

# Best Practices in Student Leadership

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“  
 Whatever you can do,  
 or dream you can, begin it.  
 Boldness has genius, power,  
 and magic in it.  
 ”

Johann Wolfgang von Goethe  
 1749-1832



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## The Events of 2020

- Start with having a **conversation** about the events of 2020
- Give each person a chance to **share**, either with the whole group or by breaking out into smaller groups
- Discuss how your **campus** will address these events in the fall in new student orientation, club and org recruitment fairs, programs, and leadership training
- Have a plan for review of new **organizations** that may seek recognition
  - Are they **student-led** with a predominance of student members?
  - Are they **inclusive** and open to all members?
- Is your campus prepared to **recognize** groups that meet your criteria but may have a mission and/or objectives you disagree with?

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### Building Your Leadership Program

- Meet your students where they **are** – how can you address their needs and situations?
- Actively engage the **advisors** and involve them in increasing participation
- Promote campus leadership **resources** through advisors, departments, and staff
- **Partner** with other similar types of institutions, or those of geographical proximity, to conduct leadership and issue-oriented programming
- Promote campus **involvement** starting at new student orientation and with all on-boarding activities



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### Building Your Leadership Program

- Create an "Emerging Leaders" program
- Hold a leadership conference or retreat that **energizes**, informs, and is interactive
- Consider **hybrid** events to bring exciting aspects to your trainings and programs
- Make leadership opportunities **available** to all students, regardless of involvement levels
- Make leadership **fun**, not just an unpaid job!
- Use incentives and **rewards**, not rules, regulations, and punishments



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### Ideas for Your Leadership Program

- Build your leaders in the current, **virtual** world:
  - **Phone** appointments to get them talking and away from their screens
  - Do **check-ins** by phone, text, social media, email, driving by
  - **Coaching** sessions to help them find their strengths and areas for improvement – individual and intentional
  - Consider using a 10-question leadership **test**, e.g. "I am confident in my ability to motivate students to be involved"
- Connect and build **bridges** with other groups on campus



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### Virtual Recruitment Fairs

- Students have access to clubs and organizations that they are **interested** in by recording or live video, 90 – 120 seconds, with Q&A during live video sessions
- Make use of Zoom Rooms, IG and FB Live, other features of your school's **platforms**
- Ask your IT Department for help and **encourage** them to be creative!
- Create a **centralized** access point for clubs and orgs to post take-away info
- Have a system for students to win **prizes** by checking out different orgs
- Check out the Stanford University model at <https://admit.stanford.edu/virtual-activities-fair/>



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Ask faculty (or high school counselors for incoming students) to **nominate** students for certain types of clubs and orgs, or even specific groups like student government



Send a **letter** to the student letting them know they have been nominated and invite them to join



Download a template at <https://bit.ly/jovZYXD>

### Membership Invitation Program

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### Retention: Teach Students How to Conduct Great Meetings

Great meetings are vital to the **success** of organizations and maintaining members!

- Have an **agenda**, with a clear call to order.
- **Start** on time
- **Finish** on time



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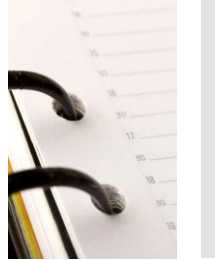
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## Running Meetings

### Basic Agenda

- Call to Order** – Start of the meeting
- Quorum** – The number that must be present to hold a meeting
- Reading of the Minutes** – Record of the previous meeting
- Officer Reports** – Officers report on their activities, concerns, needs, etc.
- Committee Reports** – Committees report on their activities, concerns, needs, etc.
- Old Business** – Items left over from previous meetings
- New Business** – New items for consideration
- Announcements** – Information for the benefit of the organization
- Adjournment** – End of the meeting



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### Retention: Teach Students How to Conduct Great Meetings

- Stay on **track**
- Get **participation** from a lot of people
- Make **people** feel welcome with a greeting and practical interactions (icebreakers)
- Play **music** before and after the meeting
- Provide **social** time as much as possible, either as part of the meeting or after



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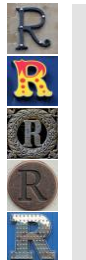
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### Retention: The 5 R's

- ✓ Give them a **Responsibility** (ask them for their ideas and then put them in charge of it!)
- ✓ Enforce **Requirements**
- ✓ Give out **Rewards**
- ✓ Assign them a **Role Model**
- ✓ Help them to build **Relationships**



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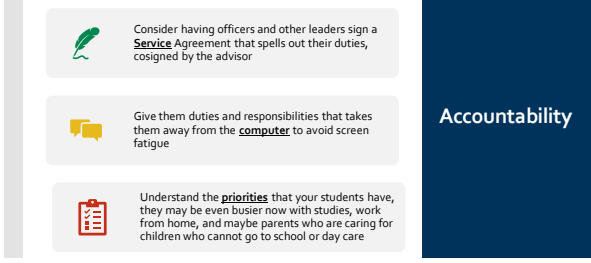
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**Accountability**

- Consider having officers and other leaders sign a **Service Agreement** that spells out their duties, cosigned by the advisor
- Give them duties and responsibilities that takes them away from the **computer** to avoid screen fatigue
- Understand the **priorities** that your students have, they may be even busier now with studies, work from home, and maybe parents who are caring for children who cannot go to school or day care

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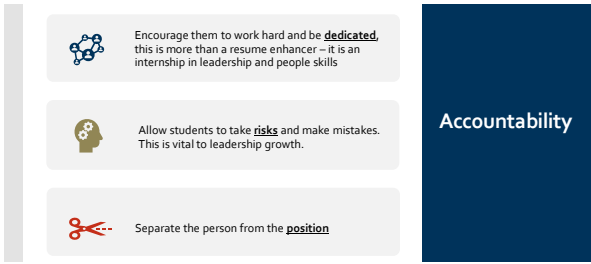
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**Accountability**

- Encourage them to work hard and be **dedicated**, this is more than a resume enhancer – it is an internship in leadership and people skills
- Allow students to take **risks** and make mistakes. This is vital to leadership growth.
- Separate the person from the **position**

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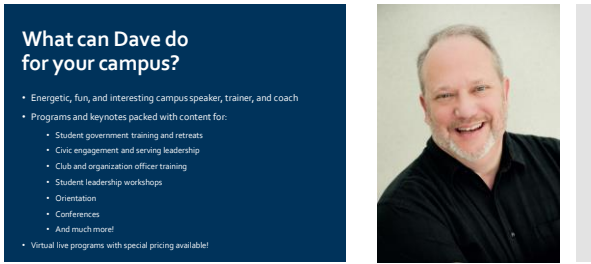
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**What can Dave do for your campus?**

- Energetic, fun, and interesting campus speaker, trainer, and coach
- Programs and keynotes packed with content for:
  - Student government training and retreats
  - Civic engagement and serving leadership
  - Club and organization officer training
  - Student leadership workshops
  - Orientation
  - Conferences
  - And much more!
- Virtual live programs with special pricing available!

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### Club or Organization Planning Own Leadership Retreat

- Determine if you are going to do it in-person, **hybrid**, or virtual. If in-person, where are you going to hold it?
- Review the roles and responsibilities of each **position**.
- Do a **goal setting** session for the organization, the executive board, and each position.
- Have team **builders** to allow people to interact and get to know each other. Gently nudge them from their comfort zone.
- Have strong **content** but make the learning fun!



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### A few more ideas...

- Create a wi-fi **zone** in campus parking lots so students can connect and work from inside their own vehicle
- Encourage social **distance** meet-ups:
  - Bring **lawn chairs** to a park or section of campus and sit six feet apart
  - **Tailgate** for meetings and leadership sessions in on-campus parking or nearby churches, shopping centers that have not fully opened, or movie theaters
  - Create social distance zones on your campus by painting **circles** six feet apart
- Get group pictures by using screen shots during meetings and events. Post to social media to show that your students are **engaged!**



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### Facebook Groups

- Student Government Leaders and Advisors
- Student Organization Leaders and Officers
- Student Organization Advisors (College and University)
- Collegiate Leadership Professionals
- American Student Government Association
- APCA Online Engagement Group
- The Virtual Event Ideas Community
- National Association for Campus Activities



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Your Best Practices!



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Q&A



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