

## WORKSHOP DESCRIPTIONS (continued)

### **Session K** **Stoke The Fire: Seven Ways To Maximize Your Leadership Potential**

(3:45 p.m. to 4:45 p.m. — MADRID)

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 L** **FOR ADVISORS Student Development and the Art of Advising (What Does Chickering Have to Do with It?)**

(3:45 p.m. to 4:45 p.m. — SEVILLA)

This session includes a brief overview of general student-development theories currently used in higher education. Having a general understanding of where a student is developmentally is always helpful in advising/developing a solid working group and sound thinking leaders. This session is an interactive, discussion-based lecture on how to identify where a student is developmentally and how best to approach problems and find solutions to form productive relationships.

**Delivery Format:** Engaging lecture format, and individual/small group interactive activities.

**Level of Interactivity (from 1 to 5, five being very interactive):** 3.5

**Presentation Resources:** This session utilizes PowerPoint/Keynote and printed handouts.

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

- Review current student development theories
- Articulate how student development theories are integrated into daily activities
- Gain new perspectives in problem-solving student issues

## 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 30 years of experience in higher education
- Learn more at [dot.cards/drvickyg](https://dot.cards/drvickyg)
- [thestrengthsdoc@hotmail.com](mailto:thestrengthsdoc@hotmail.com)



In SEVILLA

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



In GRANADA/LA PALMA

### **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 MADRID

### **Exhibitor**

#### **America's Student Leadership Trainer**

- Dave Kelly
- **Address:** 3010 Sawtooth Circle  
Alpharetta, GA 30022
- **Phone:** 404-403-1481
- **Email:** [DaveKelly@gonzospeaks.com](mailto:DaveKelly@gonzospeaks.com)
- **Web:** [DaveGonzoKelly.com](http://DaveGonzoKelly.com)
- **Facebook:** [facebook.com/AmericasStudentLeadershipTrainer](https://facebook.com/AmericasStudentLeadershipTrainer)




**ASGA**  
American Student Government Association

**DC**  
STUDENT GOVERNMENT

**OCT 8-11 2026**

**SUMMIT**  
[www.asgadc.com](http://www.asgadc.com)

New speakers.  
New workshops.  
Real. Practical. Solutions.  
Make students care.  
5 star hotel with rates from 2020.  
Free lunches.  
All types of colleges.  
500 plus attendees.

REGISTER EARLY & SAVE

# LOS ANGELES CONFERENCE

## Saturday, February 28, 2026

**8:00 a.m. to 9:00 a.m. — Conference Registration**  
GRANADA/LA PALMA

**9:00 a.m. to 9:20 a.m. — Welcome**  
■ Vicky Goodin, Ed.D., Emcee  
GRANADA/LA PALMA

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

**9:30 a.m. to 10:45 a.m. — Training Block 1**

**A. SGA Report Card: 13 Steps to Raise Your Grade to A+ — Butch Oxendine**  
GRANADA/LA PALMA

**B. Who Cares? Transforming Apathy Into Action — Andrew Ortiz, J.D., M.P.A.**  
MADRID

**C. FOR ADVISORS Leadership Development: Developing the Leaders within Your SG — Vicky Goodin, Ed.D.**  
SEVILLA

**10:45 a.m. to 11:00 a.m. — Networking/Coffee & Tea Break**

**11:00 a.m. to 12:00 p.m. — Training Block 2**

**D. The 25 Worst Mistakes Your Student Government Can Make (And How to Fix Them) — Butch Oxendine**  
GRANADA/LA PALMA

**E. We're In This Together: Representing All Students On Your Campus — Andrew Ortiz, J.D., M.P.A.**  
MADRID

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

**12:00 p.m. to 1:00 p.m. — Lunch**  
GRANADA/LA PALMA

**1:00 p.m. to 1:15 p.m. — ASGA Halftime**  
GRANADA/LA PALMA

**1:15 p.m. to 2:15 p.m. — Training Block 3**

**G. How to Make Students Care About Your Student Government — Butch Oxendine**  
GRANADA/LA PALMA

**H. Creating Student Government Advocacy That Effects Change — Andrew Ortiz, J.D., M.P.A.**  
MADRID

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

**2:15 p.m. to 2:30 p.m. — Networking Break & Afternoon Drinks/Snacks**

**2:30 p.m. to 3:30 p.m. — Roundtables**

1. **BONUS WORKSHOP How & Why You Must Improve Your SGA's Web & Social Media Presence — Butch Oxendine** — GRANADA/LA PALMA
2. Presidents, Vice Presidents, Secretaries & Treasurers — MADRID
3. Senators, Representatives, Judicial Branch, and Committee Members — SEVILLA
4. Advisors — VALENCIA

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

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

**J. What Are Your Superpowers? What Your SGA Can (And Can't) Do — Butch Oxendine**  
GRANADA/LA PALMA

**K. Stoke The Fire: Seven Ways To Maximize Your Leadership Potential — Andrew Ortiz, J.D., M.P.A.**  
MADRID

**L. FOR ADVISORS Student Development and the Art of Advising (What Does Chickering Have to Do with It?) — Vicky Goodin, Ed.D.**  
SEVILLA

**4:45 p.m. to 4:50 p.m. — Break**

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

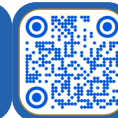
- Vicky Goodin, Ed.D., Emcee
- Ultimate Connectors Raffle (return your evaluation form to enter)
- *The Importance of Your Student Government* — Butch Oxendine  
GRANADA/LA PALMA



American Student Government Association

352-373-6907 • [info@asgaonline.com](mailto:info@asgaonline.com) • [www.asgahome.org](http://www.asgahome.org)

DOWNLOAD CONFERENCE HANDOUTS  
AT <https://bit.ly/ASGALOSANGELES>



American Student Government Association

# WORKSHOP DESCRIPTIONS

## **Session A** **SGA Report Card: 13 Steps to Raise Your Grade to A+** (9:30 a.m. to 10:45 a.m. — GRANADA/LA PALMA)

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, 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 Cares? Transforming Apathy Into Action** (9:30 a.m. to 10:45 a.m. — MADRID)

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 C** **FOR ADVISORS Leadership Development: Developing the Leaders Within Your SG** (9:30 a.m. to 10:45 a.m. — SEVILLA)

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, five 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 D** **The 25 Worst Mistakes Your Student Government Can Make (And How to Fix Them)** (11:00 a.m. to 12:00 p.m. — GRANADA/LA PALMA)

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 E** **We're in this Together: Representing All Students on Your Campus** (11:00 a.m. to 12:00 p.m. — MADRID)

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 F** **Who Said There's No "I" In Team?** (11:00 a.m. to 12:00 p.m. — SEVILLA)

You are only as strong as your weakest link. The more you understand about the various personalities in your organization the more successful you will be. While there may be no "I" in team, understanding yourself can be the key to your success in SGA! Participants will take a personality inventory that will help them understand how they operate in a team and how to use that information to build a better SGA.

**Delivery Format:** This workshop utilizes a balance of engaging lecture format and individual and small group 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), 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:**

- Assess individual personality type
- Understand how individuals work in teams
- Understand how to utilize the assessment to create a better team environment

## **Session G** **How to Make Students Care About Your Student Government** (1:15 p.m. to 2:15 p.m. — GRANADA/LA PALMA)

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 H** **Creating Student Government Advocacy That Effects Change** (1:15 p.m. to 2:15 p.m. — MADRID)

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 I** **Do the Right Thing: Ethics and Your SGA** (1:15 p.m. to 2:15 p.m. — SEVILLA)

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

## **BONUS WORKSHOP** **How & Why You Must Improve Your SGA's Web & Social Media Presence** (2:30 p.m. to 3:30 p.m. — GRANADA/LA PALMA)

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, five 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 J** **What Are Your Superpowers? What Your SGA Can (And Can't) Do** (3:45 p.m. to 4:45 p.m. — GRANADA/LA PALMA)

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