

Program Syllabus

Course Description: Gov Trek is a virtual statewide program designed to engage young high school junior and senior girls across California with the goal of elevating a new generation to pursue careers in public service and elected office.

Learning Outcomes: Upon completion of this class, participants will have completed a pre and post-assessment to evaluate their current knowledge and understanding of careers in politics. 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: In this program, 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.

Course Agenda:

DATE	TIME	TOPIC
1/28/23	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 Career Panel" 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 California). End of Session Poll

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2/11/23	10:00 -12:00	SESSION 2: Women's Leadership & Political Participation
	10:00-10:15 (3 min Q&A)	Government 101 Speaker: <ul style="list-style-type: none"> • Miranda Drolet, Sacramento County Deputy District Attorney
	10:15-10:35 (5 min Q&A)	How Local Government Really Works Speakers: <ul style="list-style-type: none"> • Summer Stephan, San Diego County District Attorney • Anne Marie Schubert, Former Sacramento County District Attorney
	10:35-10:55 (5 min Q&A)	How State Government Really Works Speaker: <ul style="list-style-type: none"> • Fiona Ma, California State Treasurer
	10:55-11:15 (5 min Q&A)	How Federal Government Really Works Speaker: <ul style="list-style-type: none"> • Congresswoman Anna Eshoo, California 18th Congressional District
	11:15-11:25	Campaign roles are announced. Review expectations for breakout room activities
	11:25-11:55	Breakout Room Activity: Campaign team project work
	11:55-12:00	End of Session Poll

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2/25/23	10:00 -12:00	SESSION 3: Ready, Set, *Live*! Campaigning 101
	10:00-10:20 (5 min Q&A)	A Behind-the-Scenes Look at Running a Political Campaign Speaker: <ul style="list-style-type: none">• Ellen Montanari, Deputy Campaign Manager, Rep Mike Levin
	10:20-10:40 (5 min Q&A)	Messaging, Branding, Speechwriting Speaker: <ul style="list-style-type: none">• Hilary Nemchik, Strategic Communications Executive, Former Director of Communications for the San Diego City Attorney's Office
	10:40-11:00 (5 min Q&A)	The Art of Public Speaking Speaker: <ul style="list-style-type: none">• Marlene Cain, AAUW California Program Director, Speech Trek
	11:00-12:00	Breakout Room Activity: Campaign team project work Homework: Continue project work End of Session Poll

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DATE	TIME	TOPIC
3/11/23	10:00-12:00	SESSION 4: Campaign Simulation
	10:00-11:55	Breakout Room Activity: Campaign team project work
	11:55-12:00	Reminder of Project Submission Guidelines and Deadline End of session poll
3/18/23	11:59 PM	SUBMISSIONS DUE: Political Campaign Package Round 1 of judging and state finalists announced before 3/25
3/25/23	10:00-12:30	SESSION 5: Gov Trek Finale & Campaign Competition
	10:00-10:05	Welcome
	10:05-10:35	Keynote Speaker: To be announced
	10:35-11:50	Finalists Compete Eight campaign videos reviewed with live feedback/Q&A with judges
	11:50-12:05	Judges Deliberate Audience Poll: People's choice while judges deliberate
12:05-12:25	Judging & Awards VIP Judges <ul style="list-style-type: none"> • Regina Luzincourt, Lobbyist and former Press Secretary, State Senator Parker • Genevieve Frye Rozansky, Speechwriter, Former Press Secretary: Senator Jeff Flake 	
4/22/23		AAUW California Annual Event Competition winners announced and videos shared with California branch members and the public.