

## Program Overview

The Youth Leadership Academy (YLA) bridges the gap between youth, local leaders, and civic engagement. The program provides students with helpful knowledge and skills that are a part of the ongoing process of decision making and connects them to local organizations and community members who bring much needed change. With this program, young leaders learn about the intersection of different areas, like transportation planning, public health, and education, and how they impact everyday life.

We ask that you share the YLA opportunity with as many people as possible, including but not limited to colleagues on city councils and county boards of supervisors, non-profits, school district leaders, and most importantly your community at large. Below are various resources to help with outreach.

Once the program begins in January, we hope you will consider joining our sessions, as elected official participations continues to be a highlight for students and one of the most valued components of the program.

The outreach toolkit with the items included below and additional materials will be accessible online at [sacog.org/youth](https://sacog.org/youth).

If you need any additional materials or resources that are not included in the toolkit below, we are happy to create additional materials for you, please contact Rosie Ramos at [rrosos@sacog.org](mailto:rrosos@sacog.org) or 916.340.6208.

## Program Timeline

Milestone	Timeline
Recruitment/Application period	Sept. 15 – Nov.4 at 11:59pm
Applicant Review & Interviews	Nov. 7 – Nov. 18
Students notified	Nov. 22
Finalized list of students	Nov. 28
Board members notified of new cohort	Dec. 1 & 5 through Committees
Orientation	Dec. 12
Program period	Jan. – May 2023

## Outreach Items

### Email

Dear,

As a member of the Sacramento Area Council of Governments (SACOG) Board of Directors, I am asking for your help to get high school students to apply to the 2023 Youth Leadership Academy from . The program is a unique opportunity for youth to learn how communities are shaped by people and policies. Applications close on Friday, November 4 at 11:59 p.m. I've provided more information about the academy, a link to the application, and some promotional materials below. If you have any questions, feel free to contact me or Rosie Ramos at [rrosos@sacog.org](mailto:rrosos@sacog.org). Youth are our future, let's open a platform to hear their voice for change!

### About the Youth Leadership Academy

In its fourth year, the Youth Leadership Academy (YLA) bridges the gap between youth, local leaders, and civic engagement. The program provides students with helpful knowledge and skills that are a part of the ongoing process of decision making and connects them to local organizations and community members who bring much needed change. With this program, young leaders learn about the intersection of different areas, like transportation planning, public health, and education, and how they impact everyday life.

High school students, grades 9-12, who live in El Dorado (except for Tahoe Basin), Placer, Sacramento, Sutter, Yolo, and Yuba counties are eligible to apply. YLA is organized by the Sacramento Area Council of Governments (SACOG) and Pro Youth & Families. [Watch this video from the 2021 academy](#) to learn more.

## Newsletter

### Newsletter - Long

As your <<<insert title/supervisor/mayor/Councilmember>>>, I also represent our community on the board of directors for the Sacramento Area Council of Governments (SACOG). I am pleased to share applications are now being accepted for the [2023 Youth Leadership Academy](#) at SACOG, and I'm inviting high school students from our community to apply.

YLA bridges the gap between youth and local leaders. The program provides students with helpful knowledge and skills that are part of the ongoing process of decision making in government. Students will connect with local organizations and community members and learn how to create change in their communities. During this program, young leaders learn about the intersection of different areas, like transportation planning, health, and education, and how they impact everyday life.

If you are a high school student (9<sup>th</sup> – 12<sup>th</sup> grade), or know someone who is, and want to learn more about how local decisions are made and want to sharpen your leadership skills please share this information and encourage them to apply.

Applications close on Friday, November 4 at 11:59 p.m. Get more information and application information at [www.sacog.org/youth](http://www.sacog.org/youth)

### Newsletter - Short

Do you know a high school student in the Sacramento region who is interested in learning how to make a difference in their community? Are they looking for experience to add to their college applications? Encourage them to apply to be part of the 2023 Youth Leadership Academy.

Through the Youth Leadership Academy, students will connect with local organizations, civic leaders, activists, and community members who will teach them how to affect change in their communities. The six-month program provides students with knowledge and skills that are part of the ongoing process of government and local decision making.

Learn more about YLA at [www.sacog.org/youth](http://www.sacog.org/youth). Applications are due Friday, November 4, 2021.

## School Principal Letter

[INSERT Date]

Dear (Principal/other contact) [INSERT Name]

As a member of the Sacramento Area Council of Governments' (SACOG) Board of Directors and a local elected official in this community, I would like to share this unique opportunity for one of our programs: The 2023 Youth Leadership Academy (YLA).

YLA is an opportunity for high school students (grades 9-12) to learn about the roles of local and regional government, including regional planning, transportation, sustainability, land use, and the interaction with local non-profits and communities. Today's leaders and decision makers across all sectors are planning and making decisions for the future. Those who are most impacted by those decisions are our youth. Often youth do not have the knowledge on how to inform policymakers, decision-makers, and elected bodies like SACOG, or their local elected officials. YLA is focused on youth empowerment to create pathways for young people to understand local and regional government and learn about career opportunities in public service. Many of our students from the last three years have expressed increased understanding of local government processes, felt like they had a role to play in changing their communities, and showed interest in public sector work.

Our academy brings together students from Sutter, Yuba, Yolo, El Dorado, Placer, and Sacramento counties. This approach provides a rare opportunity for students to connect with peers from across the six-county region, meet and hear from their local and state elected officials and community leaders. We encourage students to apply to YLA to hear from local government staff from across the Sacramento region and gain valuable leadership skills that can help them prepare for the future beyond high school.





The deadline for applications is Friday, November 4. Students can apply at [sacog.org/youth](https://sacog.org/youth). Sharing the attached flyer with any of your school's teachers, administrators, or program coordinators would be much appreciated.

Thank you,  
<<insert your name>>

## Social Media

[Link to digital media.](#)

### Post Schedule:

Post Date	Platform	Post Content
September 15-23	Instagram/ Facebook /LinkedIn	<p> Calling all high school students who want to make a difference in their community! Apply now to participate in the 2023 Youth Leadership Academy. </p> <p>Students (grades 9-12) will connect with local leaders, community activists, explore careers in government, and learn how to get involved in the systems that shape your city. Learn how to use your voice to shape the future of our region. Visit <a href="http://www.sacog.org/youth">www.sacog.org/youth</a> to learn more. Applications due Friday, November 4, 2022.</p>
	Twitter	<p> Calling all high school students who want to make a difference in their community! Apply now to participate in the 2023 Youth Leadership Academy. </p> <p>Visit <a href="http://www.sacog.org/youth">www.sacog.org/youth</a> to learn more. Applications due Nov. 4, 2022</p>
September 23-30	Instagram/ Facebook /LinkedIn	<p>The Youth Leadership Academy is a unique opportunity for high school students (grades 9-12) to learn how they can use their voice to shape local and regional government. Collaborate with other students, explore careers in government, and connect with community activists.</p> <p>Learn more about how to apply at <a href="http://www.sacog.org/youth">www.sacog.org/youth</a>. Better hurry, applications are due Friday, November 4, 2022.</p>
	Twitter	<p>The Youth Leadership Academy bridges the gap between youth and local leaders. Students learn how they can use their voice to shape our region's future.</p> <p>Learn more about how to apply at <a href="http://www.sacog.org/youth">www.sacog.org/youth</a>. Better hurry, applications are due Nov. 4, 2022.</p>
October 1-10	Instagram/ Facebook /LinkedIn	<p>Apply now to participate in the 2023 Youth Leadership Academy!</p> <p>This hands-on program provides high school students (grades 9-12) with the knowledge and skills they need to make a</p>

		<p>difference in their communities. Please share with a high school student you think should apply.</p> <p>Learn more: <a href="http://www.sacog.org/youth">www.sacog.org/youth</a></p>
	Twitter	<p>Apply now to participate in the 2023 Youth Leadership Academy!</p> <p>This hands-on program provides high school students (grades 9-12) with the knowledge and skills they need to make a difference in their communities.</p> <p>Learn more: <a href="http://www.sacog.org/youth">www.sacog.org/youth</a> (Application deadline is Nov. 4, 2022)</p>
October 10 - 31	Instagram/ Facebook /LinkedIn	<p>At the Youth Leadership Academy, high school students learn about the intersection of different areas, like transportation planning, health, and education, and how they impact everyday life.</p> <p>Throughout this free six-month leadership program, students will connect with elected officials, engage in local government, and learn how communities are shaped by people and policies.</p> <p>Apply today: <a href="http://www.sacog.org/youth">www.sacog.org/youth</a> (Application deadline is November 4)</p>
	Twitter	<p>At the Youth Leadership Academy, high school students learn about the intersection of different areas, like transportation planning, public health, and education, and how they impact everyday life.</p> <p>Apply today: <a href="http://www.sacog.org/youth">www.sacog.org/youth</a></p>
November 1 - 3	Instagram/ Facebook /LinkedIn	<p>This is the last week to apply to the 2023 Youth Leadership Academy! High school students who want to learn how to make a difference in their community are encouraged to apply. This free six-month program is a hands-on experience to build an understanding of local government and the role it plays in shaping our communities. (And it looks great on college applications, too!)</p> <p>Apply now: <a href="http://www.sacog.org/youth">www.sacog.org/youth</a></p>
	Twitter	<p>Last week to apply to the 2023 Youth Leadership Academy! High school students who want to learn how to make a difference in their community are encouraged to apply.</p> <p>Apply now: <a href="http://www.sacog.org/youth">www.sacog.org/youth</a></p>

