



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. 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.

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: Volunteer committee members help develop and administer the program under the direction of the Gov Trek Program Director.
5. Public Policy Director: Consults with Gov Trek Committee and acts as liaison to involve Public Policy Lobbyist to recruit speakers.

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 five sessions to be eligible to receive a Certificate of Completion.

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.

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 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 canvassing maps and district map
 - 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**
- **Voter Outreach Plan (VOP) - Most Persuasive – You Got Our Vote! - Field & volunteer manager**
Most effectively identified the target voter population and developed an outreach strategy
- **Candidate Flier & Campaign Ad - Best Digital Collateral - Communications director & speechwriter**
Most compelling campaign artwork/digital communications
- **Speech - Most Impact - Candidate**
Articulates well the who, why, what of the campaign and vision for change in the community, state, and country
- **Political Messaging - Most Effective - 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. 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.
- Branches contact schools and local organizations to recruit young women.

January

- Student registration deadline
- Program launched.

5. Job Descriptions

5.1. 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.

5.1.2 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

5.1.3 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 branch participation is maintained to track branch 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 Gov Trek web page on the AAUW California website, including the Information Packet, contest winners and the winning campaign simulation.
- Assembles, invites, trains, and oversees volunteers participating in the program.
- 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.

5.2. 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.

5.3. 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.

5.4 Gov Trek Committee Branch Liaison

The Gov Trek Committee Branch Liaison is a Gov Trek Committee member assigned to work with branches at their request for assistance in helping recruit students and promoting Gov Trek in the local community.

5.5 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.

6. 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.

6.1 Student

- Online student registration
- Pre and post program surveys
- Program information available on website
- Online Eligibility, Liability and Photo Release (students 18 and over)

6.2 Parent

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

6.3 Branch

- Branch Information Packet
- Gov Trek Launch webinar (for branch leaders)
- Press release
- Flyer
- Social media graphics

6.4 Volunteers

- Breakout room facilitator information and registration document
- Breakout room facilitator training
- Judges' invitation
- Judges' training
- Legislators' invitation letter