



Speech Trek 101

August 10, 2020
Presented by Marlene Cain,
AAUW California
Speech Trek Coordinator

Welcome

Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

The screenshot shows a Zoom 'Question and Answer' window. At the top, there are two tabs: 'All questions (1)' and 'My questions (1)'. A red dashed arrow points from the text 'Check here for answers to all questions.' to the 'All questions (1)' tab. Another red dashed arrow points from the text 'Check here for answers to your questions' to the 'My questions (1)' tab. Below the tabs, a question is displayed: 'You 09:45 AM: Where can I download the presentation?'. Below the question, there is a 'Collapse all (1) ^' button and a response from 'AAUW California' at 09:46 AM. At the bottom of the window, there is a text input field with the placeholder 'Type your question here...'. A red dashed arrow points from the text 'Type your question here.' to this input field. In the bottom left corner, there are two circular icons: 'Chat' (highlighted with a yellow circle) and 'Q&A' (highlighted with a red circle). A red dashed arrow points from the 'Q&A' icon to the input field. In the bottom right corner, there is a red 'Leave' button. A message in the bottom left corner states: 'Chat has been disabled. Use the Q&A function'.





Welcome AAUW California Branches!

- Alhambra-San Gabriel
- Amador
- Auburn
- Cabrillo-Diego
- California Online
- Del Mar-Leucadia
- Fremont
- Half Moon Bay
- La Mesa-El Cajon
- Livermore-Pleasanton-Dublin
- Lompoc-Vandenberg
- Mariposa
- Merced
- Mid-Peninsula
- Monterey Peninsula
- Morgan Hill
- Poway-Pensacuitos
- Roseville-South Placer
- Sacramento
- San Francisco
- San Jose
- San Mateo
- Santa Cruz County
- Santa Maria
- Stockton
- Tustin-Santa Ana-Orange



Are You Looking for a Program . . .

- ...that introduces AAUW to the next generation?
- ...that is cost-effective?
- ...that invites inclusivity?
- ...that showcases your branch?
- ...that is mission-based?
- ...that can be done virtually?
- THIS IS IT!



What Speech Trek Does for Your Branch

- Increases your visibility
- Showcases your mission
- Encourages community involvement
- Establishes public discourse on mission-based topic
- Introduces AAUW to the next generation



But Wait! Speech Trek also:

6. Encourages research on a key societal issue
7. Helps high school students develop critical public speaking skills
8. Advances democratic values by encouraging public discourse
9. Develops partnerships with other organizations - e.g. Toastmasters International
10. Gives high schoolers a voice on a mission-based topic

Perhaps the Biggest Benefit of All..



Speech Trek 101

How to launch your 2020-2021 contest!





Your Questions

- How to conduct a contest with schools in distance learning mode?
- How to have a virtual contest?
- Can we cancel a contest after Nov. 1?
- How can we safely conduct the contest during the COVID-19 pandemic - in person or virtual?
- How to present the program when our school district has distance learning?
- Are we required to use non-members to screen applicants if we need to bring number of applicants down to a manageable number?



Your Questions

- How to conduct a contest with schools in distance learning mode?
 - Technology is at your disposal!
- How to have a virtual contest?
 - Stay tuned!
- Can we cancel a contest after Nov. 1?
 - Yes, FOR GOOD CAUSE—(see next 2 slides)
- How can we safely conduct the contest during the COVID-19 pandemic - in person or virtual?
 - Will depend on your school district; will discuss
- How to present the program when our school district has distance learning?
 - Via technology; will discuss
- Are we required to use non-members to screen applicants if we need to bring number of applicants down to a manageable number?
 - AAUW members may PARTICIPATE in any capacity except as CONTEST judges.



Branch Tool Kit: Terms and Termination

This Memorandum of Understanding may be terminated by AAUW CA or the Branch at any time for good cause. Examples include, but are not limited to:

- a. Not adhering to the non-discrimination policy
- b. Not using updated, current materials
- c. Modifying forms without the approval of the State Speech Trek Coordinator



Branch Tool Kit: Terms and Termination (Con't)

Not following policies and guidelines from AAUW California, including, but not limited to, the:

- Proper selection of contestants
- Inability to raise necessary funds
- Inability to adequately administer the program locally



What is Speech Trek?

- Annual AAUW California speech contest for high school students
- Fifteenth year
- Over \$47,000 in prize monies
- **MISSION:** To promote understanding and communication of gender-equity issues among high school students through their research, preparation, and presentation of high-quality speeches, while promoting the value of public speaking as a life and leadership skill.

“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.”





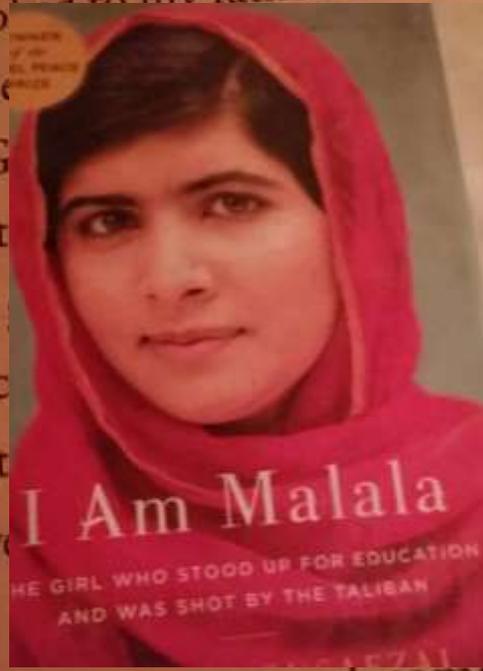
“The human brain starts working the moment you’re born and never stops until you stand up to speak in public.”

George Jessel, actor

was a bit shy
kind of things Hal
re confident. He
ngent sentences?
or of the Taliban.
nter of our lives.
advised to wear
ur shawls. One
s. In it I wrote.
out to put on
r principal, so
y young, you

had told
as I was just a child, and who
my friends recognized incidents in it. And I almost gave the game
away in one entry when I said, "My mother liked my pen name
Gul Makai and joked to my father we should change my name... I
also like the name

The diary of G
newspapers print
it using another
the words that c
machine guns, t
struggle. And w
speak.



means 'grief-stricken.'"
tion further afield. Some
ven made a recording of
to see that the pen and
uch more powerful than
We were learning how to
powerful we are when we
Some of our teachers stopped coming to school. One said he
had been ordered by Mullah Fazlullah to help build his center in
Dera. Another said he'd seen a beheaded corpse on the way



“John Lewis’ funeral, a rhetorical master class, shows that great speeches still matter”

“...A culture increasingly dependent on often unreliable social media platforms for the exchange of information, ideas, insight and calls to action, it was like a sustained rainfall in the middle of a drought - a reminder of the unique and necessary artistry of the spoken word.”

Mary McNamara, LA Times columnist, July, 2020



VIRTUAL OR IN-PERSON?



A Virtual Contest . . .

- Eliminates need for a venue
- Expands pool of judges
- Eliminates student transportation issues
- Increases potential contestant participation
- Eliminates need for videographer



SACRAMENTO — Most California public and private school campuses will not reopen when the academic year begins under statewide rules announced Friday by Gov. Gavin Newsom, shifting instead toward full-time distance learning in response to the summer surge in coronavirus cases.

Los Angeles Times, July 17, 2020,

John Myers, Sonali Kohli



Deal is reached on new school year LAUSD, teachers union tentatively agree on structured schedule, stricter rules for remote learning.

The official schedule will be shorter than a normal on-campus school day, beginning at 9 a.m. and ending at 2:15 p.m., with teachers expected to work an average of six hours while exercising broad discretion over how much time they spend teaching live online classes versus providing recorded sessions and supervising students working independently.



Has Social Media Helped or Hindered the Breaking Down of Barriers for Women and Girls?

FIND OUT!

START SPEECH TREK AT YOUR BRANCH!



Getting Started

1. Assign a Speech Trek Coordinator or chairperson at your branch.
2. Go to website: (<https://www.aauw-ca.org/category/aauw-ca-projects/speech-trek/>):
 - print branch tool kit
 - print student tool kit
 - become familiar with Policies and Procedures
3. By November 1, 2020: email or mail the Memorandum of Understanding (MOU) indicating your branch's intention to host a Speech Trek program.



Mandatory Forms

Branch

1. Memo of Understanding (MOU) – November 1, 2020
2. Notice of winner – March 1, 2021

Contestant

1. Affidavit of eligibility and liability release – prior to contest
2. Student application and parent/guardian permission – prior to contest



MOU

The Annual Branch Speech Trek Participation Memorandum of Understanding is entered the _____ day of _____ 20____ between AAUW California, a California nonprofit corporation and affiliate of AAUW National, with its principal office in Sacramento, CA (AAUW CA) and the _____ Branch of AAUW, an affiliate of AAUW National. This Memorandum of Understanding is in effect from November 1st through October 31st of the AAUW year _____.

It is understood by all parties that the Branch must have a signed Memorandum of Understanding in place to participate in the Speech Trek program for the 12-month period (November 1-October 31) that the Memorandum of Understanding covers. The Branch will not be allowed to participate in Speech Trek if this signed Memorandum of Understanding (MOU) is not on file with the State Speech Trek Coordinator, AAUW CA President and the AAUW CA office.

In signing this Memorandum of Understanding both parties agree to the following conditions under which the Branch will participate in the program, to include: the selection of program participants, the distribution of program marketing and application materials, and all other aspects of the program in which the branch is involved:

BRANCH RESPONSIBILITIES

- 1) The Branch agrees that they will follow the current Speech Trek Branch Tool Kit as the step-by-step guide for running a Speech Trek Contest at the Branch and State levels. The Branch understands that it will sign the AAUW CA Speech Trek Annual Branch Participation Memorandum of Understanding by November 1, 2020. The Branch will submit the winner of their competition online to the State semifinals by March 1, 2021.

TERM AND TERMINATION

- 1) The Branch Annual Speech Trek Participation Memorandum of Understanding will expire annually on October 31st. The new Memorandum of Understanding must be reviewed and approved by the Branch Board and signed by the Branch President and Branch Speech Trek Coordinator by November 1st.
- 2) The signed Memorandum of Understanding will be scanned and emailed to the State Speech Trek Coordinator, the AAUW CA President and the AAUW CA office by November 10th of each year.
- 3) This Memorandum of Understanding may be terminated by AAUW CA or the Branch at any time for good cause. Examples include, but are not limited to:
 - a. Not adhering to the non-discrimination policy
 - b. Not using updated, current materials
 - c. Modifying forms without the approval of the State Speech Trek Coordinator



MOU – Last Page

NOTICE

- 1) All notices are to be issued in written format either in person, USPS, or E-mail to the addresses listed below. Notices will be considered given based upon the receipt date noted on the document when delivered in person, USPS postmark, or e-mail delivery date/time notation. Notice sent via other delivery services will be considered given based upon delivery confirmation date/time. Social media is NOT considered a viable method for delivery of notices.
- 2) Notices are to be delivered to the addresses noted below. Either party may change their address by providing the other party with written notice. Notice shall be given within 15 days of an address change.

AAUW CA
 1331 Garden Highway, Suite 100
 Sacramento, CA 95833
office@aauw-ca.org

_____AAUW Branch

AMENDMENT

No change, amendment, or modification of this Memorandum of Understanding shall be valid unless in writing and signed by both parties to the Memorandum of Understanding.

AAUW California, Inc.
 By: _____
 President, on behalf of AAUW CA
 Date: _____

_____AAUW Branch
 By: _____
 Branch President
 Date: _____

By: _____
 Branch Speech Trek Coordinator
 Date: _____

Date of Branch Board Approval _____

A copy of this signed Memorandum of Understanding (either hardcopy or electronic scanned copy) is to be kept on file at the Branch by the Branch President and the Branch Speech Trek Coordinator. AAUW CA will retain a copy of this Memorandum of Understanding in the State Speech Trek Coordinator's files, in the AAUW CA State President's files and at the AAUW CA office.

AFFIDAVIT OF ELIGIBILITY AND LIABILITY RELEASE

AAUW Speech Trek Contest



Affidavit of Eligibility and Liability Release

The undersigned participant of the American Association of University Women (AAUW) Speech Trek Contest and the participant's parent or guardian hereby declare that they have read and understand all of the rules and conditions for the contest and that the undersigned has met all eligibility requirements on the date her contest entry was submitted.

The undersigned and the participant's parent or guardian represent that the speech submitted to the Contest (the "Entry") is the participant's own original creation, and that the participant has perpetrated no fraud or deception in entering the contest or claiming any prize.

The undersigned and the participant's parent or guardian represent and warrant that neither she/he nor any parent or guardian is an employee of AAUW, or its related, parent, affiliated and subsidiary companies, advertising and promotion agencies, or the panel of judges, nor is she/he or her parent or guardian connected with them in any way.

The undersigned and the participant's parent or guardian irrevocably grant to AAUW, its successors and assigns and all other persons deriving rights from them, all rights, title and interest in the undersigned's Entry in perpetuity, to print, publish, broadcast, use or modify in any manner in any media whatsoever my Entry as submitted for the Contest to the fullest extent permitted by applicable law.

In addition, the undersigned and the participant's parent or guardian grant to AAUW, its successors and assigns and all other persons deriving rights from them, the right to use the participant's name, likeness and/or voice and biographical information, and city of residence for promotional purposes in any medium without compensation to the fullest extent permitted by applicable law.

The undersigned and the participant's parent or guardian hereby waive the opportunity and any right to inspect or approve any such promotion, printing, broadcast use or publication, and further release AAUW, its successors and assigns from all liability in connection with any such promotion, printing, broadcast, use or publication.

The undersigned and the participant's parent or guardian hereby release and hold harmless AAUW and its officers, directors, employees, and agents from any and all losses, claims or damages that may result, directly or indirectly, from participation in the contest or use of the prize award. The undersigned understands that any and all local, state or federal tax liability for the award will be the responsibility of the undersigned and the participant's parent or guardian.

The undersigned and the participant's parent or guardian further acknowledge and agree that the contest prize is non-transferable, and that no substitution of prizes will be allowed, except by the AAUW due to the unavailability of prizes at the time of the award.



The undersigned and the participant's parent or guardian understand that AAUW is proceeding with the award of my prize in the Contest in express reliance on this release and the undersigned and the participant's parent or guardian represent and agree that they are free to grant the rights set forth in this release.

The undersigned contest participant and the participant's parent or guardian hereby attest that they have read and understand all the foregoing provisions of this affidavit and agree to be bound by the same.

Signature of contest participant

Date

Type or print name of participant
Contest Participant's Current Address,
Telephone Number and Social Security Number



What You Need for the Contest:

- Contest officials (judges, timer(s), emcee, ballot counter(s))
- Contestants
- An audience
- If in-person: venue, videographer
- If virtual: videoconferencing program such as Zoom
- \$25.00
- Prizes



Before the Contest: Recruiting Judges

- Please note: P&P prohibits AAUW California members from serving as judges
- Draw from your community
 - Organizations
 - Local government
 - Local businesses
 - Other women's organizations
 - Retired educators
 - If virtual, can draw from outside your community



Before the Contest: Recruiting Contestants

Reach out to:

- School superintendent and gain their blessing; ask the superintendent which teachers do they think would be most interested in this opportunity.
- Principal(s) if you cannot readily reach the superintendent.
- Teachers that might have a special interest: English teachers; speech coaches; social media educators and others who would have interest in the social media topic.
- Home schools, which are often very receptive to participate in this event.
- Interest groups like 4H, FBLA (Future Business Leaders of America), Junior Achievement, ROTC, scouting (is there a communication badge?)
- Past contestants and advise them of the new topic.
- School social media contact as they often have an “intranet” where they share school info with parents. Advertising on that platform might work well for you.



Before the Contest: Assign Roles

Emcee/host/Speech Trek chair:

- Briefs the contestants prior to contest
 - Reviews contest rules
 - Ensures receipt of signed parent permission form and the affidavit
 - Explains how the timing will work
 - Confirms date and time of the contest
 - Answers any questions
- Chief judge:
 - Briefs judges prior to contest
 - Emails ballot to each judge
 - Briefs other contest officials: timer, ballot counter(s)



Preparing a Virtual Contest

- Use a video conferencing tool such as Zoom (<https://zoom.us/>).
- Schedule the contest.
- Notify the contestants, judges and contest officials of the date and time.
- Invite the judges and contestants via email which contains a link to the contest.



Example: A Virtual Contest

Use Zoom

- Schedule your contest using Zoom.
- Record the contest.
 - On your local computer
 - In the cloud
- Upload your first place recording to YouTube.
- Send the URL to Marlene Cain.

Help is Available!

- How-to Webinar on how to host a contest using Zoom meetings
- Contact Sandi Gabe at webteam@aauw-ca.org



HISTORY OF COMMUNICATION



The phone my sister has (she's six)





The phone I had when I was six





The phone my dad had when he was six





Speech

500,000 B.C



Writing

3000 B.C.



Printing

1400



Telecommunication

1900



Space Age

1970



Information Age

1985



Web Browser

1995





Since 1995:

- Google 1998
- Facebook 2004
- Gmail 2004
- YouTube 2005
- Twitter 2006
- iPhone 2007
- Pinterest 2010
- Instagram 2010





Basics of Communication

- Requires organization
- Must achieve a purpose
- Must be reliable

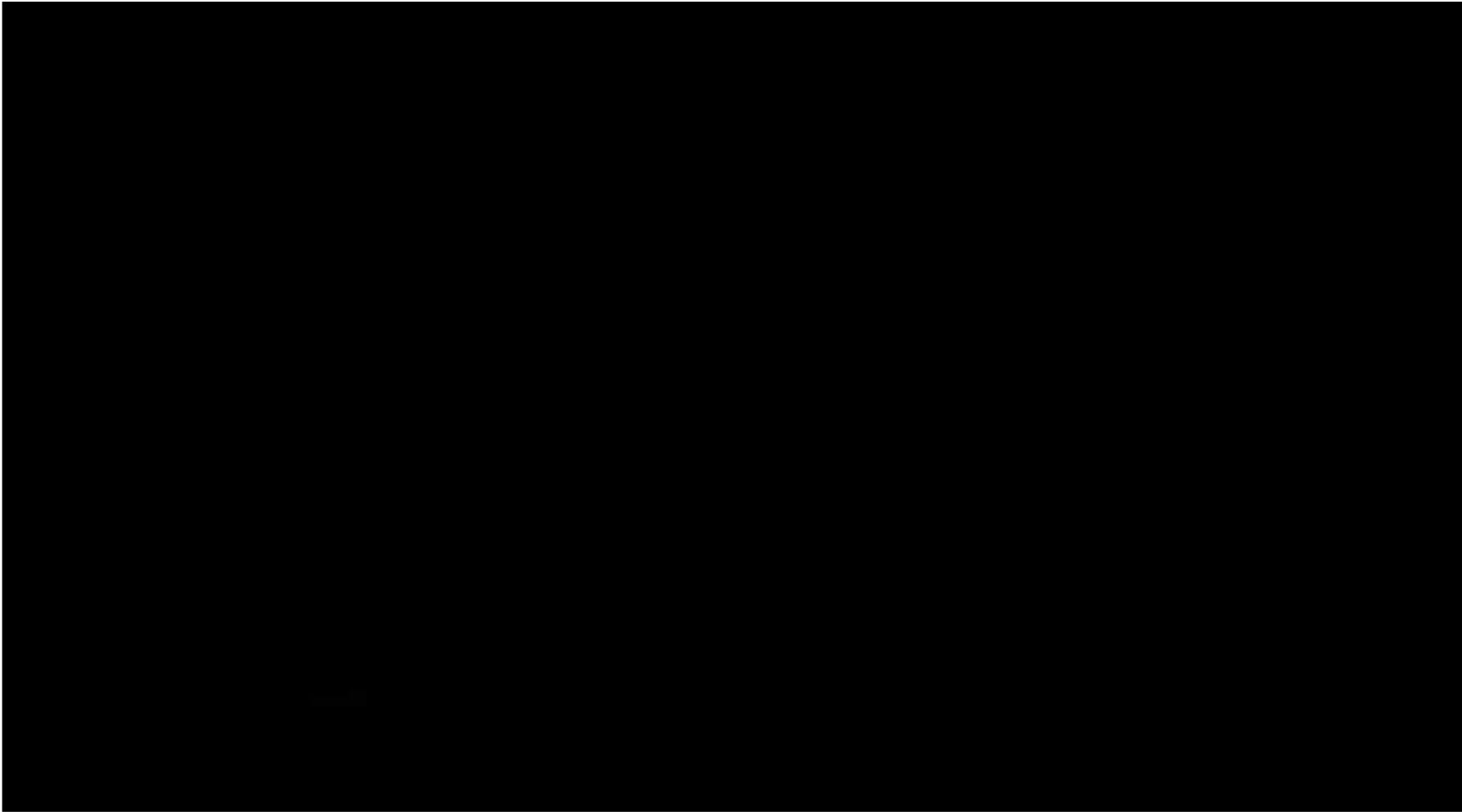


Has Social Media Helped or Hindered the Breaking Down of Barriers for Women And Girls?

FIND OUT at your Speech Trek contest!!



Questions



Congratulations!

You Have Passed Speech Trek 101

YOU ARE READY FOR launch!



HAVE A B L A S T !





Upcoming Webinars

Date	Webinar Details
8/26/2020	<p>Racial Injustice: Understanding It, Recognizing It, Talking About It.</p> <p>AAUW California is committed to being an ally in the fight against racial injustice. This important discussion will help participants understand why this issue is critical to our organization, how implicit bias affects our ability to diversify, and how to have difficult conversations around this timely issue.</p>
9/14/2020	<p>Waging a successful GOTV campaign in the time of COVID.</p> <p>AAUW California Public Policy Committee members will present will provide useful strategies for educating members and the public on candidates and ballot measures and for increasing voter participation in their communities.</p>
9/23/2020	<p>Show Me the Money.</p> <p>How to raise funds differently, especially now.</p>