



THE CALIFORNIA ASSOCIATION OF STUDENT LEADERS

*Promoting and supporting leadership development
through student activities*

“My students are still talking about the conference.
They’ve taken the theme to heart and
I’m seeing it here at school... *You’ve changed lives!*”

“Thank you CASL for giving me an
amazing experience!”

A LETTER FROM THE EXECUTIVE DIRECTOR

Thank You for Your Investment in Our Student Leaders

Dear ASB/Leadership Advisor,

*“Management is doing things right; leadership is doing the right things.”
—Peter F. Drucker*

There is no doubt you understand this quote. ASB Advisors are always one of the hardest working teachers on the campus implementing this philosophy while making it a better place for all. Thank you for making such a difference in the lives of others and I hope allowing us to contribute to your goal of teaching student leaders the “bigger picture” so together we can create permanent positive change on every campus.

The mission of the California Association of Student Leaders (CASL) is to provide a statewide network that facilitates the development of ethical, responsible, and servant leaders. CASL’s initiative is to inspire, equip and empower students to be effective future leaders of the world. With this, we offer you the opportunity to invite your student leaders to the CASL State Conference for three days of inspiration, networking, and learning many ways to lead your campus in a positive direction. From the world-renowned speakers to the wide variety of over 25 effective workshops, special program rotations, region meetings, intrastates, Meet the Pro’s and our own special State Service Project to pay it forward and give back, we know your students will return to the campus a changed student leader. Our goal is to make a lasting impact on them so they will continue implementing all the leadership lessons and skills they learn at the CASL Conference throughout their middle school and high school careers and beyond. Together, with your guidance, we believe this is truly possible.

Recently, we were forwarded this letter from a parent (Albert Huang) of one of our delegates:

“Dear Dr. Lowder, Superintendent, LUSD:

“A few weeks ago, my daughter Meredith attended the CASL Conference, along with 14 other Leadership Students. As a professor, I have attended numerous professional conferences in the past. The CASL Conference is one of the best conferences I ever attended. It was well planned and executed. The amount of hard work and dedication put in by the organizers, teachers, and student leaders was evident in every detail. I was immediately impressed by the quality of the program, publications, speakers, presentations, and numerous activities that were both entertaining and educational for over 1000 students who participated in the conference. What also impressed me was the cost. Amazingly, the students paid only a registration fee to cover everything, including nice hotels, speakers, t-shirts, bus rides and several meals. I have no doubt that the 15 students who were fortunate to attend the conference will remember this experience for the rest of their lives. This is the kind of experiential learning that will have an impact on our future leaders.”

The CASL State Conference is truly an incredible experience for your student leaders and I thank you for investing in leadership training and providing this generation an opportunity to become the best student leaders possible. Please don’t hesitate to contact me with any suggestions or questions.



Sandra Kurland

CASL Executive Director

Promoting and Supporting Leadership Development Through Student Activities

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GROWING GREAT LEADERS

Personal and Practical Advancement for Student Leaders

At the CASL State Conference, your school's student leaders will be offered opportunities to learn more about their place in creating a positive, comfortable school culture where all students are empowered to raise their voices and participate. After actively participating



in workshops led by professionally-trained high school students, hearing from widely respected keynote speakers, putting their knowledge and motivation to work at the Service Learning Project, and maybe even presenting their own Meet the Pro's session, your students will return to campus motivated and equipped to make a difference.

STATEWIDE NETWORKING

Sharing Ideas Locally, Across California, and Beyond

One of the conference's primary goals is to allow students to experience the value of idea-sharing. To foster cooperation amongst local schools, time is set aside in Region Meetings for you and your students to work with and talk to delegates from schools local to you. During Intrastate



sessions, conference delegates join networking groups of students from all over California—and from visiting states and nations—where they will participate in idea-sharing activities led by a CASL-trained facilitator. By utilizing the many structured networking times at the conference, students will return to campus with fresh perspectives on classic traditions and plenty of new ideas for activities and strategies they've never tried before.

STUDENT-LED WORKSHOPS

Learning from Peers Who've Been There—and Succeeded



Every student has faced challenges in their leadership careers, and those who haven't yet will most definitely face them soon. At the CASL state conference, your student leaders can learn from students just like them who have faced difficulties and discovered strategies for success. Elected

and appointed members of the CASL State Board who have been professionally trained in presentation skills will teach 30-minute workshops on topics ranging from event publicity and personal time management to staying motivated and dedicated in the most trying times. Professionals from outside organizations will also join the CASL Conference team of presenters to contribute their valuable knowledge and experiences for students who are ready for more advanced material, creating a well-rounded and relatable conference curriculum for all.

SERVICE PROJECT

Applying Knowledge and Moving Beyond Ourselves



A hallmark of the CASL state conference is the yearly Service Project. A committee of state board members meet together to design unique opportunities for the delegates at the state conference to give back locally (to the community hosting the conference) and globally. In the

past, service projects have included hosting a Senior Ball for elderly community members, reading stories to elementary school students, creating coloring books for hospital-bound children, and raising money for water wells in developing nations. "Good leaders must first become good servants." —Robert Greenleaf

MEET THE PROFESSIONALS

Everyone Gets a Chance to Share their Story

All student leaders—whether this is their first year in leadership or they were born with campaign flyers in their hands—have something they can bring to the table at the CASL conference. Delegates from every school are encouraged to apply as Meet the Pro’s presenters, and, if selected, will



have the chance to present three, 10-minute round-table sessions to a group of 12 of their peers on an activity, event, or program their school does well. In addition to gaining valuable presentation experience and developing interpersonal skills, presenters will receive a commemorative certificate and t-shirt.

STATE BOARD OFFICE

Taking Leadership to the Next Level

The CASL Conference is unique to other student leadership conferences in that its organization comes from the hard work of a dedicated team of empowered student leaders. Your students have the opportunity to join this team and share their own legacies of student leadership



by applying or running for state board office at the CASL conference. Board members will receive advanced training from leadership professionals and will travel the state to present at leadership retreats and conferences as they gear-up for and plan the next conference. Elected positions are available as Regional and Freshman Directors, and appointed positions are available for students talented in Communications/ Public Relations or in Web and Media. For more information on elections and to apply, visit www.caslboard.com and choose “Elections” under “State Conference”.

SCHOLARSHIP OPPORTUNITIES

Enabling Students to Continue Their Dreams

CASL and USA Student Travel would like to recognize those students who’ve invested heavily in their communities by offering a one-thousand dollar scholarship to one senior from a CADA/CASL member school that will be in attendance at the conference. The David Knieriem Memorial



Scholarship is awarded not necessarily on a student’s class ranking or grade point average, but on the value they have placed on service to others. For information on scholarships (including deadlines) and to apply, visit www.caslboard.com.

OUTSTANDING LEADERSHIP PROGRAM AWARD

Recognizing True Greatness

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. All schools are encouraged to apply by visiting www.caslboard.com.

OFF-SITE ACTIVITY

Taking a Little Time Out to Just Have Fun

Between student-led workshops, local and state-wide networking sessions, Meet the Pros, elections, and all of the other learning opportunities at the conference, student leaders need some time to relax and just enjoy each others’ company. This year, USA Student Travel will take students to



SpeedZone for arcade games, a barbecue, unlimited go kart racing, and a dance by SOS Entertainment.



TOP 10 THINGS TO KNOW

About the CASL State Conference

1. The registration price includes all expenses: hotel for 2 nights, all meals while attending the conference, the offsite activity transportation and entry fees as well as all giveaways upon registration (name badges, programs, folders, T-shirts and special surprise giveaway items).
2. For those traveling by plane, upon arrival follow the signs to the hotel shuttle area. The Doubletree Hotel shuttle runs about every 15 minutes and is free. There are also taxis waiting there as well and it is about a 5 minute drive and costs about \$10.00 depending upon how many student leaders you decide can fit inside the taxi.
3. Upon arrival at the Doubletree, CASL shall greet you with a smile and provide direction. Luggage will be stored (according to Area) in designated rooms and registration will be on the main floor. If you have a student leader presenting a Meet the Pro's or running for the State Board, you will continue after the main registration to the designated area on the second floor and check in there as well.
4. There is a CASL store which sells some CASL apparel but is only open during registration and other eating times—not during the learning sessions.
5. Lunch the first day will be on your own as everyone will be arriving at different times. There are a few places nearby the Doubletree that you can take your student leaders to eat if you wish. We will also have some fun inflatable obstacle courses and the like during registration.
6. Apparel - Please encourage your delegates to wear comfortable clothing throughout the conference as we are very active in most sessions. School T-shirts are encouraged to show your school pride, and a special CASL Conference T-shirt will be given to every delegate upon registration. You may want to bring a light jacket for our offsite activity.

*Interested in adding a Disneyland Package
to your school's CASL Experience?*

Contact Bruce Bitnoff at USA Student Travel
1-800-234-4723 ext. 100 or bruceb@usastudenttravel.com
for discounted tickets.

7. Service Project: Because it's always about giving back we will continue our tradition of the Service Learning Project. Delegates will walk away with a new idea/program to bring back to their school, in order to start a chain reaction of servant leadership!

8. Be sure to visit the Presidential Suite set up for advisors to network with other advisors and have a quiet place to snack and drink a soda or two. Also make plans to attend the advisors meeting where you will receive important things such as the offsite event tickets.

9. Workshops will soon be posted online and we will once again make sure your delegates are given an opportunity to attend a variety of workshops with their prearranged tickets. It is ideal of course to cover as many different workshops as possible in order to bring many different ideas back to your campus. We are excited to also be offering a special workshop for your President (or a representative) to empower them to lead the way through the conference as well as a special workshop for candidates running for the board. Both of these tickets will be included in your ticket packets.

And number 10!

Encourage your students to maintain a positive spirit throughout the entire conference, network as much as possible with students from other schools and enjoy this amazing opportunity you have provided them.

STILL HAVE QUESTIONS?

We can't wait to answer them!

For questions about CADA/CASL membership or conference registration, contact CADA/CASL Central:

Telephone: (888) USE-CADA | (888) 873-2232

Email: info@cada1.org

For general information about CASL's programs, contact Sandra Kurland:

Telephone: (619) 957-9107

Email: Sandra.Kurland@caslboard.com

For fundraising ideas and other resources, visit us on the web:

www.caslboard.com

facebook.com/CASLfan

LEADERSHIP DEVELOPMENT DAYS

Affordable Leadership Training

\$25 per student is all it takes to bring a day-long, research-based, interactive leadership conference to your student leaders and their peers at local schools. Led by a masters-trained educator with more than 10,000 hours in leadership training experience, Leadership Development Days provide opportunities for middle and high school students to get inspired to change the world *and* learn the practical skills needed to make those changes.

Visit www.caslboard.com to find a Leadership Development Day near you, or contact Sandra Kurland, Executive Director of CASL, to schedule one at your school—

(619) 957-9107

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RAISING STUDENT VOICE AND PARTICIPATION

Engage every student

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.

There are five groups of people you'll need on-board before R.S.V.P. can begin:

1. Students
2. Teachers
3. Counselors
4. Your Principal
5. Community Members

Once everyone's together, visit www.caslboard.com to find trainings near you, or contact Sandra Kurland, Executive Director of CASL to book your own—

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Frequently Asked Questions About RAISING STUDENT VOICE AND PARTICIPATION

What are the goals of R.S.V.P.?

- To provide a forum for the many voices in your 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—the kind students believe in
- To increase student interest in civic issues and involvement

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

How much does R.S.V.P. cost?

- There are two ways to bring R.S.V.P. to your school:
 - Join an R.S.V.P. training with four other schools. Each school will bring ten representatives, and the total cost for each school will be \$500. If you'd like, you can set up a shared training like this to be hosted at your school—maybe your whole district can get R.S.V.P.-trained!
 - Host an entire R.S.V.P. training at your school with fifty representatives. While your school benefits from having more individuals at the training, your school is also asked to cover the whole cost of the training, which is \$2,500.



**THE CALIFORNIA ASSOCIATION OF STUDENT LEADERS
AND THE CALIFORNIA ASSOCIATION OF DIRECTORS OF ACTIVITIES**
3540 Soquel Ave, Suite A
Santa Cruz, CA 95062

See you at the State Conference...

Middle School: March 27-29, 2014

High School: March 29-31, 2014

**Ontario Convention Center & Double Tree Hotel
Ontario, California**

This promotional program was designed by the students of the CASL State Board with mentorship from their adult advisors.