

WORKSHOP DESCRIPTIONS (continued)



Session M What Are Your Superpowers? What Your SGA Can (And Can't) Do

(3:30 p.m. to 4:30 p.m. — EGRET)

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: 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 **NEW** How to Engage Your Student Body in 2026

(3:30 p.m. to 4:30 p.m. — HERON)
Ready to transform campus life? Join this high-energy session designed for newly elected and current Student Government Association officers who want to boost student involvement and create unforgettable campus experiences. Discover innovative engagement strategies, social media trends, and programming ideas that resonate with today's college students. Discover how to foster school spirit, boost event attendance, and cultivate a campus culture where every student feels connected, heard, and valued. Leave inspired!

Delivery format: This workshop combines a balance of interactive presentations, Campus Challenge Activities, Rapid-Fire Sessions, Live Q&A/open Forums, and Action Plans.

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

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

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

• Identify three innovative strategies to increase student engagement, participation, and school spirit on campus.

• Develop a practical action plan to create inclusive, high-impact programs that meet the needs of today's college students.

• Apply effective leadership, marketing, and communication techniques to strengthen Student Government Association initiatives and increase campus involvement.



Session O **NEW** **FOR ADVISORS** The Compliance Playbook: Purposeful Integrity In Your Institution and State Landscape

(3:30 p.m. to 4:30 p.m. — SWAN)

This session transforms compliance from a perceived barrier into a strategic advantage. Participants will learn how to align their initiatives with institutional priorities, and build transparent, outcome-driven proposals that support academic success and workforce readiness.

Delivery Format: This interactive workshop provides advisors with a powerful blend of practical strategy, leadership insight, and actionable tools to succeed as a student government association.

Presentation Resources: PowerPoint and activities

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

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

- Develop compliant, fundable Campus Action Plans
- Demonstrate fiscal responsibility and operational integrity
- Communicate initiatives with clarity, data, and purpose



Session P Game Show: What Do You Really Know About Student Government?

(4:45 p.m. to 5:45 p.m. — EGRET)

This interactive game show will help you understand the history of SG, trends, firsts, largest budgets, highest voter turnout and more. At the end of the 50-question quiz, you'll know if you're an SG expert.

Delivery Format: This workshop is presented as an interactive game-show with attendees as guests.

Presentation Resources: This session utilizes ASGA's online quiz and 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 history of Student Governments
- Know trends, firsts, mosts, and highest on many SG topics
- Understand where your SG stands compared to other SGs



Session Q **NEW** Student Government, Assemble!

(4:45 p.m. to 5:45 p.m. — HERON)

Discover ways to keep your leadership on track. Establish a common language and align your purpose and goals. We will examine group dynamics and how they impact goal planning and execution. Exploring ways to effectively resolve issues to stay on track. And serve your campus and community better. In this interactive session we will cover tools and tactics to help bring teams together for a common purpose to achieve excellence.

Delivery format: This presentation will be in lecture format, however, there will be some interactive elements, and we encourage feedback and questions throughout the presentation.

Presentation resources: Power Point

Level of Interactivity (from 1 to 5 being very interactive): 2

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

- Establish effective communication within the leadership team
- Resolve conflicts to stay on mission
- Set achievable expectations and goals with limited interference



Session R **NEW** The Service-First Spark: Civic Literacy & Community

(4:45 p.m. to 5:45 p.m. — SWAN)

This session introduces a “Service-First” model that emphasizes civic literacy, youth mentorship, and strategic community partnerships. Participants will learn how to design and implement Campus Action Plans that align with Florida's public service mission focusing on tangible outcomes such as literacy improvement, career readiness, and meaningful community engagement.

Delivery Format: This workshop places attendees in groups to not only share but develop service-first models as student leaders to move beyond theory and create measurable, lasting impact on the campus and in their communities.

Presentation Resources: PowerPoint; handouts; music

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

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

- Build sustainable, service-driven initiatives
- Develop partnerships that amplify impact
- Measure real outcomes in education and community development
- Lead with purpose while leaving a legacy that extends beyond their role

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NEW OFFICER CONFERENCE

Saturday, July 11, 2026

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

PRE-FUNCTION AREA (Conference Registration)

THE POINTE RESTAURANT (Buffet Breakfast)

9:00 a.m. to 9:20 a.m. — Welcome

- Vicky Goodin, Ed.D., Emcee
HERON/EGRET

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
EGRET

- B.** *Mission SGA!* — Vicky Goodin, Ed.D.
HERON

- C.** *Knowing When and How to Call Someone Out: Confronting Members within the SG* — Suzette Walden Cole, Ph.D.
SWAN

- D.** **NEW** *Architect of Social Intelligence* — Michael A. Cadore, Sr., Ed.D.
OSPREY

10:45 a.m. to 11:00 a.m. — Networking Break

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

- E.** *The 25 Worst Mistakes Your Student Government Can Make (And How to Fix Them)* — Butch Oxendine
EGRET

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

- G.** *The Engagement Playbook: Strategies for Student Leaders* — Suzette Walden Cole, Ph.D.
SWAN

- H.** **NEW** *The Power of Committees: Turning Ideas Into Action* — Mickey Arce
OSPREY

12:00 p.m. to 12:45 p.m. — Lunch

HERON/EGRET

12:45 p.m. to 1:00 p.m. — ASGA Halftime & SG of the Conference Awards

EGRET



1:00 p.m. to 2:00 p.m. — Training Block 3

- I.** *How to Make Students Care About Your Student Government* — Butch Oxendine
EGRET

- J.** **NEW** *How To Engage Students Using Social Media* — Cheyenne Olson
HERON

- K.** **NEW** *Leading With Neutrality & Merit* — Michael A. Cadore, Sr., Ed.D.
SWAN

- L.** **NEW** *From Interest to Impact: Building a Stronger SGA Through Recruitment and Retention* — Middle Tennessee State University SGA
OSPREY ROOM

2:00 p.m. to 2:15 p.m. — Networking Break

2:15 p.m. to 3:15 p.m. — Roundtables

- BONUS** *How & Why You Must Improve Your SGA's Web & Social Media Presence* — Butch Oxendine — EGRET
- Senators, Representatives, Judicial Branch, and Committee Members — HERON
- Presidents & Vice Presidents — SWAN
- Secretaries and Treasurers — OSPREY
- Advisors — BOARDROOM

3:15 p.m. to 3:30 p.m. — Networking Break

3:30 p.m. to 4:30 p.m. — Training Block 4

- M.** *What Are Your Superpowers? What Your SGA Can (And Can't) Do* — Butch Oxendine
EGRET

- N.** **NEW** *How to Engage Your Student Body in 2026* — John P. Jackson
HERON

- O.** **NEW** **FOR ADVISORS** *The Compliance Playbook: Purposeful Integrity In Your Institution and State Landscape* — Michael A. Cadore, Sr., Ed.D.
SWAN

4:30 p.m. to 4:45 p.m. — Networking Break

4:45 p.m. to 5:45 p.m. — Training Block 5

- P.** *Game Show: What Do You Really Know About Student Government?* — Butch Oxendine
EGRET

- Q.** **NEW** *Student Government, Assemble!* — Micheal L. Gunn
HERON

- R.** **NEW** *The Service-First Spark: Civic Literacy & Community* — Michael A. Cadore, Sr., Ed.D.
SWAN

5:50 p.m. to 6:00 p.m.—Wrap-Up & Raffle

- Michael A. Cadore, Sr., Ed.D., Emcee
- “Attend. Learn. Implement. Improve. Repeat.” — Butch Oxendine
- Ultimate Connectors Raffle (return your evaluation form to enter)
HERON/EGRET

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. — EGRET)

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

Mission SGA!

(9:30 a.m. to 10:45 a.m. — HERON)

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...taking 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: 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): 3.5

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 C

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

(9:30 a.m. to 10:45 a.m. — SWAN)

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.

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, five 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
- Gain content knowledge of techniques to engage in confrontations
- Recognize when it is necessary for officer or advisor intervention



Session D

Architect of Social Intelligence

(9:30 a.m. to 10:45 a.m. — OSPREY)

This 60-minute interactive session explores the intersection of social intelligence and inclusive leadership, framing equity as an active, daily practice rather than a static policy. Participants will examine how to shift from passive awareness to intentional advocacy, creating environments where collective synergy becomes the standard. **Delivery Format:** This session is designed as a collaborative forum. It prioritizes peer-to-peer knowledge sharing, structured reflection, and real-world problem-solving to identify actionable strategies for promoting student success.

Presentation Resources: PowerPoint presentation, facilitated handouts

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

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

- Define the role of social intelligence in navigating and influencing complex social dynamics.
- Differentiate between passive advising and active sponsorship as a tool for equity.
- Apply the "Power of We" framework to foster sustainable performance and growth.



Session E

The 25 Worst Mistakes Your Student Government Can Make (And How to Fix Them)

(11:00 a.m. to 12:00 p.m. — EGRET)

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

Who Said There's No "I" In Team?

(11:00 a.m. to 12:00 p.m. — HERON)

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

Delivery Format: This workshop utilizes a balance of engaging lecture format and individual and small group interactive activities that are self-reflective, thought-provoking and oriented toward skill-building.

Presentation Resources: The session utilizes visual display media (i.e. Microsoft PowerPoint), as well as printed handouts.

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

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

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



Session G

The Engagement Playbook: Strategies for Student Leaders (11:00 a.m. to 12:00 p.m. — SWAN)

Students aren't indifferent—they're waiting for the right spark. As a student leader, your role is to turn passive bystanders into active participants in campus life. This session explores how to recognize barriers that look like apathy, unlock the "Power of One," and use practical strategies to mobilize peers, build connection, and ignite lasting engagement across your campus.

Delivery Format: This workshop utilizes a balance of engaging lecture format and interactive activities that are designed to unpack the process to practice, thought-provoking and oriented toward skill-building.

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

- Distinguish true indifference from barriers like overwhelm, disconnection, or lack of awareness
- Discover how small, intentional actions by a single leader can inspire peers, build momentum, and create ripple effects across campus involvement
- Gain practical strategies to mobilize students — from personal outreach to creative programming — that foster belonging and drive sustained participation



Session H

The Power of Committees: Turning Ideas Into Action

(11:00 a.m. to 12:00 p.m. — OSPREY)

Ever feel like your Student Government spends more time talking than doing? Committees are the secret weapon that can turn ideas into real results. By allowing student leaders to focus on specific issues, delegate responsibilities, and involve more voices in decision-making, committees make action possible. Drawing on experience from both two-year and four-year Student Government institutions, this workshop will share best practices for structuring committees, keeping members motivated, and ensuring their work translates into meaningful change on campus.

Delivery Format: This workshop begins with a brief lecture followed by a series of interactive exercises and group work.

Presentation Resources: The session utilizes visual display media (i.e. PowerPoint).

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

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

- Explain the role of committees in making Student Government more effective and action oriented
- Recognize the impact committees can have on students



Session I

How to Make Students Care About Your Student Government

(1:00 p.m. to 2:00 p.m. — EGRET)

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

How To Engage Students Using Social Media (1:00 p.m. to 2:00 p.m. — HERON)

Social media is more than just posting pictures; it is one of the most powerful tools for building community, creating excitement, and encouraging student involvement. In this session, we will explore proven strategies for creating engaging content, understanding student behavior online, increasing event participation, and building a campus brand that students want to follow.

Delivery Format: This presentation will be delivered in a lecture format with interactive discussions, audience participation, content examples, and opportunities for questions throughout the session.

Presentation Resources: PowerPoint presentation, social media examples, audience engagement activities, and content planning worksheets.

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

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

- Create content that connects with today's students and encourages interaction.
- Develop a social media plan that supports campus programming, leadership initiatives, and organizational goals.
- Understand current social media trends and how to apply them effectively.



Session K

Leading With Neutrality & Merit

(1:00 p.m. to 2:00 p.m. — SWAN)

This session moves beyond traditional leadership theory and delivers a real-world, values-driven framework rooted in Magnus Leadership: Greatness with Purpose. Where leadership is not about position or popularity, but about service, character, and creating equal opportunities for all to succeed.

Delivery format: This 60-minute interactive workshop will be presented through engaging storytelling, practical strategies, and powerful reflection. It challenges attendees to redefine leadership as a responsibility to serve, not control, and to ensure their influence empowers others to achieve greatness through their own effort and character.

Presentation Resources: PowerPoint; handouts; game scenarios

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

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

- Build trust by leading without bias
- Foster inclusive environments that respect all viewpoints
- Prioritize merit, accountability, and consistency



Session L

From Interest to Impact: Building a Stronger SGA Through Recruitment and Retention

(1:00 p.m. to 2:00 p.m. — OSPREY)

This presentation will explore how SGAs can transform student curiosity into meaningful leadership and long-term engagement. The session will discuss the importance of fostering a sense of belonging and how organizations like SGA can serve as a student's first connection to a supportive campus community.

Drawing on the experience of the Middle Tennessee State University SGA, the presentation will highlight how intentional outreach, visibility, and relationship-building have helped students see the SGA as more than a governing body. Attendees will learn how MTSU SGA has worked to reshape perceptions of student government by increasing accessibility, fostering meaningful engagement, and creating opportunities for students from all backgrounds to become involved.



BONUS

How to Improve Your SG's Web & Social Media Presence

(2:15 p.m. to 3:15 p.m. — EGRET ROOM)

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

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
- Rockledge Florida City councilman Seat #1 (2019-Present)
- Learn more at www.magnussi.com
- magnussolutionsinc@gmail.com



In OSPREY and SWAN

Michael L. Gunn

- Director of Student Government Services at Texas Tech for more than 15 years
- More than 15 years of experience in higher education
- Attended ASGA Advisors Conference 10 years in a row
- micheal.gunn@ttu.edu



In HERON

Cheyenne Olson

- Student Activities Coordinator and SGA Advisor at Hillsborough Community College SouthShore Campus in Ruskin, FL
- 10+ years of experience in higher education and student engagement
- Plus-size fashion and lifestyle influencer with 9+ years of content creation experience
- M.B.A. in Social Media Marketing
- colson13@hccfl.edu



In HERON

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
- Facebook: [#swcspeaks](https://www.facebook.com/swcspeaks) • Instagram: [@swcspeaks](https://www.instagram.com/swcspeaks) • LinkedIn: [swcspeaks](https://www.linkedin.com/company/swcspeaks)
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In SWAN

Vicky Goodin, Ed.D.

- Certified Gallup Strengths Coach & Leadership Consultant
- Experienced advisor for Student Government, Student Organizations Council, Residence Life, and Campus Life groups
- Seasoned Student Affairs Professional with more than 30 years of experience in higher education
- Learn more at dot.cards/drivickyg
- thestrengthsdoc@hotmail.com



In HERON

John P. Jackson

- Associate Vice President of Student Affairs/Life at St. Thomas University
- 2014-16 Student Government Advisor
- The Division of Student Affairs professional with over 12 years of experience in higher education
- Private consultant for local colleges and universities' student program implementation
- jjackson3@stu.edu



In HERON

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



In EGRET

Exhibitor

Dave Kelly

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



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