

Southern Region PLN

4-H Youth Development Program Leaders Managers conference Call

November 11, 2014

The Southern Region State Program leaders met by conference call on November 11, 2014.

Members present:

Tom Broyles	Kevin Allen	Woodie Hughes
Arch Smith	Larry Alexander	Dorothy Wilson
Rukeia Draw-Hood	Toby Lepley	Boyd Owens
Steve Sutton	Anne Sortor	Pam Ardern
Cathy Sutphin	Lanette Hebert	Mitzi Downing
Leslie Weaver	Charlene Jacobs	

Tom Broyles lead the meeting in the absence of Chris Boleman.

Approval of the Minutes

The minutes of the September 9, 2014, conference call were approved.

National Leadership 4-H ECOP Report

Woodie Hughes, Jr. provided the following report:

The next ECOP 4-H National Leadership Committee face-to-face meeting will be held on December 4-5, 2014, in Phoenix, Arizona.

This past year ECOP established the ECOP 4-H National Leadership Committee with the intention of having a mechanism within ECOP to engage in regular and substantive discussions about issues of national importance related to the land-grant university system's implementation of the 4-H program. The memorandum of understanding signed by the three parties engaged in the dialogue – ECOP, National 4-H Council, and USDA – NIFA has set the stage for engagement.

The committee met for the first time in August in Minneapolis, MN, to start their work. The committee made significant progress on relationship and team building and is well on its way towards building a solid foundation for frank, civil, and ongoing discussions about issues of national importance related to the implementation of the 4-H program by Cooperative Extension. The outcomes of that meeting were development of committee guidelines that include the values and standards around which we will do our work, identification of initial issues to be addressed by the committee, and the establishment of work groups to frame each issue. The work groups are: "Widening the Circle," which is focused on changing demographics and effectively engaging new audiences, Marketing; Alignment of the vision and

goals of the three MOU partners, Governance, and Resources. These work groups have initiated discussion and action.

The committee had a virtual meeting in October to discuss work group progress and to transition committee leadership. We are very grateful to Dr. Charlotte Eberlein, interim chair, for convening the committee and getting us started on the right track. As she will be retiring, leadership will move to the elected co-chairs, Dr. Renée McKee of Purdue University and Dr. Ed Jones of Virginia Tech for the coming year.

As the committee moves forward, we are committed to intentional communication to be sure all who are interested are aware of the issues discussed and the actions taking place. We will provide multiple opportunities for input through a variety of means. We are sensitive of the need to seek thoughtful input so that our discussions and recommendations will provide the groundwork for constructive action on the part of ECOP and our partners.

We will be convening for another face-to-face meeting December 4-5. Items for the agenda will include the following: continued building of understanding and relationships among committee members to support productive dialogue; frank discussion of issues of national importance to 4-H; ratification of the framing statements for the initial five priority issues on which the committee will focus; development of a communication plan and strategy to position this national committee within the broad national 4-H system; and creation of an annual plan of work for the committee.

We are pleased to provide this brief snapshot of our progress to date and are committed to releasing regular updates as we continue our work.

Thank you for allowing me the opportunity to serve as the 1890 Region ECOP 4-H National Leadership Committee representative.

PLN Update

Woodie indicated that the next PLN update meeting will be held in Atlanta in December.

State Leader Mentor Team

The following outline was provided by Mark Tassin:

Outline for Mentoring Program

- I. Innovative Programs, Program Development and Evaluation
 - a. Innovative Programs
 - a. Research other youth programs
 - b. Make certain they are research based and fit your mission
 - c. Ask your audience – include youth in your decision making (youth voice)
 - d. Programs in Louisiana
 - i. LOST (Louisiana Outdoor Science and Technology) Camp – targets 7 and 8 grade youth and they get to choose 3 tracks that are science based but fun like CSI, Video production, Kitchen Chemistry, etc.....

- ii. State Teen Leader Boards – selected based on some criteria, boards include Executive Committee, SET, Food and Fitness, Citizenship, Fashion, Outdoor Skills and Performing Arts (involves more than 200 teens from throughout the state)
 - iii. Youth Wetland Education – school enrichment reaches more than 100,00 youth funded by Department of Natural Resources
 - iv. Smart Bodies – school enrichment healthy living reaches 35,000 funded by Blue Cross Blue Shield Health Insurance Company
 - v. Character Education – school enrichment reaches 100,000
 - b. Program Development
 - a. Based on the mission mandates
 - b. Research based programs
 - c. Age specific program
 - d. Experiential model of teaching
 - e. Developed for multiple learning styles
 - c. Evaluation
 - a. Two statewide evaluations per year based on parish/county based programming
 - i. Belonging
 - ii. Leadership
 - iii. Environmental education
 - iv. Knowledge based with pre and posttests utilizing specific lessons
 - b. Evaluate major programs conducted by state
 - i. Camping
 - ii. Teen leadership (JLC)
 - iii. 4-H University
- II. Leadership Development
 - a. Leading in times of change
 - a. Opportunities like LEAD 21
 - b. Systems conferences
 - c. Internal leadership course provided by university
 - d. Other leadership courses and readings
 - b. Balancing leadership and management
 - a. Develop/hire your own team to handle management issues
 - b. Be decisive
 - c. Allow other faculty to assume leadership roles and assume a coaching role
 - c. Building trust
 - a. Ask for input and utilize it
 - b. Allow faculty to lead and do not micro manage
 - c. Praise when successful and coach when challenged
- III. Professional/staff development
 - a. New staff
 - a. Three major areas
 - i. Youth development
 - ii. Program development

- iii. Volunteer development
 - b. Graduate courses
 - b. One day quarterly trainings by regions
 - c. State 4-H update days (1 day) by regions
 - d. Area volunteer leader trainings
 - e. 4-H staff development and updates to county extension directors

- IV. Regional and National Reporting Obligations
 - a. Department of Organizational Development and Evaluation
 - b. Utilization of an online reporting system
 - c. Monitor reporting at least quarterly by using the online system
 - d. Consider what is in place in your state for civil rights reporting
 - e. ES237 and how to accurately report

- V. Role of NIFA/Major National Initiatives
 - a. Smith Lever funding
 - b. Name and Emblem
 - c. IRA regulations concerning 4-H
 - d. Mission Mandates

- VI. Donor Relations/Fundraising
 - a. Some type of controls over 4-H foundation
 - b. Relationship with Land Grant foundation
 - c. Learn your university's rules and policies for fund raising
 - d. Maintain relation with Foundation Executive director and board (4-H program and mission should drive fund raising)

- VII. Curriculum development
 - a. 4-H state staff member dedicated to curriculum
 - b. Form a team of 4-H county faculty to utilize for advisory and also curriculum writing
 - c. Needs to be research based and mission specific
 - d. Utilize other university's materials when possible
 - e. Is your 4-H program project driven?
 - f. Louisiana can provide some examples of recently constructed curriculum
 - g. Contract curriculum writers when feasible (retired 4-H agents)

National 4-H Congress Update

Toby Lepley report that participation for the 2014 National 4-H Congress was up to nearly 1,000 youth. There have been a couple of changes with speakers but planning appears to be going well for a successful National 4-H Congress.

2015 National Meeting

Woodie Hughes, Jr. will share a draft agenda for the meeting when it is available. The meeting will be held in Arizona on February 23-26, 2015.

P3WG Report

Cathy Sutphin reported that the P3WG was following up on the work that was accomplished at the National 4-H Leadership meeting this past March. The committee is trying to develop a strategic planning process that will provide a framework to gather the work that has been accomplished by the P3WG.

National and Southern Region Meeting

Chris hasn't completed this project yet.

National 4-H Headquarters

See attached handout

National 4-H Council

Christina Alford was unable to join the call but will send a report to the listserv.

Other Items

Arch Smith asked about the date for the 2016 Southern Region Biennial. Steve Sutton suggested that Mississippi send a poll to the state leaders to find a date that would best accommodate optimum attendance.

Charlene Jacobs indicated that the all the regional and national 4-H events at the North American have been approved.

All those on the call joined the Common Measures Training that was conducted by Jill Walahoski and Jessie Bauman from Nebraska. Kevin Allen asked that Nebraska share the presentation with the Southern Region listserv.

Next conference call is scheduled for January 6, 2015 at 9:00am Eastern – 8:00am Central.

Meeting adjourned.