

2023-2024 Editorial Board Annual Report

Members:

Roslyn Joseph, Editor-in-Chief
Katherine Burkett, Contributing Editor
Jake Cantrell, Contributing Editor
Dominique Gross, Contributing Editor

Sheream Reed, Contributing Editor
Alexandra Schroeder, Contributing Editor
Tina Wang, Contributing Editor
Carla Kalogeridis, Publications Manager
Nancy Honeycutt, Staff Liaison

Council Business:

- The Editorial Board is responsible for developing and securing content to produce 10 issues of Contour annually. Each issue of Contour is approximately 40 pages and includes 12-20 articles.
- The 2023-2024 issues covered various topics from organized dentistry to dental materials to diversity in dentistry and beyond. Some notable articles include [Use Cases for ChatGPT](#), [End the ED Cycle](#), and [How to Care for Pregnant Patients](#). The February issue includes an exceptional feature, The Divine Nine in Dentistry, which is the first publication of its sort to consolidate the contributions of historically African American fraternities and sororities to our field.
- Contributing Editors recruit dental students across the country to write for Contour. They provide assignments and support throughout the writing and editing process. They serve as invaluable liaisons between the student writers and the publications manager.
- The Editorial Board has met monthly to discuss Contour content and other council business. During months when group meetings were not possible, the EIC held individual check-in meetings with each Editorial Board member.
- The Editorial Board discussed creating an award to acknowledge the talent and contributions of our student writers. The EIC met with ASDA staff to discuss previous awards and get feedback on potential ideas. This information has been compiled and will be passed on to the next Editorial Board to re-evaluate, finalize, and submit the proposal.
- The publications manager with support from the EIC and other ASDA staff developed an analytics report to measure the “success” of Contour as an e-publication. Please refer to this report for more detailed information.

Challenges and Concerns:

- A significant challenge faced by the Editorial Board is a lack of awareness of Contour as a brand. The current delivery (email) and social media efforts are insufficient. The e-publication format might be misinterpreted as "junk mail."
- A key responsibility of Contributing Editors is to recruit authors and work with them to receive their deliverables on time. The Editorial Board has a significant workload and is responsible for multiple assignments and overlapping deadlines. Since the majority of

deliverables rely on other dental students to communicate and complete the assignment, this can be a significant source of stress.

Recommendations

- To improve awareness, Contour could have a booth at ASDA events to recruit interested writers, inspire future Editorial Board members, and increase awareness amongst general members. To improve our social media presence, the Editorial Board's responsibilities could be expanded to include creating a social media strategy and posts for high-quality/timely articles.
- To decrease reliance on external contributors, the Editorial Board responsibilities could be restructured to allow Contributing Editors more time to develop and write their own stories. With support from the publications consultant, this would be an opportunity for Contributing Editors to improve their writing and communications skills. This would decrease the stress of being “ghosted” and having nothing to deliver.
- The Board of Trustees should re-evaluate the feasibility of bringing back the print version of Contour. The current digital format is difficult to market and engage with. Although the quality of the content is high, the impact is low when delivered like an e-newsletter. To address concerns about the increased cost, the Editorial Board's responsibilities could be restructured to include advertisement sales support.