

## WORKSHOP DESCRIPTIONS (continued)



### Session O New Leaders Of Tomorrow: Moving Apathy to Activism Through C.A.R.E.

(3:45 p.m. to 4:45 p.m. — X-1091)

In this workshop, a former student body president and seasoned government relations professional will teach you some tricks to make your SG's advocacy efforts more sophisticated and impactful. You'll receive tangible, real-world tools that your SG can immediately use to create the changes you want to see on your campus and in your community.

**Delivery Format:** Due to the significant amount of technical information provided in this session, it is presented in a lecture format. The presenter welcomes and encourages feedback through direct questions to the audience as well as fielding impromptu questions throughout.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 3

**Learning Outcomes.** After attending this session, participants should be able to:

- Learn new techniques on how to effectively develop your student government's advocacy efforts
- Develop new ideas on how to craft your advocacy messaging
- Learn how to create effective coalitions with other stakeholders to help you to achieve your advocacy goals

## ASGA WORKSHOP PRESENTERS

### Sam Gordon

- Brand Director at Tandem Capital
- Former Student Body President of the University of Southern California
- Experience at public relations firms in New York and San Francisco
- Former Grassroots Field Director for a failed 2008 U.S. Presidential Campaign
- [gordon.sam@gmail.com](mailto:gordon.sam@gmail.com)



In ROOM X-2008

### W.H. Oxendine, Jr. (Butch)

- ASGA Executive Director and Founder
- Editor in Chief, *Student Leader* magazine
- Author, *So You Want to Be President...How to Get Elected on Your Campus*
- Professional Student Government consultant and frequent speaker at major Student Government conferences for more than 30 years
- [butch@asgaonline.com](mailto:butch@asgaonline.com)



In ROOM H125



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### PR Session P

### Public Relations Crisis Management: What to Do When (and Before) the Worst Case Scenario Happens

(3:45 p.m. to 4:45 p.m. — X-2008)

Hopefully, you'll never have to deal with a crisis in Student Government. But it's better to hope for the best and prepare for the worst. Invest some time now into preparing, and when the worst happens your student government will come out of it unscathed.

**Delivery Format:** The bulk of this session is a group exercise centered around a crises communication situation.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 5

**Learning Outcomes.** After attending this session, participants should be able to:

- Create a strategic communications plan
- Identify a crisis before it happens and come out of it with your image intact
- Prepare you and your team for any scenario

### Christopher C. Irving, Ed.D.

- Executive Director and CEO of the Miller Institute for Leadership and Diversity in America ([www.themillerinstitute.com](http://www.themillerinstitute.com))
- Trainer in the areas of relational leadership and diversity community building
- Former two-term SGA President at Ramapo College of New Jersey
- [cirving@themillerinstitute.com](mailto:cirving@themillerinstitute.com)



In ROOM X-1004

### Suzette Walden Cole, M.Ed.

- Professional speaker, trainer and consultant with SWC Speaks
- Former SG Advisor and Student Affairs Professional for more than 10 years
- Certified in Conflict Resolution and Mediation
- Accomplished presenter and author in risk management, political science and student leadership development
- [swcspeaks@gmail.com](mailto:swcspeaks@gmail.com)



In ROOM X-1091

Thank you to Brookhaven College  
for hosting this conference!



Brookhaven College

# DALLAS

# IMPROVE YOUR STUDENT GOVERNMENT

Saturday, November 3, 2018

1:15 p.m. to 2:15 p.m. — Training Block III

I. **How to Make Students Care About Your SG: Create "Signature Programs"** — Butch Oxendine  
H125

J. **Leadership Reloaded: Skills For Effective SG Members**  
— Christopher Irving, Ed.D.  
X-1004

K. **Cultural Competency & SG Leadership: Ensuring Everyone's Asked to Dance** — Suzette Walden Cole, M.Ed.  
X-1091

L. **How to Market Yourself as an Effective President, Vice President, or E-Board Member** — Sam Gordon  
X-2008

2:15 p.m. to 2:30 p.m. — Networking Break

2:30 p.m. to 3:30 p.m. — Roundtables

1. Senators, Representatives, Judicial Branch, and Committee Members — H125
2. Presidents & Vice Presidents — X-1004
3. Secretaries and Treasurers — X-1091
4. Advisors — X-2008

3:30 p.m. to 3:45 p.m. — Networking Break

3:45 p.m. to 4:45 p.m. — Training Block IV

M. **What Can Your Student Government Really Accomplish? Choose Realistic Goals** — Butch Oxendine  
H125

N. **No More Drama: Conflict Resolution the "Right Way"**  
— Christopher Irving, Ed.D.  
X-1004

O. **New Leaders of Tomorrow: Moving Apathy to Activism through C.A.R.E.** — Suzette Walden Cole, M.Ed.  
X-1091

P. **Public Relations Crisis Management: What to Do When (and Before) the Worst Case Scenario Happens** — Sam Gordon  
X-2008

4:45 p.m. to 4:50 p.m. — Networking Break

4:50 p.m. to 5:15 p.m. — Wrap-Up & Raffle

- Christopher Irving, Ed.D., Emcee
- "The Importance of Your Student Government" — Butch Oxendine, ASGA Founder & Executive Director
- Ultimate Connectors Raffle (return your evaluation form to enter)  
H125



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# WORKSHOP DESCRIPTIONS

## Session A

### 13 Steps to a Super Student Government

(9:30 a.m. to 10:45 a.m. — H125)

Are you one of the best SGs in America? Before you start boasting, keep in mind that even the finest SGs in the country have lots of room for improvement. And just because you control millions in student fees, get quoted on the front page of the campus paper, or are a minor celebrity in your own mind doesn't mean that you're truly appreciated, respected, and actually get things done for those you mean to serve: your fellow students. The nation's "Super SGs" have some key characteristics in common. This is your chance to finally find out how yours stacks up against the best. By taking ASGA's exclusive "SG Effectiveness Test," you'll learn about your strengths and weaknesses and will get guidance on setting priorities and realistic goals to improve your SG now and in the coming years.

**Delivery Format:** It is presented in a lecture format. The presenter encourages feedback. **Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5, five being very interactive):** 3

**Learning Outcomes.** After attending this session, participants should be able to:

- Understand the 13 key components that make up great SGs
- Know what to do first to improve
- Understand your SG's current strengths and weaknesses

## Session B

### SGA Training With An "Attitude"

(9:30 a.m. to 10:45 a.m. — X-1004)

This workshop is designed for student leaders to develop a repertoire of techniques and skills for creating an effective and supportive team during SG training. Participants increase their self-awareness, communication skills, problem-solving skills, and empathy through group discussions and unique activities. SG organizations benefit as leaders turn-key activities inviting their membership to gain greater self and inter-personal awareness, understanding and skills.

**Delivery Format:** This workshop utilizes interactive activities.

**Presentation Resources:** This workshop utilizes the participants.

**Level of Interactivity (from 1 to 5 being very interactive):** 5

**Learning Outcomes.** After attending this session, participants should be able to:

- Understand the value of SG trainings and their place in goal setting
- Learn critical elements for creating and sustaining a strong team
- Create a unified foundation for "success" for all members of your SG

## Session C

### From Vision to Reality: How to Achieve Your SG Goals

(9:30 a.m. to 10:45 a.m. — X-1091)

In the academy we use assessment all of the time, whether we are in academic or student affairs. So, it is not surprising that most university administrators on our campuses are more persuaded when our SG has done their homework. Helping your SG leaders understand that one of the easiest ways to win administrators over and to work towards achieving SG goals is by anticipating administrators' questions, preempting their arguments against something, and providing them with examples of how things could function in the way the SG is advocating. In this session we will explore the use of benchmarking and campus assessment to advance SG priorities.

**Delivery Format:** This workshop utilizes a balance of engaging lecture format and interactive activities that are designed for unpack process to practice, thought-provoking and oriented toward skill-building.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 4

**Learning Outcomes.** After attending this session participants should be able to:

- Have a basic understanding of how to benchmark and use campus assessment
- Know the steps involved when moving from idea to proposal
- Understand how to present information to be compelling

## Session D

### PRoactively Marketing Your Student Government: 12 Tools to Give Your SG a Positive Image

(9:30 a.m. to 10:45 a.m. — X-2008)

As a student government member, you work very hard to improve campus and the overall student experience for your fellow students. Tell them about it! This workshop discusses substantive, innovative ideas for improving and maintaining the image and integrity of

your student government and you'll be amazed by the results. This presentation will provide some brand-new ideas on how you can reach your students and improve communication between student government and student body, administration, and community.

**Delivery Format:** Mostly lecture, but we will definitely spend time learning from each other, and hearing what has worked and not worked from your fellow student government members.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 3

**Learning Outcomes.** After attending this session, participants should be able to:

- Make your student newspaper write positive stories about student government
- Increase communication with the student body
- Increase student involvement with student government activities and programs

## Session E

### The 25 Worst Mistakes Your Student Government Can Make

(11:00 a.m. to 12:00 p.m. — H125)

Many SGs make the same mistakes over and over, never learning from the past. In this workshop, you'll discover the most common SG mis-steps, and most importantly, how to avoid these pitfalls during your term of office.

**Delivery Format:** It is presented in a lecture format. The presenter encourages feedback through direct questions. The presenter uses volunteers to illustrate key points.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5, five being very interactive):** 4

**Learning Outcomes.** After attending this session, participants should be able to:

- Understand the importance of learning from the mistakes of others
- Brainstorm your own list of mistakes to avoid at your institution

## Session F

### Change Agents: Diversity Training for SG Leaders

(11:00 a.m. to 12:00 p.m. — X-1004)

Far too many students on our campuses have to confront bias, discrimination, and prejudice on a daily basis. This workshop will involve different techniques that student leaders can utilize to recognize issues of diversity within their college community. The participants will also be given the opportunity to learn how to effectively speak out against different forms of discrimination with administrators, faculty, and staff.

**Delivery Format:** This workshop utilizes interactive activities that are thought provoking and are skills based. Most times participants will feel like they are playing fun and interesting games in this session only to be hit with the "ah ha" moment at the end.

**Presentation Resources:** This workshop utilizes the participants through interactive experiences.

**Level of Interactivity (from 1 to 5 being very interactive):** 5

**Learning Outcomes.** After attending this session, participants should be able to:

- Gain knowledge about issues of discrimination and privilege, as well as applicable terminology
- Hone critical intrapersonal and interpersonal skills (e.g. self-awareness, communication skills, problem-solving skills and empathy) for working effectively with diverse individuals and groups
- Understand the importance of race and culture in the United States

## Session G

### Knowing When and How to Call Someone Out: Confronting Members within the SG

(11:00 a.m. to 12:00 p.m. — X-1091)

Confronting members on issues, behaviors, and other performance related matters, can make for challenging situations for all of the parties involved. In this session, we will explore confrontation techniques, ways to proactively prevent confrontation with negative results, tips on minimizing the impact to the SG, and recommendations for the post-confrontation follow-up. Participants will be provided with a sample conflict styles inventory, facilitator's guide and tips on bringing the session back to your campus.

**Delivery Format:** This workshop utilizes a balance of engaging lecture format and interactive activities that are self-reflective, thought-provoking and oriented toward skill-building.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 4

**Learning Outcomes.** After attending this session, participants should be able to:

- Provide a basic self-reflective understanding of their triggers for conflicts and
- Content knowledge of techniques to engage in confrontations
- Recognize when it is necessary for officer or advisor intervention

## Session H

### Campus Elections: How to Increase Voter Turnout, Decrease Negative Publicity, and Avoid Scandals

(11:00 a.m. to 12:00 p.m. — X-2008)

Elections are a great opportunity to display the successes and future potential of your student government. Unfortunately, they often are plagued by scandals and negative press, but it does not have to be this way. Learn how to take advantage of elections to improve the image of your Student Government and increase student involvement.

**Delivery Format:** This is mostly presented in a lecture format. But we will definitely spend time learning from each other, hearing what has worked and not worked from your fellow SG members.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 3

**Learning Outcomes.** After attending this session, participants should be able to:

- Learn how to get more students voting
- Clarify election rules to avoid scandals
- Set up a system for dealing with the press to avoid bad PR

## Session I

### How to Make Students Care About Your SG: Create "Signature Programs"

(1:15 p.m. to 2:15 p.m. — H125)

Your SG must do something that matters to fellow students if you ever want to be respected and appreciated. This workshop will give real examples of innovative and exciting "signature programs" that are being used by SGs nationwide to get the attention of students and administrators. These programs will make your SG much-admired and "relevant" and will help you with everything from member recruiting to voter turnout to relations with administrators.

**Delivery Format:** It is presented in a lecture format. The presenter welcomes feedback through direct questions. The presenter calls on volunteers to help illustrate key points.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5, five being very interactive):** 4

**Learning Outcomes.** After attending this session, participants should be able to:

- Be aware of the 800 programs you could bring to your campus
- Understand what makes a "signature program" and how do you find one that will work for you
- Understand which signature programs are best

## Session J

### Leadership Reloaded: Skills for Effective SG Members

(1:15 p.m. to 2:15 p.m. — X-1004)

This interactive workshop will explore the different skills needed for SG Senate and Committee members to become elements of social change on their campus. Through a series of experiential activities the participants will work to establish an understanding of the "Relational Leadership" approach. The Relational Leadership training centers around a T.E.A.M. approach to group successes. Participants understand how their interactions and relationships with each other have a large impact on their organization and the campus community.

**Delivery Format:** This workshop utilizes interactive activities.

**Presentation Resources:** This workshop utilizes the participants.

**Level of Interactivity (from 1 to 5 being very interactive):** 5

**Learning Outcomes.** After attending this session, participants should be able to:

- Gain knowledge regarding theories and values of leadership, as well as the applicable terminology
- Hone critical intrapersonal and interpersonal skills (e.g. self-awareness, communication skills, problem-solving skills and empathy) for working effectively with diverse individuals and groups
- Learn collaborative planning to improve the work culture and climate

## Session K

### Cultural Competency & SG Leadership: Ensuring Everyone's Asked to Dance

(1:15 p.m. to 2:15 p.m. — X-1091)

Thinking about diversity as inviting a person to a party means that inclusion is ensuring that person is also asked to dance. On our campuses, we have members of our student bodies struggling to feel valued and heard. Our country is facing serious issues—those captured in #BlackLivesMatter, sexual violence on campus and gender identity. Representing ALL students requires SG leaders develop heightened levels of cultural competence. This session is designed to have leaders reflect on their own cultural lens to enable them to be more effective in their SG role and serving your campus community.

**Delivery Format:** This workshop utilizes a balance of engaging lecture format and interac-

tive activities that are designed for unpack process to practice, thought-provoking and oriented toward skill-building.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 4

**Learning Outcomes.** After attending this session, participants should be able to:

- Understand the complexities of unconscious bias and systemic -isms.
- Recognize how to communicate messages to the student body to foster a sense of support for all students and their concerns
- Gain the ability to seize opportunities for collaboration to foster a more inclusive campus community

## Session L

### How to Market Yourself as an Effective President, Vice President, or E-Board Member

(1:15 p.m. to 2:15 p.m. — X-2008)

How you are perceived by the administration and your fellow student government members can go a long way to determining how successful you are. Spend some time considering personal leadership and marketing techniques that will help you have a long successful career.

**Delivery Format:** This presentation is given in lecture format with a leadership exercise to conclude session. However, some of the leadership concepts presented tend to inspire debate between students in attendance. Feedback and debate is welcome and encouraged.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5 being very interactive):** 4

**Learning Outcomes.** After attending this session, participants should be able to:

- Position yourself to succeed within your student government
- Play the inside political game with the administration
- Have the mindset to dirty leadership jobs, like firing someone

## Session M

### What Can Your Student Government Really Accomplish?

(3:45 p.m. to 4:45 p.m. — H125)

We all like to think our SG can change the world, but the reality is more brutal. Even the greatest SGs in America are limited in their authority, "power," and influence. Can you really stop tuition increases, get more financial aid from the federal government, and build a new parking garage? This brutally frank session tells the truth about which projects, issues, and programs you can take on successfully—and which ones are doomed to fail. **Delivery Format:** It is presented in a lecture format, and an interactive exercise that includes all participants working in small groups. The presenter welcomes feedback.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

**Level of Interactivity (from 1 to 5, five being very interactive):** 4

**Learning Outcomes.** After attending this session, participants should be able to:

- Understand which issues are impossible, possible, and probable to make a difference
- Understand how to prioritize your work on issues that are realistic
- Determine how much time to spend on lobbying

## Session N

### No More Drama: Conflict Resolution the "Right Way"

(3:45 p.m. to 4:45 p.m. — X-1004)

Conflict in any government is an inevitable consequence when diverse and charismatic leaders are brought together for a common goal. However, how these leaders deal with those conflicts can determine how effective the group will operate. This workshop is geared towards empowering SG leaders with effective conflict resolution skills that they can use to help facilitate difficult conversations, meetings, or events. Furthermore, attendees of this workshop will leave the session having explored their own comfort with conflict as it pertains to their own SG.

**Delivery Format:** This workshop utilizes interactive activities.

**Presentation Resources:** This workshop utilizes the participants.

**Level of Interactivity (from 1 to 5 being very interactive):** 5

**Learning Outcomes.** After attending this session, participants should be able to:

- Gain knowledge regarding theories & values of conflict, as well as the applicable terminology
- Participate in experiential activities that enhance self-knowledge, team-building and awareness of your SG
- Appreciate the win-win concept and the value it brings to compromise in SG
- Learn practical new strategies on leadership development

For a limited time: Download workshop handouts for this conference at <http://bit.ly/1t8BptA>