



Mission Based

For

Branch Growth

Contact:  
Speech Trek Team  
speechtrek@aauw-ca.org



**Toolkit**

Contest Dates:

September thru February

Deadlines:

March 1, 2011  
CD of Branch Winner  
To Speech Trek Manager

March 10, 2011  
Convention Finalists  
Notified

April 9-10, 2011  
Finalists compete at  
AAUW CA Annual  
Convention, Irvine  
Marriott, Irvine CA

Eleanor Stem-Allen Memorial

# Speech Trek Competition 2010-11

Theme: Breaking through Barriers—Internationally

**Please notify us immediately that you MAY participate in this contest.**

This will enable us to provide assistance, track your progress, and notify you of your contestant's status once the finalists are selected. *Each year, we receive a number of DVD's that we did not know were coming or failed to contain contact or contestant information, so please, tell us NOW your 2010-11 contact information. If ultimately you decide not to participate, we will understand and appreciate your interest.*

Send the follow to [speechtrek@aauw-ca.org](mailto:speechtrek@aauw-ca.org):

Branch \_\_\_\_\_

Branch President \_\_\_\_\_

Email \_\_\_\_\_

Speech Trek Coordinator(s) \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Or mail to Cathy Foxhoven, Speech Trek Manager, 295 Vallejo Court, Millbrae, CA 94030



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

**Subject:** 2010-11 AAUW CA Speech Contest Theme: Breaking through Barriers-Internationally

**Deadline:** March 1, 2011 is the final day to submit a student information form and DVD of your branch's winning speech to the Speech Trek manager, Cathy Foxhoven.

**New:** Enclosed judge's ballot and instructions have been revised and simplified.

### The Basics:

**All high school students may participate.**

**All California schools are welcome, public or private.**

**Contestants who were not one of the 3 finalists in previous state-level contests may compete.**

**DVD's of your branch winner's speech will be used to select 3 finalists and two runner-ups.**

**The final competition will be held in April 9-10, 2011 at the AAUW CA Annual Convention.**

**All expenses are paid for a one day trip to convention for speaker and chaperone.**

**Get Ready:** *Schedule a date for the contest. Allow 30 minutes during a branch meeting for several students to give a five-minute speech. Alternatively, turn the contest into an event, inviting the community to watch. On the other hand, consider adding the contest to an event you already hold. Whatever venue you choose, these young people will delight you. Plus, they will bring with them educators and parents who have never been to an AAUW gathering – perfect candidates for membership.*

**Set:** *Design your contest to meet the following goals:*

- Promote membership growth through contacts with teachers, professors, parents and civic leaders by connecting with them to identify, train, and/or judge in the contest.
- Facilitate AAUW public policy advocacy by encouraging students to become familiar with AAUW sponsored research and position papers via the [www.aauw.org](http://www.aauw.org) website.
- Bring visibility to your branch through press releases and photos.

**Go:** *Contact your local high school counselors and/or drama/speech teachers to identify talented and willing students. Invite the students to an orientation meeting. At the meeting, review the rules and discuss the process. Invite a college speech professor or Toastmaster to coach the students on their speeches. Finally, select your judges, decide on prizes and conduct your contest. Once the branch winner is identified, record the presentation, mailing a DVD of the winning speech to the Speech Trek manager and her panel of judges to select three convention finalists and two runner-ups.*

Speech Trek Founder  
Donna Erickson  
(831)761-9502  
[dderickson@rocketmail.com](mailto:dderickson@rocketmail.com)

Speech Trek Coordinator  
Rose Taber  
(209) 532-4060  
[spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)

Speech Trek Manager  
Cathy Foxhoven  
(650) 697-6936  
[spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)

Speech Trek Coordinator  
Dee Quatraro  
(559) 684-1204  
[spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Speech Trek 2010-11 Schedule at a Glance

Approved as an official program of AAUW California, July 2006

⇒ **Branch Responsibilities**

⇒ **September – March 1**

Contact schools regarding participation.  
Identify and ask coaches and judges.  
Identify date, time, and location of meeting/event/contest.  
Hold Branch speech contests, select winner, prepare DVD.

⇒ **March 1 – Branch Deadline To Submit Branch Winner for State Competition**

Speech Trek manager receives student application and DVD of winning branch speech at the following address:

Cathy Foxhoven  
295 Vallejo Court  
Millbrae, CA 94030  
(650) 697-6936  
spechtrek@aauw-ca.org

**March 2– 10 State Responsibility**

Judges convene to select three finalists to present at convention.  
Speech Trek manager notifies all participants and branch coordinators of the finalists.

⇒ **March 10 – April 9-10**

Arrange travel and airfare for speaker and chaperone.  
Request monetary advances, if needed, to purchase travel at [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)

**April 9-10 AAUW-CA Convention at Irvine Marriott, Irvine, CA**

Speech Trek coordinators and manager will meet and greet winners and their families.  
Participants will be taken to the room and may practice with the microphone.

**May 1 – 30 State Responsibility**

Speech Trek manager and coordinators sends evaluation form to branch participants.

**June 1 – 30 State Responsibility**

Speech Trek manager and coordinator prepare SPF and board report based on branch evaluations.

**July 1 – 31 State Responsibility**

Present report to AAUW California Board of Directors.



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### How to Setup the Speech Trek Competition

**The following information is provided as a contest guide, forms and activities may be altered at the branch level to meet the needs of the branch.**

All Branches Participating:

Notify Cathy Foxhoven, Dee Quartraro and Rose Taber at [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org) of your branches participation.

Getting Ready for a Speech Trek Competition

Resources in this toolkit: Speech Trek At a Glance, A Sample Letter to School Administrator and/or Teacher, Rules of Competition, and Sample News Releases Newsletter Insert, Poster, and Judge's Ballot.

Decide if you will issue a local Speech Trek prize(s) and your process

Arrange for coaching for the applicants if teachers are not available. Reach out to local public speaking professionals, teachers, and organizations (i.e. Toastmasters)

Arrange for an orientation meeting on the high school campus

Decide your planning timelines to hold competition and meet the Speech Trek deadlines

Invite your local high school community to attend: high school counselors and teachers, high school PTA

Contact your community to setup your judges panel: local school officials, local government officials, Toastmasters (and other organizations)

Create information packets as follows:

Student Application Packet:

- Student Application
- Rules of Competition 2 pages
- Instructions for Contestants
- Instructions for Timers
- Instructions for Judges

Judges Information Packet

Select the following pages from this packet:

- Instructions for Contestants
- Rules of Competition 2 pages
- Instructions for Judges
- Judges' Ballot

### Original Work of Student, Use of Props and Notes

The speech must be the original work of the contestant

The contestant shall NOT use notes, props, displays or prompters of any kind



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Rules of Competition (Page 1 of 2)

#### Deadlines

Branch contest to be held between September 1 and February 28

DVD of the branch winning speech due March 1 to:

Cathy Foxhoven, Speech Trek Manager, 295 Vallejo Court, Millbrae, CA 94030

Announcement of three state finalists and an alternate by March 10

State Competition held during the AAUW California Annual Convention April 9-10

#### Background and Theme - **Breaking Through Barriers – Internationally**

*The American Association of University Women (AAUW) recently defined Breaking through Barriers as the organization's unifying focus. This new focus is designed to "illuminate our path into the future. It describes what we believe and what we do. And it suggests the confidence we have to break through those targeted barriers to achieve our goal for all women to have a fair chance."*

*Internationally, AAUW seeks "strategic opportunities to increase awareness of issues facing ...women and girls worldwide. Our goal is to harness the power of women in the United States to engage in targeted activities, nationally and at the state and grassroots levels that will fight against global poverty."*

**Seventy percent of the 1.2 billion people in the world living in poverty are women. What is the most significant barrier to be overcome to lift these women out of poverty, internationally? What organization, foundation or program is having the greatest impact on this barrier? Tell us in a 5 minute speech.**

#### Speech Resource Recommendation

Half the Sky: Turning Oppression into Opportunity for Women Worldwide by husband and wife team, Nicholas D. Kristof and Sheryl WuDunn. This Pulitzer Prize winning book exposes the most pervasive human rights violations of our era—the oppression of women in the developing world—and tells us what we can do about it. Chapters 1-13 contain powerful personal stories of oppression and redemption. Chapter 14 describes What You Can Do, and the final two pages list Four Steps You Can Take in the Next Ten Minutes. The Appendix lists the 45 organizations and programs featured in the book.

Other resources may be found in the *Women in the World, International Affairs Committee Reading List*, a pdf listing of books that focus "on the lives of women who have made a difference in promoting peace and advancing the welfare of women, and on issues facing women in other cultures." It is available at [http://aauw.org/about/international\\_corner/upload/Women-in-the-World-International-Affairs-Committee-Reading-List.pdf](http://aauw.org/about/international_corner/upload/Women-in-the-World-International-Affairs-Committee-Reading-List.pdf)



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Rules of Competition (Page 2 of 2)

#### Eligibility

The Speech contest is open to all high school students in California.  
Contestants who were not finalists in the state contest may compete again.

#### Time Limitation

Speeches are to be between 4-1/2 and 5-1/2 minutes in length.  
Timing will begin when the contestant first speaks.  
A penalty of 5% may be deducted from each of the judges' scores if the contestant speaks under the 4-1/2 or over the 5-1/2 minutes.

#### Prizes – Winners Receive

- Branch Certificate of participation and placement  
Additional cash or prizes are at branch discretion
- State First place winner will receive \$1000.00  
Second and third place winners receive \$500.00 each  
Round trip same-day travel from their local airport to the convention  
A meal at convention and travel refreshments  
The finalist must be accompanied by one adult family member or chaperone  
Total value of transportation and meals shall not exceed \$700 for each set of finalist and chaperone  
Fourth and fifth place finalists will receive \$100 each but will not attend the convention

#### Local Contacts:

#### AAUW California Contacts:

Speech Trek Founder  
Donna Erickson  
(831)761-9502  
[dderickson@rocketmail.com](mailto:dderickson@rocketmail.com)

Speech Trek Coordinator  
Rose Taber  
(209) 532-4060  
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Dee Quatraro  
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# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Student Application and Parent/Guardian Permission

Submit with winning DVD to Cathy Foxhoven, AAUW-CA Speech Trek Manager

Student Information and Acceptance:	
Name	
Address	
Phone	Email
<p>My signature below certifies I wish to participate in the AAUW Speech Contest and that I have received and read the following:</p> <p style="text-align: center;">           Instructions for Contestants                      Instructions for Timers            Rules of Competition                                      Instructions for Greeter            Instructions for Judges         </p>	
Student Signature _____ Date _____	

Parent or Guardian Information and Permission	
Name	
Address	
Phone	Email
<p>My signature below certifies I have read the rules for the speech contest and wish for my child to participate in the AAUW speech contest. In addition, I understand that my child's speech may be recorded for higher level competition and selection of finalists. If my child is selected as one of three state finalists, I understand that my child's competition speech may be distributed by AAUW-CA to their branches and to the AAUW for use in promoting the contest in subsequent years. I understand this recording will not be used for any other private or commercial purpose.</p> <p>I agree to hold harmless AAUW-CA, AAUW _____ Branch, and Speech Trek including their respective past, present, and future officers, directors, employees, volunteers, agents, and representatives against any and all liabilities, injuries, losses, costs, damages, attorney's fees, and expenses which my child or any parent, guardian or representative may sustain or incur as a result of participation in the Speech Trek contest.</p>	
Parent/Guardian Signature _____ Date _____	

Please return the Student Application to your local branch contact:



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Instructions for Contestants

- ✚ At or before your first meeting with the speech contest coach read:
  - Rules of competition
  - Instructions for Timers
  - Instructions for Judges
- ✚ Complete and sign a registration form, take copy to parent for signature
- ✚ Using the theme and background as a guide, prepare your speech
- ✚ Meet with contest coach to give your speech and review the content.
  - Date: \_\_\_\_\_
- ✚ Practice, practice, practice
- ✚ Arrive 20 minutes before the contest to become familiar with the environment and meet the emcee and judges.
- ✚ Draw a number to indicate the order of speakers
- ✚ Wait in an adjoining room while other contestants give their speech
- ✚ Give your speech
- ✚ Return to the waiting room to await the request to come out
- ✚ Prepare to introduce yourself and give a 1-2 minute biography
- ✚ Speech Trek manager will notify you of your standing at the state level by March 10
- ✚ Top three winners and their chaperone will arrange their own transportation to the hotel.
- ✚ If a financial advance is needed to cover expenses, request one from Speech Trek manager.
- ✚ Convention registration, same-day travel and meals are provided for the speaker and a chaperone.
- ✚ After successful completion of your speech at convention, the first place winner will receive \$1000 and a certificate of accomplishment.
- ✚ Second and third place winners will receive a \$500 check and a certificate of accomplishment.
- ✚ Fourth and fifth place winners will receive \$100 but will not participate in the convention competition.

Your school contact is: \_\_\_\_\_

Your AAUW branch contact is: \_\_\_\_\_ ph: \_\_\_\_\_

Your speech contest coach is: \_\_\_\_\_ ph: \_\_\_\_\_



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Instructions for Timer

Thank you so much for agreeing to serve as a timer for the AAUW California speech contest. This contest is an opportunity to support talented young students, both young women and men, who are America's future leaders.

#### Timer Will Need

- A stopwatch or equivalent timing device
- Three (3) time cards that indicate time intervals of 4, 4-1/2 and 5 minutes.
- These can be color-coded.
  - For example, Green at 4 minutes
  - Yellow at 4-1/2 minutes
  - Red at 5 minutes.
- Please seat yourself directly in front of where the contestants will speak.

#### For Each Speaker

- Start timing when the contestant first starts to speak.
- At 4 minutes, raise the green card. Hold it until you believe the speaker has seen it.
- At 4.5 minutes, raise the yellow card. Hold it until you believe the speaker has seen it.
- At 5 minutes, raise the red card. Hold it until the speaker stops speaking.
- Time stops when the speaker stops speaking. After each speaker is finished, write down the duration of the speech and hand it to the judges.
- The judges may assess a penalty if time is outside the appropriate range.
- Clear stopwatch



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Instructions for Greeter

Thank you so much for agreeing to serve as a greeter for the AAUW Speech Contest. This contest is an opportunity to support talented young women and men who are America's future leaders.

- ❑ Prepare sign-in table with program, branch and/or membership information, and name tags if desired.
- ❑ Be sure sign-in materials include name, address, phone and email. Be sure to choose someone to monitor this process that understands this information will be used for follow-up membership activities.
- ❑ Greet students, parents, judges, advisors and honored guests at the door and show them where to sign-in.
- ❑ Prepare separate lists of names of parents, judges, advisors and honored guests for use during announcements and introductions
- ❑ Make slips of paper with one number on each (1,2,3, etc.) for the number of speakers you expect and put the slips in a container. Each student is to draw a number to determine the order for the speeches.
- ❑ While scores are being tabulated, the emcee will give a brief biography of each speaker in the order that they spoke. As time permits, students may comment if they choose and acknowledge their parents and teachers.
- ❑ At the end of the contest, if the meeting will continue, a break is needed to allow everyone to congratulate the contestants.
- ❑ Be sure someone/emcee invites all guests to complete the membership inquiry/application form to be invited to a follow-up event to learn more about the branch.



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Instructions for Judges (page 1 of 2)

*Subject: Breaking Through Barriers--Internationally. This reflects the new focus of AAUW--tangible expansion for women and girls. Contestants have been asked: **What is the most significant barrier to be overcome to lift women out of poverty, internationally? What organization, foundation, or program is having the greatest impact on this barrier?***

- ❑ Each participating speaker is to prepare and deliver an original five (5) minute speech.
- ❑ No more than seventy five quoted words may be used.
- ❑ A thirty (30) second grace period is allowed for speaking over or under the five minute limit. A 5% penalty may be deducted for each 15 seconds over or under the officially set time range.
- ❑ Time signals may be given at the speaker's request, however, adherence to the time limit is the responsibility of the speaker. If laughter delays the speaker, the timekeeper shall make allowance by stopping and starting the watch during each interruption.
- ❑ This speech is to be presented by using the memorized mode of delivery. No notes are permitted and no promptings are allowed. Verbatim memorization is optional--but departures from the original manuscript may affect the length of the speech.
- ❑ In this contest, students have written their own speeches and committed them to memory. They are permitted to deviate from their original script to better adjust to the speaking situation. Speakers will typically use logical and emotional appeals. Some speakers will employ language that is graphic, striking, and sometimes dramatic--but always with the intent of conveying the speaker's ideas, rather than the speaker's technique. These presentations are to be original speeches and not dramatic readings
- ❑ Judges shall use the official ballot and score each speaker in each of the five areas: Introduction (0-5 points), Content (0-30 points), Organization (0-10 points), Conclusion, (0-5 points), and Delivery (0-50 points). Assign a score for each category by circling the number on your ballot. After scoring each category, subtotal the score for each speaker and then rank the speakers from the highest to the lowest. No ties are allowed.
- ❑ Judges must make independent decisions about the speakers. Judges shall not discuss decisions with other judges prior to submitting final ballots.
- ❑ The official timekeeper may share only the length of a given speech.

Questions regarding contest rules or conduct of the event shall be referred to the Contest Coordinator.



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Instructions for Judges (page 2 of 2)

- ❑ The rules for the contest are listed below, and your ballots and scratch paper are attached. If you have any questions, please contact the speech contest coordinator prior to the beginning of competition.
- ❑ Contestants will be introduced before the contest.
- ❑ Judges will be introduced after the judging has been completed. Judges will be asked to provide a brief biography.
- ❑ Ballots must be confidential. It is recommended that you use a pencil and scratch paper.
- ❑ Judges should not confer with each other prior to submitting their ballots to the scorekeeper.
- ❑ Use the following background information and theme to judge the students on content:

#### ***Breaking Through Barriers . . . Internationally***

*AAUW recently defined **Breaking through Barriers** as the organization's unifying focus. This new focus is designed to "illuminate our paths into the future. It describes what we believe and what we do. And it suggests the confidence we have to break through those targeted barriers to achieve our goal for all women to have a fair chance.*

*Internationally, AAUW seeks "strategic opportunities to increase awareness of issues facing . . . women and girls worldwide. Our goal is to harness the power of women in the United States to engage in targeted activities, nationally and at the state and grassroots levels that will fight against global poverty.*

***Seventy percent of the 1.2 billion people in the world living in poverty are women. What is the most significant barrier to be overcome to lift these women out of poverty, internationally? What organization, foundations, or program is having the greatest impact on this barrier? Tell us in a 5 minute speech.***

- ❑ The Judge's ballot is divided into five (5) sections. Assign a score in each category. At the end of the competition, the student will be given a copy of your evaluation and comments.
- ❑ Now, add your scores for each contestant. Ties are allowed.
- ❑ If the Timekeeper advises you that the speaker was outside the appropriate time range, you may assess a penalty.
- ❑ Once all speeches have been given and scored, RANK THE SPEAKERS. Using the scores as a guide, the judge must rank the speakers among their peers. No ties are acceptable at this point.
- ❑ If a judge submits the ballot without ranking the speakers, the form will be returned for completion of the rankings.



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Sample Letter to School Administrator and/or Teacher

September 20, 2010

Mrs. Judy Novo  
Watsonville High School  
123 Beach Street  
Watsonville, CA 95076

Dear Judy,

The Watsonville Branch of the American Association of University Women is pleased to announce a statewide speech contest – Speech Trek– for high school students.

During the coming week I will call to request a time to meet you and discuss this exciting opportunity. In addition to contest incentives at the local level, three talented students and their chaperones will receive an all expense paid trip to the AAUW California state convention and cash prizes.

I have enclosed the Rules for Competition and a flyer announcing the contest. The theme, *Breaking Through Barriers - Internationally*, is explained more thoroughly in these documents. As part of this project we would like to introduce you and the interested students to Cabrillo College professor Elaine Crossin. She has volunteered to conduct an introductory meeting and follow-up workshop to encourage and assist our student speakers.

We have tentatively scheduled the students to speak at a community event to be held at the Main Street library, Tuesday November 14 at 7:00 pm. The judges will be Toastmaster Helen Rodriguez, Janet Haggerty, reporter for the Register-Pajaronian; Carol Angevine, Director of the Chamber of Commerce; City Councilwoman Ana Chavez and Bakula Mentone, Executive Director of the Watsonville Food Bank. I am sure you will agree these women are excellent role models to illustrate our theme and motivate our speakers.

Thank you for your time. I look forward to speaking with you in the coming week.

Sincerely,

Rebecca Crosswell  
Speech Trek Coordinator  
345 Apple Valley Road  
Watsonville, CA 95126  
831-754-1212



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Sample News Release – before the event

News Release

FOR IMMEDIATE RELEASE

Contact

Phone number

E-mail address

#### AAUW SPEECH CONTEST FOR HIGH SCHOOL STUDENTS

Dateline: Pismo Beach, CA September 3, 2010 The American Association of University Women, Pismo Beach branch, will welcome three Pioneer High School students to participate in a speech contest on Sunday, September 21, at 2:00 p.m. in the High School Auditorium, corner of Moffitt and J Street. The girls, Anna Campos, Justine Jordan, and Hyun Yi Kang, will speak for five minutes on the theme “Breaking Through Barriers - Internationally.” City Councilwomen Loretta Corte, Mercury News columnist Elaine Humphrey, Toastmaster Ida Swift and Chamber of Commerce CEO Marie Garcia will serve as judges. Branch President Karen Jacks will emcee. The public is welcome. Refreshments will be served, and tickets can be purchased at the door for \$5.

The local First Place winner will receive \$150 and will automatically advance to the state competition where three finalists from throughout the state will be chosen to compete at the AAUW California annual convention. Contact Janet Swift, event coordinator at (831) 345-2664 for more information.



# Speech Trek

## Eleanor Stem-Allen Memorial Speech Contest

### Sample News Release – after the event

News Release  
FOR IMMEDIATE RELEASE  
Contact  
Phone number  
E-mail address

HAYLEY THIRLWALL TO COMPETE AT THE AAUW CALIFORNIA CONVENTION

Dateline: San Mateo, CA March 1, 2010 Hayley Thirlwall, a junior at Hillsdale High School in San Mateo has been selected as one of three finalists to compete in Speech Trek, a statewide speech contest sponsored by the American Association of University Women of California.

High school students throughout California were invited to compete. After preparing a 5-minute speech on the theme “Breaking through Barriers - Internationally,” students competed at the AAUW branch level. DVD’s of the first place competitors were then reviewed to determine three finalists to speak at AAUW’s convention.

Ms.Thirlwall competed first at the San Mateo Branch. She and a chaperone will enjoy an all expense trip to the AAUW convention in April. All three finalists will receive a cash award. For more information, please call Cathy Foxhoven 650-697-6936.