

COLLEGIATE 4-H



TASKFORCE FINAL REPORT

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Introduction

The National Collegiate 4-H Organization was formed in 1916 originally as an honorary society for those interested in future careers within Extension. Today, nearly 90 years later, Collegiate 4-H'ers represent all majors and interests from all walks of life and can be found on land grant, public, and private institutions of higher learning all across the United States.

The National Collegiate 4-H Taskforce was appointed following discussions with USDA officials at the 2005 National Collegiate 4-H Conference held in Pittsburgh, Pennsylvania on February 10-13, 2005. At that time, members, advisors, and elected leadership saw the need to reevaluate the direction and focus of Collegiate 4-H. As a service to the organization, the outgoing National Action Board (2004-05) worked with those USDA officials present at the 2005 National Conference to formulate the structuring of the Taskforce, creating a committee of appointed outgoing NAB members and additional representatives from each region to serve as a board of inquiry to address issues of concern by the membership at large. The overall goal of the Taskforce was to gather stakeholder input, analyze that information, and provide information-backed recommendations to the Collegiate 4-H community and its governing body, NAB, so that the organization can move forward and the needs of Collegiate 4-H can be met. Through regional and club discussion sessions as well as individual feedback received through an internet message board and e-mail, six key topics were addressed concerning:

- Collegiate 4-H Image
- Communication
- Governance
- Relationships
- Opportunities
- Other Concerns and Ideas

After gathering the stakeholder information from these discussions, the Taskforce issues this report to the National Action Board with recommendations to be addressed at the 2006 National Collegiate 4-H Conference, to be held in Columbus, Ohio on February 23-26, 2006 and into the future as necessary. **NAB and the National Collegiate 4-H membership will then be responsible for these recommendations.**

Websites relating to the Taskforce:

Collegiate 4-H Taskforce Blog: <http://c4htaskforce.blogspot.com/>

Collegiate 4-H Taskforce Message Board: <http://www.ca4h.org/collegiate4h/bb/>

Coming Soon! Collegiate 4-H Taskforce Homepage: <http://collegiate4h.org>

Topic 1: Collegiate 4-H Image

Guidepost Questions:

- What is Collegiate 4-H?
- What does Collegiate 4-H do?
- Why did you join Collegiate 4-H?
- Why is Collegiate 4-H important to you?
- Does the current mission statement describe Collegiate 4-H well?

Mission statement from current constitution: WE THE MEMBERS OF THE NATIONAL COLLEGIATE 4-H ORGANIZATION, IN ORDER TO PROVIDE SERVICE TO YOUTH ON ALL LEVELS OF SOCIETY, ENHANCE PERSONAL DEVELOPMENT OF THE MEMBER, AND TO PROMOTE AND ENCOURAGE ENROLLMENT IN THE ORGANIZATION, DO HEREBY ESTABLISH THIS NATIONAL COLLEGIATE 4-H ORGANIZATION.

Feedback Received from all Regions

- What is Collegiate 4-H?
 - Provide and focus Service
 - A Resource for Leadership, Facilitation, and Mentoring
 - An Opportunity To Promote 4-H
 - An Opportunity To Continue 4-H Involvement
 - An Opportunity For Empowerment
 - Provides Service To Communities
 - Provides Service To 4-H
 - Provides Service To Extension
 - Provides Service To our Colleges and Universities
 - Develops and improves Leadership and Life Skills
 - Provides Personal Development, Social Development, and Professional Evelopment
 - Is more than just Agriculture
 - A service and social group for collegians with and without previous 4-H experiences
- What does Collegiate 4-H do?
 - It Provides Information, Support, and Guidance
 - It Promotes 4-H
 - Provides positive learning opportunities
 - Provides a way to step into volunteerism
 - Provides opportunities for leadership
 - It Promotes Colleges and Universities
 - It Promotes Teamwork
 - It Promotes Transition from youth to leader
 - It Promotes Transition from high school to college
 - It Serves 4-H
 - It Serves Communities
 - It Serves Colleges and Universities

- It Serves Extension
- It Serves the Individual
- Why did you join Collegiate 4-H?
 - Continue 4-H Involvement
 - To Give Back
 - To Stay Involved
 - 4-H Legacy
 - Collegiate 4-H Offers Service, Fun, and Networking
 - Provides a Sense of Belonging
 - Familiar and Comfortable with 4-H
 - Friends and Connections
 - It fills a need
 - To be a part of something
 - Provide a resource and help for 4-H'ers
 - Occupy Time
 - To Volunteer
- Why is Collegiate 4-H important to you?
 - You Belong
 - You Can Be Yourself
 - It's comfortable
 - Something to be a part of
 - You Grow in Life Skills, Values, Service, Networking
 - Enjoyable Experiences
 - Relationships
 - Can work together
 - To be around people with the similar interests
 - Provide leadership
- Does the current mission statement describe Collegiate 4-H well?
 - Is accurate and in keeping with the goals and needs and focuses on all levels
 - Motto needs to be focused on more

Summary/Analysis of Trends

Several points from the discussions are not included in a mission statement written in the early 90's as: "Collegiate 4-H is an open and dynamic student organization involving active outreach to young people and their communities. College students conduct youth development programs in leadership, service learning, and individual and group development. In turn, members enhance their personal development through community service and participation in social events."

Recommendations:

- 1) This vision statement should be expanded to include points from the discussions such as the fact that Collegiate 4-H encompasses both members that are continuing their 4-H involvement as well as those new to the program, provides services to their respective Colleges and Universities, goes beyond the agricultural field, and promotes personal and professional transitions.

Topic 2: Communication

Guidepost Questions

- How do we reach you?
- How does your club communicate?
- How does your club get regional and national information?
- What would be the easiest way to contact you?
- What form of media do you read?
- What is the best way of conveying information to you?
- How could response time be improved with leadership and members?
- How could timely responses be encouraged at all levels?
- What type of PR would you respond to?
- What content/information would you like to access at collegiate4h.org?
- What resources should the new National Advocacy Team work on creating for clubs?

Feedback Received by Region (listed alphabetically)

North Central:

- Easiest way to contact or get info. is by e-mail. –17 votes
- More communication with members- feel as if communication is cutoff at National level –13 votes
- Info. is received through our Nab reps on a local level, info is received through our extension advisor and on campus, our president –6 votes
- Website: Discussion boards and upcoming events –6 votes
- Publish a monthly newsletter would improve communication –4 votes
- Make use of new technologies in communication i.e. facebook –3 votes
- Better PR for website –3 votes
- Accountability checks on responses –2 votes
- E-mails to club presidents – 0 votes
- We receive PR among the North Central Region through NAB reps –0 votes

Northeast:

How does your club communicate?

- 1 List serve / E-mails
- 2 Word of Mouth / Meetings
- 3 Flyers / Signs / Club or State Website
- 4 Newsletter, Chalking, Campus Newsletter, School Radio Station, School TV, Facebook

What is the best way for you to get information about regional information?

- 1 State Leader / Club Advisor / Extension Professionals
- 2 List serve / E-mail
- 3 State Mailings, Regional Presidents, Listserv, National Meeting, People who have been to National Conference, Website, Club representative

The best way for you to get national information?

- 1 Magazine / Newsletter
- 2 Listserv/E-mail or Website
- 3 National Conference

What should be included on the National website?

- National/Regional Conference minutes & updates
- National/Regional schedule of activities
- Club bios and updates
- NAB minutes
- Club websites
- Regional/National Contacts
- Follow up/info from regional/national initiatives
- Scholarship opportunities
- Alumni Section
- Job opportunities in Extension
- Internships
- Features on outstanding members and clubs
- How to start/re-organize a club
- Goals and guidelines
- Sample constitution
- Program/Service/Fund Raising/Social ideas
- Message Board
- Chat Room
- Pictures
- Map of Clubs
- What is Collegiate 4-H
- History

Southern:

- Need a website that is used/updated
- Have a membership sheet that lists everyone's contact information from every school in the region *Response:* As club contacts to put together an address book for their club, this could be used for their club's use and the region as well
- Involvement on campus—improve chapter
- What is the easiest way to contact you? E-mail, listservs, Facebook!, Joint projects
- What form of media do you read? Postal
- What is the best way of conveying information to you? Word of mouth
- How could response time be improved with leadership and members? Regional leaders should visit each school's program
- How could timely responses be encouraged at all levels? Publicity
- What type of PR would you respond to? Commercials
- Regional communication UNITE

Western:

- How do we reach you?
 - E-mail, Phone contacts, Websites
- The organization on a national level should consider a more efficient format.
CONSIDER:
 - Is there a way of keeping up with local level clubs in order to make communication with all members easier?
 - Providing contact information for all national officers and regional officers.
- How does your club communicate?
 - E-mail, Website, Phone contacts
- How does your club get regional and national information?
 - Other members of the club or word of mouth
 - NAB website
 - Communication at the national level could be great improved by:
 - Having club officers informed of events at regional and national levels
 - Have general information posted on website so that it can be included in agendas for the local clubs.
 - Provide information with enough notice makes receiving a response in a timely manner more realistic. I would like to see a central location to receive information, so we wouldn't have to worry about information getting skewed down the line of communication. Perhaps via the website as everyone can access that.
- What would be the easiest way to contact you?
 - Phone contacts, E-mail
 - A national newsletter sent to the entire Collegiate 4-H body through e-mail would provide a simple alternative to relying entirely on 4-H members to provide information to their club.
- What form of media do you read?
 - Internet, websites, Newspapers, Television news broadcasts, Newsletters
- What is the best way of conveying information to you?
 - Through local clubs and websites.
- How could response time be improved with leadership and members?
 - Providing enough notice to those you wish to respond.
 - well publicized meeting dates and deadlines that are established early on (at least 2-4 months in advance).
- How could timely responses be encouraged at all levels?
 - Providing information in a timely manner to the general membership without relying on last minute deadlines to govern NAB's activities.
- What content/information would you like to access at collegiate4h.org?
 - A continental map of the US allowing access to the websites of each state.
 - Lesson plans and instructions for use at Collegiate 4-H events as a reference for local clubs to use when planning their own events. This will in turn enable clubs to communicate more easily with each other as well as make it easier for the entire organization to present information that is similar across the country. This will enable the organization to become more unified in their way of teaching as well as the content they are exploring.
 - Minutes and agendas from the last NAB meeting

- A master calendar displaying up coming events and deadlines for NAB as well as the regions.
- An active telephone number and e-mail address for all members of NAB
- The next meeting's call in number and the date.
- I sent a document to NAB earlier in 2005 about this. Please relay that to the 2006 Web Team for ideas.
- What resources should the new National Advocacy Team work on creating for clubs?
 - The advocacy team should work to provide information on fundraising, community service on the campus level as well as within the community, as well as lesson plans and provide a way for local clubs to express their ideas about these items to the national organization.
 - The advocacy team should act as a way of unifying local clubs together by providing information about recreational activities and happenings around the country as well as promoting involvement on the national level by presenting a club of the month or giving some kind of recognition to the local organizations that are working to better 4-H as a whole.
 - The main focus of the advocacy team should be to present ideas about gaining club membership by building and sustaining existing clubs and providing information for new club formation.
 - Because of the differences between 4-H in the different states, the Advocacy team should work on promoting collegiate 4-H at national regular 4-H events.
 - The advocacy team should also work on promoting the national Service project, and provide a bi monthly newsletter on the goings on with NAB.
 - The teams should establish a year plan early on as to what they want to accomplish. As long as they're chosen because they're qualified, they will know what they should be doing in their position.
 - NAB should let the groups have much freedom and try not to govern their every effort or provide them with an external leader.
 - Advocacy team should also consider creating resources to be distributed at state levels (conferences, fairs, scholarship programs, etc) explaining what Collegiate 4-H is and how to start one at their school. Perhaps they need to establish a liason with each state office to do so.
- Need a single website
 - NAB needs to be directly involved
 - Message boards, blog, USDA, 4-HUSA
 - Unify existing websites
 - Don't pawn it off on web team
- List Serves
 - Form a national listserv with addresses from existing regional listserv
 - Send NAB minutes out through listserv
 - Need an Announcements listserv
- Web team
 - Too bureaucratic – it seems to focus too much on its political position
 - No structure – there is no action plan available for it
- Communication needs to be proactive

Individual Responses:

- I think that the NAB and Collegiate 4-H Taskforce have made great strides this year in communicating to their constituents through the use of their blogs. It's wonderful to be able to know exactly what is going on, and have an e-mail address (contact method) available on the documents. I know that for the Western Region, we have a listserv. The amount of communication on it is very low. The communication that does go through the listserv is very one-way. It's not anyone's fault, though! But it would be nice to hear from people to make sure that the "messages and communication" is being received. After all, communication is a 2 way process! Even if it's a "Sorry, but our club's not interested in this!" Our regional secretary e-mails the list everything (Good job, Cindy!), but it's still uncertain if the information is really going through!
- It seems to me that computer technology is the way to go for most C4-H'ers, but what about face to face meetings and joint projects? Do we even need to see each other any more or should we just have internet meetings and mailings?
- Poll: What's the best way to reach your club's members?
Results (6 total votes):
 - 33% Club meeting/officers
 - 33% E-mail
 - 33% Phone
 - 0% Message Board
 - 0% Instant Messenger
 - 0% Mailing/Flyers
 - 0% Facebook/MySpace/Livejournal/Xanga/Etc
 - 0% Generic Website with News
 Response: I couldn't vote twice, but the two best ways for our group are meetings and e-mail combo.
- Poll: What's the best way to get in touch with you?
Results (7 total votes):
 - 85% E-mail
 - 14% Instant Messenger
 - 0% Message Board
 - 0% Phone
 - 0% Facebook/MySpace/Livejournal/Xanga/Etc
 - 0% Generic Website with News
 - 0% Postal Mailings/Flyers
 - 0% Club Meetings/Officers

Summary/Analysis of Trends**Computer Technology**

Based on the information received from all four regions and the message boards, today's Collegiate 4-H member relies on computer technology to communicate. A majority of members prefer e-mail and list-serves to receive direct information on all levels, but fear of an overload of the inbox or misuse is present since there is no regulation to the "reply all" button and who may join lists. Websites were also at the top of the list in each region as an effective method to reach members and a variety of content ideas were given that should be adapted to the local, regional, or national level and can be summarized as:

- Organization information and history
- Meeting minutes
- Calendar of upcoming activities and announcements
- Follow ups on old projects
- Constitutions and guidelines
- Project and program ideas
- Outstanding members/club features
- Message boards
- 4-H Scholarship and job opportunities
- Alumni section
- Photos
- Contact information of clubs and leadership
- Map with links to club websites
- Links

A concern with the use of a website included that it would not be updated frequently enough. It was also recommended that websites be centralized or linked together for simplicity. Existing websites and forums such as Facebook and 4husa.org were also discussed as an effective way to reach members. The instant messenger format was also mentioned as a method of contacting individual members.

Personal Interaction

After computer related communication methods, the next most popular communication method was personal contact between members. This encompasses several forms including participating in meetings on club, regional, and national levels, relaying information through members in leadership roles (i.e. club officers, regional officers, NAB representatives), relaying information through advisors (i.e. club advisors, state leaders, extension professionals), participating in joint projects, and word of mouth. A specific recommendation made was that the regional leaders be asked/required to make a personal visit to each school in their region. Phone contact was also mentioned as an effective way to relay information.

Mailings

The next most popular form of communication was mailings. This includes newsletters and magazines. Several regions specifically recommended that periodic national publications specifically geared toward Collegiate 4-H'ers would be a beneficial way of improving communication. Items similar to those recommended above for the website could be included in the publication. It was obvious from the discussions that the publications must be frequent. Suggestions ranging from bi-monthly newsletters to bi-annual magazines were given.

Public Announcements

Public announcements such as flyers, signs, chalkings, television, and radio were discussed as methods of communication but were definitely not the most utilized or relied upon to convey messages to existing members. Public announcements were most reliable when used to communicate to those with little or no involvement or no other means of getting Collegiate 4-H information. The airing of commercials was specifically recommended as an effective way to promote Collegiate 4-H and its programs (i.e. conferences, website, etc).

Organization of Information

There were some questions and concern of how the ever-changing membership information would be gathered and managed since many of the communication methods discussed required e-mail addresses, screen names, mailing addresses, or other contact information. Suggestions included a national database where members could register themselves or a national database where clubs could register as a group. It was also recommended that a national list of members and contact information be compiled by starting with each club forming a list of members which are then used to form a regional list which are then used to form the national list. The question of the definition of what qualifies as member status was brought up concerning this point.

What to do

Computer technology must be utilized as the top priority to improve communication on all levels. The method must be secure to avoid unwanted solicitation (spamming, phishing, etc.), it must be updated, refreshed, and reviewed frequently, and it must keep up with the ever-changing developments such as higher speeds, larger networks, and newer programs and internet sites that connect people together. Resources needed to enable this method vary, but it may require specific information protection software or moderators to sort out unwanted or obsolete items. This method of communication must be coupled with a personal touch in order to maintain the values of the organization; we must not become a faceless name on the monitor. To improve communication and inform our members, we must continue to organize, conduct, and participate in face-to-face meetings on local, regional, and national levels, elect competent leaders that are committed to opening the lines of communication within and between levels, and ask our advisors to aid us in learning information from outside sources as well as helping us find the appropriate outlet for our ideas. Resources that make this type of communication possible include a membership basis that is willing to commit time and energies, leadership that have the support (technical and financial) to organize, conduct, and promote conferences and meetings, and advisors that have been informed about the mission and needs of Collegiate 4-H and how they can help. These two modes, computer technology and personal interaction, will improve communication between current members, but we must also reach out to those not yet involved. The use of public announcement forums should be utilized to communicate outside the organization and attract others to our programs. Resources such as focus groups to address specific audiences, material to use in promotional ventures, and the support (technical and financial) to produce a quality product must be available. The way in which contact information should be gathered, maintained, and utilized must also be addressed. Member and club information must be updated frequently due to the constant flux of membership, and it must be guarded against misuse. No matter what information must be communicated, it must be done continuously and frequently. The information must also be presented to members to which it pertains and those who have a basic working knowledge of the National Organization.

Recommendations

- 1) The National Collegiate 4-H Voting Membership should immediately create a new national leadership position of “Webmaster” whose duties would include:
 - a. Posting and updating information on the official National Collegiate 4-H website and related sites,
 - b. Leading the existing Webteam consisting of Collegiate 4-H’ers across the nation to gather and organize information to be used on the official site and configuring the national website to include suggestions made during the course of these discussions,
 - c. Reviewing and monitoring content of the official site for completeness, appropriateness, and quality
 - d. Any other related tasks necessary to maintain the official website
 - e. Maintaining the national electronic database as described in item 2.
- 2) The NAB should, within the next year, based on resources available, put into action one of the following plans:
 - a. Begin forming a national electronic database containing individual member contact information. This should be done with the help of the USDA’s expertise in data management, security, and tracking. The national list should be gathered by forming a secure, user-friendly information entry page linked to the official Collegiate 4-H website where individual Collegiate 4-H’ers, anywhere in the world, can enter their personal contact information (name, e-mail address, mailing address, school, club, club advisor, etc). The national list should be used to communicate short announcements, updates, flyers, upcoming event information, and other pertinent national information directly to the member via e-mail as deemed necessary by the national leadership. The list may also be used to send compiled media such as newsletters, magazines, flyers, solicitations, or other pertinent national information directly to the member via postal mail as deemed necessary by the national leadership. Any individual may submit a request for their announcement or article to be sent to the membership by means of any of these forums, but an elected body must regulate access and content to avoid misuse. The list may also be used to track enrollment, demographics, or other useful marketing tools for only Collegiate 4-H or USDA related matters. It would be the responsibility of the individual member to enter and update their own information into the database as needed.
 - b. Begin forming a national electronic database containing club contact information. This should be done with the help of the USDA’s expertise in data management, security, and tracking. The national list should be gathered by forming a secure, user-friendly information entry page linked to the official Collegiate 4-H website where club officers can enter their local organization’s contact information (club name, e-mail address, mailing address, club advisor, number of members, website, etc) and/or renew their club’s national membership as stated in the “Club Establishment Guidelines.” The national list should be used to communicate pertinent national information directly to the local leadership via e-mail or postal mail as deemed necessary by the national leadership. Any individual may submit a request for their announcement or article to be sent to the membership, but an elected body must regulate access and content to avoid misuse. The list may also be used to track enrollment, demographics, or other useful marketing tools for

- only Collegiate 4-H or USDA related matters including the official chartering of clubs. It would be the responsibility of the local club's leadership to enter and update club information into the database as needed.
- 3) The NAB should immediately begin steps to improve communication from the national leadership to the regional and local leadership, and the membership in general. This project should evolve as communication methods improve. The NAB minutes should continue to be linked to the national website and updated no later than one week after each meeting. The minutes should, within the next year, be coupled with quarterly online updates from each region, upcoming events, and any other information about the workings and decisions being made by the national leadership and posted on the national website. Once a national list-serve or mailing list has been formed, the newsletter should be sent directly to the member or club as described in item 2. The contact information for the current NAB should continue to be kept current on the national website and any questions or concerns communicated to the national leadership should be immediately addressed. One recommendation received was to include more contact information (including phone numbers) of NAB representatives on the website. Rather than post such potentially personal information of an individual member, it is recommended that the full contact information (name, work address, work phone, and e-mail) of the member's advisor be displayed to aid in accountability issues and to protect personal information.
 - 4) The national voting membership should immediately put into place measures within the national constitution to insure that NAB members are held responsible for the duties of the positions into which they were elected. Failure of NAB members to participate in regular NAB meetings, votes, or discussions or failure to address concerns brought to their attention in a timely manner nullifies their obligation to promote effective communication efforts and a new representative should be elected by the respective region. Specifics and suggestions of what disqualifies a member from continued service on the NAB should be considered by the current NAB (under the direction of the National Collegiate 4-H advisors/liasons) and by the general membership and proposed as a constitutional amendment at the next national business meeting.
 - 5) The NAB/Advocacy Team should, within the next two years, ask the USDA for support (financial and technical) to promote the Collegiate 4-H Organization nation wide. Support should be requested for assistance in producing a national media campaign aimed at college age individuals (such as radio or TV commercials). Support should also be requested to aid in promoting the organization through the individual state 4-H offices by informational mailings or pamphlets. This recommendation is intended to be implemented only after communication within the organization has been improved.
 - 6) Future national conference coordinators should implement an orientation session at the beginning of each national conference whose purpose is to inform any interested members of the missions and goals of the organization, governance structure, constitutional workings, guidelines, locations of national information, etc. The forum should be used by the national leadership to answer any questions arising and to give updates about current events. This forum should happen separately from the national meeting and should be kept informal. National business such as voting, proposed amendments, and regional updates should not be conducted in this setting.

Topic 3: Governance

Guidepost Questions

- What should the duties of the elected leadership (local, regional, and national) be?
- What should be the make-up and design of regional and national leadership teams?
- There are Advocacy and Web Teams for Collegiate 4-H at the national level, should there be others and what should they be?

Feedback Received by Region (listed alphabetically)

North Central:

With 24 members present, the North Central Region's main concern was divided between better education of members regarding regional and national leadership/governance structure and making sure members are more aware of what the regional and national officers are working on for the organization. The third-ranked concern was making sure an appointed member from every college worked closely with regional leadership and national representation, such a position as this would create a better communication network as long as the appointed member was held to the responsibility of their position. Other comments voiced in low numbers were the need for a regional public relations position and the support that the leadership teams and structure are overall good as they stand.

Northeast:

With 14 members present, the Northeast Region focused on the duties of club and regional officers, with the conclusions that club officers should be focused on conducting local meetings. The regional offices of President, Business Manager, and Secretary should work as a comprehensive team, with presidential duties including running the regional business meeting, connecting national to regional representation, conveying regional and national information updates, and serving as an information resource to their constituents. The Business Manager should keep the budget and account information up to date, co-manage the website and serve as the list serve co-moderator/coordinator, as well as assist the President. The Secretary is responsible for taking down, preparing, and distributing the meeting minutes, as well as co-manage the website and serve as the list serve co-moderator/coordinator. Additionally, the Secretary should see that all communications above the club level are carried out effectively.

Southern:

With 16 members present, the Southern Region's main point was that every member should be involved in an active, two-way attempt to be involved in any opportunity for Collegiate 4-H members. What this means is that both the member and the leadership have to contribute to the communication bridge in an attempt to help spread the word about opportunities, events, etc. Southern Region members also would like to see more clubs become active in regional and national activities, as well as more of a year-round focus between clubs and regional leadership, with a focus away from the business aspect of the conferences and the competition amongst clubs for awards. One issue that was also proposed was an increased number of voting delegates in correlation to membership size to address more voice for individual members. Another primary concern was uniting

clubs within the region for regional involvement instead of splitting clubs apart based on business meeting activities. Rounding out the bottom three concerns were correctly executing business meetings by having both the membership and the leadership informed on proper parliamentary procedure, defining the regional and national fiscal years (which is currently defined in the national constitution from national conference to national conference), and garnering more support from USDA and advisors but not having them “tell us what to do” (Southern Region Taskforce Report 2005).

Under the Issue 6—Other Concerns and Ideas heading, four concerns mentioned in the Southern Region were related to governance issues and are dealt with in this section accordingly. Towards the top of these concerns was mentioned that we should “get back to focusing on service and stop all the politics that keep us from keeping with our main mission” (Southern Region Taskforce Report 2006). This concern was the highest overall ranked concern amongst any issue discussed in the Southern Region listening session, and as such, would seem to indicate a primary perception and concern by our membership that we have strayed from our main mission, that of service learning, or, as our motto so eloquently states it, “Continuing to Share, Sharing to Continue.” Within the Southern Region, a separate survey was conducted concerning the hosting of regional conferences, but its relevancy to the Taskforce can be seen in the response to the question asking members why they come to the conferences. Over 70% of the respondents within the Southern Region stated that they attended conferences for the speakers and workshops, not one respondent stated they attended the conference for business meetings, elections, or other activities related to governance. Within Issue 6, the other concerns can be grouped into the concept that both regional and national leadership need to be outgoing, courteous, friendly, and accepting of all members and clubs within a region and strive to provide help and information to the individual clubs.

Western:

With two separate sessions held within the Western Region, the individual regional feedback is separated by session. None of the Western Region feedback was rank-ordered by area of highest concern or voted on as to area of highest concern. The first session had 8 members present representing 4 schools. The first session responded to this issue with the concept that most governing power within the National Collegiate 4-H Organization should be focused on the local club and that each level of leadership (local, regional, and national) should not instruct the other (or, in the case of national level, the lower levels) leadership levels on how to carry out business. Both local chapters and regional leadership should operate independently of the national leadership and the national leadership should have no say as to how anything is carried out beneath it. The national leadership should not have the ability to tell the membership what or if committees at the national level are needed. This region’s feedback states that the decision to create national level committees should be left up to individual states and regions. A note at this point would indicate that this goes against the current attempt by the National Action Board to create national committees that are open to all members to apply for, with the focus of these committees to offer service to the membership, such as the Advocacy and Web Teams. The concept of this question was to address what other areas could best be serviced with a national level committee open to all membership to participate in.

The first session from the Western Region does support the concept that “NAB should be made up of equal members from each region. The current process of taking regional presidents as the NAB representatives seems to work” (Western Region Taskforce Report 2006). Their concerns related to this suggest that the NAB Chair, Secretary, and Business Manager should be elected by the membership as a whole as opposed to the current system where the NAB Chair is awarded on a rotating basis to coincide with the region hosting the national conference and the Secretary and Business Manager are interviewed for the position after first being elected and recommended by their respective regions.

Another note made by this session was that “the purpose of NAB is for the betterment of 4-H as a whole not for the advancement of personal agendas” (Western Region Taskforce 2006). The constitution spells out the purpose of NAB as:

E. Duties of the NAB

1. To serve as a liaison between regions. To communicate information and ideas between regions. To maintain an up-to-date permanent address file of all active member clubs.
2. To communicate information of national concern by submitting articles to the regional newsletter editor for regional quarterly newsletters.
3. To be responsible for the administrative duties at the annual National Collegiate 4-H Conference.
4. To maintain continuity among regions by development of, and training for, a national service project.
5. To promote Collegiate 4-H nationally through representation of Collegiate 4-H at National 4-H congress, National 4-H Conference, and other activities deemed appropriate.
6. To promote club and membership development within the four regions.
7. To maintain and distribute monies held in the National Collegiate 4-H account.
8. The National Collegiate 4-H account and regional accounts will be held with the National 4-H Council. (National Collegiate 4-H Constitution, Newly Revised).

The clearly defined duties of the NAB by the constitution do not comply with the statement that NAB is for the betterment of 4-H as a whole. While this may be sidetracked from the original statement, it is important to correct any misconceptions that Collegiate 4-H is the same as, or administered under, the 4-H Youth Development Program. The summary statement of NAB’s purpose by the first session could be that NAB should be helping share ideas and distribute information with no decision making power, that power should be invested in the national membership as a whole. The membership should be able to approach an open-minded NAB with individual ideas and present them in an open format where they will be openly heard. The membership should be able to access any forum where NAB is meeting to participate or listen to the decisions made by the NAB.

The second session held by the Western Region featured six members from one school. This second session reiterated the concept from the first session that NAB positions should be voted on by the membership as a whole not interviewed and selected by first the region, then the NAB. The concern that NAB meetings must be made public and

cannot be held in executive session was once again raised, along with a request that a financial report be given at all meetings. (Within the current NAB format, a financial report is scheduled for each meeting, including the national business meeting.) It was stated that NAB meetings should begin immediately following appointment; however, this already occurs, with new and old NAB meeting numerous times during the National Conference, and teleconferences scheduled within the following month after the conference to begin the new year's agenda. The request was made for monthly NAB minutes and information on what has been accomplished, which, currently is supplied by way of the NAB blog located at collegiate4hnab.blogspot.com. One concern was that minutes should be made available within one week of meetings. Another concern voiced from the second session was that NAB is not necessary, doesn't do anything, and there is no action seen from them. Additionally, there should be more involvement and support from national headquarters. The assumption here is that they are referencing our supplied advisors, one from the USDA CSREES and one from the National 4-H Council. This session also questioned the advisor article within the national constitution and stressed that we should focus on the grassroots structure of Collegiate 4-H.

Summary/Analysis of Trends

Directly addressing the first guidepost question, the majority of regions were in consensus that above all, elected leadership at any level should be responsible for increasing efforts to connect and communicate with other chapters. This sharing of ideas and resources is important to further Collegiate 4-H as an organization at all levels. At the national level, leadership should not focus on a strong central power office, but work together with the local level to make sure every chapter member is given the opportunity to fully participate in the organization. Most regions felt that at the regional levels, chapters should unite and become more closely affiliated with other chapters within their region. Local leadership, when mentioned, was felt to mostly focus on conducting local meetings and promoting the local chapter.

When discussing the make-up and design of the leadership teams, there were more references to increasing the number of non-elected members participating in the leadership. One region suggested more voting delegates per number of members and another region suggested every college appointing a representative to work closely with their regional and NAB leadership. Concerning this last point, some of the regional and/or national constitutions already provide that each chapter must elect a regional communications coordinator whose duties are to communicate with elected regional and national leadership and share this with their home chapter. From observation, this constitutional rule is not enforced and this system does not seem to be in effect currently.

In regards to the guidepost question focusing on current and future committees that serve our organization nationally, one region suggested a public relations position at the regional level (assumption being made that this position would work with the national-level Advocacy Team). The only other region responding said "...it is not a question for the national body to decide what is needed to best meet the needs of the regional bodies and local bodies. These questions should be left up to the individual states and regions" (Western Region Taskforce Report 2006). Within this region, national committees were

considered to have had items pawned off on them and then blamed for the ensuing results.

Better education and increased awareness amongst the membership regarding the governance structure and what officers are doing at the regional and national level was highly cited by several regions in their reports, with one region emphasizing that this education should occur on the existing establishments in effect.

Recommendations

The interrelated themes from the listening session feedback focus on three main concepts: improved communication efforts from both the member-side and the leadership-side of relaying information, increased representation concerning the NAB, and increased education concerning the leadership operations of the National Collegiate 4-H Organization on all levels.

As is often said, communication is a two-way street, so by encouraging members to take advantage of current avenues of communicating with leadership, and by encouraging leadership to increase information that is released to the membership, we can help avoid misunderstandings and feelings of being “left out of the loop” within our membership. Working with the Advocacy and Web Teams to make sure that each region has a regional listserv/database with any interested members subscribed, and making sure that there is also a national listserv/database as well for the NAB to communicate with everyone will help increase these opportunities. (See Topic 2: Communication.) Both regional leadership and NAB needs to make sure that any interested members are aware of the official National Collegiate 4-H webpage at collegiate4h.org, complete with links to the NAB Blog among other things. Membership should be encouraged to ask questions when a concern arises, and leadership should be encouraged to take these questions up the ladder until an answer is found or a decision is made on how to address the concern. Available resources such as an updated National Collegiate 4-H Handbook and/or Constitution should be referenced for concerns of both members and leadership.

If the NAB and the membership decide to look into the structure of NAB itself, then a comparative organization to use for reference leadership structure would be the National Association of Extension 4-H Agents (NAE4-HA). Since this organization is under the 4-H umbrella and exists within the same parameter regions with a similar focus on the grassroots structure, it seems a very viable option for consideration as a model for everything from suggested committees to the format of meetings of the board. Another avenue to pursue is the joint relationship with NAE4-HA. There has been unofficial discussions of working with Collegiate 4-H under the NAE4-HA umbrella instead of under the 4-H/USDA umbrella and the NAE4-HA board would be willing to entertain future discussions to see how these two organizations can work together.

NAB’s duties as defined by the constitution are to focus on the communication, continuity, and administrative duties of the organization. NAB should continue to focus on these principles and make sure that each region’s representative is in contact

throughout the year with his or her constituents. A concept that might be worked off of for each region, depending on regional preference, is holding an online forum or meeting prior to regularly scheduled NAB meetings to solicit feedback before the meeting from the general membership. NAB representatives may also look at informing the region of each regularly scheduled meeting via the regional listservs and inquiring if any member wishes to hold audience with the NAB at the upcoming meeting as a way of encouraging member participation. If a member wishes to address NAB, they should e-mail their regional NAB representative as well as the NAB chair requesting audience and information of how and when to attend. At the time being, it is financially and technically impossible to open regular teleconference meetings to the entire membership to dial in to, so by soliciting requests for audiences with NAB, members will have an opportunity to speak with all of NAB not just their representative, yet it will still be financially and technically plausible.

Increased numbers of representation on NAB should also be a consideration. By increasing each region's representation to two members, one as the regional President and the second being a position selected by each region whose duties are specific to their representation on the NAB, regions will be able to insure that they are fully represented at each meeting in case their primary representative is unable to attend. Similarly, an **informed** proxy should be allowed to fill in for a NAB member who cannot attend a meeting for pertinent reasons. This proxy should be a member in good standing from their region and should be fully qualified to act as a representative **member** of their region, with full proxy voting ability and responsibility to report back to the actual representative what he or she missed. However, missing meetings should not be an encouraged behavior, and an attendance policy for those on NAB should be decided upon, with the ability of NAB to notify the region to replace representatives that miss too large of a majority of meetings.

A position of assistant secretary should be selected directly from open nominations at the National Business meeting. This position is relevant due to the addition workload (increased communication, website maintenance, Advocacy Team, quarterly updates, etc.) suggested to be added to the current secretary position, to insure that minutes and other administrative responsibilities are met in a timely manner, and to improve the continuity in communication. This also will help explore/introduce the possibility of electing positions directly from the floor.

Topic 4: Relationships

Guidepost Questions

- Should Collegiate 4-H clubs be chartered on the county or state level?
- Should Collegiate 4-H be a database of young 4-H volunteers?
- How should regions interact with other regions?
- How should clubs interact with other clubs?
- How could we better communicate with other 4-H/USDA entities? (i.e., NAE4-HA, National 4-H Council, USDA/Headquarters, National 4-H Trust)

Feedback Received by Region (listed alphabetically)

North Central Region:

- We should interact with other clubs but distance is sometimes a problem. Maybe have the secretary or regional directors interact with others, also between regions –14 votes
- Mass E-mails, Blogs, interaction should be increased –10 votes
- Database is good for networking resources –9 votes
- We should volunteer in youth 4-H programs –6 votes
- Regions should interact with other regions by communicating effectively with other organizations –6 votes
- Communicate with all membership levels –4 votes

Northeast Region:

None given

Southern Region:

- During conferences or other activities that bring clubs together (club night out), ice breakers or other activities that help integrate clubs should be encouraged
- Collegiate members should be recognized as adult 4-H volunteer in county/state levels, Collegiate 4-H is what bridges the gap between youth 4-H and adult volunteers
- Better activities to interact with each other
- Better relationships with different parishes/counties other than surrounding parish/counties near school
- Need to be known more by Extension educators as a group of young volunteers, need to be communicating with NAE4-HA, possibly through a C-4-H liaison

Western Region:

- Collegiate clubs should continue to be chartered at the state level. The NAB board is not required in order for Collegiate 4-H to continue and thus cannot consider itself to govern Collegiate 4-H as a whole.
- Keeping Collegiate 4-H chartered in the states also allows for a more accurate count of active clubs in the region.

- The USDA empowers each state's cooperative extension program the power of authority to create clubs and distribute the use of the 4-H emblem as it sees fit so long as it is appropriate under law. The national body does not have the right to decide how each state handles this process
- Use of Collegiate 4-H as a database of volunteers raises serious privacy issues and should be discouraged.
- Each individual region should decide how it interacts with the others, NAB/nationals should not mandate or explain how this interaction should occur.
- Sharing regional newsletters among regions: good way to know what is happening across the country
- Club interaction is a wonderful idea, however, it proves to be challenging: individual clubs should decide how they relate.
- Identify where communication gaps lie. It seems to be harder to gain communication between states on a national level rather than a regional or local level.
- By having members of the national body act as liaisons between Collegiate 4-H and these entities (Trust, USDA, et. al.), info could be passed down the line.
- No overall USDA policy covering Collegiate 4-H

Individual Responses:

- Collegiate 4-H is sometimes seen as a stepchild to 4-H
- state level should govern activities with *recommended guidelines* from the national level
- Collegiate 4-H should be a database of young 4-H volunteers for 4-H staff purposes, and it could be collected digitally with waivers saying that contact information would only be provided to 4-H staff.
- Statistical information should be made public.
- Clubs should interact with other clubs to share ideas, conferences, online
- Determine who represents Collegiate 4-H at the Trust
- Policies covering Collegiate 4-H need to be established somewhere and the state levels don't really know what to do about it.
- Member at large process needs to be better defined to enable more participation and representation.
- Proxy process needs to be better defined to enable more participation and representation.
- Need answers to chartering process
- Collegiate 4-H members need to be defined as either youth participants or adult volunteers in the eyes of the 4-H program. (Every state is currently different.)

Summary/Analysis of Trends

The range of responses for this topic was very wide. A summary of the repeating, main targets of the responses that need to be addressed could be summarized under these headings:

- Interaction between clubs and regions and NAB
 - Most recognized that this has a positive impact, but is difficult to coordinate.
 - It was noted that more interaction between clubs and regions and NAB needs to go on outside of regional or national conferences, but a communications gap is present.

- Sharing newsletters, e-mail lists, blogs should be better facilitated and used at all levels of membership.
- Clubs should be encouraged to work together, but not mandated.
- The use of technology to enhance and promote relationships
 - The use of technology to enhance and promote relationships at all levels is needed for communication to be furthered.
- Collegiate 4-H to be used as a database of volunteers for the 4-H program and other groups.
 - Collegiate 4-H could be an excellent point of contact for the 4-H program at all levels. Willing Collegiate 4-H members could be put into a volunteer database to be contacted when help is needed inside and outside the 4-H system.
 - Privacy is a serious issue when dealing with this. Inclusion in any such database should be left up to each individual member. The information should be given only with permission of the particular user or at the discretion of a responsible party, so that the information is not abused. Members should be given the opportunity to remove or opt out of the database at any time. Many members felt strongly about privacy issues, so consideration must be given to that issue.
- Volunteering within 4-H program
 - Many members expressed that volunteering within the 4-H program at all levels was done by their respective clubs.
 - Integral part of Collegiate 4-H is helping the younger generation of 4-H youth in the capacity of leadership role models, helping at various events, and within multiple layers of the 4-H system.
 - Guidance and suggestions on how to partner and ideas on partnering with 4-H at the local and state levels would be helpful.
- Representation of Collegiate 4-H
 - Varies greatly between clubs and states, depends on function.
 - Collegiate 4-H represents 4-H at non-4-H functions.
 - At 4-H functions, Collegiate 4-H represents individual clubs and the Collegiate 4-H organization as a whole.
 - More representation at national 4-H events.
 - Noted need for representatives at multiple levels to keep in mind Collegiate 4-H's interests.
- Club Chartering Process
 - Individual clubs need to be chartered through their state office.
 - States authorize use of 4-H name and formation of clubs.
- Collegiate 4-H Members' Status within the 4-H system
 - Adult volunteer or youth participant?
 - Varies by state and event, needs consistency.
- Other participation issues
 - Proxy issues
 - Member-at-large process and representation

Recommendations

Interaction between clubs and regions:

- Interaction between clubs and regions should be encouraged and promoted by creating a website or message board where clubs who are willing to host exchanges or joint projects can make those announcements and start new relationships. This can be done similar to the system used at 4-H.org / National Tech Team for their exchange website. A guide with recommended or successful activities that clubs who have participated in such exchanges should also be published.
- Communication gaps are present between NAB and the regional and local members. By the next conference, the recommendations in Topic 2: Communication should be followed in order to further develop relationships at all levels of the organization. They should be moderated by regional and/or national leadership to ensure that messages that are not pertinent to their region are not sent. This would also ensure that other unnecessary mass carbon copying, forwarding, or spamming does not occur. Each listserv/database should be implemented with the help USDA or 4-H Council and a multi-member body should oversee the use so that if the contact at one particular university or the account that set up a list with a commercial service is no longer in touch, that the listserv activity does not stop.
- Regional newsletters should be published online and shared with different regions and among local membership. This will increase club interaction and give a better idea of what is going on around the entire organization.
- A national online club directory should be established so that clubs and prospective members can contact each other. The website should be dynamic so that changes are done in a timely manner and can be exported for other purposes. An extensive, but expedient approval mechanism should be in place to ensure the validity of information and changes submitted. The National Collegiate 4-H Web Team should be charged with the responsibility for creating and maintaining such a resource, under the guidance and assistance of regional and national leadership.

The use of technology to enhance and promote relationships:

- The Collegiate 4-H Web Team and Advocacy Team should partner in the efforts of producing technological, up-to-date solutions and information to enhance and promote relationships. The Web Team will publish all resources to the Internet and provide other technological communication solutions. The Advocacy Team will promote and author these resources, while NAB will participate as needed, but mainly give guidance and allocate the necessary fiscal resources.

C4-H members being used as a database of volunteers for the 4-H program & others:

- NAB should enlist the help of a committee of Collegiate 4-H members and state and local 4-H leaders to explore new possibilities of partnering within local and state 4-H programs and how such a database could be designed and implemented for the most efficient use for both leaders and Collegiate 4-H participants. The committee should release a report with specific needs and requirements for the database and should enlist the help of the Web Team to build the solution and the Advocacy Team to promote its use.
- The database could also tie in with national and regional conference registration, as well as an independent form on the website to edit or modify listings.

- The committee, with the support of the Web Team, needs to establish privacy standards in this database's use and also give the members the option to opt out at any time, or not be included in the first place. In relation to this database, the privacy of each Collegiate 4-H member must be respected.
- Another advantage to such a resource is that it also becomes a database of Collegiate 4-H alumni that could be used as future program participants and donors.

Volunteering within the 4-H program:

- NAB, along with the Advocacy Team, should attend various Regional and National 4-H leadership group meetings (volunteer leaders, state leaders, NAE4-HA, and others) and get better ideas on how Collegiate 4-H can participate and partner with the local programs. The findings should be shared and published with the membership at all levels, not as mandates, but as recommendations or ideas.
- The guidebook, *Ideas in Motion*, should be brought back into publication. With the advent of the Internet and other communication technologies, this resource could be stronger and make a more powerful statement than ever. The *Ideas in Motion* publication was produced once annually by NAB and served as the current *Programs of Distinction* publication does for the 4-H program. It highlighted great ideas that clubs were putting on at the local and regional levels and served as a resource for members to get ideas from other club's ideas that worked. It included sets of ideas for successful workshops, community service projects, and even fundraisers. This document should be archived on the national website. Doing this would help better develop new and re-establishing clubs, as well as established clubs. This should be re-established within the next year by NAB and the Advocacy Team.

Representation of Collegiate 4-H:

- The Advocacy Team should assist in the representation of Collegiate 4-H by providing uniform materials for distribution by local clubs to be able to represent Collegiate 4-H on a regional and national level, if they choose to do so. Doing this would increase the amount of new clubs across the country.
- The Advocacy Team should also distribute ready-made templates of flyers and other promotional materials to assist local clubs in developing promotional and informational materials of their own to promote their own clubs and programs. Knowing that every club operates differently, the materials should focus on broad statements of what Collegiate 4-H is and allow room for customization by each club.
- NAB, along with the Advocacy Team, should look into having displays and/or presentation and representatives alongside the CSREES/USDA display at national exhibition events, such as NAE4-HA, to better spread knowledge and understanding of the Collegiate 4-H program.
- Collegiate 4-H, locally and nationally, needs to become more diverse. Leadership at all levels (nationally, regionally, and locally) need to become active in finding solutions on how they can be more inclusive to people of all backgrounds. The organization is already fairly diverse in that of majors, but there is room for improvement in this area. When dealing with matters of race and ethnicity, Collegiate 4-H is in need of vast improvements.
 - Out of the entire group of 1890 land-grant schools, only one known Collegiate 4-H club exists. Regional leadership needs to identify active 4-H alumni at these

- schools and aide and encourage them in club development and allocate other resources as needed.
- Existing local Collegiate 4-H clubs need to be more inclusive in recruiting members of more diverse backgrounds both academically and along lines of race, sex, and ethnicity.
 - Regional leadership needs to be more active in establishing clubs at non-land-grant institutions. Regional leadership needs to identify active 4-H alumni at these schools and aide and encourage them in club development and allocate other resources as needed.
 - NAB should consider how it can encourage greater diversity in Collegiate 4-H at all levels, including creating round-table discussions at regional and national conferences to focus the organization's efforts in this area.
 - NAB should begin active dialogues, and maintain those already in progress, with the National 4-H Trust and National 4-H Headquarters (CSREES/USDA). These dialogues should concentrate on how Collegiate 4-H fits into the 4-H program as a whole and help remove the stigma of the status of Collegiate 4-H being a "stepchild" of the 4-H system. To be more successful in these talks, Collegiate 4-H at all levels, needs to be able to present a better unified image of what exactly Collegiate 4-H is and what it offers its participants. These talks should also begin a continuous dialogue between all parties involved about who represents Collegiate 4-H at these levels and the better allocation of resources to Collegiate 4-H.
 - The National Collegiate 4-H constitution provides for National Advisors to serve on NAB. These advisors need to be better identified and included by NAB, and in return the advisors are needed to take an active, involved role within the organization. This would ensure better interaction between Collegiate 4-H members and the 4-H program as a whole, as long as information trickles down as it should, as it would keep Collegiate 4-H informed in the developments of the 4-H program as a whole. NAB also needs to better define the role of these advisors and provide them with job description and propose it for inclusion in the constitution. NAB should also consider including state program leaders as advisors to the group.

Club Chartering Process:

- Each and every Collegiate 4-H club needs to be chartered at the state level by their state 4-H office. Enforcement and monitoring of the *Club Establishment Guidelines* by NAB and other levels of leadership will ensure that local clubs have been chartered and gone through any other required steps of starting a club at the state level.
- Use of the *Club Establishment Guidelines* will assist NAB and Regional leaders in identifying new, re-establishing, and non-active clubs. Use of these guidelines will encourage better relationships within the ranks of national and regional leadership by establishing updated contacts at each school with a club.

Collegiate 4-H Status within the 4-H System:

- Collegiate 4-H member status has varied state-by-state, if it even exists at all. This creates confusion as to the role and level of involvement of Collegiate 4-H members at all levels. NAB should establish a committee of Collegiate 4-H leaders from across the country, as well as state leaders and club advisors, to establish recommended guidelines as to the role of Collegiate 4-H. With the assistance of the

National 4-H Headquarters (CSREES/USDA), each state should establish a set of guidelines or policy regarding the role of Collegiate 4-H members within their respective state program, keeping in mind the recommendations published by the national organization.

- Collegiate 4-H should explore the possibility of creating a partnership/guidance relationship with NAE4-HA. Pros to this route include pairing financially and technically with them for a national conference, having a state body overseeing Collegiate 4-H rather than a national body (USDA), and having direct advisors that can be more involved with our group. Cons to this include a strong need to retain our identity as a Collegiate 4-H organization and not a student chapter of NAE4-HA.

Other participation and relationship issues:

- NAB should appoint more functional committees. These committees should have specific tasks, given by NAB with certain goals and tasks. Some committees could be on-going or standing committees, whereas others could be dissolved once certain tasks are completed. Doing this will help NAB get more work completed in one term and provide NAB with a wide range of opinions. After designating committees, reports should be given to NAB as needed. The committees and NAB should work together in establishing goals, deadlines, and expectations of the committee. Committees shouldn't be so numerous that NAB can't keep up with the tasks given to each.
- NAB should establish a friendlier and more defined process for establishing proxy voting and member-at-large positions.

Topic 5: Opportunities

Guidepost Questions

- What 4-H events do Collegiate 4-H'ers participate in at the county, state and national level?
- Do Collegiate 4-H'ers represent 4-H or Collegiate 4-H at these events?
- What role do Collegiate 4-H'ers play in these events?
- What other events should we become involved with?
- How can the National Service Project be improved?

Feedback Received by Region (listed alphabetically)

North Central Region:

- Serve as role models for local 4-H clubs, provide youth adult role models
- We represent both 4-H and Collegiate 4-H
- Collegiate 4-H'ers play the role of leaders, organizers and facilitators
- Help with Junior Leader programs, after school programs
- Help with 4-H youth trips

Northeast Region:

None Given

Southern Region:

- Reinforcement of the National Service Project, more information and ideas for clubs to help support the project. Gives unity to all clubs involved.
- Need more representation at National 4-H events.
- Networking about job opportunities.
- Should coordinate with larger summer camps and provide positive feedback for involvement/employment at the camps and with other children.
- Any and all events they can / Leadership role models

Western Region:

- Locally Collegiate 4-H helps out with the 4-H Carnival. Collegiate 4-H aids in putting on 4-H camps in their own states and other states and give workshops at the state leader's conference. On the national level, Collegiate 4-H'ers help with Western Round Up. There are opportunities to participate with Washington focus, Congress, Conference, IFYE and other events at the national convention center.
- Collegiate 4-H'ers represent both 4-H and Collegiate 4-H. It is unfair to generalize the practices of one part of an organization as representing only that portion of the program. No matter what event they participate in, they speak for both organizations as they were once 4-H'ers themselves. Their actions now reflect the kind of leadership they were exposed to during their 4-H career. They're obviously successful alumni AND members of Collegiate 4-H. But when representing either, it should be as an adult rather than a youth role, meaning following the state's adult 4-H policies.

- Concerning events we should become involved with: Commitment to events should be left open to individual club's discretion. If the national body would like to advertise the service opportunity that's fine but it is not the national body's purpose to give a guarantee of manpower at any event. Individual clubs can only be as active as the local membership desires to be.
- The National Service Project can be improved by:
 - more publicity
 - an incentive for the sponsor club
 - brainstorming on national message boards
 - having more than one club sponsor the project
 - having it give back to the 4-H program rather than external
 - making sure that each club knows what the National Service Project is, so that they can have one project a year to support it
 - posting past projects so that we can come up with ideas for future projects
 - The National Service Project should not be an annual event, rather one that is accomplished over several years of ongoing service. The training time involved with these projects needs to be extended and offered at all levels of the organization, not only at the national conference.
 - This project should try to align itself with the rest of the 4-H community as a whole focusing on a project that has been undertaken by the 4-H leadership of the nation, rather than creating their own unique project. An example of this would be to work toward helping leadership in implementing the Youth at all Partnerships program nationally or perhaps focusing on youth obesity.
 - Develop workshops for regional presidents to present in their home areas
 - Create resources for anyone to present Collegiate 4-H workshops.

Individual Responses:

- We as an organization can provide opportunities to develop the skills of our members and interact within our communities.
- We should all be more focused on having greater interaction with younger 4-H members in many different settings. Through leadership and mentoring programs, to helping youth become ready for the world of tomorrow, we owe it to ourselves to help become "champions of youth" the transition from childhood to youth to young adulthood is not always an easy one and we need to be involved in the process at all levels of 4-H
- The National Service Project should really hit on the current issues/national programming areas of the 4-H program.
- It would be really exciting to receive "train the trainer" training on Youth in Governance and Youth Adult Partnerships from the National 4-H Youth Directions Council and the YIG working groups, so that our organization could assist with trainings and helping the youth put plans into action. We're in a unique position by being the "middle man" between youth and adults because of our age and our stage between being a youth member and an adult leader. Perhaps call it something like "Bridging the Gap" because that's essentially what we have the ability to do.
- If the service project is created into a "service project in a box" format, we'd be able to involve more of our members at large (or even increase the number of them).

Summary/Analysis of Trends

The feedback seems to fit well into four Categories

1. More involvement with Youth
2. National Service Project
3. Collegiate 4-H represents both 4-H and Collegiate 4-H
4. Networking about Job Opportunities

1. More involvement with Youth:

We are role models for youth. As such we should be more focused on having greater interaction with younger 4-H members in many different settings. Opportunities for interaction include:

- coordinating with larger summer camps and providing positive feedback for involvement/employment at the camps and with other children.
- helping with Junior Leader programs and after school programs
- helping with 4-H youth trips
- helping at National 4-H events
- creating resources for anyone to present Collegiate 4-H workshops

“We’re in a unique position by being the “middle man” between youth and adults because of our age and our stage between being a youth member and an adult leader. We owe it to ourselves to help become “champions of youth.” The transition from childhood to youth to young adulthood is not always an easy one and we need to be involved in the process at all levels of 4-H.”

“Commitment to events should be left open to individual club’s discretion. The national body should advertise the service opportunities, but it is not the national bodies purpose to give a guarantee of manpower at any event. Individual clubs can only be as active as the local membership desires to be.”

2. National Service Project:

The National Service Project can be improved by:

- posting past projects so that we can come up with ideas for future projects.
- having it give back to the 4-H program rather than external.
- aligning it with the rest of the 4-H community as a whole and focusing on a project that has been undertaken by the 4-H leadership of the nation, rather than creating a unique project.
- hitting on the current issues/national programming areas of the 4-H program.
- brainstorming on national message boards.
- having an incentive for the sponsor club.
- having more than one club sponsor the project.
- more publicity
- making sure that each club knows what the National Service Project is, so that they can have one project a year to support it.
- having more information and ideas for clubs to help support the project.
- using a “service project in a box” format.
- Extending the training time involved with these projects and offering training at all levels of the organization, not only at the national conference.

- keeping it as a project that is accomplished over several years, as opposed to one that is annual.

Article VII of the National Constitution deals with the National Service Project which says:

ARTICLE VII – SERVICE PROGRAMS

- A. The permanent National Service Project for the National Collegiate 4-H Organization will be emphasis on youth defining the interaction between Collegiate 4-H Clubs and the 4-H program at the local level.
- B. At the National Collegiate 4-H Conference, an area of special concern, known as the National Collegiate 4-H Service Project of Emphasis, shall be selected for the following three (3) academic years. Each member club shall strive to carry out one (1) project each year during the three (3) years, addressing this area of concern, and shall report this project to the National Organization.
- C. The National Service Project of Emphasis:
 1. Will be approved by a majority vote at the National Collegiate 4-H Conference.
 2. The club presenting a proposed National Service Project shall, at its acceptance, become its sponsor.
 3. The project shall be developed over the subsequent one (1) year period by the sponsor club.
 4. A National Service Project manual will be submitted by the sponsor club at the National Collegiate 4-H Conference at the end of the first year.
 5. The sponsor club will submit a report of the project to the NAB at the end of the three (3) year period.
 6. The NAB should maintain all National Service Project manuals to be available to member clubs on request.
- D. The National Service Project of Emphasis will not be limited to one (1) every three (3) years.

3. Collegiate 4-H represents both 4-H and Collegiate 4-H:

“Collegiate 4-H’ers represent both 4-H and Collegiate 4-H. It is unfair to generalize the practices of one part of an organization as representing only that portion of the program. No matter what event they participate in, they speak for both organizations as they were once 4-H’ers themselves. Their actions now reflect the kind of leadership they were exposed to during their 4-H career.” However, many Collegiate 4-H’ers were not youth members.

“They’re obviously successful alumni and members of Collegiate 4-H. But when representing either, it should be as an adult rather than a youth role, meaning following the state’s adult 4-H policies.”

4. Networking about Job Opportunities:

Many members of Collegiate 4-H obtain jobs serving 4-H after college. Therefore, Collegiate 4-H should have closer ties with NAE4-HA (National Association of Extension 4-H Agents). The National Advisor from the Extension System/United States Department of Agriculture, should establish stronger ties between Collegiate 4-H and NAE4-HA, since both groups can benefit each other.

Recommendations

- Collegiate 4-H'ers need to be made more aware of how they can help with camps and youth trips and other events involving youth. Annually, the NAB secretary should send out an e-mail to all Collegiate 4-H advisors and state 4-H program leaders asking them if they know of any 4-H camps, trips, or other youth programs that could use the assistance of Collegiate 4-H members from other Collegiate 4-H clubs. After gathering feedback, the NAB secretary should pass the information onto the Webteam to be posted on the national website.
- NAB needs to be in contact with Washington focus, Congress, Conference, IFYE, and other events at the national convention center. Opportunities that exist for Collegiate 4-H'ers to help with these programs need to be displayed on the national website.
- Collegiate 4-H clubs that have successful youth programs should make their resources available for other clubs to use. There needs to be a section on the national website for clubs to post resources that they have developed that they believe would be beneficial for other clubs to have. They should have a short description of what the program is about, a link to the resources, and a person to contact if more information is needed on the project.
- Very few Collegiate 4-H'ers know that the permanent National Service Project is “emphasis on youth defining the interaction between Collegiate 4-H Clubs and the 4-H program at the local level.” Currently there are no National Collegiate 4-H programs that support the permanent National Service Project. To make sure that the permanent National Service Project is given more backing at the National level we should make the National Collegiate 4-H Service Project of Emphasis assist the permanent National Service Project. This would mean that every Service Project of Emphasis would serve the youth.
- The Service Project of Emphasis needs to align with the rest of the 4-H community as a whole and focus on a youth related project that has been undertaken by the 4-H leadership of the nation, rather than creating a unique project. By doing this, Collegiate 4-H will be able to strengthen the ties that it has with the 4-H leadership across the nation. Of course, the downfall of having the service project benefit 4-H is that Collegiate 4-H will not be able to help other deserving organizations. However, since Collegiate 4-H is part of 4-H it only makes sense that our National Service Project would support the 4-H program. Funding for the National Service Project may also be easier to come by if we stay within the 4-H program instead of supporting external agencies.
- Publicity of the National Service Project has been a problem. The National Service Project needs to be publicized on the official Collegiate 4-H website, and support materials for the National Service Project written by the sponsoring club need to be linked to the website.
- Publicity of the National Service Project can also be improved by providing training for the National Service Project at all National and Regional conferences. The training at the National Conference should be done by the sponsoring club while the training at Regional Conferences should be done by the Advocacy Team. A member from the sponsoring club would become part of the Advocacy Team. It would be this person's responsibility to make sure that a member of the Advocacy Team from each region is equipped to provide training on the National Service Project at their regional

conventions. If in the event that a region does not have a representative on the Advocacy Team, it remains the sponsoring club's responsibility to provide training. It would be the Advocacy Team's responsibility to make sure that the sponsoring club develops the project over the subsequent one year period and that a report of the project is handed to NAB at the end of the three years. It would also be the Advocacy Team's responsibility to make sure that the National Service Project is publicized as much as possible in each region. The Advocacy Team would now maintain continuity among regions by development of, and training for, a National Service Project. This would no longer be NAB's responsibility as stated in Article 3 section E #4 of the constitution.

- The local, regional, and national leadership should encourage members to register as an adult volunteer in the county their school is in or with their state office. This usually involves filling out paperwork such as code of conducts, contact information, etc. to sign up volunteers. All counties and states should have such paperwork available. This will help the whole 4-H program by having extra manpower and a means to contact them. It also helps with the liability issue of Collegiate 4-H'ers working with children.

Topic 6: Other Concerns and Ideas

All comments from discussions and message boards related to one of the previous 5 topics and was appropriately assigned and addressed in that section

