Vision to Action

A Planning Process for Sawyer County 4-H

Proceeding Report
April 2, 2016 and April 12, 2016

Facilitators:

Pam Hobson, 4-H YD Program Liaison and Lori Laberee, Sawyer County 4-H YD Educator

Participants: Donna Knuckey, Mikayla Knuckey, Eileen Simak, Katie Naylor, Lori Taguma, Deb Steiner

Agenda for the Day

The following Agenda was reviewed and accepted as the group began. The times here reflect the actual process.

Vision to Action
Sawyer County 4-H Leader's Association
April 2, 2016, 9 a.m. – 12 Noon
Comfort Suites, Hayward WI

8:30 a.m. **Registration**
9 a.m. **Welcome and Purpose of the Day**
- Introductions
- Overview of the Process: Pam Hobson
  - Agenda and Ground Rules

 Step one: Where are we Now?
 Step Two: Where do We Want to Be?
 Step Three: Setting Priorities
 Step Four: Next Steps and Action Plan
 Step Five: Goals and Action Plan
 Step Six: Reflections
 Adjourn

Ground Rules

The group agreed the following meeting guidelines were acceptable to guide the work of the day:
- Be open to new ideas by respecting the opinions of others
- Actively participate in this session and follow-up meetings
- Everyone is equal
- There are not right or wrong answers
- Be concise so everyone has an opportunity to participate
- Only one person talks at a time
- Start on time and end on time
- Have fun!

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STEP ONE: Where are we Now?

Part 1:
The Local Situation

Laberee, Sawyer County 4-H Youth Development Educator provided a brief overview of the County demographics including population, household income/size/head of household, ethnicity, and school enrollment collected from Sawyer County Public Health "Data in a Day." Most recent documentation is from 2010 Census.

In 2000, 60 active 4-H members were enrolled with 3 certified adult volunteers. In 2005, 200 active 4-H members with 59 certified adult volunteers. Currently, in 2016 Sawyer County 4-H online enrollment data indicated there are 154 youth enrolled in the county program K-12; and 20 certified volunteer adults. 4-H Online enrollment began in 2013-14 4-H year. Peak enrollment was in 2005; 200 youth enrolled; increased enrollment due in part to AmeriCorps member providing a "theatre" project at the time in Hayward community for youth middle school and older. Since 2013-2016, funding from Sawyer County 4-H Clubs, Inc. and NW area Tribal partnership, the Tribal AmeriCorps member provided educational program outreach to increase membership enrollment. Since the departure of the Tribal AmeriCorps member, the county 4-HYD Educator has sought agency partners to assist with delivering after school 4-H programs in conjunction with a state WI 4-H Healthy Living Grant to provide supplies, mileage and materials.   More females than males are enrolled in the county 4-H program. County high school youth total enrolled equal eleven members, grades 9-12.

There are approximately 1800 youth in Sawyer County, K-12 grade. 17% of the county population is Native American, 25% of the school population in Sawyer County is Native American. We have an aging population in Sawyer County which reflects the northwestern portion of the state of Wisconsin.

4-H Clubs in Sawyer County have expanded and include Winter, Stone Lake, Hayward (3 clubs), LCO School and Reserve, St. Francis Mission School which conducts School Enrichment. Two clubs folded in (2016); Hayward After School club and a club focused on outdoor recreation and shooting sports. Membership was absorbed into other existing clubs or youth who were inactive, did not re-enroll in the county 4-H program. In addition, the MASC (Market Animal Sale Committee) found an increase in members and families. MASC is not a club, but a group that falls under the WI 4-H state requirements for a club/group.

Adult volunteer leaders enroll online annually as do 4-H members. Some 4-H certified and enrolled adult volunteers fail to provide support for the county 4-H Program. It is not known why an adult continues to enroll yet fails to provide programming to support youth in club/project areas. In addition, some "new" volunteers express they are not welcomed by other volunteers to contribute to the overall projects the new volunteer has identified to help with. Inclusion in 4-H programming efforts is a concern countywide and across all 4-H programs.

Part 2:
Strengths and Concerns (WOT Analysis)
To complete an environmental scan of the strengths, weaknesses, opportunities and threats facing Sawyer County 4-H included in two steps. First participants used a tool to personally reflect on ideas and then completed a round robin brainstorming session. The identified list the strengths and concerns affecting Sawyer County 4-H programs are as follows:

Strengths and Opportunities

- Inclusivity
- Programming and project opportunities
- Free and helpful after school program
- Youth mentoring youth
- Increase in youth membership

Strengths and Opportunities Continued

- Learn by doing
- Youth enthusiasm
- Encourage parent participation
- Newsletter

Weaknesses/Concerns/Threats

- New Families receive communication on 4-H
- Adult participation in leadership role
- Communication; calendar
- Marketing 4-H to "ALL" youth
- UWEX program financial support
- Awareness that Youth can be leaders
- Age restrictions for certain programs (national rules)
- Financial support
- Readily available online presence for Cloverbud program
- Reduced Admin Support
- Sustain youth participation

STEP TWO AND THREE:
Where Do We Want Your Sawyer County 4-H Program to be in (Year)?
Identification and Setting Priorities

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 responded what they saw, heart and felt when this vision was 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 on.

1. **Communication / Marketing**
2. **Programming**
3. **Leadership/Mentoring**
4. **Inclusivity/Involvement**

Below are all visions under each of the major prioritized area.

1. **Communication/ Marketing (20)**
   - External Marketing to al
   - Community Awareness
   - Partnership (Realtors, welcome wagon)
   - Internal: newsletter, calendar, Facebook, website, social media, Instagram, new families targeted

2. **Programming (17)**
   - Volunteer leaders
   - Financial support
   - Training/ Mentoring/ Coaching
   - Resources
   - Recruitment

3. **Leadership/Mentoring (16)**
   - Adults
   - Youth Mentor

4. **Inclusivity/ Involvement (7)**
   - Youth
   - Families
   - Volunteer Leaders
   - Community

Step Four:
Next Steps and Commit to Action

The participants discussed the need for commitment by Members, Leaders, and Parents in order for the visions to be reached. Below are the steps that were identified. This is a critical step to make sure the action plans are implemented and the organization moves forward. Actions toward commitment included:

Plan of Action

Goal Statement: To Enhance/Expand communication to leaders and members.	

Observable Outcome: Increased participation in meetings and positive feedback.	

What's in Place?	What step do we need?	Resources needed?	Who's responsible?	By When?
Newsletter Website 4-H Online Facebook page Email	*Qtly leader trainings/networking *Edit by laws-6 meetings a year/plus annual meeting *More effective use of social media	*Leaders identify training needs—catchy titles *4-H online training *Facebook event/meeting evite *Facebook groups *Attendance by leaders *By Laws need edits	*Youth/Adult Leaders *Leaders create survey monkey to solicit input *Everyone responsible to make contributions to program improvements *4-HYD Educator	ONGOING

Consent Agenda Calendar

January-Establish annual calendar, March-Leader Training, May- Establish Budget, July-Annual meeting/club/group audit, September-Review By Laws/Handbook, November-Review Charters

Plan of Action

Goal Statement: To Train, Mentor, Coach, and Recruit adult volunteers for the 4-H Program.

Observable Outcome: Increased participation of adult volunteers. Provide experiential learning activities for 4-H youth.

What's in Place?	What step do we need?	Resources needed?	Who's responsible?	By When?
*Mandatory annual leader training *Adult 4-H Volunteer orientation *Fall forum participation *State/Region training *Photography *Art Beat/Art lab *Super Saturday *Volunteer Job Descriptions	*Differentiate club/project leadership *Spin club education *Platform for promotion *Newspaper interview-News articles *Lifestyles radio presentation *Develop template for interview *Create Parade banners *Promotional booth at events	*Adult 4-H Volunteers to lead *Financial support as needed *Survey/collect/investigate other county artwork *Link to media collection Educational materials	*4-H Members/adult volunteers/parents *4-HYD Educator/UWEX office through newsletter website to promote & advertise	ONGOING

Plan of Action

Goal Statement: To Create Youth Leaders.

Observable Outcome: More youth are involved in leadership roles.

What's in Place?	What step do we need?	Resources needed?	Who's responsible?	By When?
*SawyerCountyYouthHealthLeaders(SCYHL) *Youth as officers/leaders *Committee work/Responsibilities *Winter leadership camp *WI State 4-H Youth Conference *Superior Days *Fall Forum *YouthPartnersinCivicLeadership(YPCL) *State Horse conference *Camp Counselors *After School Programming Support *Award Trips, national & international	*Promotion *Youth/Adult mentors	*Financial Support *Registration support *School/Agency Partners *Adult volunteers	*4-H Adult Volunteer Leaders *Parents/Families *4-HYD Educator *Youth Leaders, past program participants	ONGOING

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