

## 4-H Expansion & Review Committee Meeting Minutes 2/21/18

- I. Began meeting at 6:30pm
- II. Reviewed Minutes from Prior Meeting
- III. Discussion of Action Steps for the Year, What specifically should the Committee focus efforts on surrounding the goals from the prior meeting:
  - a. Committee discussed targeting Delta Township, doing presentations in schools and other organizations about 4-H (bringing animals to catch attention), & the need for awareness & education.
  - b. Focused on the negativity issue and the need for a personal connection to 4-H to join (being personally invited to participate vs. just seeing an advertisement and signing up).
    - i. Need to raise awareness within existing clubs and provide education to overcome these barriers, such as:
      1. Promoting 4-H to the public
      2. 4-H is not just agriculture and fair (although the animals are a big draw and a bonus!)
      3. Sense of community within the club – educating leaders and families who have been involved in the program for years on interacting with first-time 4-H families (especially first generation) and creating that welcoming environment.

### Action Ideas:

1. Raising awareness within existing clubs and providing education to overcome barriers:
  - a. Conduct a training for administrative leaders and club presidents and vice presidents on being welcoming to new families
    - i. Hold training in August
    - ii. Use data from statewide 4-H survey on new families and the new family orientation that state staff committee is putting together
    - iii. Training to be run by this committee
  - b. Survey current club leaders to determine club capacity for reaching new families and how to facilitate more resource sharing between clubs
    - i. Sent out by April
    - ii. Can use this data for August training too
    - iii. Kristy can put together draft and send to committee to add questions
  - c. Include more focus on life/soft skills



- i. Kristy has life skill material from a few years ago at office. First round try will be handing out materials again at Spring Leader Meeting in March
- 2. Presentations at other meetings
  - a. Talk to schools, booths at open houses in fall
    - i. Discussion about logistics of doing this (including finding out when open houses are; which ones since there are so many; who will run the booths)
  - b. Send information to schools about 4-H for them to compile with their list of activities
    - i. Kristy can draft version & send for review, mid-March or April

IV. Who Else Should be at the Table? – Only 3 people (besides Kristy) were able to be at this meeting. Need to build membership up to 10-15 members total so that there are at least 5-6 people per meeting present in order to properly move ideas forward.

VII. Next meeting in May; Doodle poll will be sent with dates.

