



# **Gov Trek**

## **Policies and Procedures**

### **2022-23**

A Project of AAUW California

April 2023

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## **1. Definitions**

### **1.1. Gov Trek**

Gov Trek is a virtual statewide program for California high school junior and senior girls, designed to elevate a new generation to pursue careers in public service and elected office. During seventwo-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.

### **1.2. Gov Trek History**

Gov Trek was started as a pilot project by the Carlsbad-Oceanside-Vista branch of AAUW California in 2019. Based on its success, a statewide committee was formed in 2022-23 to create a virtual statewide program.

### **1.3 Leadership Structure**

1. AAUW California and AAUW California Board of Directors: Gov Trek is a state project under the jurisdiction of the AAUW California Board of Directors. Outreach to students will be managed through AAUW California branches.
2. AAUW California and AAUW California Board of Directors: The AAUW California Board of Directors has direct supervisory authority over the project.
3. Gov Trek Program Director: The state Gov Trek Program Director is appointed by the AAUW California president and reports to the AAUW California Board of Directors. The state Gov Trek Program Director is responsible for coordinating the project for all participating branches.
4. Gov Trek Committee: The Gov Trek committee is a standing committee composed of a Chair, who is the current Gov Trek Program Director, and as many additional members considered necessary by the Board. The committee should be balanced, represent all constituencies, and be limited to AAUW California members.

## **2. Gov Trek Program Rules**

### **2.1. Eligibility**

Gov Trek is open to all California girls currently enrolled as a high school junior or senior, whether from public, private, home, or continuation high schools. Students who participate while juniors may participate again the following year as a senior.

On an annual basis a minimum and maximum number of participants will be established.

## 2.2. Participant Requirements

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.

Students must be able to participate in all of the sessions to be eligible to receive a Certificate of Completion. In the event they are unable to attend a session, they must watch the recording or communicate with their campaign team their intention to complete the tasks assigned.

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. If a student does not have access to this, the local branch will be notified and encouraged to assist.

## 2.3 Campaign Simulation 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 each of whom may request what role they prefer to play in the political campaign:

- Candidate
- Campaign manager
- Field and volunteer manager
- Communications director and speech writer

Campaign teams will work closely together through a realistic campaign simulation to deliver a political campaign package which includes:

### **Campaign video**

- **Candidate stump speech.** The candidate delivers a 2-3 minute compelling stump speech that reinforces the core message of the campaign.
- **Visual and verbal presentation.** Members of the campaign team report their voter outreach plan and display the campaign media collateral.

The entire video should be no more than five and one half to six and one half minutes. Videos that do not meet the qualifications will be disqualified from the competition.

## **Campaign Materials**

- **Voter outreach plan.** Team members submit documents to address their plans to address the following elements:
  - Voter demographics
  - Neighborhood and district maps
  - Volunteer recruitment plan
  - Messaging
  - Outreach strategies and methods used
  - Timeline for implementation leading up to Election Day
- **Political candidate flier and campaign ad.** Team members submit marketing collateral that must include two elements: a political candidate flier and a campaign ad.

**Judging:** Campaign teams will be selected to participate in the finale. A panel of VIP industry judges will evaluate and provide constructive feedback to the campaign teams competing in the final round. All finalists will receive an award as identified by the Gov Trek Committee. Awards must be allocated in the project budget.

- **Best Campaign Overall** - Grand Prize Team
- **Best Voter Outreach Plan (VOP)** - Field & volunteer manager  
Most effectively identified the target voter population and developed an outreach strategy
- **Best Candidate Flier & Campaign Ad** Communications director & speechwriter  
Most compelling campaign artwork/digital communications
- **Best Candidate Speech** Candidate  
Articulates well the who, why, what of the campaign and vision for change in the community, state, and country
- **Best Campaign Management** - Campaign manager  
Clearly defined key messages, audiences and strategies for reaching those audiences
- **People's Choice Award** - Team members  
Favorite campaign decided by the audience via Zoom poll

The finale campaign competition must be judged by a minimum of three VIP industry judges. Judges may be AAUW members. If a judge indicates a personal acquaintance with a student, that judge must withdraw and be replaced to avoid a potential conflict of interest.

Judges are to evaluate and provide constructive feedback to the campaign teams based on the rubric provided. Winning teams will be announced and prizes awarded.

The campaign competition will be recorded. The winners of each category will have their videos posted on the AAUW California website and the Best Overall Campaign submission video will be shared at the state annual event.

### 3. Insurance

AAUW California liability insurance covers the Gov Trek program at no additional cost to the project. Insurance claims shall be handled in accordance with AAUW California procedures, in consultation with the AAUW California Chief Financial Officer.

#### **4. SPF Fund**

An SPF (Special Projects Fund) has been created for branches and outside organizations to donate to Gov Trek. Each year, an outreach plan will be developed by the Committee to communicate to branches and outside organizations on why and how to donate to Gov Trek.

#### **5. Timeline and Deadlines**

Timeline and deadlines for the program are as follows:

July

- Gov Trek Program Director in collaboration with the Gov Trek Committee submits a proposed budget to AAUW California Board of Directors for approval.

September

- Gov Trek Program Director in collaboration with the Gov Trek Committee prepares the program information packet to be uploaded to AAUW California website.
- The Gov Trek Program Director reviews website materials and updates them as needed.

October

- Branches contact schools and local organizations to recruit young women.

January

- Student registration deadline

February

- Program launched

#### **6. Job Descriptions**

##### **6.1. Gov Trek Program Director Job Description**

The Gov Trek Program Director oversees the entire state project in collaboration with the Gov Trek Committee and is the liaison between the branches and the state organization. The appointment is for a one-year term by the AAUW California president, with the term of office running from July 1 to June 30. Individuals holding this position may be reappointed for up to five one-year terms.

##### **6.1.2 Qualifications**

- AAUW California member in good standing
- Good organizational, communication, and people skills
- Basic knowledge of budgets and familiarity with Google Apps and Microsoft Office
- Accepted by the AAUW California Board of Director as meeting all requirements of an AAUW California committee chair

- Knowledge of government service and public policy

### **6.1.3 Duties**

- If applicable, secures the funding for the project.
- Prepares a project budget, based on the available funds. Submits the proposed budget to the AAUW California Board of Directors for review and approval prior to the July AAUW California Board of Director meeting.
- Ensures a historical list of student and branch participation is maintained to track contacts and the project's growth.
- Communicates with branches to encourage them to participate and assist them.
- Submits Gov Trek Information packet to be uploaded to the AAUW California website.
- Provides articles about the project and highlights deadlines through all state communications, including:
  - A. Board-to-Board publication from state to branch leadership
  - B. California Connection to all members
  - C. AAUW California website
  - D. Social media
- Maintains content on the internal and external Gov Trek web page on the AAUW California website. Assembles, invites, trains, and oversees volunteers participating in the program.
- Schedules and delivers peer group meetings throughout the year.
- Review all forms and make revisions and updates in consultation with the Communications Committee.
- Prepares annual report to the AAUW California Board of Directors at the close of the program year.
- Performs such other duties as requested by the AAUW California president.

### **6.2. Breakout Room Facilitator**

- Manages students in a Zoom breakout room. Facilitators help students stay on task, assist with the understanding and implementation of assigned activities, and facilitate collaboration among the group for active participation.
- Must be 18 or older, but no specialized expertise is required. Public speaking, speech writing, communications, and political campaign management experience are helpful, but not required. The desire to help participants successfully complete their activities and projects is essential.
- Must be a member of AAUW in good standing.
- Will be provided training by the Gov Trek Committee.
- Must read and comply with the AAUW California Bullying Prevention Guidelines.

### **6.3. Gov Trek Judges**

- Must be 18 or older.
- Must have specialized expertise in political campaign management, speech writing, public speaking, media communications, or related experience.

- Will review campaign simulation contest submissions and provide constructive feedback to contestants, deliberate, and award prizes in a live Zoom webinar.
- Will receive training and a judging rubric.

#### 6.4 Gov Trek Committee

- **Branch Liaison** - Encourage branch organizations to sponsor local students, and publicize Gov Trek in their local community and high schools. Familiarize yourself with the AAUW California Gov Trek program and materials and be prepared to discuss the benefits of engagement/answer questions from branch organizations via email or phone.
  - Time commitment: approximately 2 hours per month.
- **Secretary** - Provide committee meeting minutes and assist with agenda for monthly virtual meetings.
  - Time commitment: 2-4 hours per month
- **Curriculum Developer** - Work to refine and improve existing curriculum. Systematically and scientifically organize the instructional blocks within the course including topics, activities, readings, lessons, assessments, and handouts.
  - Time commitment: 2-4 hours per month during the planning phase from August through December.
- **Digital Marketing Specialist** - Manage social media campaigns using the ability to create content, including but not limited to graphics, videos, flyers, and creative writing. Ideally has experience working with Canva or similar programs. Ability to effectively capture brand voice, create and publish content in a timely fashion working with the AAUW California Communications Committee. Has passion for women's issues, the legal field, or government, with the ability to effectively communicate and inspire action leveraging digital media.
  - Time commitment: approximately 10 hours per month
- **Legislator/Speaker Scheduler** - Invite and schedule educators and legislators to speak at Gov Trek sessions. Communicate with and prepare speakers with confirmation of talking points, session agendas, dates and times. Prepare/coordinate thank you letters and honorariums.
  - Time commitment: approximately 5 hours per month, from August to October (invitations/confirmations), and from January to April (reminders and thank you letters/honorariums)
- **Facilitator Communications Manager** - Recruit and manage communication with volunteer Zoom breakout room facilitators. Volunteers will consist of AAUW California branch member volunteers and e-student affiliates from our



College/University network. Work with Gov Trek chair to prepare and deliver training and recap meetings with Zoom breakout room facilitator volunteers.

- Time commitment: approximately 10 hours per month for 7 months beginning in October
- **Strategic Planner** - Develop an action plan for Gov Trek education outreach that includes specific, measurable goals aligned with state and national AAUW priorities.
  - Time commitment: 2-4 hours per month
- **Technical Support** - Host Gov Trek Zoom sessions including meeting set up, hosting and troubleshooting any technical issues. The total includes hosting a brief practice session for each live session. Help identify and use Zoom features that will improve the operational efficiency of the program.
  - Time commitment: approximately 15 hours per month from late January to April 2023
- **Fundraising & Treasurer** - Manage Gov Trek fundraising program/s (online and offline efforts) and budget. Understand and abide by reporting requirements to AAUW California for contributions made to the Gov Trek AAUW California Special Project Fund. Evaluate performance of fundraising program(s), and recommend improvements as needed. Brief the committee on Gov Trek budget available for prizes and swag for participants, software tools, and speaker honorariums.
  - **Time commitment:** 2-4 hours per month

### 6.5 Gov Trek Branch Coordinator Responsibilities:

Gov Trek Branch Coordinator is responsible for coordinating the branch efforts to recruit high school junior and senior girls from the local community to participate in Gov Trek.

## 7. Publications, Forms and Resources

The following Gov Trek resources are available as part of the program for the purposes of student, volunteer, and speaker recruitment by branches, community partners, and the Gov Trek committee.

### 7.1 Student

- Online student registration
- Pre and post program surveys
- Role preference survey
- End of session polls
- Program information available on website
- Online Eligibility, Liability and Photo Release (students 18 and over)

## 7.2 Parent

- Program information available on website
- Online Eligibility, Liability and Photo Release

## 7.3 Branch

Program materials (<https://www.aauw-ca.org/gov-trek-internal/>) include:

- Branch Information Packet Program Flier (English and Spanish)
- Press release
- Fundraising Flyer
- Information Packet
- Gov Trek Campaign Simulation Competition
- Social media graphics
- Informational videos
- Logos
- Gov Trek Peer Group Meetings (for branch leaders)
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## 7.4 Volunteers

### Breakout Room Facilitators

- Breakout room facilitator description and application
- Breakout room facilitator training
- Program Syllabus
- Judging Rubric
- Political Campaign Project Description
- Campaign Simulation Competition Description
- Canva Campaign Tutorial
- Breakout room facilitator post-program survey

### Judges

- Judges' invitation letter
- Judges' training
- Judges rubric
- Judges scoring spreadsheet
- Judges' post-program survey
- Thank you letters
- Headshots

### Legislators/Speakers

- For legislators:
  - Legislators' invitation letter
  - Legislator invitation process
  - Legislator confirmation email

- Panel questions
- Thank you letters
- Speaker post-program surveys
- Headshots

### Contact Management

- Maintain a contact list

## **7.5 Operational/Staff Management**

Moderator schedule

Volunteer schedule

Speaker schedule

Key dates document

Zoom session schedule