WORKSHOP DESCRIPTIONS (continued)

Session O
FOR ADVISORS Leadership Development: Developing the Leaders Within Your SG
(3:45 p.m. to 4:45 p.m. — H104)

This session includes a brief overview of general leadership development concepts and the importance of helping students develop as student leaders during their tenure in SGA. Often times as Advisors, there is an assumption that our students are prepared for the leadership challenges they face. This session is an interactive, discussion-based lecture on how to identify where a student is developmentally as a student leader and how best to help them acquire the skills they need to continue learning about their leadership abilities through the use of assessments, models, and leadership theory.
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 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:
• Review current literature on leadership development
• Examine different types of leadership activities that appeal to all types of students
• Learn practical new strategies on leadership development

Session P
NEW WORKSHOP Lobby for a Hobby
(3:45 p.m. to 4:45 p.m. — H112)

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

ASGA WORKSHOP PRESENTERS

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 29 years of experience in higher education
• Learn more at www.thestrengthsdoc.com
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In H104

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
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In H126

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

In H125

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
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In H112

Thank you to Brookhaven College for hosting this conference!

Brookhaven College

DALLAS
IMPROVE YOUR STUDENT GOVERNMENT

Saturday, November 2, 2019

8:00 a.m. to 9:00 a.m. — Conference Registration & Continental Breakfast
H125

9:00 a.m. to 9:20 a.m. — Welcome
▪ Butch Oxendine, Emcee
H125

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
H125

B. *We're in this Together: Representing All Students on Your Campus* — Andrew Ortiz, J.D., M.P.A.
H126

C. *Who Said There's No "I" in Team?* — Vicky Goodin, Ed.D.
H104

D. **NEW WORKSHOP** *The ABCs of SGA* — Ernest J. Robinson
H112

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
H125

F. *Stoke the Fire: Seven Ways to Maximize Your Leadership Potential* — Andrew Ortiz, J.D., M.P.A.
H126

G. *Do the Right Thing: Ethics and Your SGA* — Vicky Goodin, Ed.D.
H104

H. **NEW WORKSHOP** *Chess vs. Checkers: Understanding How and When to Make the Right Move* — Ernest J. Robinson
H112

12:00 p.m. to 1:00 p.m. — Lunch
H125

1:00 p.m. to 1:15 p.m. — ASGA Halftime
H125

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. *Who Cares? Transforming Apathy into Action* — Andrew Ortiz, J.D., M.P.A.
H126

K. *Mission SGA!* — Vicky Goodin, Ed.D.
H104

L. **NEW WORKSHOP** *Serving in E.R.N.E.S.T.* — Ernest J. Robinson
H112

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, & Committee Members — H125
2. Presidents & Vice Presidents — H126
3. Secretaries & Treasurers — H104
4. Advisors — H112

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. *Creating Student Government Advocacy that Effects Change* — Andrew Ortiz, J.D., M.P.A.
H126

O. **FOR ADVISORS** *Leadership Development: Developing the Leaders Within Your SG* — Vicky Goodin, Ed.D.
H104

P. **NEW WORKSHOP** *Lobby for a Hobby* — Ernest J. Robinson
H112

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

4:50 p.m. to 5:15 p.m.— Wrap-Up & Raffle
▪ Butch Oxendine, Emcee
▪ Ultimate Connectors Raffle (return your evaluation form to enter)
▪ *The Importance of Your Student Government* — Butch Oxendine
H125

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

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
We're In This Together: Representing All Students On Your Campus
(9:30 a.m. to 10:45 a.m. — H126)

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 C
Who Said There's No "I" In Team?
(9:30 a.m. to 10:45 a.m. — H104)

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 visual display media (i.e. Microsoft PowerPoint, video), 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:
• 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 D
NEW WORKSHOP The ABCs of SGA
(9:30 a.m. to 10:45 a.m. — H112)

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 (i.e. Microsoft PowerPoint).
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 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
Stoke the Fire: Seven Ways To Maximize Your Leadership Potential
(11:00 a.m. to 12:00 p.m. — H126)

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 G
Do the Right Thing: Ethics and Your SGA
(11:00 a.m. to 12:00 p.m. — H104

When it matters, do you do the right thing? Have you ever had a dilemma to resolve in your SGA? What ethical principles does your SGA value? Come understand how developing a code of ethics is as important as setting your yearly goals. This interactive session will help participants gain hands on experience in thinking through ethical dilemmas and developing a code of ethics for their SGA.

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), as well as printed handouts.
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 definition of an ethical dilemma
• Learn how to problem solve ethical dilemmas
• Learn how to develop a code of ethical behavior in your SGA

Session H
NEW WORKSHOP Chess vs. Checkers: Understanding How and When to Make the Right Move
(11:00 a.m. to 12:00 p.m. — H112)

As a new officer or adviser to SGA governance or advising can seem confusing and complex. This course will give a comprehensive look at how to recognize the strength of your position, have appreciation for everyone around you and it will give you what you need to know to maximize the potential for success. The structure and operations of an organization continually challenge student governments' much like the complexity of a chess game. In an effort to increase knowledge in this area this session will suggest responsibilities using the rules of chess and checkers to describe roles of various student governing bodies.

Level of Interactivity (from 1 to 5 being very interactive): 3
Learning Outcomes. After attending this session participants should be able to:
• Understand roles of SGA and the institution
• Become familiar with the roles and responsibilities of members

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 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 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
Who Cares? Transforming Apathy Into Action
(1:15 p.m. to 2:15 p.m. — H126)

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 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:
• 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 K
Mission SGA!
(1:15 p.m. to 2:15 p.m. — H104)

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 L
NEW WORKSHOP Serving In E.R.N.E.S.T.
(1:15 p.m. to 2:15 p.m. — H112)

Honesty and integrity is the gift leaders gives to its constituents. Join in this discussion of how this gift coupled with compassion and a sense of purpose can guide you to become a respected and successful leader.

Delivery Format: This workshop is presented in a lecture format. Half of the workshop, however, is an interactive exercise that includes all participants. The presenter welcomes and encourages feedback through direct questions throughout.
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:
• Understand how perspective effects outcomes.
• Consider the perspective of administrators in relationship to the SG
• Form new behaviors to develop perpetual strong leadership performance
• Implement six principles to better assess leadership

Session M
What Can Your Student Government Really Accomplish? Choose Realistic Goals
(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
Creating Student Government Advocacy that Effects Change
(3:45 p.m. to 4:45 p.m. — H126)

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

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