



TASC Endorsed Program Request



Board of Directors Policy Regarding Endorsements and/or Partnerships

Programs/projects that complement the mission and purpose of student council may be considered by the Board for an endorsement/partnership. Programs or projects interested in forming a partnership with TASC must demonstrate in writing the ways in which the program enhances the work of or provides a resource to student councils. Programs/projects sponsored by member schools are preferred. The Board will approve this type of relationship at the summer board meeting. The board may determine to limit the number of endorsed programs. These relationships benefit TASC member schools directly, either by providing a resource to the council or to individual students. Endorsed programs often exhibit at TASC events and present at TASC events. Benefits to an endorsed program/partner may include access to member schools' data for marketing, inclusion in conferences through presentations and reduced exhibit rates, a link on the TASC website, and inclusion in the TASC Resource Guide. Relationships are established by a board vote and are renewed annually. Existing programs must demonstrate participation by and benefit to schools and justify the continuation of the relationship in writing.

Indicate if this is a new or continuing partnership	Continuing
Name of Organization/Program	Dude. Be nice
Primary Contact Information	
Name	Brent Camalich
Address	11317 Aden Ct., Austin, TX 78739
Phone Number	425-301-5122
Email	brent@dudebenice.com
Website	Dudebenice.com
Secondary Contact Information	
Name	Jamie Camalich
Address	Same as above
Phone number	562-412-8377
Email	jamie@dudebenice.com
Mission/Purpose of Organization	Build more positive communities. It's our goal to inspire people to treat themselves and others better. We celebrate folks living the Golden Rule: Treat others as you'd like to be treated.
How does your mission align with the goals/purpose of Texas Student Councils? (See About Us tab at www.tasconline.org.)	We provide a platform and resources that leaders can leverage to tangibly make a positive impact on their school culture. Here is a great example of something we did in a TX School, Seven Lakes High School: https://youtu.be/h7z15HkARzE?si=fXluv99vC91pEGCE

Describe in detail the process for TASC member school participation in this program.	We've created a dude. be nice Week program with a free activity guide that helps schools create a week of events focused on gratitude and recognition. Plus, we have dozens of free videos to inspire positive activation on school campuses.
What is the benefit of this partnership to the TASC organization as a whole, its member schools or individual advisors/students?	dude. be nice is a fresh and relevant way to cultivate a positive campus culture. Our existing resources will help any TASC school create their own dude. be nice experience.
What is the benefit of this partnership to your organization?	In addition to our free resources, we've created cool and meaningful apparel that compliments any dude. be nice integra on that a school creates.
Is there a fee for TASC schools to attain resources or participate in the program	No, people are welcome to create their own dude. be nice week even if they do not purchase our apparel. In fact, our custom apparel is a great way to raise funds for TASC schools.
Does participation in this program require student fundraising of any type?	No. Yes. All our resources can be found at dudebenice.com
Is this program available to student councils statewide?	Yes. All our resources can be found at dudebenice.com
Describe in detail the resources available to TASC schools through this partnership.	We offer schools a custom apparel program, so dude. be nice can be the uniform that unites students as they work to build a more positive campus culture. Additionally, we offer a free dude. be nice Week Activity Guide that will help TASC schools plan a week of fun, creative, and meaningful activities on campus. Plus, we will be releasing new stories that highlight Texas schools.
Describe the plan for serving schools across the state of Texas.	We offer schools a custom apparel program, so dude. be nice can be the uniform that unites students as they work to build a more positive campus culture. Additionally, we offer a free dude. be nice Week Activity Guide that will help TASC schools plan a week of fun, creative, and meaningful activities on campus. Plus, we will be releasing new stories that highlight Texas schools.
Describe your intent to exhibit or present at the TASC Advisor Workshop in September, and the TASC Annual Conference in March. (Presentation topics must be submitted and approved prior to each conference. Endorsed	We plan to exhibit at the fall conference and expect to visit multiple Texas school districts throughout the year. Plus, we have a new video releasing from a story we told alongside Thompson Intermediate School.

programs are eligible for reduced fees for exhibiting. Forms are available under Exhibitors/Sponsors at www.tasconline.org .)	
<u>Continuing Programs Only:</u> Provide data on the number of TASC schools that participated in this program in the previous year.	We participated in two Comal ISD events in 2023/2024 where Brent spoke and spent the day with students. Additionally, we filmed a story at North Forney High School and Thompson Intermediate school in in the previous year. And dozens of additional Texas High Schools created their very own dude. Be nice Weeks.
<u>Continuing Programs Only:</u> Explain how TASC school/student participation has increased or changed since the partnership began.	We are well known in Texas through TASC and FCCLA. It's been relevant fit as our good vibes have been embraced in Texas. We are using Texas schools as examples to schools in other states and have even had your members participate in webinars to share their experiences with other educators and schools
<u>Continuing Programs Only:</u> Describe any <u>new plans</u> for serving schools and student councils across the state of Texas.	Our goal is to create new resources that inspire kindness, gratitude, and inclusivity on campuses.
<u>Continuing Programs Only:</u> Please share any suggestions you have regarding ways that TASC can add value to this partnership.	The dude. be nice Week is very popular in Texas, and we'd love to see Texas embrace this as a formal week. In other words, all schools participate and share their positive experiences from the week. Additionally, we'd love to see more schools document their kindness initiatives and we are willing to create videos that show off these incredible activities.

Thank you for your service to student councils, schools, and student leadership.