



AAUW California

Gov Trek Launch

November 16, 2022



GOV TREK
AAUW California

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



Linking together for our mission.

Speakers



Shauna Oenning Ruyle
Gov Trek Program Director



Sandi Gabe
AAUW California President



Kathi Harper
Director, Public Policy



A Message from Sandi Gabe

AAUW California President



“You cannot get through a single day without having an impact on the world around you.”

— Jane Goodall



A Message from Kathi Harper

AAUW California Director, Public Policy Committee Chair

Education

- BA Poli Sci, Cal State Long Beach - 1978
- JD, Southwestern University School of Law - 1980

Career

- Prosecutor, Orange County District Attorney's Office, 25 years
- Adjunct Law Professor, 4 years
- Argued twice before California Supreme Court
- CEO of DOVES, a domestic violence shelter program in Big Bear, 10 years

Current

- Enjoying retirement in beautiful Cambria with husband Bob



Agenda

- Program overview
- What Role Do Branches Play?
- Gov Trek on AAUW-ca.org Demo
- Meet the Gov Trek Committee
- Q&A



Gov Trek Program

This virtual program for high school junior and senior girls is designed to elevate the next generation to pursue careers in public service and elected office.

Over five 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 group competition to create a realistic campaign simulation.



Gov Trek Purpose

Gov Trek is designed to address the paucity of women in the halls of power by inspiring girls to consider careers in politics and related fields. One of the priorities of AAUW's core mission is to inform and empower girls in an effort to close the gender gap in traditionally male-dominated fields.



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

Gov Trek Program Format

- Five two-hour Saturday sessions
- Students will engage in interactive and inspiring activities with exposure to women legislators, career options, and the inner workings of a political campaign.
- Designed, administered, and delivered by AAUW California at no cost to students or branches.
- Two-month virtual program beginning January 28, 2023



AAUW California branches will play an important role in promoting this program.

Program Activities



Participants will:

- Engage in group activities over five Saturdays.
- Engage in career exploration.
- Identify public policy issues that matter.
- Hear from speakers and panelists including local, state and federal women legislators and leaders.
- Attend a public meeting held by a government agency or legislative body.
- Learn about the components of a political campaign and the roles involved.
- Participate in a political campaign simulation competition with a chance to earn prizes.
- Create and deliver speeches including an elevator speech and campaign stump speech.
- Design political fliers, ads and voter outreach plans.

Program Benefits

Participants will:

- Be inspired to engage in public service.
- Gain insights into the real world of a political career.
- Learn the ins and outs of putting together a political campaign.
- Learn teamwork skills.
- Meet peers from across California.
- Sharpen public speaking skills.
- Make their college applications stand out.
- Be awarded a certificate of completion.
- Receive additional awards as campaign simulation competition finalists.



Program Overview



5 Saturdays of Empowerment:

DATE	TOPIC
01/28/23	Session 1: Exploring Political Careers
02/11/23	Session 2: Women's Leadership & Political Participation
02/25/23	Session 3: Ready, Set, *Live*! Campaigning 101
03/11/23	Session 4: Campaign Simulation
03/18/23	Submissions Due: Political Campaign Package
03/25/23	Session 5: Gov Trek Finale and Campaign Competition. Live judging and awards
04/22/23	AAUW California Annual Event: Competition winners announced and videos shared



Gov Trek Finale & Campaign Competition

The student's final project is to create a political campaign package designed to make a positive change in the community, state, or country. Participants will work in teams and may request what role they prefer to play in the political campaign.

Student campaign team roles:

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

Realistic campaign simulation:

- Campaign overview video, starting with a candidate stump speech
- Voter outreach plan to get the message to voters
- Political candidate flier and campaign ad



Campaign Winner Rewards

Eight campaign teams will be selected to participate in the finale.

- **Best Campaign Overall - Grand Prize Team** - (6) Team members
- **Voter Outreach Plan (VOP) - Most Persuasive** - You Got Our Vote! - (2) Field & volunteer manager
- **Candidate Flier & Campaign Ad - Best Digital Collateral** - (2) Communications director & speechwriter
- **Speech - Most Impact** - (1) Candidate
- **Political Messaging - Most Effective** - (1) Campaign manager
- **People's Choice Award** - (6) Team members

Finalists will receive The Empowered Citizens Guide: 10 Steps to Passing a Law that Matters to You.

In addition the grand prize winners will be provided the opportunity to participate in an internship and will receive a politically-themed t-shirt.



What Role Do Branches Play?



Easy As 1-2-3-(4)

1 - We Develop the Program

So you don't have to!

- No candidate selection process required.
- No applications.
- No essays.
- No interviews.

2 - We Provide Everything You Need

- Promotional materials
- Recruitment strategies
- Branch promotion checklist
- Follow-up tracking data
- Contest awards

3 - You Promote

- Advertise the program with the customizable materials & promotion strategies
- Encourage online registration
- Designate a Gov Trek Branch Coordinator. Send their contact information to webteam@aauw-ca.org

(4) - You Volunteer

- Participate as a Breakout Room Facilitator



Volunteer Opportunities

Zoom Breakout Room Facilitators

- Manage a group of up to 15 students in a Zoom breakout room.
 - Help participants stay on task.
 - Assist with assigned activities.
 - Facilitate collaboration among the group.
 - Groups will be mostly self-directed.
- You must be 18 or older, but no specialized expertise is required. The desire to help participants successfully complete their activities and projects is essential.
- You must read and comply with the AAUW California Bullying Prevention Guidelines.
- Training will be provided in January.
- Interested volunteers can apply on our website.



A great opportunity for E-Student affiliates!
Spread the word with your college/university members!



Student Registration And Parent/Guardian Permission

Deadline: Interested students must complete and submit their online registration by January 14, 2023.

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. Registration LINK:
<https://tinyurl.com/Gov-Trek-Register>



- 2. Eligibility, Liability, and Photo Release**

To be completed by the parent/guardian if the participant is under 18 years. The form will be sent to the parent after the student registration form is received. If the student is 18 or older, the student must complete the form. The completed form is due by January 19, 2023.

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

Where Can I Find It? aauw-ca.org/gov-trek/

Promotional Material

We Made it Easy For You!

Promotional Flier

- Share with local schools, community partners, women-focused and youth leadership organizations.
- Post the flier at public locations such as libraries, coffee shops, and grocery stores.

Where Can I Find It? aauw-ca.org/gov-trek/

Find out if **YOU** have what it takes to run the world.

5 SATURDAYS OF EMPOWERMENT

- Engage on issues that matter to **YOU!** Gun control? Climate change? Voting equality?
- Interact in two-hour virtual sessions.
- Hear from women changemakers in politics.
- Work in teams to create a campaign simulation. You could be a candidate, campaign manager, speechwriter or communications director.

Online

Join other high school junior and senior girls in a free virtual program to learn about careers in public service and elected office.

**BE A LEADER
CHANGE THE WORLD**

**Register today!
Space is limited**

gov.trek@aauw-ca.org
aauw-ca.org

AAUW
of California



Promotional Material

We Made it Easy For You!

Customizable Press Release

Increase visibility and publicity for your branch!

- Submit to local publications.

Where Can I Find It? aauw-ca.org/gov-trek/



Contact: [Name here](#)
AAUW: [Branch name here](#)
Website: [If available](#)
Phone: [Phone here](#)
Email: govtrek@aauw-ca.org

AAUW California's Inaugural Gov Trek Virtual Program Kicks Off January 28, 2023.

Gov Trek is a virtual statewide program for high school junior and senior girls across California, designed to galvanize a new generation to pursue careers in public service and elected office. Over five two-hour sessions, students will engage in interactive and inspiring activities with exposure to female 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.

Gov Trek is open to all young women currently enrolled as a high school junior or senior, whether from public, private, home, or continuation high schools. Students can register online on a first come, first served basis [HERE](#) or at aauw-ca.org. The registration deadline is Jan. 14, 2023. The program can accommodate 150 students.

Gov Trek is presented by AAUW California, the 9,000+ member state arm of the American Association of University Women (AAUW) and its 115+ local branches throughout California. Gov Trek continues AAUW's 150-year legacy of fighting for gender equity by addressing the paucity of women in positions of political power.

"We're honored to collaborate with California AAUW branches, education, government, and community leaders to remove barriers to women in political leadership and increase access to public service jobs. We look forward to creating a more diverse government by building capacity and a pipeline of talent from female populations in California."
Sandi Gabe, AAUW California President

For more information on AAUW, visit aauw.org. To learn about local branch activities and membership opportunities, contact [\(add a contact name\)](#) at [\(add contact email or phone\)](#) or visit [\(add branch website address\)](#).

Promotional Material

We Made it Easy For You!

Social Media

- “Like” or “share” AAUW California Gov Trek social media posts.
- Create new messages on your social media accounts using the premade graphics to encourage local high school girls in their junior and senior years to register for Gov Trek.

Where Can I Find It? aauw-ca.org/gov-trek/

LIVE WEBINAR SERIES
GOV TREK
FREE PROGRAM. NO EXPERIENCE REQUIRED.

GOV TREK
AAUW California

STARTS
JAN 28TH

5 SATURDAYS OF
EMPOWERMENT
10 AM - 12PM

NEW STATE PROGRAM HELPS HIGH
SCHOOL JR & SR GIRLS EXPLORE
CAREERS. IN. POLITICS.

Online VISIT OUR WEBSITE
aauw-ca.org



Promotional Material



We Made it Easy For You!

Website & Newsletter

- Post premade social media graphics and messaging asking parents to encourage local high school girls in their junior and senior years register for Gov Trek on your branch website.
- Promote Gov Trek in your branch newsletter.
- Don't forget to include the Gov Trek registration link or QR code!

Where Can I Find It? aauw-ca.org/gov-trek/

The graphic is a vertical rectangular poster with a dark blue background and a white wavy bottom edge. At the top left, it says "GOV TREK" in white and "VIRTUAL PROGRAM" in large yellow letters. Below that, it says "Free For California High School Jr. & Sr. Girls" in white. Further down, it says "5 SATURDAYS" in yellow, followed by a yellow calendar icon with a checkmark and "STARTS JAN 28TH" in white. Below that is a yellow clock icon and "10AM - 12 PM" in white. On the right side, there is a circular photo of a young woman with glasses and a pink shirt, pointing forward while holding a cardboard sign that says "WE NEED A CHANGE" in black marker. At the bottom left, there is a logo for "GOV TREK AAUW California" featuring a blue dome and a silhouette of a person. At the bottom right, there is a yellow "REGISTER" button and a QR code. Below the QR code is the text "AAUW-CA.ORG".

Additional Promotion Strategies

Engage with Tech Trek and Speech Trek girls.

Collaborate with Partners

Leverage relationships with local women-focused or youth-related organizations that align with our mission.

- Provide promotional materials including fliers, social media messaging and registration links.

Where Can I Find It? aauw-ca.org/gov-trek/

Potential Contacts

- California League of Women Voters
- Girl Scouts
- Commission on the Status of Women and Girls
- American Legion Auxiliary (ALA Girls State)
- "Future" Organizations such as Future Farmers of America (FFA)
- California Boys & Girls Club of America
- YMCA
- Soroptimists
- Service Organizations such as Rotary and Kiwanis



Gov Trek on the AAUW California Website - Demo

The screenshot displays the AAUW California website's navigation structure. At the top, a horizontal menu includes links for CA BUSINESS, BRANCH TOOLS, AAUW FUND, PROGRAMS/PROJECTS, NEWS, CALENDAR, DIRECTORY, WEBINARS, COVID REMINDER, and HELP?. Below this is the AAUW of California logo on the left and a search bar with social media icons on the right. A central navigation bar contains links for Find Us, Join Us, Support Us, Public Policy, Projects, and Contact Us. A dropdown menu is open under 'Projects', listing Gov Trek, Speech Trek, and Tech Trek. A red box highlights the 'GOV TREK' option in the dropdown, with an arrow pointing to the text 'Audience: internal branch use'. Another red box highlights the 'Gov Trek' option in the dropdown, with an arrow pointing to the text 'Audience: external use Parents, students, schools etc'. The background features a photograph of diverse women smiling, with a map of California on the left and the text 'together for our mission' overlaid.

EMPOWERING WOMEN IN CALIFORNIA

Meet 7 Women Elevating the Next Generation of Women in Leadership



Nancy Chiu
Marin



Marie Dye
Poway-Penasquitos



Kim Talbert
Davis



Yasmeen Seddeek
Sacramento



Tracy Ramondini
Sacramento



Kathleen Van Osten
Sacramento



Shauna Oenning
San Diego



GOV TREK
AAUW California



QUESTIONS AND ANSWERS



ELEVATING THE NEXT GENERATION
OF WOMEN POLITICAL LEADERS
NEW STATEWIDE PROJECT



Linking together for our mission.

Branch Resources

Gov Trek Information Packet

aauw-ca.org/gov-trek/

Gov Trek Registration LINK



Gov Trek Breakout Room Facilitator Application LINK



Gov Trek Program Director

Shauna (Oenning) Ruyle

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Gov Trek Branch Liaison

Marie Dye

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