

WORKSHOP DESCRIPTIONS (continued)



Session K

NEW WORKSHOP Less Words, More Action: Building Spaces where Belonging Matters

(3:45 p.m. to 4:45 p.m. — MACADAMIA, 6th Floor)

"We want people to feel like they belong." These words are often shared, but how are you or your SGA making meaning of them? From selection to coordination, this session is designed for those who want to reflect and leave with tangible strategies to be more intentional in your SG decision-making, programming, and overall ways you show up in spaces. **Delivery Format:** This workshop utilizes a balance of engaging discussion and interactive activities that are designed to unpack the process to practice, thought-provoking, self reflection, and oriented toward skill-building.

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

Presentation Resources: This session utilizes visual display media (e.g., Power-Point, video) as well as a digital resource.

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

- Recognize the ways that bias can show up in your program planning and decision-making
- Utilize cultural humility as a framework for leading across different lived experiences



Session L

Student Government Recruitment, Retention, and Fun & Engaging Meetings

(3:45 p.m. to 4:45 p.m. — HICKORY, 7th Floor)

Student governments need to actively recruit for the organization just like any other group on campus. However, they too often overlook this important step in SGA success and remain invisible to many of the students on campus. And then they need to keep the members engaged, to help them to do more than the bare minimum. Meetings are a great connecting point for all students with student government, but too many meetings are boring or unproductive.

Delivery Format: Participants will get to interact with each other and through planned activities.

Presentation Resources: A combination of multi-media, handouts, and interactives.

Level of Interactivity (from 1 to 5 being very interactive): 3

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

- Know how to run a successful recruitment table and specific strategies for additional avenues to gain members for your student government
- Run effective, fun, and engaging meetings that make members stay involved

ASGA WORKSHOP PRESENTERS

Dave Kelly

- Known as America's Student Leadership Trainer
- Former Legislative Affairs Director for United Council of University of Wisconsin Students
- Vice-President Pro-Tempore for the University of Wisconsin-Oshkosh Student Government
- Expert on issues for Registered Student Organizations
- Web: davegonzokelly.com
- DaveKelly@Gonzospeaks.com



HICKORY, 7th Floor

Santo Stephens

- President and Founder of Life's Work 53 LLC
- Certified Life Coach and Professional Development Trainer
- Partnerships with Inmate Encounter, AMI Kids and Fellowship of Christian Athletes
- Played five years in the National Football League
- Web: santostephens.com
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HICKORY, 7th 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 40 years
- butch@asgaonline.com



HAZELNUT, 1st Floor

Suzette Walden Cole, Ph.D.

- Former SG Advisor and Student Affairs Professional
- Global educator, professional speaker, strategist and consultant at over 300 colleges and universities and in over 15 countries
- Lead Executive Officer, SWC Speaks LLC
- Accomplished presenter and author in political science and leadership development
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MACADAMIA, 6th Floor

Exhibitor

Dave Kelly

- Dave Kelly
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American Student Government Association

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ATLANTA CONFERENCE

Saturday, April 4, 2026

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

Hazelnut Foyer (registration)
Hotel Breakfast Area (breakfast)

9:00 a.m. to 9:20 a.m. — Welcome

- Suzette Walden Cole, Ph.D., 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 1

A. *Your SGA Report Card: 13 Steps to Raise Your Grade to A+* — **Butch Oxendine**
Hazelnut, 1st Floor

B. *Knowing When and How to Call Someone Out: Confronting Members within the SG* — **Suzette Walden Cole, Ph.D.**
Macadamia, 6th Floor

C. *I C.E.O. You* — **Santo Stephens**
Hickory, 7th Floor

10:45 a.m. to 11:00 a.m. — Networking 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**
Hazelnut, 1st Floor

E. **FOR ADVISORS** *On the Right Foot: Building Rapport with Your SG* — **Suzette Walden Cole, Ph.D.**
Macadamia, 6th Floor

F. *W.A.I.T. (Why Am I Talking)* — **Santo Stephens**
Hickory, 7th Floor

12:00 p.m. to 1:00 p.m. — Lunch
Hotel Breakfast Area, 1st Floor

1:00 p.m. to 1:15 p.m. — ASGA Halftime
Hazelnut, 1st Floor

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

G. *How to Make Students Care About Your Student Government* — **Butch Oxendine**
Hazelnut, 1st Floor

H. *Goal-setting & Fulfilling Your Mission: What are You Doing?* — **Suzette Walden Cole, Ph.D.**
Macadamia, 6th Floor

I. *Dragon Slayer (Full Armor)* — **Santo Stephens**
Hickory, 7th Floor

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

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** — Hazelnut, 1st Floor
2. Senators, Representatives, Judicial Branch, and Committee Members — Macadamia, 6th Floor
3. Presidents, Vice Presidents, Secretaries & Treasurers — Hickory, 7th Floor
4. Advisors — Breakfast Area

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**
Hazelnut, 1st Floor

K. **NEW WORKSHOP** *Less Words, More Action: Building Spaces where Belonging Matters* — **Suzette Walden Cole, Ph.D.**
Macadamia, 6th Floor

L. *Student Government Recruitment, Retention, and Fun & Engaging Meetings* — **Dave Kelly**
Hickory, 7th Floor

4:45 p.m. to 4:50 p.m. — Break

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

- Suzette Walden Cole, Ph.D., Emcee
 - Ultimate Connectors Raffle (return your evaluation form to enter)
 - *The Importance of Your Student Government* — Butch Oxendine
- Hazelnut, 1st Floor

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



American Student Government Association

WORKSHOP DESCRIPTIONS

Session A **Your SGA Report Card: 13 Steps to Raise Your Grade to A+**

(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 **Knowing When and How to Call Someone Out: Confronting Members within the SG**

(9:30 a.m. to 10:45 a.m. — MACADAMIA, 6th Floor)

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 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:

- Provide a basic self-reflective understanding of their triggers for conflicts
- Content knowledge of techniques to engage in confrontations
- Recognize when it is necessary for officer or advisor intervention

Session C **I C.E.O You**

(9:30 a.m. to 10:45 a.m. — HICKORY, 7th Floor)

This workshop will help leaders identify their leadership traits and what to look for as they develop the next set of leaders. We will explore the S.A.L.T. style of leadership. Say, Act, Look and Test.

Delivery Format: Engaging facilitated discussion and small group activities

Presentation Resources: PowerPoint

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

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

- See themselves as powerful leaders
- 15-minute win
- Developing team and business goals

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. — 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 **FOR ADVISORS On the Right Foot: Building Rapport With Your SG**

(11:00 a.m. to 12:00 p.m. — MACADAMIA, 6th Floor)

One of the first areas of struggle for a new advisor is not only understanding your role, but, also, establishing a rapport with the SG leaders. As an advisor, your effectiveness directly correlates with the trust that your SG leaders have with you. Developing a relationship and that level of trust takes time, which is a precious commodity for most advisors. In this session, we will explore how to effectively use one-on-one meetings with key leaders, the use of worksheets to aid you in getting to know your SG students better, and a quick reference use of an advisement inventory to find out what your SG leaders expect from you as their advisor.

Delivery Format: Due to the significant amount of technical information provided, the majority of this is presented in a lecture format. However, there are a series of activities done in a pair-and-share format with other participants. Participants are encouraged to provide feedback through impromptu questions posed to the presenter throughout.

Presentation Resources: The session utilizes visual display media (i.e. Microsoft 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 how to effectively use one-on-one meetings with key leaders
- Ability to evaluate the use of worksheets to aid in getting to know SG students better
- Ability to use a quick reference advisement inventory to find out what their SG leaders expect from their advisor

Session F **W.A.I.T. (Why Am I Talking)**

(11:00 a.m. to 12:00 p.m. — HICKORY, 7th Floor)

This workshop will examine pointed and purposeful conversation between leadership, staff and membership. We will also discuss meeting prep, planning, execution, follow-up and some best practices.

Delivery format: This workshop utilizes a balance of engaging facilitated discussion and small group activities

Presentation resources: The session utilizes visual display media (i.e., Microsoft PowerPoint)

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

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

- Know how and when to communicate effectively
- Facilitate meetings on-purpose

Session G **How to Make Students Care About Your Student Government**

(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 **Goal-setting & Fulfilling Your Mission: What are You Doing?**

(1:15 p.m. to 2:15 p.m. — MACADAMIA, 6th Floor)

Often student government leaders struggle to figure out what path to take in fulfilling their mission to serve students. Utilizing a SWOT analysis approach to establish an agenda, set S.M.A.R.T. goals, and gain political capital, will go a long way towards your student government realizing its full potential. In this session, we will explore the traps of "what's always been done," ways to understand the scope of our authority, and opportunities to maximize the time, skill and talent within the SG.

Delivery Format: This workshop utilizes a balance of engaging lecture format and interactive activities.

Presentation Resources: The session utilizes visual display media 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:

- Assess the alignment between their goals and mission for SG
- Understand how to ensure their goals are S.M.A.R.T.
- Gain techniques to gain political capital and ensure goal achievement

Session I **Dragon Slayer (Full Armor)**

(1:15 p.m. to 2:15 p.m. — HICKORY, 7th Floor)

This workshop examines first and lasting impressions. We will ask the question, Am I projecting the image and appearance for the position I am seeking? We will prepare student leaders, athletes and mentors for internships, job and college interviews.

- Appearance
- Presentation
- Verbal cues
- Telling your story

Delivery format: This workshop utilizes engaging facilitated discussion.

Presentation resources: The session utilizes visual display media (i.e., Microsoft PowerPoint)

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

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

- Elevate their presence in the marketplace

BONUS WORKSHOP **How & Why You Must Improve Your SGA's Web & Social Media Presence**

(2:30 p.m. to 3:30 p.m. — HAZELNUT, 1st Floor)

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 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. — 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