



VISION TO ACTION

A PLANNING PROCESS FOR SAWYER COUNTY 4-H

PROCEEDINGS REPORT

DECEMBER 3, 2011

Facilitator:
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PARTICIPANTS

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AGENDA FOR THE DAY

Vision-to-Action for Sawyer County 4-H
December 3, 2011 9 am to noon
Flat Creek Eatery, Hayward, WI

- 8:30 am **Registration**
- 9 am **Welcome & Purpose of the Day**
Introductions
Overview of the Process: Annette Haas
Agenda and Ground Rules
- 9:20 am **Step One: Where are We Now?**
Sawyer County 4-H Trends: Lori Laberee
Strengths & Concerns Activity: Annette
- 10:30 am **Step Two: Where Do We Want to Be?**
Visioning Activity
Sorting and Organizing Visions
- 11:30 am **Step Three: Setting Priorities**
Vote on top themes
- Step Four: Next Steps and Commit to Action**
- 12:15 pm **Step Five: Goals and Action Plan**
Writing the action plan
- 12:30 pm **Step Six: Reflections**
Reflections on today's Workshop
- 12:45 pm **Adjourn**
Fill out **Step Six Worksheet** and turn it in before you leave

GROUND RULES

The group identified and agreed to the following guidelines for the session.

- Be open
- Be respectful of opinions
- No right or wrong
- Have fun

STEP ONE: WHERE ARE WE NOW

LOCAL SITUATION

Lori Laberee, 4-H Youth Development Educator, share current 4-H community club statistics and trends. In summary,

- There has been a decline in your enrolled in 4-H over the past 5 years. There were 169 members in 2005 and 102 in 2010. There are 80 members and 45 26 adults enrolled for the 2011-2012 4-H year.
- Enrollment is volatile due to enrollment lapse-people do not submit forms on time.
- There are 4 chartered 4-H clubs.
- The trend seems to be less enrollment in animal and shooting sports projects.
- The program has been challenged in advertising to students through the Hayward Schools due to limited access *to youth/families* by administrators/*school board*.
- About ¼ of youth enrolled in 4-H are American Indian.
- Over 50% of 4-H members are female.
- Outreach to Native American youth has been expanded due to programming at St. Francis School and with an AmeriCorps Vista Volunteer working with LCO Afterschool *in the past*.

STRENGTHS AND CONCERNS

The process to identify strengths and concerns of the Sawyer County 4-H program was done in two steps. First, participants used a tool to individually identify their thoughts. Next, in three small groups of four people, the individual thoughts were gathered in a round-robin fashion. The compiled list of the strengths and concerns follows:

Strengths:

- Good project leaders
- Good amount of junior leaders
- Financial strength
- Full of possibilities, opportunities
- Youth involvement
- Personal safety
- Long history in county
- Commitment of leaders
- Newsletter/website/email communication
- Offer year-round activities
- Can teach responsibility and expectations
- Support of county board
- Encourages healthy lifestyle choices
- Lots of opportunities to serve
- Good communication
- Commitment
- Great volunteers
- Knowledgeable leaders
- Diversity in people, places, things
- Funds to support programming
- Opportunities are many
- Continued improvement/growth (ie. Improvements at fairgrounds)
- Becoming clearer in policy/procedures
- Open enrollment
- Great core group of members
- Positive atmosphere
- Fun
- Financial security
- Committed youth and leaders
- Larger amount of junior leaders
- Program resources
- Variety of projects
- Strong project areas (committed)

Concerns:

- Project area is weak. Leaders sign up but don't always know what's next.
- Transportation. Sawyer County is large
- Outreach to LCO
- 4-H image. Also not real visible in county
- Communication with parents and youth
- People don't understand whole picture of 4-H
- Part-time members
- Understanding of positive youth development
- Financial – too much paperwork
- Personal contact from 4-HYD, leaders. Inviting and encouraging
- Lack of communication (how we communicate)
- Promote more projects (skiing)
- Funds
- More community service learning
- Logistics – everything in Hayward
- Losing people because of strict policy/rule enforcement
- No definitions of responsibilities as a volunteer
- Maintaining older youth
- Education
- Training: families, clubs, and leaders
- Too much responsibility for a small group of leaders
- Lack of leadership in large animal projects
- Uncertainty of leadership positions
- Lack of communication; lack of consistent message
- Lack of recognition for leaders
- Lack of publicity
- No leadership/cooperating/over powering
- Adult opinions in the horse project
- Roles/responsibilities of club, leader board, extension office
- Consistent message
- Getting new leaders
- Nobody wants to do/does record books anymore
- Variety of projects (lack of leaders)

STEP TWO AND THREE: VISIONING AND SETTING PRIORITIES WHERE DO WE WANT THE SAWYER COUNTY 4-H PROGRAM TO BE IN 2016

Participants reviewed the work completed to this point. Each participant identified at least two visions for the future of Sawyer County 4-H. They identified the issue and their vision for changing it. They identified what they saw, heard and felt when this vision was a reality. The visions were shared, sorted, categorized, and prioritized. The following is the list of the identified visions, ranked by those receiving the most votes to the least votes. The ranking allows Sawyer County 4-H to identify the areas they need to be focusing their energies.

1. Roles and responsibilities (of Extension, leaders board, club, leaders, families, youth) are defined and communicated.
2. Training for families, youth, clubs, leaders on what, why, how of 4-H.
3. Communication that is two-way, timely, consistent, and complete between all in the 4-H community: Extension, leaders board, clubs, leaders, families, youth.
4. The community understands that 4-H is for all youth and offers many projects and opportunities and therefore the community is responsive to 4-H.
5. More project meetings with trained leaders, youth leader opportunities, and members learning and excited.

Below are all visions under each of the major prioritized areas. The visions are in no particular order.

1. Roles and responsibilities (of Extension, leaders board, club, leaders, families, youth) are defined and communicated. (19)

- Clearer roles/responsibilities for my volunteer roles. I see stronger relationships. Youth to youth to club. Leaders to leaders. 4-H to the community. I hear the community talking about how 4-H is contributing to a healthier overall place to live and enjoy all the diversity of opportunities. I feel our investments are bearing fruit.
- Better consistency in Roles/Responsibilities: club, leaders, extension, publicity, recognition. I see a strong partnership within the 4-H program between, club to leaders and Extension have a strong county presence. I hear community buzzing about all the great things Sawyer County 4-H is doing. I feel that Sawyer County 4-H program has moved forward in a positive direction and is acknowledged as a valuable community partner and resource.
- How our program is supported. We are limited at the county level due to support. No one to support our 4-H program. ie. No dedicated staff (Rebecca position). Much is left to leaders. I see a 4-H program with a solid foundation. I hear happy leaders, parents, youth. I feel affirmed, valued. "I am contributing enough."
- Consistency. I see parents/families/leaders better educated in their roles. I see personal accountability to the policies/rules. I hear happy membership because everyone knows what 4-H is and their role in it. I hear successful youth enjoying all that 4-H has to offer. I feel proud that I was able to assist in streamlining the program.
- Roles for all the participants (families, club leaders, executive board, project leaders, extension office) have been defined. I see everyone understands their role/duty and follows through with it. I hear no one complaining that some job did not get done. I feel secure in knowing that all roles are clearly defined, and more importantly, that the jobs associated with the role are being executed.

2. Training for families, youth, clubs, leaders on what, why, how of 4-H. (19)

- Training for clubs, families, leaders. I see every new 4-H family having orientation and every 4-H leader getting training and mentorship. I hear families excited and pleased about 4-H, as well as the leaders being excited and confident in their knowledge of the program. I feel happy and content that all participants are informed and educated about 4-H.
- Leader, family and youth training. I see strong leaders and families because they have received and are getting and giving strong, up-to-date training. I hear positive communication and hear good things about Sawyer County 4-H clubs, families and youth. I feel good about what I see and hear about Sawyer County 4-H.
- 4-H process – image, responsibilities of 4-Her, club, project area, county, etc. I see involved 4-H families that know about the 4-h process and youth that are taking advantage of all the opportunities available. I hear youth excited about the trips they went on or a fun project meeting. I feel happy that 4-H is continuing on better and stronger than ever.
- There are better stronger clubs and more of them. I see that people with common interest be in clubs doing things that fit them and the people they are in a club with. I hear less concern or dread of going to a club meeting and people are more excited about the possibilities that the club can offer them. I feel happy to see that there would be more people together doing things they enjoy and interest them instead of random groups of people because there isn't a club that fits them.

- The breadth and scope of 4-H in Sawyer County - more involvement, more public relations, more community service. I see more members/youth; more adult/youth leaders; adults coming alongside youth making a difference in their community; more educational opportunities; youth taking on positions of leaders; youth and adult leaders mentoring younger members. I hear lots of voices speaking words of encouragement and gratitude; young voices speaking up and speaking out. I feel involved; motivated; excited; enthused; empowered.

3. Communication that is two-way, timely, consistent, and complete between all in the 4-H community: Extension, leaders board, clubs, leaders, families, youth. (13)

- Communication. I see more people are coming to events because they know about them. I hear people talking about certain activities happening in the near future and getting others excited about them and willing to come. I feel like more people are talking about the different opportunities 4-H has to offer.
- Improved communication/information dissemination with parents/families/volunteers in the 4-H program. I see 4-H parents/members/volunteer leaders attending/contributing/participating full-time in 4-H opportunities. Youth members stay in 4-H until HS graduation. Parents fully participate in club/project experiences to support 4-H volunteers in their work with youth. Clubs that operate year round. Family orientation meeting at the club level. I hear parents/members/volunteers exclaiming the benefits of 4-H/positive youth development through the essential elements of independence, generosity, mastery and belonging. I feel the essential elements in my county 4-H work. I feel satisfied, content that parents/members/volunteers understand and convey their role in PYD for all children.
- More networking, one-on-one phone calls. I see everyone informed, caring, sharing, involved, commitment transition in the 4-H as a whole. I hear laughter, ideas, complete involvement. I feel blessed to see the growth; my grandchildren involved.

4. The community understands that 4-H is for all youth and offers many projects and opportunities and therefore the community is responsive to 4-H. (12)

- The image of 4-H. (It's open to anyone.) I see right now not as many members in 4-H. I see in 2016, more people in 4-H (and a diverse group of people). I hear right now non-4-H members think that 4-H is only for farmers or home-schooled people. In hear in 2016 all people feel that they can join 4-H. I feel right now enrollment in 4-H is lower than it could be. I feel in 2016 all different types of people are in 4-H and the people come from diverse backgrounds.
- The 4-H image. I see everyone in the community/county understanding what 4-H offers. I see senior citizens sharing skills and knowledge with youth. I see clubs thriving and serving community. I hear the 4-H pledge being said silently as youth serve with head, heart, hands and realize that this is 4-H. I feel hopeful that the values, educational opportunity, social network of 4-H will continue and thrive as a vital part of the community.
- People don't understand 4-H. I see many people are joining 4-H and learning about it and what you can do in 4-H. I hear people talking about 4-H and getting others involved. I feel happy because more people are joining 4-H.
- Unity. I see a group of kids interacting with each other, sharing ideas. Having volunteers invited to help with projects. I hear this to be fun, exciting, education. Sometimes profitable as jobs

could be created for the youth by their association with 4-H. I feel 4-H has been an important place in the youth of the area.

5. More project meetings with trained leaders, youth leader opportunities, and members learning and excited. (3)

- The project issues worked out (leadership, communication, training, basic improvement in the projects.) I see leaders of projects stepping back and requiring youth involvement and making themselves a resource instead of the head person. This is a youth organization and youth should have an opportunity to make it theirs. I hear more people excited about being involved because projects are functioning and they are getting more out of the meetings/projects than a drama session. I feel as though things have changed for the better and there is more involvement/enrollment of youth and leaders.
- Our project areas are weak. I see project meetings that are well-attended, with youth excited about learning. I see project meetings happening throughout the 4-H year with youth learning progressively under leader's guidance. I see projects entered in the fair that are the result of this. I see kids doing things themselves.
- I hear laughter within the group. I hear positive comments and helpful suggestions. I hear kids telling family members and friends about their accomplishments. I feel satisfaction that valuable skills and knowledge have been passed on. I feel hopeful that this accomplishment will lead to other bigger and better things.

STEP FOUR: NEXT STEPS AND COMMIT TO ACTION

The participants briefly discussed next steps. More discussion and commitment will need to take place. The report will be put on the website for families and youth to see. The report will be shared with the Ag and Extension Committee. A timeline for approving and implementing the plans will need to be identified. This draft report will be shared with the Leaders Board at their regular meeting on December 9.

STEP FIVE: 2016 GOALS & ACTION PLAN

Once a consensus was reached on the prioritization of the identified issues, participants individually worked on developing preliminary goals and action plans for the issues.

THEME/TOPIC: TRAINING

Goal Statement: By 2016, members of the Sawyer County 4-H program and Leaders Association will adopt and disseminate a handbook to families, leaders, members.

Observable Indicator #1:

Every family has access to a handbook, either on website or a printed copy by request.

Steps	Who	By When
Draft, review/amend, adopt	Leaders Association; Lori	Dec, Jan, Reg meeting Jan or Feb
Publish handbook: post on web, copy to families upon request; post in newsletter; electronic	UWEX posts and copies	Jan 2012

Observable Indicator #2:

Observe better informed families, leaders, members.

Steps	Who	By When

Observable Indicator #3:

More involvement by families, members, leaders due to clear guidelines/expectations.

Steps	Who	By When

Goal Statement: By 2016, members of the Sawyer County 4-H program will be trained/educated in their area of involvement.

Observable Indicator #1:

Orientation for new families will be held in the fall.

Steps	Who	By When
Orientation meeting for families, leaders	LA; Lori	Feb quarterly meeting
Have meeting with all families (new and interested)	Lori; input from leaders as what to include	Sept 2012

Observable Indicator #2:

Training/orientation for leaders will be held in the fall.

Steps	Who	By When

Goal Statement: By 2016, members of the Sawyer County 4-H program will have a set of trainings required for specific groups and the training will be given yearly.

Observable Indicator #1:

Make a committee for each area (youth, leaders, families, and clubs) and have them research and put together a training program with the information needed for that specific group by the spring of next year.

Steps	Who	By When

Observable Indicator #2:

A group of people “tackling” making curriculum for the training that they decide that which material should be in which area of training.

Steps	Who	By When

Observable Indicator #3:

Have a club/project leader retreat

Steps	Who	By When

Find a speaker to give out the training	All club leaders and project leaders	Spring of 2012
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Goal Statement: By 2016, members of the Sawyer County 4-H program will identify training needs of leaders, youth, clubs, etc.

Observable Indicator #1:

By January 1 of each year, identify training needs.

Steps	Who	By When

Observable Indicator #2:

By March 1, being offering training based on need and state requirements.

Steps	Who	By When

Observable Indicator #3:

Evaluate ongoing needs of 4-H Club, Inc.

Steps	Who	By When

THEME/TOPIC: ROLES AND RESPONSIBILITIES

Goal Statement: By 2016, members of the Sawyer County 4-H program will define/create/clarify roles, responsibilities, expectations of leaders, families, members, Extension in handbook.

Observable Indicator #1:

Fully functioning leader board. Attending meetings, participating by sharing responsibilities/roles amongst all leaders.

Steps	Who	By When

Observable Indicator #2:

People respond in timely manner. People enroll on time. Youth members “achieve” in 4-H.

Steps	Who	By When

Observable Indicator #3:

Parents are engage/supportive of 4-H y attending/participating in 4-H at club, project and board level.

Steps	Who	By When

Observable Indicator #4:

There are clearly defined roles and written descriptions.

Steps	Who	By When
Job descriptions leaders (club/project); extension staff	LA; Extension staff	60-90 days

Goal Statement: By 2016, the UW-Extension roles of support to 4-H Clubs, Inc. will be identified.

Observable Indicator #1:

UW-Extension will present a list of roles that they will provide and give support to 4-H Clubs, Inc.

Steps	Who	By When
Develop list	Lori, Rebecca	Feb 1, 2012 or Feb LA meeting
4-H Clubs, Inc. develop a list of what they think their roles are	4-H Leaders and Exec Board	Feb 1, 2012 or Feb LA meeting
Lists are discussed, negotiated	Lori, Rebecca, 4-H Leaders and Exec Board	At Feb 12 meeting
Roles and responsibilities finalized and printed. Website, handbook, etc.	Lori, Rebecca	March 1, 2012

Observable Indicator #2:

UW-Extension will define their role to 4-H Clubs, Inc.

Steps	Who	By When

Observable Indicator #3:

UW-Extension will communicate verbally and in writing to 4-H Clubs, Inc.

Steps	Who	By When

THEME/TOPIC: COMMUNICATION

Goal Statement: By 2016, members in the Sawyer County 4-H program will know where and who to go for information.

Observable Indicator #1:

Leaders and members are utilizing the newsletter.

Steps	Who	By When

Observable Indicator #2:

The website is accurate and up to date.

Steps	Who	By When

Observable Indicator #3:

A system is in place for communicating.

Steps	Who	By When
Create a policy on how club/project/all information is communicated to the masses	Leaders and Extension staff	30-60 days

STEP SIX: NEXT STEPS AND REFLECTIONS

The following are next steps:

1. Proceedings Report
 - a. Annette will have the draft to Tena and Lori by December 7, 2011.
 - b. The draft will be shared with the Leaders Board at their regular meeting on December 9, 2011.
 - c. Edits and comments due back to Annette by _____.
 - d. Final document ready for distribution and review by the Leaders Board and all Vision-to-Action participants by _____. Document to be mailed from the UW-Extension Sawyer County Office.
2. January Leaders Board Meeting ??
 - a. Review plan
 - b. Adopt priorities
 - c. Discuss communication and commitment process for members , leaders, parents, clubs and project committees
 - d. Review draft action plans. Are they written to the outcomes identified, should other outcomes be added, who else should be involved, planning how and who should ask people. Please note that the draft plans in the document are incomplete. Each needs to be reviewed and clarified. Make sure each Goal has specific individual outcomes. Outcomes are observable and specific indicators that can be measured to insure you are reaching the prioritized goals. Then each outcome needs to have an action plan. This is where you outline each specific step that must be done, who needs to do it and the deadline. Be very specific so that that anyone reading this document knows exactly what is going on, by whom and when. It makes recruitment of volunteers and measurement of success much easier.
3. February Board Meeting ???
 - a. Assess progress on communication and action plans
 - b. Establish a timeline for reporting and monitoring