


## Board Development Initiative

September 21, 2016


1 4-H is the youth development organization of our nation's Cooperative Extension System and USDA




## 4-H System Aligned Around Growth

### Engage 10M Youth

4-H to Reflect the Population Demographics,  
Diverse Needs of the Country




**USDA** United States Department of Agriculture National Institute of Food and Agriculture

  
NATIONAL 4-H COUNCIL

COOPERATIVE EXTENSION

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## Steps Needed for Growth:

**#1 Destination**  
For Positive Youth  
Development

**2 Million**  
Alumni Champions

**\$125 Million**  
Revenue Goal

**10 Million**  
True Youth  
Leaders

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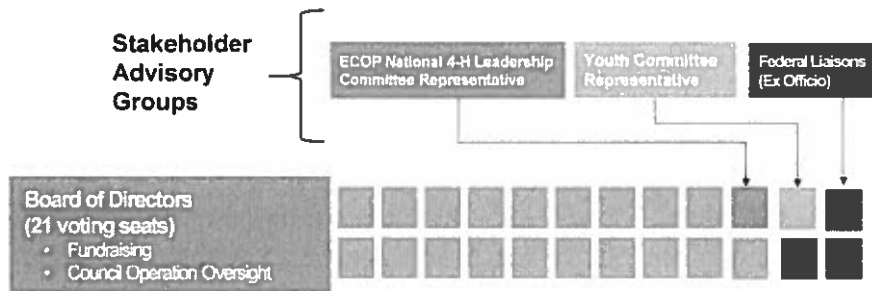
4-H  
GROWS HERE

## INCREASE COUNCIL'S FUNDRAISING POWER TO MAXIMIZE FINANCIAL SUPPORT OF COOPERATIVE EXTENSION.

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4-H  
GROWS HERE

## Proposed Board Structure:



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## 4-H System Feedback



- Expressed general support for the fundraising direction and the recommended changes
- Emphasized transparent communications
- Want to ensure NIFA is engaged
- Invited deeper engagement of Council Board members at Extension meetings & events
- Looking for more clarity around the mechanisms to ensure continued alignment in the future

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## Final Recommendations:

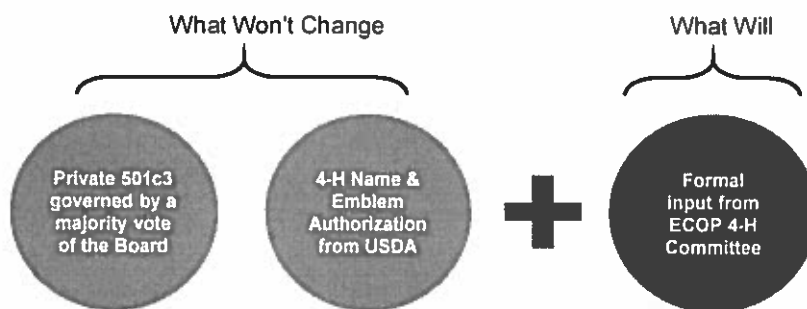
Based on this input, the Board's Governance Committee and Extension Trustees have recommended the following changes to the composition and construction of the Board

Size:	21 Directors (Voting) and 3 Federal Liaisons (Ex Officio)
Criteria:	All Directors required to meet personal giving and fundraising thresholds
Advisory and Accountability Structure:	<p>Stakeholder advisory groups formalized for Extension, Youth</p> <ul style="list-style-type: none"> <li>• Voting representative/Director from the ECOP 4-H National Leadership Committee</li> <li>• Voting representative/Director from newly formed National Youth Advisory Committee</li> </ul>



## How We Maintain Accountability

Council's Board assures strategic alignment with Cooperative Extension through both current and some new accountability measures.



## New Accountability Mechanisms:

To ensure continued alignment between National 4-H Council and Cooperative Extension, the following checks and balances are recommended:

Code of Regulations (by-laws)	Governance Policies (practices)
Annual Survey of Extension Directors on Council/CEO Performance	Annual Strategic Planning session with ECOP 4-H
ECOP 4-H Representative sits on Board's Executive Committee, leads CEO evaluation process	Presentation of Annual Report by Board/CEO to Extension
Direct input into CEO Performance Evaluation/Compensation	Annual concurrent meeting between Board and ECOP 4-H



# Discussion



