



Civic Engagement for Social Change

USU Theater (191 seats):

May 2nd, 2018 5:30 PM

I. Keynote



Emiliana Guereca is an entrepreneur based in Los Angeles, CA, with a passion for giving back to the community. Along with being an award winning event producer, Emi devotes much of her time to advocacy programs for women's rights, Latino education, and gender equality. As a stellar community organizer, Emiliana brings her 10+ plus years of event experience to Women's March LA. LGBT initiatives, youth mentorship programs, and gender equality movements are all causes close to her heart and are a priority in both her personal and professional lives. In 2016, Emiliana founded the Women's March LA Foundation, a non-profit organization, and is the driving force behind the official Women's March in Los Angeles.

II. Objective

- Students will learn the importance of Civic Engagement and political participation.
- Students will learn about the most successful political movements post-2016 election
- Students will learn how to stay informed and create social change.
- Students will learn about current issues making national headlines.
- Students will learn about the current landscape of Latina/o politics through the leadership of one of the most influential leaders today.
- Students will be able to envision success stories and as well as hear about overcoming challenges.
- Students will have the opportunity to engage in dialogue and meet with students and activists from the Greater LA Area

III. Planning

A. Event Blur:

Civic Engagement is an avenue for social change. When coped with leadership that values communal values, civic engagement can be used by emerging activists and community



organizers to fight for justice, equity, and change. Students have always been pioneers of social movements. Join us to learn how you can leverage your power as students and place yourself in influential leadership positions.

B. Planning Group:

Marcos Montes, ASI

Krystal Rubio, ASI

Yessenia Villacorta, ASI

Marcus Rodriguez, ASI

Kathryn Francis, BridgeLA

C. Schedule:

4:30-5:15 University Club Meet and Greet

5:30-5:40 College Student Opening Speech

5:40-5:55 Student #1 - Ted Talk format

6:00-6:15 Student #2 - Ted Talk format

6:20-6:50 Keynote by Emiliana Guereca

6:50-7:00 Question and Answer

7:00-7:30 Reception/Meet and Greet

Possible Questions for Keynote

- What did you do before being involved in politics?
- How did you get involved in the Los Angeles March for Our Lives?
- Do you think race affects how one organizes and the outcomes of the organizing?
- Can you share a little about the business model of the Women's March LA Foundation?
How is it possible to run an organization to ensure that there is profit with a public purpose?

V. Evaluation

- A. At the end of the forum surveys for both volunteers and students will be provided to get feedback on event.
- B. Successes & failures will be documented for future references.



Quotes

"If we want democracy, we have to show up," says Emiliana Guereca, founder and co-executive director of the Women's March L.A. Foundation.

“When we've had our say with the government — and maybe the adults have gotten used to saying 'it is what it is,' but if us students have learned anything, it's that if you don't study, you will fail. And in this case if you actively do nothing, people continually end up dead, so it's time to start doing something.” - Emma Gonzalez

Possible Partners:

Coco south LA

South Gate High School

Brentwood High School

Melinah Abdullah