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September 3-5^h, 2014

Reflection of LEAD Conference in Wenatchee

Overall, this conference of student leadership was very helpful and significant for me in terms of my leadership skills and networking. I feel much more qualified and prepared to be a student leader. Meanwhile, it helped everyone in our team to be closer with each other.

First of all, the most useful part of the conference I felt was the Cohort Group Presentations. In the first session, Erin, the advisor from North Seattle Community College, introduced and show the group a great number of marketing items, including pens, office kits, tote bags, sunglasses, first-aid kits, folders, T-shirts and so on, all of which have the logo of the North's student government. I will discuss with our group about what marketing items will work best and email Erin for the access to order. I knew from the presentation that first we have to get people know about our office, and then we have to run it well. Increasing the awareness of the student government was the first thing; we couldn't run the office well without the student body getting involved. Having instructors inform students about our student government and activities is also a good way to get student know about us. For example, Erin's team sent every new instructor a welcome card greeting and hoping them tell students about student government. It will be much easier to promote our events if we get the instructors help and support.

In the second session, I learned a lot of how to make our team closer with students. We can have some outdoor games on campus at the first few weeks of school, which will get a lot of foot traffic. People always like surprise. Students will get excited receiving the prize or gift

from the student government. Parking lot and bus stops are also good spots for marketing. Besides, when we do the tabling, it is a good way to attract people to have a free coffee or tea station. Erin also encourage the officer to do their works outsides the office; for example, officer can work in the library or cafeteria, with the sign of the student government. This allows the student to ask questions and get more information; the most importance is that they can know we are working hard see us working by their own! Surely, it need to be some work that doesn't require computers. In North student government, they have meetings with different contents. One of them is having everyone doing brainstorming for promoting events. We need to cooperate to hold events better.

In the third session, Erin gave the group a task of marketing. So we got practice of marketing different events to different audience. I think North student government does do a good job of running the student government. I learned a lot from them, and we can do a good job also as our new team is very dynamic.

Of the three keynote presentations, I liked Hoang's "Becoming an Outstanding Student Leader" the most. We should stand out in good things. He mentioned six deliberate decisions with six letters, which are L (lead through your actions), E (extraordinary attitude), A (admit your weakness), D (develop meaningful relationships), E (establish time for yourself), R (sorry, I forgot it). I learned that we should be able to change our station when it is playing the bad song.

In Eric's presentation, "What Kind of Leader are you?" I realized that I was also circle-typed person. This activity reminded me of the four-letter personality test we did during the training. I am glad that our team is make up with different types of people. We can make a better team with different types of members, because of the diversity.

Jonathan L. Brown's presentation, I knew that we can approach to our goals closer by working hard, instead of lower our goals.

In the diversity educational session, I learned that diversity is different ways of people responding to others. People might respond differently to the same thing because their age, family, educational level, nationality, race, childhood, gender and so on. We should respect all perspectives sincerely. Using "I" statement would sound friendlier than "you should" statement. Moreover, it is important for one to realize when to step up and when to step back. There are always active people and quiet people in the group. It is necessary for the active person to step back to let others speak. It is also important to present your ideas. I attended the event planning and marketing session, but Brian Suffield didn't talk much about marketing though. One idea that might help for Troy is that he could send out the event-planning sheet of WSU if we email him. I think it will be a good idea to get their planning-sheet, find the differences between ours and theirs and see how we can make it better.

In the last session, I thought Brian was going to talk about how to work with others well. However, I was wrong. He talked about how to start a team from the very beginning, such as creating missions, to traditions, such as training process. According to his presentation, I think it is really a good idea to create a permanent email for each position like presidentUSA@southseattle.edu so that the later officers have a better chance to know about the position and what was going on before.

Communications with officers from other colleges also provided a lot of information. In the cohort session, I learned from another officer that doing chalking is actually a cheap and effective marketing method. I like the idea market very much. It gave us chance to tell each other about different ideas. I knew about events in other colleges and marketing measures. For

example, there was one college doing egg hunting on Easter Day. They hid Easter Eggs on the campus, students who found one and brought to the office got a prize, which got many student involved. It also will be a good idea to have some study tips for students in our officer so they can get more to come to the office. One of the officers mentioned that they had a whole team in responsible for the school newspaper, which is school-wide, not limited of the student government. However, there is always a problem of surplus and wasting because things going on so quickly. So I would say we should consider more consequences about having newspaper.

This three-day conference allowed our team members to know each other much better. It was also fun dancing and riding bikes together. As I said, Ebsa is really a humorous and caring person which we didn't know before the conference. Sopor, Lily and I spent two nights together without any conflicts. We get along with each other very well. Lily and I were roommates together for two nights.

It is now our great memory attending the Wenatchee Conference. I believe everyone on our team is now more confident and prepared for the coming work and challenges.