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

Meeting Agenda

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)

Pre-Conferences

1:00 pm – 3:00 pm: 4-H Foundation Executives – Best Practices for Stewarding Donors (Neopolitan 2)

This is a chance to share your unique tools for stewarding donors and learn from your colleagues. Do you have written policies/procedures for stewarding annual donors? Major gift donors? Are your board members active in stewardship? How do you communicate with donors?

Attendees are encouraged to bring multiple copies of donor communications (newsletters, annual reports, direct mail pieces, acknowledgement letters, collateral material/packages for planned giving and endowment building).

1:00 pm – 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 excited about the potential impact that 4-H can have in communities across your state but don’t know where to start? Trying to deepen the partnership with your university without losing relevance in the local community? You are not alone! Gather with fellow leaders to learn, support and share best practices as you start this part of your leadership journey.
3:00 pm – 3:30 pm: Refreshment Break (Neopolitan Ballroom Foyer)

3:30 pm - 5:30 pm: Joint Opening Session (Neopolitan 1 and 2)
- 3:30 pm – 4:00 pm: Icebreaker
- 4:00 pm – 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
  Jennifer Strangelo, President and CEO, National 4-H Council

5:30 pm – 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 am - 8:30 am: Buffet Breakfast (Neopolitan 3 and 4)

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

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

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

  Heather Elliott, Vice President, Resource Development
  Beth Birstihi, Senior Director, Mission to Market, National 4-H Council

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.

10:45 am – 11:00 am: Refreshment Break (Neopolitan 3 and 4)
11:00 am – 12:15 pm: Joint Session (Neopolitan 1 and 2)

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.

12:15 pm – 1:15 pm: Lunch (Neopolitan 3 and 4)

1:15 pm – 5:00 pm: Joint Session Continues (Neopolitan 1 and 2)

Creative Skills for Innovation (CSI)

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.

**Two, fifteen-minute breaks will be offered during the CSI Lab. Refreshments will be available in Neopolitan 3 and 4.

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

7:30 am – 8:30 am: Buffet Breakfast (Neopolitan 3 and 4) and Regional Breakfast for 1890 Land-Grant Partners (Neopolitan 1)

8:30 am – 10:15 am: Tracked Sessions

1) State 4-H Program Leaders: Access/Equity/Opportunity (Neopolitan 1)
   - 8:30 am - 9:00 am: Reflections from the CSI Experience
   - 9:00 am - 9:30 am: Civility/Civil Discourse Update
   - 9:30 am - 10:15 am: Opening conversations on the 4-H Positive Youth Development Experience

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

   4-H alumni are increasingly 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.

10:15 am – 10:30 am: Refreshment Break (Neopolitan 3 and 4)

10:30 am – 12:00 pm: Tracked Sessions Continue (Neopolitan 1 and 2)

1) State 4-H Program Leaders: Continued Discussions on the 4-H Positive Youth Development Experience

2) 4-H Foundation Executives: The Donor Journey – Strategies for Transitioning Donors from Annual to Major Givers
   Facilitator: Jake Worcester, President and CEO, Kansas 4-H Foundation

   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 2)

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

2) 4-H Foundation Executives:
   1:00 pm - 2:15 pm: The Donor Journey – Bringing Your Foundation Board Along
   Jill Bramble, Senior Vice President, Chief Development Officer
   Andy Ferrin, Senior Vice President, Chief Strategy Officer, 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. Fortunately, however, 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 about the journey as well as the roadmap that has been put in place to recruit and more deeply engage Council Trustees for the long-term.

   2:15 pm - 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 pm - 4:00 pm: Refreshment Break (Neopolitan 3 and 4)

4:00 pm: Joint Recap and Closing Session (Neopolitan 1 and 2)
   
   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

9:00 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 Salerno Room

8:00 am – 10:30 am: Regional Breakfasts
   - Northeast Region (Neopolitan 1)
   - Western Region (Neopolitan 2)
   - North Central Region (Neopolitan 3)
   - Southern Region (Neopolitan 4)
   - Working Breakfast for 4-H Foundation Executives (Sorrento Room)

10:30 am: Meeting Concludes – Safe Travels!