



May 15, 2017

4-H

Leadership Team Update



IOWA STATE UNIVERSITY
Extension and Outreach



STRATEGIC PLAN

4-H Youth Development A 2025 Vision



United States Department of Agriculture
National Institute of Food and Agriculture



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MY VISION FOR IOWA 4-H

We as an organization will build on what we already do so well:

“empowers youth to reach their full potential through youth and adult partnerships and research-based experiences”

We will add value to all our programs by building the capacity of our youth, volunteers, community and staff to work in the context of **DIVERSITY** and build programs that are welcoming and inclusive of **ALL YOUTH** regardless of economic status, gender, race, culture, language, disability, national origin, sexual orientation or socio-economic status.

Overtime, 4-H will become the “**experts**” in facilitating the difficult community and institutional conversations from a systemic and research informed perspective **SO THAT** we as a state can empower **ALL OUR YOUTH** to reach their full potential.



Why:

- **4-H will become obsolete without it**
- **It is a critical investment in our future as a state**
- **It is research based**
- **No one else has the capacity or the scale to make a difference in this area**
- **It is the law**
- **It is the right thing to do**



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Focus of 4-H Organization in 2015-17

1. Maintain Our Roots

- *Move forward the mission of our Land-Grant University (Alignment)*
- *Contribute to the field of Positive Youth Development (Product Development)*
- *Provide research-based leadership and education products and programs (Product Development)*

2. Address Iowa's Changing Demographics

- *Stop and reverse the loss (since 2004 Iowa 4-H had reported a loss of over 32,000 youth from its programs)*
- *Increasing the diversity of our 4-H workforce, volunteers, partners and participants*
- *Strengthen professional development for 4-H Staff in areas of inclusion, anti-bias, access and cultural competence*

3. Adapt to our New Realities

- *Become “the experts” on ALL Iowa youth*
- *Developing new research based and culturally responsive programming for Iowa youth*
- *Improve connection and collaboration between ISU Departments and local communities (Responsiveness)*



Stages to the Alignment Process

Stage 1: Creation of a 4-H Management Team (Begin culture change towards accountability)

Stage 2: Deployment of the (Field) State Youth Program Specialist based on actual demographics and needs of the Youth in our state.

Stage 3: Is looking at our County Youth Coordinators. Goals were are: Alignment, Professionalization and Retention.

Stage 4: Quality and use of research-based educational products. This includes increased partnering with ISU Colleges and Departments to develop new and innovative research based programs.

Stage 5: Strengthen the following systems:

- **Volunteer Development and Risk Management**
- **Professional Development and Professional Ladder**
- **Increase effectiveness of internal and external communication**



4-H Units & Work Domains

Field Unit

1. Support product deployment and program accountability across the State:
 - ✓ Provide training and technical support to County staff (e.g.: risk management, program delivery, volunteer development)
 - ✓ Maintain quality and consistency of products across the state
 - ✓ Help to find best practices from counties
 - ✓ Help county identify products
2. Serve as ISU Ambassadors in the field
3. Support volunteer, resource and partnership development
4. Deploy state programs (e.g. Clover Kids)

**People
&
Counties**

Educational Opportunities Unit

1. Vet or develop products:
 - ✓ Curriculum
 - ✓ Program Development
 - ✓ Materials
 - ✓ Trainings
 - ✓ Software Applications
 - ✓ State Events
 - ✓ Etc.
2. Provide Technical Support
 - ✓ 4-H Online
 - ✓ Program
 - ✓ Etc.

**Product
Vetting
and/or
Development**

Stakeholder and Partnership Development Unit

1. Lead Resource and Partnership development
 - ✓ Volunteers
 - ✓ Resources (e.g.: Grant and contracts)
 - ✓ Partners
 - ✓ Help to find best practices from counties
2. Risk Management
3. Marketing and Outreach

**Resource
Development**

**Research,
Evaluation &
Accountability**

Organizational Learning & Accountability Unit

1. Accountability:
 - ✓ Data & Enrollment
 - ✓ Evaluation
 - ✓ Equity and Disproportionality
 - ✓ Research
 - ✓ Civil Rights Compliance
2. Reporting
 - ✓ University, State and Federal Report Completion
 - ✓ Grant reporting
3. Budget and Accounting



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4-H Data for Decision Makers

Our goal is culture change: *How do we connect our budget and programmatic decision to what we learn from our data and evaluation.*

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Indicators Portal

Home

Indicators ▾

Data Tools

Programs

Partners

4-H Data for Decision Makers

To generate a 4-H Data for Decision Makers report select a county from the drop-down menu and click Download.

4H Data for Decision Makers Report:

Download

Download ALL (This option will take several minutes to complete)

Data for Decision Makers



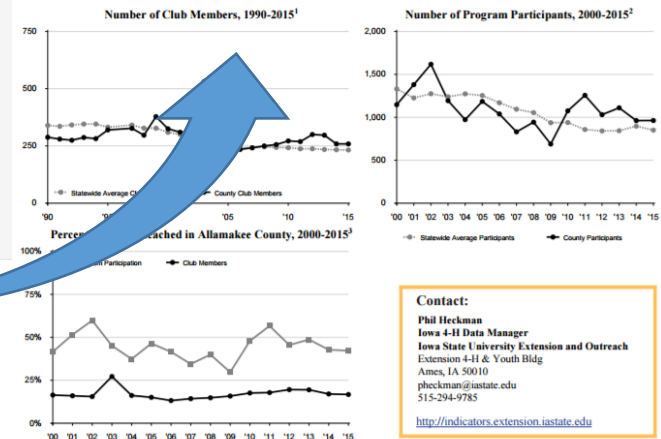
Allamakee County



report created: 03/15/2017

Membership and Participation Trends

During the 2015-2016 school year in Allamakee County, there were 2,280 K-12th grade youth and 1,548 4th-12th graders. Allamakee County's 4-H program had 259 club members¹ and 963 total participants² during the same school year. The following graphs represent the reach of 4-H in Allamakee County compared with the statewide average club membership and total participation, as well as the percent of youth reached³ by 4-H participation type.



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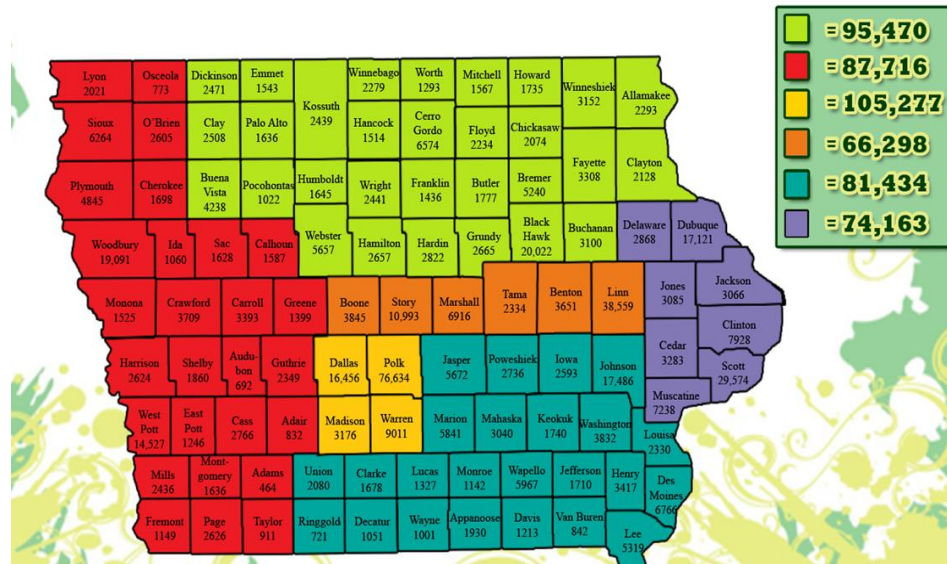


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Field Re-Alignment

Team Goals:

- Support product deployment and program accountability across the State
- Serve as ISU Ambassadors in the field (Mentors/supervisors for CYC's)
- Support volunteer, resource and partnership development
- Deploy research-based state programs (e.g. Clover Kids)



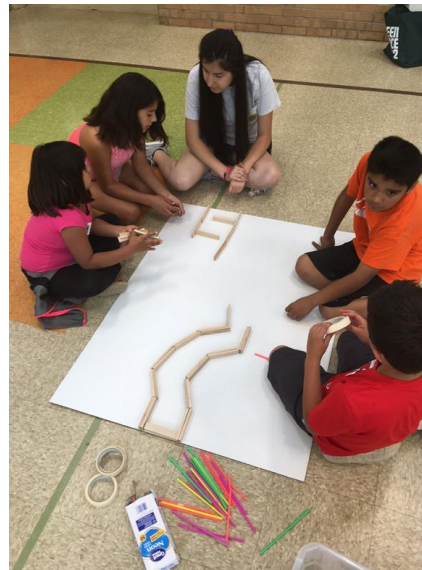


61 New Clover Kids K-3 Programs for Counties in 2016-2017:

- 25 Kids in the Kitchen
- 6 Engineering is Elementary –
 - The Best of Bugs
 - Catching the Wind
 - A Sticky Situation
 - To Get to the Other Side
 - A Work in Process
- 6 Computer Coding Kits (Includes the Bee-Bots and Dash & Dot Robots)



24% growth in Clover Kids (one year)



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Culturally-Based Youth Leadership Accelerators

4-H Maize Retreat April 21-23

160 youth from 15 different counties will participate in this week's event. Each cohort will bring a CYC and a prospective 4-H Leader to strengthen follow-up once they are back home.



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Examples of CYLA Local Activities

*Over 15 New Clubs have roots in the CYLAs.



State Science & Technology Fair of Iowa (SSTFI)

- Held March 30-31, 2017
- Brings more than 700 7-12th grade students to ISU Campus
- In process of fully transitioning SSTFI to Iowa 4-H Program
- Event provides a premiere research and showcase opportunity to youth in STEM
- Strengthens partnerships with many STEM educational and corporate partners
- Provides \$40,000 in scholarships to participants



Iowa 4-H Partnership With Kosovo

August 2017

- Eight 16-18 year-old youth from Johnston and Fort Dodge will be traveling to TOKA International camp in Kosovo.
- 4-H State Leader will accompany group to explore a formal relationship between the Kosovo Youth Ministry and Iowa 4-H Youth Development Program
- New 4-H Global Citizenship Clubs/Learning Communities have been established in Fort Dodge and Johnston in partnership with the local high schools

Summer 2018 (Tentative Next Steps)

- A delegation of Kosovo youth will be hosted at the Iowa 4-H Camp as part of the 4-H Summer Camping Program
- New Global Citizenship clubs will work with the Iowa Sister States Program to promote the development of additional Global Citizenship clubs across the state



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Communication and Partnerships

Highlights:

- New Iowa 4-H brand look
- New volunteer training model and recruitment efforts
- First edition of Iowa 4-H Newsletter
- First Annual Report (multimedia)
- Continue translation of documents to other languages
- Shortened registration for 4-H Membership
- New Club/Learning Communities maps on each county page
- New Volunteer recruitment campaign

Up Next:

- New webpage launch (May/June 17)
- Jr. Reporter Program (Not yet formally named)
- Customer satisfaction survey to Counties (May or June)

The screenshot shows the Iowa State University Extension and Outreach website for Polk County. The top navigation bar includes links for Home, About Us, 4-H & Youth, Agriculture & Environment, Business & Community, Families & Healthy Living, and Events. A search bar is located in the top right corner. Below the navigation bar, there is a 'Join 4-H' section with two buttons: 'What is 4-H?' and 'What is Clover Kids?'. To the right of this section is a 'Polk County Events' sidebar with a list of events including County Council, Spring Vacation, 4-H Baby-sitting Service, and 4-H Youth Events. Below the 'Join 4-H' section, there is a 'Pick a club' section with a map of Polk County showing various club locations. To the right of the map is a 'Polk County Clubs' sidebar with a list of clubs and a 'Publications & Materials' section. The bottom of the page features a '4-H' logo and a 'BACK' button.

The screenshot shows the Iowa State University Extension and Outreach News: 4-H & Youth section. It features a list of news items with dates and photos. The first item is '4-H Maize Reveal Strengthens Youth Leadership' dated March 29, 2017, 12:27 PM. The second item is 'Young Scientists to Show Research at State Science & Technology Fair of Iowa' dated March 29, 2017, 02:02 PM. The third item is 'Seven hundred students are expected to exhibit their projects at the State Science & Technology Fair of Iowa, March 30-31 at Hilton...'.



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Proposal For Sponsorship Approach at Major Events

Goal: Leverage the profile of major state events SO THAT 4-H Foundation can raise dollars to support the 4-H Program as a whole.

Year 1 (4-H Program funds Event at 100%)



4-H Program Major Event (e.g. State Conference, State Science Fair, Wardrobe Showcase, CYLA, etc.)

Year 2, 4-H Program funds balance not raised by foundation dollars saved go to smaller less visible programs.



Year 3 Repeat and Enhance



4-H Foundation raises dollars from Sponsors to Support Event. Sponsors are listed on program and displayed at event. Also 4-H Foundation can have small donor VIP events linked to the main event.

Such as Crop Science



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Thank you



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