National 4-H Leadership Meeting Agenda
February 24 – February 26
Hilton St. Petersburg Bayfront – Saint Petersburg, Florida

Monday February 24th

9:30 am – 1:30 pm: By Invitation: 4-H and Behavioral Insights Team Scoping Session (Grand Bay South)

11:30 am – 1:00 pm: By Invitation: Fund Development Focus Group (Hilton Training Center I)

1:00 – 3:00 pm: Meeting Registration and Check In (Grand Bay Ballroom Lobby)

Be sure to visit with the National 4-H Council team to check your contact information and ensure you are signed up to receive the latest Council grant opportunities when you check in.

3:00 – 5:15 pm: Opening Sessions for 4-H Program Leaders & Foundation Executives

4-H Program Leaders (Grand Bay South)

Participants will:

- discover new learning partners and mentors among peers;
- identify at least one actionable idea on “enabling factors” to support visionary, systemic change in their state 4-H program;
- understand plans for state program leader orientation and training, and provide feedback to shape priorities for training in 2020 and beyond; and
- feel supported and enthused about their role as a state 4-H program leader.

Agenda:
• **Welcome and Opening Remarks** – Kathleen Lodi: Associate Dean/4-H Program Administrator, University of Nebraska-Lincoln Extension and Jen McIver: Vice President, Field Marketing, National 4-H Council

• **Team Building Ice Breaker** – Lisa Phelps: Program Administrator, University of Maine and Brent Clark: Director of 4-H Youth Development, West Virginia University

• **Report on the State 4-H Orientation and Training Project** – Kathleen Lodi and Linda “Jo” Turner: Retired, University of Missouri Extension

• **Embracing the Challenge of Reaching 10M Kids** – Jo Turner and Andy Turner: New York State 4-H Program Leader

**4-H Foundation Executives** (St. Petersburg II)

• Welcome and Team Building Ice Breaker.
• “Birds of a Feather” Facilitated Roundtables – Participants will have the opportunity to join up to three facilitated, small group discussions with their peers on topics of mutual interest.
• Discussion: Measuring progress and success – What metrics are 4-H foundations using and which matter the most?

**5:30 – 7:00 pm: Opening Reception** (Grand Central)

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

**7:00 pm: Optional Regional Meeting Time**

North Central Region (St. Petersburg II)

**Tuesday February 25th**

**7:30 – 8:30 am: Buffet Breakfast** (Grand Bay North)

**7:30 – 8:30 am: 1890 4-H Program Leaders Breakfast Meeting** (Board Room)

**7:30 – 8:30 am: Breakfast for New State 4-H Program Leaders** (Baywalk)

**8:30 – 11:15 am: Joint Session** (Grand Bay South)

**Leveraging Our Cognitive Diversity as Leaders to Drive and Manage Change**

*Megan Seibel: Director, VALOR (Virginia Agricultural Leaders Obtaining Results); Associate Director, Center for Cooperative Problem Solving, Virginia Tech*
As leaders, we’re often encouraging change at the same time we’re facing it within our own organizations and systems. Solving complex problems and managing change can be a convoluted and non-linear process with lots of variables to consider. However, one key and often ignored variable is our problem-solving style. Come away from this time with a better understanding of how problem-solving styles (your own and others’) influence change management, along with practical strategies to leverage similarities and differences to help identify and address the kinds of challenges that individuals, groups and communities face in solving their most audacious problems. After all, we are all problem solvers, we are all leaders and we are all agents of change.

10:00 – 10:15 am: Refreshment Break (Grand Bay Ballroom Lobby)

10:15 – 11:15 am: Joint Session Continues

11:15 – 11:45 am: Networking Break
(Please bring laptops or other items with you so that the room can be set for lunch.)

11:45 am – 1:30 pm: Lunch (Grand Bay South)

National 4-H Partners Update and Discussion

- Brent Elrod: Acting Division Director, Division of Community & Education, Division of Family & Consumer Sciences, Division of Youth & 4-H, USDA, National Institute of Food and Agriculture (NIFA)
- Andy Turner: New York State 4-H Program Leader; Co-Chair, ECOP 4-H Leadership Committee
- Kathleen Lodl: Associate Dean/4-H Program Administrator, University of Nebraska-Lincoln Extension; Chair, Program Leaders Working Group
- Jennifer Sirangelo: President and CEO, National 4-H Council

A plated lunch will be served promptly at 11:45 am so that we can begin the National 4-H Partners Update by 12:15 pm.

1:45 – 3:00 pm: Tracked Sessions

1) State 4-H Program Leaders: Best Practices and Strategies for Innovation in 4-H that can Influence a Growth/Quality Mindset (Grand Bay South)

- Thrive Model Update – Mary Arnold: Professor and 4-H Youth Development Specialist, Oregon State University
- 4-H Pathways – Andy Turner: New York State 4-H Program Leader; Co-Chair, ECOP 4-H Leadership Committee
- Well Connected Communities – Roger Rennekamp: Extension Health Director

2) 4-H Foundation Executives: Storytelling with your IRS Form 990 (St. Petersburg II)
The IRS Form 990 is an important tool for fiscal accountability. It can also be an equally powerful tool for telling your 4-H foundation’s story of impact. Learn about how the Form 990 can support your fundraising goals, as well as the benefits of completing the full Form 990 versus the postcard. We’ll also look at strategies for successfully engaging county 4-H foundations as part of your state’s fund development efforts.

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

3:30 – 5:00 pm: Tracked Sessions Continue (same room locations as above)

1) State 4-H Program Leaders: Increasing Cultural Awareness and Equity in 4-H

_Nia Imani Fields: University of Maryland Extension Assistant Director; Maryland 4-H Program Leader; Co-Chair, Access, Equity and Belonging Committee_

Participants will engage in self and group reflection on the equity modules that were viewed prior to the national meeting. The modules are designed to:

- introduce you to foundational terms related to cultural competencies and equitable practices; and
- encourage you to explore dimensions of culture.

The session will also include higher level organizational brainstorming and sharing using the strategies shared within the modules, AEBC resources and the experience within the room. Prior to meeting, you can access the course as follows:

1. Go to [https://campus.extension.org](https://campus.extension.org).
2. The login pane is on the left-hand side of the screen. Enter existing login credentials or choose “Create new account”.
3. Once logged in, search for the course “Increasing Cultural Awareness & Equity in Extension Programs”.
4. Select the course.
5. Enter the Enrollment Key (your state name, e.g. Maryland).
6. Select “Enroll Me”.

2) 4-H Foundation Executives: Raising Resources for Rural and Urban 4-H Programs

What similarities and differences are fundraisers seeing in their efforts to grow resources for rural and urban 4-H programs? Where have there been successes and lessons learned and how are 4-H foundation boards responding? These are a few of the questions this session will explore.

5:30 pm: Regions’ Night Out/Evening on your Own
Wednesday, February 26th

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

8:30 – 10:00 am: Tracked Sessions

1) 4-H Program Leaders (Grand Bay South)
   o Open Space Discussion on Pressing Issues defined during Networking Session
   o Group Discussion around Topics:
     ▪ Youth Protection
     ▪ Supervision/Coaching of Staff
     ▪ Staffing
       – Recruitment
       – Inclusion/Representation
       – Retention
     ▪ New Staffing Models
       – Collaborating with Specialists in other Departments
       – New Positions
     ▪ 4-H Camps/Learning Centers
     ▪ Curriculum
       – Access
       – Engaging Content Specialists

2) 4-H Foundation Executives: Tools for Crafting Your Million Dollar Vision
   (St. Petersburg II)
   From endowments and scholarships to donor agreements and proposals, 4-H fundraisers can use a number of vehicles to marshal and align resources around visionary program priorities. This session is an opportunity to share and discuss how you’re making these strategic decisions in your own fundraising, as well as to hear from your peers what’s working for them. We’ll also look at how 4-H fund development professionals are approaching those existing gifts which may no longer align with the 4-H program’s strategic direction and priorities.

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

10:30 – 11:45 am: Joint Session (Grand Bay South)

Reputation Management for 4-H: A Playbook for Leaders

Artis Stevens: Chief Marketing Officer, National 4-H Council and Chris Glazier: Account Manager, Porter Novelli

Every organization is vulnerable to reputational risk, and 4-H is no exception. Effectively responding to unexpected events at the national level in ways that preserve the reputation, integrity and trust that 4-H has worked so hard to earn requires a coordinated and streamlined
approach. This session will introduce a response plan and resources which have been developed by the ECOP 4-H Leadership Committee and National 4-H Council to ensure that the 4-H system is prepared for incidents that could negatively impact 4-H’s reputation.

12:00 – 1:30 pm: Regional Lunchees – 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 (Hilton Training Center IV)
- Working Lunch for 4-H Foundation Executives (Edge)

1:30 – 4:00 pm: Joint Session (Grand Bay South)

Using Data and Your Impact to Grow Investment in 4-H

In this two-part session, 4-H program and fundraising leaders will come away with a better understanding of the data available to help you more effectively position 4-H with influencers and potential investors. We’ll also explore how to better leverage the data and your program outcomes in ways that can generate greater investment from corporate partners in your impact and vision.

Part I: Data Round-up – Snapshots from recent research that can inform our work and help us better make the case for investing in 4-H.

- National 4-H Alumni Survey – Andy Ferrin: Chief Strategy Officer, National 4-H Council
- National 4-H Congress Alumni Survey – Wade Weber: Department Head and State Leader, 4-H Youth Development, Kansas State University and Kevan Lamm: Assistant Professor and Extension Leadership Specialist, Agricultural Leadership, Education and Communication, University of Georgia
- Social Capital Committee – Nia Imani Fields: University of Maryland Extension Assistant Director; Maryland 4-H Program Leader
- Common Measures Findings – Beth Birnstihl: Director, Mission to Market, National 4-H Council

3:00 – 3:15 pm: Refreshment Break (Grand Bay South Ballroom Lobby)

3:15 – 4:00 pm: Joint Session Continues

Part II: Positioning 4-H with Value and Vision – In this session, we’ll connect the dots on what we’ve learned so far and consider the implications for mission- and vision-driven resource development. We’ll review the current funding environment and hear from states that have
successfully led with vision to make the “million dollar ask” and managed the realities of execution once the funding was secured.

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!

Thursday February 27th

8:30 am – 5:00 pm: ECOP 4-H National Leadership Committee Meeting (Kenwood)

8:30 – 10:30 am: Program Leaders Working Group Meeting (Hilton Training Center I)

10:30 am – 12:00 pm: Joint Meeting Time for ECOP 4-H and PLWG (Kenwood)

Friday, February 28th

8:30 am – 2:00 pm: ECOP 4-H National Leadership Committee Meeting (Kenwood)