



Youth Leadership School
 Steven P.J. Wood Building, Arlington, VA

Time	Training Lecture	Key Lecture Points	Faculty / Speaker
Youth Leadership School			
8:30-9:00am	<i>Registration and Breakfast</i>		
9:00-9:30am	Program Introduction & Overview	<ul style="list-style-type: none"> • Welcome • Overview of registration materials • Introduction to Leadership Institute 	TBA
9:30-11:00am	The Real Nature of Politics	<ul style="list-style-type: none"> • What really determines political success? • 6 benefits of youth activism • 5 types of youth campaigns 	TBA
11:00am-12:15pm	Preparing for Leadership	<ul style="list-style-type: none"> • Initial activities when hired onto a campaign • Preparing a written plan • Senior campaign relations 	TBA
12:15-12:45pm	<i>Lunch</i>		
12:45-2:00pm	Membership Recruitment & Tabling	<ul style="list-style-type: none"> • How to run an effective recruitment table • Tackling various responses on campus • Group exercise 	TBA
2:00-3:00pm	Internship Recruitment & Management	<ul style="list-style-type: none"> • Benefits of an intern program • 4 ways to identify potential interns • Conducting an interview 	TBA
3:00 – 3:15pm	<i>Class Picture</i>		
3:15 – 5:45pm	Conducting a Campus Canvass	<ul style="list-style-type: none"> • How to identify likeminded students • Developing a clear canvass structure • The script that works 	TBA
5:45-6:15pm	<i>Dinner</i>		



Youth Leadership School
Steven P.J. Wood Building, Arlington, VA

6:15-7:30pm	Leadership Identification & Training	<ul style="list-style-type: none"> • How to successfully build new leadership • 5 maxims of leadership 	TBA
7:30-8:15pm	Care & Feeding of Volunteers	<ul style="list-style-type: none"> • 10 tips for handling volunteers 	TBA
8:15-8:45pm	Organizing High Schools	<ul style="list-style-type: none"> • 4 reasons to organize high schools • Why high schoolers volunteer • How to recruit at high schools 	TBA
8:45-9:30pm	Literature Layout & Design	<ul style="list-style-type: none"> • Developing eye-catching literature for your cause or campaign • 6 types of youth literature • Group exercise 	TBA
9:30-10:15pm	Media & Public Relations	<ul style="list-style-type: none"> • Developing a compelling message • 4 maxims of public relations • 4 types of media and how to handle them 	TBA
10:15-11:30pm	How to Present a Public Program	<ul style="list-style-type: none"> • Benefits of hosting a public program • Which event type is right for you? • 5 elements of successful event management 	TBA
11:30am-12:45pm	Mock Elections	<ul style="list-style-type: none"> • How to host a mock election on campus • 3 steps to guaranteed victory 	TBA
12:45-1:00am	<i>Homework Assignment & Adjourn</i>		



Youth Leadership School
 Steven P.J. Wood Building, Arlington, VA

Time	Training Lecture	• Key Lecture Points	Faculty / Speaker
Youth Leadership School			
8:30-9:00am	<i>Breakfast</i>		
9:00-10:00am	Homework Review	<ul style="list-style-type: none"> • Review of Day 1 topics and the homework assignment 	TBA
10:00-11:30am	Special Projects	<ul style="list-style-type: none"> • Fun ways to generate good publicity and motivate your volunteers • 14 proven activism ideas 	TBA
11:30am-1:15pm	Security, Intelligence, Reaction Time, & Creating Issues (Part 1)		Morton Blackwell President, Leadership Institute
1:15-1:45pm	<i>Lunch</i>		
1:45-3:45pm	Security, Intelligence, Reaction Time, & Creating Issues (Part 2)		Morton Blackwell President, Leadership Institute
3:45-4:00pm	<i>Break</i>		
4:00-5:30pm	Security, Intelligence, Reaction Time, & Creating Issues (Part 3)		Morton Blackwell President, Leadership Institute
5:30 – 6:00pm	<i>Dinner</i>		
6:00-7:00pm	Crisis Exercise #1	<ul style="list-style-type: none"> • Group exercise 	TBA
7:00-7:45pm	Crisis Exercise #2	<ul style="list-style-type: none"> • Group exercise 	TBA
7:45-8:30pm	Crisis Exercise #3	<ul style="list-style-type: none"> • Group exercise 	TBA
8:30-9:30pm	Closing Remarks & Final Exam	<ul style="list-style-type: none"> • Return registration materials • Final exam 	TBA
9:30pm	Adjournment		