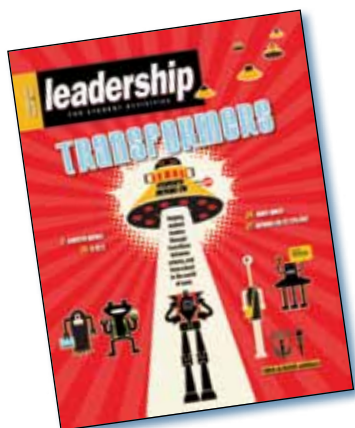




EDITORIAL CALENDAR



**WINNER 2009 American
Graphic
Design Awards**

JANUARY The Real World

Many student activity responsibilities and tasks help students get real-life experience. Whether it's handling a project budget from start to finish, working in a real-life setting in the community, or meeting with the school board to get its support, advisers have the opportunity to give students hands-on experiences.

Space: October 16, 2009 **Materials:** October 23, 2009

FEBRUARY Ethics

Students learn about ethical practices in student organizations as well as in academic classes. Explore how ethics have changed as a result of the Internet and sophisticated, rapid-fire communications and how advisers model ethical behavior and strong character and teach student leaders to pass along those standards to others.

Space: November 13, 2009 **Materials:** November 20, 2009

MARCH Academics

Student leaders can improve their school's academic success, as well as the success of feeder schools, by tutoring, supporting teachers, and helping with testing. In an environment where the focus is on academic success, student groups must support their members academically and give student leaders a role to play.

Bonus circulation!

- Annual NASSP Convention and Exposition, March 12–14, 2010, Phoenix, AZ
- Association for Supervision and Curriculum Development, March 6–8, 2010, San Antonio, TX

Space: December 17, 2009 **Materials:** January 5, 2010

APRIL Summer's Coming

How can advisers help students develop effective life-planning skills? Student leadership advisers use the summer to prepare for the next year. It's time to plan and think about time management and organizational processes—and whether they work effectively.

Bonus circulation!

- National Catholic Education Association, April 6–8, 2010, Minneapolis, MN

Space: January 26, 2010 **Materials:** February 9, 2010

MAY Changes

In an age when change is the norm, how are student leaders changing and what is happening to the structure of cocurricular activities? Innovative ideas and a fresh look at tradition and research on the importance of student activities will give some insight into the challenges ahead.

Bonus circulation!

- National Association of Student Councils Annual Conference, June 26–29, 2010, Greenwood, IN

Space: February 26, 2010 **Materials:** March 9, 2010

SEPTEMBER Adviser Insider

For a new adviser this year who wants to learn some basics... or an old hand who wants a refresher, some new tips, or a resource to find out what other opportunities lie ahead. Helping advisers learn and grow.

Space: June 18, 2010 **Materials:** June 25, 2010

OCTOBER In Touch

It's all about communications—the connections you make with your students, the staff at your school, the folks in your community, and now people around the world. This issue focuses on communication, and especially the changing technology that makes it happen.

Space: July 18, 2010 **Materials:** July 25, 2010

NOVEMBER Fundraising

Some tried-and-true techniques and some new tips—and a look at other aspects of this key to making leadership groups a success.

Bonus circulation!

- National Middle School Association Conference, November 4–6, 2010, Baltimore, MD
- Ontario Principals' Council Conference, November 18–20, 2010, Toronto, CA

Space: August 13, 2010 **Materials:** August 20, 2010

DECEMBER Teaming Up

Leadership groups thrive when they involve others, whether by including other groups in the school or working with separate organizations in the community or in another country. Teaming up also can mean just involving the one kid who wouldn't normally take part.

Space: September 17, 2010 **Materials:** September 24, 2010