

**our minds  
matter**

**Changing school culture  
around mental health**

# **Leadership Resources Handbook**

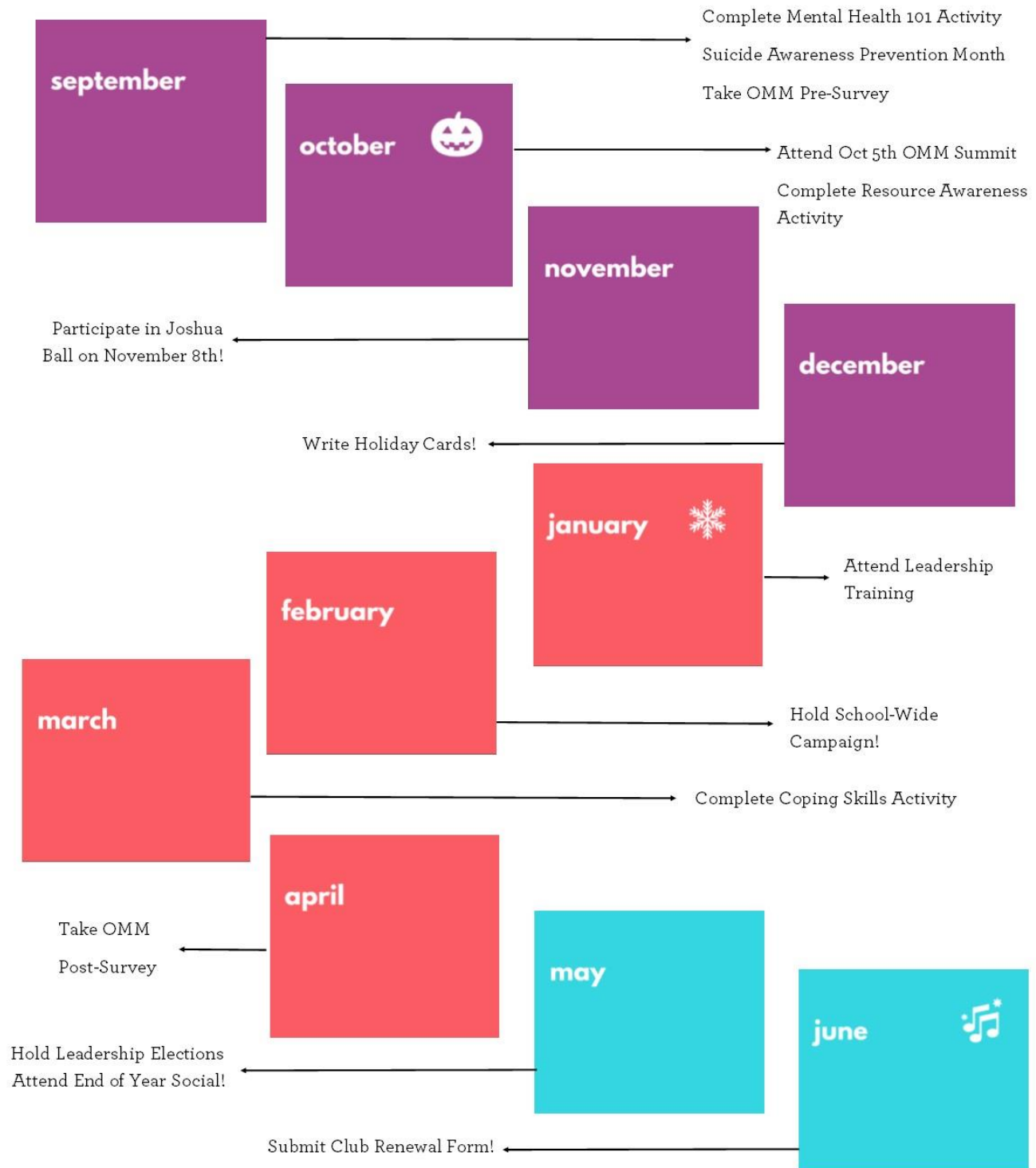
**OMM 2019-2020**

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# Follow this Roadmap of a Sample Year in the life of an OMM club!



## starting a club

### advisors

- Find staff interested and available to sponsor the club
  - Having 2 or 3 co-sponsors is helpful
  - One of the co-sponsors must be one of the following: a faculty staff in student services (i.e. counselor), school psychologist, or school social worker

### students

- Find students who are interested and available to lead the club
  - Having 2 or 3 leaders is helpful
  - Example – co-presidents
- Find students who are interested in being club members
  - Participate in middle schools' "Activity Fairs"
  - Participate in your high school's "Activity Fairs" (e.g., back-to-school kick-offs)
  - Hold an Interest Meeting
  - Advertise the date/time/location of the Interest Meeting
    - Example - on the school's broadcast news show, hang flyers around the school (Flyers need to be approved by the school's Activities Office), social media, etc.

### approval process

- Get approval from the school's Activities Office to start the club – ask your sponsor to help you with this
- Each school's Activities Office will have information about the procedures that need to be followed in order to start a club
- Complete the school's required paperwork
- Submit the JAF application form online to be recognized as a formal minds matter club and receive benefits (access to funding, supplies, swag, communication with other minds matter clubs, entry to minds matter social at the end of the school year).

## leadership resources

### planning template

\_\_\_\_\_ (your club name)

#### 2019-2020 Planning Document

##### 1) Mission Statement

\_\_\_\_\_ (your club name) creates a school environment that encourages open discussion of mental health, individual empowerment, use of appropriate mental health resources, and positive coping strategies.

##### 2) Club Meeting Logistics

Our club will meet on:

Day of week \_\_\_\_\_ Time \_\_\_\_\_ # times per month \_\_\_\_\_

In room # \_\_\_\_\_ Adult Sponsor attending \_\_\_\_\_

##### 3) Planning Activities / School-Wide Events

As part of the OMM program there are activities that we highly encourage you complete. They are as follows: Mental Health 101, and the Highlight Resource Awareness and Coping Skills activities.

You are encouraged to pre-set 2 school wide “events” or week-long campaigns spread out over the year, use your school’s academic/master calendar (and your planners) at this meeting to assess timing of events as they relate to quarters ending, testing weeks, etc.

See chart on next page.

Use the below to map out when you'll be completing activities. You are encouraged to rotate meeting leaders. \*denotes that the club will determine the date the goal is completed

goal	responsible	when	completed
Collect Attendance	Leaders & Members	At club meetings	
Complete Post Meeting Wellness Checks	Meeting Facilitator	After club meetings	
Add Meetings to Shared OMM Calendar	Leaders	Ongoing	
Active Social Media		Ongoing	
Hold Interest Meeting*			
Complete Mental Health 101 Activity*			
Complete Resource Awareness Activity*			
Complete Coping Skills Activity *			
Participate in School Activities Fair*			
Hold School Wide Campaign(s)*			



## our minds matter

### officer roles

president /co-president responsibilities:

- Coordinate leadership team planning meetings
- Select and coordinate meeting calendar and selected activities
- Choose to meet with co-leaders and/or sponsor prior to the meeting to discuss what activities will be utilized in the meeting

**secretary responsibilities:**

- Oversee supplies and distribute at each meeting
- Ensure members sign in to each meeting
- Ensure the club meeting facilitator submits the [post meeting wellness](#) check

fundraising specialist responsibilities:

- Oversee club fundraising activities
- Talk to the school's finance officer about opening a club account, if the club will be raising money and using club funds to pay for materials and activities if club will apply for additional funds from JAF
- Complete application forms, wellness checks, and other forms as needed

outreach coordinator responsibilities:

- Recruit new members to the club to have representation from all grade levels
- Create and distribute posters/handouts to advertise club meetings and/or activities
- Communication with other clubs
- Create and update contact list

social media facilitator responsibilities:

- Run social media accounts
- Advertise meetings/events on social media accounts
- Take club and event photos for social media accounts
- Tag [our.minds.matter](#) on Instagram
- List your account information at [bit.ly/ommsocialmedia](https://bit.ly/ommsocialmedia) and follow other OMM schools

underclassmen representative responsibilities:

- Shadow President/ Co-President; help co-lead meetings or events as needed
- Actively outreach to underclassmen

other notes:

- You do not need to have all of the above positions to have a club. Get creative with your leadership team.
- We strongly encourage you to have underclassman as part of your leadership team to ensure a smooth transition in leadership succession
- Having a diverse leadership team is important to be reflective of the student population at your school. The more diverse your leadership team the more diverse your club members will be.
- Consider implementing a shared leadership model throughout the year to give each leader an opportunity to lead and to minimize stress. This works well when leaders have other clubs, sports, or work.
- Get creative with your position names. You do not have to stick with the standard roles (e.g., Club Awareness Director).
- Assign leadership tasks based on personal strengths.
- Most importantly, remember teamwork makes the dream work!



## recruitment 101

### how do I recruit more members to maintain a strong and active chapter?

- Host a special “bring a friend” meeting featuring an ice-breaker exercise, brief club orientation, and refreshments
- Participate in club fairs
- Utilize the morning or afternoon news channels
- Invite transfer students and freshmen to attend meetings
- Pass out lollipops with an invitation tag to the next meeting
- Use OMM flyers and write on a sticky note or on the back the next meeting date
- Invite people with conflicting activities to participate in a school-wide activity
  - Collect email or number so they can still get OMM News
  - Ask them to follow on social media
- Send personal invitations to students in psychology, sociology, health, or other relevant courses
- See if any teacher might be open to sharing with his/her classes about OMM and joining the club
- Set up an info table or conduct an OMM activity at lunch
- Make it as easy as possible to participate. Establish and publicize (social media and sign, school paper) a regular meeting schedule. Provide a contact person (outreach)
- Consider having “new member” welcome packets that include the upcoming meeting schedule and other relevant information
- Hold a meeting with a Q&A for those interested in joining
- Collaborate with other clubs or groups on campaigns

**tips to remember:**

- Be genuine
- Be open minded
- Practice active listening
- Understand the potential new members. Remember, don't take it personally if they aren't interested in being a part of the club
- Collect emails or phone number of new members & follow up with a thank you messages
- Make each prospective member feel special

## leadership & succession tips

Worried about the legacy of your club? Don't sweat it. Your hard work to improve mental wellness at your school will not be forgotten. We are here to help you sustain your club and mission for years to come. Below you will find a few tips for setting your club up for success.

### 1) engage underclassman

It's never too early to engage underclassman. If your leadership team consists of mostly seniors, consider having potential underclassman leaders shadow current leaders throughout the spring semester and delegate more responsibilities to students interested in taking over a leadership role before elections.

### 2) map out a vision of the future leadership team

Think about what capabilities/strengths the next leaders will need to achieve the Minds Matter club goals. With this understanding, the club can assess the potential candidates and select the leaders to meet emerging need of the club.

### 3) recruit new students with different "strengths" to fill potential gaps

Recruit younger peers who are passionate about improving mental wellness, who may need a safe place or connection, and who may be a group or individuals with strengths that the club is missing. Refer to recruitment 101 for more ideas.

## additional leadership tips

### key tips

#### **We can all be leaders**

Everyone has the potential to be a great leader-- we just have different methods of leading others. We need to be open to that idea and willing to redefine the definition of leadership.

#### **Keep an open mind**

Be open to suggestions and other ideas that might differ from yours. Just because it's different doesn't mean it's not a great idea.

#### **Be open to feedback**

Keep an "open door" policy and listen to the opinion and feedback of your peers and mentors. Sometimes we get too caught up doing something and we don't feel like we have the time to listen, but it is important to take others opinions into consideration.

#### **Don't feel rushed**

Even if you haven't made a decision as to who your successor will be, don't make a hasty decision. There are other alternatives such as an interim successor (temporary leader).

### general tips

#### **Involve the leadership team**

It's important to include others in big decisions, such as in choosing who will be your successor--especially if it's a board with no specific titles. Everyone should be okay with who they are leaving their positions to, so everyone should be involved in the process.

#### **Trial run/ Interim leaders**

If you are not 100% sure of who to leave as a successor, perhaps you can appoint an interim leader (or leaders) for a set time and afterward, elections can be held.

#### **Meet one on one with potential successors (create a bond with the successor)**

Meeting in groups with your potential successors can be helpful but it is also important to meet 1-1 to get more of a sense of what the person is like. It's also a way to get to know the potential successor on a more personal manner without the scrutiny there may be in a groups meeting. Moreover, this could be a great opportunity for he/she to ask more direct questions about the responsibilities and tasks of being in a leadership position, as well as for the person to explain in a more detailed manner his/her role.

### **Write it down**

If you have ideas for the succession planning or even new ideas for the club in general, don't hesitate to write it down and eventually share it with others. Great ideas tend to happen in the most unusual circumstances, so even if you have to write it as a note on your phone or text it to someone- do it.

### **Create a guide for future leaders**

It would be helpful for present leaders to go over guidelines and pass on tips and OMM materials to future leaders so that they might learn from past experience and mistakes in order to move forward rather than repeating the same oversights.

### **Remain involved**

Even if you become an alumni, if you stay local or when you come back to town, try to remain involved somehow to show unity in the club. If you're not local, you can always check in via email or text.

### **Delegate**

As an active leader, sometimes it is hard to delegate tasks to others--especially if you like things done a certain way. However, it is essential when trying to find a successor since it's a great way of learning the potential successors abilities and strengths.

### **Shadow program**

The potential successor could shadow the current leader to experience the role in a hands-on manner.

### **Never too early to start**

Recruitment can start--and it's recommended-- from a year early.

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interest meeting template

1. Officers introduce themselves
2. Describe what OMM is and play the [Welcome to OMM Video](#)
3. Review Club Mission Statement: (Your club name here) creates a school environment that encourages open discussion of mental health, individual empowerment, use of appropriate mental health resources, and positive coping strategies.
4. Describe why all students should join in your school's OMM club. Club leaders may wish to share why they got involved in the club as well
5. Have members sign in as they come in on a computer(s) set up with the sign in page or on their phones at [bit.ly/ommsign-in](https://bit.ly/ommsign-in)
6. Before closing the meeting, share the next meeting date or where the next meeting date will be announced



our minds matter  
first meeting ideas

attendance

- As students come into the room, have everyone sign in on a computer(s) with the omm website's sign in page or on their phones using the link at [bit.ly/ommsign-in](https://bit.ly/ommsign-in)

review mission statement

- Review mission statement - (your club name here) creates a school environment that encourages open discussion of mental health, use of appropriate mental health resources, and positive coping strategies

high / low opening

- Introduce starting the meeting with a high/low opening. Go around and give everyone the option to share a "high" and "low" moment/experience in the past 24 hours or week.
  - For example, a "high" could be *'I went to my favorite frozen yogurt place with friends after school yesterday'* and a "low" could be *'I didn't bring a raincoat or umbrella today and got wet on my walk to school.'*

club logistics

- Share meeting/events calendar with the club
- Decide on and create club mode of contact, i.e. group me, Instagram, twitter, etc.

### get to know you activity

- Partner up in groups of 2 with someone you don't already know. The person with the shortest hair asks his/her partner the following questions for approximately 5 minutes:
  - If you didn't have to sleep, what would you do with the extra time?
  - What skill would you like to master?
  - What would be your ideal way to spend the weekend?
  - What's the farthest you've ever been from home?

Then, switch roles and repeat the questioning for approximately 5 minutes. Finally, go around and share with your group what you learned about your partner.

### kindness challenge

Within the next week, talk to someone new who you don't already know. You might ask them some of the questions you asked your partner today to get to know them better.

### closing

Remind everyone when the next meeting will be and how reminders will be communicated.



## pre- meeting template

**Step 1:** Determine goal of club meeting

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(write goal above)

**Step 2:** Select theme and activity or activities

---

(write them and activity above)

**Step 3:** Select kindness challenge

---

(write kindness challenge above)

**Step 4:** Conduct meeting & make sure meeting date is on shared calendar

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(write meeting date above)

## post meeting template

**Step 5:** Complete [Post-Meeting Wellness Check](https://bit.ly/ommpostmeeting) (bit.ly/ommpostmeeting)



our minds matter  
meeting template

**Step 1:** All club leaders and members sign in on the computer or using their phone at [bit.ly/ommsign-in](https://bit.ly/ommsign-in)

**Step 2:** High / Low OR Rose, Bud, Thorn Exercise



**Step 3:** Previous Kindness Challenge Check-In

**Step 4:** OMM Activity



**Step 5:** Announce New Kindness Challenge

**Step 6:** Reminder of Upcoming Meetings & Events

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minds matter week ideas

themes!

- Themes always get more people involved and excited--decide if your club wants to do a daily/weekly theme

involve other clubs

- Getting other clubs involved in your week-long campaign helps spread word to more of the student body and allows the project to grow beyond your OMM club (e.g., student government, sports teams, drama, etc)

spice it up

- Add a fun and exciting activity to each day! The school day can get boring and dull, lighten up the day with therapy dogs or sidewalk chalk

advertise

- Make a video advertising the events of the upcoming week and air it on your school's morning news show
- Create colorful fliers/posters and hang them up around the school

SOCIAL MEDIA--tweet out the daily themes/events, post a picture of you and your peers all dressed up for the theme or participating in the event on Instagram or snapchat. [See Edison Minds Matter Instagram](#) (ehsomm) as an example.

get inspired!

- Visit <https://joshandersonfoundation.org/past-programs/> for more ideas on how to run a memorable Minds Matter Week.

## week-long campaign ideas

### give back week

- Use the loudspeaker, school news show, social media, and/or posters around the school to share stories about how helping others (giving back) has improved personal wellbeing
- Select a drive to hold throughout the week (i.e. food drive, book drive, clothing drive)
- Hold a card making station in the cafeteria (i.e. thanking veterans, elderly, custodians, teachers, hospitals)
- Hold a school beautification day (i.e. gardening, picking up trash)
- Hold volunteer opportunities after school (tutoring other students, making cards, packaging supplies)

### spread kindness week






- Encourage the school to participate in daily kindness challenges. Use the chart below for ideas.

<b>Monday</b>	Compliment three people you don't know.
<b>Tuesday</b>	Write a thank you note to someone you appreciate.
<b>Wednesday</b>	Text/email someone you haven't talked to in a while to let them know you are thinking of them.
<b>Thursday</b>	Give someone a high five or hug.
<b>Friday</b>	Make a gift for someone that is important to you to show your appreciation for them.

### mindfulness week

- Use the loudspeaker, school news show, social media, and/or posters around the school to ask the student body to focus on one sense each day
- Provide giveaways and activities throughout the school day which correspond to the daily sense (ideas provided below)

- Consider passing out or publicizing information throughout the week on the benefits of mindfulness and where students can find resources to practice meditation (ex- Headspace (app), Calm (app), YouTube videos)

Monday	Hearing 	Play calming music or relaxing noises in the hallway during class transitions.
Tuesday	Touch 	Provide stress balls, slime, orbeez, or bubble wrap for students to interact with during lunch.
Wednesday	Sight 	Hang up visually appealing posters or play images on school TVs.
Thursday	Taste 	Hand out snow cones, candy, or other food to students.
Friday	Smell 	Put essential oils out at lunch or provide students with potpourri bags.

#### stress less laugh more week

- Implement daily activities and giveaways that help relieve stress
  - Ideas include:
    - Stress balls
    - Bubble wrap
    - Therapy dogs
    - Snow cones at lunch
    - Music in the hallways
    - Yoga/ Zumba sessions
    - Candy with inspirational messages attached

student-led meeting with administration  
template

**Pre-meeting:**

Idea/Event:
Explain idea/event:
Benefits of idea/event:
Target audience: Size of estimated impact (# of people, classes, etc.):



Date(s): \_\_\_\_\_

Reasoning for date selection (i.e. → end of quarter/testing is when stress less activities may be most needed):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Materials Needed:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Total Funding Needed: \_\_\_\_\_

funding breakdown

Amount	For
\$	
\$	
\$	

Funding will come from\*:

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\*consider sources such as PTA, existing club funds, fundraisers, JAF, or asking administration directly.

Faculty member(s) supporting event: \_\_\_\_\_  
 Their role: \_\_\_\_\_

Is additional Support Requested From the Administration?

**During Meeting:**

- If a club sponsor is available, bring him/her to show that your idea has adult support
- Be 5 minutes early to your scheduled meeting time
- Go over the information above in as much detail as possible. Showing that you have thought through everything will make administration more likely to approve your idea
- Be respectful and polite

**Post Meeting:**

- Send a thank you email to the administrator(s) you met with
- If your event was approved, follow up with administration on the progress of your funding/ event

## election process template

1. Identify/ announce which roles are up for election in your club
2. Create candidate pool
  - a. Candidates could volunteer
  - b. Leaders could reach out to qualified club members
  - c. Club members could nominate each other
3. Meet with candidates one-on-one to explain roles and responsibilities
4. Allow candidates to present to the club why they are the most qualified candidate at next club meeting. Consider implementing a time limit for presentations
5. Pass out election template
6. Conduct blind ballot
7. Count votes and inform candidates/ club members of the results
8. Submit your club renewal form to Our Minds Matter with the updated leadership contact information



## club goals & rewards

Hard work deserves rewards! Follow this chart to earn supplies and swag for you club.

club goals			
goal	action step descriptions	responsible	points
Hold Interest Meeting	Determine date & advertise meeting	Leaders	10
Hold Teen Mental Health 1 <sup>st</sup> Aid Training	Coordinate dates with the trainer & advertise sign up forms	Leaders & Sponsors	10
Complete Mental Health 101	Determine date, prepare & execute meeting	Leaders	10
Complete Resource Awareness Activity	Select & plan for resource awareness meeting	Leaders	10
Complete Coping Skills Activity	Select & plan for coping skills meeting	Leaders	10
Hold School Wide Campaign	Select & plan for school wide campaign	Leaders & members	10
club rewards			
when	Items	points needed	
August 19	back 2 school kit Leadership binder, stickers, pop sockets, hotline posters, mental health 101 & resource awareness supplies	n/a	
January	spring training kit Coping skills supplies, buttons, and sticky notes	20	
May	end of year swag Pizza party and Pura Vida bracelets,	40	
BONUS	OMM hats, socks, water bottles, t-shirts, and graduation cords (seniors only)	TBD	

## frequently asked questions

### **what is OMM?**

OMM (our minds matter) is a student-led movement designed to change the school culture around mental health. Its purpose consists of increasing help-seeking behaviors, promoting social connectedness, and encouraging self-care and healthy habits.

### **what is the format of an OMM meeting?**

Every meeting is different, but you could expect a general meeting to open with highs and lows, move into a themed activity and discussion, and close with a kindness challenge.

### **what is the time commitment for an OMM club member?**

Every club has a different meeting schedule. Talk to your club leader to find out how frequently your school's club meets. We understand that many people have other commitments, so don't feel like you can't miss one meeting.

### **what are the responsibilities of a club member?**

A club member is expected to attend as many club meetings as possible throughout the year and participate in activities directed by club leaders.

### **what are the responsibilities of a club leader?**

A club leader is expected to plan and lead meetings throughout the year. Leadership responsibilities vary based on school and specific position. Information about the details of each position can be found on page 7.

### **if i am interested in a leadership position with OMM, how can I achieve one?**

Elections are usually held at the end of each school year. If you are interested in holding a leadership position, express interest to the current club leaders about opportunities and remain an active and engaged club member throughout the year.

### **where can I find lesson plans and other materials to use in meetings?**

Materials can be found online at [www.ourmindsmatter.org](http://www.ourmindsmatter.org) and other materials will be provided by JAF at leadership trainings. You can reach out to Laura Beth ([laurabeth@joshafoundation.org](mailto:laurabeth@joshafoundation.org)) to request additional materials. Lesson plans for club meetings can be found in the OMM Handbook or on the OMM website.

### **how can I raise money?**

OMM has a student-led administration meeting template that can be used to speak to your administration about funding for events. Clubs can also hold fundraisers or submit a request for funding directly to the JAF.