

## WORKSHOP DESCRIPTIONS (continued)

### Session O FOR ADVISORS From a Mess to a Yes!

(3:45 p.m. to 4:45 p.m. — WALKER CLASSROOM 202)

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 Power-Point, 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 P Creating Student Government Advocacy that Effects Change

(3:45 p.m. to 4:45 p.m. — WALKER CLASSROOM 233)

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

## ASGA WORKSHOP PRESENTERS

### Michael D. Anthony, Ph.D.

- Former SGA President and Trustee, Student Senate President, and Student Body Treasurer at North Carolina State University
- Owner, Anthony Creative Solutions, LLC
- Vice President of Student Affairs and Enrollment Management at Rochester Community and Technical College
- Learn more at [www.drmmichaelanthony.com](http://www.drmmichaelanthony.com)
- [michael@drmmichaelanthony.com](mailto:michael@drmmichaelanthony.com)



In GREENE THEATER, 6th Floor

### 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.drivickyowles.com](http://www.drivickyowles.com))
- [drivickyowles@hotmail.com](mailto:drivickyowles@hotmail.com)



In WALKER CLASSROOM 202

### 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 WALKER CLASSROOM 233

### W.H. Oxendine, Jr. (Butch)

- ASGA Exec. Director and Founder
- Editor in Chief, *Student Leader* and *Florida Leader* magazines
- 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](mailto:butch@asgaonline.com)



In SEMEL LOBBY & THEATER, 3rd Floor

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for hosting this conference!



American Student Government Association

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# Boston

## IMPROVE YOUR STUDENT GOVERNMENT

Saturday, August 4, 2018

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

SEMEL LOBBY & THEATER, 3rd Floor

9:00 a.m. to 9:20 a.m. — Welcome

- Michael D. Anthony, Ph.D., Emcee

SEMEL LOBBY & THEATER, 3rd Floor

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

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

A. *13 Steps to a Super Student Government* — Butch Oxendine  
SEMEL LOBBY & THEATER, 3rd Floor

B. *Cleaning Up the Dirty Fighting In Your SGA* — Michael D. Anthony, Ph.D.  
GREENE THEATER, 6th Floor

C. *Who Said There's No "I" In Team?* — Vicky Owles, Ed.D.  
WALKER CLASSROOM 202

D. *We're In This Together: Representing All Students on Your Campus*  
— Andrew Ortiz, J.D., M.P.A.  
WALKER CLASSROOM 233

10:45 a.m. to 11:00 a.m. — Newtorking 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  
SEMEL LOBBY & THEATER, 3rd Floor

F. *Structural Integrity: Is Your Ship Ready for the Voyage Ahead?*  
— Michael D. Anthony, Ph.D.  
GREENE THEATER, 6th Floor

G. *Do the Right Thing: Ethics and Your SGA* — Vicky Owles, Ed.D.  
WALKER CLASSROOM 202

H. *Stoke The Fire: Seven Ways To Maximize Your Leadership Potential*  
— Andrew Ortiz, J.D., M.P.A.  
WALKER CLASSROOM 233

12:00 p.m. to 1:00 p.m. — Lunch  
SEMEL LOBBY & THEATER, 3rd Floor

1:00 p.m. to 1:15 p.m. — ASGA Halftime  
SEMEL LOBBY & THEATER, 3rd Floor

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  
SEMEL LOBBY & THEATER, 3rd Floor

J. *Managing Multiple Priorities: Important vs. Urgent*  
— Michael D. Anthony, Ph.D.  
GREENE THEATER, 6th Floor

K. *Mission SGA* — Vicky Owles, Ed.D.  
WALKER CLASSROOM 202

L. *Who Cares? Transforming Apathy Into Action*  
— Andrew Ortiz, J.D., M.P.A.  
WALKER CLASSROOM 233

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

2:30 p.m. to 3:30 p.m. — Roundtables

1. Senators, Representatives, Judicial Branch, and Committee Members — SEMEL LOBBY & THEATER, 3rd Floor
2. Advisors — GREENE THEATER, 6th Floor
3. Presidents & Vice Presidents — WALKER CLASSROOM 202
4. Secretaries and Treasurers — WALKER CLASSROOM 233

3:30 p.m. to 3:45 p.m. — Newtorking 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  
SEMEL LOBBY & THEATER, 3rd Floor

N. *D.E.L.E.G.A.T.E.—Just Do It!* — Michael D. Anthony, Ph.D.  
GREENE THEATER, 6th Floor

O. **FOR ADVISORS** *From a Mess to a Yes!* — Vicky Owles, Ed.D.  
WALKER CLASSROOM 202

P. *Creating Student Government Advocacy That Effects Change*  
— Andrew Ortiz, J.D., M.P.A.  
WALKER CLASSROOM 233

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

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

- "The Importance of Your Student Government" — Butch Oxendine, ASGA Founder & Executive Director
  - Michael D. Anthony, Ph.D., Emcee
  - Ultimate Connectors Raffle (return your evaluation form to enter)
- SEMEL LOBBY & THEATER, 3rd Floor



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American Student Government Association



# WORKSHOP DESCRIPTIONS

## **Session A** **13 Steps to a Super Student Government** (9:30 a.m. to 10:45 a.m. — SEMEL LOBBY & THEATER, 1st Floor)

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** **Cleaning Up the Dirty Fighting In Your SGA** (9:30 a.m. to 10:45 a.m. — GREENE THEATER, 6th Floor)

Conflict is normal right? So why do we have so much trouble managing it when it comes up? It's because we are sooooo dirty (when we communicate)! But it doesn't have to be that way. This workshop will help you learn to fight it with good ol' assertive communication. You think you know what that is, but you have no idea! Participants will have an opportunity to put their new skills to practice during the session.  
**Delivery Format:** PowerPoints are used as a background visual to highlight major points, ideas, and strategies. The presentation is highly dialogued and participation based, where participants are asked from the moment they enter to engage in simulations and role-play.  
**Presentation Resources:** This session utilizes PowerPoint/Keynote 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:**

- Identify the most common dirty fighting techniques and how to avoid them
- Define four different types of communication and when to use each one
- Apply assertive communication techniques through discussion and role playing

## **Session C** **Who Said There's No "I" In Team?** (9:30 a.m. to 10:45 a.m. — WALKER CLASSROOM 202)

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 D** **We're In This Together: Representing All Students On Your Campus** (9:30 a.m. to 10:45 a.m. — WALKER CLASSROOM 233)

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 E** **The 25 Worst Mistakes Your Student Government Can Make** (11:00 a.m. to 12:00 p.m. — SEMEL LOBBY & THEATER, 1st Floor)

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 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** **Structural Integrity: Is Your Ship Ready for the Voyage Ahead?** (11:00 a.m. to 12:00 p.m. — GREENE THEATER, 6th Floor)

Every year in SG is like starting a new voyage. Is your ship (SGA) ready to fulfill its mission? Is your crew (new student leaders) prepared? Do they even have enough crew members, and if so, is everybody in the right place? If your SGA struggles with a few people doing all the work, or never seems to finish what they set out to do, then they may have a problem with the STRUCTURE of SGA! Come learn how small and large structural and organizational changes can unlock new energy and effectiveness within your SGA and students.  
**Delivery Format:** PowerPoints are used as a background visual to highlight major points, ideas, and strategies. The presentation is lecture/dialogue based. Feedback, questions, and solutions are encouraged and prompted throughout the presentation.  
**Presentation Resources:** This session utilizes PowerPoint/Keynote 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:**

- Identify the elements and steps for reorganization of SGA
- Examine two models of reorganized SGAs as a template
- Explore strategies to enhance SGA by revising or enhancing infrastructure

## **Session G** **Do the Right Thing: Ethics and Your SGA** (11:00 a.m. to 12:00 p.m. — WALKER CLASSROOM 202)

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** **Stoke the Fire: Seven Ways To Maximize Your Leadership Potential** (11:00 a.m. to 12:00 p.m. — WALKER CLASSROOM 233)

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 I** **How to Make Students Care About Your SG: Create "Signature Programs"** (1:15 p.m. to 2:15 p.m. — SEMEL LOBBY & THEATER, 1st Floor)

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 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** **Managing Multiple Priorities: Important vs. Urgent** (1:15 p.m. to 2:15 p.m. — GREENE THEATER, 6th Floor)

Time management is for the birds! Who wants to just manage time? You need to get smarter about managing your priorities. Based on the work of Dr. Steven Covey (author of "The 7 Habits of Highly Effective People"), this workshop will teach you how to put "first things first." You only have a short time in office, come learn how to manage those "urgent" priorities with the "important" ones, and you'll have more impact than you can ever imagine.  
**Delivery Format:** PowerPoints are used as a background visual to highlight major points, ideas, and strategies. Mini-assessments are used to help participants understand how they currently use their time, and be able to walk away with a tool to maximize their time.  
**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:**

- Differentiate between important and urgent priorities in your life
- Identify your top time wasters and outline methods for dealing with them
- Understand how personal values/perceptions impact the way you establish priorities

## **Session K** **Mission SGA** (1:15 p.m. to 2:15 p.m. — WALKER CLASSROOM 202)

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..laking 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** **Who Cares? Transforming Apathy Into Action** (1:15 p.m. to 2:15 p.m. — WALKER CLASSROOM 233)

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 M** **What Can Your Student Government Really Accomplish?** (3:45 p.m. to 4:45 p.m. — SEMEL LOBBY & THEATER, 1st Floor)

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:** Presented in a lecture format, with an interactive exercise that includes participants working in small groups. The presenter welcomes feedback through questions.  
**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:**

- 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** **D.E.L.E.G.A.T.E.—Just Do It!** (3:45 p.m. to 4:45 p.m. — GREENE THEATER, 6th Floor)

Delegation is a process and an art form. If you are going to get anything done this year, you have to do this better! Bring your fears of not doing it all yourself this session and leave with a renewed sense of your ability to just let go!  
**Delivery Format:** PowerPoints are used as a background visual to highlight major points, ideas, and strategies. The presentation is lecture/dialogue based, and utilizes a case study analysis by table participants to understand the content. Role-play is used to practice what has been learned.  
**Presentation Resources:** This session utilizes PowerPoint/Keynote, 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:**

- Describe the process of delegation
- Develop strategies to improve delegation skills
- Practice the language and art of delegation

**For a limited time: Download workshop handouts for this conference at <http://bit.ly/1Lak5Ff>**