

LEADERSHIP RECRUITMENT

Why do some students choose not to participate in the election process? Perhaps they feel leadership isn't much fun. Perhaps they feel they can't get elected. Perhaps they don't really know what is involved in the positions that are available. The first thing you must do is educate the student body on the concept of leadership. **Make sure that your students who presently hold positions are frequently seen carrying out the various duties associated with their offices.** There are a number of ways to do this.

Design a name tag or button that identifies a student as a leader. Students wear this identification whenever carrying out an assignment. For example *STUDENT COUNCIL REP IN ACTION*, or *I AM LEADING BY DOING*. Be creative and develop a unique statement that will identify your leaders.

To make your leaders better known, try thanking them for jobs well done on an electronic message board or on a bulletin board. For special projects, have your leaders dress up in a unique way: in council shirts, all in one color, or all in crazy or ugly men's ties. Whatever you do, make it obvious to the student body who your leaders are and that they are working around your school.

A periodic newsletter to the student body, distributed in a unique fashion, perhaps inserted through the air holes in the lockers, will get everyone talking about your group and what duties they perform. Develop a good public relations campaign for your organization, keeping the student body aware of who you are, what you do, and how important you are to the successful day-to-day operation of the school.

After you let the student body *see* your leaders working and having fun, develop an election process that will be as fun for the student body as it will be for the students who are campaigning. It doesn't matter what kind of election process you have; what matters is how it is perceived by the students. Is it all work, or is it fun, too? ***THE PROCESS OF RUNNING FOR OFFICE MUST BE AS EXCITING AS GETTING ELECTED. If it isn't, then losing will be too big a penalty for taking the chance to run.*** If a losing candidate disappears from the leadership team, then something is wrong with your election process.