



AAUW California Gov Trek

SESSION 1: Exploring Political Careers

January 28, 2023



ELEVATE THE NEXT GENERATION OF
WOMEN IN POLITICAL LEADERSHIP
NEW STATEWIDE PROJECT



Linking together for our mission.

Welcome



Shauna Oenning Ruyle
AAUW California
Gov Trek Program
Director



Agenda

TIME	TOPIC
10:00 - 12:00	SESSION 1: Exploring Political Careers
10:00-10:15	Welcome & Orientation
10:15-10:20	Exploring the Issues: Results of students' survey on the issues that matter.
10:20-10:30	Breakout Room Activity: Meet your campaign teams! Self-intros + share your top two issues.
10:30-11:50 (15 min Q&A)	Panel Discussion: "Women in Leadership Careers"
	Speakers:
	<ul style="list-style-type: none"> ● Kathleen Van Osten, AAUW California Advocate and Lobbyist ● Ellen Montanari, Deputy Campaign Manager, Rep Mike Levin ● Regina Luzincourt, Lobbyist and former Press Secretary, State Senator Parker ● Shana Hazan, VP San Diego Unified School Board ● Griselda Ramirez, Senior Director of Community Engagement and Partnerships, Office of San Diego County Board of Supervisor Chair, Nora Vargas
11:50-12:00	Homework: Find and attend an online or in-person public meeting on an issue you care about (locally or anywhere in CA).

End of Session Poll

AAUW California Mission



AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education, and resources.

Empowering Women in California

AAUW has been empowering women as individuals and as a community since 1881. For more than 130 years, we have worked together as a national grassroots organization to improve the lives of millions of women and their families.



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AAUW Mission & Values

Gender Equity & Economic Security.

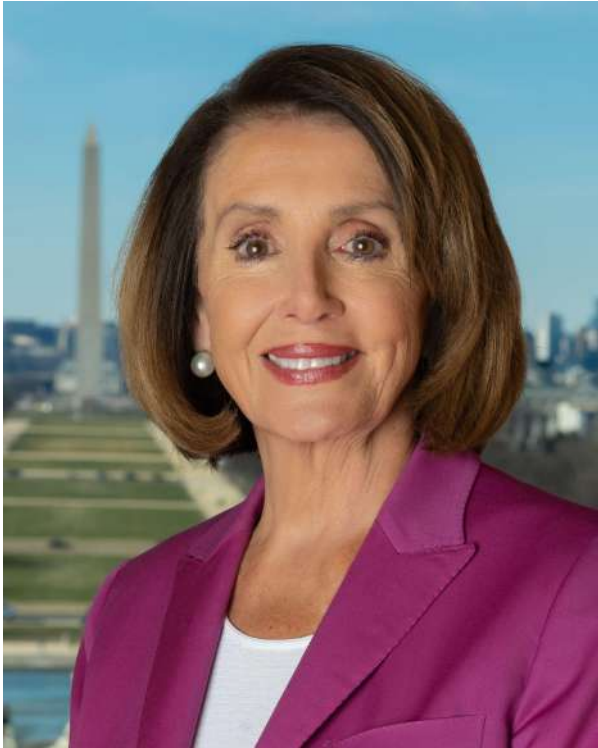
To advance gender equity for women and girls through research, education, and advocacy.

Intersectional. Inclusive. Intergenerational. Empowering.

Though we are nonpartisan, we are not values-neutral: We fight to remove the barriers and biases that stand in the way of gender equity. We train women to negotiate for pay and benefits and to pursue leadership roles. And we advocate for federal, state and local laws and policies to ensure equity and end discrimination.



Nancy Pelosi



Speaker Emerita Nancy Pelosi

First woman Speaker of the U.S.
House of Representatives

Program Overview



- **Our Goal:** Gov Trek is a virtual statewide program designed to engage young women across California who are high school juniors and seniors with the goal of elevating a new generation to pursue careers in public service and elected office.
- **Learning Outcomes:** Participants will engage in learning about career paths and career journeys from guest speakers and engage in a team competition to create a realistic campaign simulation.
- **Skills Gained:** Participants will meet peers from across California, sharpen their public speaking skills, write speeches, design political fliers and digital ads, conduct audience analysis for voter outreach, make their college applications stand out, and receive a certificate of completion. Rewards will be provided to competition winners.



Gov Trek Schedule

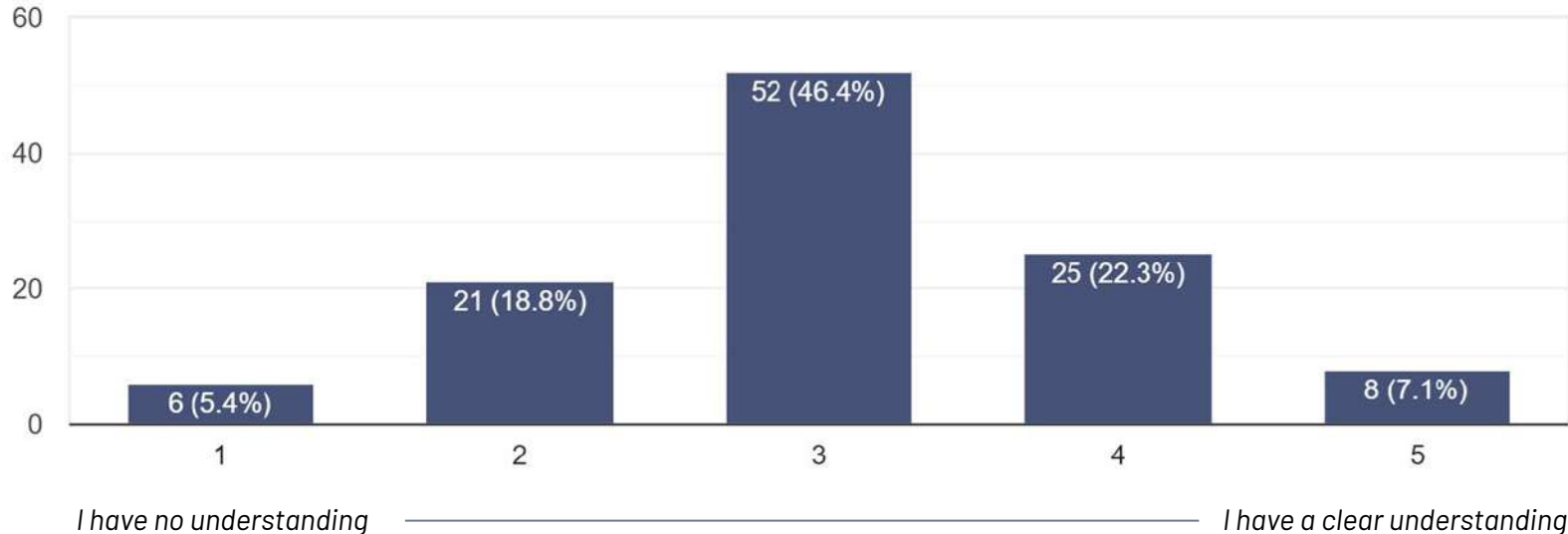
Saturday Sessions 10 am - 12 pm

Date	Session	Topic
1/28	Session 1	Women in Leadership Career Panel
2/11	Session 2	Women's Leadership & Political Participation
2/25	Session 3	Ready, Set, Live! Campaigning 101
3/11	Session 4	Campaign Team Project Work
3/25	Session 5	Gov Trek Final & Campaign Competition



Pre-Program Survey

Rate your level of understanding of possible careers in public service or elected office.



Exploring the Issues

Top 10

1. Gender Equity
2. Pay Equity
3. Racial Equity
4. LGBTQ Rights
5. Reproductive Rights
6. Immigration Reform
7. Climate Change
8. Student Education Debt
9. Voting Rights & Access
10. Gun Control



Breakout Room Activity

10:20-10:30 (10 minutes)

Activity: Meet your campaign teams! Deliver an elevator speech + share your top two issues. In this session, you will create an elevator speech as an icebreaker activity.

30-second elevator speech/self-introduction that includes:

- Share your name and where you are from.
- State your top two public policy issues.
- Explain why you would like to address these issues and make a difference.

What is an elevator speech?

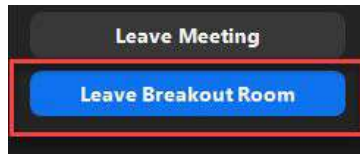
An elevator speech is a speech to identify themselves, say what their goal is and engage the listener with a question. They should conclude with what they would like from the listener. The challenge is to spark the interest of the listener and leave them wanting to help with the ask.

After 10 minutes you and your team will automatically be returned to the main room.
This is also a lesson in time management for the girls.

Breakout Room

- You will automatically be placed in one of 16 breakout rooms.
- Each room will have a facilitator who will work with you on the activity.
- When you enter the room:
 - Turn on your video.
 - Unmute your microphone.
- You will be returned to the main room in 10 minutes.

Facilitator	Room Number
Tracey Clark	Room 1
Sharyn Siebert	Room 2
Regina Sneed	Room 3
Martha Uriarte	Room 4
Allene Zanger	Room 5
Maile Melkonian	Room 6
Erica Wilson/Cassie MacDuff	Room 7
Ogie Strogatz	Room 8
Kathleen Harper	Room 9
Wendy Levine	Room 10
Sandra Makela	Room 11
Nancy Chiu	Room 12
JoAnn S Cobb	Room 13
Tomasia Santoyo	Room 14
Barbara Ramsey	Room 15
Tracy Ramondini/Kim Talbert	Room 16



Panel Discussion

Women in Leadership Careers



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Panel Discussion Speakers



Kathleen Van Osten
AAUW California
Advocate and Lobbyist



Ellen Montanari
Deputy Campaign
Manager, Rep Mike
Levin



Regina Luzincourt
Lobbyist and former
Press Secretary,
State Senator
Parker



Shana Hazan
VP San Diego
Unified School
Board



Griselda Ramirez
Senior Director of
Community
Engagement and
Partnerships, Office
of Chair Nora
Vargas, San Diego
County Board of
Supervisors



What Role Will You Play?

Candidate

The candidate gives direction on the campaign's values, advises on campaign messaging and all other aspects of the campaign, and serves as the face of the campaign. Candidate delivers a campaign speech.

Campaign Manager

The campaign manager oversees all aspects of the campaign, including communications and voter outreach. She works with the candidate and communications director to develop the campaign message and manages the candidate's precious time.

Field and Volunteer Manager

The field and volunteer manager identifies key voter audiences, develops an outreach plan to deliver the campaign message, and coordinates the volunteers to deliver the message.

Communications Director & Speechwriter

The communications director & speechwriter elevates the campaign message in the media and social media, develops campaign advertisements, and writes the candidate's remarks and voter outreach scripts.

See the Gov Trek Campaign Simulation Competition document for full details.

Upcoming

Homework

- Find and attend an online or in-person public meeting on an issue you care about (locally or anywhere in California).
- Complete the follow-up questions at the end of the session. This is where you will pick your role in the campaign competition. Click on the link [Continue] when you exit today's meeting.



Next Session

2/11

Session 2

Women's Leadership & Political Participation

Session recording and class materials

- All materials are located on the AAUW California website
<https://www.aauw-ca.org/introducing-gov-trek/> under **Student Program**

Materials



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Thank You!

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