



Series
2013-2014

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Fall 2013

CADA

California Association of Directors of Activities

THE GIFT OF GIVING!!!

Each winter, the students in our ASB are required to complete a self-directed project to benefit the community. Some choose the traditional coat drives and canned food drives, but each student plans and implements the project independently. This leads to creativity and benefits our community on many levels. All students are encouraged to enlist the support of friends – but not ones who are currently enrolled in our Leadership Program. This helps them to get other kids involved and enthusiastic about helping their community.



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FROM THE PRESIDENT...



At the beginning of this holiday season, my mind turns to things I am thankful for. I am so **grateful for CADA**. I remember my first CADA experience, well over 20 years ago, attending an Area E advisor's workshop down in the old Ports O'Call Village. I came back to my school with a **renewed sense of purpose**. Over the years, CADA has introduced me to mentors who taught me **ways to inspire my students and grow leaders**. CADA has given me countless ideas and made me a **better teacher and advisor**. But more than that, CADA has introduced me to the most amazing group of people I proudly call my friends; the kind of people who are genuinely kind and caring. I'd like to tell each of you, thank you for **sharing your hearts, your gifts, your ideas**

and **YOURSELVES**. What an amazing group you are! Thank you, CADA, for bringing this team together.

My favorite quote is from Theodore Roosevelt; it's one I've heard over and over again from CADA friends and mentors: **"No one cares how much you know until they know how much you care."** Thank you for caring. Thank you for serving the young people of California. **Thank you for teaching your students to have a heart.**

In the spirit of caring and gratitude; I'd like to share my top ten ideas for giving back and I'd like to know what philanthropic things you are doing on your campus.

Ten ideas collected through my CADA connections:

1. Jeans for Teens — collect jeans for homeless teens
2. Community Food Drive — find your local food bank
3. Canned Food Dance — entrance to the dance is one can of food
4. Christmas Wish — local children's home, ask for Christmas wish lists to fill
5. New Socks and Coffee Drive — for service men and women
6. Senior Citizen Dance — host a dance for your local senior citizen's home
7. Local Hero Day — bake cookies, collect coffee gift cards for local fire & police stations
8. Lend a Hand Day — find people in your community that need help around their home
9. We Love Our Custodial Staff Day — student's clean classrooms and lunch area, while other students serve custodial staff a luncheon.
10. Service Clubs — Make a Wish, Invisible Children, Operations Smile, Red Cross

I know you have a lot to share too. Hey, please do me a favor, go on our **CADA Facebook page at www.facebook.com/cadafan** and **list three of your favorite community service activities**. **IMAGINE** the ideas we will collect as we continue to build our **MASTERPIECE!**

This year CADA celebrates an exciting benchmark and I can't wait to celebrate with you. Please mark your calendar for **March 5th through 8th** and plan to be with us in Reno for **CADAtoons! 50 Years of Building Character.**

I am thankful for CADA because of each of YOU!

IMAGINE, JANET ROBERTS - CADA PRESIDENT

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THE INTERGALACTIC ADVENTURE WAS OUT OF THE WORLD!!!



CADA/CASL Leadership Camp Program celebrated 30 years this summer with another successful season as it welcomed over 1,650 students and advisors to the beautiful U.C. Santa Barbara campus. Our speakers instructed, inspired, and entertained the camp; a tip of the hat to Mike Smith, Stu Shaffer, Steve Southard and Mike Smith (from Nebraska), for giving us a boost. Our dedicated camp staff (including the CASL Interns) worked long hours to make sure the camp experience was meaningful, challenging and rewarding for everyone. The caliber of this year's student leaders and advisors assures us that the future is in good hands.

The CADA Leadership Camps Steering Committee and staff would like to thank all of the participants in the 2013 camp program. We hope you enjoyed your time in Santa Barbara and will put CADA Camp on your calendar again for July 2014.

Have a fantastic 2013-14 school year as you improve the climate of your school and lead your student body to attain its goals. See what practicing those skills you learned at camp can do. Be sure to check out the camp videos and slide shows at www.youtube.com/cadacamps.

CADA Leadership Camp dates for 2014 are below. Best wishes for a wonderful school year.

- JACK ZIEGLER, CADA LEADERSHIP CAMP COORDINATOR



CADA /CASL LEADERSHIP CAMP 2014!!! LEADERSHIP ...GAME ON!



**UCSB - MIDDLE SCHOOL
JULY 7-9, 2014**

**UCSB - HIGH SCHOOL 1
JULY 12-15, 2014**

**UCSB - HIGH SCHOOL 2
JULY 17-20, 2014**

**UCSB - HIGH SCHOOL 3
JULY 22-25, 2014**



WWW.CADALEADERSHIPCAMPS.ORG





STUDENT CORNER...



If you could talk about Leadership, what would you say?

Leadership is leading by example when people are watching and most importantly not watching. To be a leader takes a lot from people. You have to be able to take charge and tell people how it is, and sure, some people won't appreciate this but it's needed. This fact can apply to many aspects of life: sports, school, friends, family, etc. For me, being a leader is important in the three sports I play, in the clubs I am in, in ASB and finally in my faith. Sure there are many people who say they can lead and in the good times they can, but real leadership shines through when you are losing the game, have activities to plan and set up at the same time—when there's only a few people who are ready to help. That is true leadership; showing others that the hard times are much easier than they think.

**- TYUS THOMPSON, AREA C -
STOCKDALE HIGH SCHOOL, BAKERSFIELD, CA**



Meet the Pros

You train your students, give them a voice, watch them excel... then what? It's time to give your students a chance to share from their experiences and be a part of growing great leaders all across California.

Meet the Pros presenters will tell their story to three rotations of up to 12 people at a time, for ten minutes each, at the 2014 CASL State Conference.

Apply to present at www.caslboard.com

Applications due February 14th, 2014



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The requirements for the project are as follows:

- 
- *You are going to need to do something nice for someone else. This can be as big or as small as you choose for it to be.*
 - *The project cannot be something that was assigned to you, nor can it be one of your regular chores (for example, taking out the trash for your Dad does not count.) You need to focus on someone you do not usually help (like a community organization).*
 - *The project should take at least 4-6 hours to complete.*
 - *You must then write a one-page paper, telling what you did, and how it impacted the person(s) you helped. Please attach the affidavit of participation to your paper.*
 - *Be creative, have fun, and remember that this assignment is a gift you are giving to yourself – so make the most of it!*

Examples of acceptable assignments:

- Volunteer for a day at the SPCA cleaning cages and walking animals.
- Volunteer for a day at a local hospital – bringing a book of stories to read and/or an instrument to play.
- Volunteer for a day at a homeless shelter or dining hall – preparing and serving food.
- Volunteer at the Emergency Food Bank preparing bags of groceries for needy families, etc.
- Organize and implement a “drive” for food, coats, eyeglasses, etc., and deliver these to a local community organization that could use the help.

Reminder: This cannot be an activity that you already do as a result of your participation in another organization. This should be something new and different. Your guardian is welcome to participate in this activity if s/he so chooses. Remember, the point is that you are doing something that the person/group could not do for itself. The goal is to learn how truly valuable you are as a concerned and active community member!

In the past, my students have organized some amazing projects for our community. These include:

- An eyeglass drive – one student managed to collect over 200 pairs of eyeglasses for our local shelter.
- A coat drive – last year, one young lady organized a coat drive that collected 350 coats for our homeless community.
- Several students have organized projects where they played concerts, organized bingo and other games inside local retirement homes.
- A beach cleanup – one young man organized a beach clean up (involving non-Leadership students that collected 8 Hefty bags of trash).
- One student enlisted the support of our local Dollar Store. She got 25 hefty bags of toys donated at Christmas time. She dressed as an elf, went to the Children’s Home, and delivered toys to overjoyed kids who thought that Santa might not make it that year!
- One student got over 150 books donated for an orphanage library. The volunteers at the shelter were very grateful for the donations – books are typically something that is overlooked.

CONTINUED ON NEXT PAGE



We feel better about ourselves when we keep a difficult resolution, meet a challenge, solve a problem, learn a skill, or cross something unpleasant off our to-do list. And one of the best ways to feel better about ourselves is to help someone else. Do good, feel good.

With about seventy students participating in this project over the past ten years, you can see how hundreds of valuable deeds – benefit our homeless, needy, and often forgotten community members. This is a real eye opening experience for students, and one that helps them to appreciate that they are valuable members of their school, town, and country.

- ALLISON GADEKE, AREA A COORDINATOR



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CADA CONVENTION 2014!!!

MARCH 5-8, 2014



Join us for “CADAtoons – 50 years of Building Character” March 5-8, 2014 at the **Grand Sierra Resort in Reno, Nevada.**

Walt Disney once said, “*If you can dream it, you can do it.*” For 50 years, CADA has been helping people dream about creating outstanding activity programs that transform our campuses into extraordinary places for both students and staff. The 2014 CADA Convention will provide you with ways to bring character-building back to your campus to help regenerate your activities program.

Start the convention off by attending one of the four pre-convention seminars focusing on; implementation of **Common Core** through student activities, **ASB accounting practices**, or one of **two technology sessions**. Each workshop costs \$50 and space is limited so pre-registration is recommended.

The keynote line up for the convention is amazing! **Justin Boudreau** will start the convention off on Wednesday. His insightful “There YOU are” will empower you to step up and stand out. On Thursday, **Ian Tyson** will inspire you to find the “Hero Inside” with his high-octane presentation. Friday, **Kathy Buckley** will educate, motivate and entertain you with her message that anything can be achieved when the heart and the mind work together.

This year’s convention will continue **CADA’s 50 year commitment** to providing outstanding professional development with over **90 workshop sessions**, **Meet the Pros**, **Leadership Lessons**, the **Cyber Café** and our **Exhibit Hall** all designed to help you build student character back at your school site.

There will also be plenty of chances to network with characters from all over the state at our **Animation Evening** and **Cartoon Alley**. The convention will be topped off with a tribute to **CADA’s 50th Anniversary** at the **Cartoon Costume Ball** on Friday night.

See you in Reno!

- MIKE WHITE, PRESIDENT ELECT

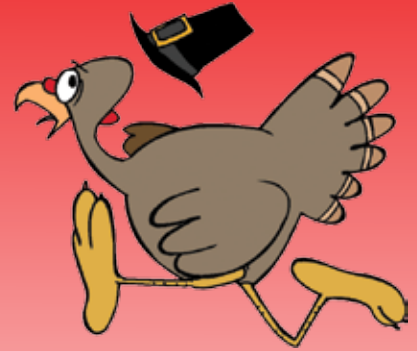


CADA GRANT OPPORTUNITY - PUT CHARACTER ON YOUR CAMPUS

Do you have a program you’d like to bring to your campus to help build student character, improve campus climate or address bullying? CADA would like to help you make that program a reality. As part of our 50th Anniversary convention, CADA will be offering up to **two \$2500 grants to two schools in California** to help their dreams come true. Applications are available at www.cada1.org and are **due by January 15th, 2014**. Winners will be announced at the CADA Convention. Email completed applications to: preselect@cada1.org



- MIKE WHITE, PRESIDENT ELECT



THE CADA MEMORIAL SCHOLARSHIP IS BACK!



GIVE YOUR STUDENTS THE OPPORTUNITY TO ATTEND A CADA PROGRAM FOR LESS!

FOR APPLICATIONS & DEADLINES VISIT:

WWW.CADA1.ORG/SCHOLARSHIPS



JOIN US FOR CADA'S 50th Convention!

MARCH 5 - MARCH 8, 2014

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.....

REGISTER TODAY!

EARLYBIRD DEADLINE IS JANUARY 17th

VISIT WWW.CADA1.ORG/STATE CONVENTION



AREA A - YOU'VE GOT A FRIEND IN US!!!



Area A has been To Infinity and Beyond with its advisor conference, two student conferences, and a number of local *Meet and Greet*s. Our council's goal this year is to increase our membership as we provide greater support and resources to activities directors and students across our vast area.

We held our newly revamped advisor conference at Dave & Buster's in Roseville in September. It was so well attended we maxed out our capacity on the venue. Eleven of our dedicated council members presented workshops on a variety of topics – making sure that the needs of our colleagues were met. Next, we held a **high school conference (keynoted by Micah Jacobson)** and a **middle school conference (keynoted by “the original” Mike Smith)** in Woodland at the beginning of October. We are thankful to all of our outstanding presenters and attendees for making these two conferences successful.

Something new for Area A is our local *Meet and Greet*s. We will be holding a number of *Meet and Greet*s, brief informal networking sessions, across Area A **for activities directors to connect, receive support, and have access to materials, curriculum, and CADA resources.** The *Meet and Greet*s held thus far have been well-attended and greatly appreciated. If you are interested in attending one in your local region, contact your **Area Coordinator, Allison Gadeke, at areaa@cada1.org** for more information.

Another exciting piece of Area A news is that we have **appointed two outstanding veteran activities directors to work together as our Assistant Area Coordinators.** Please join me in welcoming **John Lucero, from El Dorado High School, and Kim Karr, Activities Director at Excelsior Middle School to the Area A Area Coordinator team.**

We look forward to seeing all of you at **CADAtoons in Reno, March 5-8, 2014...** just a few short months away. Start preparing your ***Toy Story*** themed costume ideas. It's going to be a great conference – celebrating our favorite cartoons. If we can help you, don't hesitate to get in touch.

- ALLISON GADEKE, AREA A COORDINATOR



AREA B - PEANUTS

On Monday, November 25th Area B presents this year's student leadership conference, "It's Called Leadership Charlie Brown". Keynote speakers, Keith Hawkins and Laymon Hicks, will inspire and inform with a focus on making schools safe for all students. Workshops specifically designed for middle school and high school students will be offered. The conference features two large group presentations; Happiness is NOW and Kim Karr with the "Icanhelp" program (seen at leadership camp last summer). High school students will learn about community service opportunities and CASL will lead swap shop for the middle school attendees.

In addition to the incredible student program offered, there will be networking for advisors. "It's Called Leadership Charlie Brown" is sure to be an outstanding experience for all. Don't wait to sign up. The Area B Council has an exceptional day planned for you and your students.

Area B members, please plan on attending the CADA convention, March 5th-8th in Reno, to show support for our very own Mike White and CADAtoons! The council will send out more information about Area B's booth and area meeting, before the convention. This event will bring your program to a whole new level, it helps to recharge our batteries for the rest of the year, and you get to wear some cool PJs; be sure to put it on your calendar now. And remember what Charlie Brown said, "Try not to have a good time...this is supposed to be educational."

After you've finished the can food drives, coat collections, gathering holiday gifts for needy children, serving food and visiting senior homes, make sure you take time for yourself and your family. Here's wishing all Area B members a wonderful winter break and a Happy New Year. CADAtoons here we come!

Go to www.cada1.org/areab for Area B student conference registration forms and information.

**- LORRAINE MARTINEZ,
AREA B COORDINATOR**

—the— Outstanding Leadership Program Award

From sports to debate and academic decathalons, there is no shortage of state and national recognition for student groups who excel at what they do—except when it comes to the students who make all of those programs possible. CASL recognizes schools whose leadership programs create a strong and unified culture while including the voice of every student with its Outstanding Leadership Program Award.

Students: begin your application at www.caslboard.com

All applications must be postmarked by
January 31st, 2014



AFFORDABLE LEADERSHIP TRAINING

\$25 PER STUDENT

Laura High School (Private Event) - Area F - 9/11/13
Kimball High School (Middle School Delegates) - Area A - 9/19/13
Ladera Vista Junior High School - Area F - 9/24/13
Bidwell Junior High School - Area A - 10/3/13
Yorba Linda Middle School (Private Event) - Area F - 10/8/13
Twin Peaks Middle School - Area G - 10/17/13
Chavez Middle School - Area G - 10/22/13
Yorba Linda Middle School - Area F - 10/24/13
Heritage High School (Middle School Delegates) - Area A - 11/21/13
Marco Foster Middle School - Area F - 12/4/13
West Ranch High School (Middle School Delegates) - Area E - 12/12/13
Redwood High School - Area C - 1/17/14
CASL Area F Regional Conference - Area F - 1/23/14
North Salinas High School (Middle School Delegates) - Area D - 1/28/14
Chino Hills High School (Middle School Delegates) - Area F - 2/4/14
Ygnacio Valley High School (Middle School Delegates) - 2/6/14

VISIT WWW.CASL.ORG

to get information about registering for these
Leadership Development Days
or to schedule one for your school



AREA C - JUSTICE LEAGUE



Area C Super Friends have been tremendously busy during these last couple of months. Not only have they planned and executed the annual Area C Student Conference, they have produced an abundance of educational, engaging and entertaining sessions that continue to **involve and inspire leadership ideas throughout the Central Valley**. “Up, Up and Away”! Area “C” League hosted over 1200 students and adults at Hanford West High School on September 6th. Superman explains **“It’s not how you die but how you live”**, and the Super Friends embody this as they help build powerful and positive relationships on their campuses while promoting the importance of students being a part of constructive change. **“Holy Zoinks Batman”** — Motivational Media began the day with their eye-opening **“Power of Three”** presentation, followed by Phil Boyte and his vision of inclusion and acceptance. Twenty-five different sessions were offered during Break-Out times and **Keynoter Scott Backovich** concluded with a powerful challenge to all. Sessions included: Aqua-Man Isaac Lopez presented Skate for Change...an extension of Mike Smith’s ideas from summer camp. **“The Most Powerful Day that Your High School Will Ever Have,”** presented by Hawk Girl Julie Larrivee, was greatly attended and is already being replicated in various schools. Star Sapphire Leslie Loewen produced her version of the “Human Element”. Kevin “The Flash” Harris introduced “School Spirit/Positive School Climate” and Renee “The Huntress” DeCanio “Tuned” in the “Successful Lunchtime” activities. Successful Dances and DJ services were hosted by Freestyle Entertainment and attendees feasted on a BBQ presented by the Boosters of Hanford West.

The Super Friends are back at the Hall of Justice developing new ideas for the upcoming **Advisor Conference that will be held in Fresno on December 3rd**. **“Justice and power must be brought together, so that whatever is just may be powerful, and whatever is powerful may be just.”** We are looking forward to bringing our Leadership Powers to CADAtoons to boost our Character Building skills!

- LAURETTA A. ELDRIDGE, AREA C COORDINATOR



AREA D - SMURFS



The fall was a busy time for Area D. It began on September 9th with our Advisor’s Conference in beautiful Avila Beach. Those in attendance learned some new ways to **“Create a Positive School Climate”** from three presenters. Christy Hertsch, Ashlee Rister and Zach Masongsong shared ways that they guided students to make a difference and create connections on their campuses. CADA Past President Monica Anderson presented a workshop on the **CADA Roadmap**. She challenged all advisors to guide students to answer “why” they are doing an activity; what stop on the Roadmap does it fulfill. The day closed with middle and high school SWAPS led by Jose Duenas and Lisa Walters. Chef Chuck Noroian presented an amazing lunch for all in attendance.

This year, the Area D Council presented Student Conferences in three sections of our large area. A Northern Middle and High School Conference took place on September 26th in Salinas. Keynote speakers included **Mike Smith Live, Jillian Jensen and Happiness Is Now**. In the central part of our area, a High School Conference was held in San Luis Obispo on October 4th. Keith Hawkins was the keynote. Happiness Is Now, several advisors and CASL members presented workshops. We rounded



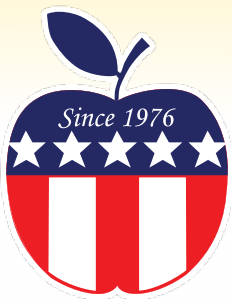
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out our student conferences with a Middle School Conference on November 13th in Ventura. The Original Mike Smith, Happiness is Now, Motivational Media and Don Henry from Groove Factor Entertainment inspired and taught some very valuable skills. Workshops at the three student conferences covered many topics including Staff Relations, Rallies that Explode, Team Building, Lunch Time Activities and Fun Fridays to name a few. Each conference also offered an Advisor component where Activities Directors had the chance to get information about CADA and CASL, the Resource Library, the CADA Roadmap and the chance to get answers to their questions.

Area D Council will meet again on January 26th to finalize our plans for the CADA Convention in Reno. A huge thank you goes out to Becky Kaspar and Darlene Johnson for designing and coordinating the Area D convention table. Watch out for your favorite SMURF as Area D invades CADAtoons!



- MARGARET NOROIAN, AREA D COORDINATOR



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AREA E - MYSTER - E



The last time the CADA News hit the stands we were just starting school and everything was in front of us. Now we sit and reflect on all that has occurred on our campuses' during these first months of school—back to school nights, the roar of the crowd at football and fall sports, welcome dances, lunch time activities, homecomings, spirit weeks, club weeks; all kinds of activities that strengthen our school's' culture.

The Area E & F Advisor Conference was a success with over 50 people in attendance. There were two tiers – middle and high school and Richard Parkhouse finished the day as our keynote speaker. Advisors went home with awesome ideas they could use that Monday. Thank you, Dave and Busters in Ontario, for hosting our event.

This year our Area Student Conference was held October 15 at the Pasadena Convention Center. We had a great turnout. Our keynote speakers were Mike Smith and Phil Boyte. In addition to being taught leadership skills, students learned about the CADA Road Map and got ideas for activities to increase student participation at their schools.

As Coordinator of Area E, it is my goal to serve all activity directors in our area. I'd like to make sure I'm serving our newest members so if you or someone you know is a new activities director, please contact me. We have mentors just waiting to support you, all it takes is an email. I look forward to seeing everyone at the State Convention in Reno. Our theme is Scooby Doo, "Your Character Should Not Be a Myster E".

If you have any questions or ideas email areae@cada1.org.



- DEBI WEISS - AREA E COORDINATOR

GIVING BACK! COMMUNITY SERVICE IDEAS...

- Disaster relief coin drive
- Coat drive
- Disaster relief (letters/cards & stuffed animals – adopt a class)
- Thanksgiving Adopt-A-Family
- Adopt-A-Family Winter Holiday
- Book Drive
- Tag on to CASL State Service Project
- Homeless Shelter toiletry drive
- Requirements for personal community service



Get 100's of ideas like this one, for all your activities' needs, in our resource library!

Visit library at www.cada1.org/resourcelibrary now and start searching!

(Must have CADA Member login)



AREA G - JETSONS

Greetings! Hope everyone's school years are off to a wonderful start!

Thank you to all the new and veteran ASB advisors who joined us at Dave & Buster's in September! It was great meeting and sharing ideas with everyone! Stay tuned for information on our next Advisor Social that will be held in January!

Area G would also like to recognize and thank Twin Peaks Middle School and Chavez Middle School for hosting Leadership Development Days at their sites! Be sure to check out the Area G Website at www.cada1.org/areaG for future LDD dates near you!

CONTINUED ON PAGE 16

AREA F - WHAT'S UP LEADERS!



Welcome Back Area F! I want to first wish Orange, Riverside and San Bernardino Counties an excellent school year. Throughout the year you will experience many ups and downs with students, teachers, parents and vendors but remember what you do is vital. The success of your school's year is in your hands. Kind of scary when you think of it that way but it's also very exciting. Successful activities on middle and high school campuses are linked to higher Math and English grades, decreased dropout rates, increased college enrollment and overall increases in a students' self-confidence and self-esteem. We are responsible for way more than balloon arches; we are responsible for creating a positive campus climate that ultimately changes student's lives.

Throughout the year CADA and Area F have many resources to help support you during the school year. For more information go to www.cada1.org. Here are some save the dates to add to your calendar:



- Middle School Conference, October 3 at the Orange Terrace Community Center in Riverside, CA
- High School Conference, November 25 at the Disneyland Hotel and Resort in Anaheim, CA
- CADA State Convention, March 5-8 at the Grand Sierra Resort and Casino in Reno, NV

Finally, I would like to welcome all the new advisors across Area F! You are in for a very challenging and rewarding career as an activities director or student advisor. Remember, CADA is always here to support and guide you throughout the year. Good luck.

- KEVIN FAIRMAN - AREA F COORDINATOR

GET YOUR STUDENTS TALKING

What do you really want to see at school?

How should we make that happen?

What can you do to help?

Raising Student Voice and Participation (R.S.V.P.) is a student engagement program for getting your school's students—all of them, not just the leadership class—talking about what they want to see happen at school and how they can partner with community stakeholders like the city council and public safety departments to make that happen. Contact Sandra Kurland 619-957-9107 or sandra.kurland@casboard.com to get your school RSVP-ready.

RAISING STUDENT VOICE AND PARTICIPATION



WHY DO PRINCIPALS SUPPORT R.S.V.P.?

- Involves all students and student populations—specifically giving those students who are typically not involved an opportunity to share their voices and participate in civic-based activities
- Provides principals with a way to utilize the leadership of their student councils to engage students more and personalize their school experience
- Establishes a process and framework for developing and implementing student-directed projects
- Brings abstract learning to life: "Students who learn about democracy in social studies courses but who fail to see it practiced in the classroom or school are given the message that democracy is a lofty ideal, but it is not for the real world. What is needed then is an approach to citizenship education that will not only prepare students for democratic participation but help them to appreciate the value of democratic institutions" (Power 1993, p190)
- Extends opportunities for leadership and involvement to non-elected students
- Brings civic education and service learning to life for all students

WHAT ARE THE GOALS OF R.S.V.P.?

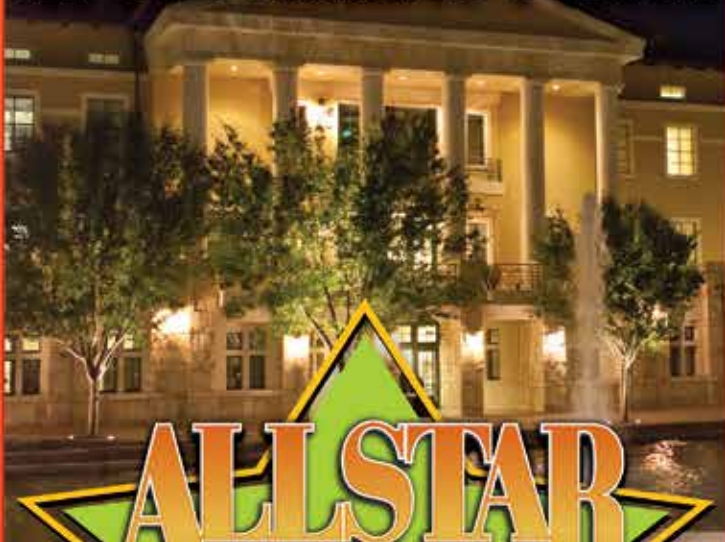
- To provide a forum for the many voices in our school
- To increase student involvement by working on issues that really matter to students
- To involve students in the school decision-making process
- To make changes in our schools and communities—changes that students believe in
- To increase student interest in civic issues and involvement

R.S.V.P. GIVES ASB STUDENTS:

The training and resources to...

- Reach out and engage all student populations in civic-based activities that support civic education curricula
- Facilitate summits that will identify significant issues that students wish to address through dialogue, problem solving, and civic action
- Extend leadership opportunities and positions to non-elected students on student council-led initiatives
- Establish a process and framework for developing and implementing student-led action projects to address issues
- Assist principals in identifying and recruiting non-elected students to serve on various school committees

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START WITH WHY.

Why are some people and organizations more innovative, effective and more influential? Why do some command greater loyalty from those around them? Even among the successful, why are so few able to repeat their success over and over?

People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers might have little in common, but they all *knew why they were doing what they were doing*. It was their natural ability to start with why that enabled them to inspire those around them and to achieve remarkable things.

This book studies some of the leaders who've had the greatest influence in the world. Simon

CONTINUED ON NEXT PAGE

AREA G CONTINUED FROM PAGE 14

Our Middle School and High School Student Conference is on **Wednesday, November 6 at the Del Mar Fairgrounds!** We are excited to offer a variety of workshops and sessions that will inspire and motivate our young leaders, as well as **provide them with practical, tangible activity ideas to use at their schools!** Advisors will also learn a lot of fresh, new ideas at the Advisor Session! With **Micah Jacobson, Laymon Hicks, and Happiness is NOW!** presenting, along with amazing lunch time entertainment provided by SOS Entertainment, it is sure to be an awesome time!

Have you received your *Passport to Success*? Area G will stamp your passport at every CADA event you attend! Fill your passport and receive an amazing prize! For more information about this fun, new program, or for more information about our CADA activities in "America's Finest City," feel free to email: areag@cada1.org

- HEIDI DUNNE - AREA G COORDINATOR

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Sinek discovered that they all think, act, and communicate in the exact same way — and it's the opposite of what most everyone else does. Sinek calls this idea "The Golden Circle", and it provides a framework upon which organizations can be built, movements can be lead, and people can be inspired. It all starts with WHY.

Almost every organization can explain *what* it does; some can explain *how* they do it; but very few "**begin with why they do it**". WHY is not money or profit— those are results. WHY does your organization or event exist? WHY does it do the things it does? WHY do people respond positively to one individual or group over another? WHY are people loyal to some leaders, but not others?

Starting with WHY works in big business, but also translates into the education world. **Those who start with WHY never manipulate to gain success, they inspire!** People who follow these people and organizations don't do so because they have to; they follow because they want to. The book draws on a wide range of real-life stories and weaves together a clear vision of what it truly takes to lead. Start with Why is for anyone who wants to inspire others and make a sustainable difference in the lives of people around them.

Note: Simon Sinek's basic premises are laid out very articulately in the a TEDx Talk at http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html



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EXTRAORDINARY FEEDBACK = EXTRAORDINARY RESULTS

A quote from a favorite author of mine reads, *“If you just show up and work hard, you’ll soon hit a performance plateau beyond which you fail to get any better.”* Although, these words were in the context of career capital and job performance, I see this as a mind-blowing concept for many student leaders at their schools. Way too often we tend to think that the longer we stay, the more events we put on, and the greater focus we carry, the stronger we are getting as student leaders. Without a doubt, this will create the results your school desires in spirit, service participation, campus inclusion, etc. but if you desire a campus culture that is too good to be ignored there is a different piece to the puzzle.

As Cal Newport explains in his book, *So Good They Can’t Ignore You*, a solid key to producing extraordinary results is seeking extraordinary feedback. Ask yourself, how often after the completion of a rally, a service project, or a school wide dance do you **survey the students of your school for their honest opinion**. Have you ever held a forum for students from outside the leadership community to communicate their input on current activities, or make requests for new ones? Without a doubt you can gauge how well an event performed by the looks of attendance, Facebook updates, and Twitter feeds, but if you want to avoid “just good enough,” you’re going to have get specific and strategic. By specific, ask for feedback that gets to the core of the issue. Sure, details are abundant, but the more closely you follow their trail, the sooner you can tweak what’s not working and keep what is. Then, be strategic. Feedback without an action plan becomes meaningless. Sit down within your committees, ASB cabinet, or class representative groups and outline your plan for **addressing current issues and preventing future ones**. If not after every event, periodically implementing this technique will not only improve quality of your leadership class potential, but it will serve as a reminder for why you do what you do.

- MATT SOETH - TECHNOLOGY COORDINATOR

TECH TALK

We asked our CADA “Techies” to share their favorite Tech Websites....here are their answers!

Google Docs and Evernote, they allow me to collaborate/share/remember.

- KYLE SVOBODA

Online voting (i.e. voting4schools), saves time and resources.

- JEFF CULVER

Google Drive is My Life!

- JEREMY HERSCH

YouTube still is my favorite! Don’t know how to make a balloon arch...YouTube! Need a good lesson for Monday...YouTube! Need a good laugh on a stressful day...YouTube!

- PAUL CHYLINSKI

Hootsuite allows me to update multiple social media accounts in one space as well as schedule when those updates go out. For anyone who is committed to using social media, this is a great app for you.

- MATT SOETH



SWOT ANALYSIS

The **SWOT analysis** is an extremely useful tool for decision-making, planning and evaluation in your ASB. SWOT is an acronym for **Strengths, Weaknesses, Opportunities, Threats**.

Completing a SWOT analysis is simple, it works well in groups, and it is a good format to use for a brainstorming session prior to beginning a project or when evaluating a project that has already taken place. It can help guide students starting a project to capitalize on strengths and avoid weaknesses, to look for opportunities and escape threats as well as direct needed changes for future projects when using it as an evaluation tool. This may be the **extraordinary feedback** you're looking for in order to create **extraordinary results**.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

My favorite online resource website to use is Pinterest because it allows me to virtually search any topic I can think of and then links me up with tons of ideas. You can also search through other users pins, and it truly helps stimulate your creativity when you see what other people have come up with.

- LINDSEY CHARRON



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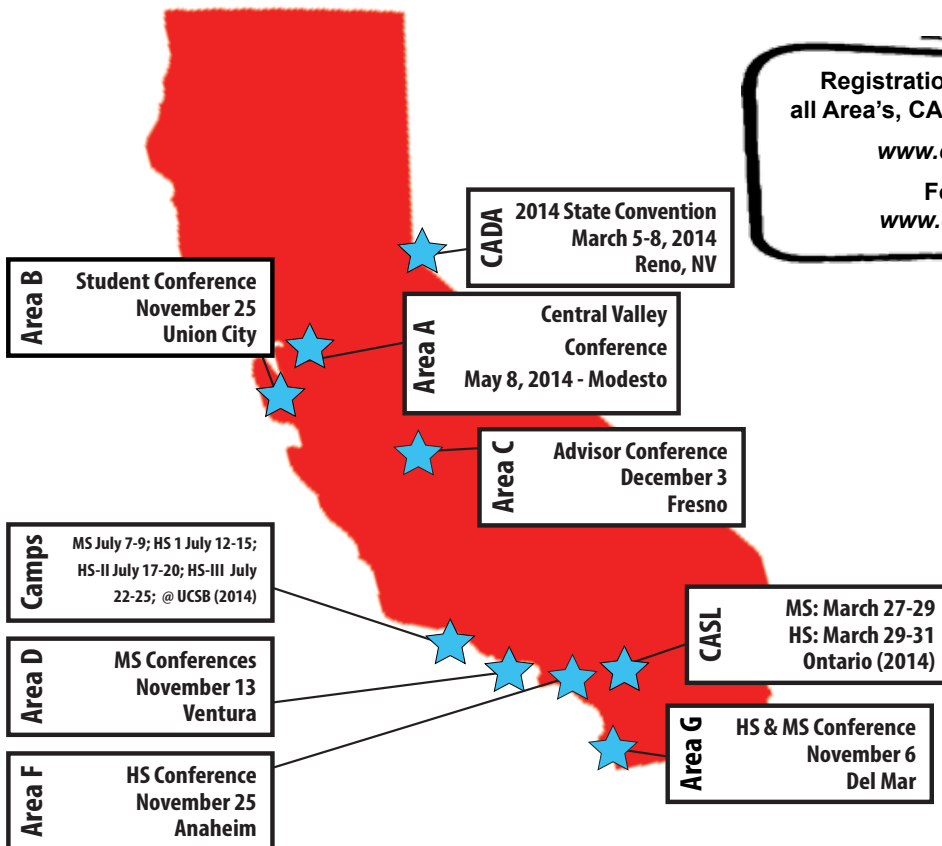
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