

# CAMPAIGN COLLEGE

*Women to Win*



*Campaign College is the only training in the country that encourages and trains young women to run for student government on their college campuses.*

Campaign College is a day-long training held on the college campus that teaches college women how to run for and win student government positions at their schools. The training covers skills such as how to mobilize your constituency, how to craft your message, and how to speak and present yourself confidently as a candidate. The Campaign College staff bring in outside experts to speak to the students, as well as current and former student government officials from the college where the training is taking place. The Campaign College training addresses the disparity between the high percentages of women in colleges and universities and the low representation of women in student government. With Campaign College, we want to give more young women the valuable experience of running and serving on student government, as there is a clear connection between service in student government and future political service.

## **Background**

In the fall of 2006 the American University (AU) Women & Politics Institute was made aware of that while American University's student body was 62% female, women made up only 28% of the AU Student Government (AUSG). Galvanized by this significant low representation, the Institute, together with the student government's Women's Initiative, launched *Campaign College: AU Women to Win*. Subsequent to the first *Campaign College*, there was a 43% increase in women's representation in the AUSG. Expanding on this pioneering AU-campus-based effort, the Women & Politics Institute partnered with AAUW to leverage its national network of branches and college/university partner members to disseminate the program and Running Start with its expertise in assisting young women to run for elected office. By encouraging more young women to run for student government during their college years, Campaign College prepares women for local, state and federal office candidacy.

## **Campaign College Partners**

### ***AAUW***

Since 1881, AAUW has been a leading voice promoting education and equity for women and girls. With nearly 100,000 members, 1,000 branches, and 500 college/university partners' members nationwide, AAUW is committed to education, advocacy and research on behalf of women's equity. Every year the AAUW provides more than \$3 million in graduate women's fellowships, grants, and awards, and approximately that much in local undergraduate scholarships. Through our Leadership and Training Institute, AAUW sponsors campus-based programs to provide leadership skill-building for college women, usually in collaboration with AAUW branches. The AAUW Legal Advocacy Fund works to combat sex discrimination in higher education and workplaces through campus outreach programs, an online resource library, and financial support for discrimination cases. We also fund highly publicized research focusing on education and equity issues. Please visit us online at <http://www.aauw.org>.

### ***American University Women & Politics Institute***

The Women & Politics Institute is located within the School of Public Affairs at American University. Ranked among the top 10 institutions of its kind by *U.S. News & World Report*, the School of Public Affairs prepares leaders for careers in public service. The Women & Politics Institute is one of the leading centers dedicated to research on women and politics and training the next generation of women leaders. The Women & Politics Institute's strategic location in Washington, D.C., allows students, faculty, and participants alike easy access to the resources of the nation's capital. The Institute's various training programs have given our participants and students the opportunity to explore various political careers, develop strategies for advancing their careers, and form relationship with women leaders for mentoring and guidance. Website: <http://wandp.american.edu/>

### ***Running Start***

Running Start is a nonprofit organization that brings young women to politics so that they are knowledgeable about the process, invested in the outcome, and interested in participating as elected leaders. Our programs educate young women and girls about the importance of politics, and imbue them with the skills they need to be leaders, so that they can get the "running start" they need to achieve greater political power. With an earlier start in politics, women will climb higher on the leadership ladder, allowing more women to share in the decision making power of this country. Website: <http://www.runningstartonline.org>