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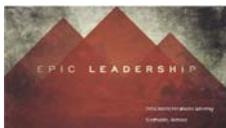
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NASSCED November Newsletter
Social Media [Forward to a Friend](#)

Upcoming Events:

- Nov 15 NASSCED [Meeting Registration](#) due
- Dec 4-5 NASSCED Meeting Scottsdale AZ
- Dec 5-7 NSCA



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E P I C
LEADERSHIP
2014
Mid-Winter Meeting

Thursday
December 4, 2014
8:30 AM
Strategic Planning Committee
Work Time

9:40
Membership Business
Meeting

9:45
Icebreakers

10:15
Business Meeting

noon

Message from the President

"Thermostat or thermometer. People are either thermometers or thermostats. They will merely reflect the climate around them, or they will set it. Leaders develop values and principles to live by and set the tone for others."

-Tim Elmore

Wow – can you believe we are only weeks away from our winter meeting in sunny Scottsdale! When I woke up this morning in WI to a chilly 22 degrees, it was this quote by one of my favorite authors, that jumped out. A thermometer, as you all very well know, reflects the temperature. If you were like me growing up in Wisconsin, long before smart phones, the family would glance outside to the thermometer to plan exactly what kind of day it would be. It was that thermometer nailed up to the big oak in our front yard that set the course for the day. Would I have to wear that awful hat grandma knitted for me that everyone teased me about or as basic as, would my dad need to bring the cows in to save them from the bitter cold? The thermostat on the other hand would be what my mom fiddled with to actually set the temperature we would enjoy in our house.

This is a great picture of an important leadership trait - a trait I think is one of the most crucial. Whether it is an administrator, teacher, student, state director, or political figure, some folks merely reflect the culture they are placed in. They are the thermometers in our communities. They say the things they know others want to hear, they wear the things others are wearing, and they value things others value.

Authentic leaders, on the other hand, are the thermostats of life. As Elmore shares, these are the leaders that set the pace. They set the social climate they are placed in. They are excited about life and their work. They influence others rather than get influenced by those around them. They are true "authors" of their experience and the experiences of others. They embody exactly what we try to teach with the citizenship standard.

Over the past two years, I have had the honor of working and growing with some of the most exceptional leaders in our nation through my work at NASSCED - not only on the Board and as President, but also through my friendships and experiences with members. NASSCED Members are certainly not short on enthusiasm about the work they are doing in their states or their responsibility to lead others around them. They spread their positive influence to everyone they meet! You, my friends and colleagues, are all the thermostats I hoped to surround myself with. Your mentorship and friendship has been priceless.

So what's the secret? How does one move from being the thermometer to the thermostat? It's simple. As Elmore states, "They live by values. They add value". The amazing leaders I was honored to work beside through NASSCED or the ones I chose to engage with on a regular basis ALL live by a higher standard. They have expectations for themselves and for others. They approach each day with a positive attitude. They spend their time "acting" not "reacting". They know that serving others far exceeds serving themselves. My hope for you in November is to turn those cold days into warm ones with your internal thermostat. Let's leave those thermometers I spoke of earlier, nailed to old oak trees.

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		<p>1:00 PM Activities & Sharing</p> <p>3:40 Region Meetings (elections for Region 2,4,6,8)</p> <p>6:00 Happy Hour Dinner @ hotel</p> <p>9:00 Networking in Hotel Lobby</p>	<p>If you don't know who Tim Elmore is, today is the day to go out and buy everything he has written. Elmore has written a series of books called <i>Habitudes</i> - short stories and images that reflect on leadership habits and attitudes. Stories like the one I shared regarding thermostats is followed up by impactful, assessment exercises that you can do personally or use with students. I've used them quite a bit in the trainings I do with students and adults. The resources Tim Elmore has for educators is vast and vibrant. It will be through Elmore's philosophy on images that we will create an EPIC experience for you out in Scottsdale! I look forward to our experience together out in Scottsdale and our journey ahead for NASSCED. Thanks for ALL you have done to make NASSCED vibrant and a "thermostat" for our nation!</p>	
		<p>Friday December 5, 2014</p>	<p>Social Media by Matt Soeth</p>	
		<p>9:00 AM Session 1</p> <p>10:00 Session 2</p> <p>10:45 Business Meeting cont.</p> <p>noon Adjourn</p>	<p>Social media is a tidal wave of information and connection just waiting to be surfed. The challenge becomes getting up on that wave with out crashing in overwhelming sea of frustration. Starting and maintaining your social media connections for your school, state or regional organizations may seem daunting. However, with a few easy tips to get you started, you will be on your way to managing your social media presence.</p>	
		 <p>"The Three Amigos"</p>	<ol style="list-style-type: none"> 1. Start small. If it's just you choose one or two networks and get them under control. Know that your adults are on Facebook and your student members are on either Instagram or Twitter. If you start with at least one of those, you are off to a good start with engaging your audience. 2. Create good content. Share what your audience wants to see by posting pictures of your events, links to articles and resources with valuable lessons and fun videos that can be used in the classroom. As I said above, target your content. Student and adult stuff on Twitter, student stuff on Instagram and adults on Facebook. 3. Follow other organizations. There are great state organizations all over the country (and the world). Share their content as well, let others see what is going on outside of your state and share the great ideas that you come across on their pages. 4. Create a team. There are people in your organization that are eager to get involved. Recruit them to share on Facebook, Twitter or Instagram. In California I have about 20 people (the Street Team) who are sharing on Twitter, Pinterest, Facebook, & Instagram. If I had to do that on my own I would go crazy as this is a full time job in most companies. I teach full time, so I need help. Remember, you need help so you can keep up the pace of posting great content. 5. Schedule updates using apps like www.hootsuite.com. Use your office day to schedule updates reminding members of registration dates, post links to publications, or have updates appear throughout your state leadership conference sending members important information. 	
		<p><u>Segment no. 1</u> <i>Wherever there is LEADERSHIP, you will find us...</i></p> <ul style="list-style-type: none"> • Differentiating Advisor Training • Officer Training • Transitioning Executive Directors • Partnerships • Conference Planning & Organization • Advisor Transition <p><u>Segment no. 2</u> <i>Wherever there is</i></p>		

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		<p>there...</p> <ul style="list-style-type: none"> • Mission & Branding • Partnerships • Collaboration & Sponsorship • Grant Writing • Expanding Your Membership • Making Social Media Work <p>Segment no.3</p> <p>Wherever there is</p> <p>ADVERSITY, you will find...</p> <ul style="list-style-type: none"> • Diversifying Your Revenue Stream • Insurance & Liability • Advisor Transition • Getting Inactive Schools Active • Conference Planning & Organization • Dealing With Your Districts 	<p>Tellagami on iPhone to create interesting content. You don't need to be a media wizard to create engaging and fun media.</p> <ol style="list-style-type: none"> 7. Use Hashtags. The easiest way to do this is with your state conference for students – they hashtag better than adults – but tell them to use the hashtag. For example, we used #cadacaslcamp14 for our summer camp. Anything that get's posted we can share and retweet. In our case, we just gained about 200 more people to help post positive content on our summer leadership camp. 8. Tell people what you want. If you have a state conference tell people to post items to social media and tell them what hashtag to use. Most people don't know what to post and when. For students, we spend most of our time telling them to put it away. Do the opposite. Tell students when and where it is okay to take their phones out. Create a backdrop with your state logo on it and have kids stop and take photos with your conference hashtag. 9. Create good video. Production value does help. Don't worry about views; you want your organization to look professional. Find the person who can do that and support their efforts. This doesn't take money, just someone who cares and understands visual media. 10. Engage. Talk to your social media audience. Reply to comments when you can, favorite comments and tweets and let them know you are there. Don't worry about negative comments. We are professionals, like any PR situation, respond appropriately and effectively; in five years with the California Association of Directors of Activities, I have never had to deal with a negative comment or personal attack on any of our pages. <p>Hopefully this list will help get you on your way or get you started with your social media empire.</p> <p>One last word of advice, don't get caught up in going viral. That word gets misused quite a bit. If your Facebook page has 500 followers and your post get's 20 likes – you are viral. Remember, the amount of likes you get will stay consistent. Statistically, I bet you will see likes and shares increase on your page around your conventions. Social media is driven by personal relationships. We do that best at our state and regional leadership training events we get a lot of face-to-face time with our members. Build good relationships face-to-face and you will start to build good relationships online.</p> <p>This is a long distance race, stay in it to win it.</p>	
		 <p>Ginger Snaps: StoryCorps</p> <p>StoryCorps is an American non-profit organization whose mission is to record, preserve, and share the stories of Americans from all backgrounds and beliefs. Since 2003, StoryCorps has collected and archived more than 50,000 interviews with over 90,000 participants. Each conversation is preserved at the American Folklife Center at the Library of Congress. StoryCorps is one of the largest oral history projects of its kind.</p> <p>I have used clips from StoryCorps podcasts to emphasize a point or set the tone for a meeting/discussion. I love to use video, but I think there is something powerful about listening to a story told by everyday people. You can browse by theme or location: storycorps.org/listen</p>		
			<p style="text-align: center;">BOOK CLUB PICK</p> <p style="text-align: center;"><u>Welcome to the Intellectual Playground</u></p> <p>Everyone knows playing is imperative to keep the body in shape, so why not a playground to keep the mind in the best shape possible as well? Hence, my idea to create</p>	

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National Conference on Student Activities (NCSA)

**LEADERSHIP
FIESTA**
December 5-7,
2014

General Session Speakers

(Click on the name for a link
to the speaker's info!)

[SABRINA
THOMPSON](#)

[MIKE SMITH](#)

NCSA Workshops

Full descriptions can be
found [HERE](#)



Get your WOOT MONKEY!

There will be a signup sheet
at the Winter Meeting but you
can avoid the rush by
emailing me the topic you
want to write about!!

SGinger@nassced.org

an Intellectual Playground for all of the State Executives
inspired by the 2014 Host Site of NASC, Ocoee High
School (Library).

I was lucky enough to hear Yong Zhao speak at the CSBA (California School Board Association) last year during their general session and became very intrigued with his well - researched data regarding the education system. As such, I looked up his books. The first, "Catching Up Or Leading the Way: American Education in the Age of Globalization" was geared towards discussing the idea of "should American destroy their strengths (innovation/creativity) in order to "catch up" with others in test scores. I also found the prospect of how sometimes we can create something worse than the original problem with our solutions an interesting idea to ponder!

His second, "World Class Learners" is not a book of solutions, but more of a call to think critically about what education looks like (and is controversial about Common Core and No Child Left Behind) and what has historically made our education system an envy of many others.

While this may not sound like SUPER exciting stuff, I left the general session feeling student activities/leadership does have an extremely VALID place in our curriculum in producing the "entrepreneurial spirit" and "fostering student autonomy and leadership" in which he explained is what we needed to help students learn how to make decisions and explore non tradition learning opportunities in order to become the future we need to thrive. And of course, the fact he had research and data to back it all up is what I loved the most.

This made me think as we (Student Council advisors) are often looked to as "experts" in the field of student leadership and left to defend to the many the "why" it is so important to our educational system, and I wished everyone had the information he was giving. Thus, the idea of a State Executives Book Club came to mind! And how FUN (yup, FUN) it would be if we picked a book to read over the course of the year and anyone interested could then have a group of people to discuss it with if they so desired!

So, if anyone is interested in joining the Book Club, here is my first pick!! World Class Learners: Educating Creative and Entrepreneurial Students. (Yong Zhao)

Here is a brief synopsis:

In the new global economy, the jobs that exist now might not exist by the time today's students enter the workplace. To succeed in this ever-changing world, students need to be able to think like entrepreneurs: resourceful, flexible, creative, and global. This book unlocks the secrets to cultivating independent thinkers who are willing and able to use their learning differently to create jobs and contribute positively to the globalized society. World Class Learners presents concepts that teachers, administrators and even parents can implement immediately, including how to:

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TECH TIP Twitter and School Culture

[Click here](#) for 8 Tips to Create a Twitter-Driven School Culture



Nov 17-21
American Education Week
(www.nea.org)

Nov 19
Education Support
Professionals Day

Nov 20
National Parental Involvement
Day
(www.projectappleseed.org)

Nov 21
Substitute Educators Day

Nov 23-29
National Family Week
(www.nationalfamilyweek.org)

Nov 27
Thanksgiving Day

Dec 1
World AIDS Day

Dec 7
Pearl Harbor Day

Dec 10
Human Rights Day

Dec 15
Bill of Rights Day

Dec 16-24
Hanukkah

Dec 21
First Day of Winter

Dec 25
Christmas

*Understand the entrepreneurial spirit and harness it
Foster student autonomy and leadership
Champion inventive learners with necessary resources
Develop global partners and resources with the liberty to
make meaningful decisions and explore nontraditional
learning opportunities, today's students will develop into
tomorrow's global entrepreneurs.*

I understand Yong's vision can be controversial, but I do appreciate the time, energy and resources he used to want to make our educational system better and feel I could probably learn something from reading it even if I don't agree with all of it!

And if any of you have another book suggestion, I am happy to add it to the list and we could then choose together a book every year.

Sandra Kurland
CASL Executive Director

Guest Contributor: Hoan Do

Stop Networking...Start Connecting!

You've probably heard of the popular saying, success is not about what you know... it's about who you know. The truth is **that's a lie!**

Don't get me wrong, relationships are crucial to achieving your personal and professional goals. But just because you know someone, doesn't mean that they will help you. For example, take a moment and think right now how many friends you have on Facebook? How many connections do you have on LinkedIn? How many followers do you have on Twitter or Instagram? Of those people...

- *How many would lend you an ear if you were going through a difficult time?*
- *How many would be willing to help run errands for last minute items for your student council event or state conference?*
- *How many would let you borrow money if you were going through a challenging financial time?*

If you want to create new fruitful friendships, increase collaboration between members, and involvement from NASSCED partners, then you need to develop meaningful relationships. For that to happen, you must stop networking and start connecting.

Networking vs. Connecting

There is very big difference between the two. Networking is where you meet somebody; learn where they are from, what they do, and maybe what they do for fun. Connecting is taking that extra step further and learning about what is important to the other person, what their goals are, what they value, simply put... networking is knowing facts about

Subscribe	Share ▾	Past Issues	a person which you can easily find by looking on the	Translate ▾	RSS 📡
		Kwanzaa Jan 1 New Year's Day	<p>internet, whereas connecting is taking the time to truly understand them.</p> <p>3 simple steps to making meaningful connections with anybody</p> <p>1. Being completely present</p> <p>Have you ever had a conversation with someone who was hearing what you were saying but not really listening? You know where they seem to be in their head thinking about something else while you are talking. How does that make you feel when they do that?</p> <p>As we live in a time where our attention is constantly being pulled in different directions, by the demands from our job, family, friends, social media, etc., it's so easy to be thinking about the next thing that we need to do and to forget about being in the present moment.</p> <p>An example of this is around conference time. It's so easy to worry about the endless things that we need to do and not give 100% of our attention to the person in front of us because we are trying to put out different "fires" or get that next thing done.</p> <p>The reason why being present is so important when speaking with another person is because <i>"People don't always remember what you said or what you did, but they always remember how you made them feel."</i></p> <p>~ Maya Angelou</p> <p>We all want to feel important. Whether you are catching up with a close friend over coffee or connecting with another professional at a large conference in a sea of people, keep Ms. Angelou's wise words in your mind every time you speak with another person</p> <p>2. Ask better questions</p> <p>If you want to have deeper, more interesting, and quality conversations, you have to ask better or more creative questions.</p> <p>There was an article in the Huffington Post where a mother wanted to know how her son and daughter's days at school were. The challenge was that when she would ask, "How was school?" Her children would respond with just "fine" or "good."</p> <p>So one evening she brainstormed 25 different questions she could ask that help her get a better idea of how their days at school were. What is interesting is that these different questions got her children to speak more which led to interesting conversations and funny responses.</p> <p>Below are a few of her creative questions (See the article and all 25 of her questions by going to tinyurl.com/howwasschooltoday)</p> <ul style="list-style-type: none"> • <i>What was the best thing that happened at school today?</i> • <i>Tell me something that made you laugh today?</i> • <i>If an alien spaceship came to your class and beamed someone up, who would you want them to take?</i> <p>So here are some examples of how you can incorporate these questions into your life.</p>		
		 <p>Hoan Do</p> <p>Hoan Do is an author, speaker, former leadership advisor, and competitor in NBC's hit show, American Ninja Warrior.</p> <p>He is one of the keynote speakers at the 2015 Nevada NASC State Conference and will be facilitation workshops at N.A.W.D. / NCSA this upcoming December.</p> <p>You can learn more about Hoan and his message at: www.HoanDo.com</p>			

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state conference then instead of asking an student, “How was your experience at the state conference” You could ask, “What was the most exciting moment for you this weekend?” and/or “When was a moment where you felt bored?”

If your goal is strengthen and deepen a relationship with a colleague, instead of asking “How have you been?” You could ask, “What has been the most exciting thing that you have experienced or done since the last time that we met? “

3. Ask yourself “What can I do to help them?”

At a traditional networking event, like a Chamber of Commerce event, most people who mix and mingle end up talking about what they do and then try to sell the other person to use their services or to help them with their objectives. I call this verbal vomiting (Sorry for the unpleasant visual) the reason why is because you feel icky afterwards because the other person is all about me, me, me.

Rather than doing what most people do, when you interact with people, ask yourself in your mind “What can I do to help them?” Why? Because if you are willing to help others with no strings attached, you are creating a meaningful relationship with that person and more than likely they will want to help you in return.

Zig Ziglar summed it up perfectly when he said, “You can have everything that you want in life 9lf you are will just help enough other people get what they want.”

You can help another person by introducing them to someone you know that could help them, giving them an idea, lend an idea, sharing your expertise in a common hobby, giving someone directions if they get lost, the list is endless.

So the next time you connecting with an adviser, student leader, or new friend that you want create to create a meaningful relationship with, just remember that to create a meaningful relationship you just need to simply stop networking and start connecting.

You can learn more about Hoan and his message at: www.HoanDo.com

Happy Holidays!!
Next issue in Jan 2015

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