

Southern Region 4-H Program Leaders Committee Meeting Minutes

August 25, 2009

Participants: Lamar Nichols, Alabama; Chris Boleman, Texas; Wanda Burke, Louisiana; Jason Couch, Kentucky; Charles Cox, Oklahoma; Manola Erby, Mississippi; Stephanie Felks, North Carolina; Janet Fox, Louisiana; Woody Hughes, Jr., Georgia; Steven Lance, South Carolina; Greg Linkey, South Carolina; Gregg Feguson McAllister, West Virginia; Marilyn Norman, Florida; Boyd Owens, South Carolina; Arch Smith, Georgia; Claudette Smith, North Carolina; Ann Sorter, Arkansas; Steven Sutton, Tennessee; Marshall Stewart, North Carolina; Mark Tassin, Louisiana; Harry Thayer, Delaware; Martha Welch, Kentucky; and Dorothy Wilson, Oklahoma.
Beverly Sparks, Georgia, Administrative Liaison

Guests: National 4-H Council: Sharon Anderson, Madelyn Clark-Robinson, Larry Devan, Ki Augusto, Andy Ferris, and Barbara Stone
National 4-H Headquarters: Suzanne LeMenestrel

Welcome and Introduction

Mark made a special introduction of Dr. Beverly Sparks. Everyone introduced themselves.

National 4-H Youth Development Program Leader Position

Southern Region Directors were supportive of a letter developed by the 4-H Youth Development Program Leaders requesting a National 4-H Youth Development Program Leader. We might want to bring this before the Directors in order to clarify the progress made on this behalf. This item was added as an information item.

Keynote Response

Mark invited responses related to 4-H Youth Development to the keynote speech.

The following responses to the Keynote entitled "The 2008 Farm Bill: Implications for Southern Region Extension Financial Resources for the Southern Region Extension – The Present and the Future were identified.

4-H Youth Development needs to find places to fit.

Many of the opportunities have a youth component but we need to do more to identify these areas.

The presentation provided more information and provides directions.

The presentation was an excellent reminder that we need to be out looking and getting people on review grant proposal panels.

The key to doing multi-discipline grants is getting the right people to the table. The inclusion of grants has definite implications to how we staff our organization. Do we shift funds from permanent employees to partially or fully grant funded or leave current employees as is and hire new employees? Potential grants provide an opportunity to work in program areas to maximize resources.

We need to work with other departments and research units within our colleges and University.

We need to take time to meet with department heads to forge these partnerships.

What do we need to stay within the context of the mission?

We need to not only have the mentality of survival but also thrive.

One of the biggest barriers of these opportunities is internal; we need to look at our culture and try to help people change and thus create institutional change.

We need to have a sense of urgency with our funding.

To support our field faculty, we need to help them prioritize their programs. We need to enhance our volunteer program. National 4-H Council is working with Energize's Training Program entitled "Everyone Ready." It would be good to think of getting co-horts.

The Farm Bill has already affected/threatened the 4-H Youth Development Committee in the following way:

Not Including 4-H by Name

Not seeking youth audiences within and across all the other program areas.

We need to change our priorities to look avenues to address our audiences in a different ways.

Because the programs are subject matter focus, it has the potential to miss the process of positive youth development.

The 4-H Youth Development Program Leader's response to the above effect(s)/threat(s) is/was/will be:

We Have to Become Advocates.

We Must Build Collaboration.

Our Strength is Our Ability to go through the Process.

Staff Development is Critical to Moving People Along.

It's Important that to Promote Outreach beyond Our Traditional Audiences.

We Need to Understand that Changes are Part of the Adoption Process.

In light of this issue, the 4-H Youth Development Committee intends to propose working with the following groups to further strengthen the 4-H's role in the Extension System by:

Group

- * Provide program support and professional evaluation
- * Hire 4-H Youth Development professionals as a critical position
- * Need programs such as Internships that help us identify, recruit and develop potential

employees who are ready to take the position

Organizational Development and Evaluation

- * Promote youth development
- * Create and support a community of learning based on the diverse backgrounds that staff have

when they come to us

- * Support the evaluation of programs that produce impact data

Information Technology

- * Utilize technology innovations to create, support and enhance the 4-H Youth Development work

In light of this issue, the 4-H Youth Development Leaders intend to propose working with the following Committees to further strengthen the 4-H's role in the Extension System by:

Middle Managers

- * Provide program support and professional evaluation
- * Critical position to hire 4-H Youth Development professionals
- * Need programs such as Internships that help us identify, recruit and develop potential

employees who are ready to take the position

Organizational Development and Evaluation

- * Promote youth development
- * Create and support a community of learning based of the diverse backgrounds that staff have

when they come to us

- * Support the evaluation of programs that produce impact data
Information Technology
- * Utilize technology innovations to create, support and enhance the 4-H Youth Development work

In light of this issue, the 4-H Youth Development Leaders intend to propose working with the following Committees to further strengthen the 4-H Youth Development's role in the Extension System by:

Directors

- * Facilitate 4-H Youth Development to do work with National 4-H Program Leaders.
- * Invest monies into a grant writer position.

Middle Managers

- * Collaborate to support 4-H Youth Development positions.
- * Help position 4-H Youth Development for opportunities within the state.

Clemson University professionals reported on the change within their 4-H Program. The Youth Learning Institute is providing leadership to the 4-H Program. Their administrative structure makes the decisions within the 4-H. VP of Public Service oversees the Youth Learning Institute.

Position Announcement

Stephen Sutton passed out the Tennessee State 4-H Program Leader Position Announcement. The position is a tenure-track position requiring. The title was changed to Assistant Dean and State 4-H Program Leader.

Program Working Group

Marilyn discussed the Program Working Group serves as a group to discuss issues.

National 4-H Council Partner Operations

Barbara Stone provided an overview of National 4-H Council, our private partner. National 4-H Council's four focus areas are: Resource Development, Marketing and 4-H Brand, Fiscal Responsibilities and Programmatic Support through the Mission Mandates. Barbara is in the position to link the field with National 4-H Council bringing good ideas to reach more young people. She serves as a consultant having worked in all four Extension Regions and National 4-H Program Leader Dr. Stone works on creating, building and supporting internal and external partnerships.

Positive Youth Development

Barbara shared an awareness of the TUFTS Study which was a longitudinal study. Findings are that 4-H Youth are 2.5 times more active in their community. We need to remember the Big 3 – Opportunity to Learn Life Skills, Opportunity to Involved in the Community and a Caring Relationship with a Caring Adult. As youth develop, 4-H youth development provides the opportunity for Socialization, Optimization and Compensation which is critical for the maturation of youth.

Mission Mandates

Identification of the Mission Mandates has been huge for the 4-H System. These Mission Mandates help frame our message. The Science, Engineering and Technology (SET) team is quite active. They are excited about National 4-H Youth Science Day which will focus on biofuels. It is a media event that shines a light on the relevance today on National 4-H Youth Science Day. National 4-H Council will be seeking proposals for next year's science experiment each. Each Mission Mandate has a taskforce team that supporting the movement on the team. Healthy Living is almost finished with putting together a

strategic framework. They are seeking state liaisons. Citizenship Mission Mandate is in partnership with the Department of Defense. Gail Long of Prairie View and Dorothy Cargo Freeman of Minnesota are co-leaders of the team.

MOU Between National 4-H Council and National 4-H Headquarters

National 4-H Council and National 4-H Headquarters are working together to update the Memorandum of Understanding between these two entities. The MOU will be based on a National 4-H Strategic Plan that will support the 4-H Movement. Glenn Applebee and Don Floyd are providing leadership to updating the MOU.

National/County Database

An Intern put together a National/County Database to serve as a communications avenue. Barbara asked for the group's input as to how to maximize utilization of the database.

State Reports

Barbara asked for input regarding the State 4-H Reports.

Fair Share

Barbara reported that National 4-H Council will eliminate Fair Share. (The monies used to support Fair Share will be go ACCESS 4-H.)

National Assembly of Human Services

Barbara wanted to gauge the interest in the National Assembly of Human Service bulk purchasing platform. The states would receive a dividend check based on purchase Paper Clover Program.

Fundraising

Virginia, Florida and Georgia were involved in the paper clover program. In this program, customers pay for a paper clover. The funds go directly to the 4-H program. It's a good way to raise unrestricted monies. They are working with Tractor Supply with a similar program. Cici's Pizza, Albertsons, Food Chains, J.C. Penney or Chic-Filet might be potential partners.

National 4-H Council is working with a leading Online Giving organization. It's another way to get unrestricted giving to our local programs.

Curriculum Fund

Barbara provided an update on the curriculum fund. With the transition of the CCS to National 4-H Council, 1.2 million dollars was transferred. Due to the market, they have approximately 900,000 in the account. National 4-H Council has taken on fiscal and liability responsibilities for the account. National 4-H Headquarters determines the subject matter priorities. National 4-H Council is working on an Educational Content Business plan. The curriculum projects supported by former CCS funds include the following: California – Water; Kansas State - Beginning Engineering and University of Minnesota – Citizen Scientist. Butterfly Wings will be available through Curriculum Supply. The states have received approximately \$300,000 to support the development of these curricula. Through a private funder, the curriculum for Robotics will be developed. It was suggested that the National 4-H Council considering putting the curriculum online to both save money as well as to conform to young people's preferences. It might be that each state pays a fee to access the online curriculum.

4-H Brand

Madelyn Clark-Robinson talked about 4-H branding. 4-H has a wholesome image that focused on traditional programs. National 4-H Council is looking to expand the brand to attract a wide array of donors that will help advance the 4-H movement.

Access 4-H

Madelyn Clark-Robinson, Vice President for Strategy and Marketing; Larry Devan, Access 4-H Enrollment Leader from the IT Committee and Ki Augusto, IT Committee from National 4-H Council presented on Access 4-H.

Larry Devan shared that ACCESS 4-H Online Enrollment System has been designed to address the unique needs of the 4-H System and is one of the many features of National 4-H Council's digital strategy. Used alone or in tandem with an existing state enrollment system, ACCESS 4-H is a feature-rich system that saves states and local 4-H offices valuable staff time and budget resources. The data that is received will help all parties in providing critical information for multiple purposes from better defining our demographics. 4-H Access has added features to their enrollment system based on feedback received from states who are participating. Currently, 15 states have signed on to ACCESS 4-H. Ki shared about the features of the 4-H Access program. New and existing members and volunteers can enter and edit their information online. Current members and volunteers can reenroll online. Multiple roles can be assigned to the same participant. The program features 10 customizable fields at the county and state levels for each record form. There are multiple report options including field-specific sorts, mail merging with word documents, bulk e-mails and additional report options. Additional features include accepts imports from other systems, browser-based with no installation or software updates. Four levels of support are offered from free to \$8000 per year.

The State 4-H Program Leaders suggested that they work with eXtension as they move forward with their project.

Gaines Smith, Alabama Cooperative Extension Director, is on the National 4-H Council Board and was introduced as a special guest. He is willing to relay any information from the Southern Region 4-H Program Leaders.

4-H Youth/FCS Discussion

Marshall provided an overview of tomorrow's session with Family Consumer Science looking at trends that relate to education, economic issues and health. The meeting will be at 8:30 a.m. in Salon 2.

Biennial Conference

North Carolina is hosting the Biennial Conference slated for April 27-29, 2009. The opening assembly starts at 2 p.m. on April 27, 2009. They will have facilities that can accommodate families if they would like to come along for the trip. Estimated registration fees will be \$250 before January 15 and \$300 after January 15th. Estimated lodging fees are \$40 per night in the Executive Lodge (double occupancy) and \$20 for Cabins. It was suggested that AFRI might have grants for conferences. It is anticipated that the information will be on the website on October 1.

The meeting was recessed at 5:05 p.m.

August 26, 2009

FCS/4-H Discussion

Marshall Stewart welcomed the combined group of 4-H Youth Development and Family Consumer Science Professionals at 8:30 a.m. Dr. Stewart provided an overview of what FCS and 4-H Youth Development have in common. Each has a rich heritage, incredible outreach and excellent programs that yield impacts. He indicated that we need to seek opportunities for internal and external partnerships. 4-H Youth Development and FCS focus their programs on the following themes: economy, education and health/well-being.

He provided an overview of how things look in the South. Unemployment rates range from 7 to 12. Over 50% of school-aged children in low income homes in the South. High School graduate rates range from 60% to 85%. Between 20% to 30% of the population is overweight and/or obese.

Ellen Murphy and Mark Tassin from Louisiana State University Ag Center shared about their Healthy Living focus on a comprehensive approach entitled Smart Bodies which was from a collaboration among FCS, 4-H and Blue Cross-Blue Shield. Each year, Smart Bodies reaches 30,000-35,000 elementary aged students per year from across the state. Smart Bodies includes Body Walk, Organwise Guys and Take 10 which provides a balance between nutrition, health and physical activity. When doing the Body Walk, they have been pleased that School Food Service, Physical Education Department and Local Nurses. They met their 5 year goals within the first 3 years. Blue Cross-Blue Shield supported a researcher, driver, \$25,000 budget for communications and program coordinator. They will be asking for funding for another 5 years.

Marilyn Norman and Nada Torres from University of Florida reported about their collaboration to support staffing for 4-H Youth Development and Family, Youth and Community. They got almost \$1 million dollars to support salaries. 4-H Youth Development was once a department and then was made into a service-unit with their faculty being placed in the Department.

Texas looked at Organwise (1890 program at Prairie View). They are conducting School Gardens which has continued to growing to expand to other areas.

Marshall Stewart shared North Carolina collaborated with East Carolina Medical School regarding child obesity. To address, East Carolina Medical School got a grant with the target to help address youth development issues and family education through a camping program. They are working toward meeting with Blue Cross Blue Shield to expand their program.

Today's tasks in partnerships and collaboration were to outline one or more initiative that could be implemented. We need to have natural fits. The activity includes:

Select a topic area of interest within economic, education or health

Discuss the trends/issues related to the topic – state or regional

Select a trend/issue

Brainstorm possibilities for joint initiatives

Develop a plan of action

Trend/issue to be addressed, program/initiative title, objectives, resources needed and objectives, resources needed, and timeline.

Ellen Murphy reported on the issue of medical care in the Southern Region. There is Stimulus Money RFP to develop a Regional Health Center. The goals would be for the public to increase their knowledge on health care and the importance of record keeping. For the providers, they would understand the need to update medical records system. The resources needed are medical working with rural communities. They would have to deal with medical records system.

Mark Tassin reported on the Education group. Prep for Life which focused on career prep, family interaction, youth/adult partnership/mentoring, and life skill development. The group felt that the resources were curriculum, library/resource centers, and community centers, and the group will develop a plan by next year. Jason Couch agreed to be the chair of the committee.

Marilyn Norman reported on Economic Development and its impact on youth and families. They discussed implementing a simulation addressing real world issues focused on children as the target audience. The simulation would teach about the challenges that adults face regarding decision-making, money management, crisis issues and other pressures. As part of the simulation, the group identified the following resources: curriculum development, subject matter expertise, funding, and engagement of Real World and poverty simulation.

Ann reported regarding family financial management. The target audience is people living in projects. The title of their project would be Turning Your Play into Pay. The goal of their project was to increase financial literacy and workforce preparation. Resources they would need are curricula, stimulations, funding and interested staff. They would need to poll staff to gauge interest in being involved. They would like to implement their program in the spring of 2010.

The group came together at 10:30 a.m.

The PLC Appointment

The next item on the agenda was PLC Appointment. The 4-H Youth Development will need to replace Kelley Rembert for a year for the PLC Appointment. Marilyn moved that Charles Cox replace Kelley Rembert's remainder of her term. Claudette seconded. Motion carried. Dorothy Wilson will be going off this year so the 4-H Youth Development needed to identify 1890 representative. Dorothy indicated that the 1890 Extension Directors usually have input into identifying the representative. The 1890 representative must be identified prior to the close of this conference.

For Youth, For Life eXtension Proposal

Lamar shared about the For Youth, For Life eXtension Proposal which focuses on Get Science, Be Healthy, Live Responsibly and Go Serve. Tony Cook who is the originator of the idea has presented to National 4-H Headquarters, ECOP and Southern Region Extension Directors. The Southern Region Extension Directors would like to get feedback from the 4-H Program Leaders. The five key functions are that the program engage youth with cutting edge research based knowledge of land-grant universities; provides explorations in career choices and guidance for preparing for the workplace; extends learning opportunities to youth through online social learning environment; empowers youth to use communications technology to share and teach and encourages collaborative interactions around real world issues. KXNN (Kids Extension News Network) is a process by which are developed news stories related to content of interest to youth about the work of the University.

Based on the For Youth, For Life eXtension Proposal, the following Action Item was developed:

- Background –For Youth, For Life eXtension Proposal focuses on Get Science, Be Healthy, Live Responsibly and Go Serve. The idea has been presented to National 4-H Headquarters, ECOP

and Southern Region Extension Directors. Resulting from an ECOP request for feedback, the Southern Region 4-H Program Leaders see great potential and supports this concept paper. It is our recommendation that the concept be fleshed out with IT, Communications, and key National partners including National 4-H Council and National 4-H Headquarters.

- Committee Involved – 4-H Youth Development
- Time line – October 1, 2009.

SET Logic Model

Mark presented on the SET Logic Model which is on the PLN Logic Model located at:

http://srpln.msstate.edu/4h/4-h_logic_model.pdf. The focus is environmental in nature. It was suggested that technology be looked at a possible focus area. It was suggested that the Logic Model be presented at the 2010 Southern Region 4-H Volunteer Forum. Arkansas is in charge of organizing the workshops next year. Janet will work with Mike Klump to make sure that there is a SET Track. For Southern Region 4-H Teen Leadership Conference, Kentucky is planning the event for 2009. Marilyn suggested that the National 4-H Science Day experiment be taught during the Southern Region 4-H Teen Leadership Conference with the idea that teens can take the concept back home. Steve will talk to Justin Crowe to make sure that the National 4-H Science Day experiment is included in the Teen Leadership Conference.

Professional Development Modules

Information Item – The Southern Region 4-H Leaders are excited to report that the Cooperative Curriculum Extension Program has yielded 16 Professional Development modules.

The group went to the cross-committee issues.

The meeting was recessed at 11:50 a.m.

The meeting was called to order at 3 p.m.

PWG

Marilyn reported that the PWG meets monthly. The group was set up to make sure that there is a clear dialogue between National 4-H Council and states.

Glenn Applebee will stay on through fiscal 2010 as the organization changes to NIFA on October 1.

National 4-H Council/National 4-H Headquarters are updating the Memorandum of Understanding that addresses the close working relationship and strategic plan. On September 23 & 24, 2009, the Directors who are helping to carry the message about 4-H will meet. The meeting will culminate with a report and recommendations regarding 4-H and NIFA. Around February and March, we'll see structural changes in the NIFA. Priority programs within NIFA will be bio-energy, climate change, international food security, and child nutrition.

USDA will be recruiting new 4-H Program Specialists including one specialist to support Mission Mandates while the other specialist will support Military Programs.

The SET evaluation includes a process study and resources. The evaluation will be online. There will be regional 4-H SET Evaluation contacts. There will be regional reports back to the states from the evaluations.

National 4-H Headquarters is trying to build relationships with some of the National Liaisons so they have a better understanding of program opportunities and collaboration. They are looking at funded and unfunded proposals to glean information to help state 4-H programs. Lisa Lauxman and Suzanne LeMenestrel are looking at people to review panels.

The upcoming State 4-H Program Leaders Meeting will be March 1-4, 2010 in Indianapolis. It will intersect with the Greenleaf Center for Servant Leadership. Mark and Claudette are on the State 4-H Program Leaders Planning Committee. They are trying to keep registration at \$200 or less. National 4-H Conference is talking about making some changes. They are considering a National 4-H Ambassador Training Program which would focus on a higher level media and communications program. The group also talked about supporting Collegiate 4-H and updates on the Curriculum Working group. ACCESS 4-H is going smoothly and focused on helping states that are on the Blue Ribbon Enrollment Program. Online giving was discussed with a focus to get on track for holiday giving. Don Floyd has received word that they can investigate and work within federal funding streams to access these monies.

Plan of Work Cross-Issues

For our cross-subject issues, the group agreed to focus on healthy living and energy. In healthy living, Charles suggested that each state report on a successful Healthy living program within their state. For Energy, it was recommended each state reports on a National 4-H Science Experiment. Sharing our State 4-H Report can request a space on the Southern Region 4-H PLN site for State impacts. Each state will share what they are doing with their state 4-H report as well as additional impact reports. The Prep for Life plan was developed by the FCS/4-H group will be implemented for the next year. Jason Couch, Kentucky State, will provide leadership to this group.

Cross-Issues Report

Mark reported on the Natural Resources Group. They will identify a contact in each state.

Nominating Committee

As past chair, Lamar served as chair of the nominations for Vice President and PLC representation. Marshall was nominated to serve as Vice-Chair of the 4-H Youth Development Committee. Marilyn seconded the nomination. Marshall was elected. PLC representative is a three year term for Charles Cox has served one year and Chris Boleman has agreed to serve the next year.

Committee Chairs

The following individuals were identified to serve on the committee openings:

- International Committee Representative – Therion McKinney, Term - TBA
- Livestock Judging & Skill A Thon -Kathy Sutphin, 2010; Chris Boleman is willing to serve if needed
- National 4-H Congress Board - Charles Cox, 2010 - ASRED Appointment
- National 4-H Congress Design Team -Jordan Barney, Florida, 2008-2010
- Partner Working Group -Marilyn Norman and Harry Thayer, 2009-2010
- National Curriculum System Overview Group- Dorothy Wilson, Invitation Only
- Southern Region 4-H Horse Committee - Heather Schultz, GA, 2009-2011
- National Shooting Sports Committee - Susan Holder and Ron Howard, 2009-2011
- National/Regional Collegiate 4-H -Mississippi
- Southern Program Leader Committee - Charles Cox (1862); Chris Boleman (1862) and Dorothy Wilson (1890)
- Southern Region Biennial Meeting – 2010 North Carolina and 2012 Georgia
- Southern Region Chair -Manola Irby, 2009-2010
- Southern Region Secretary - Janet Fox, 2008-2010
- Southern Region vice Chair - Marshall Stewart, 2009-2010
- Southern Region Volunteer Forum – Alabama, 2009; Georgia, 2010; Arkansas, 2011.

Southern Region 4-H Volunteer Forum Planning Committee Liaison, Janet Fox, 2008-2010
Urban Committee-Marilyn Norman

The group discussed the National 4-H Engineering Contest and the need to update the concept. Tony Cook and Marilyn Norman will work on the concept paper.

It was asked why we don't appoint a person for all the National events. The group didn't know the answer to it. Marshall indicated that Jonathan Despain from Wyoming was leading a committee that is looking at National 4-H Contests.

Southern Region 4-H Volunteer Forum Report

Janet reported on the 2008 Southern Region 4-H Volunteer Forum. She focused on the demographic and characteristics of volunteers and training impact of the forum. The demographics included: 74% were volunteers and 26% were Extension staff. The training benefits include expanded knowledge and motivated to explain their role. Volunteers reached several hundred youth and adults.

Georgia has recruited and selected a wide variety of high quality workshops and arranged some interesting tours. Arkansas is hosting the Saturday Recreation & Exhibits. Three commercial exhibits have been identified: Healthy Lifestyles (LA); Operation Military Kids (GA); and Tandy Leather (GA). Mike Klumpp will check with National 4-H Supply Service about the possibility for that exhibit. Louisiana is hosting the First Timers Orientation and Information Booth. The Rock Eagle Registration Update reported that there were 269 participants. The registration deadline is September 1, with several states having low/no registrations right now. From last year numbers the planning committee estimated 400 by the deadline. States are encouraged to continue working on the service learning projects with Veterans Hospitals. They will need to be prepared to report. On the September 1, conference call, a major portion of the time will be a review of the SRVF budget in line with the lower number of participants. The budget was based on 525 participants. With an estimated 400, there will be a decline in revenue of \$4000.00.

Stewart left North Carolina State 4-H reports entitled "Make An Impact: Leading the Way for Positive Youth Development" for the group to review.

August 27, 2009

The meeting was called to order at 8:05 a.m. by Mark Tassin.

PLC Report Back

PLC – Our action item regarding was moved from an Information Item.

The Southern Region 4-H Program Leaders Chair will contact IT and Communications and help the "For Youth, For Life eXtension Proposal" to be fleshed out. The "For Youth, For Life eXtension proposal focused on Get Science, Be Healthy, Live Responsibly and Go Serve. The idea has been presented to National 4-H Headquarters, ECOP and Southern Region Extension Directors. Resulting from an ECOP request for feedback, the Southern Region 4-H Program Leaders see great potential and supports this concept paper. It is our recommendation that the concept be fleshed out with IT, Communications, and key National partners including National 4-H Council and National 4-H Headquarters. Paul Coreil, LSU AgCenter Extension Director and ECOP, will advocate on our behalf.

They would like to merge Extension brand research with 4-H research.

The FCS group recommended that 4-H work with them on their Health Disparities Conference on April 20-22, 2010 in Mobile.

State Reports

Martha provided a state report from Kentucky. It's Kentucky's Centennial year with a Kick off event in Lexington in February. The report focused on Kentucky 4-H SET Program and Health Update. Kentucky has a dedicated SET professional who has expanded their partnerships with other science-related professionals and University units. Through funding support, Kentucky has been able to expand their efforts. These focused programs are Health Rocks! Grant, Bullying, Code Name: Home Alone; 4-H Centennial 4K Walk and Health Fair and 4-H Health Resources Catalog.

Wanda provided a report on the Southern University youth program. The three areas that they focus their program are: Livestock, Youth Educational Support, Family Youth Expo, The Livestock Project has been expanded with their numbers because they are required to participate in training programs prior to participating in the Livestock Show. Youth Educational Support is an afterschool program. The majority of Southern Program's are out-of-school which has helped with parental involvement. The Family Youth Expo is their statewide event for older youth. This year was their biggest year.

Charles reported on Oklahoma's 4-H Program. Much of the year has focused on events associated with their Centennial year. They have been working on a history book with highlights from each of the 77 counties. We worked with Eskimo Joe's eateries and clothing to create a new 4-H t-shirt, youth created a 4-H garden which was featured on the educational television show Oklahoma Gardening. A tourism curriculum was developed called the "Centennial Roadtrip" which places an emphasis on engaging families and enhancing youth and adult partnerships. They are planning an event in the fall at a mile long corn maze and a capstone Gala event. Some program highlights have included an emphasis on reaching military families through the OMK program. The state emphasized programs in health including Health Rocks and the Farm to You mobile exhibit. Another area of emphasis was in the area of Science Technology Engineering and Math. They conducted many workshops related to GPS and other technologies along with having a group of youth on campus for the National 4-H Science Day Experiment. 4-H enrollment topped 125,000 the largest in the past three years. The annual income for the 4-H Foundation also set a new annual giving record. Charles reported on the Ag in the Classroom program including curriculum and calendar. Oklahoma worked Feed the Children as an underwriter for the program. The University Study Abroad Program helped to provide international opportunities to Honduras. To get more information, you can check for their report on their State 4-H Website under the foundation link.

Lamar reported on Alabama's 4-H program report. They have celebrated the 4-H Centennial this past year. The Centennial recognized influential individuals who had a positive impact on 4-H Youth Development. As a result, they put 72 people on their Hall of Fame. Lamar shared about the For Youth, For Life eXtension Proposal. It focuses on Get Science, Be Healthy, Live Responsibly and Go Serve. The idea has been presented to National 4-H Headquarters, ECOP and Southern Region Extension Directors. Lamar shared about their 4-H Camp which was a LEAD Certified Building which is eco-friendly. The 4-H Foundation will be shifting from raising money from camp towards more project focused programs. Alabama has transitioned out of the school to volunteer-driven, community-based programs. This transition resulted in a drop in an enrollment. After four years, there have been more internal struggles than external struggles; however, they are beginning to turn the corner. While they would like to be in the school, the community-based club program provides an enhanced sense of belonging and retention

because the mixed grades can see the benefits of membership. Lamar shared about the use of the Robotics Kit that is a 6 week project which is taught by teachers who have been trained. It's a short term 4-H project.

Chris shared the Texas 4-H Report. His challenge is how do they show people that they are more than Stock Shows. To address this issue, they identified two projects – Service Project and Food Challenge. On October 10, all over Texas, 4-H clubs will be going out into their communities to lend a helping in exciting new ways. A Blues Singer and former 4-H Alumni written a song called One Day which will perform a concert on October 10. Texas A & M and OSU will play each other on October 10th.

Blues Singer has written a song called One Day. It's a marketing and promotion day that will focus on community service project.

Food Challenge, similar to Top Chef, is a grass-roots effort developed by County Extension Agents to address the need for a new, highly charged foods experience. It will build upon culinary career concepts which will translate into in-depth camp.

An item on their agenda is international work as well as intrastate work. It's a global world and economy. Texas is working with their International Programs

Texas is developing a Texas 4-H Livestock Mentor Program. The purpose of the Texas 4-H Livestock Mentor Program is to provide training for 4-H Livestock project leaders, equipping them with a valuable set of resources and tools from which to build and support families enrolled in a specific livestock project.

Mark shared the Louisiana State 4-H Report going over enrollment, curriculum, character development, and mission mandates. Based on the reports given from other states, Louisiana developed a State 4-H Report. Citizenship focused on 4-H Day at the Capital, Electric Cooperatives Youth Tour, Service-Learning, Character Development and Operation Military Kids. Their Healthy Living included programs on Smart Bodies, Food and Fitness Camp, Health Rocks! and Targeting Health. For SET, programs in Louisiana include 4-H Summer Camp, LOST Camp, and Marsh Maneuvers. The Shooting Sports Program reached 800 youth at the State 4-H Shoot which was supported by volunteers and about 5 faculty members. The 4-HClubhouse.com is an interactive website that features Ag, my family and me, the environment, my world, plants and animals. It's won the Regional Interactive Website and Educational Technology Awards from NAE4-HA. Louisiana is staffed based on the Mission Mandates. Mark talked about the 4-H Football Game and 4-H Tailgate Party. Last year, we bought 3500 tickets. The Athletics Department has helped us with the career development and summer programs. We also have a 4-H Night at the Hornets Game with 2500 tickets at the Hornets.

Ann Sortor from Arkansas was appointed Interim as 4-H Program Leader along with FCS July 1. Ann has been impressed with their ATV partnership with Children's Hospital with over 800 people through the 8 hour training programs. They are collaborating with ATV companies and others to support with ATV. Operation Military Kids is working specifically with the military bases around Little Rock and Jacksonville. OMK worked with the Arts Council to put on a movie camp. These campers produced a video that is featured on their website.

Their 4-H Foundation is making some specific changes. They are refining their procedures and policies with financial screening. They are focused on bringing more money to the 4-H Foundations. Arkansas 4-H will be working with child care provider trainings with after school program directors. They will be training on experiential learning, STEM and camps. The Centennial Gala reached 500 people including legislators and 4-H families with youth on the program and serving on roles. One of Ann's goals is become more program focused that is broad-based. She hopes to organize the programs around the Mission Mandates.

Claudette Smith shared that we had been mailed the Solutions North Carolina A & T which featured 4-H among other departments. In celebrating the 4-H Centennial in North Carolina, Claudette was excited to see the story of 4-H. During the years of segregation, the African American 4-H story was told in a wonderful way as well as others from all walks of life. North Carolina A & T is a recipient of the National 4-H Council Walmart Healthy Living Grant. They are working with African American, Hispanic and Native America youth as change agents to promote healthy living. They are working with their University on entrepreneurship working with the curriculum from Nebraska ESI (Entrepreneurship Science Investigation). North Carolina A & T is pilot testing the Life Skill Program from Cornell. Overall, the curriculum has been good. They are in the market for a 4-H Specialist so if anyone is interested. North Carolina A & T has gotten a CYFAR grant.

Gregg reported on the West Virginia State University. In her 2 months on the job, there has been a lot of collaboration with FCS and other faculty members. They are transitioning to an event format to more program focus. A Health Science Technology Program includes a Forensic Science Academy which is taking a Crime Solvers in Training. Hip Hop Boot Camp has been successful but has not see longevity in the participation. Beat Rhymes and Life will be the capstone program which includes music, dancing and story telling. They are collaborating with Challenge America, AARP, and State Art Commission. The CYFAR Grant focused on the Fast Track program working with the Social Work University. Keeping youth involved on a weekly or bimonthly basis with Munch & Crunch (Cooking and Exercise); Walk & Talk (Mentoring) and Consumer Science Issues. For the Consumer Science Issues, they will get involved with their local mall. Carrying through Munch & Crunch, they are having "Bake and Shake" Camps during the summer. It will involve nutrition, exercise and cooking. They will expand their OMK program and Incarcerated Kids programs.

Dorothy reported about the Langston University 4-H. They are doing wonderful things within the SET program focusing on GPS, GIS, Robotics and Foods and Nutrition. The youth present about what they learned to their parents. 4-H Literacy in Action exposes youth to reading and math. Langston University is nationally and internationally known about their goat program. They have a Goat Field Day featuring lots of interactive experiences.

Arch invited the colleagues to their 4-H Website to look at the Georgia 4-H Report as well as other resources on line. Many of the 4-H club schools will do a Language Process as part of the Georgia has done a lot with the SET. Georgia has done a great job at their Environmental Educational Camps passing their 800,000 youth mark after being open for 30 years. Arch mentioned that they are doing their core based directional guide. Georgia has done a great job with OMK program having a Military Camp at their 4-H Programs. They have designated the 2nd Saturday in August as their 4-H Alumni Weekend. With their 4-H Gala that was borrowed by North Carolina, Georgia raised \$500,000 to build two cabins in honor of camp counselors. Twilight on the Lake is held at Rock Eagle as a fund raising event.

With the utilization of technology, Georgia promoted camp through Face book which has turned out to be a great, marketing tool.

The Retirement Program for Bo Ryles will be on September 13 at Rock Eagle. If you'd like to make a donation or send a letter, you can check out their website. The monies raised will be to honor a new 4-H Agent.

Stephanie reported on the collaboration between South Carolina State University and Clemson University in advocating for state funds, support and the State Advisory Council. Tech Bridge Program is a vehicle to narrow the digital divide within South Carolina. The students build the computers and take a computer home. They have reached over 250 families with SMART, a four week program for 50 3rd graders that utilizes technology to reach youth with reading and math. The adult-child ratio is 1:6 so they get plenty of support. Nutrition and Science Camp served 800 students focusing on cooking, eating health, more money, science project, journal writing and science experiment. National Financial Management Program for high school is collaboration with local high schools focused on saving, money management and careers. Each High School competes with the Financial Management Program. They get prizes and awards.

Jason Couch reported about the Summer Programs sponsored by Kentucky State University. A wide variety of programs was offered in reaching youth. These programs include Leadership, COLTS – (Creating Opportunities for Leadership Training) Ag Discovery which focuses on middle school and junior high school Research and Extension Internship Entomology, Ag Communications, and Community Service. Entrepreneurship Camp was held for one week to provide insights to starting and owning your own business. Youth worked in teams to write a business plan including producing

SIT (Summer Institute on Transportation –
Careers related to transportation
Biologist, hands on design and construction experiences.

Reported – Math and Science based camp – 160 youth 1-3 graders.
They will add education through publication. If you have 100 participants – they will make their own book. Partner with University of Kentucky with the Health Rocks Grant.

Marilyn reported that Florida celebrated their Centennial Programs including a maze, garden, historical marker, legacy ball, and Hall of Fame. Florida has taken 4 years to develop indicators of high-quality 4-H Club programs. They are in the process of their Governance System for the operation of their program. They will address the issue of raffles within the 4-H program at club and county programs.

Steve reported on that Tennessee 4-H will be celebrating their Centennial in 2010 along with the University of Tennessee Cooperative Extension Service.
With the reduction in force, they had to close their 4th 4-H Camp. Tennessee is offering a retirement package with the option in working in a post-retirement part-time appointment without benefits.

Retirement

The Southern Region 4-H Program Leaders recognize our retired State 4-H Program Leaders. Charles works with one of his 4-H Specialists to make a stain glass window that is customized for the specialist that is retiring. Darlene and Bo will be recognized at National 4-H Club Congress.

National 4-H Headquarters Report

Suzanne Le Menestrel, Acting Director for Youth Development presented an Update from National 4-H Headquarters. Suzanne reported personnel and name change. They will be hiring a Director of Youth Development within the next two months, recruiting two new Program Specialists. The Unit will change to “4-H National Headquarters” on October 1.

National 4-H Headquarters have a new Memorandum of Understanding between USDA and National 4-H Council which will be signed in the next month. The MOU clearly describes roles and responsibilities of each entity. She reviewed the 4-H Tax Exemption Status.

Suzanne shared the results of the Children, Youth and Families at Risk Results from FY 2009 Competition. They had intensive stakeholder listening session. They received 52 CYFAR proposals with 41 being funded. They will be releasing the RFA earlier this year. An institution can submit more than one proposal. The agency can't fund low priority grants. Please send Suzanne faculty to be panelist for CYFAR. Once you are in the system, you can review any of the grants. They cover their travel expenses plus an honorarium.

4-H is working to get language into AFRI that includes youth and families. Staff at National 4-H Headquarters are serving on competitive program groups in order to encourage and promote collaboration with 4-H. National 4-H Headquarters is working on Citizen Scientists to help link the 4-H link to science areas within USDA. The Undersecretary, Dr. Shah will be addressing the 4-H Headquarters Staff. Dr. Shah tends to work through chief liaisons. He is very supportive of 4-H. He is appointing a chief liaison to work with Research, Extension and Education. USDA hasn't figured out where the "human" science fit in.

The national 4-H SET evaluation is a collaborative effort to assess the impact of 4-H SET Programs. This effort will enable us to quantify and report the impact of the 4-H SET Initiative and programming. The evaluation will be a process evaluation. Tier 1 Youth engagement, attitudes and knowledge study; Tier 2 – Case Studies and Tier 3 – Longitudinal Study.

Ryan will be presenting a State 4-H Program Leader Webinar to provide orientation to new State 4-H Program Leaders. Ryan supports the 15 National teams in doing their work.

National 4-H Council – Presentation to Southern Region Directors and 1890 Administrators
Sharon and Andy presented the mission of the 4-H Council was to advance the 4-H youth development movement, building a world in which youth and adults learn, grow and work together as catalysts for positive change. The marketing and communications effort promotes a strong, unified brand for 4-H and to increase visibility/build reputation for the brand as a category and thought leader. One example of the marketing efforts is the New SET PSA Campaign to 50 National Cable Networks, 500 broadcast station/heavy PSA users, top 200 consumer magazines, agribusiness publications and stations, targeted airport advertising. So far, they are looking at 7 million in in-kind donations which is 2.5 times more than the "average" campaign. 4-H National Youth Science Day will be October 7, 2009 with a biofuel experiment. Designed in conjunction with University of Wisconsin and Wisconsin 4-H, youth will demonstrate how organic materials convert to fuel. They have digital support for the 4-H National Youth Science Day. They will use the design of the Youth Science Day site to rethink the design of the National 4-H Website.

Jeff Gordon's car will have the 4-H emblem on it. The car will be utilized for running in a Nascar Race on October 4, 2009. National 4-H Council has been working with North Carolina in making this happen.

Generation: AG – Donor cultivation event on agri-business about designing online learning for youth. Monsanto and Dupont were sponsors of this event. Dr. Shah, Undersecretary for the Department of Agriculture, was on hand for this event.

4-H Brand Challenge involved getting 20 indepth interviews with internal stakeholders, public and corporate funders and influencers. The results are:

4-H image is potent, positive and outdated.

Economy and workforce drive their interest.

Building leaders is still important.

Effective and outcomes are important.

Urban and rural duality generates questions and confusion.

Program relevance will equal support.

They will ask the question "What kind of person emerges from the 4-H experience?"

National 4-H Council has continued strong performance. They are looking to grow the federal part of our contributions. National 4-H Council is using www.grants.4-H.org. They are doing work on-line giving and hope that the website will be up by November, 2009.

National 4-H Council is offering an Online Enrollment.

The paper clover promotion raised \$250,000 in 19 states. The monies were distributed to state offices for local 4-H programs. They are in conversations with Tractor Supply.

National 4-H Youth Conference Center is celebrating 50 years of service. They would like to increase their 800 beds to 1200. Citizenship Washington Focus had 2000 youth this summer! 4-H Supply Global Partnership is aligned with Dr. Shah's vision for U.D.S.A. and will help us support the 4-H programs in more than 70 countries.

The meeting was adjourned at 11:45 a.m.