

Meet The Pros | “The Message Behind the Theme”

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While themes are fun to create for our State Camps | Conferences | Retreats, it is really the message behind them which is the most powerful and impactful lesson. Let’s discuss how to choose a topic which is relevant, a message we would want every school leader in our state to understand and finally, develop engaging curriculum to support the theme for our delegates to go back to their campus and really move their culture forward with purpose.

1. Discussion: What do you want the student leaders on your campus to learn? What would help the student leaders to move campus culture forward? Brainstorm LOTS of words.
2. Categorize: Similar ideas (grit, perseverance)
3. Select top three:
Pros and cons of each? Relevance? How to incorporate into aspects of conference?
4. Vote: For one! (Approval Voting Method)
5. Research: Create Google Doc and become student leader EXPERTS.
TEDx, Articles, Books, Podcasts
6. Tag Line Discussion: first word should be an action verb, and entire tag line should be something you could say in a challenging situation and the leader would understand what they needed to do. Practice saying the tag lines out loud and in situations to see if it works!
7. Theme Discussion: Should be unique. Test: If it could be a Homecoming theme, it should not be a Leadership Conference theme.
8. Produce: Theme Reveal video with the message!
9. Hype: Countdown on social media for the theme reveal video, # word on all social media.
10. Email blast: To all advisors, encourage them to share video with their leadership class.

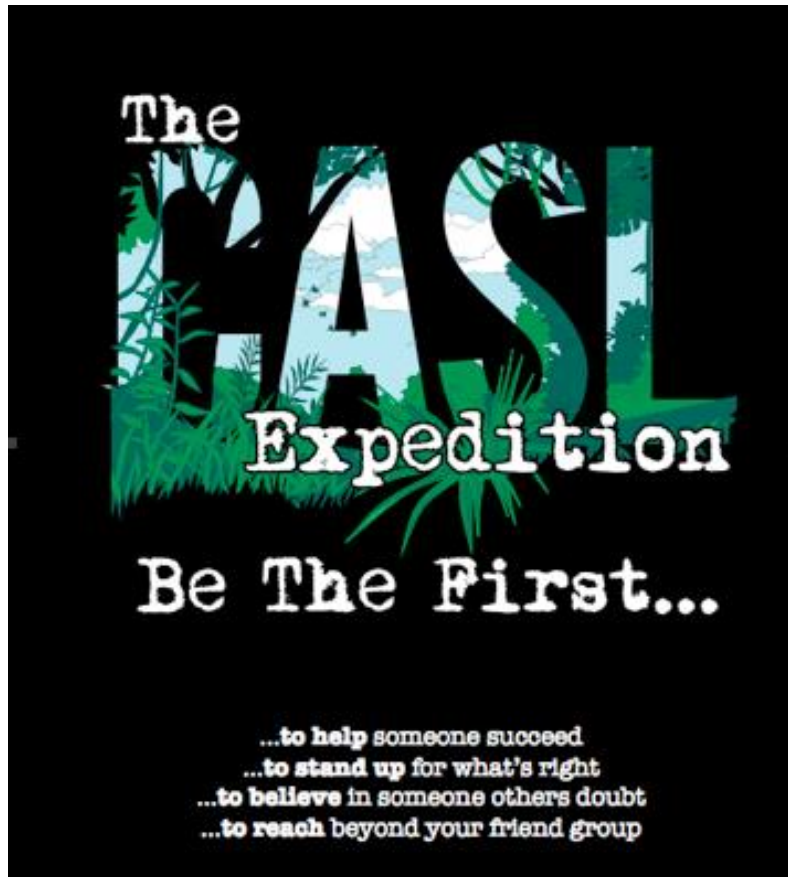
Examples:

Word: Empathy

Message: Know the Story, Know the Person

Theme: Once Upon A CASL....

Word: Initiative
Message: Be The First
Theme: CASL Expedition



Word: Innovate
Message: Test A New Solution
Theme: The CASLab



Word: Grit
Message: One More Mile
Theme: The CASL Roadtrip



Word: Advocacy
Message: Speak Up Stand Up
Theme: Inside the CASL Newsroom



Word: Effective Altruism
Message: Do Good Better
Theme: The CASL Startup



Conference: Incorporate the message EVERY chance possible!

Programs: Once Upon A CASL = storybook, Roadtrip = Map, Newsroom = Newspaper

Registration Activities: CASL NewsRoom = Interviews, Know the Story = ball pit

Giveaways: Expedition = safari hats, CASLab = clipboards, One More Mile = fanny packs, Newsroom = messenger bags

Stage Scripts: Expedition = jungle adventure, One More Mile = vlogs, Newsroom = behind the scenes of a newsroom

Speakers: Communicate early with them to incorporate conference message!

Service Project: Once Upon A CASL = reading books to elementary kids, Advocacy = Make a Wish, Do Good Better = the shoe that grows