

## WORKSHOP DESCRIPTIONS (continued)



### Session L

**FOR ADVISORS** Good Leadership Needs H.E.L.P. (Honor, Encouragement, Loyalty, Professionalism)

3:45 p.m. to 4:45 p.m. — CHESTNUT, 5th Floor)

To provide insight, discussion regarding effective leadership  
**Delivery format:** This 30 to 60-minute workshop allow attendees to participate in scenario-based exercises, share experiences, and participate through discussion proactive ways to succeed and lead through crucial conversations regarding:

- Honoring others and thyself regardless of race, ethnicity and/or background
- Empowering through a high-level Emotional Intelligence
- Loyalty – Respect and Relationships
- Professionalism and Partnership in Leadership – Leadership is what Leadership does!

The presenter encourages feedback through direct questions/demonstrations throughout.

**Presentation Resources:** PowerPoint; handouts; music

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

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

- Understand the importance of effective leadership



## ASGA WORKSHOP PRESENTERS

### Michael A. Cadore Sr., Ed.D.

- President, Magnus Solutions, Inc. “Not just good ideas, but *Magnus* Solutions”
- Three decades of experience in higher education, law enforcement, leadership, mentorship, civic and community engagement
- Learn more at [www.magnussi.com](http://www.magnussi.com)
- [magnussolutionsinc@gmail.com](mailto:magnussolutionsinc@gmail.com)



In CHESTNUT, 5th Floor

### 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
- [www.dessiehall.com](http://www.dessiehall.com) • [dessiehallspeaks@gmail.com](mailto:dessiehallspeaks@gmail.com)



In WALNUT, 4th Floor

### Exhibitors

#### Student Playbook

- Angela Marie Powell, Conference and Partnership Manager
- **Address:** 6900 Wisconsin Ave, Suite 200, Bethesda, MD 20815
- **Phone:** 609-638-6015
- **Email:** [angela@studentplaybook.com](mailto:angela@studentplaybook.com)
- **Web:** [studentplaybook.com](http://studentplaybook.com)
- **Facebook:** [facebook.com/studentplaybook](https://facebook.com/studentplaybook)



STUDENT PLAYBOOK

### Rasheed Ali Cromwell, Esq.

- Former SGA president at North Carolina Agricultural & Technical State University
- Practicing Attorney/Formal Federal Law Clerk
- President, The Harbor Institute
- Speaker/Trainer/Consultant to over 275 colleges and universities
- [racromwell@theharborinstitute.com](mailto:racromwell@theharborinstitute.com)
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In WALNUT, 4th Floor

### 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](mailto:butch@asgaonline.com)



In HAZELNUT, 1st Floor

### Wheels

- Nathan Huber, Head of Universities
- **Address:** 8730 W Sunset Blvd, West Hollywood, CA 90069-2247
- **Phone:** 214-794-5744
- **Email:** [nhuber@wheels.co](mailto:nhuber@wheels.co)
- **Web:** [takewheels.com](http://takewheels.com)
- **Facebook:** [facebook.com/takewheelsbikes](https://facebook.com/takewheelsbikes)
- **LinkedIn:** [linkedin.com/company/takewheels](https://linkedin.com/company/takewheels)



# ATLANTA

# IMPROVE YOUR STUDENT GOVERNMENT

Saturday, March 19, 2022

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

Hazelnut, 1st Floor

9:00 a.m. to 9:20 a.m. — Welcome

- Rasheed Ali Cromwell, Esq., Emcee  
Hazelnut, 1st Floor

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  
Hazelnut, 1st Floor
- Doing the Most: Talented and Overextended (Part 1)*  
— Rasheed Ali Cromwell, Esq.  
Walnut, 4th Floor
- Student Government is a Bunch of C.R.A.P. (Communication Respect-Attitude-Professionalism)* — Michael A. Cadore, Sr., Ed.D.  
Chestnut, 5th Floor

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  
Hazelnut, 1st Floor
- Doing the Most: Talented and Overextended (Part 2)*  
— Rasheed Ali Cromwell, Esq.  
Walnut, 4th Floor
- FOR ADVISORS** *Be an Uncle M.I.K.E. (Mentor-Inspire-Knowledge Encourage)* — Michael A. Cadore Sr., Ed.D.  
Chestnut, 5th Floor

12:00 p.m. to 1:00 p.m. — Lunch

Hazelnut, 1st Floor

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

Hazelnut, 1st Floor



American Student Government Association

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  
Hazelnut, 1st Floor
- Retention Matters* — Dessie Hall  
Walnut, 4th Floor
- NEW WORKSHOP** *Magnus Principles: I am, You Are, We Are Magnus! #Greatness* — Michael A. Cadore Sr., Ed.D.  
Walnut, 4th Floor

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

2:30 p.m. to 3:30 p.m. — Roundtables

- Presidents, Vice Presidents, Secretaries & Treasurers  
— Hazelnut, 1st Floor
- Senators, Representatives, Judicial Branch, and Committee Members — Walnut, 4th Floor
- Advisors — Chestnut, 5th Floor

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

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

- What Can Your Student Government Really Accomplish? Choose Realistic Goals* — Butch Oxendine  
Hazelnut, 1st Floor
- A Seat at the Table* — Dessie Hall  
Walnut, 4th Floor
- FOR ADVISORS** *Good Leadership Needs H.E.L.P. (Honor, Encouragement, Loyalty, Professionalism)* — Michael A. Cadore Sr., Ed.D.  
Chestnut, 5th Floor

4:45 p.m. to 4:50 p.m. — 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  
Hazelnut, 1st Floor

For a limited time:  
 Download workshop handouts for this  
 conference at <https://bit.ly/3oZsMD7>



# WORKSHOP DESCRIPTIONS

## **Session A** **13 Steps to a Super Student Government**

**(9:30 a.m. to 10:45 a.m. — HAZELNUT, 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** **Doing the Most: Talented and Overextended (Part 1)**

**(9:30 a.m. to 10:45 a.m. — WALNUT, 4th Floor)**

Stressed out? Too tired to make it to that next meeting? Same small group of people doing all the work? Well this powerful session is for you! It is time for you to break this vicious cycle with the cure for the curse! This high energy exchange is a unique blend of energy and time management, personal and professional prioritizing and leadership delegation/training best methods/strategies. Minimize obligations, maximize performance, transform leadership!

**Delivery Format:** This presentation is divided into two components. Part 1 is very interactive and engaging. It includes icebreakers, group breakouts/discussions and individual self-reflective assessments/processing.

**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:**

- Reduce their daily workload by cutting back and increase their performance by working smarter
- Learn how to decrease student apathy by targeting different sections of the student body to increase overall participation in leadership
- Better manage their expectations with a better understanding of time, priorities (as it relates to opportunities) and consistently reevaluating their involvement

## **Session C** **Student Government is a Bunch of C.R.A.P.**

**(9:30 a.m. to 10:45 a.m. — CHESTNUT, 5th Floor)**

To provide insight, discussion and direction that will lead to and/or maintain effective Student Government Associations. This is accomplished through positive Communication, Respect & Relationships, Attitude & Awareness, and Professionalism & Policy procedures.

**Delivery format:** This 60-minute interactive workshop breaks the room into

two groups that compete, share experiences, and participate through discussion effective ways to succeed as a student government association. This is a fun music activated lecture. The presenter encourages feedback through direct questions/demonstrations throughout.

**Presentation Resources:** PowerPoint; handouts

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

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

- Understand the importance of Positive Communication, Respect, Attitude and Professionalism as it pertains to your role with student government.
- Learn six principles to success steps as a student and/or student government official.

## **Session D** **The 25 Worst Mistakes Your Student Government Can Make**

**(11:00 a.m. to 12:00 p.m. — HAZELNUT, 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 E** **Doing the Most: Talented and Overextended (Part 2)**

**(11:00 a.m. to 12:00 p.m. — WALNUT, 4th Floor)**

Stressed out? Too tired to make it to that next meeting? Same small group of people doing all the work? Well this powerful session is for you! It is time for you to break this vicious cycle with the cure for the curse! This high energy exchange is a unique blend of energy and time management, personal and professional prioritizing and leadership delegation/training best methods/strategies. Minimize obligations, maximize performance, transform leadership!

**Delivery Format:** This presentation is divided into two components. Part 2 is centered more around group breakouts so participants can share best practices/strategies from their respective institutions to achieve session goals.

**Presentation Resources:** The session utilizes presentation software, and printed handouts.

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

**Learning Outcomes:** (See Part 1)

## **Session F** **FOR ADVISORS Be an Uncle M.I.K.E. (Mentor-Inspire-Knowledge-Encourage)**

**(11:00 a.m. to 12:00 p.m. — CHESTNUT, 5th Floor)**

Be an "Uncle M.I.K.E." to the students by keeping in mind it's not about you, but student success. This discussion opens a dialogue with Advisors peers to discuss experiences and the importance of Mentoring, inspiring others. Sharing Knowledge, and Encouraging each other through educating and sharing empathy to empower.

**Delivery format:** This 60-minute discussion allows advisors to share experiences, and discuss effective ways to promote, engage and achieve student success.

**Presentation Resources:** PowerPoint; 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 importance of mentoring and mentorship

## **Session G** **How to Make Students Care About Your SG: Create "Signature Programs"**

**(1:15 p.m. to 2:15 p.m. — HAZELNUT, 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 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** **Retention Matters**

**(1:15 p.m. to 2:15 p.m. — WALNUT, 4th Floor)**

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.

## **Session I** **NEW WORKSHOP Magnus Principles: I am, You Are, We Are Magnus! #Greatness**

**(1:15 p.m. to 2:15 p.m. — CHESTNUT, 5th Floor)**

This discussion opens a dialogue to discuss principles to success! By participating in the Magnus Principles: I am, You Are, We Are Magnus! #Greatness workshop, you'll gain skills needed to create major breakthroughs in the achievement of your goals and the quality of your life professionally and personally. Preparation, Patience, Professionalism, Pride, Persistence, Praise.

**Delivery format:** This 60-minute discussion allows attendees to share experiences, and discuss effective ways to promote, engage and achieve student success through interaction, sharing of personal and professional experiences.

**Presentation Resources:** PowerPoint

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

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

- Understand the importance of Magnus Principles

## **Session J** **What Can Your Student Government Really Accomplish? Choose Realistic Goals**

**(3:45 p.m. to 4:45 p.m. — HAZELNUT, 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:** 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 K** **A Seat at the Table**

**(3:45 p.m. to 4:45 p.m. — WALNUT, 4th 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.

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