



2023 CURRICULUM

	<u>Topic</u>	<u>Description</u>
RETREAT February 24 th	WHY ARE YOU HERE?	The orientation retreat is the first official meeting for each new class, and is designed to give the participants an opportunity to connect with their fellow classmates and learn why each member has an interest in public office, and what their individual goals are for the class. In addition, the class will be given an overview of the program, go over the curriculum, and review class dates. San Joaquin Political Academy alumni and current local elected officials are invited to share their key takeaways from the program and their experience running for office.
Class 1: Tuesday, February 28 th	CAMPAIGN STRATEGY- CRAFTING YOUR MESSAGE	<p>This training will help participants navigate the following questions: Why are you running? What is at stake? Why are you the best candidate for the job?</p> <p>The answer to these questions will be workshopped to reach a well-defined campaign message that can be woven through every sound bite, and every interview on the campaign trail.</p> <p>A winning campaign begins with your message because everyone running for office is expected to communicate who they are and why their campaign is relevant to their constituents.</p>

<p>Class 2: Tuesday, March 7th</p>	<p>CAMPAIGN STRATEGY- THE ROLE OF MEDIA: HOW TO RESPOND TO IT & HOW TO USE IT TO YOUR ADVANTAGE</p>	<p>This class session will cover the anatomy of a good interview and how to use media to your advantage. Specifically, it will cover how to prepare for an interview, how to formulate your soundbites, and control techniques for when you are in front of the camera. Then, you get to put what you’ve learned into practice with, “In the Hot Seat Mock Interviews,” followed by a peer critique.</p>
<p>Class 3: Tuesday, March 14th</p>	<p>CAMPAIGN STRATEGY- IT IS ALL A SCIENCE</p>	<p>This class session will dive into the mechanics of campaigning: polling, fundraising, filing, and negative campaigning.</p> <p>This session will cover the most effective strategies used by professionals in the field to design an effective public opinion poll. Learn how to use polling as a tool to gain campaign momentum through targeted media campaigns and personal appearances.</p> <p>Identify the best approach to create a budget and fundraising timeline. Understand the campaign regulations that apply to offices at the local, state, and federal levels. Discuss where and when to file campaign statements and review state limits on campaign contributions.</p> <p>Discuss how and why negative campaigning is used at different levels of government. This session will also cover the impact of the campaign on your significant other/spouse/children, and some of the challenges they may face during a campaign, and then when you get into office.</p>
<p>Class 4: Tuesday, March 21^s</p>	<p>ISSUES FACING OUR CITY GOVERNMENT</p>	<p>This class session will cover the roles and responsibilities of city government jurisdictions. Participants will learn that local policymaking requires collaborative work from municipal governments, nonprofit organizations, and local businesses. The goal of this class is to uncover what it is like to serve conflicting constituencies.</p>

<p>Class 5: Tuesday, March 28th</p>	<p>CITY GOVERNMENT- POINT & COUNTERPOINT</p>	<p>This class session will be interactive and put each class member in the hot seat. Prior to the start of this class day, each class member will be assigned a topic they will have to research and come to class prepared to speak to either the pro or con side. Then, at the beginning of class, everyone will be randomly assigned to the PRO or CON side for their topic and will have to do a live on-camera interview and a short debate-style discussion with their opposing side.</p>
<p>Class 6: Tuesday, April 4th</p>	<p>ISSUES FACING OUR COUNTY GOVERNMENT</p>	<p>This class session will cover the roles and responsibilities of county government jurisdictions.</p> <p>Participants will now look into county-administered programs and learn more about the concerns facing our county government right now. You will hear from economic development professionals whose job it is to find innovative ways for county government to be a catalyst for and/or support policies that foster economic growth.</p>
<p>Class 7: Tuesday, April 11th</p>	<p>COUNTY GOVERNMENT POINT & COUNTERPOINT</p>	<p>This class session will be interactive and put each class member in the hot seat. Prior to the start of this class day, each class member will be assigned a topic they will have to research and come to class prepared to speak to either the pro or con side. Then, at the beginning of class, everyone will be randomly assigned to the PRO or CON side for their topic and will have to do a live on-camera interview and a short debate-style discussion with their opposing side.</p>
<p>Class 8: Tuesday, April 18th</p>	<p>ISSUES FACING OUR STATE & FEDERAL GOVERNMENT</p>	<p>This class day will explore the functions of the state and federal government, and take a closer look at the policy-making process at these levels of government. In addition, policy experts will help guide a discussion about the high-priority issues for our current lawmakers, including Public Health, Education, Water Supply, Air Quality, Labor, and Employment.</p>

<p>Class 9: Tuesday, April 25th</p>	<p>STATE & FEDERAL - POINT & COUNTERPOINT</p>	<p>This class session will be interactive and put each class member in the hot seat. Prior to the start of this class day, each class member will be assigned a topic they will have to research and come to class prepared to speak to either the pro or con side. Then, at the beginning of class, everyone will be randomly assigned to the PRO or CON side for their topic and will have to do a live on-camera interview and a short debate-style discussion with their opposing side</p>
<p>Class 10: Tuesday, May 2nd</p>	<p>FINAL PROJECT: CREATE A MEDIA AD</p>	<p>Your final project involves the preparation of a media advertisement for your campaign. Participants are granted creative freedom to integrate the knowledge and skills gained over the course of the program.</p>
<p>Graduation: Tuesday, May 9th</p>	<p>Graduation</p>	