



September 2022

ONLINE REGISTRATION OPENS FOR NCSA 2022 IN BOSTON!!!

The 2022 **National Conference on Student Activities (NCSA)** will bring together different groups of like-minded educators, activity advisors, and leadership camp directors/staff for a weekend of learning, networking, and fun. NCSA provides program strands that encourage participation of a wide variety of activity advisors, school administrators, leadership educators, motivational speakers, and consultants. Participants will be inspired during the three days of the conference and will return to their homes to make the most significant difference possible in the lives of their students, colleagues, and community members. The Massachusetts Association of Student Councils (MASC) and the Massachusetts School Administrators Association (MSAA) are the hosts for NCSA 2022...our 50th annual!



The core elements of the 2022 National Conference on Student Activities (NCSA) program include:

- Three **General Sessions** that will feature outstanding keynote speakers
- Three 40-minute **Breakout Workshop** sessions with about 24 choices of topics
- A 50-minute **Conversation Café** session with 18 different groups focusing on in-depth discussion and ideas and resource sharing on a varied area of leadership development topics and topics regarding critical issues and leadership in our schools today.
- Four 15-minute **Meet the Pros** roundtable sharing sessions where you will discover new materials,

- methods, and projects that can be successfully implemented in schools across the nation.
- Mixers, social activities, and meals that promote networking and FUN!

Register and get more information on the NCSA Conference.

<https://na4sa.org>

Date: Fri. December 2 to Sun. December 4, 2022

Location: **Westin Boston Seaport District**
425 Summer Street
Boston, MA 02210
(617) 532-4600



Hotel Rate: \$169/night (plus taxes) for all rooms

Direct link to book a room in our block:

<https://book.passkey.com/go/2022NCSA>

Registration – opens August 15, 2022

- \$345 Program/materials, two breakfasts, one lunch, one dinner, and NA4SA membership dues by **10/31/2022**
- \$325 Reduced rate when registering as a group of 5 or more by **10/31/2022**
- \$365 After **10/31/2022**
- \$395 After **11/15/2022** & On-Site Registration
- \$175 Saturday ONLY (<150 miles from Boston)

OBTAIN GRADUATE CREDIT FOR NCSA!

Edgewood College (Madison, WI) will again offer graduate-level credit to the National Conference on Student Activities from December 2 to 4, 2022!



EDGEWOOD COLLEGE

Attendees wishing to earn credit will have the opportunity to request 1 to 3 credits, at \$199 per credit.

Please note: You do NOT have to apply for credit prior to the conference. Information will be available on site for credit requirements and the application process.

If you have questions prior to the conference, contact Tom Heethuis, President of NA4SA and Course Professor at theethuis@na4sa.org.

PRE-CONFERENCE OPPORTUNITIES Friday December 2, 2022

SPECIAL PRE-CONFERENCE WORKSHOP SESSIONS

10:00 a.m.-2:30 p.m.
Only \$40 (including Lunch)

OPTION A: BIG PICTURE LIVING: START THE CONVERSATION – Peter H. Reynolds

Big Picture Learning, in partnership with the American College of Lifestyle Medicine (ACLM), and FableVision Studios, has embarked on a student-driven lifestyle medicine movement: **Big Picture Living** (visit <https://bpliving.org>).

Using the ACLM's 6 Measures as a framework, the Big Picture Living initiative is designed to spark transformational change in young people's lives and future potential. Big Picture Living embraces and emphasizes the urgent need for young people to adopt and advocate for lifestyle medicine practices.

Lifestyle Medicine, as defined by ACLM, is an evidence-based approach to preventing, treating, and even reversing disease by replacing unhealthy behaviors with positive ones. The Big Picture Living program includes free resources to start the conversation and implementation through Conversation Cards, student projects, and more. During this workshop, attendees will hear from area students and advisors that run a Big Picture Living program in their school. This will be a hands-on workshop filled with ideas, solutions, and immediate action!

Peter H. Reynolds will also be our keynote speaker for the Second General Session on Saturday December 3. Please see the next page for his bio and more information.



OPTION B: ACTIVITY REVOLUTION: CREATING A CULTURE WHERE EVERYONE PARTICIPATES – Scott Backovich

Wish more of your campus would participate in student activities?

Tired of using the same old themes, games, and strategies to engage students?

Looking to spark year-round campus participation?

It's time for a full-blown **activity revolution!**

In this action-packed session, *ENVOLVE* founder Scott Backovich will unlock a wealth of resources to help you create the best activities program possible!

You'll gain new and valuable resources, learn innovative activity frameworks, and walk away with a treasure trove of activities you can use to engage your students TODAY!

Scott Backovich has dedicated his life to doing one thing: helping schools create phenomenal campus culture. On any given day, Scott can be found making a positive impact on students, educators, and activities programs around the country. Founder of ENVOLVE Schools, a student engagement program designed to help campuses facilitate outstanding student activities, for Scott it's not just about generating a moment of impact – it's about developing an entire climate of action. To learn more, visit www.ENVOLVEschools.com.



OPTION C: BETTER FOR STUDENTS, EASIER FOR YOU – Brandon Love

If you're an enthusiastic and engaged educator, you're exactly what students need. And you're also probably tired. Burnout is real. People are drained. But students still need awesome experiences. In this fun pre-conference workshop, we're going to share 3 awesome, timesaving, use-it-now hacks that will make your life easier AND make your programming better!

1. **The Student Experience Design (SXD) Canvas** – If you've ever wondered how to simplify event- and project-planning without sacrificing quality, this is the tool for you. The SXD Canvas gives organizers the insights they need to make awesome stuff while minimizing handholding.
2. **Video** – In education, video gets a bad reputation, but the truth is that students need dynamic, relevant content – and video opens a world of possibilities. We'll share time-saving strategies on how to FIND, USE, and MAKE video.
3. **Creative Partnerships** – Partnering with community organizations and businesses is the future of education. Come learn the recipe for a time-tested program from Ontario, Canada that engages students in career exploration, teaches entrepreneurship, and connects them with relevant community partners.

Whether a seasoned veteran or brand new to student activities, these tools may give you the inspiration (and relief) you need to stay in the game!

*Brandon Love is Director of Education at Beanstalk Creative and leads the design and delivery of Beanstalk Creative's live programs. He has authored two books (with Joel Hilchey); *Brainsprouting & Teaching Creativity*. He's a member of the Academy of Magical Arts at the World-Famous Magic Castle in Hollywood, CA. He's taught high school and university and formally studied education, psychology, philosophy, karate, hypnosis, and yoga, because he loves teaching almost as much as he loves learning.*



SPEAKERS' SHOWCASE Friday 3:05-5:00 p.m.

As in recent past years, a Speakers' Showcase program jointly sponsored by NA4SA and the National Association of State Student Council Executive Directors (NASSCED) will be offered to participants from both organizations. This session will provide the opportunity to hear from and interact with emerging speakers in the youth market. The 2022 Speaker Showcase will include FIVE speakers each presenting for about 20 minutes.

NCSA 2022 KEYNOTE SPEAKERS

Opening General Session **JOEL HILCHEY**

Joel Hilchey is an ideas guy. His gift seems to stem from a strange combination of observation, insight, and blatant disregard for conventional thinking.

He's also a juggler (literally and figuratively). In addition to leading the Beanstalk Creative team, he maintains a busy schedule as a keynote speaker, creating unforgettable spectacles on stage. He's the father of 3 kids, 2 of whom co-habitated a uterus, and he attempts to be a good husband.



Joel has authored 3 books, (2 of them with Brandon Love), and he taught engineering for over a decade at McMaster University, where he was named one of the Top 150+ Alumni. He is also a seasoned barbershop quartet singer, he formerly chaired the board of the world-renowned Hamilton Children's Choir, and he's a semi-competitive juggler (that's right... juggling whilst jogging). Learn more at <https://joelhilchey.com>.

Second General Session **PETER H. REYNOLDS**

Peter H. Reynolds is a New York Times best-selling author and illustrator. Published in over 25 languages, his books *The Dot*, *Ish*, *The Word Collector*, *Be You!*, *Our Table and Say Something!*, among others, inspire children and "grown up children" with Peter's messages about authentic learning, creativity, bravery, empathy, and courageous self-expression.

Peter illustrated the best-selling *I Am* series and *The Water Princess* by Susan Verde and the *Judy Moody* series by Megan McDonald. His most recent collaboration *Peace Train* with Cat Stevens reached the New York Times best-seller list in the first week of release. His media company FableVision Studio produces award-winning interactive applications and his educational company FableVision Learning supports schools through custom programs and tools to inspire creativity in the classroom.

Peter and his twin brother Paul launched the Reynolds Center for Teaching, Learning and Creativity, a non-profit organization that encourages creativity and innovation in teaching and learning. He lives in the Boston area where he founded The Blue Bunny, a family-owned and operated children's book, toy & creativity store. You can learn much more about Peter on his website at <https://www.peterhreynolds.com/meet>.



NCSA 2022 KEYNOTE SPEAKERS

Third General Session **ED GERETY**

Ed Gerety is one of the top professional youth speakers and leadership trainers in the United States. Ed has keynoted and lead workshops at National and International Leadership Conferences for 30 years. He has spoken in all 50 states and has reached over 3 million people with his powerful and inspirational message. Ed is author of "Combinations: Opening the Door to Student Leadership", host of the popular podcast helping parents "Navigate the Teen Years" and features an online leadership development program for students at <https://www.EdGerety.com/Education>.



Ed continues to do extensive study in the areas of leadership and peak performance, he has completed the Boston Marathon three times and he received his 200-hour yoga teacher/certification through Yoga Alliance in 2022. He lives on the New Hampshire seacoast with his wife and two children, along with their golden retriever dog Gracie, their two cats Sugar and Coco, and one bearded dragon named Trevor.

Closing General Session **MICHAEL IVANOV**

Michael Ivanov is a Game-Changing speaker and Best-Selling author who has impacted thousands of people with his message of resilience. Born in Kiev, Ukraine, Michael immigrated to the United States just before the collapse of the Soviet Union and the end of the Cold War and is the grandson of a Siege of Leningrad and Dachau camp survivor.

Michael's master storytelling ability leaves audiences exhilarated and equipped to act on their inspiration. His success principles empower audiences to smash fears, limitations, and passive, excuse-oriented mindsets. Michael takes his audiences on a journey through his story of humble beginnings, living on hand-me-downs and Food Stamps, to becoming a business owner, an author, and a motivational speaker. He reveals how the personal choices we make, the attitudes we carry, and the principles we choose to live by, affect our mental health and performance, and determine the success of our lives and organizations. You can learn more about Michael at <https://www.speaklife365.com/about>.



NCSA 2022 MASTER OF CEREMONIES

Eddie Slowikowski

Eddie Slowikowski is a former world class runner and gold medal winner for the US Track & Field Team and a 3-time Division 1 NCAA All-American and National cross-country champion out of Loyola University in Chicago. Eddie was a former reporter in training at CNN before launching his own business as a professional speaker.



Today Eddie is a highly sought-after speaker, consultant, and author - known throughout the industry as an expert in Inspired Performance. His widely acclaimed **"Four Minute Formula"** has been utilized by people from all walks of life. Through years of training as an athlete and running his own successful business, Eddie knows what it takes to be elite. He has always had the can-do spirit of an entrepreneur. Best of all, he channels that sense of accomplishment through interactive storytelling and raw emotion to audiences everywhere. He can make you laugh, cry, dance and learn...all in one presentation.

For close to three decades, Eddie has given audiences a rollercoaster journey experience in all of his presentations. In addition to his many accomplishments, Eddie sought to also enrich his life through service. He has volunteered extensively throughout Central America on month-long service trips, spent 4 years as a tutor for economically disadvantaged students from Cabrini Green in Chicago, and has worked tirelessly for the homeless. Eddie widened his worldview beyond the life of sports and now as a husband and father of 4, he proves that a successful work/life balance can be attained.

Eddie speaks to tens of thousands of people across the country year in and year out from Fortune 500 companies, Associations, and Healthcare groups to Professional Athletic Teams, Law Enforcement and Educational institutions. He delivers a vast array of programs that are always customized to fit the needs of each audience. His extraordinary rate of repeat business is a testament to his versatile talent. The one constant through it all remains his high-energy message and interactive style. Eddie uses music, sound effects, dancing, and audience interaction to bring his memorable presentations to life.

CALL FOR WORKSHOP PRESENTERS!

The NCSA is designed to provide program strands which encourage participation by a wide variety of activity advisors, school administrators, leadership educators, motivational speakers, and consultants. With each of these strands in mind, we encourage all attendees to apply to be presenters at NCSA 2022!

Potential presenters are asked to review topic areas (see links below) and create a presentation based on the suggested themes. The list of topics is designed to stimulate thinking about potential presentations and not to place constraints on the creativity of the presenters.

We have a tradition of using educational conference sessions as a platform for innovation in the field of student activities. In the spirit of collegial networking, we seek contributors who are willing to share their expertise without an expectation of payment.

NCSA 2022 WORKSHOP STRANDS

There will be FIVE workshop strands featured for this year's NCSA, in keeping with the overall theme of "Setting the Sails for Leadership":



Preparing Your Crew



The Essentials for a Successful Voyage



The Beacon of Light



Navigating a New Course



Camps & Summer Workshops

For more information about each of these strands, possible topics under them, and applying to present a Workshop at NCSA 2022, please use these links:



NCSA 2022 Strands and possible topics included under each of them:

<https://na4sa.org/nca/next/documents/2022/strands.pdf>



Workshop Presenter Application which can be downloaded and typed into:

<https://na4sa.org/nca/next/documents/2022/presenterapp.pdf>

Please submit a presenter application to Executive Director of NA4Sa Jim Finnemeyer at finnemeyer@na4sa.org no later than October 15, 2022. Decisions will be made by November 1, 2022, so presenters can plan accordingly.

FACILITATORS NEEDED FOR NCSA CONVERSATION CAFE SESSIONS Saturday December 3 (11:00-11:50 a.m.)

As part of the registration process delegates will be asked to select a first and second choice of **Conversation Café** sessions to attend during the NCSA. Individuals who have attended “Focus Groups” during previous conferences are invited to volunteer to be a facilitator for one of the 18 scheduled Conversation Café sessions. Use the direct link below to learn more about each of the sessions to be offered:



Conversation Café Session Topics:
<https://na4sa.org/ncsa/next/documents/2022/convcafe.pdf>

Potential facilitators are invited to share their interest in facilitating one or more topics by e-mailing Jim Finnemeyer at finnemeyer@na4sa.org to express their desire to serve by October 15, 2022.

Format: Each group will have 15-20 participants for the session lasting 50 minutes.

Facilitator: Each group will have a pre-determined facilitator with experience in the specific topic area, but participants are expected to share ideas and/or materials. Delegates will be notified prior to the NCSA as to which Conversation Café session they will attend.

NA4SA BOARD ADOPTS NON-ACCEPTABLE CONDUCT POLICY

Recent events across the nation which have come to light during the past year have led the National Association for Student Activities to adopt a policy dealing with the conduct of members during our programs and activities.

The preamble to the policy reads:

The National Association for Student Activities (NA4SA) is committed to creating and maintaining an environment in which all persons who participate in NA4SA programs and activities feel safe and comfortable. Harassment and discrimination express disrespect, abuse authority, undermine relationships, and interfere with learning and productive work. They are also illegal and will not be tolerated.

The details of the policy define sexual harassment, reporting procedures, investigation, and remedies.

The policy can be found on our website at <https://na4sa.org> and will also be distributed to all participants in the NCSA Conference Program.

JOIN US SATURDAY NIGHT DECEMBER 3 FOR A SPECIAL REUNION & GOLDEN ANNIVERSARY BASH!

On Saturday night December 3, we will be having a special Golden Anniversary celebration to mark the 50th anniversary of NAWD/NA4SA and the National Conference on Student Activities! There will be lots of finger foods and hors d'oeuvres, music provided by our Conference MC (and DJ, too!) **Eddie Slowikowski**, plus a special tribute to our first 50 years as we begin the next chapter in our rich history.

This special celebration will be conveniently located in the Westin Boston Seaport District and is being offered at an additional cost of \$50 per person. We'll start the party at 6:00 p.m. once Regional Meetings are done and we'll go until 8:30...or later, depending on how long people want to catch up with each other and meet NEW friends in their Professional Student Activities family!

We hope you will ALL join us – *regardless of how many years you've been coming to the NCSA* – not only to celebrate the Golden Anniversary of our association but also as a GRAND REUNION for our NA4SA Family – *old and new* – which will be coming together in person for the first time in THREE YEARS!



NCSA 2022

“Set the Sails for Leadership”

Boston, Massachusetts



FRIDAY December 2, 2022

10:00 am – 2:30 pm	Pre-Conference Workshops (Optional...and which include Lunch) <ul style="list-style-type: none">• Big Picture Living: Start the Conversation – Peter H. Reynolds• Activity Revolution: Creating a Culture Where Everyone Participates – Scott Backovich• Better for Students, Easier for You – Brandon Love
12:00 pm – 5:00 pm	Registration
12:00 pm – 5:00 pm	Hall of Exhibitors
1:50 pm – 3:00 pm	Pre-Conference Workshops
3:05 pm – 5:00 pm	Speaker Showcase (sponsored jointly by NASSCED and NA4SA)
5:05 pm – 5:55 pm	Newcomers' and Mentors' Welcome Meeting
5:45 pm – 6:15 pm	Social Networking Time & Cash Bar
6:15 pm – 7:15 pm	Opening Dinner
7:30 pm – 9:30 pm	First General Session <ul style="list-style-type: none">• Mixers• Keynote Speaker JOEL HILCHEY• Earl Reum Award Presentation
9:30 pm – 10:30 pm	Hospitality and Networking

SATURDAY December 3, 2022

7:30 am – 8:15 am	Buffet Breakfast
7:45 am – 8:15 am	Registration (for Saturday Only Participants)
8:30 am – 9:45 am	Second General Session <ul style="list-style-type: none">• Parade of Ideas• Keynote Speaker PETER REYNOLDS
10:00 am – 10:45 am	First Breakout Workshop Session
11:00 am – 11:50 am	Conversation Café Sessions
12:00 pm – 12:50 pm	Buffet Luncheon <ul style="list-style-type: none">• Keeper of the Flame Award• Preview of NCSA 2023 in San Francisco, California
1:00 pm – 2:00 pm	Third General Session <ul style="list-style-type: none">• Keynote Speaker ED GERETY
2:10 pm – 2:55 pm	Second Breakout Workshop Session
3:05 pm – 4:10 pm	Meet the Pros
4:20 pm – 5:05 pm	Third Breakout Workshop Session
5:15 pm – 5:45 pm	Regional Meetings
6:30 pm – 8:30 (?) pm	Special Reunion & Golden Anniversary Bash (additional fee) <ul style="list-style-type: none">• Hors d'Oeuvres that will be a dinner in themselves!• A special tribute to the Golden Anniversary of NAWD-NCSA• Hosted (and DJ-ed) by EDDIE SLOWIKOWSKI

SUNDAY December 4, 2022

7:30 am – 8:15 am	Buffet Breakfast
9:40 am – 11:30 am	Closing General Session <ul style="list-style-type: none">• Parade of Ideas• Keynote Speaker MICHAEL IVANOV• Conference in Review