

# ECOP National 4-H Leadership Committee

Interim Report to ECOP and Partners  
June 2015

The ECOP 4-H National Leadership Committee met face-to-face in St. Louis, MO on May 27-28, 2015. The Committee was hosted by Monsanto, Inc.

The committee continued its work on strengthening the partnership and building and widening 4-H for the future. Significant time is spent developing our organizational capacity to address the goals of:

- Engaging more youth
- Unified marketing efforts
- Strengthening alignment and governance
- Attracting more resources for 4-H

Specific outcomes include:

- Adoption of concept of engaging more youth to have the working title of **4-H Grows: A Promise to America's Kids**. With the vision of: **In ten years, 4-H will reflect the population demographics, diverse needs and social conditions of the country**. This vision has the elements of inclusion, caring adults, involve at least 1 in 5 youth, and the volunteers and staff reflect the population
- Endorsement of ECOP sending a letter of support for Kansas State Universities proposal for future military funding to serve youth when the RFP is released
- Establishment of an executive committee of the co-chairs and the representatives from National 4-H Council and USDA/NIFA. This group is to meet monthly and to help address in a timely manner items/questions not requiring the full committee participation or determination of the appropriate spokesperson for 4-H depending upon the circumstances
- Adopting agreement to meet at least three times per year face-to-face
- Further development of the process and documents needed to bring forth items to be addressed by the committee

Items of continued discussion were:

- 4-H Field Marketing Plan. Presentation by Jennifer Sirangelo and Artis Ford on proposed plan by National 4-H Council
- Feedback from National 4-H Program Leaders Conference
- Common Measures, grant requirements and accountability
- International efforts involving 4-H

[Back to Agenda](#)