

## 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.

The outreach toolkit with the items included below and additional materials will be accessible online at [sacog.org/youth](http://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 [rramos@sacog.org](mailto:rramos@sacog.org) or (916) 340-6208.

## Program Timeline

Milestone	Timeline
Recruitment/Applications	January 6, – March 7 2025
Applications Due	March 7 , 2025 at 5 p.m.
Applicant Review & Interviews	March 6 - 14
Students Notified	March 17

## Outreach Items

### Email

Dear,

I am asking for your help to get high school students to apply to the 2025 Youth Leadership Academy. The program is a unique, hands-on opportunity for youth to learn how communities are

shaped by people and policies. Applications close on Wednesday, March 7 at 5 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 [rramos@sacog.org](mailto:rramos@sacog.org). Youth are our future, let's open a platform to hear their voice for change!

### **About the Youth Leadership Academy**

In its seventh 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 governments, 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 Placer, Sacramento, Sutter, Yolo, Yuba, and El Dorado (except for Tahoe Basin) counties are eligible to apply. YLA is organized by the Sacramento Area Council of Governments (SACOG). [Watch this video](#) to learn more.

### Newsletter

#### **Newsletter - V1**

The Youth Leadership Academy (YLA) is now seeking high school students who want to learn more about local government, leadership, and how to make an impact in their communities. YLA provides students with helpful knowledge and skills that are part of the ongoing process of decision making in government and connects them with leaders and students from across the region. During this program, young leaders learn about the intersection of areas like transportation planning, health, and education, and how these impact our lives every day.

If you are a high school student (9<sup>th</sup> – 12<sup>th</sup> grade), or if you know a high school student, who would be interested in this hands-on opportunity to learn more about how local decisions are made and sharpen your leadership skills, share this information and encourage them to apply.

Applications close on Wednesday, March 7 at 5 p.m. Get more information and application information at [www.sacog.org/youth](http://www.sacog.org/youth).

## Newsletter - V2

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 2025 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 Wednesday, March 7 at 5 p.m.

## School Principal Letter

[INSERT Date]

Dear (Principal/other contact) [INSERT Name]

As a member of the [insert your organization] I would like to share this unique opportunity for one of our programs: The 2025 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.

The 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 Wednesday, March 7 at 5 p.m. 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>>