

AAUW California Gov Trek 2024



Program Syllabus

Course Description: Gov Trek is a virtual statewide program designed to engage 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 public service. Participants will explore career paths 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. Awards will be provided to competition winners.

Course Agenda:

DATE	TIME	TOPIC
2/3/24	10:00-12:00	SESSION 1: Orientation, Meet & Greet
	10:00-10:20	Welcome & Orientation Opening Remarks: Speaker to be announced
	10:20-10:40	1st Breakout Room Activity: Self-intros (30 seconds each)
	10:40-10:45	Chat and Transition Time
	10:45-11:05	1st Breakout Room Activity: Self-intros (30 seconds each)
	11:05-11:10	Chat and Transition Time
	11:10-11:20	Break
	11:20-12:00	Overview of Campaign Simulation Project & Q&A End of Session Poll
2/10/24	10:00-12:00	SESSION 2: Exploring Political Careers
	10:00-10:05	Welcome
	10:05-10:10	Exploring the Issues: Results of Students' Survey Panel Discussion: Women In Leadership Career Panel
	10:10-11:30	Speakers: To be announced
	11:30-11:50	Q&A
	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

DATE	TIME	TOPIC
2/17/24	10:00 -12:00	SESSION 3: Women's Leadership & Political Participation
	10:00-10:05	Welcome
	10:05-10:10	Homework: What Did You Learn?
	10:10-10:30	How Does A Bill Become LawGovernment 101 Speaker: TBD
	10:30-10:35	Q&A
	10:35-10:55	Local Government Rep Speaker To be announced
	10:55-11:00	Q&A
	11:00-11:20	State Government Rep Speaker To be announced
	11:20-11:25	Q&A
	11:25-11:45	Federal Government Rep Speaker To be announced
	11:45-11:50	Q&A
	11:50-12:00	Homework: Reading on Local, State, Federal Government End of Session Poll
2/24/24	10:00 -12:00	SESSION 4: Ready, Set, *Live*! Campaigning 101
	10:00-10:05	Welcome
	10:05-10:10	Homework: What Did You Learn?
	10:10-10:25	A Behind-the-Scenes Look at Running a Political Campaign Speaker to be announced
	10:25-10:30	Q&A
	10:30-10:45	Messaging, Branding, Speechwriting Speaker to be announced
	10:45-10:50	Q&A
	10:50-11:10	The Art of Public Speaking Speaker to be announced
	11:10-11:15	Q&A
	11:15-11:25	Break
	11:25-11:55	Breakout Room Activity: Meet Your Campaign Teams, Roles Announced, Start Your Campaign Strategy!!
	11:55-12:00	Homework: Read Campaign Simulation Documents End of Session Poll
3/2/24	10:00-12:00	SESSION 5: Campaign Simulation
	10:00-10:05	Welcome
	10:05-12:00	Breakout Room Activity: Campaign Team Project Work Office Hours Available
3/9/24	10:00-12:00	SESSION 6: Campaign Simulation
	10:00-10:05	Welcome
	10:05-12:00	Breakout Room Activity: Campaign Team Project Work Office Hours Available
		SUBMISSIONS DUE 3/10 11:59 PM Round 1 of judging and state finalists announced by 3/13

DATE	TIME	TOPIC
3/16/24	10:00-12:30	SESSION 7: Gov Trek Finale & Campaign Competition
	10:00-10:05	Welcome
	10:05-10:10	Opening Remarks: Speaker to be announced
	10:10-11:30	Finalists Compete
	11:30-11:45	Five Campaign Videos Reviewed With Live Feedback/Q&A With Judges
	11:45-12:00	Judges Deliberate
		Audience Poll: People's Choice While Judges Deliberate Videos
		Judging & Awards
		VIP Judges: To be announced
4/27/24		AAUW California Annual Event
		Competition winners announced and videos shared with California branch members and the public.