YOUTH ADVISORY COMMITTEE GUIDELINES

About National 4-H Council’s Youth Advisory Committee

**National 4-H Council Mission:** To increase investment and participation in high quality 4-H positive youth development programs.

National 4-H Council is the private sector, non-profit partner of our nation’s Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture (NIFA) within the U.S. Department of Agriculture (USDA). National 4-H Council supports national and state 4-H programs with a focus on fundraising, brand management, communications, and legal and fiduciary services.

National 4-H Council’s work is driven by a core belief in the power of youth. We see young people as individuals who have unique strengths and real influence to improve the world around us. In keeping with that belief, National 4-H Council is establishing a Youth Advisory Committee to serve as a bridge to the alumni community—helping to strengthen the relationship between the 4-H system and its former participants and ensuring youth voice is incorporated in the planning and decisions of National 4-H Council's Board of Trustees.

The Youth Advisory Committee (YAC) will be comprised of between nine and eleven 4-H alumni between the ages of 18-23 at the time of appointment, who will work to support National 4-H Council initiatives and to advise the Board of Trustees as follows:

1. **Mission Support:** Generate annual plans for supporting National 4-H Council's fundraising and marketing objectives with a focus on engaging young 4-H alumni
2. **Ambassadorship:** Act as spokespeople for the 4-H brand through digital/social media, earned media and public appearances
3. **Youth Voice Consultation:** Provide youth perspective and consultation for Council’s organizational initiatives and Board of Trustees

Youth Advisory Committee Expectations

YAC members will be elected by National 4-H Council’s Board of Trustees and will be expected to meet the following **Requirements for Service:**

- Be between the ages of 18-23 at time of application and election
- Have a minimum of 5 years of past involvement in 4-H
- Have demonstrated 4-H leadership at the county and/or state level
- Be able to commit to a three-year term as a committee member
- Be willing to represent 4-H as a spokesperson through their own digital/social channels, through Council-managed channels and/or through public media or speaking opportunities
- Be willing to abide by Council’s Code of Conduct
During their three-year tenure, YAC members should expect the following annual Time Commitment:

- **Meeting Participation:** Participate in a minimum of four of six scheduled Committee meetings during the fiscal year (July 1—June 30), including mandatory participation for the first in-person (kickoff) meeting in 2017. Four of the six scheduled meetings will be teleconference meetings. Meetings are expected to take place during the following months: August, October, January, March, May, and June
- **Financial Support:** Fundraise for or personally contribute toward an annual Committee-set fundraising goal

**Youth Advisory Committee Selection Process**

National 4-H Council will collaborate with Cooperative Extension and 4-H National Headquarters to promote the YAC opportunity to 4-H professionals and young alumni nationwide. After a thorough, Council-led application and review process, YAC members will be nominated for election by the Board of Trustees’ Governance Committee. After election by the full Board of Trustees, appointed members will serve a three-year term.

The YAC member selection process is as follows:

1. **Invitation to Apply:** 4-H young alumni who would like to be considered for election must be nominated by a 4-H professional or volunteer in order to receive an invitation to apply online. Alumni may also submit a self-nomination. To nominate a 4-H alumnus for the Youth Advisory Committee, please email the candidate’s name and email address to YACApplications@4-H.org by 4:30 pm EST on Thursday, March 2, 2017. All invitations will be sent by Friday, March 3, 2017.

2. **Online Application:** Upon receiving the invitation to apply, candidates must complete and submit an online application. Nominees will be sent a private link with the application. All applications must be submitted no later than 11:59 pm EDT on Friday, March 17, 2017. All materials must be submitted by the deadline. Incomplete applications will not be reviewed. The application will require:
   a. Completing all fields within the online application, including contact information for at least two references
   b. Uploading a one-page resume that showcases the applicant’s most relevant leadership positions, volunteer activities and/or employment history
   c. Uploading a 2-minute video responding to the questions: *How has 4-H made a difference in your life?* and *How would you go about engaging young alumni to reconnect with 4-H?*

3. **1:1 Interviews:** After reviewing the applications, National 4-H Council will select 15 finalists. These finalists will be required to participate in a 15-minute, 1:1 virtual interview with a Council representative interview scheduled between May 1-5, 2017. If a finalist is unable to interview during the given period, they will be disqualified from the committee selection process.
4. **Final Member Selection:** Upon completing their 1:1 interview, finalists will be submitted for final review by a five-member YAC Finalist Review Committee comprised of three National 4-H Council Associates, one Cooperative Extension and one former Youth Trustee who will make recommendations for the top nine recommended candidates for National 4-H Council to submit for Board of Trustees approval.

During this selection process, candidates will be assessed on the following **Evaluation Criteria:**

- Peer Influence Ability/Network
- Leadership Experience
- Passion for 4-H
- Personal 4-H Impact Story
- Fundraising Experience
- Public Speaking Ability

Selected candidates must be nominated for election by the Board of Trustees’ Board Governance Committee and elected by the Board of Trustees in order to serve. The first cohort of Youth Advisory Committee members will be considered for election on June, 22 2017.

### 2017 Youth Advisory Committee Selection Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>March 2, 2017</td>
<td>Nomination Deadline</td>
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<tr>
<td>March 3, 2017</td>
<td>Invitations Sent</td>
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<tr>
<td>March 17, 2017</td>
<td>Application Closes</td>
</tr>
<tr>
<td>April 26, 2017</td>
<td>Finalists Chosen; All Applicants Notified</td>
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<tr>
<td>May 1-5, 2017</td>
<td>Finalist Interviews</td>
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<tr>
<td>May 30, 2017</td>
<td>Nomination for Election by Board Governance Committee</td>
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<tr>
<td>June 22, 2017</td>
<td>Elected to the Committee</td>
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<tr>
<td>August 2017</td>
<td>First In-Person Meeting</td>
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National 4-H Council Youth Advisory Committee Application

Part One: EXPERIENCE

BIOGRAPHICAL INFORMATION
Last Name: ____________________________ First Name: ____________________________
Street Address: ____________________________
City: __________________ State: _______ County: _______ Zip Code: _______
Phone Number: ____________________________ Email Address: ____________________________
Gender: _______ Ethnicity: ____________________________
Number of Years of 4-H Participation: ____________________________
Current Age: __________________ Birthdate: __________________

EDUCATION
High School: __________________
Address: __________________
From: ___________ To: ___________ Did you graduate? _______ Degree: __________________
College: __________________
Address: __________________
From: ___________ To: ___________ Did you graduate? _______ Degree: __________________
Other: __________________
Address: __________________
From: ___________ To: ___________ Did you graduate? _______ Degree: __________________

SOCIAL MEDIA
Note: If your accounts are public, please provide links or handles. If they are private, please list the number of friends or followers for each account.

Facebook: __________________
Twitter: __________________
Instagram: __________________
Snapchat: __________________
Other: __________________

In 400 words or less, describe your 4-H experience and why that has led you to apply for the Youth Advisory Committee. Describe why you would be a great addition to this committee and what unique skills and perspectives you would bring.
Part Two: RESUME

Please submit a one-page resume detailing all of your leadership positions, volunteer activities and employment history that are relevant to the Youth Advisory Committee role.

Part Three: VIDEO PITCH

In two minutes or less, please answer the following questions:

- How has 4-H made a difference in your life?
- The goal of the Youth Advisory Committee is to engage young 4-H alumni as a part of Council’s larger alumni acquisition and activation strategy. Explain how you would go about engaging your peers to reconnect with 4-H.

Part Five: REFERENCES

Please submit contact information for two references who can speak to the applicant’s;

- Experience leading, organizing and networking with his or her peers
- Ability to think creatively to solve problems
- Skills that would make him or her a valuable Youth Advisory Council member