National 4-H Leadership Meeting 2018
February 26 – March 1
Caesars Palace Hotel and Casino – Las Vegas, Nevada

Draft Agenda (as of December 12, 2017)

Monday February 26th
9:00 am – 12:30 pm: Program Leader Working Group Meeting (Neopolitan 1)

11:00 am – 3:00 pm: Meeting Registration and Check In (Neopolitan Ballroom Foyer)

Optional Pre-Conferences:

10:00 am – 3:00 pm: 4-H Foundation Executives (Neopolitan 4)

Whether you’re new to your state 4-H foundation or a veteran, join your peers from across the country in making new connections and learning from one another about the opportunities and challenges that come with fundraising for 4-H. Ever wondered if other 4-H foundations are organized quite like yours? What changes are we seeing in the fundraising landscape and what are the implications for our work at the national, state and local levels? Have a lesson learned to share, a question to ask or a best practice to offer? If so, this session is for you.

1:00 – 3:00 pm: Orientation for New State 4-H Program Leaders (Neopolitan 1)

New to the team as a state 4-H program leader? Find yourself leading organizational and cultural change? Clarity on mission, organizational values, and community engagement somewhat elusive? Maybe you are so excited about the potential impact that 4-H can have in communities across your state and yet where do you start? Trying to deepen the partnership with your university without losing relevance in the local community? You are not alone. Gather with fellow leaders, learning, supporting and sharing best practices as you start this part of your leadership journey.

3:00 – 3:30 pm: Refreshment Break (Neopolitan Ballroom Foyer)
3:30 pm - 5:30 pm: Joint Opening Session (Neopolitan 1)
- 3:30 – 4:00 pm: Icebreaker
- 4:30 – 5:30 pm: National 4-H Partners Update and Discussion
  Andy Turner, New York State 4-H Program Leader and Co-Chair, ECOP
  4-H National Leadership Committee, Sarah Kleinman, Director, 4-H/Youth
  Programs, University of Vermont Extension and Chair, 4-H Program
  Leader Working Group, Lisa Lauxman, Director, 4-H National
  Headquarters, Division of Youth and 4-H, NIFA/USDA and Jennifer
  Sirangelo, President and CEO, National 4-H Council

5:30 – 7:30 pm: Opening Reception (Neopolitan 3 and 4)

5:30 – 7:30 pm: Opening Reception (Neopolitan 3 and 4)

Enjoy this informal time to network and reconnect with your colleagues from
around the county. Light hors d’oeuvres will be served and a cash bar will be
offered.

Tuesday February 27th

7:30 - 8:30 am: Buffet Breakfast (Neopolitan 3 and 4)

8:30 - 10:30 am: Tracked Sessions for:

1) State 4-H Program Leaders: Effective Organizational Systems (Neopolitan 1)
   - Overview of the Wildly Important Goals, Setting the Stage for Where
   We’ve Been and Where We Need to Go
   - Lightening Talk Updates from PLWG Committees, Task Forces and
   Working Groups
   - Brainstorming to Identify Gaps and Future Trends

2) 4-H Foundation Executives: Packaging and Scaling Programs for Corporate
   and Foundation Sponsorship (Salerno)

   (Heather Elliott, Vice President, Resource Development and Beth Birnstihl,
   Senior Director, Mission to Market)

   4-H’s high-quality outcomes are a significant asset and competitive advantage for growing
   and sustaining multi-year corporate and foundation partnerships. Increasingly, these same
   partners are also asking how effectively and efficiently 4-H can scale programs in our core
   mission areas to deliver these outcomes. Members of National 4-H Council’s Resource
   Development Team will share the criteria and strategies they use to identify state or regional
   4-H programs with the potential for greater scale, as well as how they package these
   programs to drive greater revenue, engagement and commitment from current and
   prospective donors.

10:30 – 11:00 am: Refreshment Break (Neopolitan 3 and 4)
11:00 am – 12:00 pm: Joint Session (Neopolitan 1)

What’s Ahead for the Grow True Leaders Campaign *(The National 4-H Council Marketing Team)*

This April marks the two-year anniversary of the Grow True Leaders Campaign. We’ve seen some great results to date that tell us the campaign is headed in the right direction, but your marketing team at National 4-H Council is already thinking about what’s next as we continue to build on Grow True Leaders and expand 4-H’s reach and relevance. Hear what’s next for the Grow True Leaders Campaign and be ready to share your feedback and guidance on the ways we can continue to tell a powerful 4-H story together.

12:00 – 1:00 pm: Lunch (Neopolitan 3 and 4)

1:15 – 3:00 pm: Joint Sessions Continue (Neopolitan 1)

Creative Skills for Innovation *(Brendan Chan, Program Manager, engEDU, Google)*

Achieving our system-wide goal of growing 4-H to reflect the nation’s diversity by 2025 will require innovative ways of thinking and new frames for problem solving. In the private sector, Google continues to be front and center as a leader and innovator in Silicon Valley and beyond. This in-depth and interactive lab will introduce you to Google’s approach and culture for driving innovation and tackling challenges. Whether you are charting a course for 4-H programming or fundraising to support it, you’ll come away with new tools, perspectives and resources to advance your work here in Las Vegas as well as back home.

3:00 - 3:30: Refreshment Break (Neopolitan 3 and 4)

3:30 – 5:00 pm: Creative Skills for Innovation Joint Session Continues (Neopolitan 1)

5:30 pm: Regions' Night Out/ Evening on Your Own
Wednesday, February 28th

7:30 – 8:30 am: Buffet Breakfast (Neopolitan 3 and 4) and Regional Breakfast for 1890 Land-Grant Partners (Neopolitan 2)

8:30 – 10:30 am: Tracked Sessions:

1) State 4-H Program Leaders: Access/Equity/Opportunity (Neopolitan 1)
   - 8:30-9:00 am: Reflections from the CSI Lab Experience
   - 9:00-10:30 am: What is the 4-H Positive Youth Development Experience; Updates from ECOP 4-H Task Forces and Committees; Building the capacity required to achieve our system growth goals

2) 4-H Foundation Executives: The Donor Journey (Salerno)
   The 4-H Alumni Journey – What Does It Look Like Nationally and Locally? What are States Trying and What’s Working? (Facilitated by Shelly Bingle, Executive Director, Indiana 4-H Foundation and Stewart Shepherd, Executive Director, Nebraska 4-H Foundation)

   4-H alumni are raising their hands to reconnect with their local 4-H programs in growing numbers, but meaningful engagement is still new territory for many 4-H programs. This session will spotlight some of the ways that your 4-H foundation partners across the country are beginning to do just that, leveraging email, social media and direct mail appeals to welcome alumni back to the 4-H family as donors and champions.

10:00 – 10:30 am: Refreshment Break (Neopolitan 3 and 4)

10:30 am – 12:00 pm: Tracked Sessions Continue (Neopolitan 1 and Salerno)

1) State 4-H Program Leaders: Civility/Civil Discourse (Facilitated by Doug Swanson, National Program Leader, 4-H National Headquarters, NIFA/USDA)

2) 4-H Foundation Executives: The Donor Journey – Strategies for Transitioning Donors from Annual to Major Givers

   Fundraising best practice tells us it is cheaper to retain and grow your current donors into major givers versus new donor acquisition. While it may be cheaper, that doesn’t always mean it’s easier. This session will explore the path from annual to major giving. What are the milestones from point A to point B and what roadblocks should fundraisers be paying attention to along the way?

12:00 – 1:00 pm: Lunch (Neopolitan 3 and 4)
1:00 – 3:30 pm: Tracked Sessions Continue (Neopolitan 1 and Salerno)

1) State 4-H Program Leaders: Exceptional People/Innovative Practices
   • 1:00 - 2:00 pm: Best Practices in the System that Support the Exceptional People and Innovative Practices Themes
   • 2:00 – 3:00 pm: Brainstorming and Action Planning from the Afternoon’s Best Practices Discussions
   • 3:00-3:30 pm: Framing Questions for Next Steps from Tuesday’s Google CSI Lab

2) 4-H Foundation Executives:

   1:00- 2:15 pm: The Donor Journey – Bringing Your Foundation Board Along (Jill Bramble, Senior Vice President, Resource Development, National 4-H Council)

   Transforming your board into one that can open doors, advocate and give generously is no easy process. It’s often one of the biggest pain points for nonprofit boards across the country, and for many years, the National 4-H Council Board of Trustees was no exception. But times have changed! Thanks to the leadership and support of Extension, Council’s board has recently undergone a transformation to increase Council’s fundraising power in support of Extension’s 4-H programs. Jill Bramble will share insights not only about the journey, but the roadmap that’s in place to recruit and more deeply engage Council Trustees for the long-term.

   2:15-3:30 pm: Hot Topics and Burning Issues for 4-H Foundations

   This fast-paced, facilitated session will provide 4-H foundation staff with an opportunity to learn from one another and problem solve together as you dive into the issues and opportunities that are most pressing for 4-H Foundations today. Come prepared with your questions, successful practices and thinking caps!

3:30 - 4:00 pm: Refreshment Break (Neopolitan 3 and 4)

4:00 pm: Joint Recap and Closing Session (Neopolitan 1)

   Come together with your peers to bring a close to our national meeting with a review of what we’ve covered, where we’re going and action steps for moving forward together.

5:00 pm: Evening on Your Own
Thursday March 1st

8:30 am – 5:00 pm: ECOP 4-H National Leadership Committee Meeting (Salerno)
    (Meeting continues on Friday, March 2nd from 8:00 am – 1:00 pm in the Naples Room)

8:00 – 10:30 am: Regional Breakfasts
    - Northeast Region (Room TBD)
    - Western Region (Room TBD)
    - North Central Region (Room TBD)
    - Southern Region (Room TBD)
    - Working Breakfast for 4-H Foundation Executives (Sorrento Room)

10:30 am: Meeting Concludes – Safe Travels!