



National 4-H Leadership Meeting 2019

February 25 – February 27

[Hilton St. Petersburg Bayfront](#) – Saint Petersburg, Florida

Meeting Agenda

Monday February 25th

11:00 am – 3:00 pm: Meeting Registration and Check In (Grand Bay Ballroom Lobby)

Pre-Conferences:

1:00 – 3:00 pm: 4-H Foundation Executives Pre-Conference (St. Petersburg II)

Whether you are new to your role or have been on the job for years, this session will offer an opportunity to get to know your peers from across the country and to hear “what I know now that I wish I knew then” from a team of 4-H foundation executives who bring diverse experience and perspectives to their work. National 4-H Council’s fundraising leaders will also be on hand to answer questions and to discuss where and when your national fundraising partner can be a resource.

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

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.



1:00 – 3:00 pm: 1890 Regional Meeting (Hilton Training Center I)

3:00 – 3:30 pm: Refreshment Break (Grand Bay Ballroom Lobby)

3:30 -- 5:30 pm: Joint Opening Session (Grand Bay South)

3:30 – 4:00 pm: Welcome & Icebreaker

4:00 – 5:30 pm: National 4-H Partners Update and Discussion

Caroline Crocoll, Interim Director, 4-H National Headquarters, Division of Youth and 4-H, NIFA/USDA

Ed Jones, Director, Virginia Cooperative Extension, Chair, ECOP, and Co-Chair, ECOP 4-H Leadership Committee

Andy Turner, New York State 4-H Program Leader and Co-Chair, ECOP 4-H Leadership Committee

Shannon Horrillo, Statewide 4-H Director, University of California and Chair, Program Leader Working Group

Jennifer Sirangelo, President and CEO, National 4-H Council

5:30 – 7:30 pm: Opening Reception (Grand Central)

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 26th

7:30 -- 8:30 am: Buffet Breakfast (Grand Central)

8:30 – 10:15 am: Keynote Presentation: Growing Our Reach and Resources: Where are the Opportunities and Intersects in Rural and Urban Communities?
(Grand Bay South)

Mark McKeag, Partner, Bridgespan Group, Boston and Nick Place, Ph.D, Dean for Extension and Director, Florida Cooperative Extension Service, University of Florida, Institute of Food and Agricultural Sciences

What are the factors that support upward social mobility in rural America—the possibility that children will grow up to earn more than their parents – and how is 4-H uniquely positioned to make a difference? “Social Mobility in Rural America: Insights from Communities Whose Young People Are Climbing the Income Ladder,” a report from National 4-H Council and The Bridgespan Group, provides ideas and guiding questions that communities can build upon, as they work to expand



economic opportunity for their youth. We'll explore the report's key findings as well as the potential implications and intersects for program and fund development in both rural and more urban contexts.

10:15 – 10:30 am: Refreshment Break (Grand Bay Ballroom Lobby)

10:30 am – 12:00 pm: Joint Session (Grand Bay South)

Successes, Lessons Learned and What's Ahead as We Build a Unified 4-H Brand

The National 4-H Council Marketing Team along with 4-H Grows Investor Institutions

The ECOP 4-H National Leadership Committee has reaffirmed a unified brand as a priority for engaging more youth in 4-H and endorsed continuing 4-H Grows, the national marketing campaign and capacity building program in partnership with 34 Land-Grant institutions. Now that we are in the program's third year, what successes, challenges, and lessons learned are informing our brand building work together and how are they shaping 4-H Grows as we look to its future? You will have the opportunity to hear from a panel of 4-H Grows investor institutions and to learn more about the timeline and next steps for renewing or beginning your institution's participation.

12:00 – 1:00 pm: Lunch (Grand Central)

1:00 – 3:30 pm: Tracked Sessions

1) State 4-H Program Leaders (Grand Bay South)

1:00 – 3:00 pm: 4-H Data Management & Enrollment Task Force Update

Presented by Todd Mehrkens & Andy Turner, Co-Chairs

4-H Online is an important tool with a lot of potential. Learn about the work of the Task Force and the direction for 4-H Online 2.0, as well as provide input that will help shape future decisions and opportunities available in the system.

3:00 – 3:30 pm: Volunteerism Committee

Presented by Doug Swanson and Jen Loble, Co-Chairs

Volunteer recruitment and retention are incredibly important and timely topics for our system, especially in light of our goals to grow 4-H! The Volunteerism Committee will share the new volunteer recruitment resources and the committee's multi-year plan. They look forward to seeking feedback from you on the resources and their plans.



2) 4-H Foundation Executives: Diversifying Your Fundraising Portfolio – What’s Ideal and What’s Reality (St. Petersburg II)

A comprehensive approach to funding your state’s 4-H program priorities based on a mix of revenue streams and giving vehicles can bring important sustainability and flexibility to your resource development efforts – and the programs they support. Achieving that ideal is often easier said than done. Hear from your peers who are in the process of building or have made the shift to a more diverse fund development portfolio to achieve their 4-H foundation’s long-term goals and annual fundraising plans.

3:30 -- 4:00 pm: Refreshment Break (Grand Bay Ballroom Lobby)

4:00 – 5:00 pm: Tracked Sessions

1) State 4-H Program Leaders: 4-H Delivery Modes (Grand Bay South)

This will be a working session to review and begin the process of revising delivery modes to meet the needs of state programs across the nation.

2) 4-H Foundation Executives: Using Endowments to Fuel Program Growth: Opportunities and Challenges (St. Petersburg II)

Jack Moore, CFA, Managing Partner, Harpswell Advisors

Recognizing the continuing need for funds to support youth and programs in 4-H, this session will explore strategies for using endowments as a vehicle for encouraging donors to make gifts to sustain 4-H youth leadership opportunities. Their investments may be used to establish a 4-H Operating Fund to improve 4-H program and operational support for – but not limited to – their preferences along with any youth-driven discovery opportunities and leadership experiences for active status 4-H youth.

5:30 pm: Regions' Night Out/Evening on Your Own

Wednesday, February 27th

7:30 – 8:30 am: Buffet Breakfast (Grand Central)

8:30 – 10:30 am: Joint Session (Grand Bay South)

Sustaining Programs through Collaborative Resource Development

We all want to transform local communities through advancing positive youth development through 4-H programming. But the ongoing question remains, how do we initiate and sustain this important work? Our contexts and systems are diverse, yet our mission is shared. How do



we exercise excellent communication and partnership in order to build alignment between programmatic plans and growing donor responsiveness to those plans? Please bring with you best practices and experiences to inform a facilitated discussion around collaboration between program leaders and foundations that can maximize resources to launch AND sustain positive impactful 4-H youth development programming. #BetterTogether

10:30 – 11:00 am: Refreshment Break (Grand Bay Ballroom Lobby)

11:00 am – 12:00 pm: Tracked Sessions

1) State 4-H Program Leaders: PLWG Chartered Group Updates
(Grand Bay South)

The Program Leader Working Group charters entities to work on programmatic issues of national significance. Learn about the various chartered groups, what they are working on, and receive updates on resources that will be available soon to support your state programs.

2) 4-H Foundation Executives: Technology as a Tool for Board Engagement
(St. Petersburg II)

Jim Thompson, CAO, IOM, Vice President, Association Management and Strategic Development, Capitol Hill Management Services, Inc.

Today's array of virtual meeting tools can make it easy and cost-effective for individuals to connect anywhere, anytime. But can all of this high-tech facilitate the high-touch that is often required for meaningful board engagement? This session will explore the ways 4-H foundations can and do use tools like video conferencing, cloud file sharing and virtual scheduling to support efficient board operations and effective board member engagement. What's working well? What are the pitfalls? What might the implications be for board development?

12:00 – 1:30 pm: Regional Lunches – Please make your plate at the buffet station closest to your meeting room and proceed to your meeting.

- Northeast Region (Hilton Training Center I)
- Western Region (Grand Central)
- North Central Region (Kenwood)
- Southern Region (Edge)
- Working Lunch for 4-H Foundation Executives (Hilton Training Center IV)



1:30 – 3:30 pm: Tracked Sessions

1) State 4-H Program Leaders: The 4-H Thrive Model (Grand Bay South)

Learn about the 4-H Thrive Model and its alignment with the 2025 Strategic Plan. Engage in interactive discussion with your colleagues about the model and what is needed to support implementation. Be part of the plan to advance this work as part of a national systemwide effort.

2) 4-H Foundation Executives: Hold that Thought! (St. Petersburg II)

Facilitated time to discuss emerging issues, opportunities or other topics that have come up over the course of our meeting and tracked sessions.

3:30 - 4:00 pm: Refreshment Break (Grand Bay Ballroom Lobby)

4:00 pm: Joint Recap and Closing Session (Grand Bay South)

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.

4:30 pm: Meeting Concludes – Safe Travels!

5:00 pm: Evening on Your Own

Thursday February 28th

7:00 am – 12:00 pm: Program Leaders Working Group Meeting (Kenwood)

8:30 am – 5:00 pm: ECOP 4-H National Leadership Committee Meeting (Hilton Training Center I)

11:00 am – 12:00 pm: Joint ECOP 4-H & Program Leaders Working Group Meeting (Grand Central/Edge)

Friday, March 1st

8:30 am – 2:00 pm: ECOP 4-H National Leadership Committee Meeting (Hilton Training Center I)

