

Background/Overview

The 4-H STEM (Science, Technology, Engineering, Mathematics) Challenge is a coordinated effort between National 4-H Council (Council) and the Cooperative Extension System, to deliver innovative STEM programming to our nation's youth. Its purpose is to position 4-H as a go to resource for quality STEM learning, reach as many young people as possible, and provide exciting activities that help spark a lasting interest in STEM and 4-H. Over the past 16 years, through themes such as green innovation, space exploration and computer science, the Challenge provided kids from a variety of backgrounds and skill levels access to research-backed, hands-on quality learning experiences.

Each year, the 4-H STEM Challenge is supported by corporate and foundation partnerships that help scale the reach of the program and bring national-level visibility to 4-H STEM programs. Over the past several years, the 4-H STEM Challenge has netted an average of 200 million media impressions in publications across the country and helped bring a variety of exciting spokespeople to represent 4-H STEM, including Bill Nye (the Science Guy), NBA star Jarett Allen, IndyCar driver Charlie Kimball and coder/actress Lindsey Scott.

The objectives of the 4-H STEM Challenge are to:

- excite young people about STEM topics and encourage service as agents of change in their communities.
- increase 4-H's reach through new partnerships with science-based and youth development organizations, corporations, foundations, and educational programs.
- position the Cooperative Extension System's 4-H program as the leading provider of high-quality, timely and relevant STEM education in the after-school hours community.

2024 Challenge Focus

The 2024 challenge kit topic is Food Security and will connect directly to the overarching theme of Environment/Climate/Green Innovation.

We're excited that the 2024 STEM Challenge can offer young people a chance to explore issues related to global sustainability through the lens of innovation. It will allow young people the opportunity to solve the same problems that today's top scientists and engineers are working on. There is a limitless direction our topic of food security can take as it's applied to the challenge kit.

Challenge Activities

Each year, the STEM Challenge is made into a theme-based kit and contains 3-4 individual activities that are fun, educational, and ignite an interest in STEM. The 2024 theme allows the STEM Challenge Committee members to incorporate a wide range of topics representing a variety of STEM disciplines into the challenge activities.

Activities can address a wide range of Food Security challenges/issues, including (but certainly not limited to):

- addressing food waste
- innovative approaches to food production
- transportation connected to getting food to people
- Innovative ways to stop food related illness
- Efficient/innovate ag production
- green innovation for packaging/housing food

In addition, Challenge activities should relate to different sectors of industry and scientific disciplines. Activities can include elements of citizen science, science inquiry, and engineering design.

Recognition

The land-grant universities (LGU's) and Cooperative Extension programs that the committee members represent will be recognized nationally in the following ways:

Public relations/Press

- All 4-H STEM Challenge media marketing materials and press releases will recognize the LGU's and Cooperative Extension programs that contributed to the design of the 2024 4-H STEM Challenge.
- Potential press opportunities with national, regional, and local media outlets.
- Visibility with key influencers, celebrities, etc. who Council targets to promote the Challenge.

Website and 4-H STEM Challenge materials

- Featured on the 4-H STEM Challenge web pages on both 4-H.org and Shop4-H.org and be featured on all the printed challenge and guide materials.

Blogs

- Provided guest blog post opportunities such as in the "4-H Today" highlighting the challenge and the science behind it. not

E-newsletters

- Featured highlight in monthly "4-H Today" e-newsletter.
- Promoted in weekly "4-H Professionals" e-newsletter.
- Promoted in additional email communications as available.
- Included in a dedicated email E-Blast.

Social media

- Featured on the National 4-H social media channels: Facebook (724K+ fans), Twitter feed (41.5K+ followers), Instagram (57K+ followers), LinkedIn (15+K followers).

Promotion

- Required to feature the 4-H STEM Challenge through owned media, such as their: websites; social media platforms; e-newsletters; alumni publications, etc.

How To Apply

All applications *MUST* be submitted via [insert link] by **Monday, MARCH 20, 2023, 11:59 p.m. Eastern.**

Committee Member application can be found [HERE](#).

PLEASE NOTE: Council will only issue payments to committee members through LGUs that meet the criteria to be eligible for receiving funds from National 4-H Council. An LGU must submit a W-9 with their submitted application and the name reflected on this W-9 will be designated as the LGU's National 4-H Council approved Fiscal Representative Organization. This name will also be used for all associated agreements/contract and payments.

All applicants will be notified of award status via e-mail the week of **MARCH 27th, 2023.**

Contact For Questions

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