack and they offer reduced cover for large groups (see their response below). I would recommend renting a bus/party bus to get everyone there and back.

For your event we can offer you the following, On Friday and Saturday nights we offer 20% off of the normal cover charges for ten (10) OR MORE PEOPLE if everyone arrives at the same time before 9pm on Friday and Saturday nights. Again, "EVERYONE HAS TO ARRIVE AT THE SAME TIME AND BEFORE 9:00PM TO GET THE DISCOUNT. THERE ARE NO DISCOUNTS AFTER 9:00PM. The normal cover charges on Friday nights are \$10 before 9:00pm and \$15 after 9:00pm, Saturday nights \$10 before 9:00pm and \$20 after 9:00pm. In closing, if your group meets the above criteria, the cover charge would be \$8.00 per person. As far as the cover charge payment, we do not take it in advance, we find it easier and prefer that one person in your group collect the money and pay for everyone once the last person enters the club.

If you do choose to come to The Saddle Rack for your event on a party bus or in a limousine, you “MUST” be here before 9pm, we do not accept any party busses or limousines at all after 9pm. As long as you arrive by 9PM there is no problem with the bus/limousine dropping you off parking and waiting for you (which we prefer) or leaving and coming back to pick you up. However, we would like to ask you to please make sure if you come by party bus or limousine, that no one in your group is intoxicated or unruly when you arrive. If our Security deems that one or more in your group are too intoxicated or unruly to enter The Saddle Rack they will not be allowed to enter. If during your visit with us someone in your group becomes unruly or too intoxicated, they will be asked to leave and someone in your group will have to be responsible for them.

Dental Olympics:

This event was an idea we had to do with UCSF. We were thinking of doing this during spring quarter. We have not had this event before, so the sky is the limit. The ASDA members at UCSF seem very excited about this and are very willing to work together to plan this event.

Contacts:

- UCSF: Eileen Welch Eileen.Welch@ucsf.edu
Jolie Goodman Jolie.Goodman@ucsf.edu
- Saddle Rack: comm@thesaddlerack.com
- Eastside West: Kurt 415-885-4000
- Sloane: Carlos Ramirez 650-307-4107
- Parlor: Joe DeLeon joe@theparlorsf.com
- Cali Party Bus: calipartbus.sf@gmail.com

Career Development and Licensure Chair: by Evan Demko

Overview:

The Career Development and Licensure Chair is a relatively new position, created within the last couple of years. Previously it was two separate positions, but it was decided that this position would be better served by combining the two positions into one.

Career Development:

The Career Development aspect of this position should have a least two main objectives.

The first main objective is to gather and coordinate distribution of post-dental school career resources. This position seeks to introduce current students to basic aspects to

beginning and developing a dental career, for example networking, debt repayment, and matching career desires with eventual career paths. Potential dental career paths are no-doubt diverse, so the range of information will be as well – perhaps find a few key points to highlight/research/develop/convey to your classmates in the limited time available.

The second main objective is to maintain an updated list of loan repayment and financial aid options for students. Many sources of loan repayment stay the same for years, but some details such as interest rates, loan terms, and current congressional decisions may affect repayment options greatly. Pacific Dugoni also has some limited scholarship opportunities that are mass-emailed, but easily lost/forgotten among a blizzard of daily email activity. Keep abreast of these opportunities, and convey changes to your classmates; the Pacific Dugoni ASDA website is a centralized source through which a monthly update could achieve this objective.

Newspaper Editor: By William Milcovich

Job description and duties:

Edit, format, and produce *The Articulating Paper* biannually as well as a *The Condenser* each quarter (or depending on the amount of information, those quarters that the *AP* does not come out). Your role as the editor or co-editor of the newspaper committee is to oversee and organize the publication of the aforementioned ASDA newsletters. This entails a few things:

1. Assembling and organizing a committee
 - > We reserved a room earlier in the year and sent out a couple emails to the student body in order to create interest.
 - > We put together a presentation for the meeting (Why join, paper positions needed, school involvement, resume builder, get to know faculty, previous awards, the look/style of the paper)
 - > We presented what positions we needed and we were open to other suggestions – we wanted as many people to get involved as possible = less time and work for everyone.
 - > Our committee consisted of:
 - The co-editors (2)
 - Faculty and student interviewers (2)
 - Interview interesting faculty/students (What do students want to know about...)
 - Organizations and Club reporters (2-3)
 - What are the orgs/clubs doing (SCOPE, ASDA, CDA, Surf Club, Cultural Clubs, etc.)
 - Current Events Reporter (2)
 - What's happening now (Food drives, Toys for Tots, Fundraisers, etc.)
 - City Life Writer (1-2)
 - Restaurant Reviews, Movies, Parks, City Night Life Events, etc)
 - Clinic Reporter (2)
 - Any changes to clinic protocol, the denture program, interesting stories, etc.)
 - Polls/Surveys (1)
 - Take interesting surveys from faculty, students, staff

- And other contributing writers

- Anything anyone wants to write about – approved by editors

> Once the committee is assembled, it is important to delegate duties and get the ball rolling early. Tell the positions exactly what articles you need them to write (you should already know what is coming up at that time of the year).

> Set a date for the next newsletter publication.

> It is important to discuss costs with the ASDA President and the Treasurer prior to creating the newspaper.

2. Keeping committee members on top of their duties.

> Setting strict deadlines for articles to be emailed to you. This is very important because you still need to read over them and edit them as needed, and you need to make sure they will be short or long enough to fit in the layout of the paper.

> Sending out emails (usually multiple) to check on the status of articles and remind members of their deadline

3. Getting more articles/ more information for articles

> Faculty members are usually more than willing to help out and will typically put together an article for you in a timely manner. It is very important to keep good rapport with faculty especially the ones that you will want to work with. They are usually dependable. I would go to them if you need answers or more information for an article. Sometimes you just need to ask faculty themselves for an article if one of your committee members is slacking.

> You want to have more than enough content to fill a newspaper do that you can trim it down and choose exactly what you want to be in it. Sometimes you will have articles that will be relevant for a while (interviews, city life, etc.) and you can always add it to the next publication.

> Always read your emails especially from faculty. Dental School PR, Dan Soine, Dean Yarborough, Dr. Fredekind, and many others will typically send out emails about upcoming events, feedback from events, and much more. These are very good sources of information to gather for articles or upcoming event timelines.

> Always be asking people if they want to put something into the newspaper if you think it is interesting. You can tell them to put together a short piece (~200-500 words) if they are serious about it.

4. Editing articles

> This should be done preferably each time you receive an article from someone.

> Articles usually need to be read and re-read. You want to look at correct spelling, grammar, and sentence structure.

> You will need to trim down articles and cut out content that does not particularly contribute to the main focus of it.

5. Pictures, artwork, logos, designs

> Two to three pictures should accompany each article that is submitted. Ask committee members to snap photos to be included with their article.

> Go to the school photographer Jon Draper. It is advantageous to develop a good working relationship with him. This is where you will get most of the photos you will need to include in the paper. You usually need to give him a few days to compile all of them because he is busy. Make sure to leave a blank USB drive with him, a short list of photos you need, and when you need them. Remind him frequently about compiling the photos. You may need to go into his

office and check in. Sometimes you can ask him to take photographs of things you need (students in sim lab, clinic, events, etc.)

> You can also download images, icons, and logos from online sources, ASDA websites, organization websites, and clipart websites (Iconeden.com)

6. Organizing articles into categories before creating the paper

> Create different folders within an Articles folder on your desktop to do this. Different folders that we used were titled: Beyond Pacific, Current Events, Student Life, and Pacific News. These categories are meant to be the different sections for your newspaper.

> This will keep the paper organized and create different sections for your layout. Make sure to keep the number of article fairly uniform in each category (there will be more for student life and current events).

7. Formatting, designing, and creating a layout for the newspaper

> Someone with design experience or someone who is proficient with an editing and formatting program should do this (typically on eof the editors).

> Use software to create a tentative framework in which you can place content and articles. I use the Apple application called Pages '09. It cost about twenty dollars and is great for formatting newsletters. The more recent versions seem to be harder to work with, but find a program or application that will allow you to design a paper in an efficient manner.

> You want the newspaper to have a clean and professional look. Check out the CDA journal, Contact Point (alumni publication), and other formal newsletters for vision and inspiration.

> You can select from a few basic layout templates and edit them to make them look the way you want or you can develop a design on your own.

> Select colors/ text typefaces/ font sizes and typefaces for titles, subtitles, author names, body paragraphs, etc.

> Create a basic layout that you will carry through the entire paper (text boxes with color backdrops, borders, section partitions, image boxes, titles, etc.)

> Pay close attention to the alignment and spacing of each piece of content in the newspaper. This is very important to the overall look of the paper and it will either make it look clean and organized versus cluttered. See previous newsletters since 2013 for examples.

> It is important to make sure the content flows seamlessly from section to section and that photos and logos are placed fittingly. Each section should have the same general format.

> Make sure to date the newspaper for the predicted date it is to be printed and distributed.

> Keep in mind space allocated for advertisements and total number of pages agreed upon by the ASDA president, treasurer, and the editors.

7. Finishing touches on the newspaper

> The co-editors (and the design person) should go over the newspaper together and give suggestions on what to move around or change.

> The paper should be looked over by the ASDA President for a quick approval/feedback.

8. Approvals and Printing for the Paper

> Once the ASDA members involved in the paper are in agreement that that like the newspaper then it should be sent to Dan Soine, the Director of Marketing and Communications, for approval. You should CC Dr. Hayashida and Michelle Rosaschi about printing the paper and the costs involved.

> Michelle will send the paper to the school's current printing company, currently Copy Mill. She will CC you on an email from them on an estimate of the cost of the paper and any printing details. You can email Copy Mill back about what you want and you should CC Michelle on any emails.

> Once an agreement is met on costs and printing, the paper will be printed and mailed to the school within 2-3 business days (it is important to add these days in when you are dating the paper during the final edit).

9. Distributing the Newspaper

> The newspaper will be delivered to the mail office in the school. Contact Michelle to see if it has arrived on the date predicted. Once it has arrived have it distributed to all the faculty mailbox slots and then come of with a good way to distribute the newsletters to students.

> In the past it is more likely for the students to read the newspapers if they are distributed when everyone is not extremely busy (final exam week). We usually set a stack outside the Café or places that students frequent the most. You can also set a stack in the lecture halls and make an announcement or send out in email to check out the latest publication. Students typically do not check their mailboxes so this is not the best place to distribute them.

1st year Advocacy Chair

Overview:

Provide support and direction to the 1st year class. Inform students of class load, relative difficulty, and techniques for success. Attempts to answer many of the questions that arise as the first year class prepares to enter main clinic. Try to attend 1st year class officer meetings.

1) Puts on First Year First Aid

* Once at beginning of 1st year (1st/2nd week of the quarter)

Didactic: Anatomy, Physiology, Biochem, ICS, Precon Concepts

Lab: Precon Dental Anatomy, Restorative/Operative, Fixed

*Get help from others who did well (in didactic/lab classes last year)

* Overview of classes and units

* Techniques and tips for success

Email version for 3rd quarter

* Second out overview of new classes and techniques for success

* Didactic: Radiology, H&N Anatomy, Endo, Human G&D

* Lab: Operative/Fixed

2) Puts on Transition to Clinic Seminars

* Q&A Session Covering

* Axium Tips

* Dispensary Advice

* How to Guide to Scheduling

3) Advocates for 1st years on issues of school policy

* Available to 1st year Class Representatives as needed

* Use 1st year ASDA reps as representatives for any other resources first years may need

Ideal ASDA Chair (Historian)

Overview:

The historian is was in charge of recording events throughout the year, taking pictures, and also creating the Ideal ASDA and Media Awards packets.

Recording events:

- Gather event pictures and information for year April 2014- January 2015.
- Recommended to gather event information throughout the year and keep organized using folders documents or excel files on a computer.
- Organize a photo shoot of all the ASDA members.
- Recommend using a classmate that knows how to take good photographs or schedule with Jon Draper (school photographer).
- Decorate and update ASDA bulletin board.

Ideal ASDA Packet & Media Awards packet:

- There are *two separate awards packets that you will be submitting: Ideal ASDA and Media Awards packet*
- Recommend using a program like Pages (mac) to create a yearbook style packet showing off all the events of the year.
- Recommend using old Pacific ASDA packets and winners from previous years as a guideline and find areas on where to improve.
- In 2014 we won a Gold Crown for Fundraising.
- Packet is due the second week of January.
- Allow time for printing and editing. 2 weeks is ideal.
- The following are the key categories for the Ideal ASDA packet, it is a good idea to keep these in mind while collecting information throughout the year so when it comes time to make the packet it will be much easier.
- Ideal ASDA Chapter
 - § One award will be given to the chapter that best exemplifies the characteristics of an ideal ASDA chapter by meeting criteria in each chapter award category.
 - § Describe how your chapter represents ASDA's core values of passion, community, engagement and integrity.
- Most Improved Chapter
 - § One award will be given to the chapter that has shown the most progress toward achieving the Ideal ASDA chapter criteria.

- § Specific improvements must be noted in bullet format for the criteria in the categories below. Highlight only those new factors that led to improvement.
- § Each category must be addressed on a separate sheet of paper in bullet format, excluding the entry form and supporting materials.
- § Provide one to two paragraphs describing why your chapter is most improved.
- § Specify whether your chapter is part of ASDA's membership outreach initiative.
 - Outstanding Membership & Communication
- § Encourages member involvement and has significant participation from members (including number of attendees or percentage of members in attendance is helpful).
- § Organizes a successful membership drive to introduce new students to ASDA.
- § Uses the following communication vehicles: class announcements, bulletin boards, e-mail, website, Facebook, etc.
- § Publishes a chapter newsletter at least three times per school year.
- § Contributes to national ASDA publications, blog and Facebook page.
- § Uses ASDA branding (including ASDA signage, banner, and ASDA flyers) and communicates national ASDA initiatives and events to its members.
- § Utilizes green and sustainable practices at ASDA events and in communications.
 - Outstanding Involvement with Organized Dentistry
- § Attend state or national lobby days or organizes state lobby day.
- § 100% of fourth year students fill out "Where Are You Going" form for conversion to ADA membership after graduation.
- § Involved with state and/or local dental society.
- § Voting representation in the state dental society House of Delegates and representation on councils.
- § Contributes to local and/or state society publications.
- § Collaborates with other dental student organizations at your school.
- § Chapter is represented on district cabinet or involved in district activities.
 - Outstanding Activities
- § Offers professional or educational programs that encourage interaction between students and faculty, staff and state/local dental societies.
- § Offers tutoring/mentoring.
- § Organizes vendor fair and lunch & learns frequently.
- § Provides social activities.
- § Interacts with other ASDA chapters in district.
- § Participates in community service or outreach activities.
- § Organizes activities that are unique and original.
- § Outstanding Predental Involvement
- § Recruits predental members for national ASDA membership.
- § Introduces predentals to dental school and organized dentistry (ASDA and ADA).
- § Provides leadership opportunities for predentals.
- § Offers networking opportunities for predentals with dental students and local dentists.
- § Serves as mentors to predentals.
 - Outstanding Ethical Awareness
- § Students in your chapter are represented on ethics committees at your school.

- § Organizes activities focusing on ethics, such as lunch and learns.
- § Develops resources on ethics for your chapter.
- § Has relationship with student ethics organizations at your school, such as Student Professionalism and Ethics Association.
- § Displays ASDA Code of Ethics prominently at chapter (website, newsletter, bulletin boards, etc.) and distributes Code to members of chapter.
- § Publishes articles focused on ethics in chapter newsletter and on website.
- § Involves faculty in ethics activities.

Webmasters

Facebook and Instagram:

Helpful tips:

- Best to update the Facebook with current events as soon as they are happening
- - Ex: Lunch and learn- pictures of food and title of event and location!
- Take advantage of #hashtags!
 - #PacificASDA
- Post all ASDA related events on FB to keep our school updated on the national and chapter level

Website:

- Update the Leaders pictures + "about me's" before **Summer quarter** of 2nd year!!
 - [Cabinet Chairs](#)
 -
 - [Committee Chairs](#)
 - DEADLINE: by early July and update pictures + summaries BEFORE school starts!
 - Incentive for leaders? --> "Fake" summaries =)
- Update the website (and calendar) as soon as dates are confirmed for upcoming events
 - Work with LUNCH & LEARN chair to finalize dates and locations to be added to calendar ASAP
- Implement the use of the website ASAP to incoming D1's
 - Ex: Posting all related powerpoints and notes from Week #1 of 1st year first aid
- Ask event leaders to write a short summary of events with pictures!
 - Briefly suggested at a meeting earlier on in the quarter to incentivize leaders to do this and not forget to write summaries by NOT providing reimbursements for ASDA-related events until they have completed a summary w/ pictures
- Resources:
 - Other dental school's ASDA website
 - Editing:
 - Youtube: great source in terms of learning basic coding for the website!

Appendix A

PLEASE SEE ORIGINAL DOCUMENTS FOR ORIGINAL FORMATTING

Advocacy Week Email 2014:

Hi everyone, I hope you are all enjoying a well-deserved 3-day weekend!

Want to learn about how legislation can affect you? Come join us this week for ASDA Advocacy week. We will be providing lunch everyday, first come first served! Here is what's going down:

Tuesday Feb 18th Rm 304: Dr. James Wood (free pizza!)

Thursday Feb 20th Rm 308: Assemblywoman Fiona Ma (free burritos!)

Friday Feb 21st Rm 304: Get involved in Lobby day! Presented by our very own Maurissa Kiefer. (dessert will be served)

As some of you guys may already know, several Pacific students travel to Washington D.C. each year for ASDA Lobby day where they actively lobby on behalf of dental students for issues affecting our education and beyond such as student loans. This year **ASDA will be sponsoring one first year student** to come with us to experience what it's all about! If you're interested in getting involved in ASDA or highly interested in legislative issues affecting dentistry, please attend the Friday presentation to find out how you can be a part of Lobby Day 2014.

Appendix A: cont'd

ASDA Lobby Day Application:

ASDA Lobby Day Application

Name:

Student #:

Past Leadership Positions:

Which legislative issues are you passionate about?

What qualities do you possess that would make you a good addition to the team?

What do you hope to gain from this experience?

Appendix A cont'd

Lobby Day Sample Email:

Hi Lobby Day Team,

Please see the following spreadsheet to see your assigned congressmen/women that you must contact to schedule our appointment. Appointments must be on Tuesday April 8th between 9:30AM - 3:00PM. Once you book the appointment, please record it on the google doc immediately so we can make sure we are not booking more than TWO appointments for one time slot. Here is the google doc:

<https://docs.google.com/spreadsheet/ccc?key=0AgKth-93ty0fdFNUalJRUHRJdW9Sc3BzZ2NNMHVHS1E&usp=sharing>

1. This is how you should book an appointment. Please go to the following site and find the representative you are trying to book for. Click his/her name and you should see a link that will take you directly to their website. Try to find a phone number on their website (it is usually under contact us or office locations) Make sure you call the 202 number because that is the washington D.C. number. Record the number and email if you can on to the google doc so we

can have it for future reference. It is important to note the name of the staffer that you speak to also.

<https://www.govtrack.us/congress/members/CA>

2. When you make the call or write the email, here's a template that you can follow.

- Can I speak with the office scheduler?
 - I am _____ from _____ Dental School in your state or district from the state you represent.
 - I will be on Capitol Hill on Tuesday, April 8 for National Dental Student Lobby Day for the American Student Dental Association. I would like to meet with Senator _____/Representative _____ or a member of their legislative staff. I would like to discuss the issues impacting dental students, such as student debt.
- Do you have any available appointment times on that day? (if they ask you how many people, say 4)

Maurissa, you are the only one that has Senator Boxer, everyone else should address their person by Representative ____.

3. Once you have the appointment, record it on to the google doc ASAP. And also last but not least, record your appointment on the national ASDA table found here:

<http://asdanet.org/table.aspx>

I know it's a lot to take in so please let me know if you have any questions! Let's try to get these appointments booked by Next Friday (3/14) AT THE LATEST! Thank you everyone!

Appendix B

PLEASE SEE ORIGINAL DOCUMENTS FOR ORIGINAL FORMATTING

Dear valued representative,

Exciting things are occurring within the Pacific ASDA chapter and we would like you to be a partner in our newest endeavors. Our goal this year is to increase inspiration, communication, and education of both our students and the community by increasing the presence of Pacific ASDA. To accomplish this goal we have committed to building a Pacific ASDA chapter website. We believe in today's digital age, an interactive website is essential and will surely allow us to reach our goal.

At this time we would also like to take this opportunity to invite you to participate in our annual Pacific ASDA Vendor Fair. We believe vendor fairs are incredibly helpful to both our students

and companies like yours. We believe an early education about products, services, and options available are important to all parties involved. Last year, Pacific ASDA had the most successful Vendor fair yet, with over 300 attendees and 25 vendors. This years Vender Fair will be held April 16th at 5:00pm – 7:00pm at University of the Pacific’s Dental School in San Francisco (2155 Webster St, San Francisco, CA 94115.)

As you may know, ensuring any organization is successful can be rather difficult and costly, especially to a nonprofit organization like our own. In efforts to solve these challenges, we seek and appreciate mutually beneficial partnerships. We believe in creating value for both parties involved. In the spirit of this, we have designed different levels of sponsorships that allow our partners to be as involved with the Pacific ASDA chapter as they are willing and able. There are two different sponsorship categories; one for our Vendor Fair and one for our Media. We invite you to participate in both, however our highest level of sponsorship, the *Titanium Sponsor is all-inclusive*. Quantities of certain sponsorships are quite limited, so act quickly! If you would like a custom designed sponsorship please let us know, we want to work with you to the best of our ability.

Thank you for your time—we appreciate your interest in sponsoring Pacific ASDA.

If you require additional information regarding this matter please do not hesitate to contact me.

Sincerely,

Maurissa Kiefer
Pacific ASDA Treasurer & Fundraiser Chair
m_kiefer@u.pacific.edu
(209) 601-6625

Appendix B cont'd

Pacific ASDA Vendor Fair Sponsorship Levels

Titanium Sponsor- \$3,000 (limited quantity):

I. Two large tables in PRIME location at the 2014 Vendor Fair

Bring more reps and ensure that your table is the first table students interact with.

Hang a banner that you provide either above your table or at the entrance depending on your preference.

II. Banner Placed on Home Page of PacificASDA.org:

Your company’s logo/banner/graphics with link to your website on PacificASDA.org for the 2014 calendar year.

III. Small Logo placed on subsequent pages throughout PacificASDA.org

IV. Newsletter Recognition:

Half-page recognition in The Articulating Paper (all issues printed for the 2014 calendar year!)

V. Logo placed on Vendor Page of the ASDA website, including level of sponsorship.

VI. Logo on the next Pacific ASDA T-shirt

Ensure that your logo is seen at countless events attended by ASDA members

VII. A FREE of charge Lunch and Learn with our students and staff

Platinum Sponsor - \$2,000 (limited quantity):

I. Two large tables in PRIME location at the 2014 Vendor Fair

Bring more reps and ensure that your table is the first table students interact with.

Hang a banner that you provide either above your table or at the entrance depending on your preference.

II. Logo placed on Vendor Page of the ASDA website for the 2014 calendar year, including level of sponsorship.

III. Logo on the next Pacific ASDA T-shirt

Ensure that your logo is seen at countless events attended by ASDA members

IV. A FREE of charge Lunch and Learn with our students and staff during 2014 calendar year

Gold Sponsor - \$1,250 (limited quantity):

I. Extended tabling at the Pacific ASDA's 2014 Vendor Fair

Bring more reps to talk to more students!

II. Logo placed on Vendor Page of the ASDA website for the 2014 calendar year, including level of sponsorship

Silver Sponsor - \$750 (limited quantity):

I. Single table at the Pacific ASDA's 2014 Vendor Fair

II. Logo placed on Vendor Page of the ASDA website, for the 2014 calendar year, including level of sponsorship.

Bronze Sponsor – Raffle Prize or Donation of your choice:

I. Send us a donation/prize to raffle off during the 2014 Vender Fair and your company will be recognized at the event.

II. Logo placed on Vendor Page of the ASDA website, for the 2014 calendar year, including level of sponsorship.

Registration can be completed through our registration page

<http://sfdental.pacific.edu/forms/ASDAExhibitor.aspx>, or by sending in the Contract Form that follows along with payment via check made out to Pacific ASDA and mailed to 2155 Webster Street San Francisco, CA 94115 Attn: Maurissa Kiefer.

Quantities may be limited, and rates are subject to change without notice.

Contracts will not be accepted without payment, sponsorship application, and a confirmation letter.

All contracts are guaranteed at the rates in effect at the time of contract confirmation

Appendix B cont'd

Pacific ASDA Media Sponsorship Levels

Pacific ASDA Partner- \$1,500 (limited quantity) - which includes:

I. Banner Placed on Home Page of PacificASDA.org:

Your company's logo/banner/graphics with link to your website on PacificASDA.org for the 2014 calendar year.

II. Logo placed on Vendor Page of website for the 2014 calendar year, including level of sponsorship.

IV. Newsletter Recognition:

Quarter-page recognition in *The Articulating Paper* (all issues printed for the 2014 calendar year!)

Pacific ASDA Friend- \$750 (limited quantity) - which includes:

I. Logo placed on PacificASDA.org (excluding Home page):

Your company's logo on PacificASDA.org for the 2014 calendar year.

II. Logo placed on Vendor Page of website for 2014 calendar year, including level of sponsorship.

III. Newsletter Recognition:

One Eighth-page recognition in *The Articulating Paper* (all issues printed for the 2014 calendar year).

Pacific ASDA Pal- \$250 - which includes:

I. Logo placed on Vendor Page of website for 2014 calendar year, including level of sponsorship.

Titanium Sponsor- \$3,000 (limited quantity):

I. Two large tables in PRIME location at the 2014 Vendor Fair

Bring more reps and ensure that your table is the first table students interact with.

Hang a banner that you provide either above your table or at the entrance depending on your preference.

II. Banner Placed on Home Page of PacificASDA.org:

Your company's logo/banner/graphics with link to your website on PacificASDA.org for the 2014 calendar year.

III. Small Logo placed on subsequent pages throughout PacificASDA.org

IV. Newsletter Recognition:

Half-page recognition in *The Articulating Paper* (all issues printed for the 2014 calendar year!)

V. Logo placed on Vendor Page of the ASDA website, including level of sponsorship.

VI. Logo on the next Pacific ASDA T-shirt

Ensure that your logo is seen at countless events attended by ASDA members

VII. A FREE of charge Lunch and Learn with our students and staff

Registration can be completed through our registration page

<http://sfdental.pacific.edu/forms/ASDAExhibitor.aspx>, or by sending in the Contract Form that follows along with payment via check made out to Pacific ASDA and mailed to 2155 Webster Street San Francisco, CA 94115 Attn: Maurissa Kiefer.

Quantities may be limited, and rates are subject to change without notice.
Contracts will not be accepted without payment, sponsorship application, and a confirmation letter.
All contracts are guaranteed at the rates in effect at the time of contract confirmation.

Appendix B cont'd

Sponsorship Contract

Website Address: _____ Email Address:

Sponsorship Option(s)
Selected: _____

Additional
Information: _____

Amount Provided: _____

Company Representative: _____
Name Signature Date

ASDA Chapter Representative:

Name Signature Date

*Quantities may be limited, and rates are subject to change without notice.
Contracts will not be accepted without payment, sponsorship application, and a confirmation letter.
All contracts are guaranteed at the rates in effect at the time of contract confirmation*