

WORKSHOP DESCRIPTIONS (continued)

Session O **Creating Student Government Advocacy that Effects Change** (4:00 p.m. to 5:00 p.m. — AHMANSON HALL ROOM 314)

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 **Public Relations Crisis Management: What to Do When (and Before) the Worst Case Scenario Happens** (4:00 p.m. to 5:00 p.m. — AHMANSON HALL ROOM 511)

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



Saturday, November 17, 2018

8:00 a.m. to 9:00 a.m. — Conference Registration & Continental Breakfast
Academic Building Room 130

9:00 a.m. to 9:20 a.m. — Welcome
Academic Building Room 130

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

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

- 13 Steps to a Super Student Government** — Butch Oxendine
Academic Building Room 130
- Who Said There's No "I" In Team?** — Vicky Owles, Ed.D.
Ahmanson Hall Room 301
- We're In This Together: Representing All Students on Your Campus**
— Andrew Ortiz, J.D., M.P.A.
Ahmanson Hall Room 314
- Proactively Marketing Your Student Government: 12 Tools to Give Your SG a Positive Image** — Sam Gordon
Ahmanson Hall Room 511

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

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

- The 25 Worst Mistakes Your Student Government Can Make**
— Butch Oxendine
Academic Building Room 130
- Do the Right Thing: Ethics and Your SGA** — Vicky Owles, Ed.D.
Ahmanson Hall Room 301
- Stoke The Fire: Seven Ways To Maximize Your Leadership Potential**
— Andrew Ortiz, J.D., M.P.A.
Ahmanson Hall Room 314
- Campus Elections: How to Increase Voter Turnout, Decrease Negative Publicity and Avoid Scandals** — Sam Gordon
Ahmanson Hall Room 511

12:00 p.m. to 1:00 p.m. — Lunch
Academic Building Room 130

1:00 p.m. to 1:15 p.m. — ASGA Halftime
Academic Building Room 130

IMPROVE YOUR STUDENT GOVERNMENT

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

- How to Make Students Care About Your SG: Create "Signature Programs"** — Butch Oxendine
Academic Building Room 130
- Mission SGA!** — Vicky Owles, Ed.D.
Ahmanson Hall Room 301
- Who Cares? Transforming Apathy Into Action**
— Andrew Ortiz, J.D., M.P.A.
Ahmanson Hall Room 314
- How to Market Yourself as an Effective President, Vice President, or E-Board Member** — Sam Gordon
Ahmanson Hall Room 511

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

2:30 p.m. to 3:45 p.m. — Roundtables

- Senators, Representatives, Judicial Branch, and Committee Members — Academic Building Room 130
- Presidents & Vice Presidents — Ahmanson Hall Room 301
- Secretaries and Treasurers — Ahmanson Hall Room 314
- Advisors — Ahmanson Hall Room 511

3:45 p.m. to 4:00 p.m. — Networking Break

4:00 p.m. to 5:00 p.m. — Training Block IV

- What Can Your Student Government Really Accomplish? Choose Realistic Goals** — Butch Oxendine
Academic Building Room 130
- FOR ADVISORS Leadership Development: Developing the Leaders within Your SG** — Vicky Owles, Ed.D.
Ahmanson Hall Room 301
- Creating Student Government Advocacy That Effects Change**
— Andrew Ortiz, J.D., M.P.A.
Ahmanson Hall Room 314
- Public Relations Crisis Management: What to Do When (and Before) the Worst Case Scenario Happens** — Sam Gordon
Ahmanson Hall Room 511

5:00 p.m. to 5:05 p.m. — Networking Break

5:05 p.m. to 5:30 p.m. — Wrap-Up & Raffle

- Ultimate Connectors Raffle (return your evaluation form to enter)
- **The Importance of Your Student Government** — Butch Oxendine
Academic Building Room 130

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



In AHMANSON HALL ROOM 511

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



In AHMANSON HALL ROOM 314

Vicky Owles, Ed.D.

- Seasoned Student Affairs Professional with more than 25 years of experience in higher education
- Experienced advisor for Student Government, Student Organizations Council, Residence Life, and Campus Life groups
- Leadership Development Consultant & Diversity Trainer (www.drwickowles.com)
- drwickowles@hotmail.com



In AHMANSON HALL ROOM 301

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



In ACADEMIC BUILDING ROOM 130

Special thanks to Otis College of Art & Design for hosting this conference



American Student Government Association

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WORKSHOP DESCRIPTIONS

Session A
13 Steps to a Super Student Government
 (9:30 a.m. to 10:45 a.m. — ACADEMIC BUILDING ROOM 130)
 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
Who Said There's No "I" In Team?
 (9:30 a.m. to 10:45 a.m. — AHMANSON HALL ROOM 301)
 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 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 C
We're In This Together: Representing All Students On Your Campus
 (9:30 a.m. to 10:45 a.m. — AHMANSON HALL ROOM 314)
 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
Proactively Marketing Your Student Government: 12 Tools to Give Your SG a Positive Image
 (9:30 a.m. to 10:45 a.m. — AHMANSON HALL ROOM 511)
 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. — ACADEMIC BUILDING ROOM 130)
 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
Do the Right Thing: Ethics and Your SGA
 (11:00 a.m. to 12:00 p.m. — AHMANSON HALL ROOM 301)
 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 G
Stoke the Fire: Seven Ways To Maximize Your Leadership Potential
 (11:00 a.m. to 12:00 p.m. — AHMANSON HALL ROOM 314)
 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
Campus Elections: How to Increase Voter Turnout, Decrease Negative Publicity, and Avoid Scandals
 (11:00 a.m. to 12:00 p.m. — AHMANSON HALL ROOM 511)
 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. — ACADEMIC BUILDING ROOM 130)
 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
Mission SGA!
 (1:15 p.m. to 2:15 p.m. — AHMANSON HALL ROOM 301)
 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 K
Who Cares? Transforming Apathy Into Action
 (1:15 p.m. to 2:15 p.m. — AHMANSON HALL ROOM 314)
 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 L
How to Market Yourself as an Effective President, Vice President, or E-Board Member
 (1:15 p.m. to 2:15 p.m. — AHMANSON HALL ROOM 511)
 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? Choose Realistic Goals
 (4:00 p.m. to 5:00 p.m. — ACADEMIC BUILDING ROOM 130)
 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
FOR ADVISORS Leadership Development: Developing the Leaders Within Your SG
 (4:00 p.m. to 5:00 p.m. — AHMANSON HALL ROOM 301)
 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

For a limited time: Download workshop handouts for this conference at <http://bit.ly/1ssf3x5>