

AAUW California

Peer Group Meeting

Oct 16, 2023



Agenda



Time	Topic
7:00	Welcome! Program Overview & 2023 Impact
7:05	Alumni Testimonials
7:10	What Your Branch Needs To Know
7:40	Website Tour
7:45	Q&A



Program Overview



- **Our Goal:** Gov Trek is a virtual statewide program designed to engage young women across California who are high school juniors and seniors with the goal of elevating a new generation to pursue careers in public service and elected office.
- **Learning Outcomes:** Participants engage in learning about career paths and career journeys from guest speakers and collaborate in a team competition to create a realistic campaign simulation.
- **Skills Gained:** Participants meet peers from across California, sharpen their public speaking skills, write speeches, design political fliers and digital ads, conduct audience analysis for voter outreach, gain access to internships and shadow opportunities, all making their college applications stand out.

2023 Impact

Phenomenal Initial Interest, Representing:

- 92 California high schools
- 40+ AAUW California branches

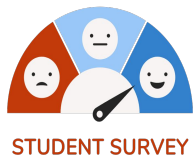
16 Legislators and Leaders

20+ Volunteers

45 Gov Trek Graduates

8 Final Campaign Teams





Pre & Post-Program Assessment



Rated 4 or 5 out of 5

Pre-Program	Post-Program	
29%	86%	How would you rate your understanding of possible careers in public service or elected office?
81%	90%	Interested in pursuing a career in public service

Campaign Competition

*WIN THE
COMPETITION -
LAND AN
INTERNSHIP!*



*[6 MINS
CAMPAIGN
VIDEO]*

*Stump Speech
Voter Outreach Plan
Campaign Flier & Ad*



Gov Trek Alumni Testimonials



Hailey - Contra Costa County



Abigail - Contra Costa County



2024 Program Dates

- Gov Trek students will meet on 7 Saturdays (10AM-Noon)

Feb 3

Feb 10

Feb 24

Mar 2

Mar 9

Mar 16 Campaign Competition (10:00-12:30 PM)

Student Registration

Online Registration

- aauw-ca.org/gov-trek

Information Session (Optional)

- **November 12th, 7PM**

Deadlines

- Student registration opens: **October 16, 2023**
- Student registration closes: **January 20, 2024**
- Parents must complete the Eligibility, Liability, and Photo Release: on **January 24, 2024**

Branch's Role in Gov Trek

Branch Role

Description

Suggestions

Recruit students

Branches have the crucial job of recruiting students to register online. Materials will be provided for you to contact schools and community partners.

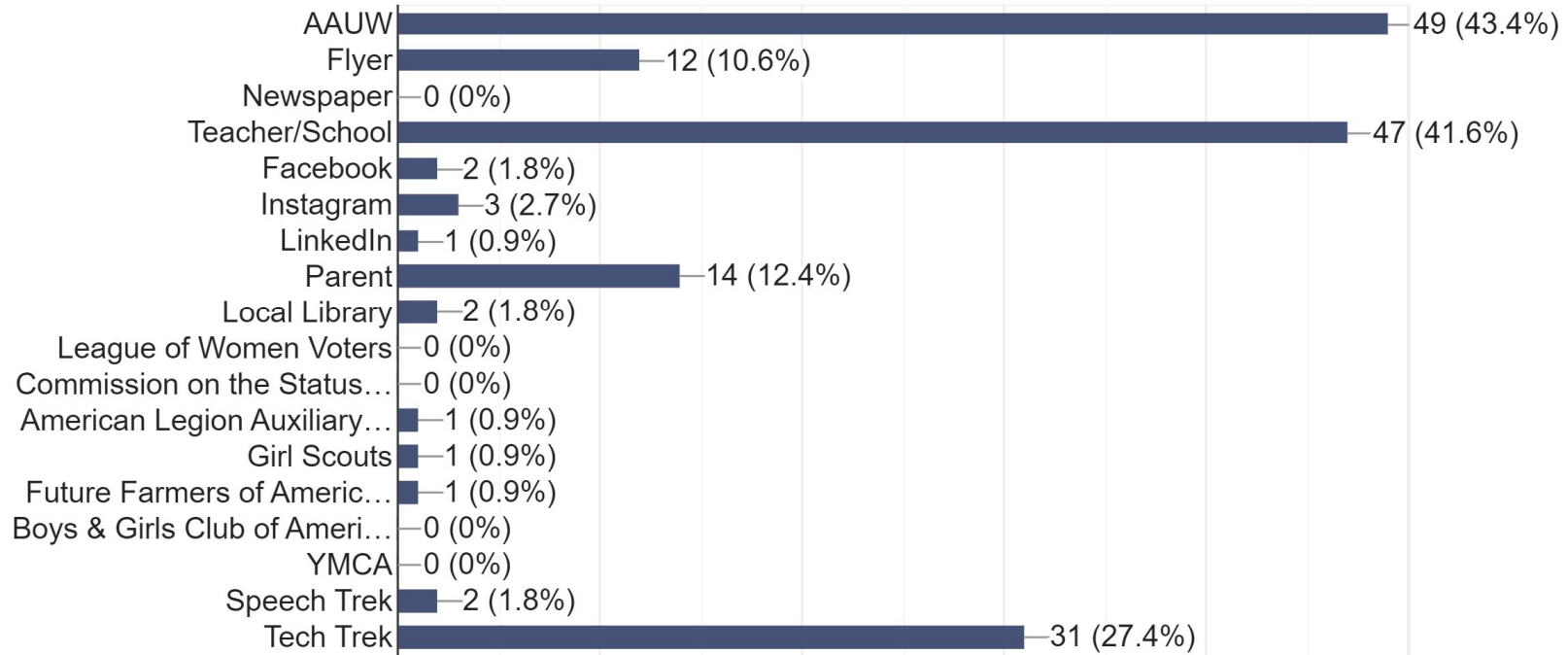
Schools: Principals, Superintendents, AP government or civic educators, career counselors, PIO for districts

Community Partners:

Commission on the Status of Women, League of Women Voters, libraries, and local orgs aligned with AAUW's mission



Recruitment Strategies:



Branch's Role in Gov Trek

Branch Role

Description

Suggestions

Help reduce attrition rate

Maintain contact with registered and prospective students in your community. Help keep AAUW California Gov Trek front-of-mind.

Hold in-person meet & greet; invite students and parents

Encourage students to attend our informational session

Help address technology/ Internet/platform access issues for students in remote areas and as issues arise

Check-in with registered students periodically to ensure Gov Trek is on their busy calendar! By phone & email

Branch's Role in Gov Trek

Branch Role

Description

Suggestions

Media outreach

Conduct local media outreach and press coverage of the Gov Trek program.

Use and customize pre-made press release provided by AAUW California

Use and customize pre-made social media graphics provided by AAUW California – share on your social media and provide to local partners

Branch's Role in Gov Trek

Branch Role

Connect us with local legislators and staffers

Description

Recommend guest speakers from your community

Suggestions

Send email to govtrek@aauw-ca.org with your suggested legislative contact information

We welcome a diverse and inclusive variety of speakers to hold nonpartisan discussions

Branch's Role in Gov Trek

Branch Role

Description

Suggestions

Donate to the Gov Trek SPF Fund

Rally support in your branch and community to help support Gov Trek student awards and swag

The committee will provide a promotional flyer with instructions

Consider asking for donations at your branch events (e.g., book clubs, luncheons, mahjong club, etc.)

Branch's Role in Gov Trek

Branch Role

Description

Suggestions

Help identify potential internships/ shadow opportunity

Gov Trek winners and graduates are presented with internships or shadow opportunities as an additional learning opportunity

Types of internships or shadow opportunities: legislative, campaign work, school board, nonprofit, lawyer

Send email to govtrek@aauw-ca.org with your suggested internship contact information

Contact your local legislator offices, candidates running for elected office, school board, law firms or organizations, nonprofits

Branch's Role in Gov Trek

Branch Role

Celebrate student success

Description

Invite graduates and parents (from your community) back to speak at a branch event, following the program

Suggestions

An opportunity to promote AAUW's mission, your branch programs/activities, and increase membership

Branch's Role in Gov Trek

Branch Role

Description

Suggestions

Volunteer as a Zoom breakout room facilitator

Serve as a mentor to a student team during the Gov Trek program (2-3 volunteers per team)

Must be available for four Saturdays 2-hour sessions 2/3, 2/17, 2/24, 3/2

Training will be provided in January 2024

Website Tour

Registration Form

Information Session

Flyers

Social Media graphics

Press Release

Volunteer Form



What's Next

October 16 – Jan 20

- Recruitment using pre-made materials provided to Gov Trek & Program branch coordinators
- Encourage girls to register for free online at aauw-ca.org/gov-trek
- Encourage girls to also register for the **Nov. 12 Information Session**
- Volunteer as a Zoom breakout room facilitator at aauw-ca.org internal website

Feb 3

- **Gov Trek 2024 begins!**

Thank you! Questions?

Contact

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AAUW California website

<https://www.aauw-ca.org/gov-trek/>

Campaign Competition Categories



Best Overall Campaign Team – *Team Alaina*

Best Stump Speech – *Team Julianna*

Best Campaign Management – *Team Carillo*

Best Voter Outreach Plan – *Make It Mila!*

Best Candidate Flyer & Campaign Ad – *Team Aquino*



Gov Trek

Grand Prize Winning Team Campaign Simulation



Gov Trek Testimonial



"This experience has bolstered my interest in pursuing a career in public policy/government, and I am so thankful for this opportunity."

- Sara E.

