CADA/CASL
California Association of Directors of Activities & California Association of Student Leaders

Leadership and Student Activities Standards Manual
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The California Association of Directors of Activities (CADA) is proud to present the Student Activities and Leadership Standards. Established in 1958 as an organization to support California’s Student Activities Directors, CADA has grown into a nationally recognized organization. CADA helps California’s Activities Directors by providing local and state training for both the Activity Director and the students.

In 2001, the CADA Board of Directors felt the need for a document to respond to the increased demand on today’s school leaders to be accountable for the standards of education. A committee was formed consisting of 7 board members: Denise Van Doorn, Area G Coordinator, Mark Lantz, Area E Coordinator, Mark Dutra, Area C Coordinator, Cindy Bader, Area B Coordinator, Jim Nyberg, Past President, Don Dagne, Vice President and Kathy Curtright, President.

The Student Activities and Leadership Standards Manual is designed for school principals, associated student body and activity directors, counselors, administrators and classroom teachers who are responsible for the student body activities, especially in a classroom setting.

The manual is set up in 5 Strands: Communication, Personal Growth and Development, Government, Service Learning, and Business. Each Strand is divided into Standards, and then each Standard has Benchmarks. Any student activities program or leadership class offers many opportunities for students to experience these standards. Please note that the opportunity or mastery of some of the standards is subject to many factors such as grade of the school (Jr. High or High School), the format of the class, the availability of the Activities Director and the school population.

We have designed the manual with Activities and Resources. As each school is very individual and unique, so is each activity program. Therefore, we left a place where you can add your own activities to the list. We have also included in the appendix a checklist to use for easy tracking of standards and objectives acheived.

We have also aligned our Leadership and Student Activity Standards with State Adopted Content and Challenge Standards. Please see the Appendix for further details.

If you have any further questions, concerns or comments, please visit our website at www.CADA1.org, and feel free to email any of the CADA board with your ideas.
Standard and Benchmarks

Standard 1: Written Communication

1. The student will demonstrate knowledge by using business and friendly letter format.

2. The student will present reports for committee work.

3. The student will give evaluation critical observation.

4. The student will create a resume and portfolio about personal skills and talents.

5. The student will organize and write attention getting messages suitable for their audience.

6. The student will know when and how to write an invitation to groups of all ages and occasions.

7. The student will use appropriate press release forms.

8. The student will create eye-catching, effective posters.

9. The student will plan and organize a meeting agenda using appropriate format.

10. The student will recognize and send personalized thank you notes.
Activities and Resources

Communication for Student Leaders, Stu Shaffer

Successful Posters Made E-Z!, Gene Nye

“Meeting Skills”, CADA Leadership Handbook

Writer’s Inc.

Notebooks passed from year to year.

Evaluation forms – peer and self-evaluations

Robert’s Rules of Order/Parliamentary Procedure Manuals

Student of the Month

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 2: Interviewing Skills

1. The student will demonstrate confidence and attentiveness.
2. The student will understand the importance of appropriate and professional appearance.
3. The student will practice preparing and asking valuable questions.
4. The student will know how to research and investigate the desired position.
Activities and Resources

Role playing
Staff interviews
Fun Fashion Shows
Anticipate problems
Commissioner/council/officer interviews
School Board Meetings
Presenting at Service Clubs

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 3: Public Speaking

1. The student will practice speaking clearly.

2. The student will practice holding a microphone an appropriate distance and using a loud, clear voice.

3. The student will understand the importance of stance, showing strength and confidence.

4. The student will demonstrate style and enthusiasm.

5. The student will learn to motivate the audience.

6. The student will demonstrate appropriate pacing and tempo.

7. The student will know the audience and purpose of the speaking moment.

8. The student will connect with the audience using eyes.
Activities and Resources

Communication for Student Leaders, Stu Shaffer
Class Starters/Icebreakers
Rally participation
Speak at meetings/assemblies/Open mike
Council meetings
Noontime Activities

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 4: Crowd Control

1. The student will understand the importance of providing a safe location.

2. The student will have knowledge of appropriate comments to encourage cooperation.

3. The student will know when and who to talk to for questions and assistance.

4. The student will plan ahead for potential problems.

5. The student will have opportunity to try the process again and again.

6. The student will prepare location and manpower.
Activities and Resources

Preparation of job responsibilities, i.e. “guards”
Group evaluation of activity
Rally planning
Class meetings/Assemblies/Activities

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 5: Conflict Resolution

1. The student will solve the problem or lead them to the right person.

2. The student will discuss openly problems and concerns the group and individuals are facing.

3. The student will understand the importance of coming to a solution using many ideas.

4. The student will have knowledge of the appropriate person in charge at each level.
Activities and Resources

Peer Assistance Leadership Program
“LAST”: Listen, Apologize, Solve, Thank
Chart of School Governance
“PIT”: Personal Interpersonal Task
Brainstorming
Flow Charts

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 6: Creative Thinking

1. The student will create ways to grab attention.
2. The student will participate in free flowing idea lists.
3. The student will plan timely events suitable for audience.
Activities and Resources

Some Great Activities, Stu Shaffer
Seasonal events
Odd object attention grabbers
Poster making
Bulletin Writing
Flyers

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standards and Benchmarks

Standard 7: Evaluation

1. The student will learn the vocabulary to provide feedback in a constructive manner.

2. The student will use appropriate positive and negative prompts to bring about constructive changes for an activity.
Activities and Resources

Activity and Peer Evaluations

Self/Job Performance Evaluations

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standards and Benchmarks

Standard 8: Interpersonal Skills

1. The student will demonstrate teamwork and consensus building.

2. The student will have knowledge of when to take each role.

3. The student will understand the concept of WIN/WIN and how compromising is part of that.

4. The student will treat others the way they wish to be treated.

5. The student will listen and hear other points of view.

6. The student will use constructive criticism.

7. The student will have opportunity to communicate feelings using “I” statements.

8. The student will practice problem solving skills.

9. The student will use appropriate body language and listen while others are talking.

10. The student will have knowledge and practice the steps in conflict resolution.

11. The student will take on a task without being asked.

12. The student will discuss and decide on priorities to reach goals.

13. The student will establish and practice guidelines and rules.

14. The student will display an understanding with others.

15. The student will understand the difference between passive and active listening.

16. The student will provide feedback in a constructive manner and accept it with grace.

17. The student will acknowledge the strengths and accomplishments of others.
Activities and Resources

Chicken Soup of the Teenage Soul
How to Win Friends and Influence People
7 Habits of Highly Effective Teens
Golden Rule
Student council meetings
Activity Evaluations
Quest Program
Guest speakers
Student speeches
Committee work
What Do You Stand For?, Free Spirit Publishing
Goal setting
Making the Peace, Oakland’s Men’s Project
Idiot’s Guide to Leadership
Voices from the Crowd, Dan Williams
The Difference Maker; Programming the Best Year Ever, Mike Smith
CADA Leadership Handbook
Character Counts Notebook

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 1: Group Dynamics

1. The student will understand the different personality types and how to work in a group setting, keeping all-inclusive.

2. The student will understand the diversity of others.

3. The student will have the opportunity to take on a leadership role in an activity or group work.

4. The student will have the opportunity to serve as a leader and a follower, enlist others to share a vision, celebrate accomplishments and recognize the contribution of others, as well as passing on authority when appropriate.
Activities and Resources

CADA Leadership Handbook
The Winner’s Circle, LaMenes
The Leader in You, Dale Carnegie
BARANGA simulation game
Class starters
Psychology for Kids, Free Spirit Publishing
True Colors

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 2: Goal Setting

1. The student will create goals and objectives.

2. The student will set timelines for meeting those goals and review them periodically.

3. The student will understand the importance of prioritizing events.

4. The student will periodically evaluate where they are in achieving the goals that they have set and set new ones if necessary.
Activities and Resources

CADA Leadership Handbook
7 Habits of Highly Effective Teens
7 Habits of Highly Effective People
To Do…Doing…Done, Wycoff

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 3: Interpersonal Skills

See Communication Standard…page 18
Activities and Resources

Big Book of Team Builders
Big Book of Ice Breakers
Playful Activities for Powerful Presentations, Williamson

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 4: Self-Esteem/Self Awareness

1. The student will, through various activities, group work, and personal work, improve the way they feel about themselves.
Activities and Resources

Fast Forward: A Self-Esteem Program, Walch Publishing
Leading with the Soul, Bolman & Deal
Lead Now, Ches. Publishing
In Search of Excellence, Peter/Waterman
Leadership Alive, Jane Taylor Wilson
Educating the Heart, Frank Siccone & Lilia Lopez
Leadership Magazine
Heart of a Leader, Dr. Ken Blanchard
The Right to Lead, Maxwell
21 Indispensable Qualities of a Leader, Maxwell
Rainbows of Leadership, Earl Reum
A Place to Stand, Earl Reum
How to be Successful in 10 Minutes or Less a Day, Thomas Jefferson
Center

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 1: Government Hierarchy

1. The student will understand the chain of command and the importance of following this set-up.

2. The student will understand the importance of following procedures.

3. The students will take part in reviewing and/or creating a student constitution and bylaws for the school.

4. The student will take part in committees and/or councils. They will understand how the smaller group contributes to the good of the whole group.

5. The students will be familiar with formation of a government consisting of representatives and senates.
Activities and Resources

Create Job Charts

Chart with Chain of Command with discussion

The Kid’s Guide to Social Action, Free Spirit Publishing

Daily Work Projects

The Wisdom of Teams, Katzenbach/Smith

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 2: Procedures

1. The student will understand the legal implications of following or not following procedures.

2. The student will have an understanding for fine goals and review them periodically.

3. The student will understand the importance of rules and regulation and may have experience in creating them.
Activities and Resources


Approving and spending Associated Student Body monies

Performance/behavior contract signed in Leadership

Setting guidelines for students performing at various events

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standards and Benchmarks

Standard 3: Elections

1. The student will participate in fair campaigning and marketing of themselves or the group they support.

2. The student will understand the importance of positive salesmanship and voter persuasion.

3. The student will have the opportunity to give a speech or a presentation.

4. The student will understand the makings of a representative government and the workings of a democracy.
Activities and Resources

Associated Student Body and Class Elections
Poster guidelines and election rules
Election assembly
Study of American Government

Middle Level Student Councils: A Guide for Students and Advisers, Earl Reum

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 4: Organizations

1. The students will be introduced to various student, school, parent and community groups and their importance to the work of the group.

2. The student will have an understanding of the financial restrictions and guidelines of organizations.
Activities and Resources

CADA/CASL Membership

Participation in Academic Excellence, Renaissance, Home & School, Athletic boosters, PTA, Parent Groups, Board Meetings, Site Council

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 5: Effective Meetings

1. The students will understand group dynamics

2. The students will have experience with and a working knowledge of Parliamentary Procedure.

3. The students will understand the importance of accurate agendas and minutes for meetings.

4. The students will utilize an interactive method of meetings with brainstorming, prioritizing, etc.
Activities and Resources

Robert’s Rules of Order

CADA/CASL Leadership Camp Handbook

Student council meetings

Writing minutes, agendas for meeting

How to Make Meetings Work, Doyle & Straus

Middle Level Student Councils: A Guide for Students and Advisers, Earl Reum

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 1: Presentation Skills

1. The student will understand and practice organizing a presentation into a well thought out submittal of ideas.

2. The student will design a lesson that addresses the appropriate audience.

3. The students will review, practice and be given opportunity to use all Benchmarks of 2.3.
Activities and Resources

Playful Activities for Powerful Presentations, Williamson

Presenting at rallies, noontime activities, staff meetings, class openers, CADA/CASL Student Conferences, Board Meetings

Getting the Job Done, Stu Shaffer

OUR ACTIVITIES THAT MEET THIS STANDARD
Standard and Benchmarks

Standard 2: Community Service

1. The student will be given opportunity to go into the community to see what is like outside of their direct neighborhood.

2. The student will have an understanding of what it is like to serve other people for the benefit of another.

3. The student will experience what it is like to have others depend on them.
Activities and Resources

Directory of American Youth Organizations, Free Spirit Publishing

Volunteer Faire

Required Community Service hours for Leadership

What Are My Rights?, Free Spirit Publishing

Visiting Hospitals, Senior Centers, Day Care

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 3: Citizenship

1. The student will have an experience in giving without receiving anything in return.

2. The student will have compassion for other people’s challenges and accept those people for who they are.

3. The student will have an understanding of other people’s differences.
Activities and Resources

Chicken Soup for Soul Stones

Class Starters

Multicultural Week, International Week, Diversity Week

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 1: Marketing

1. The student will practice the skills necessary for selling different products.

2. The student will practice different advertising techniques. (see 1.3)

3. The student will sell a variety of items and evaluate which items were better sellers and which were not.

4. The student will recognize the correlation between price and unit sold.

5. The student will experiment with different product displays to create optimal sales.
Activities and Resources

Fundraising events

*Successful Posters Made E-Z*, Gene Nye

Evaluate product year to year for popularity

Invoice from product to teach how to set price (shipping, taxes, etc)

Students keep track of items sold – inventory, collect money, know status of sale

**OUR ACTIVITIES THAT MEET THIS STANDARD:**
Standard and Benchmarks

Standard 2: Finance/Accounting

1. The student will create and track a working budget.
2. The student will project income by taking price paid and expected sales.
3. The student will track income and expenses of product sales.
4. The student will understand the concept of profit and loss.
5. The student will order merchandise for sales and ASB use.
Activities and Resources

- Quicken, Big Bear Bookkeeping programs
- Various sales
- Computer
- Previous year’s budget
- Associated Student Body, Accounting Manual, Fiscal Crisis & Management Assistance Team
- Students sell products and deposit money
- Report of profit at the end of sale
- Developing yearly budget
- Approval of Student Body spending
- Various Catalogs

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 3: Advertising

1. The student will evaluate a target audience and how that will affect sales.

2. The student will make sure that customer knows all they need to know about the product or activity.

3. The student will use a variety of ways to get their message out to the population.

4. The student will learn creative ways to make posters.

5. The student will have an opportunity to create a Powerpoint Presentation to sell their activity or product.
Activities and Resources

CADA Leadership Handbook, “Public Relations”

Successful Posters Made E-Z, Gene Nye

Posters, announcements, bulletins, flyers, information out at all venues

Use of multi media, computers, video for advertisement.

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 4: Customer Service

1. The student will recognize it is in the best interest of the group to make sure that the customer is satisfied.

2. The student will discuss and practice communicating with the public (see 1.5) so that they are aware of the goings on of the group.

3. The student will discuss and practice ways to control the crowd in an appropriate manner.

4. The student will practice ways to communicate with others effectively.
Activities and Resources

Discuss repeat sales

Discuss why annual events need to be of high quality to keep up attendance

Calendar posted in hall

Drama coach

Class openers…star of the week in Leadership class

OUR ACTIVITIES THAT MEET THIS STANDARD:
Standard and Benchmarks

Standard 5: Communication

1. The student will have opportunity to utilize an assortment of written communications

2. The student will have opportunity to use various forms of oral communications.

3. The student will have experience with different types of communication using the computer.
Activities and Resources

Letter writing, thank you notes, invitations, bulletins, advertisements
press releases, flyers, business meeting notes, school forms

Telephone skills, salesmanship skills, persuasive skills

Powerpoint presentations, internet, form letters, cards

**OUR ACTIVITIES THAT MEET THIS STANDARD:**
Standard and Benchmarks

Standard 6: Business Law

1. The student will understand what items need to be taxed and what items do not.

2. The student will understand laws about employment and children.

3. The student will be exposed to Senate bills that might have an affect on the activities that they are running.

4. The student will understand why we spend money the way we do and the laws that dictate these procedure.
Activities and Resources

Selling in the Student Store

Current information in news

Education codes, and state laws, ex. Child labor laws

Writing letters to the Governor or public officials

Associated Student Body, Accounting Manual, Fiscal Crisis and Management Assistance Team

OUR ACTIVITIES THAT MEET THIS STANDARD:
Appendix

The committee on assignment decided that aligning the Leadership and Student Activity Standards with the State Adopted Content Standard in Grades 6-12 were an imperative piece to this document. We have used the California Department of Education Website as a source for our Content as well as our Challenge Standards. We have indicated which of these content standards met each of our Leadership Standards by Content Subject Matter as well as the Challenge Subjects. We have indicated these by Standard number only.

If you are interested in looking at the Content Standards, the website is www.cde.ca.gov/standards for English-Language Arts, Mathematics, History-Social Science, Science, and Visual and Performing Arts. The website for the Challenge Standards such as Applied Learning, Foreign Language, Health Education, Physical Education, and Service Learning is www.cde.ca.gov/challenge/content.html.

Also included in this appendix is a Leadership and Student Activity Standards Checklist. The checklist list each strand and the standards that fall into those strands.
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**High School Alignment of Standards**

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- Historical Research, Evidence, and Point of View 9-12 4
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- Principles of Economics 12 12.2
- Built Environment 12 12.3, 12.4, 12.5, 12.6, 12.7, 12.8, 12.9, 12.10
- United States Government and Politics 12 12.1
- Globalization 12 12.2
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- Speaking Applications 9-10 2.1, 2.2, 2.3, 2.4, 2.5
- Written & Oral Language Conventions 9-10 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14

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- Probability & Statistics 8-12 8.0

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- Applied Learning Standards 9-12 3.4
- Service Learning Standards 9-12 1, 2, 3, 4, 5

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**Applied Learning Standards**
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- Service Learning Standards 9-12 1, 2, 3, 4, 5
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# Leadership and Student Activity Standards Checklist

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