

# Meet Butch Oxendine, America's #1 SG Consultant

For two decades, W.H. "Butch" Oxendine, Jr. has researched and written articles on Student Government issues, led workshops at conventions and conferences, and visited campuses nationwide.

A former student body vice president and press secretary, he has served as editor in chief of *Student Leader* and *Florida Leader* magazines since 1983.

He conducts the ongoing "SG Salary Survey," developed the "SG Effectiveness Test," and started the "America's Best Student Web Sites" awards. His recent research on how to improve campus elections through web and e-mail voting is available at [www.studentleader.com](http://www.studentleader.com).

He has written three leadership books on Student Government issues, including *So You Want to Be President...How to Get Elected on Your Campus*, *Poster Secrets: How & Where to Hang Flyers On Your Campus*, and *Inspiration for Student Leaders*, and also has contributed to several other books.

Since 1992, he has published the nationally respected magazine *Student Leader*, now widely read at 1,400 institutions across America. He also publishes the statewide magazine *Florida Leader*, with editions for college and high school students. Oxendine founded the prestigious annual "Florida College Student of the Year Awards" in 1987 (see [www.floridaleader.com/soty](http://www.floridaleader.com/soty)) and in 1989 founded the annual "Best of Florida Schools Awards" (see [www.floridaleader.com](http://www.floridaleader.com)).

**By seeking Butch Oxendine's consulting help now, you'll get advice and ideas that will help your SG for years to come.**



**Find Out How  
to Make Your  
Student Government  
the BEST  
in America**

**Oxendine**  
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# America's Number 1 Consultant for Student Governments



**Butch Oxendine**  
**Publisher & Editor in Chief**  
**of Student Leader magazine**

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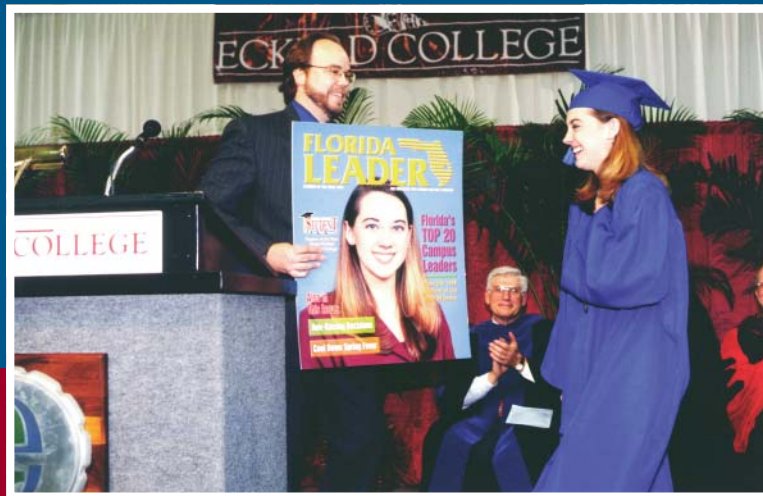
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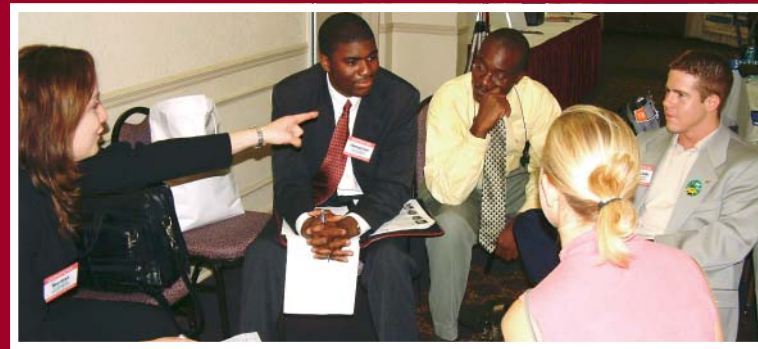
# Make your Student Government one of the **BEST** in America

## Why settle for anything less than the **best** for your Student Government?

- **Why settle for terrible turnout in your campus elections?**  
What if you had 30-percent turnout or more instead?
- **Why stand for pitiful press coverage by the campus paper?**  
What if most articles about SG were positive?
- **Why accept roadblocks from administrators?**  
What if they responded quickly and favorably to your requests?
- **Sick of being the laughingstock of campus?**  
What if students began to respect SG officers and your organization became the group to be in?
- **Sick of students wondering what SG does for them?**  
What if they all understood that you sponsor student-oriented projects and activities, and what if they were grateful for your work?
- **Sick of administrators promising you the moon, then delaying, postponing, and tabling your requests until your term is up?**  
What if you devised a plan that would utilize your successors and not let the important issues die after you graduate?



**You need an SG Consultant to help make your SG as effective as possible**



## Who needs an SG Consultant?

Big-enrollment school, commuter community college, or private university, large budget or tiny, **you need an SG consultant.**

**Why?** Your administrators hire consultants to teach them about student needs and desires. And they also use consultants to help raise money and promote your institution. Your admissions office hires consulting firms to recruit more students. So why not **your** Student Government? Even America's best SGs can be **BETTER.**

As your institution's main student voice, usually the only campus-wide elected governing group, you owe it to your fellow students to be as **EFFECTIVE** as possible this year. Why settle for an ineffective administration when you could be leaving a legacy of great leadership for years to come? Why settle for an apathetic student body when your SG could be leading a revival of student advocacy and activism?

**You need an SG consultant to help solve pressing problems, boost your image, and earn more respect from administrators, students, and the media.**

Then you will be able to truly accomplish great and important work on behalf of your constituents—your fellow students.

## Hire the top SG Consultant in America

The editor in chief of *Student Leader* magazine is America's #1 expert on how to make Student Governments more effective and influential at colleges and universities across the country.

Since 1983, W.H. "Butch" Oxendine, Jr. has published magazines, books, and web sites for campus leaders across the nation—specifically for Student Government leaders.

As a former student body vice president at a community college, SG press secretary at a major state university, officer in numerous other important campus groups and clubs, and editor of two college newspapers, he has **REAL EXPERIENCE AS A CAMPUS LEADER.** Plus, thanks to 20 years of publishing SG-oriented magazines, speaking at conferences, touring institutions, and corresponding by e-mail, phone, fax, and mail with students, he is the best-equipped consultant in America to help you **SOLVE YOUR PROBLEMS.**

## As America's #1 SG Consultant, Butch Oxendine will help you in all of these ways and many more:

- Improve voter turnout
- Enhance your SG's image
- Boost turnout at your events
- Implement web and e-mail elections
- Find out how to maximize your budget
- Recruit new members—and retain them
- Get the average student to care about SG
- Improve relations with your administrators
- Attract publicity for your important projects
- Run ethical and effective campus elections
- Get students involved at commuter campuses
- Gain real power and influence on your campus
- Get a vote on your institution's board of trustees
- Attract a strong, competent, and committed advisor
- Develop traditions and awards to spur greater student loyalty
- Get the most from conferences and conventions you attend
- Deal with conflict in your organization that's tearing you apart
- Learn why your SG shouldn't start an "alternative" campus paper
- Deal with stifling rules and administrators at private institutions
- Offer compensation to attract committed and competent leaders
- Develop a transition plan—new officers "shadowing" outgoing ones
- Survey your students so you really know what they want from their SG
- Build coalitions with different and often-opposing groups and clubs
- Get along better with the campus press, and get them to cover you
- Learn how to avoid pitfalls that cause problems & embarrassment
- Organize your office & organization to allow you to seamlessly move between administrations



**The bottom line: Butch Oxendine can help make your SG the **BEST** in the nation**