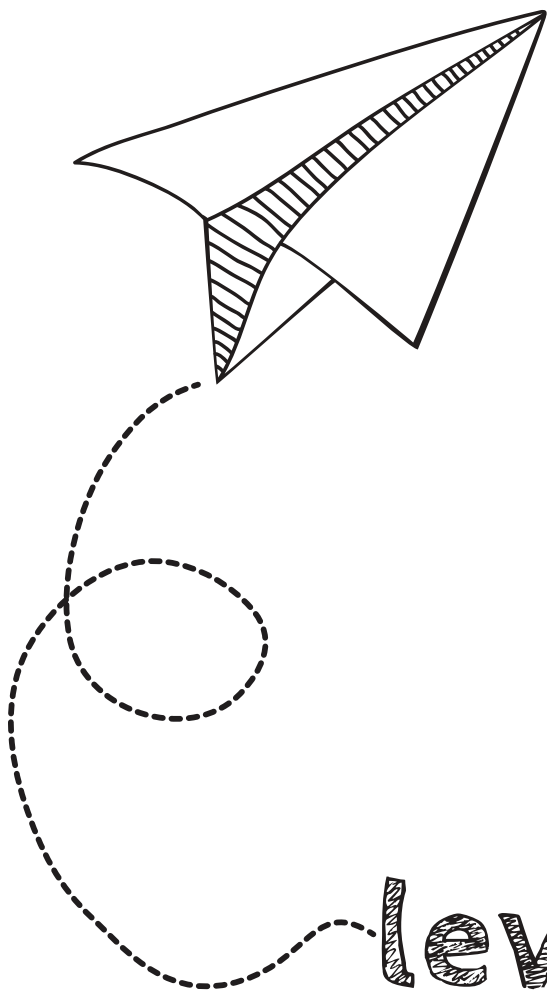


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levelUP2

Youth Leadership Conference
July 26 and 27, 2018

Pasadena Public Library

collaboratepasadena.org/levelup

Conference Program

Thursday, July 26

9:30 a.m.	Check-in and Parent Coffee	
10 a.m.	Opening Session <i>Keynote: Angela Aguirre, poet and teaching artist</i>	
11 a.m.	First Sessions <i>Amplify Your Voice</i> <i>Bite of Reality</i> <i>Success Simplified</i>	
12 noon	Lunch and Resource Fair	
1 p.m.	Second Session <i>Amplify Your Voice</i> <i>Bite of Reality</i> <i>Success Simplified</i>	
2 p.m.	Third Session <i>Amplify Your Voice</i> <i>Bite of Reality</i> <i>Success Simplified</i>	
3 p.m.	Snack	
3:15 p.m.	Closing Session <i>Keynote: Christian Daly, field deputy,</i> <i>Office of Supervisor Kathryn Barger</i>	
4 pm.	Dismissal	



Friday, July 27

- 9:30 a.m. Check-in and Snacks
- 10 a.m. Opening Session
- 10:30 a.m. First Workshops
A Cause for Sell-abration
Telling Your Story in Under 30 Seconds
Personal Branding
The Illustrated Budget
- 12:30 p.m. Lunch and College & Career Fair
- 1:30 p.m. Second Workshops and Parents' College & Career Fair
A Cause for Sell-abration
Telling Your Story in Under 30 Seconds
Personal Branding
The Illustrated Budget
- 3:30 p.m. Snack
- 3:45 p.m. Closing Session
Keynote: Gabriella Villegas, student advocate
- 4 p.m. Dismissal

#levelup @levelup



Session Descriptions

Amplify Your Voice

Lead: Claudia Hathcock, Day One

www.godayone.org

Learn how to use your voice and become a community advocate! Work with your peers to create real change in your community and learn how to develop media messaging campaigns.

Bite of Reality

Lead: Andy Tien, Pasadena Service Federal Credit Union

www.mypsfcu.org

In "Bite of Reality," you'll receive an "about me" sheet that contains an occupation and salary, student loan debt owed, credit card debt owed, and cost of medical insurance. Some participants will have a spouse, some will be single, and some will be single parents. Your goal is to build a monthly budget based on your income. You can visit in-game merchants to purchase housing, transportation, food, day care, and other needs. There's a mall for wants and, of course, a credit union for financial services. Watch out for The Fickle Finger of Fate! Can you stay within your family budget?

Success Simplified

Lead: JB Barakat, Foothill Workforce Development Board

www.fwibworks.org

Marketing and branding your talents and skills is not an easy task. Competition is all around you and on every platform you reach. The only way to stand out is to be "One Notch Above Everyone Else." Ask yourself: What makes big stars and major brands what they are? If you answer marketing you are correct. If you answer branding you are correct too. Creating your own brand and having the ability to market your brand is your definite path to success.

Personal Branding

Lead: Steve Solis, Professional Photographer and Blair HS Teacher

solis.steve@pusd.us

Explore your digital footprint and create content that helps you build a positive social media "brand" for yourself.

Telling Your Story in Under 30 Seconds

Lead: Aaron Wheeler, Pasadena Media

www.pasadenamedia.org

Find your way through visual storytelling and collective creativity to create public service announcements or social media marketing/branding content. Work together to brainstorm ideas, storyboard your shots, and shoot your PSAs.

A Cause for Sell-ibration

Leads: Sherine Adeli and David Steiman, Pasadena City College

www.pasadena.edu

Do you want to tell the world about something you care about? Maybe it's a cause or an idea – or maybe it's even yourself? Find out what makes a good story and work in teams to practice tools and tricks to tell that story through video.

The Illustrated Budget

Lead: Jane Gov, Pasadena Public Library

www.pasadenapubliclibrary.net

Create a visual representation of a family budget by designing a visually engaging infographic. Infographics help make complex information eye-catching and more easily digestible while enhancing a viewer's ability to see patterns and trends.

Youth Leadership Network Agencies

City of Pasadena

ww5.cityofpasadena.net

College and Career Academies

www.pusd.us/domain/97

Collaborate PASadena

www.collaboratepasadena.org

Adelante Youth Alliance

www.adelanteya.org

College Access Plan

collegeaccessplan.org

Tournament of Roses

www.tournamentofroses.com

About Our Speakers

Angela Aguirre

www.angelanicoleaguirre.com

Angela Aguirre is a Chicana Feminist poet who enjoys utilizing her creativity in meaningful ways. Her book of poems and writing prompts, *Confessions of a Firework*, was published in 2016 by the World Stage Press. Her poetry has been featured in The Huffington Post, Latina Magazine, and All Def Digital. As a teaching artist, she has taught poetry workshops at dozens of high schools, universities, and organizations such as InsideOut Writers, Homeboy Industries, and The Harold Robinson Foundation. Angela considers herself an activist and youth advocate and never misses an opportunity to give back to the community. A Pasadena native, she has spoken at a number of large events, such as the Adelante Mujer Latina Conference and the YWCA Women for Racial Justice Breakfast. Angela is the co-founder of the Latina Feminist poetry collective Chingona Fire, which has started a movement in the community by fostering female empowerment, sisterhood, and solidarity among all women. She graduated from California State University, Los Angeles, with a bachelor's in communication studies with an emphasis in rhetoric and social change.



Christian Daly

cdaly@bos.lacounty.gov • (213) 716-7202

Christian Daly is a California native, born and raised in the San Gabriel Valley. He attended and graduated from Pasadena City College, receiving his associate's of arts and associate's of science in journalism. Christian continued his education at the University of Southern California, graduating with honors with his bachelor's of arts in English-creative writing. Upon graduating from USC, he lived a short time in Paris, where he studied and wrote poetry. After returning to the United States, Daly gave back to his community through the College Youth Network, a program helping young people attend college. After a stint in Hollywood, acting on various shows and movies, Daly transitioned to pursue a career in the public



sector. He worked as a field representative for the 62nd California State Assembly District while pursuing his graduate degree at Pepperdine University. He graduated with honors with his master's of public policy, specializing in state and local policy and international relations. Daly currently works for Los Angeles County Supervisor Kathryn Barger as her field deputy, representing her in nine cities in the San Gabriel Valley. He has a passion for helping people and strives to be a bridge that changes people's lives.

Gabriella Villegas

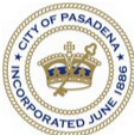
Gabbie Villegas is a former Day One youth advocate and a PHS alumna. She recently completed her freshman year at UC Berkeley, where she plans to study genetics, plant biology, and public health. She is passionate about her community and is always working to improve it by advocating for public policy initiatives and mentoring her peers. She recently wrapped up her third summer volunteering for the SKILLZ Summer School program. Gabbie hopes to become a nurse practitioner and open her own practice to serve disadvantaged communities.



Acknowledgements & Conference Partners

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- Our host, Pasadena Public Library
Adelante Youth Alliance
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California Institute of Technology
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Chick-Fil-A
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Christian Daly
Claremont McKenna College
College Access Plan
Day One
Dilbeck Real Estate
Foothill Workforce Development Board
Gabriella Villegas
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Lake Avenue Church
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Office of Senator Portantino
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Pasadena Chamber of Commerce & Civic Association
Pasadena City College
Pasadena Educational Foundation
- Pasadena Human Services and Recreation Dept.
Pasadena Humane Society & SPCA
Pasadena Media
Pasadena Playhouse
Pasadena Public Health Dept.
Pasadena Service Federal Credit Union
Pasadena Unified School District
Pasadena Water and Power
PCC TRIO Talent Search
Planned Parenthood Pasadena and San Gabriel Valley
Rose Bowl Aquatics Center
Steve Solis
Sylvia Juarez Consulting
Tournament of Roses
UC Irvine
UC Irvine
UC Merced
University of California
University of Minnesota
University of San Francisco
Wells Fargo



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