

4-H Expansion & Review Committee Meeting Minutes 12/7/17

- I. Meeting started at 6:40 p.m.
- II. Committee Members:
In attendance:
Kristy Oosterhouse – 4-H Program Coordinator
Jamie Rugg – 4-H Volunteer, A Touch of Country
Patty Lifford – 4-H Volunteer, Royston Rockets and Ranchers
Rebecca Lifford – 4-H Member, Royston Rockets and Ranchers
Savanah Mauk – 4-H Member, Millerburg
Martin Fabrik – Secretary, Fair board
Becky LeBoeuf – Youth Librarian, Delta Township District Library

Not able to be present:
Jael Tombaugh – 4-H Member, Barn Busters
Brian Cain – President, Fair board
- III. Introduction of Expansion & Review Committee
 - A. Expansion and Review Orientation Presentation – Went over PowerPoint on purpose of committee
- IV. Review County Profile
 - A. Review Community Makeup and compare to current 4-H programming efforts
 - a. Looked at data from Eaton County profile developed by state office, compared county data with 4-H data using the 2015 and 2016 Children and Youth Institute statistical report, 2015-2016 and 2016-2017 ES237 federal report data to compare between years and identify trends.
 - B. Determine What Is Missing (refer to the Gap Analysis)
 - a. Discussed that we are not in parity with the county. Although there has been programming in Delta Township, need for more programs in that area. Also discussed fluctuations in reported 4-H data, particularly with changes in Health and Nutrition staff/numbers and how that affects the accuracy of 4-H-specific data. Discussed short-term programs vs. long-term programs. Also discussed gaps with policies and procedures and ability to reach lower income audiences.
- V. Discussion of Observations Based on What Is Missing
 - A. Brainstorm New Ideas to Reach Underserved Audiences
 - a. Discussed barriers to reaching underserved audiences
 - i. Enrollment – parent driven enrollment is a barrier for participation in Delta Township; a lot of kids are dropped off or visit places directly from school without parent interaction.



- ii. Perception of 4-H as agriculture and animal based remains an issue.
 - iii. Commitment – discussed society as a whole is very busy, a lot of people are overcommitted and don't want to add another thing to their plate.
 - iv. Negativity – Lots of discussion around the effect that the leaders and members within a group can have on the feeling of community and belonging within 4-H. If the leaders and members are negative or not as welcoming, people won't want to come back or join.
- B. Select One or Two Efforts for the Committee to Focus on for Year
- 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.

VI. Who Else Should be at the Table? Discussed need to bring committee membership up to 10-15, with at least 5 youth; open to suggestions from committee to seek new members.

VII. Next Time We Will: Bring concrete ideas and action steps for putting a plan into place to raise awareness within clubs to promote 4-H (answer the question – How is this committee going to raise awareness within clubs for points 1-3 above?). Next meeting in February.

