



## NE 4-H 2016 Summer Meeting Notes

Aug 2-4, Portland, ME

Present: Mike (NH), Rachel (NJ), Lisa (ME), Brent (WV), Christy (PA), Rebecca (DC), Sandy (MD), Andy (NY), Sarah (VT), Carol (HQ), Sherrie (MA), Enrique (MD-ES), Nancy (NEED), Jen (4-H Council), Maryann (CT), Doug (DE), Marcia (RI)

### 1. HQ Update

- HQ update sent out by email by Amy McCune on Friday 7/29. This is being put in our NE Leaders Shared Google Drive by Lisa (ME) – please review
- Carol briefed group on Military Grants and funding
- Carol added that YES will likely continue with NC State
- Andy shared the '4-H Learning Experience' document that was part of HQ update

### 2. PLWG & Update: Strategic Plan DRAFT shared by Lisa L.:

#### a. First impressions from NE PL Group:

- i. Question, what does the following mean: *"Develop staff skill sets to reach additional youth & Restructure training to fit needs of target audience?"* What should that training look like?
- ii. Sarah noted that PLWG is working on agenda for PL meeting at NAE4-HA that will help ID action items for February meeting
- iii. **Life-skills** section seemed 'weak' or limited
- iv. **What about resources?** This is challenging – how can we have a strategic plan that ignores diminishing resources?
- v. **Resources & People: need diverse Staffing:** IN PA we are having a hard time advertising/getting a diverse applicants for our positions and when we get them they do not have the basic youth experience. Others echoed this issue. Report from Iowa cited that says 60,000 openings in Ag and higher Ed only producing 30,000 – maybe we are feeling this pinch. DC has had good luck hiring diverse recent grads who interned with the program – so possible solution is grooming candidates. In NY, where program is diverse staff are diverse – seems easier to find diverse staff in areas where program has achieved a level of diversity. Grants can provide avenues to build new staff and diversity.
- vi. **Department of labor new exempt and non-exempt laws are going to have a huge impact on us.** This will have impact on professionalism. Texas and some other big states are looking at figuring out about education exemptions and pushing this. Maine and PA think they may be able to get the Education exemption others (e.g., NH) have been advised by University that Extension staff that we will not. May have benefits impacts on staff as well. From management side this has huge impact on how much work we can get done. APLU HR folks are looking at this at a national level.

#### b. How does plan resonate as a guide/vision?

- i. Plan is huge – Action plan will be key? Who's job is that to create the action plan – National staff cannot do it?



- ii. Can we ask states to adopt this and have states implement?
  - iii. Which items need to get regional or national cooperation vs state by state implementation? E.g., good sharing of webinars & training and/or regional volunteer specialists
  - iv. What about tying start plan into NIFA plan of work and request for resources- A. Nichols (WV), J. Koume (NH), K. Howell (NJ) working on this
  - v. What about prioritization? In order to garner resources, we may need to push one part of the plan out front (e.g., college and career readiness) – especially one that aims to solve a problem at National Level
- c. What is role of PLWG in moving this to finish line?
- i. Should we attach outcomes to plan? Common Measures?
- 3. Mark your calendars – Feb 26-Mar 2, 2017 February Program Leader Meeting in Atlanta.**  
Will be joint mtg. with foundation Execs.
- 4. Bonita from HQ Update on Vulnerable Population Work**
- a. Bonita's Slides are saved in NE PL Shared google folder
  - b. There is a need for change
  - c. Work is in line with NIFA Strategic plan, mission, and civil rights responsibilities
  - d. In line with 4-H Strategic plan and goals as well and uses PYD lens & tools
  - e. We need to look at policy and practice, personal views and training (e.g., with regard to our personal views: the Vulnerable Pop work groups has come to see that young people who have lived through adversity have strengths that we can help further develop)
  - f. Vulnerable Pop. working group has champions from FCS too
  - g. Five dimensions: developmental, emotional, mental, physical, social
  - h. Work group utilizes Champions – they serve as experts, spokespeople, and meet every month or every other month with their champion group; each group comes up with a three year plan to ID resources for their vulnerable groups:
    - i. Immigrant
    - ii. Foster Care
    - iii. Special needs
    - iv. LGBTQ
    - v. Incarcerated
    - vi. Underrep. racial/ethnic
    - vii. Disconnected
  - i. Looking to other fed partners to find resources and show them that we are moving in that direction in order to garner funding
  - j. Champions will be at NAE-4-H as part of PL track and other tracks
- 5. Council Update**
- a. Slides and Summer Council Update form News & Notes are in google drive – please review



- b. Goal: engage 10 million by 2025
  - c. Alumni are fastest path to growth e.g., Gen X millennial mom. But let's think about her as:
    - i. She is a starting point – e.g., what if she is a white mom middle class
    - ii. She can drive dollars our way – she wants to be a champion
    - iii. Corporate partners, might be for example, a better place to find other short term volunteers
    - iv. She is only one of many gears in the machine that will get us to our goals
  - d. Life skills/soft skills are central (true leaders)
  - e. Shared 4-H Grows True Leaders PSA video
  - f. Jen asked if the \$100 million (program) vs \$25 million (capacity) is right ratio (see slide “How funds will support growth”)
    - i. discussion focused on that this might be semantics – key is just realizing that \$\$ for staff time is what is needed
    - ii. Idea to build capacity around innovation spaces to support new ideas and programs
  - g. Media reach for True Leaders campaign have exceeded goals \$9.4 million media value
- 6. (5) minute State check-in: Share a program/idea you think others might want to learn more about**
- a. *Marcia (RI)*: handed out flyer re: SPIN recruitment, they have complete kits ready to go. YMCAs, Boys and Girls Clubs and Children Librarians. Also recruited Animal Science dept. undergrad students via a 3 credit course running SPINS – department liked it b/c it gave students a broader work experience beyond pre-vet etc. Got 20 students. Departments really like it to meet some of the needs for experiential learning. 4-H is working on making training for the leaders online. Placing a lot of these folks into some diverse areas.
  - b. *Christy (PA)*: Onboarding new 4-H Educators – created a very intentional process and notebook of resources (slides will be in NE PL Shared google folder).
  - c. *Sarah (VT)*: Teens Reaching Youth (slides will be in NE PL Shared google folder). Recruit non 4-H teens as well as teens from clubs. Topics: environmental & food system related.
  - d. *Maryann (CT)*: UCONN Extension 4-H and Center for Community Outreach Student Internship and other student internship options (slides will be in NE PL Shared google folder).
  - e. *Sherrie (MA)*: 4-H Foundation is stipending 4-H volunteers to be club liaison or assistants in every county. Dept. of fisheries and e wildlife will fund half a shooting sports coordinator – a passionate volunteer found these dollars. We started a STEM Ambassador program (like ME and WV). Babysitting SPIN program is going really well and has a great babysitting curriculum (a short version of babysitting curriculum)
  - f. *Lisa (ME)*: Summer of Science (slides will be in NE PL Shared google folder). Teens teach science at FEED sites



- g. Rachel (NJ):* Summer Science (slides will be in [NE PL Shared google folder](#)). Urban teens come to campus and have campus experience and get trained as Science Ambassadors. Excellent connections with faculty at Rutgers
- h. Sandy (MD):*
- MD has worked in the last year to restructure our 4-H staffing to three focus committees: Enhance 4-H club experience, Enhance short term 4-H experience, Enhance 4-H Practitioner. Subject: Citizenship, Environmental Sciences, Healthy Living, STEM; Task forces: recognition, diversity, marketing, research and evaluation
  - Military programming is active and is worldwide with Airforce; A Navy STEM camp in rural West MD called GEARS and has an amazing donated facility for robotics and other things. School system uses 4-H Camp in
  - Will update Up for the Challenge curriculum
- i. Brent (WV):* WVU on-campus STEM Camp. We expanded this year to Arts Academy and Media Camp as well. Next year we will likely do an Economics and business camp.
- j. Enrique (UMD ES):* we have search committee set up for two STEM specialists and these postings went out through L. Lauxman; Joined UMD to do 4-H Forensics curriculum training
- k. Doug (DE)* will take the lead on doing a Youth Adult Partnership focused on Healthy Living (Nov 10-12, 2017) and is coordinating closely with MD and WV. 'Extension Scholar' program – we found a mechanism to find students in college of Ag to have an Extension Experience. We created summer internships. Staff apply for these interns. Interns look at proposals and rank their preferences. Two of these have applied for positions in Extension.
- l. Mike (NH)* slides will be in [NE PL Shared google folder](#). Focused on connecting SPIN and short term experiences with the local 4-h community
- m. Rebecca (DC)* Discussed garden, greenhouse, urban farms and green roof elements of DC program, The goals is to have a food hub in each district of the city. Youth are helping to build office space/meeting space at the gardens/farms (e.g., East Capital Farm). Discussed opportunity to recruit diverse students as interns to bring diversity to our programs and workforce. Americorp program can help grow diversity. Consider advertising to communities via their channels/newsletters/existing groups (e.g., churches for a African Americans). Doing work with container gardens involving architecture students.
- n. Andy (NY):* presented on PRYDE center focused on connecting faculty & students to Extension and do better engagement. 4 research projects being done: Youth Developing purpose; Intergenerational work (youth interviewing seniors); Brain research on girls as they move into puberty and journaling. Donor funding this. Center is a great way of 4-h to be better recognized and integrated into University donor development and research.



## 7. Wayne Maines Transgender presentation

Needs identified:

- Need Policy models
- Talking points or communications guidance for having the tough conversations with staff and volunteers and families
- Need for a video that expresses humanity of issue to help – to open hearts to then allow minds to open
- Need 4-H Online to allow for different gender ID

## 8. NY state Diversity Staff Cohort Model

- slides will be in NE PL Shared google folder
- shifting culture in an organization may need to start with smaller nodes of change including change at the personal level, which requires extensive in-depth experience.
- To achieve this, a smaller staff cohort was created to go through this kind of personal change and work – to then be a catalyst. Participation was voluntary.
- Suggestion to talk with North Central region about their work with 1<sup>st</sup> generation 4-H'ers
- Discussed possible action items for region
- Discussed need to talk about the 4-h experience vs the delivery mode - club
- Major issue identified as inability to hire diverse staff
- Suggestions made to Maryann for needs from Feb 2017 Leadership Meeting:
  - Vulnerable Populations work group
  - Talk Resources: CYFAR Model works – can we make a federal ask around workforce readiness to get more \$\$ for that
  - Make sure to carry through on threads from NAE4-H and last year's Leadership meeting in Tucson

## 9. Group Appointed as National Congress Chair elect operations committee: Jamie Kenton Morris (MD)

## 10. Robby NEFF from Touch Analytics.com: 4-H Enrollment Analysis – Valuable insights & Operations (slides will be in NE PL Shared google folder).

Robbie was a student at Cornell and worked with a faculty on a project focused on retention of 4-H. Robbie worked on visualization of data for educators to look at the data. Developed some tools being used in NY and has developed partnerships with some other states and with 4-H Online to further develop some of these tools.

- Process: agree on data indicators, extract from 4-H Online (Robby can do that with permission) analyze and then create visualization to share with staff
- Prices: \$30K for (16 institutions) to get dashboards: ES237, Club members plus volunteers, & Group enrollment \$22,500 for following year

Discussion: Group discussed if region would like to invest.



**11. Social Capital Research Roll-Out with Barb Baker, ME and Nia Imani Fields**

- Multi-state project – NIMSS
- Slides will be in NE PL Shared google folder
- \$2000 for analysis
- Passive consent
- 30 minute one time survey after club/project is active for a year for 14 and over
- Could happen at State Teen council meeting and youth would be asked to fill out survey but to talk about their local experience

**12. Two research projects to know about (if interested in participating talk to Rachel:**

- In NJ, PA, MD, OH & NJ doing a research project on alcohol consumption and perception and media awareness – involves an online curriculum
- State get \$10 per person to state office needs more participation smoking perception and useage and media – participants get gift cards
- State would need a boots on the ground person tpo be involved but they would get lots of support

**13. Carol announced her retirement for August and Amy McCune will be USDA HQ NorthEast Rep**

**14. National Conference Questions – Mike will send out a Qualtrics due Sept 1**

**15. Appoint second rep to PLWG**

- We need a second northeast rep – Sarah is our first first
- As region we determine rotation
- Monthly phone conferences – 3<sup>rd</sup> Wednesday of month for an hour
- Lisa Phelps is interested and was approved

**16. ECOP 4-H Leadership Updates & Business**

- 4-H Leadership Committee Director Rep needed: Michele Rogers and John Rebar suggested
- Andy requested that folks utilize our monthly calls to bring topics to him that we think ECOP Leadership group should take on.
- Andy Shared questions with group:
  - a) *What do stakeholders want to know about 4-H? How are our systems set up to provide this?*
    - There is a need for ROI data
    - Can we utilize member Records? 4-H Online Records could help
    - How about useable report coming back?
    - We need answers to so-what e.g., staying out of jail, starting business
    - What about economic impact of program
    - Common Measures has gotten too broad? Career Readiness Common Measures is good – VT sends them out to graduating seniors
    - We need long term tracking



- Plan of work is tracking impacts vs themes
- We need to narrow down the population and program we are measuring – pick some sub-groups or certain outcomes
- Data collection needs to match Civil Rights Audits require
- Can we collect disability data form enrollment forms?

*b) Strengths of current system*

- Common measures plan of work outcomes = common measures outcomes
- 4-H Online is a strength

*c) Group Enrollment vs Individual Enrollment*

- Group discussed how this can impact both data collection for civil rights as well as creating 2<sup>nd</sup> class 4-H citizens

**17. Northeast Extension Directors (NEED) Update from Nancy**

- Handouts will be in NE PL Shared google folder
- Summer meeting in Pittsburgh in June was on innovation and might continue – send ideas projects to Nancy to share with NEED
- 4-H being shared with APLU leaders as a recruiting tool for universities
- Budget for NEED is \$124,000 a year
- Urban Extension – NE Regional Conference at Rutgers in Nov., National Conference in MN in May

**18. Summer Meeting 2017**

- Group agreed to go to Burlington, VT in 2017
- August 7-9 Mon-Wed

**19. HQ AEO statement & Action items for Diversity goals?**

**20. Need a statement for volunteers re: future of forums – tabled for September Call**

**Action Items:**

- ME & PA keep us updated on Educational Exemptions for new labor laws – do any of our staff qualify?
- Mike, Rachel, & Brent: Get in touch with folks from your institutions who are involved with NIFA plan of work discussions to discuss proper inclusion of 4-h outcomes etc. A. Nichols WV, J. Koume NH, K. Howell
- Jen: 4-H Council explore funding from USAA Military Insurance Foundation
- Mike: Add 4-H Council Board discussion to Sept. Monthly NE Program Leader Call see slide 24
- Christy will share self-paced online 4-H Ext 101 modules



- Mike share LGBTQ Policy & resources
- Andy will share LGBTQ communications talking points for staff, volunteers & Families
- Andy Send your Diversity cohort slides to Lisa or upload into shared folder
- Lisa will get links to LGBTQ resources (PSA/video options included) from Dr. Maines and share
- Maryann will explore creating LGBTQ awareness vision by her youth
- Mike will reach out to Bonita Vulnerable population LGBTQ champion to join an upcoming call
- Mike will reach out to Dorothy from N, Lisa Diaz from ILL, Chapin MI – welcoming 1<sup>st</sup> generation 4-H'ers to have them join a call – will start with Lisa.
- Brent, Rachel & Lisa will draft a regional 1 pager about data analytics to ask NEED for \$\$ to fund initial 2 year investment. Share with NE Program leader list at September call.
- Mike send out a qualtrics survey for Conference Questions dues Sept 1
- Mike: put social capital research investment on Sept Call agenda – Regional buy in?
- Rebecca will work on pulling together a quarterly 4-H volunteers and staff.
- Rachel will connect with Jen Lobley about re-Connecting our volunteer development staff