

Gov Trek Information Packet 2023 - 2024



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Registration

Student online registration [LINK](#)
Registration deadline: January 20, 2024

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Purpose And Program Format

There will never be complete equality until women themselves make laws. - Susan B. Anthony

Purpose

Gov Trek is a virtual statewide program for junior and senior girls attending a California public, private, home, or continuation high school. It is designed to elevate a new generation to pursue careers in public service and elected office.

Program Format

Over seven two-hour sessions, students will engage in interactive and inspiring activities with exposure to women legislators, career options, and the inner workings of a political campaign. The program will culminate in a team competition to create a realistic campaign simulation.

- Two-month virtual program beginning February 3, 2024
- Seven two-hour sessions culminating with a Gov Trek finale and campaign competition
- Designed, administered, and delivered by AAUW California
- Student recruitment managed by AAUW California branches

Cost

The program is free for students to attend.

Program Information And Eligibility

Eligibility

Gov Trek is for California high school junior and senior girls attending public, private, home, or continuation high schools.

Enrollment is limited to a maximum of 140 participants and will be accepted on a first come, first served basis. Participants will be added to a waitlist, once our maximum is met. We encourage students to attend the first Gov Trek Session on February 3rd from 10:00 AM – 12:00 PM in case a seat in the program becomes available. In the unlikely event that the program is canceled due to low enrollment, students will be notified.

Equipment Requirements

Gov Trek is an all-virtual program. In order to participate, students are required to have access to a PC, laptop, tablet, or cell phone with a working camera and microphone as well as a reliable internet connection. Students will be asked to confirm they have the appropriate equipment to participate. The Gov Trek program will work with the local branch to identify a solution for students who do not have the correct equipment or internet access.

Deadlines

Interested students must complete and submit their online registration by January 20, 2024 after which the parent/guardian will receive a link to provide permission to participate if the student is under 18. Parents must complete the permission form by January 24, 2024.

Attendance

Students must be able to participate in all seven sessions.

Program Activities

Speakers and panelists, including current and former legislators, staffers, and consultants, will cover various careers in public service and elective office. Student activities include engaging with elected officials and speakers to learn about their career paths, presenting an elevator speech, and creating a campaign simulation. The program finale will consist of a fun campaign team competition including helpful feedback from judges and a chance to win prizes.

In this program, participants will:

- Engage in career exploration
- Gain access to local and state women legislators and leaders
- Run through a political campaign and understand the roles involved
- Make their college applications stand out
- Learn teamwork skills
- Meet peers from across California
- Sharpen public speaking skills
- Write speeches
- Design political fliers and ads
- Conduct audience analysis for voter outreach
- Receive a certificate of completion
- Winners and graduates have access to shadow and internship opportunities such as:
 - Congressional internships
 - District attorney internships
 - Working on the campaign trail for local candidates
 - The chance to join the AAUW California Gov Trek Alumni and Public Policy Advisory Boards.

Rewards will be provided for campaign competition winners.

Session Information

DATE	TOPIC
02/03/24	SESSION 1: Orientation, Meet & Greet
02/10/24	SESSION 2: Exploring Public Service Careers
02/17/24	SESSION 3: Women's Leadership & Political Participation
02/24/24	SESSION 4: Ready, Set, *Live*! Campaigning 101
03/02/24	SESSION 5: Campaign Simulation
03/09/24	SESSION 6: Campaign Simulation
03/16/24	SESSION 7: Gov Trek Finale & Campaign Competition
04/27/24	AAUW California Annual Event Competition winners announced and videos shared with California branch members and the public

Gov Trek Finale and Campaign Competition

The final Gov Trek project includes the creation and delivery of a political campaign package designed to make positive change in the community, state, or country. Participants will be assigned to teams of up to seven members, each of whom may request what role they prefer to play in the political campaign:

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- Candidate (1)
 - Campaign manager (2)
 - Field and volunteer manager (2)
 - Communications director and speech writer (2)

Format: Campaign teams will work closely together through a realistic campaign simulation, delivering a six-minute video which includes:

1. A candidate stump speech
2. Voter outreach plan
3. Political candidate flier and campaign ad

Time Limit: The entire video should be between five and one half and six and one half minutes long. Videos that do not fit within this timeframe will be disqualified from the competition. Videos will be uploaded to YouTube with the link submitted to govtrek@aauw-ca.org by 11:59 PM, Sunday, March 10, 2024.

Judging: Five campaign teams will be selected to participate in the finale. Three VIP industry judges will evaluate and provide constructive feedback to the campaign teams competing in the final round. The winning team members in the following categories will be provided awards determined by AAUW California.

- **Best Campaign Overall** - Participants will be provided the opportunity to participate in an internship or shadow opportunity.
- **Voter Outreach Plan (VOP)**
- **Candidate Flier & Campaign Ad**
- **Stump Speech**
- **Campaign Management**

Student Registration And Parent/Guardian Permission

Deadline: Interested students must complete and submit their online registration by January 20, 2024. Parents must complete the Eligibility, Liability and Photo Release by January 24, 2024.

Registrations are accepted on a first come, first served basis and include two components:

1. Online Registration and Survey

To be completed by all students.

2. Eligibility, Liability, and Photo Release

To be completed by the parent/guardian if the participant is under 18 years. If the student is 18 or older, the student may complete the form. The form will be sent after the registration form is received.

Both components must be completed in order for the student to participate in the program.