



FRESH TRACKS

Sharing Cultures, Igniting Futures

LEAD PARTNERS



RECRUITING AND PROGRAM PARTNERS



Center for American Progress



LEAD SPONSORS



"We commend this coalition of public and private sector partners that have answered President Obama's call to make sure all young people, especially those traditionally underserved or underrepresented, have clear pathways to opportunity and success."

- Broderick Johnson, Assistant to President Obama, Cabinet Secretary and Chairman of the Board of the My Brother's Keeper Alliance.

Sharing Cultures, Igniting Futures

Fresh Tracks is a new solution for emerging leaders (ages 17-25) who are determined not to let opportunity gaps stop them from creating positive social change in the world. Our three-to-five day training expeditions bring together participants from urban and indigenous communities for cross-cultural leadership experiences that tap into the power of the outdoors to unite and ignite, transforming personal dreams into civic action. And the expeditions are just the beginning. Fresh Tracks is committed to continued engagement built around mentoring, networking, and workforce training. Our vision is a 21st century movement of leaders, advocates, and educators who will shape the future through collective impact and smart, compassionate policy.



Who We Are

Fresh Tracks is a partnership between Generation Indigenous through the Center for Native American Youth at the Aspen Institute, the My Brother's Keeper Alliance (now a program of the Obama Foundation), the Children & Nature Network's Natural Leaders, IslandWood, the Center for American Progress, and the USC Marshall School of Business, with generous support from REI, the Campion Foundation, and action-sports retailer Zumiez.

"My Fresh Tracks experience gave me a better understanding of myself and the way I value relationships. Meeting people I wasn't sure to gain a bond with and developing a sense of importance through the training I feel has prepared me to set a higher standard to the way I mentally assess and approach future endeavors."

- Cameron Williamson-Martin, Los Angeles

Answering a President's Call to Action

Fresh Tracks was inspired in 2015 by a call from President Obama for bold new programs that use the outdoors to broaden horizons for young Americans facing persistent opportunity gaps. It began with a successful pilot that took two cohorts of young adults from Los Angeles and Alaska on a shared journey from southern California to the Arctic Circle. Fresh Tracks is now poised to build upon three Obama legacies: My Brother's Keeper, Generation Indigenous, and the desire to introduce more young Americans to the transformational power of the outdoors.

Where Will Fresh Tracks Lead Next?

We push our participants to reimagine what is possible for themselves and their communities. We know we must also grow to succeed. Over the next year, our goal is to train 100 young leaders through four training expeditions set in different regions across the country. Each expedition will include outdoor exploration, cultural sharing, and leadership training; and Fresh Tracks mentors will provide participants with ongoing opportunities for leadership growth. Evaluation before, during, and after expeditions will allow us to measure the impact of our programs and inform how we build a nationwide leadership platform that empowers diverse young adults to address the most pressing social and environmental challenges facing their communities.





FRESH TRACKS

Sharing Cultures, Igniting Futures

Program Pillars

The foundation of our programming is built through our partnerships and defined by the following four pillars.

- **Cultural Understanding:** Fresh Tracks is partnering with the Center for Native American Youth as the managers of the Generation Indigenous National Native Youth Network and the My Brother's Keeper Alliance to engage emerging leaders from urban and indigenous communities all across the country. Each Fresh Tracks training expedition brings together youth from at least two cultural communities, enabling participants to understand the viewpoints of other cultures and to work collaboratively to address social and environmental challenges that are impacting all of us.
- **Leadership Development:** The Children & Nature Network's Natural Leaders are the lead trainers for Fresh Tracks. The Natural Leaders Network has been using a proven curriculum for more than a decade to cultivate diverse young leaders through peer-to-peer mentoring in 178 communities across 47 states and four countries. Fresh Tracks training expeditions focus on skill development in civic engagement, advocacy, and policy, and other competencies that empower participants to become active change-agents in their home communities.
- **Community Stewardship:** Fresh Tracks prepares participants to take meaningful and relevant action to address social and environmental issues in their communities. IslandWood will provide input to help guide how community and environmental stewardship are integrated into Fresh Tracks training expeditions. IslandWood will also offer pathways to educational opportunities, including the Urban Environmental Education graduate program offered by IslandWood in partnership with Antioch University Seattle.
- **Alumni Action Plan:** For Fresh Tracks participants, training expeditions are launching points for community action supported through ongoing mentorship, training opportunities, peer networking, and micro-grants. The MBK Alliance, Center for Native American Youth, and the Center for American Progress are committed to providing opportunities for Fresh Tracks alumni to learn and take action on issues like gun violence prevention, public lands protection, and other challenges that require cross-cultural collaboration.



Evaluation

An evaluation led by Dr. Sharoni Little of the USC Marshall School of Business confirmed that a shared experience like Fresh Tracks, combining cultural connection, outdoor immersion, and leadership development, can promote knowledge and skills in civic engagement, cultural competency, and interpersonal leadership. Dr. Little and USC will continue to lead the program evaluation of Fresh Tracks, with a focus on measuring participants' skills and attitudes before, during, and after training expeditions in order to produce reliable data about the program's impact.

Empowering More Leaders

We are grateful to the partners and sponsors who have supported Fresh Tracks. Together, we have made a significant impact on real people and real communities, from Compton to Alaska, and from Texas to Boston. But this is just the beginning. With your help, we can empower more diverse young leaders in all regions of the United States to work together on solutions to our greatest challenges.

