

# Gov Trek Information Packet

## 2022 - 2023



### Branch Contact

Marie Dye, AAUW California  
Gov Trek Branch Liaison  
858-538-1689  
[govtrek@aauw-ca.org](mailto:govtrek@aauw-ca.org)

### Student Contact

Shauna Oenning Ruyle, AAUW California  
Gov Trek Program Director  
[govtrek@aauw-ca.org](mailto:govtrek@aauw-ca.org)

### Registration

Student online registration [LINK](#)  
Registration deadline: January 14, 2023

---

## TABLE OF CONTENTS

<b>Purpose And Program Format</b>	<b>3</b>
Purpose	3
Program Format	3
Cost	3
<b>Program Information And Eligibility</b>	<b>4</b>
Eligibility	4
Equipment Requirements	4
Deadlines	4
Attendance	4
<b>Program Activities</b>	<b>5</b>
Session Information	5
Gov Trek Finale and Campaign Competition	5
<b>Student Registration And Parent/Guardian Permission</b>	<b>7</b>
<b>AAUW Branch Checklist</b>	<b>8</b>
Branch Promotions Checklist	8

---

## 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 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 team competition to create a realistic campaign simulation.

- Two-month virtual program beginning January 28, 2023
- Five 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 from public, private, home, or continuation high schools.

Enrollment is limited to a maximum of 150 participants and will be accepted on a first come, first served basis. 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 14, 2023 after which the parent/guardian will receive a link to provide permission to participate if the student is under 18.

### Attendance

Students must be able to participate in all five 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 will include attending a public meeting held by a government agency or legislative body, presenting an elevator speech, and creating a campaign simulation. The program finale will include 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 resource guide for relevant college and internship programs
- Receive a certificate of completion

Rewards will be provided for campaign competition winners.

## Session Information

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

## 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 six members, each of whom may request what role they prefer to play in the political campaign:

- Candidate (1)
- Campaign manager (1)
- 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](mailto:govtrek@aauw-ca.org) by midnight, Saturday March 18, 2023.

**Judging:** Eight 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. All finalists will receive *The Empowered Citizens Guide: 10 Steps to Passing a Law that Matters to You*. Additional awards will be provided in the following categories:

- **Best Campaign Overall** - Grand Prize Team - (6) Team members  
Participants will be provided the opportunity to participate in a virtual internship.
- **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  
Most compelling campaign artwork/digital communications
- **Speech - Most Impact** - (1) Candidate  
Articulates well the who, why, what of the campaign and the vision for change in the community, state, and country
- **Political Messaging - Most Effective** - (1) Campaign manager  
Clearly defined key messages, audiences, and strategies for reaching those audiences
- **People's Choice Award** - (6) Team members  
Favorite campaign decided by the audience (Zoom poll)

---

## 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.

- 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.