

Time	Training Lecture	Key Lecture Points	Faculty / Speaker
Youth Leadership School			
8:30-9:00am	<i>Registration and Breakfast</i>		
9:00-10:00am	The Real Nature of Politics	<ul style="list-style-type: none"> <li>• What really determines political success?</li> <li>• 6 benefits of youth activism</li> <li>• 5 types of youth campaigns</li> </ul>	Alexandra Knowles, <i>Senior Associate, Targeted Victory</i>
10:00-11:15am	Preparing for Leadership	<ul style="list-style-type: none"> <li>• Initial activities when hired onto a campaign</li> <li>• Preparing a written plan</li> <li>• Senior campaign relations</li> </ul>	Stephen Rowe, <i>Director of Digital Trainings, Leadership Institute</i>
11:15-12:00pm	Leadership Identification & Training	<ul style="list-style-type: none"> <li>• How to successfully build new leadership</li> <li>• 5 maxims of leadership</li> </ul>	Hannah Willis, <i>Youth Leadership Schools Intern, Leadership Institute</i>
12:00-12:30pm	<i>Lunch</i>		
12:30-1:45pm	Membership Recruitment & Tabling	<ul style="list-style-type: none"> <li>• How to run an effective recruitment table</li> <li>• Tackling various responses on campus</li> <li>• Group exercise</li> </ul>	Juan Howard, <i>Youth Director for NOVA, Glenn Youngkin for Governor</i>
1:45-2:00pm	<i>Class Picture</i>		

2:00-3:45pm	Conducting a Campus Canvass	<ul style="list-style-type: none"> <li>• How to identify likeminded students</li> <li>• Developing a clear canvass structure</li> </ul>	Matthew Hurtt, <i>Fundraising &amp; Messaging Strategist</i>
3:45-5:00pm	Media and Public Relations	<ul style="list-style-type: none"> <li>• Developing a compelling message</li> <li>• 4 maxims of public relations</li> <li>4 types of media and how to handle them</li> </ul>	Peggy Grande, <i>Former Executive Assistant to President Ronald Reagan, Author, TV commentator, opinion writer</i>

5:00-5:30pm	<i>Dinner</i>		
5:30-6:30pm	Care and Feeding of Volunteers	<ul style="list-style-type: none"> <li>• 10 tips for handing volunteers</li> </ul>	Alexa Schwera, <i>Regional Field Coordinator, Leadership Institute</i>
6:30-7:15pm	Organizing High Schools	<p>4 reasons to organize high schools</p> <p>Why high schoolers volunteer</p> <ul style="list-style-type: none"> <li>• How to recruit at high schools</li> </ul>	Juan Howard, <i>Youth Director for NOVA, Glenn Youngkin for Governor</i>
7:15-8:30pm	Literature Layout & Design	<ul style="list-style-type: none"> <li>• Developing eye-catching literature for your cause or campaign</li> <li>• 6 types of youth literature</li> <li>• Group exercise</li> </ul>	Peggy Grande <i>Former Executive Assistant to President Ronald Reagan, Author, TV commentator, opinion writer</i>

8:30-10:00pm	How to Present a Public Program	<ul style="list-style-type: none"> <li>• Benefits of hosting a public program</li> <li>• Which event type is right for you?</li> <li>• 5 elements of successful event management</li> </ul>	Peggy Grande <i>Former Executive Assistant to President Ronald Reagan, Author, TV commentator, opinion writer</i>
10:00-10:45pm	Mock Elections	<ul style="list-style-type: none"> <li>• How to host a mock election on campus</li> <li>• 3 steps to guaranteed victory</li> </ul>	Matthew Hurtt, <i>Fundraising &amp; Messaging Strategist</i>
10:45-11:45pm	Peer-to-Peer Messaging	<ul style="list-style-type: none"> <li>• An alternative to conducting a campus canvass during COVID-19</li> </ul>	Lee Jackson, <i>Glenn Youngkin for Governor</i>
11:45-12:15am	Ethics in the Public Policy Process	<ul style="list-style-type: none"> <li>• How to stay ethical in politics</li> </ul>	Lee Jackson, <i>Glenn Youngkin for Governor</i>
12:15-12:30am	<i>Homework Assignment &amp; Adjourn</i>		

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Youth Leadership School			
8:30-9:00am	<i>Breakfast</i>		
9:00-9:15am	Homework Review	<ul style="list-style-type: none"> <li>Review of Day 1 topics and the homework assignment</li> </ul>	Carly Tomaine, <i>Director of Youth Leadership Schools, Leadership Institute</i>
9:15-10:30pm	Special Projects	<ul style="list-style-type: none"> <li>Fun ways to generate good publicity and motivate your volunteers</li> <li>14 proven activism ideas</li> </ul>	Celtin Clardie, <i>Regional Field Coordinator, Leadership Institute</i>
10:30-12:00pm	Security, Intelligence, Reaction Time, & Creating Issues (Part 1)		Morton Blackwell <i>President, Leadership Institute</i>  David Blair, <i>Executive Director, Conservative Leadership PAC</i>
12:00-12:30pm	Lunch		
12:30pm-4:00pm	Security, Intelligence, Reaction Time, & Creating Issues (Parts 2 and 3)		Morton Blackwell <i>President, Leadership Institute</i>  David Blair, <i>Executive Director, Conservative Leadership PAC</i>
4:00pm-5:00pm	Crisis Exercise #1	<ul style="list-style-type: none"> <li>Group exercise</li> </ul>	
5:00pm-5:45pm	Crisis Exercise #2	<ul style="list-style-type: none"> <li>Group exercise</li> </ul>	

5:45pm-6:00pm	Dinner, Closing Remarks, & Final Exam	<ul style="list-style-type: none"><li>• Return registration materials</li><li>• Final exam</li></ul>	Carly Tomaine, <i>Director of Youth Leadership Schools, Leadership Institute</i>
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Youth Leadership School  
Steven P.J. Wood Building, Arlington, VA