

Texas State Leadership Institute Conference Report

“Leadership & Learning: Celebrating the Journey”

February 21-22, 2014



The rising STAR of Texas

Texas State Leadership Institute Annual Conference

“Leadership & Learning: Celebrating the Journey”

February 21-22, 2014

Texas State University

Total Attendance: 497



TEXAS
STATE
UNIVERSITY

The rising STAR of Texas



Dean of Students Office Mission

The Dean of Students Office strives to set standards of excellence in the delivery of student services and to foster a welcoming environment that is inclusive, safe and conducive to learning. The core function of the Dean of Students Office is assisting and developing students through services that include emergency services, leadership development opportunities, legal advice, notary services, ombuds services, and resolutions to student misconduct allegations.

Leadership Institute



Vision

To develop students into ethical, innovative, responsible, civically-minded leaders who contribute positively to their local and global communities.

Mission

The purpose of the Leadership Institute is to bring students together to learn leadership skills, engage in activities that foster ethical behavior, build an inclusive community, demonstrate social responsibility and inspire a commitment to excellence.

Core Values

- Ethics/Integrity
- Excellence
- Social Responsibility
- Inclusivity
- Civic Engagement
- Empowerment

Conference Purpose

The primary purpose of the conference is to bring together students from diverse backgrounds to learn leadership skills, engage students in values-based activities that foster ethical leadership development, build a unified community, cultivate social responsibility, and inspire students to adopt a new way of life while expanding their leadership potential.

Learning Outcomes

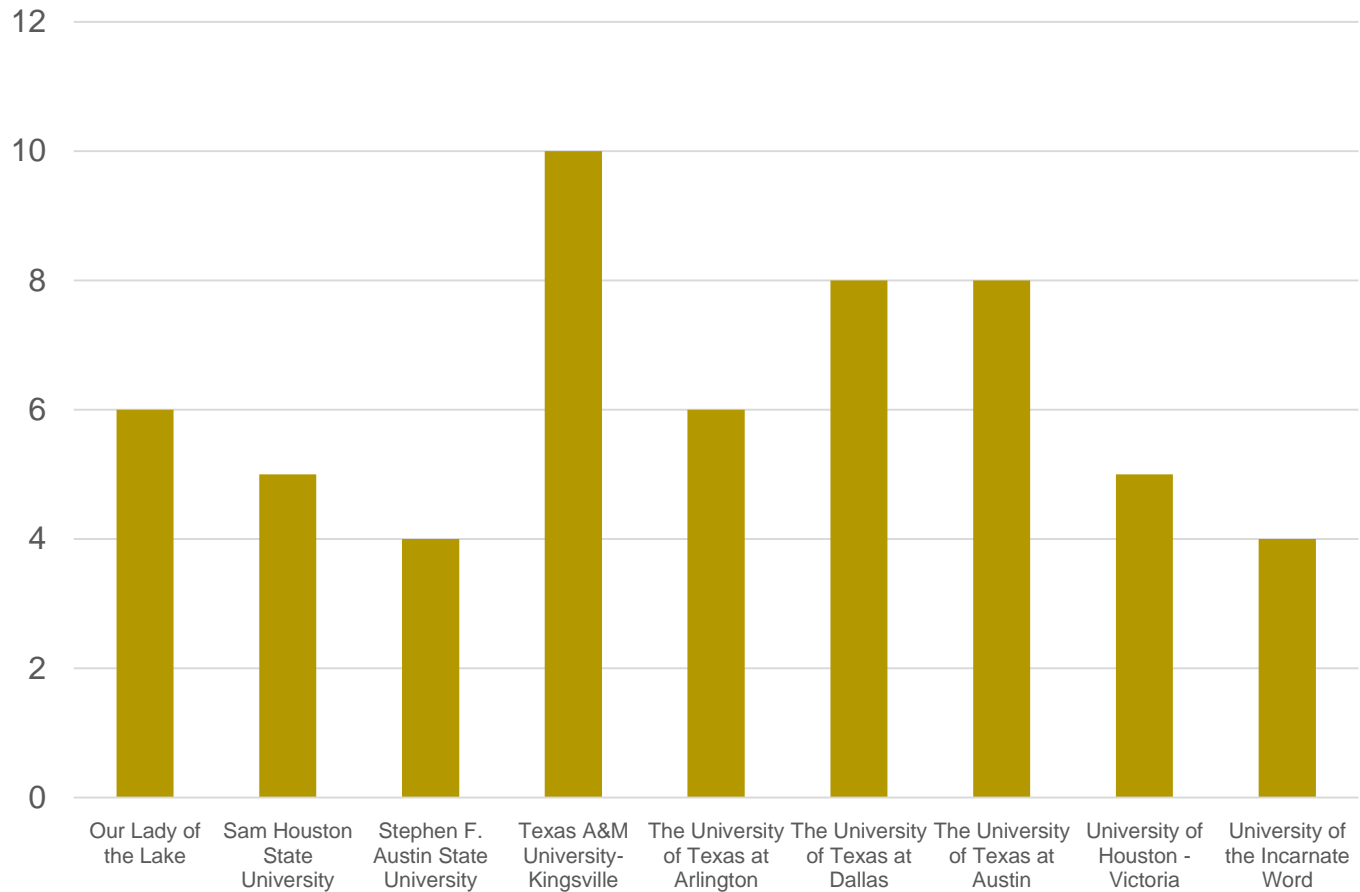
- ❖ Students will process how skills developed in one context might be applied in other arenas.
- ❖ Students will learn from stories in which individuals acknowledge problems or failures and learning derived.
- ❖ Students will build the capacity to identify parallel experiences and translate efficacy across them.
- ❖ Students will develop formal and informal relationships across organizational involvement, and learn from each other.



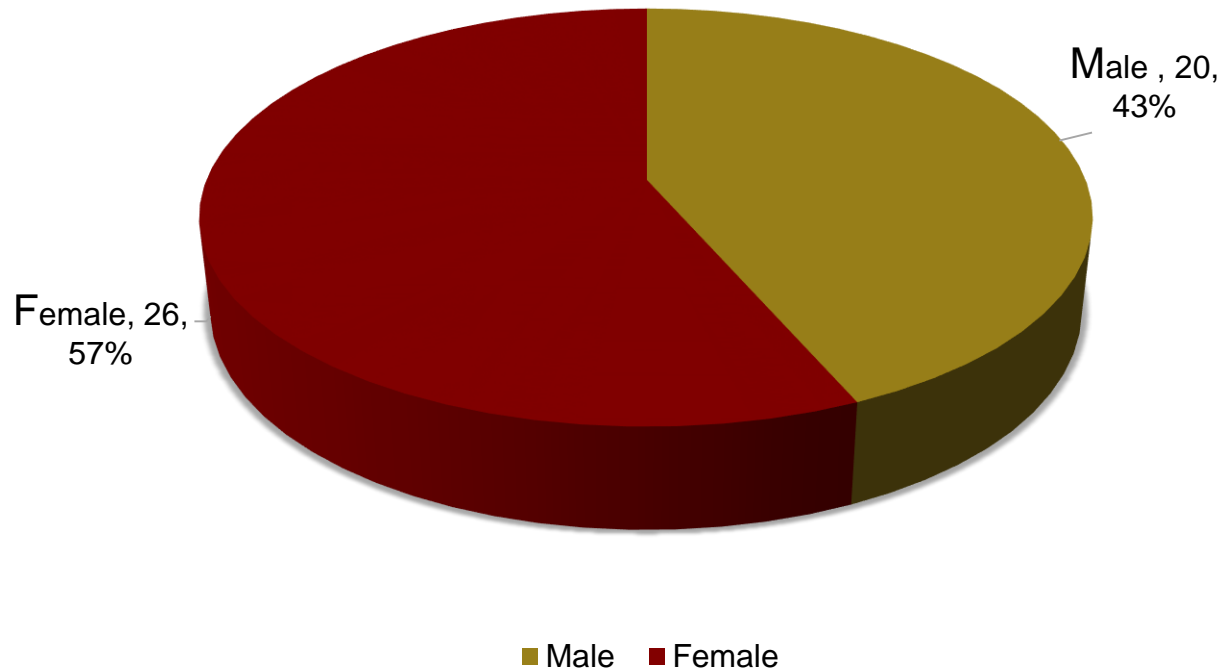
Total Attendance

- ❖ 298 Texas State
- ❖ 56 Non Texas State attendees (students and advisors)
- ❖ 62 Volunteers
- ❖ 27 Speakers
- ❖ 54 of guests (deans, special guests, sponsors, etc.)

Non Texas State Attendance by Institution

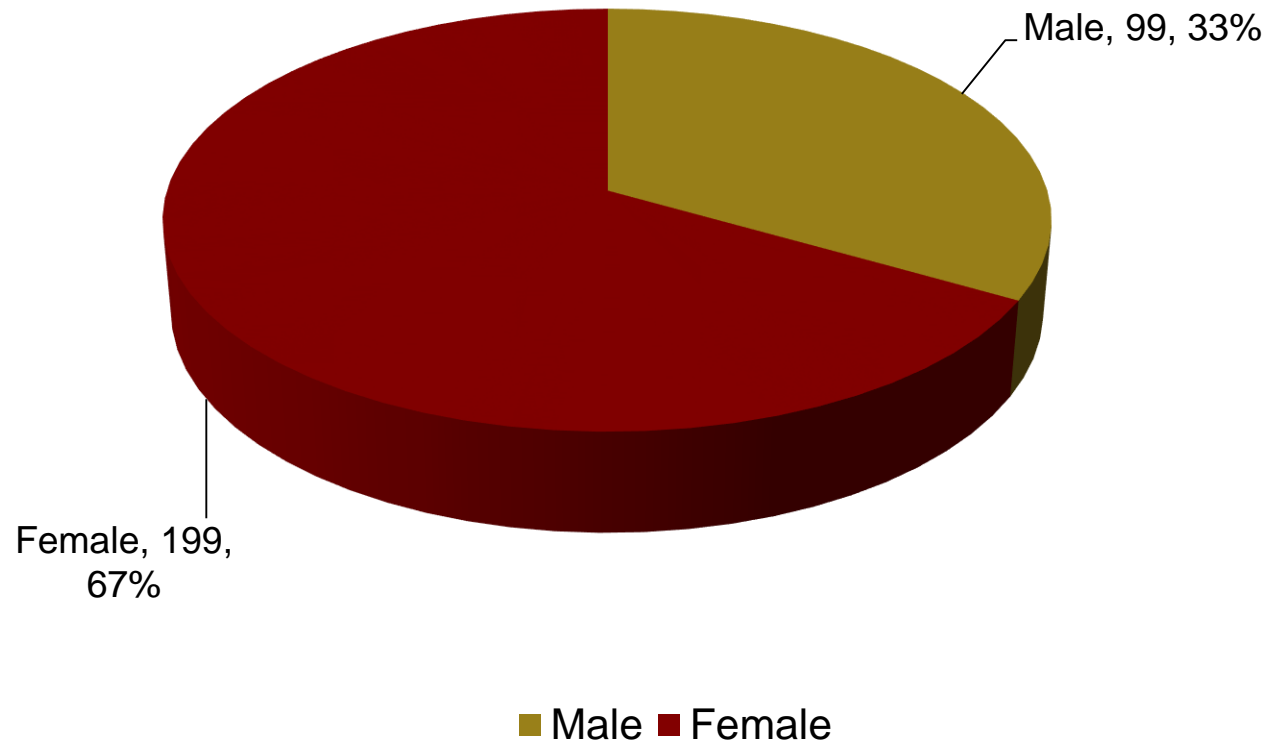


Non Texas State Attendance by Sex

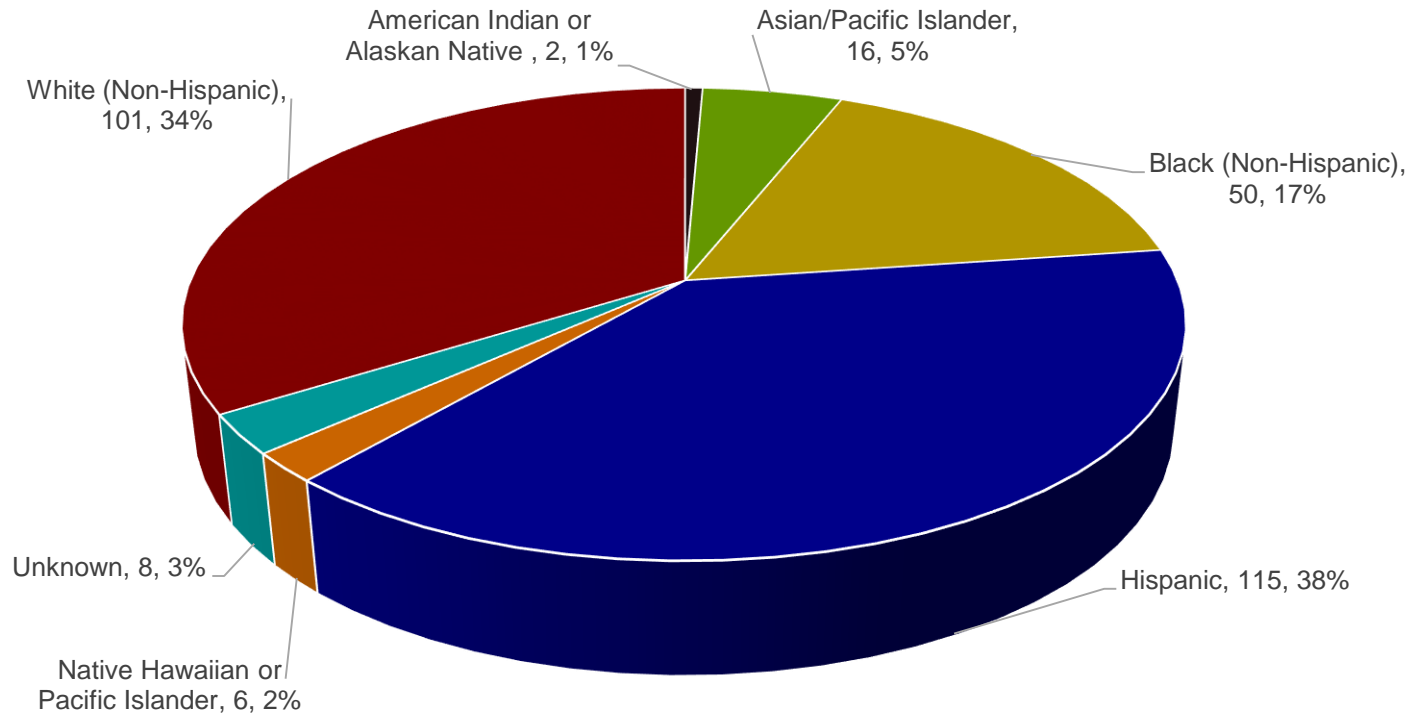




Texas State Attendance by Sex

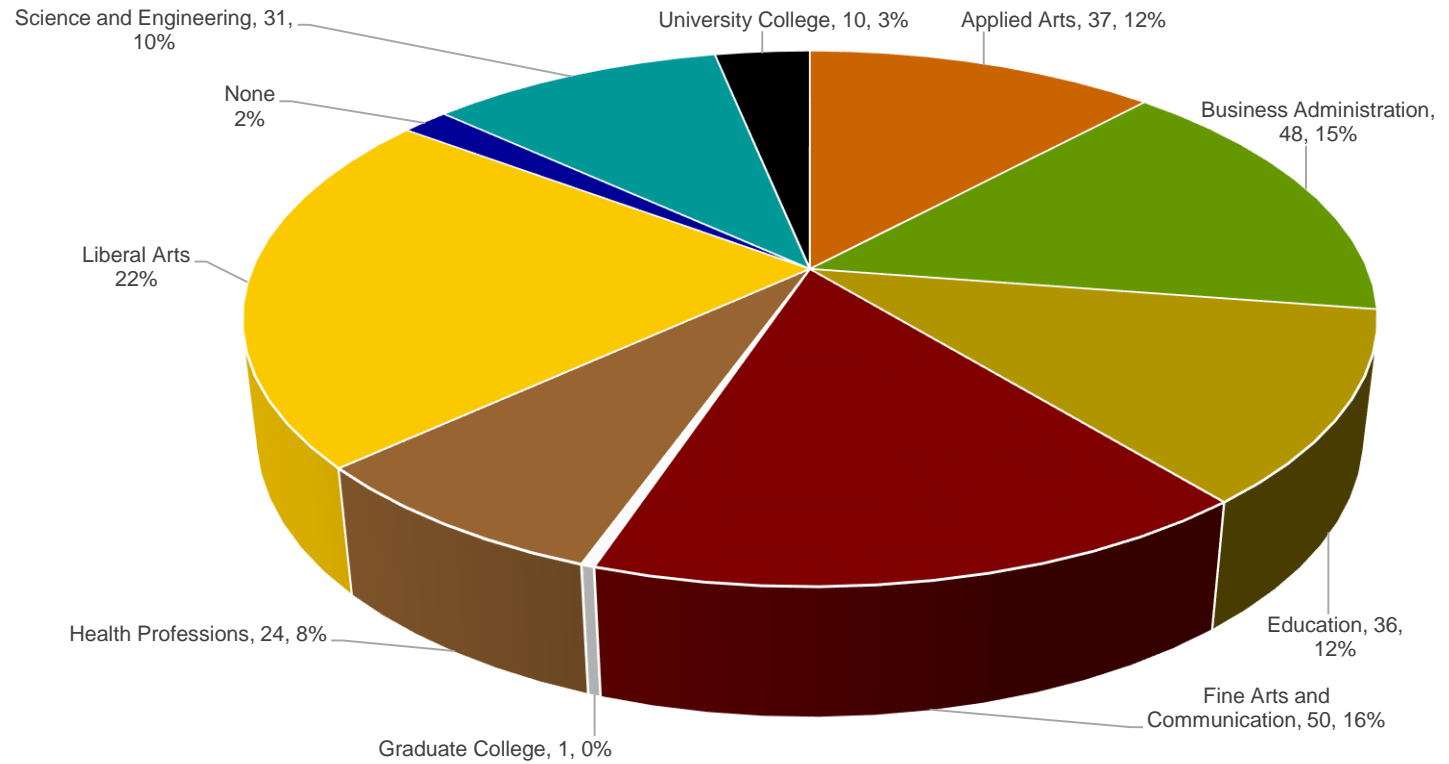


Texas State Attendance by Ethnicity



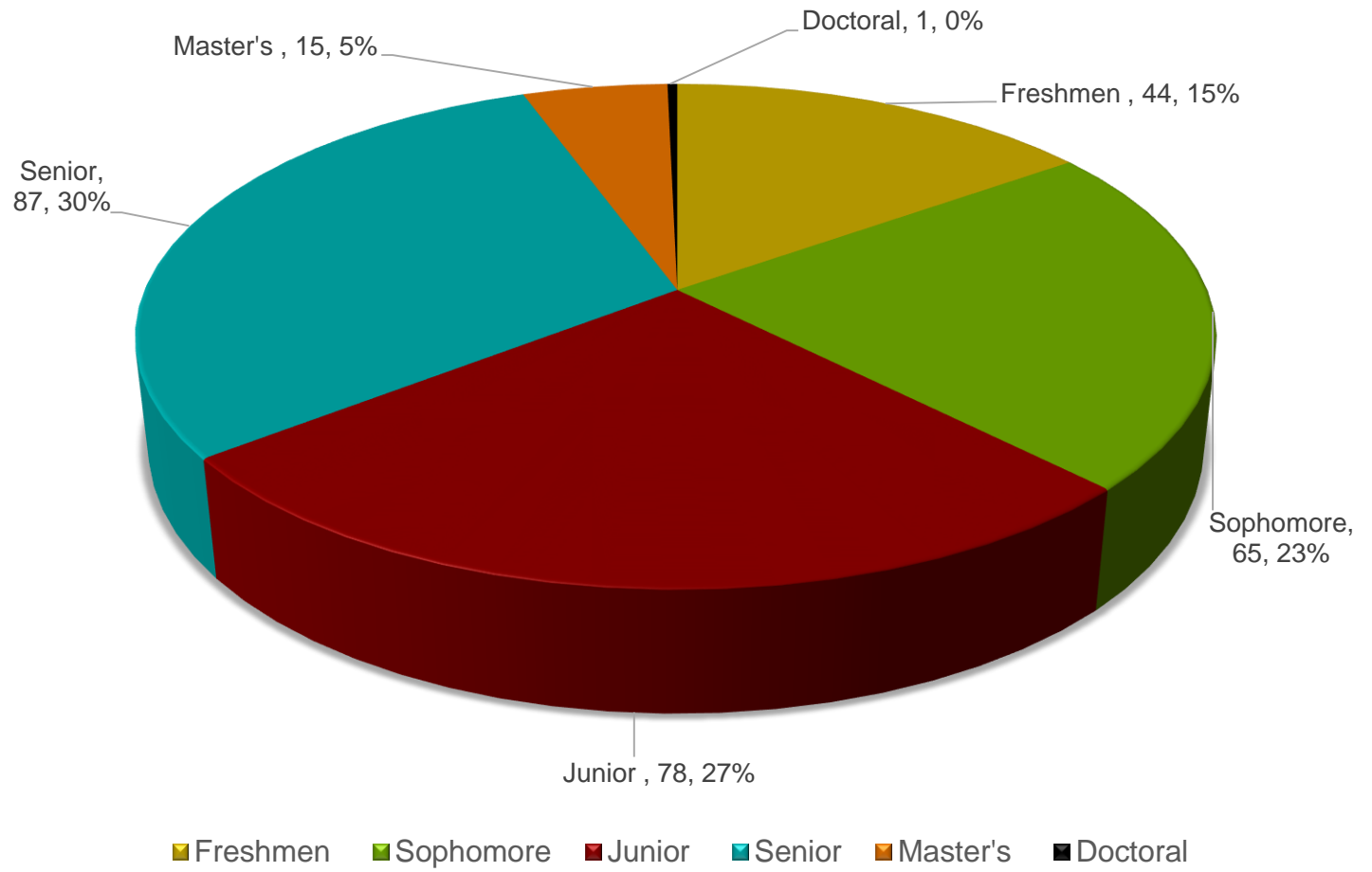
- American Indian or Alaskan Native
- Asian/Pacific Islander
- Black (Non-Hispanic)
- Hispanic
- Native Hawaiian or Pacific Islander
- Unknown
- White (Non-Hispanic)

Texas State Attendance by College

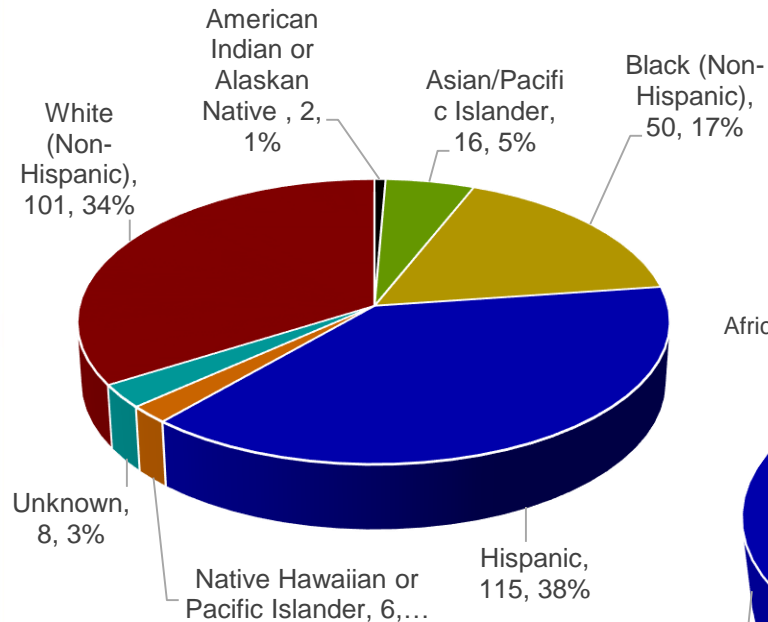


- Applied Arts
- Business Administration
- Education
- Fine Arts and Communication
- Graduate College
- Health Professions
- Liberal Arts
- None
- Science and Engineering
- University College

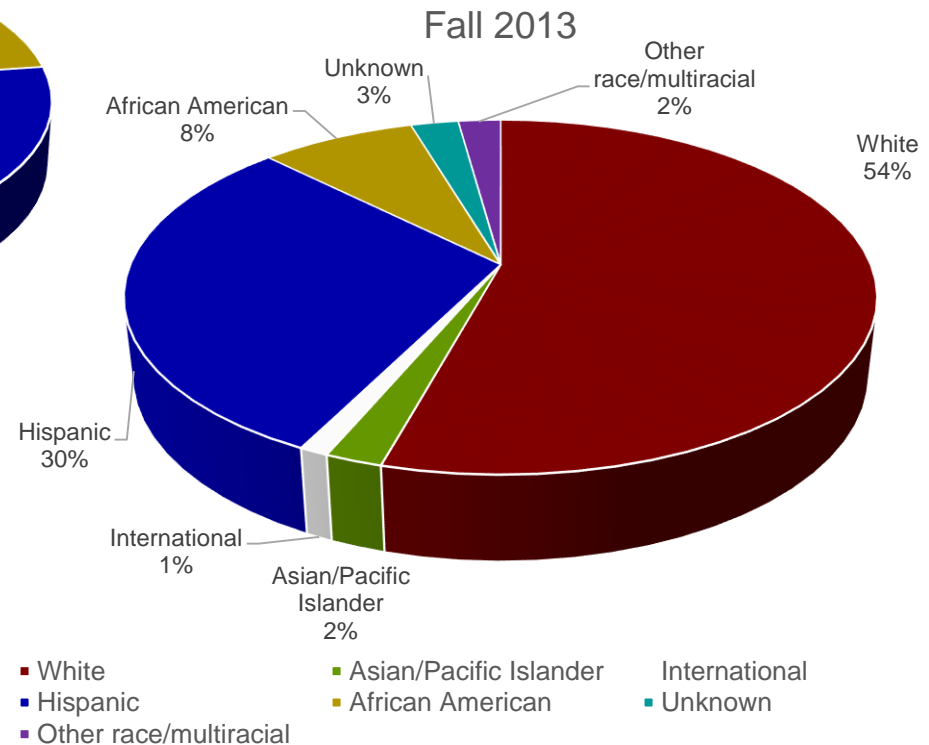
Texas State Attendance by Classification



Ethnicity Comparison



- American Indian or Alaskan Native
- Asian/Pacific Islander
- Black (Non-Hispanic)
- Hispanic
- Native Hawaiian or Pacific Islander
- Unknown



- White
- Hispanic
- Other race/multiracial
- Asian/Pacific Islander
- African American
- International
- Unknown



Key Findings

- ❖ 97% of participants agreed or strongly agreed that they enjoyed the conference overall.
- ❖ 95% of participants agreed or strongly agreed that the speakers helped them understand the value of their leadership experiences and how they related to the future.
- ❖ 97% of participants agreed or strongly agreed that they enjoyed the small group meetings.
- ❖ 96% of participants agreed or strongly agreed they would recommend this conference to another student.
- ❖ 96% of participants agreed or strongly agreed that the conference was well organized.

Julián Castro



A 39-year-old San Antonio native, Mayor Julián Castro is the youngest mayor of a Top 50 American city. First elected on May 9, 2009, Mayor Castro was handily re-elected to a third term in 2013.

Throughout his tenure, Mayor Castro has focused on attracting well-paying jobs in 21st century industries, positioning San Antonio to be a leader in the New Energy Economy and raising educational attainment across the spectrum.

Mayor Castro created SA2020, a community-wide visioning effort turned nonprofit that has galvanized thousands of San Antonians around a simple to create a brainpower community that is the liveliest city in the nation. Under his leadership, the city established Café College, a one-stop center offering high-quality guidance on college admissions, financial aid and standardized test preparation to any student in the San Antonio area.

Julián Castro Findings

- ❖ 96 % of participants agreed or strongly agreed that the presentation was relevant to their leadership experience and better understood how their experiences related to their future.
- ❖ 97 % of participants agreed or strongly agreed that the presentation was engaging.
- ❖ Feedback included:
 - “The most valuable part of the conference was Mayor Castro’s speech!”
 - “I valued this exclusive experience”
 - “Mayor Castro is rocking, inspiring, and educating”
 - “Such a fantastic and inspiring leader here in the Lone Star state”



Don McPherson

For more than 20 years, Don McPherson has used the power and appeal of sport to address complex social issues. McPherson has paralleled a highly decorated football career with cutting-edge work on vital and contemporary issues that impact the lives of every American.

As a feminist and social activist, he has founded several outreach and mentoring programs, and regularly speaks at college campuses as a critic of gender roles, stating that the standard constructions of masculinity and femininity both limit men's emotions and overall well-being as well as contribute to "gendered violence" such as domestic violence, stalking and rape.



Don McPherson Findings

- ❖ 95% of participants agreed or strongly agreed that that the presentation was relevant to their leadership experience and better understood how their experiences related to their future.
- ❖ 97% of participants agreed or strongly agreed that the presentation was engaging.
- ❖ Feedback included:
 - “Don McPherson is schooling leaders in social responsibility”
 - “The keynote address by Don McPherson was the most valuable part of the conference!”
 - “Great speech today!”



Jessica Gendron Williams



Jessica Gendron Williams is the Chief Executive Officer (CEO) of Phired Up Productions and continues to provide innovative, fun and results-producing education, research and coaching services to the higher education community.

Jessica joined Phired Up in 2006 and has co-authored two books focused on attracting a high quantity of high quality members to student organizations, she created the Social Excellence message, she has taught tens of thousands of sorority women how to recruit through a values-based relationship-oriented approach, and she has proven herself as a major leader of the fraternal industry.

Most recently, she has served Phired Up as the company's overall Vice President, where she has overseen the company's continued year-over-year growth since its inception.

Jessica Gendron Williams Findings

- ❖ 97% of participants agreed or strongly agreed that the presentation was relevant to their leadership experience and better understood how their experiences related to their future.
- ❖ 99% of participants agreed or strongly agreed that the presentation was engaging.
- ❖ Feedback included:
 - “Jessica was super-duper inspiring!”
 - “Jessica’s speech was phenomenal and so inspiring!”
 - “So inspirational! Never wanted to conquer the world more so than I do now!”



Breakout Sessions

- ❖ 21 breakout sessions offered
- ❖ Focus on general leadership (4), social responsibility (1), ethics/integrity (2), inclusivity (3), mental health (4), excellence (1), civic engagement (3), empowerment (3).
- ❖ Comments from some of the sessions:
 - The interaction was awesome, [the presenter] allowed us to interact with each other and with [the presenter]. Love this!
 - I liked when [the presenter] had us evaluate ourselves/experiences to see the kinds of leaders we are and want to be
 - This session was valuable! I loved everything about it; and can't wait to apply what was learned to my future opportunities.
 - I was unsure and very skeptical even about this event but I really enjoyed the program and learned a lot.
 - [The presenter] was absolutely hilarious! Involved the audience a lot! Great speaker!
 - Very engaging speaker, raising awareness of important issues, Promoted new ways of thinking



Small Group Meetings

- ❖ Led by experienced student leaders from various chartered student organizations and graduate programs
- ❖ Served as guides for students throughout the conference
- ❖ Consisted of three meetings and guided activities
 - Introductions/Purpose/Expectations along with group reflection of the keynote address.
 - Beginning discussion about how students have been inspired to lead differently and the role that their passion plays in their leadership journey.
 - Reflect on the concept that all leadership is social and identify how they will implement the knowledge they've gained into their daily experiences.

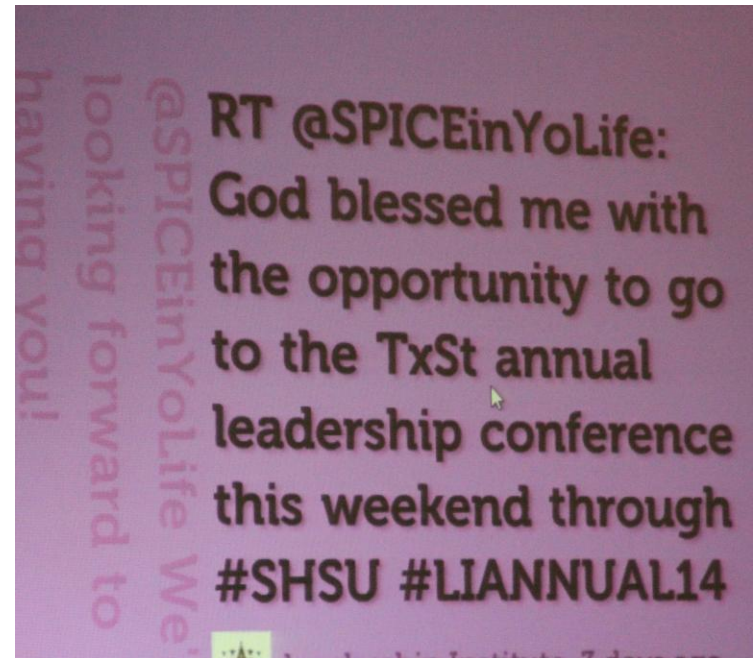
List Small Group Facilitators

- ❖ Adam Odomore
- ❖ David Acosta
- ❖ AJ Arreguin
- ❖ Cameron Wilson
- ❖ Cheyenne Stoker
- ❖ Clancy Taylor
- ❖ Edward Perez
- ❖ Elizabeth Grothaus
- ❖ Emily Cardenas
- ❖ Enjoli Cole
- ❖ Gerardo Galeana
- ❖ Gretchen Doenges
- ❖ Jaime Hollingsworth
- ❖ Jessica Cline
- ❖ Jill Johnson
- ❖ Joe Dominguez
- ❖ John-Patrick Blackard
- ❖ Joseph Pomar
- ❖ Joshua Quinn
- ❖ Leticia Marin
- ❖ Lindsey Collins
- ❖ Madelon Hillegeist
- ❖ Maria Arce
- ❖ Mariah Schaefer
- ❖ Priscilla Recio
- ❖ Rebecca Alejos
- ❖ River Holley
- ❖ Rosario Gomez
- ❖ Samuel Long
- ❖ Sarah Sutton
- ❖ Thaddeus Gilliam
- ❖ Vanessa Cortez
- ❖ Vanessa Rivera
- ❖ Justin Sandoval
- ❖ Anuradha Vazirani
- ❖ Jordan Gass-Poore



Social Media Usage

- ❖ Conference participants were encouraged to tweet throughout the conference using the hashtag “#LIANNUAL14”. The tweets were displayed throughout the weekend on a large screen in the LBJ Ballroom.



Positive Feedback

- ❖ “It was awesome!”
- ❖ “It was amazing, I will return.”
- ❖ “This conference was amazing and eye opening!”
- ❖ “I really learned a lot from attending this conference, and I really enjoyed getting the opportunity to meet so many people!”
- ❖ “Great experience!”
- ❖ “This was one of the best conferences I've been to. I enjoyed meeting the people I met and every speaker you had.”
- ❖ “I completely love the Leadership Institute.”
- ❖ “This was my third year attending the conference and I love seeing the improvements every year!”

Conference Improvements

2013 Suggestions

- ❖ Provide the opportunity to eat lunch with other students than small groups to allow for further networking opportunities.
- ❖ Create a smartphone app for the conference.
- ❖ Publicize the conference more so that more students can attend.
- ❖ Provide more options for the continental breakfast, along with more coffee and water.

2014 Improvements

- ❖ The lunch program was restructured and shortened to allow students and guests additional time to interact with other attendees.
- ❖ A smartphone app was not created or purchased due to financial priorities.
- ❖ The conference utilized the same recruitment schedule, but relied heavily on social media to cultivate interest. Invitations were also sent to all public universities in the state which yielded an increase in the number of non Texas State participants.
- ❖ In addition to traditional continental breakfast options, attendees also were offered warm breakfast choices. Snacks, drinks, and coffee service were provided throughout the day.

Suggestions

- ❖ More time for small group meetings.
- ❖ The Twitter feed was distracting with the color changing background.
- ❖ More time for interaction.
- ❖ More food.

Leadership Conference Committee

- ❖ Bailey Albrecht
- ❖ Dr. Margarita M. Arellano
- ❖ Corey Benson
- ❖ Dr. Daniel Brown
- ❖ Dr. Ronald Brown
- ❖ Kristy Caldwell
- ❖ Brittany Chrisman
- ❖ Vanessa Cortez
- ❖ Julie Eckert
- ❖ Jordan Gass-Poore'
- ❖ Kristina Graves
- ❖ Elizabeth Grothaus
- ❖ Dr. Janet Hale
- ❖ LaTonya Henry
- ❖ River Holley
- ❖ Lanita Legan
- ❖ Brenda Lenartowicz
- ❖ Laramie McWilliams
- ❖ Joe Meyer
- ❖ Dr. Michael Nava
- ❖ Aaron Noon
- ❖ Adam Odomore
- ❖ Katie Palmer
- ❖ Nina Pereira
- ❖ Edward Perez
- ❖ Summer Salazar
- ❖ Jennifer Scharlach
- ❖ Tracy Shoemake
- ❖ Dr. Ashley Spicer-Runnels
- ❖ Lindsey Trione

Conference Sponsors



**College of Fine Arts & Communication
College of Science and Engineering
Department of Campus Recreation
Office of Student Diversity and Inclusion
Transportation Services**



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