

## **EXTENSION 4-H YOUTH DEVELOPMENT**

### **Mission**

Oklahoma 4-H provides educational programs, which create environments for diverse audiences of youth and adults enabling them to reach their full potential.

### **Vision**

Oklahoma 4-H will be a national leader in developing youths' abilities to become productive citizens and catalysts for positive change, equipped to meet the needs of a diverse and changing society.

Extension 4-H Youth Development will also:

- Enable youth to be constructive members of society;
- Empower youth and adults to be caring partners;
- Promote learning as a lifelong commitment;
- Encourage social conscience; and
- Do our best and make it better

### **Core Values**

**Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.

**Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all too freely pursue knowledge.

**Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical and professional.

**Service** – We believe that serving others is a noble and worthy endeavor.

**Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## Goals, Critical Success Factors, Objectives, and Strategies

### **Goal 1. Human Resources - Recruit, retain and develop an outstanding support base of Oklahoma 4-H volunteers and staff.**

#### **Critical Success Factors:**

- A 4-H Youth development Specialists with expertise in youth health education will be on the 4-H staff
- 15 % increase in certified 4-H volunteers in 50% of the counties.
- Provide a minimum of 4 continuing education opportunities/trainings for 4-H parents and volunteers.
- Retain 50% of volunteers with 1-3 years of service.
- Increase diversity of 4-H volunteers by 15%.
- Train 75% of county staff with 4-H responsibility in Volunteer Management, Club Management and Volunteer development/continuing education.
- Increase the number of Chartered 4-H Clubs by 20%.

#### **Objectives:**

**Objective 1.1:** Train all county staff in the implementation and utilization of Oklahoma 4-H volunteer development and administration of Oklahoma 4-H club management in the county.

#### **Strategies:**

- Certify teen or adult volunteer working with youth in 4-H.
- Continue to acquaint and educate volunteers and staff to exemplify the 4-H Volunteer Core Competencies and Behavioral Indicators.
- Develop an on-line location for county staff to obtain or reference timely materials related to: 4-H Volunteer Certification, 4-H Club Management, Volunteer Continuing Education, Teen Leadership, Liability and Risk Management, and Century III – Leadership Model for 2000 and beyond.
- Train new Oklahoma Cooperative Extension Service (Cooperative Extension) staff in the areas of Volunteer Development, Volunteer Management and Volunteer Administration duties.
- Provide information and support of 4-H club charter and management.
- Provide support for joint programming between OSU Cooperative Extension Service and Langston Cooperative Extension Service 4-H Youth Development Programs.

**Objective 1.2:** Provide a consistent volunteer development core curriculum for all 77 counties that can be blended with subject matter training at the local, county, district and state levels.

Strategies:

- Provide continuing education for staff in the implementation and use of 4-H Volunteer Core Curriculum (Units 1-3).
- Develop on-line self-study materials for staff and volunteers.
- Seek volunteer comprehension and application of core curriculum through formal evaluation.
- Advocate for, recruit, and hire a 4-H Youth Development Specialist

**Goal 2. Student/Youth Development - Through leadership development create an outreach culture in which youth experience personal growth are partners in decision-making and governance.**

**Critical Success Factors:**

- Increase youth utilization and participation on state 4-H committees and boards by 10%.
- 50% of Discovery Unlimited participants will remain enrolled in 4-H into their teen years.
- Receive request of other youth serving organizations for volunteer and youth development training in the effective use of “Youth-Adult Partnerships.”
- Partnerships with community organizations will result in the implementation of 4-H After school programs in 15 counties.
- Increase the number of Chartered 4-H clubs by 20%.

**Objectives:**

**Objective 2.1:** Encourage community leaders in the field of education, to broaden the role of local education programs, schools, and community activities to include youth development work which targets the life skills of service-learning, work-force experience or marketable skills, healthy lifestyle choices, concern for others, as well as other skills from the Targeting Life Skills Model.

**Strategies:**

- Seek Learn and Serve Grants through Oklahoma State Department of Education to offer 75 volunteers and 200 youth 40 hours of community service opportunities.
- Expand participation of diverse audiences through new collaborations with Langston staff and minority audiences.
- Implement 4-H Afterschool Programming by training 15 site coordinators.
- Expand the use of mentoring, service-learning and work-based programming in youth development programming.
- Utilize a variety of teaching and learning strategies in a safe and inviting environment for youth and adult audiences.
- Collaborate with existing youth organizations and government programs as an educational resource for teen and adult volunteers serving youth audiences.
- Provide a system wide Core Curriculum for training 4-H Teen Leaders at the county level.
- Increase county participation in Kicks4Kids by 15%.
- Over a period of 4 years track retention of pre-teens who participate in 4-H Discovery Unlimited.
- Market availability of volunteer and staff development materials and resources for other youth serving organizations.

- Create a new position 1 Full Time Equivalent (FTE) for a 4-H Youth Development Specialist to implement the 4-H Afterschool program and to serve as a liaison between the 4-H Youth Development program and other youth serving organizations.
- Encourage administrative support from OSU and Langston for joint 4-H programming.

**Objective 2.2:** Foster and promote intergenerational mentoring and sharing of experiences.

Strategies:

- Educate and provide support for staff as they implement and maintain the 4-H *Century III – A Leadership Model for 2000 and Beyond* components necessary to achieve “Youth-Adult” Partnerships in a county program structure.
- Strengthen the implementation and use of On TRAC programming in local 4-H clubs across the state.

**Goal 3. Leverage Resources - Enhance the visibility of 4-H and Increase financial and staff support for the Oklahoma 4-H program.**

**Critical Success Factors:**

- Increase enrollment of 4-H members between the ages of 9-14 years old by 15%.
- Retain 90% of current donors.
- Increase private funding to the 4-H Foundation by 20%.
- Increase Oklahoma Alumni Association membership by 20%

**Objectives:**

**Objective 3.1:** Create a comprehensive marketing plan designed to utilize promotional materials and media coverage to market 4-H to Oklahoma youth and families.

Strategies:

- Select and market a 4-H image or “Brand” which can be communicated to the general public, private and public education, elected officials, youth serving organizations, and civic groups.
- Include the 4-H brand in all promotional pieces, educational materials, web site pages, email messages and phone greetings. Increase branding opportunities by standardizing usage of the 4-H logo, color scheme, pledge and Cooperative Extension link to 4-H.
- Schedule the promotional display to be set up at key meetings, events and activities and develop a series of uniform (consistently designed), inexpensive giveaway brochures to be used in conjunction with the display.
- District staff will assist county staff in making marketing an integral part of their program planning by implementing this component into the plan of work and evaluation processes.
- Offer training in the area of marketing and visibility as part of an in-service session.
- Print an annual 4-H Magazine.
- Increase 4-H Foundation donor base by 10% as a result of promotional publications and personal visits to prospective donors and 4-H Alumni.

**Objective 3.2:** Determine state 4-H program funding priorities and communicate those clearly in order to gain and/or increase the broad based support from 4-H stakeholders, plus additional corporate and foundation donors.

Strategies:

- Maintain contact and working relationships with 4-H alumni and supporters in the media to secure coverage of 4-H programs and events.
- Communicate the need for 4-H success stories to be provided by state, district and county staff.
- Generate a minimum of 5/ 4-H success stories.

**Goal 4. Quality of Life/Economic Development - Increase the knowledge, understanding, and perceptions held by youth and adults regarding the food and fiber system.**

**Critical Success Factors:**

- Expand the user base by increasing the number of home-school users by 35%.
- Document and increase grant applications in Agriculture in the Classroom (AITC) projects by 5%.
- Continue and sustain growth of 5% in the number of entries in poster and essay contests, Teacher of the Year nominees, and applications for Ag tour or AITC Teacher Institutes.

**Objectives:**

**Objective 4.1:** Provide agriculturally based core subject matter for educators to use with Kindergarten -8 grade students using a variety of delivery methods including but not limited to: printed materials, web-based downloadable materials, and educator workshops.

Strategies:

- Work with internal and external partners to sustain the program, seeking to increase funding comparable to other college percentage increases.
- Promote the program to new audiences through new delivery modes (home-school, after-school).
- Continue lesson plan development.
- Develop and implement a survey to assess the current status of the AITC program (Benchmark Data).
- Promote AITC lessons and programming to various Home School associations and other home school groups.
- Develop AITC website to accommodate on-line surveys and applications.
- Fund a 0.5% FTE Graduate Assistant to conduct AITC benchmark survey and develop new program evaluation methods.
- Collect benchmark and on-going data indicating at least 50% satisfaction regarding student and teacher satisfaction of the AITC program.
- Develop and market 20 new instructional lessons per year. New lessons will be reviewed by teachers and specialist for effectiveness.

**Objective 4.2:** Develop partnerships with other agencies and collaborate to share resources with Extension audiences.

Strategies:

- Strengthen partnership between Oklahoma Department of Agriculture, Food and Forestry (ODAFF) teacher trainers and county staff.
- Expand monthly electronic-letter teacher mailing to bimonthly electronic-letter.
- Increase electronic-letter distribution by 50%.

- Find email software to make electronic-letter more attractive.
- Continue maintenance of teacher email list.
- Provide online support for ODAFF teacher trainers (providing materials online for teachers who attend training sessions as needs arise.)
- Conduct quarterly curriculum review sessions by focus groups of teachers (paid for by ODAFF).
- Encourage review for agricultural accuracy by Extension specialists.
- Secure updated computer software for website and promotional email development.



**Goal 5. Student Development - Increase the knowledge and understanding of science and technology particularly as it relates to plant and animal systems and the environment.**

**Critical Success Factors:**

- Environmental education content will be included in day or overnight camps conducted and reported through impact programming in 13 counties per year.
- Community service day events addressing environmental issues will be conducted and reported through impact programming in 13 counties per year.
- Increase by 10% the reported number of 4-H members completing environmental related 4-H project work.
- Increased enrollment by 10% in Science and Technology project areas.
- A 10% increase in environmental, recycling, or natural resources projects each year based on state 4-H record book submissions.
- Annually increase Extension sponsored Blue Thumb Water Quality Monitoring group by 1.
- Expand the volunteers in Shooting Sports and other natural resource specific projects.
- A 4-H Environmental Education Specialist will be on the 4-H staff.
- A .50 FTE Science and Technology Specialist will be added to the 4-H staff

**Objectives:**

**Objective 5.1:** Promote and evaluate new inquiry-based natural science programs for youth as a means of understanding the scientific method, investigating science-based careers and nurturing curiosity about natural systems.

Strategies:

- Develop new learning experiences for youth.
- Provide in-service opportunities for staff and leaders on Science and Technology projects.
- Identify potential resource persons in other colleges that might advance the area of Agricultural Science and Technology for 4-H youth.
- Seek to expand the resources available to expand current curriculum in the area of Science and Technology.
- Annually train 15 new volunteers in recycling and related subject matter areas.
- Annually train 60 new volunteers in Shooting Sports projects.
- Collect participation data from the 400 current shooting sports volunteer.
- Annually train 50 youth to teach in-depth Science and Technology programs.
- Train 50 educators and volunteers in Science and Technology curricula.
- Advocate for hiring an environmental education specialist and a .50 FTE 4-H Youth Development, Science and Technology specialist.

**Objective 5.2:** Expand knowledge of and appreciation for Wildlife Habitat, Water Quality, Aquatic Biology, and Watersheds.

Strategies:

- Promote and evaluate new inquiry-based natural science programs for youth as a means of understanding the scientific method, investigating science-based careers and nurturing curiosity about natural systems.
- Increase experience in recreational and other uses of water.
- Develop an understanding and appreciation of factors that affect aquatic and terrestrial habitats.
- Develop an understanding and appreciation of factors that affect water quality.
- Annually train 30 county extension educators in environmental education programs designed to be included in day or overnight camps.
- Addition of 1.0 FTE Assistant Extension Specialist, 4-H Youth Development, Environmental Education, Camping, Leisure Studies, Sports Fishing and Shooting Sports.

**Objective 5.3:** Develop an environmental service ethic and appreciation of the environment, through planning, executing, and reporting on environmental service projects.

Strategies:

- Promote community service projects to address environmental problems like planting stream bank vegetation.
- Provide opportunities for Environmental Leadership for Teens.