



# California Association of Directors of Activities

Dear School Board Members,

The effect of the economy has begun to make its mark on our students; stress in the home is creating stress in the classroom and school safety and student performance are being negatively affected. The status quo will no longer be enough to ensure a safe and successful learning environment for your students. You need to do something more. And while the budget crisis is making it more difficult to justify conferences; attendance at the 2010 CADA Convention is critical this year. In this tough economic climate it is vital that schools provide:

- A physical environment that is welcoming and conducive to learning
- A social environment that promotes communication and interaction
- An affective environment that promotes a sense of belonging and self-esteem
- An academic environment that promotes learning and self-fulfillment

The CADA Convention has a line-up of workshops that will help your activities directors and administrators successfully address all of the above aspects of creating and maintaining a successful culture and climate in tough economic times.

Register today and take positive steps toward:

**IMPROVED STUDENT PERFORMANCE:** Comprehensive models that have been developed for school reform have always included change in school culture and school climate.

**SAFER SCHOOLS:** The 2010 CADA Convention offers a free preconference Safe Schools Seminar as well as workshops and keynote speakers dealing directly with School Safety issues; bullying, hazing and harassment.

**MORE CONNECTED AND COMMITTED STUDENTS:** The two most important preventative factors for stopping teen violence are: commitment to school and involvement in extra/co-curricular activities. The 2010 CADA Convention offers sessions like "I Will" by Verne Johnson—a session that will offer step-by-step directions to help create committed and involved students.

**POSITIVE SOCIAL-EMOTIONAL DEVELOPMENT:** like what can be provided by your trained student leaders through your activities programs can result in:

- Stronger academic performance and increased scores on cognitive skills tests
- Lower alcohol and marijuana use
- Reduction in students' aggressive behavior
- Less time in special education
- Lower levels of depression, self-destructive behavior and delinquency
- Higher graduation rates

The students on your campuses are your most valuable resource in this or any economic climate. The 2010 CADA Convention will strengthen your programs so that this priceless resource is not wasted.

Sincerely,

Cindy Bader

3540 Soquel Avenue, Suite a – Santa Cruz, CA 95062  
831.464.4891 – fax 831.576.1515  
[www.CADA1.org](http://www.CADA1.org) – [www.CASL1.org](http://www.CASL1.org)



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Dear Superintendents,

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## PASS THIS ALONG TO YOUR ADMINISTRATORS

Dear Administrators,

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