

Canadian Student Leadership Conference (CSLC)

Sponsored by CASAA

Organizers' Handbook

1. Submission of a Bid to Host CSLC

The CASAA Board of Directors requires all of the following information to accept a bid and award CSLC to a district and school(s):

- ❑ Name of School District and Host School(s) and Conference Chair(s).
- ❑ Identification of one individual to serve as the CSLC Director on the CASAA Board of Directors. The two-year term of office will take effect at the AGM one year prior to hosting and continue for one year following the conference.
- ❑ Letters of endorsement from the school district officials and the school principal.
- ❑ Letter of intent, which outlines the essential conference information:
 - ✓ Proposed dates, total number of delegates (advisor/student), and rationale for hosting
 - ✓ Letters of approval from local and provincial decision-makers if normal school operations are to be suspended
 - ✓ Outline of student involvement in conference organization
 - ✓ Basic itinerary of activities including pre-conference tour suggestions
 - ✓ Proposed transportation companies to and from the host site and during the conference
 - ✓ Proposed hotel accommodations, room rates, and availability for advisors
 - ✓ Proposed list of local sponsors
 - ✓ Suggested conference theme and keynote speakers (*Optional*)
 - ✓ Possible student and advisor workshop topics (*Optional*)
- ❑ **The submission must be in writing and should be mailed directly to the Executive Director by January 15, *three and one half years prior to the proposed hosting!***

A decision will be made at the Winter Board Meeting and the hosting school will be contacted with the appropriate information to begin preparations. **It is recommended that the principal and a board member attend the subsequent CSLC and receive an orientation from the Past President about the responsibilities of hosting a national conference.** The conference is to be held in a variety of locations in the country to allow for maximum participation from schools across the nation. The priority for hosting will be given on the following rotating basis:

- Central Canada (Ontario, Quebec)
- Western Canada (BC, Alberta, Saskatchewan, Manitoba)
- Eastern Canada (New Brunswick, PEI, Nova Scotia, Newfoundland)

An additional factor for awarding the conference may be a consideration of new locations within a province/territory.

NOTE: Please use this checklist as the cover for your bid submission.

2. Conference Registration:

- ❑ CSLC is intended for high school advisors and high school student delegates.
- ❑ The CSLC registration fee is \$225 per delegate for CASAA members and \$300 per delegate for non-members.
- ❑ ***The CASAA membership is separate from the conference registration.*** This fee of \$75 per school entitles the member school to receive the newsletter, other leadership resources, an advisor fly-in discount, as well as a CSLC delegate registration fee discount. A list of member schools should be forwarded to the Executive Director.
- ❑ The standardized CASAA on-line registration process is to be used. On-line registration is available in both official languages. Information about registration is forwarded through CASAA publications to all member high schools.
- ❑ The conference expectations for all advisor and student delegates are clearly presented.
- ❑ Final confirmation of registration will not occur until the organizing committee receives all invoiced fees and the appropriately signed advisor form.
- ❑ The registration limit per high school is recommended to be 3 students and 1 advisor. The host committee for the next CSLC is permitted to exceed this 3:1 limit. The host province delegates should not exceed 30% of the total delegates prior to the registration deadline. Representation from all regions in Canada should be accommodated. If space is available after the registration deadline, then the host province may add delegates up to 50% of the total delegates. Space must be available for CASAA Board members.

3. Conference Protocol:

- ❑ Each CSLC may be four or five days in length with departures planned for Sunday.
- ❑ Each CSLC focuses on issues that are pertinent to student activities. It addresses the professional development of advisors and leadership training for student delegates.
- ❑ All student delegates must be registered with an adult advisor and will be billeted with host families. The CSLC organizing committee, on an individual basis, will review any special requests.
- ❑ The opening ceremony should be a formal event that last 60 - 90 minutes. It usually includes brief welcome messages from dignitaries: federal, provincial, civic, school district(s), and school(s). It should also include a welcome to CSLC by the CASAA

President or designate and the presentation of the Barry Sharpe Award by CASAA representatives. This award recognizes the work of an outstanding advisor.

- ❑ The sequence of speakers follows the approved protocol as outlined in the attached appendix. The introduction of the CASAA Executive may occur here, at the Annual General Meeting, or at some other time. The conference is declared open at this time. The ceremony may also include a guest speaker and a cultural presentation. *All presentations should be appropriate to the formality of the occasion.*
- ❑ Host families should meet their student billets by 9:30 pm on the opening day.
- ❑ Keynote presentations and major publications are to be available to the delegates in both official languages as required. This includes the national anthem.
- ❑ The presentation of national and provincial flags follows the approved protocol as outlined in the attached appendix.
- ❑
- ❑ During the conference, advisors and students should have the opportunity to participate in a *minimum* of four workshops. These are designed to teach, to motivate, and to facilitate networking. It is recommended that these workshops be spread throughout the conference.
- ❑ Keynote speakers are selected from the broad spectrum of society and share their insights and experiences with delegates.
- ❑ Conference delegates should have opportunities to enjoy the unique cultural experiences of the host location.
- ❑ The organizing committee provides a room for the CASAA Board meeting at the beginning of the conference.
- ❑ The AGM is to be held toward the end of the conference to allow the transaction of CASAA business.
- ❑ The host committee for the next CSLC is given an opportunity to make a promotional presentation in the closing ceremony. It is also appropriate at this time for the committee to make a presentation of *the doves*, which travel from conference to conference. This sculpture represents the symbols of the CSLC ideals and includes an explanation of their history. The closing ceremony should also be presented in a dignified manner.
- ❑ Conference organizers will follow the approved CASAA fiscal management program to enable them to work efficiently with the Board of Directors.
- ❑ Conference sponsors are given the opportunity to set up displays some time during the conference to promote their companies.
- ❑ A media relations program is used to enhance the image of CASAA and CSLC in the eyes of the public.

4. Pre-Conference:

- ❑ A pre-conference tour may precede CSLC.

- ❑ It is not an official part of the conference and is financed separately from the CSLC budget.
- ❑ Advisors are directly responsible for the conduct of their delegates at all times during this optional program.

5. Conference Organization – based on CSLC '96

GOAL STATEMENTS

1. To teach management skills to students through the organization of a national event.
2. To promote school spirit and build pride within the student body.
3. To enhance the image of student councils within the School District and the community.
4. To fortify the spirit of national unity amongst Canadian student leaders.

GENERAL EXECUTIVE STEWARDSHIP

1. Establish policies governing the organization and operation of CSLC '96.
2. Secure Edmonton Public Schools and local Administration approvals of all policies.
3. Select, train, and supervise steering committees with staff advisors.
4. Meet regularly with staff advisors and Conference Executive to evaluate progress.
5. Submit a comprehensive final report for the school administration and CASAA.

GENERAL STEERING COMMITTEE STEWARDSHIP

1. Select assistants and recruit committee members to aid in the performance of all stewardship duties.
2. Prepare a budget of expenses and revenue in consultation with executive liaison and staff advisor.
3. Prepare a timeline of all duties to be completed in consultation with executive liaison and staff advisor.
4. Meet regularly with executive liaison and staff advisor to evaluate progress.
5. Assist executive liaison in the preparation of a final stewardship report.

SPECIFIC STEWARDSHIP RESPONSIBILITIES

A. STUDENT CHAIRS (EXECUTIVE)

1. Supervise the activities of the Executive and all Committees.
 2. Organize host family program with the Parent Council.
 3. Prepare and present a Conference proposal to Edmonton Public Schools in consultation with the Conference Adult Chairs (Staff Advisors).
 4. Coordinate the organization of all Pre-Conference tours.
- A1. EXECUTIVE ASSISTANT (EXECUTIVE)
1. Prepare and distribute agendas and minutes for each meeting to the executive, steering committees, advisors, and school administration.
 2. Prepare the presentations of all timelines for the executive and steering committees.
 3. Organize all CSLC information appropriately including all computer files.
 4. Coordinate the office set up, telephone, fax, mail, and computers.
 5. Assist the Student Chairs in all their duties.

B. FINANCE (EXECUTIVE)

1. Prepare the budget for the conference and a final statement of accounts.
2. Collect all fees, contributions, and other moneys, as well as provide appropriate receipts.
3. Work closely with the conference Treasurer (Staff Advisor).
4. Supervise the Registration (B1), Food (B2), Medical (B3), and Sponsors (B4) committees.

B1. REGISTRATION

1. Coordinate all procedures for the pre-registration of delegates including brochures.
2. Supervise the on-site registration procedures including name tags for all delegates and volunteers, appropriate meal tags, rooms for luggage, and meeting host families.
3. Account for all delegates during the conference with the Staff Advisor.

B2. FOOD

1. Supervise the selection, ordering, and distribution of all food during the conference, including meals (Barbeque, Lunches, and Banquet) and snacks.
2. Account for all food daily during the conference with the Staff Advisor.

B3. MEDICAL

1. Recruit healthcare staff to provide services at all locations throughout the conference.
2. Select sites and equipment necessary for appropriate medical attention at the conference.

B4. SPONSORS

1. Secure private, corporate, and government funding for the conference.
2. Recognize the financial support of each organization and individual.

C. COMMUNICATIONS (EXECUTIVE)

1. Prepare all press releases for the conference to local, provincial, and national media agencies (newspaper, radio, and television).
2. Develop and supervise the media awareness program and publicity of the conference in all locations.
3. Supervise the Printing (C1), Video and Photography (C2), Audiovisual (C3), Marketing(C4), and Media Relations (C5) committees.

C1. PRINTING

1. Prepare and distribute all conference materials including a welcome bag with binder and a daily newsletter, which reports the conference activities.
2. Supervise the design of all logos and other materials for use throughout the conference.

C2. VIDEO AND PHOTOGRAPHY

1. Coordinate the production of a pre-conference video to be used as a recruitment tool for the conference.
2. Supervise conference video personnel and photographers and organize presentations at the conference including a post-conference video.

C3. AUDIOVISUAL

1. Select the best possible AV equipment for the conference including sound systems and projectors.
2. Supervise the use of all AV equipment throughout the conference.
3. Coordinate all lighting and special effects for the presentations at the conference.

C4. MARKETING

1. Supervise the recruitment and presentation of all displays during the conference.
2. Organize the selection, ordering, and sale of all conference memorabilia.

C5. MEDIA RELATIONS

1. Implement the media awareness program for the conference.
2. Supervise the media centre during the conference.
3. Coordinate all media transmissions throughout the conference.

D. TECHNICAL (EXECUTIVE)

1. Coordinate all transportation and parking for delegates and volunteers during the conference.
2. Prepare maps for all delegates and volunteers participating in the conference.
3. Organize shuttle buses between conference events and the conference hotel.
4. Supervise the Security (D1), Facilities (D2) , River Valley Tour (D3), and City Tour (D4) committees.

D1. SECURITY

1. Supervise the accreditation procedures for all events during the conference.
2. Maintain the safety of all delegates at each event throughout the conference.

D2. FACILITIES

1. Select and book all venues to be used by conference delegates and volunteers.
2. Coordinate the scheduling, set-up, and clean-up of all facilities used during the conference.

D3. RIVER VALLEY TOUR

1. Coordinate the activities for the delegate tour of the river valley.
2. Select sites along the river valley for the tour and alternatives in case of poor weather.

D4. CITY TOUR

1. Coordinate the booking of buses or other forms of transportation for an afternoon tour of major attractions in the city.
2. Select sites to visit including in-transit activities, stops, tours, and other activities.

E. PUBLIC RELATIONS (EXECUTIVE)

1. Select and train the SPIRIT TEAM to generate and maintain positive attitudes throughout the conference.
2. Promote unity amongst delegates including "Canadian Identity", Spirit, and Leadership activities during warm ups each morning of the conference.
3. Supervise the Opening Ceremonies (E1), Closing Ceremonies (E2), and Dances (E3) committees.

E1. OPENING CEREMONIES

1. Determine the format and mechanisms for celebrating Canada and the conference theme.
2. Supervise the set up of the gym and all procedures to be employed during the event including program, decorations, banners, and seating.
3. Coordinate the dress rehearsal for all performers in the ceremonies.

E2. CLOSING CEREMONIES

1. Determine the format and mechanisms for celebrating the success of the conference.
2. Supervise the set up of the Convention Centre and all procedures to be employed during the event including program, decorations, banners, seating, banquet, and dance.

E3. DANCES

1. Select and book the companies to provide the music for the welcome dance and the closing ceremonies dance.

2. Organize activities to promote spirit and participation at the dances, including the use of decorations in each venue.

F. STUDENT PROGRAM (EXECUTIVE)

1. Select and book all keynote speakers for the general sessions of the conference and arrange for transportation and lodging.
2. Determine a conference gift and the mechanism for recognizing the contributions of each speaker in a memorable way.
3. Coordinate the presentation of daily general sessions during the conference.
4. Supervise the Welcome Activities (F1), Lunch time Activities (F2), Heritage Festival (F3), and Current Issues (F4) committees.

F1. WELCOME ACTIVITIES

1. Select and present a wide range of introductory events that will take place during registration for all delegates to enjoy including multimedia presentations, games, and icebreakers.
2. Coordinate the decoration of the school and surrounding community to welcome the delegates to Edmonton and Harry Ainlay.

F2. MEALTIME ACTIVITIES

1. Select and present a wide range of events that will take place during mealtimes for all delegates to enjoy including karaoke, live radio shows, live entertainment, draws, guest appearances, and games.
2. Coordinate all background music at mealtimes.

F3. HERITAGE FESTIVAL

1. Organize a mini-Heritage Days evening for all delegates and host families utilizing a diversity of cultural groups in Edmonton.
2. Select and book a site to accommodate the cultural presentations and ethnic foods for all conference participants.

F4. CURRENT ISSUES

1. Determine the current issue topics to be presented during the conference.
2. Organize the methodology for presenting current issue topics.
3. Select presenters for each current issue.
4. Coordinate the presentation of student responses to current issue topics in the media.

G. SMALL GROUP SESSIONS (EXECUTIVE)

1. Determine the organization and presentation methodology for small group sessions which teach and practice leadership skills.
2. Recruit and train facilitators to work with the delegates in each small group.
3. Prepare appropriate materials to summarize the curriculum presented.
- 4.

G1. COMMUNITY SERVICE

1. Select a wide variety of opportunities for small groups to participate in service projects within the city including elementary schools, junior high schools, a senior high school, nursing homes, seniors residences, the Food Bank, hospitals, and other agencies.
2. Coordinate the presentations and follow up with each agency at each venue.

6. Conference Committees – *Roles and Responsibilities*

- A. Conference Chair
- B. Administration – Office Staff, Help Desks
- C. Finance – Budget, Sponsors
- D. Registration – Spirit Gear
- E. Trade Show – Sponsors
- F. Food Services
- G. Facilities – Audiovisual, Set-up, Clean-up, Recycling
- H. Transportation – Parking
- I. Security and Safety
- J. Host Families
- K. Communications – Media, Website
- L. Translation Services
- M. Ceremonies – Opening, Closing, General Sessions
- N. Entertainment – Daytime Activities, Evening Activities
- O. Student Program – Workshops, Spirit Leaders
- P. Advisor Program and Accommodations
- Q. Pre-Conference Tour

Appendix:

1. Flag Protocol

- ❑ The presentation of provincial and national flags will follow the outline in Chapter 2, pages 9 - 19 in the Canadian Heritage publication, Flag Etiquette in Canada (1995). ISBN 0-662-62135-2
- ❑ These flags should be on display during the opening and closing ceremonies inside the venue. They may also be displayed outside the host school during the conference.
- ❑ Flags are to be passed on to the next organizing committee at the end of CSLC.

2. Speaker Protocol

- ❑ The sequence of speakers at the opening ceremony is to follow this format:
Senior dignitary speaks first, and then the others follow in descending order.

3. Fiscal Management Program

- ❑ Under review following our incorporation and registry as a not-for-profit society.

4. Media Relations Program

- ❑ Under review in accordance with the bylaws and resolutions.

Names:

**CASAA – Canadian Association of Student Activity
Advisors**

ACCVE – Association Canadienne des Conseillers à la Vie Étudiante