

CASL EISA GUIDEBOOK

Excellence In Service Award

Due January 27, 2024



Table of **CONTENTS**

Message from the Service Committee 1

Introduction to EISA 2

- What is the Excellence in Service Award
- What Qualifies as a Service Project
- Application Process
- Selection Process
- Eligibility Requirements

Application Walkthrough 4

- Timeline
- Part 1: Information Collection
- Part 2: Tell Us About The Service Work You Have Done
- Part 3: Planning & Execution
- Part 4: Creative Components
- Part 5: Project Debrief
- Part 6: Personal Response
- Part 7: Facilitator Testimony
- Part 8: Photo Upload

Helpful Resources 8

- Submission Tips
- Recipient Selection Rubric
- Frequently Asked Questions (FAQ)
- Application Examples

Closing Remarks 10

MESSAGE FROM THE *Service Committee*

Hey CASLeaders,

The California Association of Student Leaders is incredibly excited to present our service-oriented award created by the Service Learning Committee! As students across California develop their leadership abilities and passion, it's crucial we devote time to 'focus on servant leadership for the better of our communities. We invite you to create opportunities for others with empathy and connection to cultivate a sense of compassion and community.

WHAT IS CASL?

CASL stands for the California Association of Student Leaders, the nationally recognized student leadership organization for California. Each year, CASL trains, equips, and motivates the student leaders of California at local, regional, and statewide levels. Our student board continuously works hard to create new curriculum and opportunities for students to develop their leadership skills.

WHAT IS THE SERVICE COMMITTEE?

The Service Learning team is eager to provide insight and opportunities for delegates to fulfill the needs of their students and adopt global mindsets. It's incredibly important for leaders to embody servant leadership, as working to serve others is essential as leaders. Therefore, Service has worked to spotlight and celebrate both group and individual efforts towards service, and highlighting different ways people give back to their communities. Service works to create an immersive experience at the CASL State conference. Our mission is to promote and uplift service oriented leaders all over California, and dedicate ourselves to equip student leaders with resources to implement into their own communities. We hope you find this application process an opportunity for reflection and to truly listen to the needs of your peers. As you go throughout the application, we encourage you to record important details and any questions you may have. If you would like to reach out to our committee, please visit the last page to contact us!

With CASLove,
The Service Committee

Introduction to **THE EISA AWARD**

What is the Excellence in Service Award?

The Excellence in Service Award (EISA) is a way in which CASL is recognizing servant leaders across the state of California. Created by the CASL Service Committee, its intention is to acknowledge and celebrate students who go above and beyond in their acts of service. Whether an individual or a group is giving back to their campus or community, we aim to spotlight student leaders' ability to be compassionate and authentic listeners of their community on a local, regional, or state level.

We at CASL recognize student leadership is more than putting on traditional spirit activities. Our intention with this award is to prompt students to re-evaluate and establish what it means to be a servant leader. Therefore, this award is not intended only to recognize students who are part of their Associated Student Body or designated leadership organization. Instead, this award is for everyone and anyone who is interested and passionate about serving their community. Servant leaders and servant leadership groups come in all forms, and this award aims to recognize all of them.

What Qualifies as a Service Project?

Under the Excellence in Service Award, students apply to recognize service projects coordinated and executed by either individuals or groups of servant leaders. This guidebook in specific is for groups applying for the EISA Award.

A service project could entail executing an initiative on or off-campus that fulfilled a student, group, community, and state need. The definition of a service project is left open-ended intentionally - as this is your opportunity to elevate the voices of others while creating altruistic experiences that revisit your "WHY." However, the most important condition applicants for the EISA must follow is that the project can not solely promote spirit.

Introduction to **THE EISA AWARD**

Application Process

Students wanting to apply for the Excellence in Service award must complete the entire application and submit it by January 27th, 2024 at 11:59 PM. Any late applications will not be considered for the award.

You will submit your application through the Excellence in Service Award 23-24 Application Submission Form. Refer to the Application Walkthrough section for more information on the different components of the application.

Selection Process

Applications will be reviewed, and recipients for the award will be selected by the CASL Service Committee, who you can read more about at caslboard.com/EISA. Application components will be graded and discussed based on the rubric included in the “Helpful Resources” section of this guidebook, found on page 8.

Award recipients will receive a physical award for their service project. Additionally, all those selected for the award will be recognized at the closing ceremony of the 2024 CASL State Conference, along with a spotlight in the Spring Edition of the CADA/CASL Newsletter and CASL website.

Eligibility Requirements for the EISA Award

You must follow the criteria below to be eligible for the Excellence in Service Award:

1. A current student (or student group); must either be in Middle School (6th-8th) or High School (9th-12th)
2. Project Facilitator Approval
3. At least one representative from the group must attend the CASL State Conference to be recognized and complete their eligibility for the award.

If not everyone from our group can attend the Conference, can we still apply?

Yes! As long as a member of your service project or school is attending the conference and agrees to accept the award on your behalf, you are free to apply!

Application WALKTHROUGH

Timeline

November 18, 2023: 12pm

Excellence in Service Guidebook as well as Paper Form Application are released on caslfan.com/eisa.

December 9, 2023

Q&A IG Takeover

January 9, 2024

Q&A Zoom Call: 7:00 pm-8:00 pm

<https://us02web.zoom.us/j/84384926375?pwd=MnFIS3R1Z1BFcFozeVIWZm9vR3R5dz09>

Meeting ID: 843 8492 6375

Passcode: 209476

January 27, 2024

Excellence in Service Group and Individual Applications are due. All online applications must be submitted by 6:00 PM. Any late applications will not be considered.

February 1-18, 2024

Applications will be reviewed by the CASL Service Committee and CASL Service Adult Advisor. The Service Committee may choose other CASL State Board Members and Adult Advisors to aid the review & selection process.

February 23, 2024

2022 Excellence in Service Recipients Finalists Announced on www.caslboard.com and notified via email by 4:00 PM.

CASL State Middle School Conference: April 11-April 13, 2024

Middle School award recipients are recognized on stage at the closing ceremony at the CASL Middle School State Conference.

CASL State High School Conference: April 13-15, 2024

High School award recipients are recognized on stage at the closing ceremony at the CASL High School State Conference.

Application WALKTHROUGH

Part 1: Information Collection

CASL needs to know about the project and students involved in applying for the Excellence in Service Award and specifically the student that will receive the award at the CASL State Conference.

- Service Project Name
- Student Recipient Full Name
- Student Recipient Personal Email
- Student Recipient School Name
- Student Recipient Grade
- Other Student Collaborators Full Name(s)
- Organization/Service Project Name

Part 2: Tell Us About Your Project

Begin writing about the completed service project. Walk us through, in 300 words or less, what it was and its importance. Please consider the following prompts below when writing:

- What was the service project you completed?
- What was its mission? Why was this mission important?
- What difference did this project make?
- Explain in detail why you decided to take on this project/what was the issue you were trying to solve or address?

Part 3: Planning and Execution

Submit an in-depth explanation of how you planned and executed the service project. Consider the following prompts to include in your Google Doc:

- What was your research process?
- Who were the people who helped you along the way? How did their support impact your project?
- How did you reach out to organizations, admin, teachers, etc?
- What was your timeline?

Additionally, upload up to 5 PDF pages of resources you created and used throughout the planning and execution of the service project. We encourage you to get creative! Consider the following documents to upload:

- Promotional Materials (logos, flyers, social media posts, videos, etc)
- Your Scripts (If Applicable)
- Materials used in your service project (slide decks, photos, etc)
- Any planning documents (task logs, planning checklists, timelines, etc)
- Project Photos (participants activity doing the project or while it is ongoing)

Application WALKTHROUGH

Part 4: Creative Components

- Please submit a concise video, no longer than 90 seconds, explaining your service experience. This video should be fun, informational, and creative. Rather than one clip of an individual talking throughout the entire video, it should be in an ad format, describing your service project in a fun but descriptive way. Some groups may have the opportunity to have their video spotlighted at the CASL State Conference in front of countless delegates.

Part 5: Project Debrief

This section is dedicated to reflecting on how the overall service project went. With 350 words or less, consider the following prompts to guide your writing.

- Were you able to achieve your mission with your service project? Why or why not?
- Did any obstacles come up? How did you overcome them?
- If you were to do this project again, what would you do differently?

Part 6: Personal Response

Reflect on how your group's experience went with the service project. Using 300-words or less, consider the following prompts when writing:

- Did this service project help your group in any way? How?
- What personal skills did you develop while creating this project? How?
- What did you take away from this experience?

Part 7: Facilitator Testimony

A letter or video testimony from a facilitator who can attest that this service project was completed and all information on this application must be submitted. They should be able to describe the impact of the project on the community served. If you did not have an adult facilitator as part of your project, you may submit one from a peer in charge who can affirm this service project was completed. Along with the testimony, you must submit the name and email of this facilitator.

Application WALKTHROUGH

Part 8: Photo Upload

You will be asked to upload an image to represent your individual or your group project during the application.

For Group Photos:

- Only you and members of your organization/group in it.
- High quality.
- In JPEG format.
- No distracting backgrounds or unprofessionalism in pictures.

For Individual Photos:

- Only you in the photo.
- High quality.
- In JPEG format.
- No distracting backgrounds or unprofessionalism in pictures.

Acceptable:



Not Acceptable:



Helpful RESOURCES

Submission Tips

- We recommend that you have prepared all components ahead of time! Typing up your responses on a document ahead of time and then pasting them into the form is a great strategy that allows you to track all your answers efficiently.
- When filling out this application, we are looking for quality over quantity. This application recognizes students who go above and beyond through acts of service, not those who can write the most. When responding to questions, be direct and get your message across the best you can.
- At 11:59 PM on January 27th sharp, the website will be shut down, and no further applications will be accepted in fairness to all other applicants. We strongly suggest you do not wait until the last minute to turn in your application in case of technical problems.

Frequently Asked Questions:

If my school is applying for the Outstanding Leadership Program Award (OLPA), can I still apply for the Excellence In Service Award?

Yes! The OLPA recognizes your school and leadership program, whereas the Excellence in Service Award is recognizing service projects, organizations and groups!!

Does my service project have to be from this school year?

Your service project should still be relevant, and ongoing projects or projects from last year last year will be accepted.

What if I have more questions?

You can reach out to the Service Committee or any CASL Board Member via email or Instagram with your questions, and we will be happy to answer them. We will also be having multiple social media posts, story Q&A's and Instagram lives to answer questions about the award, so follow @caslfan on all platforms to stay updated!

Helpful RESOURCES

Application Rubric

Application Element	0	1	2	3	4	Score
Information Collection	Not Submitted	Submitted				
Tell Us About Your Project	Not Submitted	Submitted but does not answer or address the question.	Addresses the question but is more than 300 words	Addresses the question and is 300 words or less	Along with all prior requirements, shows insight, thoughtfulness, and knowledge	
Planning and Execution	Not Submitted	Submitted but does not answer or address the question.	Addresses the question but is more than 350 words	Addresses the question and is 350 words or less	Along with all prior requirements, shows insight, thoughtfulness, and knowledge	
Creative Components	Not Submitted	Submitted but is not a concise video explaining their project more in depth.	Submits a video longer than 90 seconds.	Submits a video that is 90 seconds or less.	Along with all prior requirements, shows insight, thoughtfulness, and knowledge	
Project Debrief	Not Submitted	Submitted but does not answer or address the question.	Addresses the question but is more than 350 words	Addresses the question and is 350 words or less	Along with all prior requirements, shows insight, thoughtfulness, and knowledge	
Personal Response	Not Submitted	Submitted but does not answer or address the question.	Addresses the question but is more than 300 words	Addresses the question and is 300 words or less	Along with all prior requirements, shows insight, thoughtfulness, and knowledge	
Facilitator Testimony	Not Submitted	Submitted but does not fully approve the project was completed	Submitted and does approve the project was completed			
Photo Upload	Not Submitted	Submitted				
Final Score						/24

Closing REMARKS

The CASL State Board Service Committee hopes you found this information helpful as you begin your journey to apply for the Excellence in Service Award! We highly recommend reaching out to a member of our Service Committee to answer any questions you may have as you navigate through the application process. Make sure to attend our informational calls and check the Questions page in this guidebook for our contact information! If you are interested in becoming more involved with CASL, join the Ambassadors program! We host monthly calls connecting students across California as we network and discuss various topics, getting tangible ideas to implement on our own campuses and communities. To get more information on our Ambassadors, check out: <https://caslfan.com/casl-ambassadors/>. Make sure to follow @caslfan on all social media platforms for important updates and reminders!

With CASLove,
–The 2023/2024 CASL State Board Service Committee

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