

VIRTUAL CHICAGO CONFERENCE



Saturday, October 24, 2020

All times in Eastern Daylight Time (EDT)

10:30 a.m. to 11:00 a.m. — Welcome

- Butch Oxendine, Emcee

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

A. 13 Steps to a Super Student Government
— Butch Oxendine

B. FOR ADVISORS From a Mess to a Yes!
— Vicky Goodin, Ed.D.

C. The ABCs of SGA — Ernest J. Robinson

12:00 p.m. to 12:30 p.m. — Lunch Break

12:30 p.m. to 1:30 p.m. — Training Block II

D. Retention Matters — Dessie Hall

E. Mission SGA! — Vicky Goodin, Ed.D.

F. Lobby for a Hobby — Ernest J. Robinson

1:30 p.m. to 1:45 p.m. — Networking Break

1:45 p.m. to 2:45 p.m. — Roundtables

- Presidents & Vice Presidents • Advisors • Secretaries and Treasurers • Senators, Representatives, Judicial Branch, and Committee Members
— Butch Oxendine

2:45 p.m. to 3:00 p.m. — Networking Break

3:00 p.m. to 4:00 p.m. — Training Block III

G. NEW WORKSHOP How to Improve Your SG's Web & Social Media Presence — Butch Oxendine

H. NEW WORKSHOP Building a Puzzle With Your SGA Members — Kimberly Jones, M.Ed.

I. NEW WORKSHOP Student Leadership In The Virtual Age + — Christopher "Coach" Browne

4:00 p.m. to 4:15 p.m. — Networking Break

4:15 p.m. to 4:30 p.m. — Wrap-Up & Raffle

- "The Importance of Your Student Government"
— Butch Oxendine, Emcee
- Ultimate Connectors Raffle (return your evaluation form to enter)



Download all available workshop handouts prior to the conference!
<http://bit.ly/1RCwKce>

WORKSHOP DESCRIPTIONS



Session A 11:00 a.m. to 12:00 p.m. **13 Steps to a Super Student Government**

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 PowerPoint, as well as printed handouts.

Level of Interactivity (from 1 to 5 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 11:00 a.m. to 12:00 p.m. **FOR ADVISORS From a Mess to a Yes!**

Have you ever felt between a rock and a hard place at work when your students wanted to do something that your campus administration did not support? Have you ever been conflicted with the job of Advisor versus Administrator? Have your students ever questioned whose team you were on? The interactive "Advisor Only" session will address those times when it's hard to balance the many roles that we have and the many hats that we wear.

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

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

- Learn tips on how to balance the many roles that an advisor has
- Try to find the "yes" in a situation
- Strategize ways to communicate effectively to your students the roles of the Advisor



Session C 11:00 a.m. to 12:00 p.m. **The ABCs of SGA**

As a new officer or adviser to SGA it can seem like an uphill challenge. This course will give a comprehensive look at what you need to know to maximize the potential of success. The structure, nomenclature and operations of an organization continually challenge student governments'. Although various approaches have stressed the development of skills or behaviors, it is becoming increasingly apparent that the development of the very basic skills and understanding of what student governance is prevalent. In an effort to increase knowledge in this area this session covers vernacular used in meetings or used to describe roles or procedures.

Presentation Resources: The session utilizes visual display media.

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

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

- Understand basic functions and nomenclature of SGA
- Become familiar with the roles and responsibilities of members
- Recognize when it is necessary for officer or advisor intervention



Session D 12:30 p.m. to 1:30 p.m. **Retention Matters**

It's not safe to assume that members do not participate in student government because of time constraints. It could be because one doesn't feel valued or accepted. Learn how to R.E.T.A.I.N. (Respect. Engage. Teach. Ask. Inspire. Negotiate.) members.

Delivery format: Lecture style because of the amount of information provided. The presenter encourages feedback through direct questions/demonstrations throughout

Presentation Resources: PowerPoint; handouts

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

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

- Recognize effective ways to recruit members
- Identify why members stop participating
- Learn how to R.E.T.A.I.N. members

Download all available workshop handouts prior to the conference!
<http://bit.ly/1RCwKce>

WORKSHOP DESCRIPTIONS (continued)



Session E Mission SGA!

12:30 p.m. to 1:30 p.m.

Be a change leader at your school. Make things happen! The key to a successful SGA is having a strong mission and solid goals. Participants will be inspired to become change agents in SGA and create the mission statements for their organizations...taking them on the road to a successful and purposeful year.

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

Presentation Resources: This session utilizes PowerPoint/Keynote, as well as printed handouts.

Level of Interactivity (from 1 to 5 being very interactive): 3.5
Learning Outcomes. After attending this session participants should be able to:

- Learn the difference between a mission statement and a vision statement
- Practice developing a mission statement
- Practice setting goals and making an action plan that will work



Session F Lobby For a Hobby

12:30 p.m. to 1:30 p.m.

As a former student Senator at-Large, student advocate, field organizer and now government relations professional I will give some timely, accurate and relevant techniques to improve your SG's advocacy efforts. These techniques will increase, response, engagement and make your approach more sophisticated and impactful. You'll receive tangible tools that can be applied in real-time so that your SG can immediately use what you learn in this session to create the changes you want to see on your campus and in your community.

Delivery Format: Lecture style because of the amount of information provided. The presenter encourages feedback through direct questions/demonstrations throughout.

Presentation Resources: The session utilizes PowerPoint, 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:

- Develop resolutions to effectively create the foundation of your SG's advocacy needs
- Learn effective communication/advocacy messaging
- Create strategic partnerships with elected officials and like service providers in order to achieve your advocacy goals



Session G NEW WORKSHOP How to Improve Your SG's Web & Social Media Presence

3:00 p.m. to 4:00 p.m.

The times we live in have exposed a major weakness for most student governments: our web sites are outdated, inaccurate, and just plain bad. Also, our social networks are drastically underutilized. This workshop will provide tangible instructions on how to improve our entire web presence.

Presentation Resources: This session utilizes the internet.

Level of Interactivity (from 1 to 5 being very interactive): 2
Learning Outcomes. After attending this session participants should be able to:

- Understand what should be included at our SG web site
- Learn how to utilize social media to engage our student body
- Recognize the importance of focusing on web/social media



Session H NEW WORKSHOP Building a Puzzle With Your SGA Members

3:00 p.m. to 4:00 p.m.

Every year SGA begins the year with different puzzle pieces that SGA members have to figure out how to piece together. Cultivating your next generation of SGA members is crucial to forging long-term success. Join this workshop to unlock some strategies on how to create a more cohesive team. Outside of the projects and events that you all are coordinating how do you work together? This workshop will provide you with the tools and techniques to become a more vibrant community of change agents that can transform your institution and the experiences of the students you represent.

Delivery format: This workshop utilizes a balance of interactive activities and lecture format that will have you engaged in discussion.

Presentation resources: The session utilizes visual display media (i.e. Microsoft Power Point)

Level of Interactivity (from 1 to 5, five being very interactive): 3.5
Learning Outcomes: After attending this session, participants should be able to:

- Understand the importance of creating opportunities to build your team from the start.
- Gain techniques and skills that can improve teambuilding
- Understands ways to become a more effective team player



Session I NEW WORKSHOP Student Leadership In the Virtual Age +

3:00 p.m. to 4:00 p.m.

We are in a new age of student governance –the Virtual Age, and the challenges are tougher than ever. Are you experiencing decreased funding? Less-in person team interactions? Elevated uncertainty? Well, this workshop is for you! Learn how to build, inspire and get things done with your team during these challenging times with "Coach's" unique, highly-engaging and transformative session.

Delivery Format: The workshop is presented in an engaging lecture format. However, the session uses scenario-based interactions to unpack experiences with other participants.

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

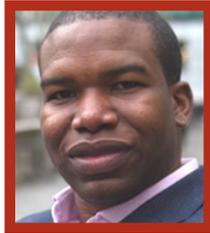
Level of Interactivity (from 1 to 5 being very interactive): 4
Learning Outcomes. After attending this session, participants should be able to:

- Learn how to build a team,
- Inspire and,
- Get things done during these unprecedented times.

ASGA WORKSHOP PRESENTERS

Christopher “Coach” Browne

- Co-Founder and CEO of The Buckler Group, Inc. (www.TheBucklerGroup.com)
- Strategic Coach in areas of performance maximization and leadership development (www.WorldWideConsulting.net)
- Former Executive Treasurer & held north of 23 executive student leadership roles at CUNY - Brooklyn College (www.ChristopherABrowne.com)
- Known as One of America’s Top Student Leaders
- cbrowne@thebucklergroup.com



Session I

Vicky Goodin, Ed.D.

- Certified Gallup Strengths Coach & Leadership Consultant
- Experienced advisor for Student Government, Student Organizations Council, Residence Life, and Campus Life groups
- Seasoned Student Affairs Professional with more than 30 years of experience in higher education
- Learn more at www.thestrengthsdoc.com
- thestrengthsdoc@hotmail.com



Session B
Session E

Dessie Hall

- Higher education professional, event planner, mentor, advisor, speaker, and entrepreneur
- Director of Student Activities at Atlanta Technical College
- Bachelor of Science degree in Communications with a minor in Social Media from Walden University
- Founder and director of Inspire Girls USA
- Executive director for Dessie Hall Consulting, LLC
- dessiehallspeaks@gmail.com



Session D

Kimberly Jones, M.Ed.

- Director of Student Life at Montgomery College – TP/SS Campus
- Trainer in the areas of student leadership development
- Coordinator of the TP/SS MC LEADS program
- Student Senate advisor
- kimberly.jones@montgomerycollege.edu



Session H

W.H. Oxendine, Jr. (Butch)

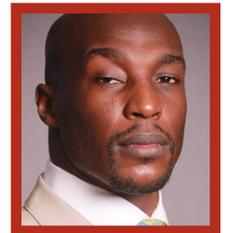
- ASGA Executive Director and Founder
- Editor in Chief, *Student Leader* magazine
- Author, *So You Want to Be President...How to Get Elected on Your Campus*
- Professional Student Government consultant and frequent speaker at major Student Government conferences for more than 35 years
- butch@asgaonline.com



Session A
Session G

Ernest J. Robinson

- Professional speaker/trainer/consultant with Be-E.R.N.E.S.T (www.B-ERNEST.org)
- Former SG Senator at Virginia Union University
- Former Active Duty United States Marine (Combat Iraq 2003)
- Former Student Athletic Advisory Committee Rep, and Judicial Affairs Student Rep
- infobernest@gmail.com
- Facebook/LinkedIn: Ernest J. Robinson • Twitter/Instagram: @ejrobinson2014



Session C
Session F

Download all available workshop handouts prior to the conference!
<http://bit.ly/1RCwKce>

GUIDE TO ASGA WORKSHOPS



2020 VIRTUAL CHICAGO SG TRAINING CONFERENCE

How do you choose which workshops to attend? Look for these icons on the conference schedule to decide which workshops will best meet your needs.



Organization Effectiveness

Whether you are a newly established, struggling, or high performing SG, organizational effectiveness is an essential aspect to your fulfilling your mission and established goals. These sessions are designed to set your SG up for success with tools. If your SG identifies this as a potential issue, do yourselves and your student body a favor – ensure that someone from your delegation attends any of the sessions with this icon.

- A** *13 Steps to a Super Student Government – Butch Oxendine*
- C** *The ABCs of SGA – Ernest J. Robinson*
- I** **NEW WORKSHOP** *Student Leadership In the Virtual Age + – Christopher “Coach” Browne*



Teambuilding

Sometimes, as individuals, we are so focused on getting things done that we forget that it takes teamwork to make the dream work. These sessions are designed to enhance the “feel” of your SG to allow you to work together to accomplish more, while also enjoying the experiences with those with whom you are working. If your SG struggles with teambuilding, then someone from your delegation should attend one of the sessions with this icon.

- D** *Retention Matters – Dessie Hall*
- H** **NEW WORKSHOP** *Building a Puzzle With Your SGA Members – Kimberly Jones, M.Ed.*



Structures and Systems

The operations of any SG are regulated by the structures and systems in place. If your SG is not performing as effectively as it should, then we encourage you to assess whether those structures and systems are an obstacle in achieving your goals. If your SG identifies this as a potential issue, you should ensure that someone from your delegation attends any of the sessions with this icon.

- E** *Mission SGA! – Vicky Goodin, Ed.D.*



Effective Advocacy

A core responsibility of every SG is to effectively advocate for the wellbeing and best interests of the student body. If we are not focused on serving all students, then we are not doing our jobs as SG leaders. Whether it is administrators on campus, individuals within SG, or your SG’s approach to advocacy, if you feel your SG needs help in this area, be sure that someone from your delegation attends any of the sessions with this icon.

- F** *Lobby For a Hobby – Ernest J. Robinson*

Have a question about this Guide to ASGA Workshops? Please write info@asgaonline.com.



Advisor

ASGA recognizes the invaluable contributions advisors make to the overall productivity of their institution's SG which is why we have specially tailored sessions just for you. While all of our SG sessions have learning outcomes associated with them, these sessions provide advisors with tools for your toolbox. Whether you are new to advising, or just need to refresh, be sure to check out any of the sessions with this icon.

B **FOR ADVISORS** *From a Mess to a Yes! – Vicky Goodin, Ed.D.*



Public Relations

These sessions are designed to ensure your student government is well poised to gain exposure for your initiatives, programs and services. If your SG struggles with marketing and messaging, then we encourage you to ensure someone from your delegation attends any of the sessions with this icon.

G **NEW WORKSHOP** *How to Improve Your SG's Web & Social Media Presence – Butch Oxendine*