



ASCLS TODAY
Volume XXXVII | Number 5 | October 2023

THE WORKPLACE MORALE KIT

Employee Morale

Employee morale can be described as an employee's capacity to keep their faith in their organization and its goals. It is especially prominent in the face of hardship, like many employees have seen during the COVID-19 crisis. However, low employee morale can be present during "regular" times, and it is deleterious in employee behavior. Employees that complain about the company's policies, work facilities, management, or something else related to the workplace are usually the ones with low morale.

In that sense, extremely low morale is easy to detect, and it will probably go hand-in-hand with high turnover and decreased productivity. However, boosting employee morale is always a good idea, as it has very apparent benefits for your workforce.

7 Essential Steps to Leading High Morale

Morale is the state of confidence, enthusiasm, purpose, and discipline toward goals. Moreover, great morale is all about feelings of dignity and worth at work. To that end, leaders can use these seven daily steps to lead to high morale.

1. **Highlight meaning and give regular feedback.** Highlight how employees' jobs and work affect our business, customers, and community. Your employees get demotivated, and their morale drops if they do not know if their performance makes a difference. Continuous employee feedback has numerous benefits and companies that apply regular feedback policy enjoy the presence of constant improvement and clarity so that no one feels isolated. Team-building activities in the form of games and friendly competition push your employees to work together in order to solve problems. Also, the relaxed team-building atmosphere creates a sense of community. Over and over again, your spirits and effectively boost employee morale.
2. **Acknowledge, praise, and show appreciation.** People like to be recognized that they are doing a good job and be appreciated for it. Nobody works in a vacuum, and both peer-to-peer and top-down recognition significantly boost your employee morale. 58 percent of employees say that their leaders engage them better by recognizing them. There's appreciating your employees' work simply by their name. At the end of the day, employee recognition costs nothing and has a high impact.
3. **Clear the obstacles and have employees' back.** People want to perform well. If there are obstacles that cannot be cleared, they look to leaders to remove them. Otherwise, why would employees need leaders? Tone is the vibe that sets the tone for positivity and growth.
4. **Sustain a positive workplace.** You, as a leader, are the one to set the tone and positivity or negativity and growth.
5. **Engage natural talents and diverse ideas.** Employees want to use their talents and learn and grow. This is critical to leading high morale.
6. **Meet impartially... treat everyone with respect.** This is critical to leading high morale. (continued on p. 10)

TODAY'S AGENDA

1. An Unexpected Professional Journey: Taking the Next Steps
2. Trends and Innovations of Burnout
3. How You Used Your CAP 101?
4. Follows: A Tale of Mental Health from the Pandemic
5. It's not ME, it's YOU!
6. Building Better Workforce Support in Staffing Shortages
7. Teamwork, Inside and Outside of the Laboratory
8. Faculty Buy-in: How Do We Get It?
9. The Alpha Mu Tau Fraternity and the ASCLS Connection
10. 2023 ASCLS Lifetime Achievement Award
11. Behind the Scenes: Why at the ASCLS?

ASCLS Connect

Welcome to ASCLS Connect!
Log in to participate in discussions with colleagues who work in all different areas of medical laboratory science. Connect with people who speak your language!

SOCIETY NEWS NOW

The latest news and information from the American Society for Clinical Laboratory Science (ASCLS).

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Early Registration Discount Ends Today, Sept 15

October 23-24 | Alexandria, VA, or Virtual

The annual **Laboratory Legislative Symposium** gives you the chance to join together with medical laboratory professionals from six organizations to meet with your representatives and senators on Capitol Hill as a unified front on behalf of our profession. Each year these leading organizations provide a visible and informed voice and make our concerns known inside Congress.

This year's event will be held **October 23-24 at the Hilton Alexandria Old Town in Alexandria, Virginia**. In-person and virtual attendee options are available. [Sign up by today, September 15, and save \\$100 off the late/online registration rate.](#)

2025-26

PRINT AND DIGITAL ADVERTISING OPPORTUNITIES



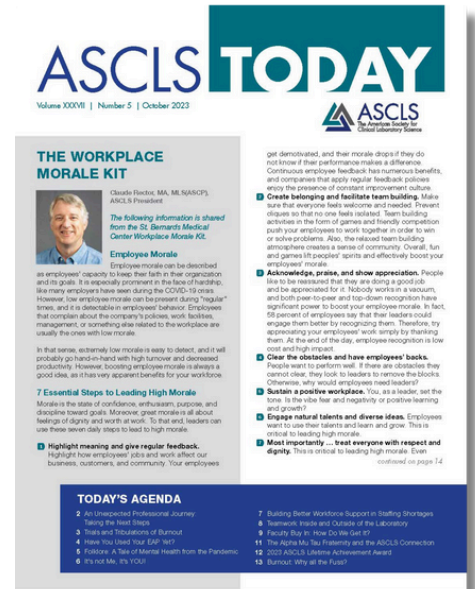
The American Society for Clinical Laboratory Science (ASCLS) and its clinical laboratory professional, student, and educator members in state and local constituent societies work to advance the expertise of medical laboratory professionals who, as integral members of interprofessional healthcare teams, deliver quality, consumer-focused, outcomes-oriented clinical laboratory services through all phases of the testing process to prevent, diagnose, monitor, and treat disease. The Society promotes high standards of practice by holding the profession accountable to a Code of Ethics, through dissemination of knowledge at educational programs, and through publications; maintains a supportive community to advocate on behalf of current and future laboratory professionals; and provides laboratory professionals a voice to legislators and regulators through collective, grassroots efforts.



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ASCLS TODAY

ASCLS Today is the membership newsletter of the American Society for Clinical Laboratory Science. The 16-page publication provides the latest developments in medical laboratory science; showcases and advances the members of ASCLS; and promotes the profession of clinical laboratory science. *ASCLS Today* is published six times a year; print copies are distributed to all members by mail and articles are posted online and distributed by email and social media.



2025-26 Editorial Calendar

Issue	Topic	Deadlines
Oct 2025	Mental Health and Resilience	Space: Aug 1; Art: Sep 1
Dec 2025	Diversity, Equity, Inclusion, and Belonging	Space: Oct 1; Art: Nov 1
Feb 2026	Professional Impact	Space: Dec 1; Art: Jan 1
Apr 2026	Patient Safety, Quality, and Ethics	Space: Feb 1; Art: Mar 1
Jun 2026	A Look to the Future	Space: Apr 1; Art: May 1
Aug 2026	Professional Advocacy	Space: Jun 1; Art: Aug 1

ASCLS TODAY

Exclusive Single-Issue Sponsorship
\$5,000

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1/2 Page Color Ad

- Size: Full Bleed – 9" wide x 5.5" high; No Bleed - 7.6875" wide x 5" high

Color logo and sponsor acknowledgement on back cover with QR Code to URL of sponsors choice

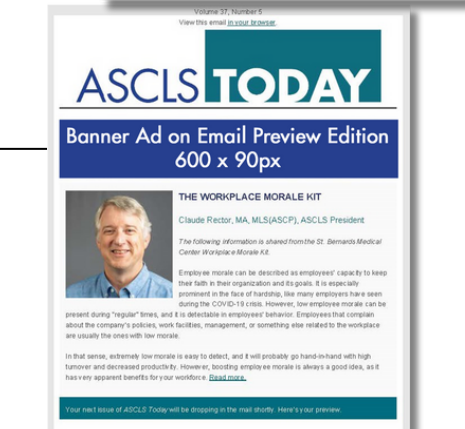
- Size: 2 1/2" wide x 4" high

Banner ad on email preview edition with link to URL of sponsors choice

- Size: 600px wide x 90px high; file format JPG, PNG, or GIF
- File size limit: 200 kilobytes
- Average impressions per issue: 2,000

Digital ad on each article posted individually on website for one year

- Size: 120px wide x 600px tall skyscraper; file format JPG, PNG, or GIF
- File size limit: 200 kilobytes
- Average impressions per issue: 3,000



SOCIETY NEWS

NOW



Society News Now e-newsletter presents the most recent news from the American Society for Clinical Laboratory Science (ASCLS), including important updates on state news, current events, and member highlights. It is sent to all members and a portion of our stakeholder audience by email once per month.



Banner ads

- Size: 600px wide x 90px high; file format JPG, PNG, or GIF
- File size limit: 200 kilobytes

Sponsored Content

Submit content as a Word document:

- 20-character headline (including spaces)
- 275-character description (including spaces)
- Target URL
- 150 x 150px image as JPG or PNG

Audience Size/Impressions

- Audience: 15,000
- Average impressions per issue: 4,500

Advertising Rates

<u>Ad Unit</u>	<u>Rate/Issue</u>	<u>Deadlines</u>
Top Banner	\$1,000	Space: 1st of the month of issue Materials: 5th of the month of issue
Sponsored Content	\$2,000	Space: 1st of the month of issue Materials: 5th of the month of issue



ASCLS Connect is a members-only online space for discussion, collaboration, and professional networking for medical laboratory professionals. ASCLS members join online communities, which include special interest groups in scientific disciplines, local constituent societies, volunteer committees and forums, and more. They engage in online discussions, share documents, and connect with other laboratory professionals as mentors or mentees. It is the online home for ASCLS connections.

Reach ASCLS members through ads in discussion post emails or on the website. Advertisement appears for 28 days in emailed discussion post notifications and daily digests, or on the website home page or internal community pages on the website.

Audience

- Discussion post emails for 28 days: 112,000
- Website visits in 28 days: 1,700

Impressions

- Discussion post emails for 28 days: 50,000
- Website impressions for 28 days: 25,000

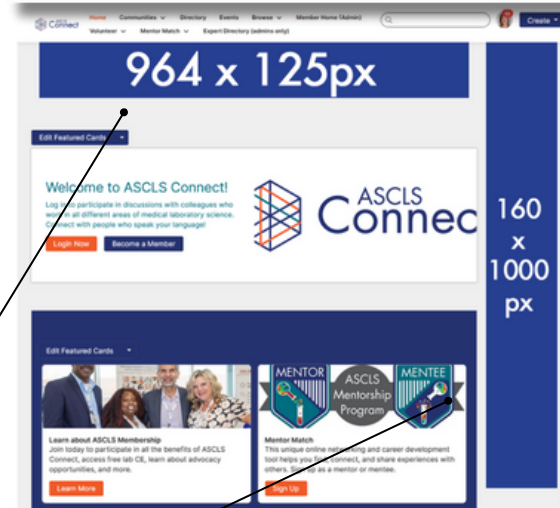
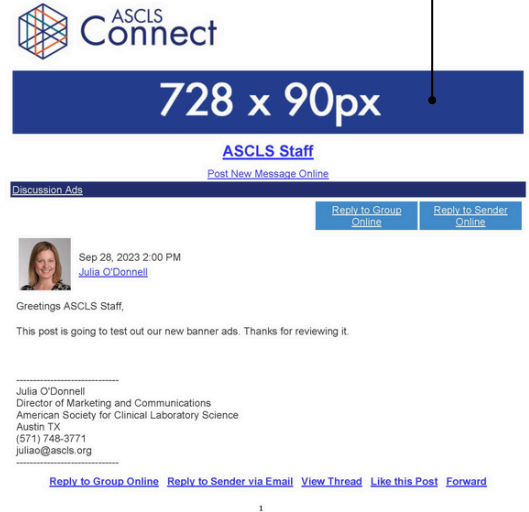


ASCLS Connect

Advertising Rates

Ad Unit	Rate/Days
Discussion Post	\$6,000/28 days
Email Top Banner	\$4,000/14 days
Size: 728 x 90px	
Homepage	\$\$\$ / 28 days
Skyscraper	\$\$\$ / 14 days
Size: 160 x 100px	
Homepage Top Banner	\$\$\$ / 28 days
	\$\$\$ / 14 days
Size: 964 x 125px	
Interior Page Top Banner	\$4,000/28 days
	\$3,000/14 days
Size: 640 x 125px	

Discussion Post Email Top Banner



160 x 1000 px

Homepage Top Banner

Homepage Skyscraper

Interior Page Top Banner





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Discussion Post Email Top Banner



Homepage Top Banner

Interior Page Top Banner





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