



Above and Beyond

CANADIAN STUDENT LEADERSHIP NEWS AND VIEWS

A CANADIAN STUDENT LEADERSHIP ASSOCIATION PUBLICATION

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TD SCHOLARSHIPS

The TD Scholarship for Community Leadership rewards students who have shown leadership in the areas of local employment programs, environmental cleanup, support group creation, and family services initiatives. Twenty students from different communities across Canada received this scholarship last year.

As a Student Leadership Advisor, you are in a unique position to help your students learn about this scholarship. Or perhaps you know a student in grade 9, 10 or 11 who, with a little coaching, could easily become a strong candidate. This scholarship is open to all students in their final year of high school or CEGEP.

The application deadline for 2017 is the beginning of December 2017. Let your students know about this opportunity, and visit the website to learn more:

www.tdcanadatrust.com/scholarship

CSLC 2018 Edmonton, Alberta

Once upon a time, a group of motivated youth from all over Edmonton found a story book. As they began to read, they were immediately captivated by the adventures of a young woman and her journey through a looking glass into an unknown world. Day after day they read and reflected and read and reflected, until they finally connected with that special world. Their excitement at this discovery filled them with wonder and with special awe. They could not contain their new-found learning to themselves. This learning was contagious and soon the students and staff from five schools became one group and began living 'Leadership Through The Looking Glass'. The spectacle of amazement and opportunity began to spread over their entire city. "Why not invite all of the youth of our country to join us in this inspiring journey?" the youth asked. Why not indeed!

What an exciting quest awaits the student leaders of Canada! The 34th Canadian Student Leadership Conference returns to Edmonton.

Come and experience firsthand a voyage of adventure at CSLC 2018 CCLE, September 25-30, 2018! Your host school will be Harry Ainlay High School, and the wonders of Edmonton, Alberta, await you.

Gane Olsen

Sue Dvorack sue.dvorack@epsb.ca

Co-Chairs CSLC 2018

The great myth of our times is that technology is communication.

Libby Larsen

ELEVATOR PITCH

The purpose of an elevator pitch is to describe a situation or solution so compelling that the person you're with wants to hear more even after the elevator ride is over. ~Seth Godin

Wired magazine received funding from hesitant investors because their elevator pitch for this new tech-magazine was that "It was going to appear in your mailbox as if it had been mailed from the future."

Imagine yourself stepping onto an elevator with your advisor, the principal, or someone you need to convince about the merits of your activity. As the door closes you begin to explain who you are, your project, and its benefits as clearly as possible. Can you finish your explanation before the elevator doors reopen? This does not mean that you speak at hyper-speed. A good pitch is succinct and catchy. Time is always short and people are busy, so you must have your pitch prepared in advance. Have all the members of your team practice their elevator pitch until they are pitch perfect.

Better than Fake News

Getting out the good news is hard at any time, but publicizing the positive things that your students are doing is always hard. The local papers are dying and a local dumpster fire will get more space than the fantastic fundraiser that your students ran. It takes work and a concerted strategy to get your "happy" news covered, but there are three steps you can take to increase your chances of a story appearing in the media. If you include Topic, Timing and Type of medium in your strategy for media coverage, you will dramatically increase your chances of putting out that dumpster fire and getting your students' news noticed in the current media.



The trends of the day dictate what appears in media, and your school media coverage will increase if you can address those trends. Mental health is an important issue in the media at the moment, so anything your students do to address this issue will have an immediate advantage over that successful car wash for Columbian orphans. Any program that your students run that relates to the big news of the day will be considered. Education is always a topic, but if your students have done something to help in preparing fellow students for exams or raising test scores, you will get more coverage if the topic is relevant and timely.

Asking for coverage of a successful back-to-school transition program is too late in October. In fact, most advisors think of a news release after an event has happened, because they want to be sure that the event ran well. Our modern media is immediate and asking for coverage a couple of days later is too late. Your news release should be sent out a few days prior to an event — if you have a local paper, find out when their deadlines are or how they take submissions for their online edition. A well-written news release with a picture that you have taken saves time for the media, so your chances of it getting posted or printed immediately increases.

A good video will generate more coverage than a good story, but video doesn't play well on the radio. You must create and craft your message for the intended medium and understand the difference between all of the different social media channels. Pictures are the most effective way to communicate, so plan something different than the deadly handing-over-the-checkue pose. Online consumption of your news means that you must be brief, interesting and topical. Don't forget that your school board newsletter/website will take positive information about your efforts at any time.

It takes time and intended effort to put your media strategy into action. You cannot compete with viral cat videos and fake news, so take the time to understand the type of media coverage you want and make the topic something to read about. Your students' real efforts deserve to be seen and heard.

Spreading the Leadership Word

Early Christianity did not hold or have the world-wide audience that modern-day Christianity does. Religion is an example of how a great message found an audience and grew to incredible size. This was achieved not by Jesus speaking to large sold-out coliseums in the early years, but by having his apostles spread the good word. Each apostle taught a group and then members of each group taught their own groups. There was no advertising blitz or social media campaign in those days – only the true power of the message and the numbers of people delivering it.

What does this have to do with your leadership program? You know that you have a good program, but perhaps it seems that very few people in your school seem to be getting the message. The first thing is that you cannot expect a huge following in the first years. Your program needs to grow from the few converted that you start with. These people need to speak to two or three others and bring them into the leadership faithful.

This means that if you have three good student leaders in your first year, you must make it their job to recruit and convert three other participants. If followed, you will have a possible group of twelve leadership apostles in your second year. Not all who are approached will follow, but by keeping this proselytizing process going, you can have a large core of leadership support and followers in three short years. Remember, your possible candidates are not your senior students; you need to consciously cultivate your incoming and junior students. Junior students can be shown the opportunities of leadership by taking them to a Horizons or Provincial conference.

This leadership building project applies to you as the advisor and the peer support you need as well.

As a leadership advisor, you must bring other teachers into the leadership gospel. These are the teachers in your school who can assist you in running events or sharing some of the load of planning activities and dealing with student committees. A simple tap on the shoulder of a possible acolyte is much more effective than an anguished plea for help at a general staff meeting. One of the ways to convert other teachers is to take them along to a provincial or national conference – they will meet other advisors in the leadership network and understand that they have support that goes further than just their school.

Remember that large, successful programs were once good ideas with only a couple of dedicated students and a fervent advisor. It takes time to build a cathedral, so you can only start with one block of stone at a time. However, the more help you get, the faster and more solid and well-attended your program will be.

Dave Conlon



It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you will do things differently.

Warren Buffet

DREAM BIG — START SMALL

Every September is the beginning of something new at high school. Even if last year was a great success, this year's team will be different. You never know the abilities of your team, until you start working with them. Start with small projects that will allow your team to succeed and develop their skills. Build trust with your staff and administration and then stretch the scope of your projects as the year continues.

Reflect after each event and look for opportunities to improve. Don't make the same mistake over and over again. Making new and more interesting mistakes is a sign of growth. Make sure that you leave a paper trail or electronic file for future student leaders. *Google Drive* is a great place for putting information for the next group to use, and take the time to point out the things that did not work during an event. It's much easier to start from an established framework than it is to start from a blank page. Leave a legacy of successes behind you as a foundation for new events and the new student leaders in your school.

The Road to Yes

Insights for working with administrators

As a student leader you have very little real power. You have to get permission and support from key adults at your school to get things done. At first, this seems like a stumbling block. You can't turn ideas, even great ideas, into action unless you can get others to say, "Yes!" If you look deeper, you'll realize that learning how to work with other people is one of the greatest benefits of stepping into student leadership roles. You're learning lifelong skills. Leadership and influence, at every level, is about relationships. Relationships begin with you.

1. YOU are your message.

When you walk into your advisor's classroom, the principal's office, a secretarial workspace, or the custodian's meeting room, your character is on display. Long before you propose an idea, they're already wondering what it'll be like working with you. Everything you do tells a story.

Do you:

- Empower others?
- Have a positive attitude?
- Say please and thank you?
- Support and care for others?
- Know and use people's names?
- See problems as opportunities?
- Interact kindly on social media?
- Actively reflect in order to grow?
- Credit others for a job well done?
- Behave in a sincere and honest way?
- Follow through on your commitments?
- Show up to class and meetings on time?
- Have the confidence to laugh at yourself?
- Accept responsibility when things go wrong?
- Act as a positive role model around the school?
- Complete your schoolwork to the best of your ability?
- Contribute in the classroom in a positive and productive way?

*Character is the real foundation
of all worthwhile success.*

John Hays Hammond

Who you are and what you stand for is important. You don't have to be the smartest or the most popular person at your school to be an effective leader. However, you need to be aware that your words and actions write your story. You're far more likely to gain approval and support for a project if you're a positive influence and worthy of trust.

The purpose of life is a life of purpose.

Robert Byrne

2. Understand the deep purpose and benefits of your project.

Leaders make things happen. As a student leader, you may have lots of ideas for new ways to have fun, new ways to raise money, new ways to look at old challenges, and new ways to make your school or community a better place. You may think all you need is permission to get started . . . but are you really ready to pitch your ideas in an influential way?

To be successful, you need to be able to present ideas in a way that will resonate with advisors and administrators. The stronger your rationale and the greater the benefits, the more likely your project will meet with administration approval. For example, running silly carnival events for first year students is not only fun . . . it has a deeper purpose — Laughing and playing together breaks down social barriers and helps build a caring school community.

Advisors and administrators are always interested in the deeper purpose. Why should they approve the project? How does it help to achieve their goals for the school?

If you look at school/district mottos and mission statements you'll see lots of similarities. Mottos and mission statements express core values. Look for the "deep why" in what you're doing and connect it to the core values of the school.

Does your project:

- Build community?
- Increase respect?
- Include everyone?
- Express gratitude?
- Provide service?
- Spread kindness?
- Deliver support?
- Motivate others?
- Offer help?
- Engage citizenship?
- Deepen understanding?
- Explore possibilities?
- Create resources?
- Inspire learning?
- Confront injustice?
- Foster resiliency?
- Enhance awareness?
- Develop ownership?
- Demonstrate skill?
- Celebrate diversity?
- Fuel passion?
- Strengthen communication?
- Spark laughter?
- Generate fun?
- Jumpstart innovation?
- Stop negativity?
- Ignite excellence?

Thinking about core values often generates new projects. It flips your perspective from focusing on "what" to "why" and can make events more inclusive and meaningful. It takes everyone beyond dress-up days and face paint. For example, you can create a spirit week that focuses on spreading kindness, a YouTube film festival on motivation, a theme dance in support of a local charity, or a protest march on confronting injustice in your community.

Karen Kettle



*If you love what you do and
are willing to do what it
takes, it's within your reach.
And it'll be worth every
minute you spend alone at
night, thinking and thinking
about what it is you want to
design or build.*

*Steve Wozniak
co-founder of Apple*

The Canadian Youth Speakers Bureau

The ability of Canadians to embrace our differences in all aspects of life is what makes Canada one of the most sought after places to live. We have the privilege of living in one of the greatest countries in the world, with an extensive variety of landscapes, languages and cultures, which provide us with the backdrop for the narratives shared by our country's best story-tellers.

At CYSB we are always looking for innovative ways to update and evolve our programs. One way for us to do that is to continue to maintain the current access that schools and faculty have to amazing Canadian speakers through our services, but to also keep our roster fresh to forge ahead with the great Canadian narrative for our students and future leaders. We are proud to announce the addition of three dynamic, talented and 100% Canadian speakers to our Bureau. Welcome Joel Hilchey, Cara Filler and Dr. Greg Wells to our team!

Joel Hilchey is many things; a husband, father, leadership expert, author, professor at McMaster University, and “the guy who juggles mousetraps at conferences.” Yet, he still found time to develop his passion into a successful business; Joel is the founder of *The Beanstalk Project*, an initiative he started to create engaging leadership programs for students to get them more involved in their schools and communities.



Cara Filler has had the opportunity to speak to over 2 million students about the importance of making choices that leave a positive impact on their future. Shortly after turning eighteen, Cara's life was forever changed when her twin sister, Marin, was taken from her after being involved in a high-speed car crash. From the moment she learned of her sister's fate, Cara made a choice; she decided to commit her life to helping others and sharing her story in the hopes that it could potentially save one person's life.

Dr. Greg Wells is an Assistant Professor of Kinesiology at the University of Toronto. He has dedicated his career to understanding the human body and its performance, with a particular interest in how our bodies respond to extreme conditions. Aside from teaching, speaking, coaching, and running marathons; Dr. Wells is an associate scientist at The Hospital for Sick Children. Alongside his team, he explores how exercise can be used to prevent, treat, and diagnose chronic illnesses in children.



We at CYSB are grateful to the school boards, administrators, teachers, and students for your utilization of our bureau since its creation in 2016. Your support means the world to our organization and we hope to have the opportunity to continue to work together to allow our students to become the leaders we know they can be. We have so much more to share and celebrate with you. To the next 150, Canada!

*Jenna Anger
Director of the Canadian Youth Speakers Bureau
www.youthspeakers.ca*

PETTING ZOO AT LUNCH

Centennial High Leadership class in Calgary ran a unique activity as a de-stresser before their exam week. They brought in a children's petting zoo at lunch time as a free event. There were sheep, goats, and cute bunnies for all to cuddle.

Everyone is so sure that high school students are cynical and “above all that”, but many Centennial students showed up. There were lots of smiles, pictures, and massive chatter on Instagram and Snapchat. One boy said “This is awesome, I want to take the goat home with me!” The favorite part of the event for the organizers was the smiles. Don't be afraid to run an activity just to make someone's day a little bit better.

Advisor as Leadership Coach

Student leaders want to do positive things in your school, but they need your intentional coaching and support to make them better and help them feel more confident. Many advisors give praise and encouragement, but it is the good coach who knows that well-placed encouragement leads to success—and appropriate praise is then given for the success that is achieved.

The worst thing your math teacher can ask you is, “What don’t you understand?” The leadership advisor should not ask, “How can I help you?” because most student leaders comprehend the problem before they are competent at solving it. The leadership coach should ask them “*What* help do you need with this project?” The leadership coach then offers the time to talk through the activity with an ear of empathy rather than a mouth of direction.

Good coaches know when their charges are frustrated, so watch for the times when your student leaders seem stuck or are spinning their wheels. Ask questions that help them move forward on their own and allow them to develop their own options on how to be successful. This is now the time to encourage the forward movement towards success.

Measurable success is obvious in track or swimming, because the clock will tell the athlete exactly how successful she has been. The leadership coach must watch for student leaders mastering skills, showing positive growth, and demonstrating responsibility. When you praise this type of success, the small steps in their leadership journey will also be recognized by them and more small steps will follow.

One of the things that we teach our student leaders to do is to thank people, so take the time to thank them in small ways for their efforts. They will see this as encouragement towards the finish line of an event. Take the time to share their small successes in front of their peers—this is the group they actually most want to impress. Encourage them to recognize other team members’ success publically. Athletes cheer each other on from the sidelines, so the leadership team should do the same.

Finally, give formal recognition when a job is well-done. There is nothing wrong with bringing your student leaders to a staff meeting and introducing them as the team that ran the successful fundraiser or Remembrance Day Assembly. Then, let the students talk about their next event or activity. Past successes will help build potential for more.

A leadership coach who encourages success will help his or her student leaders encourage and praise each other. The ultimate goal is to create competent student leaders through active coaching, rather than having the advisor running the race. The true winners should be the student leaders, and the advisor is just a smiling coach at the finish line.



Find a way to say “yes” to things. Say yes to a new country, say yes to meet new friends, say yes to learn something new. Yes is how you get your first job, your next job, and your spouse and even your kids.

Eric Schmidt

YOU ARE THE ADVISOR

There is a reason it is called student council and student leadership—the **students** should be doing the bulk of the work. One of the main purposes of co-curricular activities is to allow students to take on leadership roles and gain leadership experience. It is your obligation as an advisor to create situations where the students actively learn and individually experience success and failure.

As the advisor, your job is to guide the students and ensure that activities are appropriate and good for the school. Because you are working with adolescents, you must remember that *comprehension precedes competence*. They think they know how to do something before they are actually good at it. (Just watch teen drivers.)

The true test for this school year will be given in the final week in June: if you look more haggard than your student leaders, you have not been an advisor—you have been the student council.

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

Charles Darwin

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To learn more about membership, go to www.studentleadership.ca/join/

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Canadian Student Leadership Association

Resources

Be sure to visit the CSLA website for more lesson plans, activity ideas and a complete list of resources. studentleadership.ca



Canadian Student Leadership Association

BE KIND. . . Just because



There are many valuable programs trying to promote positive school culture, and Weyburn Comprehensive School has taken a different approach to anti-bullying. We found when we were trying to have “pink days” and anti-bullying awareness days that the participation was low and the idea, “Don’t Bully”, had a negative vibe attached to it.

We changed our philosophy a few years ago, and instead we now have “Be Kind” days. Our feeder schools are contacted every spring and our incoming students get to pick what colour of t-shirt they want from a chart of 12 colours. This way, our incoming students get to have their own individuality, but the message is clear. The “Be Kind” shirts are handed out during the first week of school in September to all incoming students and any new staff.

The shirts say “Be Kind . . .” on the front and “Just Because” on the back.

We have “Be Kind” days on the first Wednesday of every month, but you can find students wearing their shirts any day of the week. We will often plan extra events to go along with *Be Kind Day* like handing out cookies, lemonade, or freezies to the students and staff wearing their shirts.

Joanne Jensen

Weyburn Comprehensive School, SK



The **Be Kind . . .** movement is spreading as Olds High School in Alberta shows their colours **Just Because** they can!

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www.friesens.com/yearbook