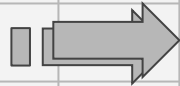
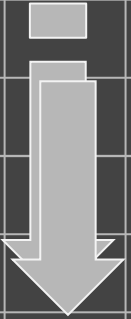


Providing & Promoting State Association Resources



with Adam Jacobi & Angelique Ronald





As a state association leader, you
are - above all else - a salesperson.



Where do you start?

Brainstorm with empathy

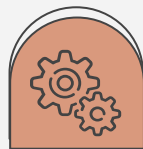
Think about what you needed
as a new community member.

This exercise matters even if you're a
veteran educator. After all, technology
may change, but fundamentals don't.



Ask

Surveys mean
more than
just data



Adapt

Work
smarter, not
harder



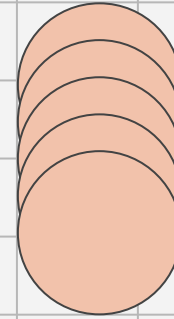
Care

Always frame
from an
equity lens

Ideas & Projects

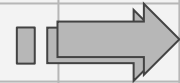
Approve and then facilitate

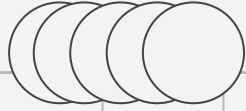
Buy-in



It is easier than you think, but it requires consistency

- Create a sense of community
- People may be busy, but they want to be part of a winning team—and that includes your state organization
- Keep workload reasonable (folks are busy!)
- Celebrate great work publicly and loudly (set expectations!)





Promotion through Branding



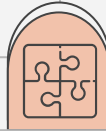
Palette

Use consistent colors,
fonts, and style choices.



Merch

Create cool merch!
Design sites like
99designs or Fiverr help



Tools

Make life easier with
Canva, ChatGPT, IFTTT,
Google Forms, etc.





#DFA245



#031A36




REGISTRATION NOW OPEN

CHSSA.ORG/REGISTRATION




STUDENT OF THE YEAR NOMINATIONS NOW OPEN

This award honors graduating seniors who use speech & debate skills to make the world a better place. Less about competition and more about community impact, our Student of the Year winner truly highlights what makes this activity so powerful. Winner receives a \$1000 honorarium presented at the State Tournament awards ceremony.

- Nomination deadline March 1
- Must be a graduating senior
- Nominations may only be made by the school's Coach of Record with CHSSA
- Limit 1 nomination per team/school

APPLY AT:
[TINYURL.COM/CHSSASOTY](https://tinyurl.com/chssasoty)

Cordelia Tran
2019 SOTY

California High School Speech Association REGISTRATION

To register, please complete all sections.

School Name: Location:

I agree to register in competition ☐ I agree to register in exhibition ☐ I agree to register in both ☐ I agree to register in neither ☐

Coach Name (last): Coach Email:

Coach Signature: Date signed:

Principal/Head of School Name (last): Principal/Head of School Title:

Principal/Head of School Email: Principal/Head of School Phone Number:

Principal/Head of School Signature: Date signed:

Additional information required:

1. Send a photo of your school's sign (if you have one) or a sign that says "CHSSA" to the school's sign.
2. Provide a list of all students who are eligible to compete in the tournament. This list should include the student's name, grade, and whether they are a member of the school's speech and debate team.
3. Schools are required to pay \$500 to participate. The tournament is a cash event. Schools are required to pay the fee by the deadline. If a school does not pay the fee, it will not be allowed to participate in the tournament.

CHSSA is a 501(c)(3) non-profit organization. All proceeds from the tournament are used to support the organization's activities.

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Cumulative Gold Medalists

2023 Graduating Seniors

- Dru Beebe, Baldwin-Woodville HS
- Elissa Lonzo, Bay Port HS
- Emmalee Empey, Colby HS
- Alana Nelson, Ithaca HS
- Sabrina Hebert, Muskego HS
- Ella Cain, Northwestern HS
- Ella Johnson, Prescott HS
- Brooke Strege, Southern Door HS
- Ariana Gronholm, Union Grove HS
- Jordan James, Waukesha North HS
- Tanis Gee, Wrightstown HS



@wispeechdrama

Branding and Logo

Home > Rules/Help/FAQs > WISDAA > Association Policies

On This Page

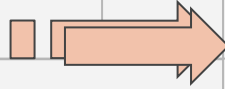
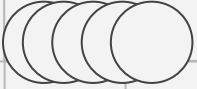
1. Permission for Using Branding Elements
2. Name/Acronym & Terminology
3. Logo Guidelines
4. Color Palette
5. Typography
6. Activities & Iconography

Color Palette

Primary	Secondary	Accent	Accent	Accent	Accent	Contract Accent
Pacific/Green Blue	Wheat Gold	Dark Green Blue	Mortar	Tan	Vivid Gold	Burgundy
PMS 647 C	PMS 7403 C	PMS 2695 C	PMS Black 0961 C	PMS 7562 C	PMS 124 C	PMS 187 C
C90 M52 Y5 K7	C5 M19 Y61 K1	C91 M61 Y25 K41	C16 M23 Y23 K44	C28 M34 Y62 K2	C2 M28 Y97 K5	C12 M90 Y93 K34
R15 G97 B153	R237 G196 B114	R18 G56 B83	R140 G129 B121	R185 G160 B115	E228 G169 B0	R140 G14 B15
#0F6199	#edc472	#123853	#8c8179	#b9a073	#e4a900	#8c0e0f

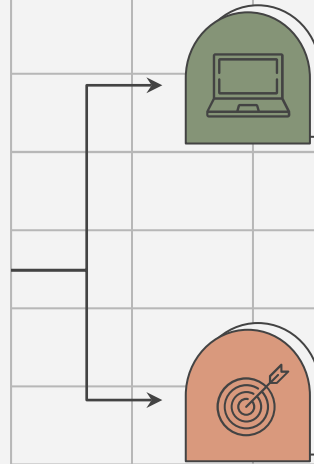


Your Digital Footprint



Promotion is Key

How are you making impressions on administrators, parents, and folks with community buy-in? Is your message being consistently and repeatedly spread?



Website

Keep it simple, clear, and put the most popular stuff front and center.

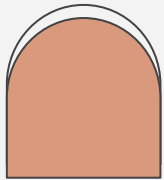
Social Media

Social media may be a moving target, but it is a tool in your communication belt.





Some of Our Best Resources

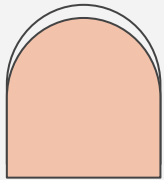


Video Walkthroughs

WISDAA

FIP & Dues Waiver

CHSSA



Coaches Corner

CHSSA

Invitations & Outreach

WISDAA

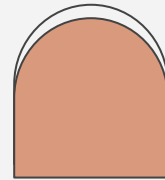


Mentorship

WISDAA

Streamlined Registration

CHSSA





Rules, Help & FAQs

keyword search...

WISDAA

Debate

Film

Speech

Theatre



Speech Categories & Rules

- Rules: High School Speech
- Rules: Middle Level Speech
- High School Categories/Topics
- Middle Level Categories/Topics
- Speech: HS Rules Changes

Explore More



Speech Contests

- Speech Season Overview
- Speech Contests: Different Types
- SpeechWire Email Requirements
- Number of Adjudicators
- Initial Speech Registration

Explore More



Speech Adjudicators

- E-Ballots at In-Person Festivals
- Middle Level Speech Adjudicator Certification
- Status
- High School Speech Adjudicator Certification
- Status
- Number of Adjudicators
- Speech Adjudicator Certification

Explore More



Instant Answer

key word search...



Eligibility/Participation Rules

Eligibility/Participation Rules Eligibility
Exception Petition Application This policy is
similar to how co-op teams work in
athletics, b...

WISDAA Contests

Locations & Dates See our Calendar page
for an interactive calendar, and to hover
your mouse over contests for location and
details

Frequently Asked Questions

Website



Was this helpful?



Thank you

Adam Jacobi

adam@wisdaa.org



Angelique Ronald

director@chssa.org

