

CADA



CALIFORNIA
ASSOCIATION
OF DIRECTORS
OF ACTIVITIES

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PROMOTING & SUPPORTING LEADERSHIP DEVELOPMENT THROUGH STUDENT ACTIVITIES

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**It's A
New Year!
Keep Going!**

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Making difficult decisions is—well—difficult. We've all had to make tough choices lately, particularly in the face of an ongoing pandemic. Do we travel or do we stay home? Which family members and friends can we safely gather with over the holidays? As educators we face challenging decisions, too. We try to balance high standards and academic rigor with grace and flexibility. We try to perform a balancing act as athletic games and dances get postponed or canceled; at times it feels like we can't make anyone happy. As leaders, we feel like we need to be all things to all the people counting on us—our family, our students, and our school community. How many of us right now can relate to the song "[Surface Pressure](#)" from the Disney film *Encanto*?

Our leadership students often feel this same pressure, and there are a couple lessons I share with them to try to give them perspective, comfort, and strength. The first lesson comes from the third film in the Harry Potter series (and my favorite): *Harry Potter and the Prisoner of Azkaban* (WARNING: plot spoilers ahead in this paragraph and the next if you haven't seen it yet). Earlier in the story, Harry and his godfather, Sirius Black, nearly have their souls sucked out at the edge of a lake by Dementors, the floating, ghoulish guardians of the wizard prison. Just before the life force is permanently taken from them both, a vision appears in the form of a stag and powerfully blows away all the Dementors, saving the lives of both Harry and Sirius just in the nick of time. Harry awoke convinced that the spirit of his father had come to save him.

Fast forward now to [the end of the story](#), and Harry has traveled back in time to witness

the *exact same event* from the opposite side of the lake. Harry waits and waits, convinced that his father's spirit will come and save him. Something finally clicks inside the teenage Harry, he withdraws his own wand and casts the charm that conjures the stag spirit—a spell he has previously been unable to perform—to save both his past self and his godfather. In that moment of peril, all at once Harry realized that he had often been relying on grown-ups for most of his life to make difficult (and sometimes life-saving) decisions, but this time it was all up to him to do the saving. He had the power within him all along; Harry simply had to believe in himself.

In the classroom, I first share the setup, and then show the film clip to remind students that they are more powerful than they realize. I often share this toward the end of the school year. With high schoolers, I tell the 9th through 11th graders that while they soon won't have the seniors with their wisdom, experience, and confidence to lean on any more, they in fact have all the power within them to carry on their leadership program, even if they don't yet fully believe it. With middle schoolers, I share the same message just as the eighth graders are about to move on to high school.

The other lesson I share with my students comes from President Theodore Roosevelt and speaker/author Brené Brown. Together we read Roosevelt's 1910 "[Man in the Arena](#)" speech, followed by a few discussion questions (also included in the link I shared). We then watch [Brown's analysis of the speech](#) and what it means to her (warning: she uses some mild language). And then we discuss. We talk about how our

school community relies on us, and how some are quick to criticize when events, activities, or outcomes don't turn out exactly as we would like them to. I ask them what it means to be "in the arena" and why they chose leadership to begin with. It leads to some powerful conversation.

Now more than ever, choosing to place ourselves "in the arena" can lead to frustration and failure. When we have to limit capacity of a basketball game, or turn a winter dance inside the gym into an "outdoor festival," or get creative with any number of different activities and events as the health and safety guidelines of our state continue to evolve and adapt to an unpredictable health crisis, perhaps we take comfort in the words of Theodore Roosevelt:

The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly...

As a CADA/CASL family we are all in the arena *together*. May we continue to "dare greatly" together, drawing strength, comfort, experience, wisdom, love, and guidance from one another.

With gratitude,



Ron Ippolito, CADA President

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Your Vote MATTERS!



By Allison Gadeke
CADA Past President
agadeke@cadaboard.org

I hope you have all enjoyed a safe and happy holiday season! It's now time for us to start thinking about the future of our organization and who will lead us on that journey. As the Immediate Past President, I have the honor of formally introducing you to two fine candidates who have thought mindfully and carefully about their intent to serve CADA for the next four years. Each brings great strengths and thoughts about how they would like to lead CADA into the future. At the convention, you will have the opportunity to hear from the candidates and talk with each personally about how they will represent your voice and concerns.

You may be wondering how the elections work and why you should get involved. First, all CADA regular and life members are eligible to vote in the election (these members can even vote from home, should they be unable to attend the convention in person.) The candidates' speeches will be recorded and will be online for you to view and consider.

All eligible members will vote online, beginning after the second general session on Thursday, March 3. The voting window will close at 3:00 PM on Friday, March 4. An email will be sent with instructions on voting, including your personalized login information code. If you have any questions, you are most welcome to contact CADA Central, ask a board member for assistance, or stop by the help desk at the convention for more information. **You may be thinking, "I don't know these people well. Should I really vote in the election?" The answer is YES!** CADA is the premier professional student leadership organization for activities directors in California and beyond. Our organization helps to influence laws that govern our schools, educates our members, works in partnership with CIF (and other organizations), and empowers our youth to lead us into the future. Your concerns and vision for the future should be part of that. The only way your voice can be heard is for you to find the candidate you believe will represent your

interests and vision best. I urge you to get to know the VP and Area Coordinator candidates and listen to their goals for the future of CADA.

Speaking of Area Coordinators, every year, half of the leaders of our areas are up for election. This year, Areas B, D, and F will be electing new leaders. Watch your email as we share this information with you in the weeks ahead – leading up to the convention. If I can answer any questions, or be of service to you in any way, please reach out to me at agadeke@cadaboard.org

And now, let me finally introduce you to our vice-presidential candidates – Laura Castro and Joe McMahon. Each has written an article to introduce themselves and explain their goals for CADA. In the weeks ahead, each will also be sending an email to introduce themselves further. *(These may or may not be on the same day, as the candidates get to confidentially choose the day they wish their email to be sent.)* So stay tuned to your email inbox, and please enjoy these statements prepared by the candidates.



Our organization helps to influence laws that govern our schools, educates our members, works in partnership with CIF, and empowers our youth to lead us into the future.



By Laura Castro
Area B Coordinator
lcastro@cadaboard.org

“We need you to share the great work that you do. Without your efforts, this amazing organization would not exist.”

It is such an honor to have this opportunity to address my CADA family in this way. I am so proud to put my hat in the ring for the opportunity to run for Vice President of an organization I have been a part of for over twenty years. I was lucky enough to be introduced to CADA during my second year of teaching and after helping with the student conference which was held on the school site where I worked, I was hooked and after my second student conference and CADA Convention, I applied to be part of the Area B Council. Serving on council for eighteen years and serving the last three years as coordinator has been a privilege. The Area B team is a wonderful and supportive family that represents Area B in a thoughtful and caring way everyday.

Serving on the CADA State Board has led me to take the next step in representing the fabulous people I have met and continue to meet every year through CADA. I believe it is important to provide more training for new advisors to expand the CADA name in all areas of the state and beyond. I want to continue to build a stronger, more equitable CADA for all students and advisors and look forward to working with you to achieve these goals.

I was recently asked how many conferences and conventions I have attended and was surprised to be reminded that this year will be my twenty-second convention and I have attended twenty-three student conferences. How time flies. I remember my first presentation at convention and how nervous I was to speak in front of so many amazing activities directors, leadership teachers and administrators. The reception I received was so supportive and encouraging that I have continued to present as often as possible. I strongly recommend that all of you reading



this take the leap, if you have not already, and share your amazing ideas and work by presenting at the next opportunity. We need you to share the great work that you do. Without your efforts, this amazing organization would not exist.

As much as CADA means to me, it is not my only passion. Non profit organizations hold a special place in my heart. While working with foster youth organizations, taking students to serve at Glide in San Francisco, hiking for the Leukemia Lymphoma Society, and working with students through various charity organizations, I have been given the opportunity to work with a variety of people from all walks of life. Volunteering to help others has helped me to deal with the challenges that life has thrown at me through the years. One of my “go to” lines for students and adults alike - “If you are feeling lost and/or out of control, find a place to volunteer.”

Connecting with teachers while supervising the federal Service-Learning

Grant for our district helped me to understand the various needs and opinions of different school sites, districts, and people. Having funds to support students is one of the many challenges we all face, correct? With or without funds, the work continues for me as a Leadership Teacher, Activities Director, ASB Advisor and Athletic Director.

COVID - r!ght!?!? What a challenge to continue student activities, student clubs and environmental work virtually. I give all the credit to the resilient people around me and mostly the students who came up with inspirational ideas and creative ways to build culture and stay connected to our students.

I look forward to seeing many of you at the convention and hope you will reach out with questions and ideas. Remember whether you are with us at convention or staying at home, please vote!

Respectfully,
Laura Castro, Area B Coordinator



By Joe McMahon
Area C Coordinator
jmcmahon@cadaboard.org

“We all leaned on our CADA family to continue to grow our passion to be there for our students, in a different capacity that we had never seen before.”

Hi, this is Joe McMahon, and I am running for CADA Vice-President. I have been teaching for 23 years and have been the Activities Director at Hanford West High School since 2002-03. I have served on the CADA Area C Council for the past 14 years; currently serving the past three years as the Area C Area Coordinator. I have presented numerous times at the CADA State Convention, area student and advisors conferences and taught MAA classes for CADA. My school has hosted the Area C student conference for the past seven years, and last year Hanford West was recognized by CASL as an Outstanding Leadership Program for the 6th time. I attended my first CADA Camp in 2015 in Santa Barbara as an intern council leader and have been hooked ever since. I have been married since 2001 to my wonderful wife Amy and have two boys, Chase and Colton. Amy has been very understanding over the years with being the wife of a teacher, a coach, an activities director, CADA Council member and now a CADA Board member. That is a lot of late nights, lost weekends and missed family events in an effort to support me and the impact I want to have on the world. For

those of you who have that supportive person in your life, make sure to tell them how important they are in making a difference everyday.

I attended my first CADA Convention in 2004, and I was amazed with all the ideas, information, events and possibilities that I had never imagined for my small group of 24 student leaders. My first couple of years the mantra was “We can do anything we can afford; just don’t get me fired”. After two more conventions, our school decided that we should save money and only go every other year. Then the magic of CADA happened. Mark Dutra had taken over as Area C coordinator and asked me to become part of the council. That personal invitation allowed me to meet and make meaningful connections with passionate CADA members. They made me see what I believe is what has kept me in the activities game as long as I have. We all know the average lifespan of an activities director. Those personal connections turned into friendships, and what had been professional development turned into a passion for growing personally and the growth of the leadership program at Hanford West High school. Now, when I attend CADA events, it is a reunion where I can see old friends,

talk about what is going on at my school and hear what others are doing in a safe and supporting environment. I found my village. That is what I believe CADA’s role in the educational world is, I have found that, through CADA, I can “Make a Difference Today”. We are what every activities person needs, a place to grow, connect and make a difference. CADA offers resources that are relevant to the current needs of our school leadership programs. These needs are constantly changing, and, if the last two years have shown us anything, CADA can deliver in times of extreme need. Even when the world was shutting down, CADA offered more outreach, more support and the more important human connections that we all needed. We all leaned on our CADA family to continue to grow our passion to be there for our students, in a different capacity that we had never seen before. We saw evidence that, even in a global pandemic, we can make a difference in the lives of our students, their families and the school community. As CADA Vice President, I want to see CADA continue to support our membership and outreach to non-member leadership programs and offer the newest and greatest resources that will “Make a Difference Today”.

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CADA TOURS & ALL IT HAS TO OFFER!

By Geniel Moon
CADA President Elect
gmoon@cadaboard.org

Happy New Year, and welcome to a fresh start. I hope your holidays were spent with the important people in your life and you got some much-deserved rest and relaxation. It's time to gear up for another year and to finish the school year strong. We will be getting together in Reno in just a few short weeks, and it will be time to travel around and gain new leadership skills to take back to your campus. I look forward to meeting you and watching your excitement as you see things you can use back at school for all you new travelers. It will be such a sweet reunion for my more veteran travelers, and I look forward to our hugs and sharing of your knowledge with others. CADA is the place to be, connect with like-minded travelers, and see so many wonderful ideas. This weary traveler is so excited for "CADA Tours" and all it has to offer.

As you begin to plan your travel itinerary at CADA Tours, please don't forget to take time for yourself. There will be yoga, aerobic dance, and Zumba offered in the mornings, or if you enjoy a brisk walk in the early morning, the riverbank outside the hotel has walking paths. It's not too late to sign-up for the scholarship walk/run on Friday morning; weather permitting, we will be outside.

Each of us has our reasons to travel to "The Biggest Little City in the World," Reno, Nevada, but here are a few more:

- Get training to take back to your campus to help develop your student leaders.*
- Meet with mentors or gain new mentors.*
- Attend sessions and workshops to lead your school team through student activities.*
- Improve your school climate and culture by utilizing the CADA/CASL Standards, which are aligned to Common Core and LCAP.*
- Social-Emotional Learning and strategies will be taught in many sessions.*

The past two years have seen all our professions switch our teaching methods to virtual and online. Last year at CADA, we did pre-cons the week before the convention in a virtual evening setting. This year, we are bringing that back with three virtual pre-cons starting Tuesday, Feb. 22 through Thursday, Feb. 24. You can gain access to all three or purchase them individually: Growing Leaders with Andrew McPeak, CASBO Fiscal session with Dusty Nevatt, and Talking Race & Equity with Erin Jones.

We will also be hosting three in person pre-cons on Wednesday, March 2. Houston Kraft will be presenting Belonging & Well-Being: Creating a Kind & Healthy School Culture; Aaron Hart, with platinum sponsor Herff Jones, will be providing SEL resources; and the Learning Together Company will be Developing & Inspiring Strong Student Leadership. Also, on Wednesday afternoon, you can start or continue your Master Activity Advisor (MAA) journey by selecting a course.

Newer to CADA will pair you up with a travel guide (mentor) to help you navigate the travel itinerary or maps for the convention. Your travel guide will reach out to you before your arrival, and you will meet in person on Wednesday afternoon. Each evening you will meet with your travel guide to discuss the opportunities you had that day and guide you for the next day's travels.

Keynote speakers: Scott Backovich, Dr. Laymon Hicks, and newcomer to CADA Shannon McKain, will assist you in making your campus the best it can be, empower your student leaders, and help you find your passion for positive change and personal goals.

Our Registration and Area Tables will be set up to help you collect all your area materials, CADA giveaways, get your name badge, sign-up for Thursday night bowling, in-person registration for the scholarship run, a picture for the CADA yearbook, and begin your networking with the CADA family.

CADA Slam, Pecha Kucha, Administrator's power panel, and 30/30 will all be highlights for our travelers.

Visit the CADA Store to purchase materials and books to assist you with your leadership journey and supplement your program.

The Exhibit Hall will feature over 100 vendors and companies designed to provide you with valuable resources. Join the exhibitors on Thursday evening for reception and networking with all our amazing partners.

Area Networking and dinner will take place on Wednesday evening downstairs to

give you plenty of space to network, catch up and enjoy your fellow travelers.

Bowling, Piano Bar, and dancing will fill your Thursday evening.

Friday evening will be a night filled with celebration and sharing highlights of the tour and dinner with dancing to follow.

Saturday morning will be hosting a 30/30, the theme reveal for the 2023 San Diego conference, and a delicious brunch.

Fasten your seatbelt and head to Reno for the 2022 CADA Tours.



Keynote speakers: Scott Backovich, Dr. Laymon Hicks, and newcomer to CADA Shannon McKain, will assist you in making your campus the best it can be!

AREA REPORTS

AREA A

Melissa Edsall - Area A Coordinator
medsall@cadaboard.org

Area A hosted a successful in-person Advisor conference on November 6th for over 60 advisors. We enjoyed being together, learning from one another, and sharing our experiences. We are excited about the upcoming CADA Convention in Reno, NV! We will represent Munich, Germany. Our theme is "No Limits" based on Germany's larger-than-life examples with no speed limits on the Autobahn, their beautiful Fasching celebration, the Rathaus Glockenspiel, and so much more. We are looking forward to reuniting and filling our buckets with friendship, new knowledge, and inspiration.

AREA A EVENTS

Feb 8, 2022

LDD - Santa Rosa HS - County HS Delegates Only
Santa Rosa, CA

May 3, 2022

Area A Student Conference
Modesto, CA

AREA B

Laura Castro - Area B Coordinator
lcastro@cadaboard.org

Join Area B on our journey to Vienna, where a "Symphony of Students" helps us create the "Building Blocks of Leadership." You can't help but notice the intricate architecture when visiting Vienna as you walk up the steps of various buildings to enjoy the celebration of the arts. Our leadership classes are much the same, are they not? The excellent connections our students help to create on our campuses. The various activities they develop, each one showing a bit of the creator's personality. All possible because of the foundation you create and the amazing students we have the privilege of teaching.

We are so excited to be meeting with you in person in March, and we are planning for in-person activities as soon as they can be arranged safely for our Area B students and leadership.

AREA B EVENTS

No events at this time - check back at www.cadal.org/areab

AREA C

Joe McMahon - Area C Coordinator
jmcmahon@cadaboard.org

Here's to a Happy New Year everyone! CADA has begun the countdown to the 2022 CADA Convention. The destination theme for Area C is Rome at the State Convention.

Your Area C council has been going at full throttle this fall. We hosted our in-person student conference on October 18th with 1080 students and advisors at Hanford West High School. The conference was entirely outside and a masked event in an effort to keep all those attending safe and healthy. Area C also hosted an in-person advisor conference at the Clovis Rodeo grounds, allowing advisors to connect and share ideas. Both of our conferences enjoyed the continued support of Johan Khalilian, Freestyle Entertainment, Bill Adams, Keith Gutherie, John Hatton of Jostens, CASL Students, and the CADA State Board. Both of these events were impacted by some of the constraints of COVID, but were well received by those that were able to attend. I know that this vital networking helps our members know that they are not alone and that the CADA Area C family is here to support one another and be connected. We are on FaceBook @CADAAreaC, Instagram CADA_areac, and Remind. Join our Area C Google Classroom for great event ideas and lessons. Hope to See you all in Reno, "All roads indeed lead to Rome, but theirs also is a more mystical destination, some bourne of which no traveler knows the name, some city, they all seem to hint, even more eternal."

Richard Le Gallienne

AREA C EVENTS

No events at this time - check back at www.cadal.org/areac



AREA REPORTS

AREA D

Lisa Walters - Area D Coordinator
lwalters@cadaboard.org

Happy January, CADA friends! Area D has been very busy, facilitating an in-person advisor conference and two in-person student conferences during the fall semester.

Our advisor conference was held at Pioneer Valley High School on November 13. Advisors heard about the lessons of leadership in children's books by Shannon Hurtado and the 7 Habits of Effective Leaders by Jennifer Duston. We also shared our "thorns and roses" from the opening of school through this first semester. After our learning sessions, we gathered at Shannon and Joe Hurtado's house for a barbecue and social time.

The Southern region student conference was held on November 16 at the Ventura Fairgrounds. Three hundred eighty-seven middle school students heard a keynote about "Learning Your ABCs" from Don Henry and workshops on cultivating trust, Parliamentary Procedure, games to play at events, and building a team in your student council. It was a wonderful day, and students received good information to take back to their schools.

In the North, the student conference was held on November 18 at the Salinas Community Center. Five hundred middle and high school students heard from keynote speakers Remy Meraz and Albert Castro about the importance of decision making and setting goals. In addition, they attended workshops about rally planning, outdoor activities, building apps for your student council, and kindness. There was a tremendous amount of learning, with young leaders gaining practical knowledge to further their potential.

Now, the Area D Council is getting ready for RENO! Area D will be traveling to Paris, and we look forward to welcoming our guests to CADA Tours! See you in Reno!

AREA D EVENTS

Apr 15, 2022

LDD - Santa Cruz HS - HS Delegates
Santa Cruz, CA

AREA E

Ruth Simonds - Area E Coordinator
rsimonds@cadaboard.org

Area E hit the ground running with this new school year. The Council has been meeting regularly, still via Zoom. In addition, we added a Facebook Group that we would love all Area E members to join: Area E CADA members. We also held two Zoom Meet and Greet events for all of our Area E CADA Members. An hour in length to get to know each other, share any ideas or frustrations, and offer our assistance. We plan to continue these monthly.

Our Area participated in the S.A.L.T. Student Conference. Thank you to everyone who presented, helped in the background, and brought students. It was a great success. We are hoping to be back in person next Fall at the Pasadena Convention Center.

Area E did hold an in-person Advisor Conference on October 9th at South Pasadena High School. It was a small gathering where a wealth of knowledge was shared. Thank you to the advisors who joined and the Council members who presented and helped put the event together. It was great to be in person at a CADA event for the first time since Reno 2020.

Speaking of Reno, we are preparing for our CADA TOURS in Reno from March 2nd-5th. We can't wait to see some of you as Area E "travels" to London on our Passport to Leadership. So start thinking about Windsor Castle, Royalty, the Tower of London, English Pubs, and of course tea and scones. We would love the E in England to stick out and make its mark this year.

AREA E EVENTS

No events at this time - check back at www.cadal.org/areae

AREA F

Ken Nedler - Area F Coordinator
knedler@cadaboard.org

The images are flooding my memories now: Strolling down Las Rambles, exploring the gothic district, eating paella down by the sea, visualizing the city through the eyes of Gaudi.

Area F is your travel partner to the fabulous city of Barcelona, Spain. Just like the excitement I feel every time I've visited Barcelona, I feel it again as we return to Reno this March for the CADA State Convention. And like Barcelona, CADA has so many new things to explore to expand your horizons as an Activities Director. We look forward to hosting you in our stunning city by the sea. Be excited to explore and learn and reunite with your CADA family.

AREA F EVENTS

Feb 9, 2022

LDD - Valley View HS - HS Delegates
Moreno Valley, CA

Feb 16, 2022

LDD - Valencia HS - 7th Grade AVID Delegates - PRIVATE
Placentia, CA

Feb 23, 2022

LDD - Valencia HS - 8th Grade AVID Delegates - PRIVATE
Placentia, CA

AREA REPORTS

AREA G

Judy Zazvrskey - Area G Coordinator
jzazvrskey@cadaboard.org

Area G is excited to represent Prague, the capital city of the Czech Republic, at the 2022 CADA Convention in Reno. Prague is the largest city in the Czech Republic, the 13th largest city in the European Union, home to about 1.3 million people.

The John Lennon Wall, built in the 1980s, is filled with John Lennon-inspired graffiti, lyrics from the Beatles' songs, and designs relating to local and global causes.

After what may have seemed like you have been teaching Eight Days A Week, and many Hard Day's Nights, join us in Reno as we Come Together, recharge, renew, and challenge each other to greater excellence. Join us!

After all is said and done, All You Need is Love!

On November 9, Area G Advisors gathered at San Marcos High School, and it felt SO good to be with each other in person finally! The focus of the day was "Leadership Lessons to Take Home." Several area advisors presented practical 10-minute leadership lessons, followed by a panel, sharing various topics, from clubs, transitioning to outdoor events, prom ideas, and more. Gain more insight and join Area G on our Instagram page @areagcada

AREA G EVENTS

Mar 10, 2022

LDD - Lincoln Middle School - MS Delegates
Oceanside, CA

AREA H

Denise van Doorn - Area H Coordinator
dvandoorn@cadaboard.org

Bringing Outsiders In!

We welcome all out-of-state members to join our international friends at the CADA State Convention every year, and this year we are excited to see you in person for CADA TOURS!!

Grab your suitcase and wear some GREEN as Area H will be highlighting Dublin, Ireland as our featured destination. Bring a sticker from your state or country to attach to our fun old-school suitcase and we will raffle it off at the Area H meeting. If you are lucky, you will take it home and enjoy the fun memories of CADA Tours! We look forward to seeing who will be pulling out the sword at the Barney Stone! So bring your four leaf clovers, gold coins and stay tuned for detailed convention communications to ensure your arrival is safe and no silly leprechauns have made mischief along the way! For more information or any questions, please email me, your AREA H "Tour GUIDE" and Area H Lead.

May the luck of the Irish be with you!

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JOIN THE CREW!

We are searching for charismatic, energetic, and driven advisors throughout the state and beyond to share their words with the CADA membership. Join the crew and write for the quarterly CADA newsletter. You can contribute and help other Activity Directors statewide. **Your voice matters! Let's do this!**



We Need You!

CADA is looking for passionate and involved members statewide to be a part of the digital and print media teams. Love technology? Join the Digital Media Team! Love sharing your words of events and fun on your campus? Join the Print Media Team! Sign up today at the following link: www.bit.ly/cadamedia

Digital Media Team Member Responsibilities

- Attend monthly Digital Media Team meetings
- Assist in creating content for the CADA digital media platforms
- Provide media coverage (photo, video, interviews) at Area student & advisor conferences
- Reach out to members in your Area for event tips, tricks, and ideas to be shared via the CADA digital media platforms
- Assist with outreach to highlight different activities advisors and programs in your Area

Print Media Team Member Responsibilities

- Attend bimonthly Print Media Team meetings
- Assist in developing the newsletter's theme & purpose quarterly, contribute by writing for the newsletter, and reach out to members in your area to write for the newsletter
- Provide photos for the newsletter

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LEADERSHIP DEVELOPMENT DAYS ARE HERE FOR YOU!

LED BY FACILITATORS WITH MORE THAN 10,000 HOURS IN LEADERSHIP TRAINING EXPERIENCE, LEADERSHIP DEVELOPMENT DAYS PROVIDE OPPORTUNITIES FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOL STUDENTS TO BECOME INSPIRED AND CONTRIBUTE TO THE BETTERMENT OF THEIR CAMPUS AND COMMUNITIES.

THE DAY-LONG EVENT UTILIZES EXPERIENTIAL LEARNING ACTIVITIES TO UNITE STUDENTS AND DEVELOP LIFELONG SKILLS. THE CURRICULUM IS CENTERED AROUND LEARNING EFFECTIVE COMMUNICATION, CULTURAL COMPETENCIES, CONNECTING TO OTHERS, INDIVIDUALISM VS. COLLECTIVISM, EXPANDING THE LEADERSHIP BASE, PERSISTENCE AND COURAGE TO BECOME THE BEST VERSION OF YOURSELF.

\$30 PER STUDENT IS ALL IT TAKES TO BRING THIS DAY-LONG, RESEARCH-BASED, INTERACTIVE LEADERSHIP CONFERENCE TO YOUR STUDENT LEADERS AND THEIR PEERS AT LOCAL SCHOOLS, OR CALL FOR SPECIAL PRICING TO HOST ONE FOR YOUR SCHOOL ONLY.

MEET THE LEADERSHIP COACHES

DANNY VUONG-BATIMANA



DANNY IS A YOUTH SPEAKER, HUMAN POTENTIAL COACH, AND HAPPINESS CREATOR FOR THE HAPPINESS IS NOW EXPERIENCE. AS A FORMER HIGH SCHOOL TEACHER AND DANCE CHOREOGRAPHER (FOR THE NBA & LOS ANGELES LAKER GIRLS), HE USES THE SKILLS LEARNED IN THE CLASSROOM AND DANCE STUDIO TO FOSTER A SAFE AND POSITIVE ENVIRONMENT WHERE STUDENTS CAN EXPLORE, THINK INDEPENDENTLY, AND CONNECT SOCIALLY WITH OTHERS. THROUGH CREATIVE STORYTELLING, KINDNESS AND EMPATHY, AND JAW-DROPPING DANCE MOVES, DANNY CREATES POSITIVE ENERGY, INCLUSIVITY, AND HAPPINESS EVERYWHERE; INSPIRING EVERYONE TO LIVE HAPPY NOW :)

JACKLYN UWEH



JACKLYN SERVED ON THE CASL STATE BOARD AS A SENIOR IN HS IN 2009-2010. TODAY, SHE IS A STOCKTON-BRED PERFORMER, WRITER, AND DIRECTOR. SHE RECEIVED HER B.A. IN FILM AND THEATER AT UC IRVINE. SHE'S CONTINUED TO HONE HER SKILLS AT THE SECOND CITY, UCB, AND GROUNDINGS. MOST RECENTLY, SHE TOURED WITH THE SECOND CITY, SUCCESSFULLY MOUNTED HER ONE-WOMAN SHOW, AND APPEARED IN THE 2020 CBS SHOWCASE. SHE ALSO TEACHES IMPROV TO STUDENTS AND MC'D THE 2020 CADA CONVENTION



2021-2022 LEADERSHIP DEVELOPMENT DAYS

FUTURE LDD DATES:

07/23/2021 A LINCOLN HS PRIVATE
08/05/2021 D PAJARO VALLEY HS/9TH GRADE HS DELEGATES
08/05/2021 D PAJARO VALLEY HS/10TH GRADE HS DELEGATES
08/05/2021 G POWAY UNIFIED SD HS DELEGATES
08/10/2021 B SAN RAFAEL HS HS DELEGATES
08/11/2021 B SAN RAFAEL HS HS DELEGATES
08/26/2021 B EDWARD A HALL MS MS DELEGATES
10/27/2021 F KRAEMER MS MS DELEGATES
11/03/2021 F CANYON SPRINGS HS HS DELEGATES
11/10/2021 C GOLDEN VALLEY HS HS DELEGATES
11/17/2021 E QUARTZ HILL HS MS DELEGATES
11/30/2021 D PIONEER VALLEY HS HS DELEGATES
12/03/2021 E LONE HILL MS ELEMENTARY DELEGATES
12/08/2021 E SAGE MS DELEGATES
01/07/2022 A LINCOLN HS PRIVATE
01/12/2022 A ARDEN MS MS DELEGATES
01/13/2022 F YORBA LINDA MS MS DELEGATES
02/09/2022 F VALLEY VIEW HS HS DELEGATES
02/16/2022 F PYLUSD AVID (7TH GRADE) MS DELEGATES
02/23/2022 F PYLUSD AVID (8TH GRADE) MS DELEGATES

**WE SCHEDULE LEADERSHIP DEVELOPMENT DAYS
ALL YEAR LONG, SO PLEASE VISIT THE WEBSITE
FOR THE MOST CURRENT LIST, OR HOST ONE
YOURSELF!**

CADA1.ORG/LDD



IT'S A NEW YEAR, Keep Going!



By Nadine Almanza

ASB Advisor, Marco Forster Middle School
nalmanza1@mac.com

When I first became the middle school ASB Advisor eight years ago, I wasn't very clear about what I was getting into. My first memory as an ASB Advisor was the leadership students being resistant to change and repeatedly hearing the words: "That's not how our other advisor did that." Fast forward to today, a new school year, and someone asked me: "How do you keep going?" I often reflect on that question and think: How DO I keep going, especially after the crazy COVID lockdowns we had? During the lockdown, many of us struggled to create engaging virtual activities that would help students make connections with each other. As much as we tried, it just wasn't the same. When some districts came back hybrid, the rules regarding activities were overwhelming. The modifications to our activities were like preparing for a biohazard disaster. But like you, I kept going.

So how DO I keep going? I can say it's mostly the students that keep me going. Like

our students, there is always that one class that motivates me to come to school day after day. Being the ASB advisor is what keeps me going. I have made it this far with the support of my mentors and colleagues and a few strategies I have incorporated into my daily routine.

Plan ahead and be prepared! Sit down with your ASB Cabinet and plan out the semester. This doesn't have to be perfect, but at minimum, a rough outline of dates for activities, events, dances, spirit weeks, etc. Weekly check-ins also help solidify plans and any adjustments needed. Again, nothing has to be set in stone, but having a rough schedule helps keep me and the class focused.

It is okay to say NO! Let's face it, we love to please and often go above and beyond what we're expected to do. But there are times when it is okay to say no. Many people do not fully understand the behind-the-scenes planning that goes into an activity or event. Last-minute requests can drive us nuts, and saying NO allows us to step away from those stressors.

Take care of yourself! While it can be hard to think about ourselves, it is so important for us to stay physically and mentally healthy. Simple things like silencing your phone and setting it aside for the evening or taking a walk can help to clear your mind. I like to silence my phone from 7:00 PM to 7:00 AM and take my dog for a walk first thing in the morning.

CADA! Let's be honest, would any of us have made it this far without CADA? Attending area conferences and the CADA Annual Convention is a great way to reboot and recharge. It comes at a time when we're just about ready to hang it up. When I attended my first convention in San Diego, I was hooked! I had never been around so many positive and motivated people in one place. No complaining or wishing we had another career, just a lot of laughter and sharing of ideas.

I love being an ASB Advisor and look forward to doing this for many years to come. When someone asks you how do YOU keep it going, take a moment to reflect on what you enjoy the most about being an ASB Advisor.



LEARNING TO LEAD WHILE

Loving Our Community

By Kim Bair

Woodcreek High School
kbair@juhsd.us

Teenagers these days are often portrayed as self-centered trouble-makers in the media, and they live up to that expectation every so often. What if we could teach them the joy of serving others as we help them to develop as leaders?

That's precisely what we have worked to do at Woodcreek High School. We have tied a community service element to each of our most significant "fun" events, and our students have embraced the challenge!

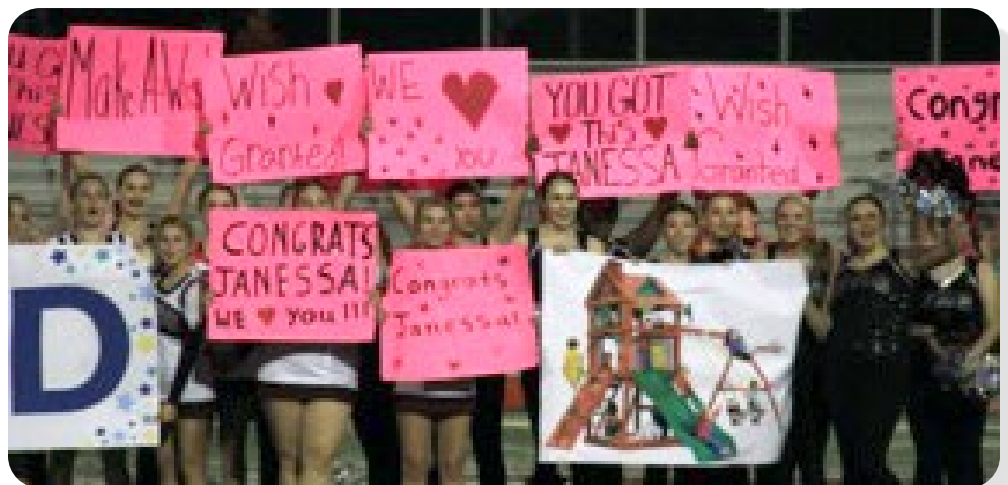
This year, our Homecoming theme was "When You Wish Upon A Star", so right away, our students wanted to find a way to serve the Make-A-Wish program. Our students set a goal to provide a wish--which requires \$10,000--for a sweet girl in our community as she battles leukemia. If I am being honest, I was really nervous about such an ambitious goal during our most chaotic time of the year, but my students rose to the challenge! They collected money in classrooms. They collected donations from local businesses in exchange for various Homecoming "marketing" considerations. They met cars full of parents and students as they arrived for school on many mornings to request donations. They granted "wishes" for students on our campus (front-of-the-line passes to the dance or at lunch, pizzas, Starbucks, etc) to promote the fundraiser. By the week of Homecoming, we didn't just raise \$10,000...we raised nearly \$14,000!

It was so exciting for our entire community when we got to grant the wish of our sweet recipient during halftime of our Homecoming football game. The stadium erupted with cheers and tears when the Wish Kid realized her wish had been granted. It was genuinely pretty magical. Not only were our students incredibly excited about granting the wish, but the entire community was blown away that our teens could make something like this happen.

So often, activities programs prioritize planning dances and rallies or making posters. While all those things are fun and important,

what if we also prioritized service? What if our student leaders were challenged to leave our communities better than they found them? I want to challenge you and your program to tie an element of service to your big events. What about raising money for a local after-school program when you play your big rivalry game? What about collecting cans of food as the price of admission for your talent show? The possibilities are endless, and your students will learn leadership IS service.

I would love to hear what you and your students come up with!





DECISIONS *in the Shadows*

By Norm Hull
norm@normhull.com

Across the nation, student leaders are finding the need to rebuild, restructure and reimagine the definition of student activities. The real-world version of the time blip of not being on campus has revealed that elected leaders' effectiveness has diminished. But, like the Avengers movie from which I pull the comparison, the world has changed, and others now make a difference.

Our constituents have found other entertainment outlets, viewed the social unrest and challenges that no longer stop at the walls of school buildings.

Perhaps, like me, you have noticed an exciting transformation taking place when working with others on projects, programs, and perspectives. The ability to **INFLUENCE** has become a primary method to change behavior in people.

The proliferation of social media platforms provides ample forums to share thoughts, perspectives, and biases without collecting a certain number of votes to share it.

The ability of elected leaders to show up, choose a particular path or act in a certain way has found a competitor, **influencers**.

I define influence as suggesting, sharing, and enlightening others to a perspective on a subject, person, or issue. It includes inferring or suggesting a course of action to consider. It may not be the definition Webster uses, but I am using it for this article.

In some instances, this has been a subtle action, and in other scenarios, it has been blatant, direct, and in plain view. Of course, influencing others is nothing new, but what has caught my attention is who has been the provider of these subtle suggestions. They are our neighbor, co-worker, and the student on campus who has no formal title but has a group of friends who may have similar interests.

The ability to influence others has become a force multiplier due to the pandemic and limited interaction with the masses. So when we hunkered down, our circle of personal contacts shrunk and became more valuable and influential. You can view this as a problem or an opportunity. It is dependent on how you choose to use this Influence.

Across the globe, young people have created programs to address the mental health challenges peers face from being home and not on campus. These mover and shakers have started community programs focused on building equity in the digital world, accepting

non-binary students, and bringing to light the inequality of the nation's justice system.

Why?

Was it Kim Kardashians' position on the justice system that influenced them? Could Billie Eilish's thoughts on body image have influenced a student's efforts on campus to create the club that addresses this body-shaming behavior by her peers? How many students concerned about the global climate have been influenced by Greta Thunberg? These influencers are not elected leaders, and they simply expressed their interest, and others listened and connected with their cause.

Before your students embark on looking for the next 'fantastic program or activity' that another school has held, perhaps taking stock of the influencers on your campus would be worthy of discussion. The 'informal leader' on campus who chooses to not attend an event, and has others who follow their lead, is influential, a resource, I encourage you to explore ways to bring these under-the-radar, behavior-altering students into the fold of your activities program. The goal is not to 'transform' these influencers into one of your student leaders but to tap as a resource to reach those resistant to following a traditional leader.

The power of 'Influencers' should not be discounted or taken for granted. An Instagram account with a massive following has influenced many movies, music releases, or make-up products by the words that come from the account owner.

If you can develop a following, you can now influence your world.

Influence is an 'invisible currency' that can provide good dividends and devastating losses. It reminds me of cryptocurrency. Like this new monetary tool, we have heard of it, cannot touch it, and are unsure how to use it. Yet, it impacts the success of activities programs and the currency of the financial institutions.

The impact of Influencers is present all around us and not just on school campuses.

People have recognized they can influence change.

The ability to influence another requires no title, enormous financial resources, or being viewed as more attractive than someone else. It only needs to have someone to share their thoughts and hear them. A simple conversation is all it takes to change a mind, inject a perspective or point someone in a direction they may not have considered.

Exerting Influence is not a new concept. What was once a conversation with a small group proves more effective than having a proclaimed leader try to get people to take a preferred course of action. It is a simple process at its core.

- Have a conversation about a topic and share why it is important to you. Remember, it is a conversation and not indoctrination or an attempt to convince.
- Share how it has benefited you, made life easier, or made the world better.
- Encourage them to explore and see if it might be beneficial for them to do their own research if it interested them.

- Influence is planting an 'idea' seed that you hope grows.

Keep in mind that no one is asking, begging, or requesting to be 'led' by anyone in the current environment. However, it has become apparent lately that there is a bit of resistance to the traditional role of leader and their exhortations to get involved, take action, and pretty much everything else they want.

Do not get confused with believing any influencer's you recruit from your campus will believe their primary focus is to get followers to do something that an elected, chosen, or selected student leader cannot. They have their own agenda and you are trying to add an item.

Their desired outcome can include buying a product, supporting a cause, or causing disruption. They share with their followers because they believe what is coming out of their mouth and do not want to risk losing credibility.

What gives an influencer this mojo is that they are simply sharing their likes, beliefs, or preferences, and if you are in alignment, you may take the same course of action, buy the product or support their cause. It costs nothing to share a viewpoint.

The ability to Influence another has never been a primary skill taught at any leadership or management program because the result of that effort is intangible. How do you know you have influenced another? Measuring Influence is subjective, and in most cases, it is a guess.

Have you ever felt like Influence was exerted in a situation you encountered?

- Have you been upgraded on a flight and wondered why the representative chose you?
- Have you ever been selected to lead a group, and you did not volunteer for the role?

- Have you ever found yourself excluded from a gathering and wondered why?
- How many times have you skipped a movie because a friend shared their perspective?

Do not underestimate the power of Influence in your personal and professional world.

The power of Influence is much more subtle, and it requires no active participation from the person being influenced. Instead, they simply have to listen and take action when they feel the need.

The corporate world has been impacted as well. Employees who have felt they had no power or Influence have recognized they now have a say in their work conditions. The name of Jaz Brisack will resonate with Starbucks forever. Why? He is not only a coffee house employee but one of the organizers who influenced his fellow baristas to vote for a union at his store. A copied action at other locations and influenced by a barista who took action.

As you start the New Year, consider a fresh perspective on who wields Influence on your campus. Are you missing out on a group that can help your year be rewarding if you tap into their connections and Influence?

Providing perspective from a 30,000 feet view is part of the Activity Directors' responsibility to share and explain to the students in your program. Investing time to teach your leaders about the power of Influence will help them for the remainder of the year and the rest of their lives.

Start the new year by looking for influencers on your campus who can help your program broaden its reach and increase participation—just a thought I want you to consider.



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TOP 10 REASONS TO ATTEND

DOWNTOWN CASL

EXPLORE THE INTENTION

- 1** Twenty-five student-led workshops created by CASL State Board Members who will guide your students through topics such as compassion, logistical planning, self-discovery, & much more.
- 2** Delegates get to enjoy listening to world-renowned speakers who will inspire them to make a lasting impact on campus.
- 3** Region Meetings where students learn leadership curriculum, share resources and make connections which meet needs specific for their communities.
- 4** Intrastate networking sessions where students from across the state meet to collaboratively develop solutions to the challenges they face on campus every day.
- 5** Meet The Pros is a hallmark for our CASL State Conference - delegates will have the opportunity to learn and bring back ideas on how to improve their campus and implement new ideas.
- 6** Collaborating with a well-known organization for the Service Learning Experience allows the student leaders to have the opportunity to “walk the talk” and be a part of an impactful act of service.
- 7** Talking, learning, and collaborating with other student leaders from other schools allows the leaders to gather so much valuable information that is shared with the rest of their school in the meetings they will have to exclusively reflect and implement everything they have learned so far.
- 8** Having the opportunity to introduce three rotations of phenomenal programs is given to you all throughout the year.
- 9** The 2022 CASL State Board will be elected by the delegates themselves, plus run for a position if they are interested! While learning healthy and supportive strategies they can host elections at their school that engages their entire school in the process, using our approval voting method.
- 10** Create amazing bonds and memories with student leaders at the Dinner Dance hosted by SOS Entertainment, and the off-site activity sponsored by WorldStrides.

STUDENT-LED WORKSHOPS

FOR THE **2** **0** **2** **2** CASL CONFERENCE

Creating Your Leadership Utopia Gabby Torres

Southern **D**irector

Student leaders will not only discover their motivation and drive behind their tenacious passion for leadership and serving others, but will also strengthen it by learning how to create the imperfectly perfect school campus every student body member deserves.

Through the Looking Glass Tanner Schinderle

Northern **D**irector

Who are you? Who do you want to become? These questions often overpower our minds as teens creating a sense of lost identity. This workshop will explore our identities and how we share that with those around us.

i am enough.

Andrew Santana

Northern **D**irector

Busy schedules, non-stop checklists, and so much more! As student leaders, we are often some of the busiest people on campus and it can become hard to truly take the time for ourselves. Join me as we discover how to tangibly create self-compassion within our own lives!

Be-You-Tiful

Giana Bove

Southern **D**irector

Being brave and outspoken can be daunting, possibly scary. Maybe you will always feel butterflies when putting your ideas out there, but the key is to always persevere and beat the fear! In this workshop, you will learn ways to overcome the fear of being unapologetically you!

Clicking into Communication Sophie White

Southern **D**irector

Leadership in any capacity relies on communication to move our ideas into tangible action. It is the cornerstone of all we accomplish as student leaders. From the way we communicate with others to the platform of which we spread our message, good communication allows for great leadership! Come click into your communication skills to see how you can upgrade to maximize your effective leadership!

Putting the Pieces Together Mason Garner

Northern **D**irector

We're all a myriad of traits, trying to form one person. In this workshop we will be dissecting each piece of ourselves and figuring out how they come together to create...us! At the end of our time together, you will walk out with a new perspective of who you are today & who you will be tomorrow.

Rubber Bands: A Guide to Emotional Resilience Diane Kim

Northern **D**irector

Everyone has a story. Join me as we cultivate vulnerability to create comfortability in our own skin and reflect on our own deep down self-shame and resentment.

Balance Rocks

Paige Runyan

Southern **D**irector

Worried about time management and how to balance your workload this school year? In "Balance Rocks!", you will learn all about prioritization and how to manage stress as we transition from a virtual to an in-person school year.

MASTER ACTIVITY ADVISOR (MAA) PROGRAM

at Convention

By Jeff Culver

CADA Professional Development
Coordinator
jculver@cadaboard.org

The 2022 CADA State Convention is your chance to begin your course of study to earn the Master Activity Advisor (MAA) certificate. Program completion typically takes 2-3 years. Begin the program by registering for **MAA 101: Foundations for Student Activities** which will be held on Wednesday, March 2 from 1:00-4:10 p.m. This seminar course, led by MAA graduates Corissa Stobing and Leah Darby will include three hours of activities, discussion and analysis highlighting the core areas of Student Activities: Finance & Law, Communications, Organization, Curriculum, Personal Leadership, and Culture & Climate. The \$100 pre-registration cost of the course

includes materials. On site registration is \$130 and limited to space availability.

For those who have already begun the program in a previous year, you have the opportunity to take one or two 200-level courses. Seminars will be held Wednesday afternoon from 1:00-2:30 p.m. (202, 203, & 205) and 2:40-4:10 p.m. (204 & 208). The pre-registration cost is \$50 for each course. On site registration is \$65 and limited to space availability.

For our new or returning MAA participants, if you're planning to attend the virtual Pre-Con Finance & Law session on Wednesday, February 23, you can add-on the MAA course credit for 201: Finance & Law as part of that session. The additional cost is \$25 and pre-registration is required.

All courses, including Pre-Con add-ons require participants to complete an assignment throughout the Convention

as well as a post-Convention follow-up. All participants are expected to attend all Convention sessions and events to receive credit for the courses in which they are enrolled.

Through our partnership with Fresno Pacific University, we will once again be offering optional college credit for the 101, 202, 203, 204, 205, and 208 courses. Information will be available on site to add-on the college unit(s).

CADA members completing their MAA course of study in 2022 will be recognized on stage at the beginning of the General Session on the afternoon of Friday, March 4.

For more information about the MAA Program, please see cada.org/certification. To register for courses, include them as part of your Convention registration, or if you've already registered for Convention, call CADA Central to add-on courses.





CADA/CASL MEMORIAL SCHOLARSHIP

Sponsored by CADA, we will offer students a chance to win a scholarship to the CADA Leadership Camps.

**CAMP
Deadline:**
Applications Due
April 30,
2022



APPLICATION PROCESS! All applications will be submitted online and are advisor recommended. Limit 1 application per school. Apply Now!

COACHING & ACTIVITIES...

Keeping it Going!

By Charles Pikas

Pacheco High School
chpikas@losbanosusd.k12.ca.us

Balance - a condition in which different elements are equal or in the correct proportions.

After the last twenty months and as we head into a new year, it's tough to hear the phrase "keep going." As Activity Directors, I'm sure many can agree that the return of students to campus has been challenging to say the least. Unruly behavior, Tik Tok trends, Social-Emotional issues, and so much more add to our responsibilities to help create and maintain a school's culture and climate.

As a coach, the challenges to keep going are building as we return post-pandemic and look to the future. Participation is down, academic eligibility for many impacts rosters, and COVID guidelines provide hurdles that most struggle to keep up. But, much like those of us serving roles as Activity Directors, it's more crucial than before to keep going!

Those who find themselves wearing both hats can easily use those issues to throw their hands up and walk away from one or even both roles. I'm not sure about all of you reading this, but I think many of us in these roles are busybodies. I know I am! COVID lockdowns and ever-changing guidelines definitely took their toll on me when we were forced to slow down and even stop some things altogether. It was a rough patch for someone who was used to planning the next event or riding a bus to a game.

And now, in many cases, the proverbial light at the end of the tunnel seems to be getting nearer. It seems faster than our favorite sports car; activities and sports jump back into action without much time to ease back into either. For me, that was the pendulum swing I desired. The downtime gave me a lot of time to plan, listen to others virtually, and enjoy family time. Those aren't lost on me as we jump back in feet first to the fire! But at the same time, it's a welcome relief to get back closer to normal that keeps me going.

Yet, the continuous challenge persists; balance and what that means for us all. I am a competitor by nature, a former college athlete; I love to make any little task into a challenge. It is that frame of mind that I feel allows me the opportunity to chase balance in my coaching and activities director roles. Of course, tough days always pop up, but the will to compete helps me push through.

But it's not just my DNA; I feel that helps equilibrium in my choice to work with athletes on the field and create events for our students and staff on campus. As I'm sure with most of you, I'm a thief. Every year at CADA or the NFCA (National Fastpitch Coach's Association) conferences, I rob people of their ideas. Lately, it seems more on how to share my time and strategies to keep the motivation up for all that I take on. And it works! I've listened to so many of our peers at CADA with ideas that I've "borrowed." From creating a daily list and getting as much done as possible, delegating when you needed, and even just hitting the pause button, I can thank others

for so many of these ideas. And it helps to keep me going!

As I allow myself to type down the laundry list of what I'm a part of right now, I even wonder what the key to my balance is. I am an Activities Director, Athletic Director, HS Softball and Basketball coach, Travel Softball Coach and President of the organization, member of our CIF Section Board of Managers, High School Softball All American Committee member, and most importantly, a husband and a father. I know I can't do it all forever, but I'm enjoying it while I can, especially the events that include my kids now that they're in high school or will be next year. Sharing many of the memories in ASB and on the athletic fields with them brings the joy to keep going, ultimately though it is the support team that I have behind the scenes that not only allows me to do all of this but helps me get it all done! My wife, kids, administration, quasi-assistant activities director, and assistant coaches are the lifelines I use daily to keep balance and find inspiration to keep going!

As we head into the New Year, there are still so many things up in the air for both activities and sports. My only advice would be to continue to control the controllable and focus on finding the balance in our lives to continue impacting the youth. We can continue to inspire each other even through tough times so that we can all keep moving forward together.



PROFESSIONAL DEVELOPMENT COLLEGE CREDIT

▶ Available at Convention



By Jeff Culver

CADA Professional Development
Coordinator
jculver@cadaboard.org

If you'll be attending the 2022 CADA State Convention in Reno, Nevada and are in need of college credits to continue your quest to move along that magnificent step and column chart in your school district, then read on! You have two options to obtain up to 2 units of graduate level college credit.

OPTION 1: Begin the Master Activity Advisor (MAA) program and add the Fresno Pacific University optional units with your MAA course.

OPTION 2: For members not enrolling in the MAA program, register for the Professional Development course from Fresno Pacific University as part of your Convention attendance!

Courses are graduate-level, professional development semester

units of credit that are not part of a degree program, but are designed to meet specific staff development needs. Through our partnership with FPU, attendees at the 2022 CADA Convention have an opportunity to purchase up to two optional college credits. A grade of Credit/No Credit (CR or NC) will be issued for all coursework. Credit is equivalent to a B grade or better. Letter grades are not issued.

Courses are available for participants in the Master Activity Advisor (MAA) Program as well as attendees of the Convention not enrolled in the MAA Program. Members may register for no more than 2 units total. Registration information will be available at the Professional Development booth at the convention registration area on Wednesday, March 2. Payments for college units are made directly to FPU using their website. Additional information, including course titles and numbers will be available at cada1.org/fpu.

ENLIGHTENMENT FROM A VETERAN:

For the Love of Teaching Leadership

By Linda Westfall

CADA Board Secretary
lwestfall@cadaboard.org

What do old people know? Well, they know a lot, if they can remember! So when I was asked to do this article, I was concerned about what I could say that might be helpful to the Activity Directors today. My thoughts swirled around the lack of commonality we shared, yet I believe we love teaching and teaching leadership.

I taught for 27 years in junior high and high school, and I was involved in activities for 25 of those years. I have been CADA Secretary for over 30 years, and I still love it. In reflection, I can answer as to what is different from then to now. I didn't have to deal with a pandemic, social media was just awakening, and my health care benefits were 100%.

Yet, the common ground here is that we want to get students involved in their school, we want to recognize students, and staff, get them connected to their community,

and make kids feel safe. It is a crazy time in education, and an essential question right now is how do we still achieve those goals. Whatever is going on, on your campus, there is always room for positivity. No matter how small or big, doing some activity is always better than doing nothing at all.

Small events, gestures, ideas can go a long way. I own a restaurant, and I do three minor things that take no effort or time, or pre-planning, but the results are resounding. One, if a customer has more than 2 to-go boxes, I ask them if they need a bag and if they say yes, I personally bag the items. Amazing results! Two, if someone is celebrating a birthday, we gather up the dishwashers and bussers (no matter how busy we are) and personally sing Happy Birthday. Amazing results! Last but not limited to, I feed my workers at the end of the evening. No brainer and amazing results! Small gestures and significant returns.

I think you can apply small ideas at your school and get great results. For example, getting students and staff together and

making many small kind gestures can spread positivity to the whole campus.

The bottom line is we want to connect students to students, students to staff, staff to students, and maybe staff to staff. We want to recognize as many people as possible doing good deeds or for just being nice. Reese Witherspoon goes into a very toxic office setting in *Legally Blond 2: Red, White, and Blond*. Yet, she maintains her positivity and changes the environment from toxic to a congenial, pleasant working environment where everyone feels better about themselves and their co-workers. This is what can happen to your ASB class and campus. Creating a positive campus culture is vital.

I can't imagine the ever-changing aspects of your life and at your school right now. I applaud you all and thank you for not giving up on your activity programs.

We all know and agree on how important activities and leadership are for our students and campus. Remember, CADA is always here for you, as are the veteran Activity Directors from a previous time.



HELLO AND Happy New Year CADA!



By Laura Castro

Area B Coordinator
lcastro@cadaboard.org

The JEDI (Justice, Equity, Diversity and Inclusion) committee continues to host our book club into the new year. We met in November to discuss our reading of *Bridges to Heal US*, by Erin Jones. Even if you were unable to join us in November, I recommend that you take a minute to read Erin's words. In chapter six, she states, "Much of the work of race and equity is about language. We often throw around language, assuming that everyone has the same definitions or that people are familiar with the language we use (which seems to be constantly shifting)." She discussed "community agreements"

instead of meeting norms and creating a "brave space" instead of a safe place. There were many other thought-provoking ideas around language and the conversation of race and equity that make this book a must read in my opinion.

We have chosen *How the Word is Passed*, by Clint Smith as the book we will be discussing during our next book talk, February 8, at 4pm. We hope you will pick up the book to read and join us for this event to discuss and reflect on the words of Clint Smith. We rely on all of you for input and reflection.

On another note, groups in our district have been reading and responding to *Grading for Equity*, by Joe Feldman and it is proving to be yet another thought-provoking book. The book discusses our

inherited system of grading, with research and ideas surrounding a more equitable approach to the grading process. If you have ever wondered why an F represents 60 points on the grading scale and the other grades only ten each, you will find this interesting. I would love to hear from those of you who have read this book and your thoughts on the topic of grading for equity.

Please consider joining our book talk discussions and share your recommendations for books that will further this very important work.

Thank you for the wonderful work you are doing with students every day.

STUDENT VOICE

What is the greatest impact leadership has given you?

“In 5th grade, my leadership journey began when I joined the after-school leadership group at my elementary school. Little did I know how it would change my life. At such a young age, I began to learn the importance of helping those around me beyond the base level, but in the most effective and equitable way. For most of us, when we think of ‘leadership’, especially at schools, we think of proms, homecomings, and football games. However, the moments that truly define leadership are the conversations and connections with people I would have never expected. Leadership has allowed me to interact and build relationships in ways that I could never imagine. One of the greatest impacts leadership has had on my life is being able to learn others’ stories about courage, what it means to truly be a hard worker, and the power of people. With all the experience I’ve been privileged enough to have, my goal has always been to bring light, comfort, and growth to other people, the way so many have graciously done for me. So to answer, what has leadership done for me? Leadership has taught me that every person has a story that deserves to be shared, uplifted, and celebrated.”

**MASON
GARNER**
Northern Director



STUDENT VOICE

What keeps you going to do your best in serving your school and the CASL membership?

“For 9 years, being a leader has defined the friend, classmate, and leader that I am today. Reflecting on hundreds of events, meetings, and moments in between, my time serving as a leader has boiled down to one consistent motivation: to enable others to make the world a better place. One of the greatest lessons I have ever learned through the CASL Curriculum Committee is our ability to enable those around us rather than be self-serving leaders. Although my area of impact is fairly small, being able to provide resources and skills to others where they can spread it to their own communities creates a greater and more permanent effect than I ever could. This is especially true at the CASL State Conference where our curriculum trickles down to the daily practices of multiple leadership groups across the state. By focusing on serving others, it has given me some of the most rewarding experiences of my leadership journey. There has been nothing more fulfilling than to see my classmates and other CASL delegates utilize the resources that I have helped create to make a difference in their respective communities. The power of influence is a gift that I have been blessed with and therefore has been my reason to continue my work as a leader. It has pushed me to become more innovative and thoughtful with the work that I do for CASL and my ASB because it has caused me to reflect with an emphasis on the bigger picture. I will ask myself: Is my work going to be accessible to my entire target audience so that they can start this journey as well? Am I focussing on an issue that others will find prevalent in their communities? By serving to empower others, I strive to push myself to look beyond a single individual and toward the communities of the student leaders who I serve so they can make their communities a better place.”

**SOPHIE
WHITE**

Southern Director



MINDFUL MOMENT WITH MORTY

By Jill Mortensen

CADA Print Media Coordinator
Ripon High School Ripon CA
jmortensen@cadaboard.org

“Take care of you; because if you died today, your job will be posted online before your obituary.”

I saw this quote on a social media platform this fall and it hit me hard. We are always told that we are replaceable in the jobs we hold, but for some reason, this quote made it much more realistic. This past fall in education, I found myself more tired, emotionally worn down, and struggling with my “why” each and every day wondering if I could really “keep going.” From parental praise at the start of the pandemic to parental hate as in person learning came back to our schools - student disrespect, violence at school and drugs - administrative directive that added more rather than scaled back with test scores back at the forefront of educational validity - to the vast difference in school districts statewide... nationwide. This moment in reading this quote gave such perspective and showed me that it is time to reevaluate boundaries as an educator.

Yet, where do we begin? Boundaries are important in anything we do in life. Friends, work, and family all play a role in our perception. It is how we react to moments and challenges that shape our attitude and whether to keep going. The activities world is a highlight in my career, yet it can also bring moments where I think it can destroy me. My attitude, my daily reflections, my determination to take care of myself, shape me into the Activities Director I want to be for my students, my school and for the CADA membership.

I encourage you to take a moment each day to push pause on all that you are trying to accomplish. Do a 10 minute yoga flow, sit in silence or turn on your favorite playlist, take a drive to your favorite coffee spot and sit outside observing all that is around you, laugh, facetime or zoom with other activities directors (they get you!), dance, smile, go for a run or walk, watch your favorite movie or read a book, take time away from social media, or even color for mindfulness.

We are all replaceable and that notion is intense. Set boundaries, take care of you, and kill it as an AD at your school! You got this! Keep going!



THE NEWBIE GUIDE TO ACTIVITIES: *Opening our Imagination*

By Karalee Ruelas

Hughson High School
kruelas@hughsonschools.org

Often, as leaders, we are only limited by the scope of our imagination. Being new to the role of Director of Activities, I was scared and unsure that I would be able to fill the enormous shoes of those that had come before me. I entered into a world that few really understand. It is a world filled with possibilities, risks, challenges, traditions, and yet simultaneously a need for change.

For those of us who are new to the world of school-wide activities, I believe that we indeed are only limited by our imaginations. However, there are a multitude of possibilities for what change we can enact and the positive climates we can create on our campuses if only we are brave enough to take those steps towards making our ideas become a reality.

As a good leader and director, it is essential to always think of the end in mind. It is imperative that we think: Where do we want to go as a leadership organization? What are our goals? What changes do we want to see in the school and in the students? What difference are we trying to make here?

Asking these questions allows one to think about what direction the leadership class and the school, as a whole, are headed. As each event is planned and the school year begins to be mapped out, it is crucial to think about all stakeholders and what they want to see reflected in the school culture. When planning events, I think about the alumni who wish the traditions to be kept alive. I think about the elementary students looking up to us to see what they will be doing when "they grow up" and come to our school. I think about the future I want those children to see. Finally, I think about all the high school kids that may not be participating in our events because they may not see themselves reflected in the leadership program and activities that we have now. And with all of that, I worry about how we, as a leadership group, can impact these groups.



As a new leadership director, I decided that our leadership group needed a focus. We needed to have the end in mind. We needed to open our imaginations and hearts and concentrate on creating an environment that made people want to be a part of what we were doing. As any new leadership teacher and even veteran teacher can agree, this is no easy feat. To tackle this new idea, we, as a leadership group, created six focus words that drive every one of our activities. Everything we plan, we think of these six words and how they contribute to our end goal. Our six words are - **Diversity, Inclusion, Belonging, Dream, Believe, Achieve.**

We try to include all social groups, allowing them to see themselves reflected in what we do. We always think about how each person will view our event. We think about the end - How will they have seen it when it is all over? Will they have seen themselves represented? Did they feel valued? Did we allow them to dream and achieve a better tomorrow?

As a leadership group, we always begin with the end in mind. It is a goal we work on every day - driving us to do better, to be better.

The world of being a leadership teacher can feel lonely. A world where few, except

those who have trodden this path before, will understand. A world where there are always eyes watching - ready to reward the great activities and nit-pick those with errors. It is a world where you try daily to figure out how to educate and throw a party for hundreds all at the same time; one where you try to be careful to keep traditions alive and yet try to change them so that you can have your mark on the world. A world to make the school a little better each and every day.

My passion for leadership and sticking with it every day is driven by a want to make a better tomorrow. I see the positive changes that we have made reflected in the school culture, and it is encouraging. Even the smallest changes can have a huge impact. For all new leaders, I would encourage you to think of the end. What changes do you want to see? How do you want to make all of your students, staff, and community feel? What is the goal you would like to achieve?

I would also recommend reaching out to other leadership teachers. They have a vast wealth of knowledge that they would love to share. Take those ideas, use your imagination, and put your own twist on them - make them yours. Always believe in the activities you are putting on and honestly try to reflect on the better tomorrow you are trying to create.

PERSPECTIVE FROM OUR YOUTH: HOW TO FIGHT BACK AGAINST SYSTEMIC RACISM

By David Wang

Ripon High School's Club Coordinator
62806254@riponusd.net

Throughout history, minorities in the United States have all faced extreme racism and oppression in the "land of the free." In the recent coronavirus pandemic and the ensuing social upheaval that spread across the United States, there has never been a time where minorities and immigrants have had as much power to enact real change. As an Asian American descendant myself, I have faced countless threats and racist comments throughout my life, which have all made me question my place in American society. As I have grown up and matured, I have made a resolution to myself to help other minorities who are facing systemic racism. While many will simply sit back and accept the status quo, many Americans including a record number of young people have taken it upon themselves to fight back against inequality of all kinds. Although it may seem like a Sisyphean task, there are only three central pillars to combating systemic racism. If we wish to take part in a national movement fighting for equality, we will have to educate the public about the suffering of minorities, organize protests for equality, and fight for our rights against a system that strongly opposes it.

The first step in combating the centuries-old tradition of oppression and exploitation of immigrants and minorities in the United States is to learn just how deep the oppression goes. Throughout much of the United States' history, ethnicity has constantly been used to foster discrimination, violence, and social inequality. Beginning with the treatment of African American slaves as property, American society has been unkind to people of differing races. From the forcible removal of the Native American population in the 1700s, to the exclusion of East Asian immigrants and quotas for

European immigrants in the late 1800s, to discrimination of Latino and Middle Eastern ethnic groups in the 1900s, racial tension serves as a powerful fire destroying the forest of collective prosperity. Stereotypes and radical discrimination by both the government and the population have manifested themselves in the form of racially charged legislation in US politics, diminishing racial minorities to ethnocentric stereotypes in order to exploit the racist sentiments against them. Educating the public about the wrongdoings of those in power when so many are actively spreading disinformation will not be easy. But it is the most crucial step in fighting for the rights of those who are suffering.

The second step in the fight against racism is to organize movements and popular protests against those actively working to oppress minorities. In the wake of unequal treatment against minorities in the past year, people from all over America have joined in on the quest for complete racial equality in the twenty-first century. Movements for racial justice, environmental advocacy, and economic opportunity for all have spread around the United States like a tsunami. As many as twenty-six million protesters fighting for the end of racism and discrimination in the past year alone have set a precedent for a future where peaceful movements can cause real change in our country. Without these protests, America would have yet again stayed silent in the face of terrible atrocities committed against its own citizens.

The last step in guaranteeing the equality of minorities is to pass legislation to protect the rights of those without adequate representation in our government. For example, the Asian Liver Center of Stanford University's Youth Outreach program, which I am a part of, has recently passed legislation ensuring that Asian Americans and Pacific Islanders are guaranteed equal access to lifesaving medications and treatment. For those of us who already have the privilege

of being able to enjoy these basic rights and freedoms, we must live in solidarity and speak out for those who cannot do so themselves. These efforts to pass laws with local and national assemblymen will cement the power of minorities in a country that has kept them silent for so long.

In the end, minorities and immigrants deemed as "inferior" will continue to be constantly dehumanized in order to justify their loss of freedom and basic human rights. A population taught to believe in xenophobia acts as a catalyst for the destruction of the "melting pot" that America prides itself on. But it doesn't have to be this way. This country is living testimony to the fact that people from all over the world can live together in peace and prosperity. Different religions, different cultures, different peoples, all united under the stripes and stars of the American flag. Throughout its history, America has been a place where people worked together towards a common future where everyone could live in a world of unlimited potential. If the minorities of the United States speak out right now against their centuries-old exploitation, we can turn our country back to where it was destined to be, and create a better future for everyone involved.



STATE TO STATE PERSPECTIVE:

My Hopes for 2022

By Jaime Johnson

Activities Director,
Monroe High School,
Washington State
WACA President-Elect
johnsonja@monroe.wednet.edu

A friend just sent me a reel by @poemsbyahiba on Instagram that hit close to home. The poem is worth sharing:

*The light was not
at the end of the tunnel*

The light was in my heart.

Right now, it seems hopeless, sometimes, doesn't it? I read that first line and I thought, 'it feels like that right now.' Then the last line popped up, and I could feel some hope being restored. I remembered what keeps me moving forward; love and growth.

Reflection is a key piece whenever I work to expand my love and grow personally and professionally. The end of a year and the start of a new one offer a natural time for reflection to take place. As I am able to think quietly for the first time in months, I am trying to reflect, and I am grateful. As I relax, a few things come into focus that I would like to share in the hope they will help you love and grow too.

Reflection #1: We're all overwhelmed, kids and adults alike. It may present as apathy, but when I dig down, I find that 9 times out of 10, being overwhelmed is the deeper problem. The ongoing pandemic, the loss of social interaction, going back to school full force, and worrying about not knowing what's coming next create unrest and anxiety. As I go through the day, I am overtaken by so many emotions that I often can't define what they are unless I take the time to stop, stay still, and figure it out. Like most of us, however, I often do not have time to focus on my emotions. It's internal chaos. So I continue with my day

and end up surviving, not thriving. I end up in a flight or fight response. So, the question for me and all of us is - Do we fight? Do we disengage or stop and take the necessary time to process our emotions?

My Hope: We need to take time to name our emotions. When we put a name to how we're feeling, we make it more manageable. I love Mr. Rogers, and one of the great lessons he taught over and over was it is ok to have feelings, and those feelings are manageable when we name them and allow ourselves time and space to process them.

Activity to Help: One of my favorite activities is identifying our Top 8 emotions. Google 'feelings wheel' and you will get many options to help with this. Using the Feelings Wheel, you can read through it and decide what emotions you use most often. Then create your own version of the wheel. I like to color mine. The next time you feel overwhelmed, you will have this tool of your Top 8 to help you identify what you are feeling so you can help manage the chaos inside of you.

Reflection #2: We need people more than we are willing to admit. If the last year has not taught us that lesson, I do not know what will. Here are a couple of reasons:

1. When we are around people, we grow our perspective. We learn from each other; we have more grace with each other. We are willing to see other ways of thinking because of our value on colleagues, kids, and others. One of the reasons we are so polarized right now is that we spent 18 months in very small bubbles, living and talking to people who have similar thoughts to us. As our bubbles shrank, so did our perspective. To be around people with many different viewpoints is essential to our growth and our ability to love and serve others.
2. We can't do anything of lasting value alone. We are puzzle pieces waiting to

find the other pieces to complete our own to make beautiful work. When we can rely on others to fill our limitations with their strengths and help them with our strengths, we achieve something greater than ourselves, and that allows for love and growth in our world.

My Hope: That we, as people developing the next generation of leaders, continue to realize and appreciate the value of others, especially if we don't agree with them, live like them or work like them. I hope that we continue to build this value of others within ourselves, our student leaders, and our colleagues.

Activity to Help: The best way to build perspective is to work on building empathy. Take 5 minutes a day to get to know someone's story. Truly listen, learn, and most importantly not to respond. Create time in your day to only ask questions to get to know others better. Just listen for the full 5 minutes. It may feel awkward at times, but do it anyway; the payoff is immeasurable.

I have more reflections and plenty more hopes, but I'll leave you with these last hopes:

1. We are the platform kids need so they can stand strong in their voice, give us their thoughts and perspective and rely on us to support them.
2. We will come together to support each other.
3. We will meet each other where we are. Pick people up, walk beside them, show love, mercy and compassion consistently.
4. Take time to take care of ourselves. Turn our anxiety into action. Turn our anger into acts of love. Also, we must seek counseling and medical help when needed and help and encourage our peers to do the same. We give so much of ourselves that we forget that sometimes taking care of ourselves means allowing others (and medicine) to help us too.
5. Take time to question the past, what we've always done, by rethinking what the future should be. "We've always done it that way" will always be the biggest impediment to growth. Think Differently.

While the light may not be at the end of the tunnel, may I remember, "The light is in our hearts." I challenge us all to look inwards to find the light so that we can give it to everyone that needs it.

GETTING TECHY WITH SPEED

PEAR DECK

By **Bryan Speed**

Matilda Torres High School
CADA Digital Media Coordinator
bspeed@cadaboard.org

At our last Area C meeting we were discussing topics that would be of interest to the advisors in our area, and the idea of doing a refresher on some of the tech tools that we use in our programs came up. Although distance learning was a challenge for so many of us, I know there is one thing we can all agree on - we were able to learn about and implement some fantastic tech tools to do our best to engage our students. One of the tools that helped me during distance learning, and I have found new uses for after our return, has been Pear Deck!

WHAT IS IT?

Peardeck is a Google/Microsoft add-on that allows you to create interactive slides, activities, and formative assessments to engage all students in the learning process. It was great for distance learning, but also can be used in the physical classroom to help every student to have a voice in what is happening.

HOW TO ACCESS

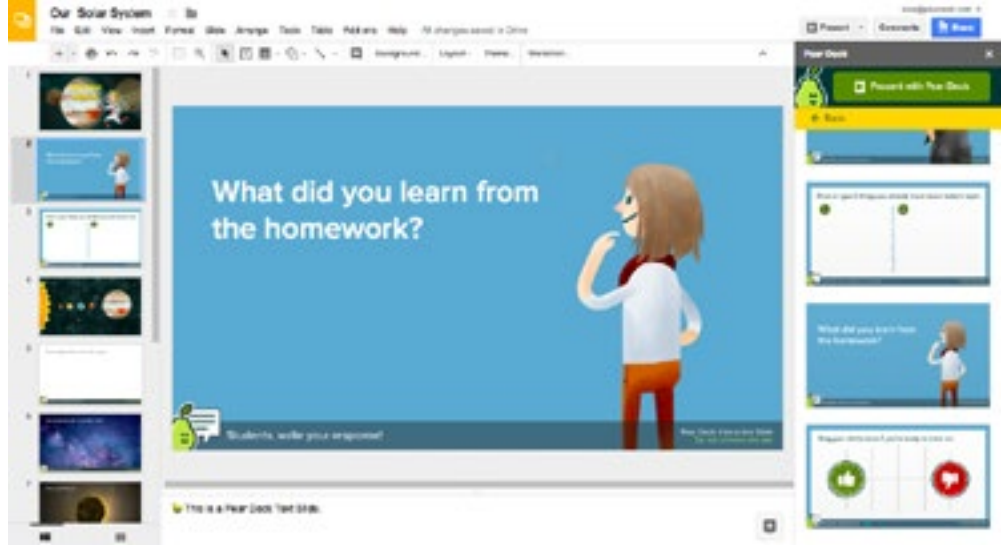
To get started visit www.peardeck.com and log-in using a Google or Microsoft account.

FEATURES

You develop your slideshow and use Pear Deck to add any of the following to a slide presentation:

Interactive Questions - Add a question to a slide and have students answer it, you can choose to set the answers so that only you can see them or project them for the whole class to see.

Draw Your Answer - Give students the option of drawing their answer to a question, rather than having them answer with text.



Polls - Poll students on different topics or subjects to get their feedback or learn where they might align on a topic.

Quizzes - Add simple multiple choice quizzes to your slideshow to get instant answers and feedback

WHY TRY IT

Teacher Paced or Student Paced Lessons - You can choose to control the pace of an activity taking students from slide to slide, or allow students to work through the lesson on their own.

Ease of Access - When you start a Pear Deck Lessons students are given a join code, they can login to your lesson via computer/ chromebook, or even a phone.

Save Student Answers - Pear Deck gives you the option of creating a google doc that lists students responses to the different questions and activities included in your presentation.

HOW I USE FOR STUDENT ACTIVITIES: STUDENT VOICE FORUM FEEDBACK

During Distance Learning we used Pear Deck for a variety of different activities. We used it for team building activities, building consen-

sus on different events and activities, teacher paced leadership lessons and more.

Now that we are back to school in person, one way that we have used it to record student feedback in our Monthly House of Reps Student Voice Forum. Student representatives from each of our 4th period classes are invited to a meeting where we get feedback on our different events and activities, share out about school site issues that are affecting students, and brainstorm possible solutions to the issues that they face.

For each meeting, I work with my ASB Officers to create a google slides presentation that includes the different questions that we are seeking feedback on, and use Pear Deck to make the questions interactive so that we are able to get feedback from every student in the room, even those that may be shy or less willing to speak up.

At the start of the meeting we project the join code, have students log-in using their chromebook or phone and move through the meeting engaging the students in a discussion on the different topics, while simultaneously allowing students to submit their feedback digitally. After the meeting ends, I save all of the student answers and use that information to draft a report email to my staff.



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2021-2022 CALENDAR OF EVENTS

MAR 2-5, 2022	CADA State Convention	Reno, NV
MAR 31 - APRIL 2, 2022	CASL Middle School Student Conference	Ontario, CA
APR 2 - 4, 2022	CASL High School Student Conference	Ontario, CA
MAY 3, 2022	Area A Student Conference	Modesto, CA
JULY 7-10, 2022	CADA/CASL Leadership Camp - HS 1	UC Santa Barbara, CA
JULY 12-15, 2022	CADA/CASL Leadership Camp - HS 2	UC Santa Barbara, CA
JULY 18-21, 2022	CADA/CASL Leadership Camp - HS 3	UC Santa Barbara, CA
JULY 18-20, 2022	CADA/CASL Leadership Camp - MS	UC Santa Barbara, CA

**LEADERSHIP DEVELOPMENT DAYS ARE HOSTED THROUGHOUT THE YEAR
VISIT WWW.CADA1.ORG/LDD TO SEE IF THERE IS ONE NEAR YOU!**

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