

AAUW California Gov Trek 2024

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
	10:20-10:40	Opening Remarks: Shirley Weber, Ph.D., California Secretary of State
	10:40-10:45	1st Breakout Room Activity: Self-intros (30 seconds each)
	10:45-11:05	Chat and Transition Time
	11:05-11:10	2nd Breakout Room Activity: Self-intros (30 seconds each)
	11:10-11:20	Chat and Transition Time
	11:20-12:00	Break 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
	10:10-11:30	Panel Discussion: Women In Leadership Career Panel Speakers: <ul style="list-style-type: none">• Heather Ferbert, San Diego Chief Deputy City Attorney• Angela Blanchard, Lobbyist, Political Solutions, LLC• Dr. Ayanna Davis, VP Governing Board of Trustees, Compton Unified School District• Griselda Ramirez, Sr. Director of External Affairs for the Office of Chairwoman Vargas
	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 Law Speaker: Janette Robinson Flint, Executive Director Black Women for Wellness
	10:30-10:35	Q&A
	10:35-10:55	Local Government Rep Speaker: Katrina Foley, Orange County Board of Supervisor
	10:55-11:00	Q&A
	11:00-11:20	State Government Rep Speaker: Assemblywoman Cottie-Petrie Norris
	11:20-11:25	Q&A
	11:25-11:45	Federal Government Rep Speaker: Congresswoman Zoe Lofgren
	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: Andrea Chmelik, District Director, Assemblymember Dawn Addis
	10:25-10:30	Q&A
	10:30-10:45	Messaging, Branding, Speechwriting Speaker: Hilary Nemchick, Senior Director, Communications & Media Relations, U.S. Center for SafeSport
	10:45-10:50	Q&A
	10:50-11:00	Break
	11:00-11:55	Breakout Room Activity: Meet Your Campaign Teams, Roles Announced, Start Your Campaign Strategy!! Office Hours Available
	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

DATE	TIME	TOPIC
		Office Hours Available
		SUBMISSIONS DUE 3/10 11:59 PM Round 1 of judging and state finalists announced by 3/13
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.