

## WORKSHOP DESCRIPTIONS (continued)

### **Session O** **Creating Student Government Advocacy that Effects Change** (3:45 p.m. to 4:45 p.m. — CARL 33)

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:** It is presented in a lecture format. The presenter encourages feedback.  
**Presentation Resources:** The session utilizes visual display media as well as 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:**

- Learn new techniques on how to effectively development 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

### **Session P** **The Power of Ongoing Regard** (3:45 p.m. to 4:45 p.m. — CARL 43)

Does your SG recognize members outstanding work through mechanism such as a "praise box" or awards? Do you still hear people complain of never being recognized? Do you yourself feel like nobody notices what you do? Learn the power of ongoing regard and how it can begin to transform your SG.  
**Delivery Format:** You will be asked to work with a small group of conference attendees through a series of interactive exercises to learn the process of ongoing regard. Throughout your time with your small group, you will share current recognition tactics your SG engaged in, as well as gain ideas from other conference attendees. The session will conclude with a large group discussion where examples are shared, and a list of takeaways is created.  
**Presentation Resources:** The session utilizes PowerPoint, as well as printed handouts.  
**Level of Interactivity (from 1 to 5 being very interactive):** 5  
**Learning Outcomes. After attending this session, participants should be able to:**

- Recognize what your SG is currently doing to praise members for their hard work
- Explore the power of ongoing regard
- Articulate at least one example of ongoing regard that you can take back to your SG

## ASGA WORKSHOP PRESENTERS

### **Andrew Ortiz, J.D., M.P.A.**

- President & CEO, Ortiz Leadership Systems
- Former student body president at Arizona State University, one of the nation's largest campuses
- Nationally renowned speaker and trainer on leadership, personal development and organizational effectiveness
- Recognized for his leadership and public service by presidents, governors, Congress, and even foreign royalty
- [andrewortiz@ortizleadership.com](mailto:andrewortiz@ortizleadership.com)



In CARL 33

### **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 35 years
- [butch@asgaonline.com](mailto:butch@asgaonline.com)



In HAMMING HALL

### **Sarah E. Schoper, Ph.D.**

- Independent consultant, speaker, and author in the areas of student learning, leadership, and organizational development
- Former Student Body Executive Officer and Student Government Advisor
- Ten years as a student affairs professional
- [sarahschoper@gmail.com](mailto:sarahschoper@gmail.com)



In CARL 43

### **Suzette Walden Cole, Ph.D.**

- 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 CARL 13

### **Exhibitors**

#### **Morneau Shepell Student Support Program**

- 375 Colvin Ave., Buffalo, NY 14216
- Phone: 716-406-7866
- Email: [cohunter@morneaushepell.com](mailto:cohunter@morneaushepell.com)
- Web: [www.morneaushepell.com/us-en/node/6129](http://www.morneaushepell.com/us-en/node/6129)



**Thank you to North Park University for hosting this conference!**



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# IMPROVE YOUR STUDENT GOVERNMENT

## Saturday, October 26, 2019

### 8:00 a.m. to 9:00 a.m. — Conference Registration & Continental Breakfast

HAMMING HALL FOYER

### 9:00 a.m. to 9:20 a.m. — Welcome

- Suzette Walden Cole, Ph.D., Emcee

HAMMING HALL

### 9:20 a.m. to 9:30 a.m. — Networking Break

### 9:30 a.m. to 10:45 a.m. — Training Block I

- A. *13 Steps to a Super Student Government* — Butch Oxendine  
HAMMING HALL

- B. *New Leaders of Tomorrow: Moving Apathy to Activism through C.A.R.E.* — Suzette Walden Cole, Ph.D.  
CARL 13

- C. *We're in this Together: Representing All Students on Your Campus* — Andrew Ortiz, J.D., M.P.A.  
CARL 33

- D. *What Big Assumptions Are You Making That Are Standing in the Way of You Accomplishing Your SGA Goals* — Sarah E. Schoper, Ph.D.  
CARL 43

### 10:45 a.m. to 11:00 a.m. — Networking Break

### 11:00 a.m. to 12:00 p.m. — Training Block II

- E. *The 25 Worst Mistakes Your Student Government Can Make* — Butch Oxendine  
HAMMING HALL

- F. *Knowing When and How to Call Someone Out: Confronting Members within the SG* — Suzette Walden Cole, Ph.D.  
CARL 13

- G. *Stoke the Fire: Seven Ways to Maximize Your Leadership Potential* — Andrew Ortiz, J.D., M.P.A.  
CARL 33

- H. *Is Your SG Running Like a Machine or a Brain?* — Sarah E. Schoper, Ph.D.  
CARL 43

### 12:00 p.m. to 1:00 p.m. — Lunch

HAMMING HALL FOYER

### 1:00 p.m. to 1:15 p.m. — ASGA Halftime

HAMMING HALL



### 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  
HAMMING HALL

- J. *Actions Speak Louder than Words: Cultivating Allies, Partners, & Champions* — Suzette Walden Cole, Ph.D.  
CARL 13

- K. *Who Cares? Transforming Apathy into Action* — Andrew Ortiz, J.D., M.P.A.  
CARL 33

- L. *Five Tools for Bringing Innovative Ideas to Your SG* — Sarah E. Schoper, Ph.D.  
CARL 43

### 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 — HAMMING HALL
2. Advisors — HAMMING HALL
3. Presidents & Vice Presidents — CARL 13
4. Secretaries & Treasurers — CARL 33
5. **BONUS WORKSHOP** *Leading Through a Custom of Care* — Carmen Gardner, CARL 43

### 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  
HAMMING HALL

- N. **NEW WORKSHOP** *Inclusive SG Leadership: Tackling the Difficult Conversations* — Suzette Walden Cole, Ph.D.  
CARL 13

- O. *Creating Student Government Advocacy that Effects Change* — Andrew Ortiz, J.D., M.P.A.  
CARL 33

- P. *The Power of Ongoing Regard* — Sarah E. Schoper, Ph.D.  
CARL 43

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

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

- Suzette Walden Cole, Ph.D., Emcee
- Ultimate Connectors Raffle (return your evaluation form to enter)
- *The Importance of Your Student Government* — Butch Oxendine  
HAMMING HALL

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



## **Session A** 13 Steps to a Super Student Government

**(9:30 a.m. to 10:45 a.m. — HAMMING HALL)**

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.

**Delivery Format:** It is presented in a lecture format. The presenter encourages feedback.

**Presentation Resources:** The session utilizes PowerPoint, as well as 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** New Leaders Of Tomorrow: Moving Apathy to Activism Through C.A.R.E.

**(9:30 a.m. to 10:45 a.m. — CARL 13)**

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 development 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

## **Session C** We're In This Together: Representing All Students On Your Campus

**(9:30 a.m. to 10:45 a.m. — CARL 33)**

How can your student government provide the "big tent" that all campus entities feel comfortable and proud to become affiliated with? As with most successful businesses, it's mostly about building relationships. In this workshop you will learn new ways to interface with your campus clubs and organizations and how to make student government a center of action and diversity. There are a great deal of talented, interesting and promising leaders and organizations on your campus. However, as with any other treasures, you need to be continuously out seeking them, and mining for new sources. Andy Ortiz will provide you the tools for this effort.

**Delivery Format:** It is presented in a lecture format. The presenter encourages feedback.

**Presentation Resources:** The session utilizes visual display media as well as 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:**

- Develop a strong understanding of the diverse constituencies on your campus
- Learn from best practices on how to approach and engage various interest groups/stakeholders
- Learn how to develop strong and trusting relationships with other key individuals/groups that will enhance the relevancy of your SGA

## **Session D** What Big Assumptions Are You Making That Are Standing in the Way of Accomplishing Your SGA Goals?

**(9:30 a.m. to 10:45 a.m. — CARL 43)**

Do you ever find yourself complaining to others that you can't accomplish your goals because of someone else? What if it wasn't another person who was standing in your way of accomplishing

# WORKSHOP DESCRIPTIONS

your goals, but instead was actually you? This session will assist you in exploring the big assumptions that hold you and how they are preventing you from accomplishing your SG goals.

**Delivery Format:** You will be asked to pair up with another conference attendee, and will work through a series of interactive exercises to unearth what you and your partner might be doing to stand in the way of accomplishing your SG goals.

**Presentation Resources:** The session utilizes PowerPoint, as well as printed handouts.

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

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

- Identify competing commitments and the big assumptions guiding them
- Construct Kegan and Lahey's mental model to help you increase your awareness of your big assumptions
- Identify what is within one's responsibility that is standing in the way of achieving one's goals

## **Session E** The 25 Worst Mistakes Your Student Government Can Make

**(11:00 a.m. to 12:00 p.m. — HAMMING HALL)**

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 PowerPoint, as well as 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** Knowing When and How to Call Someone Out: Confronting Members within the SG

**(11:00 a.m. to 12:00 p.m. — CARL 13)**

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 G** Stoke the Fire: Seven Ways To Maximize Your Leadership Potential

**(11:00 a.m. to 12:00 p.m. — CARL 33)**

Leadership is an art and a science, and to become a truly effective leader you must be constantly adding new tools to your toolbox. This workshop will provide you with 7 ways that you can take your leadership to the next level.

**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 visual display media as well as 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:**

- Learn some effective traits of successful leaders
- Learn ways to positively impact your influence on others
- Understand the breadth and scope of effective leadership and how you can become an even more effective leader

## **Session H** Is Your SG Running Like a Machine or a Brain?

**(11:00 a.m. to 12:00 p.m. — CARL 43)**

Perhaps you are working hard to make sure that your SG is running like a well-oiled machine. Maybe there are some processes you wish your SG members would just learn how to do the right way. Have you ever given much thought as to what it does when your SG is running like a machine? What if your SG were instead to run like a brain? This session will enable you to assess the direction your SG is moving in and to consider the pro's and con's of two distinct organizational models.

**Delivery Format:** Each model will be presented via humorous, realistic lecture. After each model is presented, you will work with a small group of conference attendees to discuss connections you see between each model and your current SG. The session will conclude with a large group discussion where examples are shared, and a list of takeaways is created.

**Presentation Resources:** The session utilizes display media (i.e. Microsoft PowerPoint, Apple Keynote).

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

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

- Explore how both the machine model and brain model exist within your SG
- Identify ways in which either model is assisting your SG or standing in its ways
- Articulate ways in which you can strategically navigate either model so that you can get the most out of your SG

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

**(1:15 p.m. to 2:15 p.m. — HAMMING HALL)**

Your SG must do something real 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 PowerPoint, as well as 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** Actions Speak Louder than Words: Cultivating Allies, Partners, & Champions

**(1:15 p.m. to 2:15 p.m. — CARL 13)**

Our campuses are hotbeds for cultural clashing. As SG leaders, are you on campus to show up for others? Sometimes we function in isolation and don't speak up when others need us to do so. Privilege is the ability to not see something as a problem because it's not a problem for you personally. Movements sometimes struggle because they lack clarity in their mission, or specifically in their desired outcomes. Drilling down the realness of what we want to see change allows us greater success. We can enhance our effectiveness of speaking truth to power by cultivating allies at various levels. Together, we'll explore the barriers of individuals asserting themselves as allies, techniques for overcoming them, and recommendations for a strategic partnership.

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

**Presentation Resources:** The session utilizes visual display media (i.e. Microsoft PowerPoint, video).

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

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

- Understand the concept of allyship and how to put it into practice
- Recognize barriers and how to overcome them as an ally
- Utilize techniques to increase influence through cultivating allies at all levels

## **Session K** Who Cares? Transforming Apathy Into Action

**(1:15 p.m. to 2:15 p.m. — CARL 33)**

It is a primary goal of most effective student governments to effectively mobilize their student body to participate actively in events, elections, projects, and to truly care about their school. This workshop is designed to provide ideas for putting the "pathos" (or feeling) back into your student body by giving them tangible reasons to care.

**Delivery Format:** Due to the significant amount of technical information provided in this ses-

ion, 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 visual display media as well as 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:**

- Discuss the reasons why students often don't care about student government
- Share some tangible ideas for mobilizing and engaging the student body on your campus
- Learn how to create a culture of participation within your SGA

## **Session L** Five Tools for Bringing Innovative Ideas to Your SG

**(1:15 p.m. to 2:15 p.m. — CARL 43)**

In this workshop, you will explore 5 skills you can use to potentially innovate your elections and voting processes. You'll receive tangible, real-world skills your SG can immediately use to create the changes you want to see on your campus and in your community. You can also use these skills in other areas of your SG in order to innovate them.

**Delivery Format:** Attendees will be divided into small groups so that deep discussion can be had. The presenter will facilitate the presentation of the five skills while giving each small group a chance to explore what the skill might look like in their SG.

**Presentation Resources:** The session utilizes visual display media (i.e. Microsoft PowerPoint) as well as a printed handout for note taking.

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

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

- Identify new five new skills for innovating your SG
- Establish practical ways in which the innovation skills can be brought into your SG's elections and voting as well as other places.
- Help others learn the five new innovation skills and articulate their importance.

## **Session M** What Can Your Student Government Really Accomplish? Choose Realistic Goals

**(3:45 p.m. to 4:45 p.m. — HAMMING HALL)**

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. Half of the workshop is an interactive exercise that includes all participants working in small groups. The presenter welcomes feedback through direct questions.

**Presentation Resources:** This session utilizes PowerPoint/Keynote 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** NEW WORKSHOP Inclusive SG Leadership: Tackling the Difficult Conversations

**(3:45 p.m. to 4:45 p.m. — CARL 13)**

Recognizing the systemic and institutional issues associated with racism, sexism, transphobia, homophobia, anti-immigrant, and so much more, SG leaders are challenged to represent ALL students. What does that mean exactly for them? In advocating for the needs of students, it is imperative that SG leaders be able to navigate difficult conversations. These issues can be polarizing at times within the student body. This session allows SG leaders to explore their own unconscious bias, recognize the complexities to enhance their overall effectiveness.

**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 visual display media (i.e. Microsoft PowerPoint, PollEverywhere, video) as well as 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.
- Identify issues of institutionalized and systemic -isms on campus.
- Recognize how to communicate messages to the student body to foster a sense of support for all students and their concerns.

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