

3. Goal: Communication and Member Education

The National Collegiate 4-H Organization needs to increase communication at the regional and national level and provide improved member education.

Communication and Member Education:

- Club Database
- Accurate and Up-to-Date Website
- Media and Promotional Resources
- Partnership Between NAB and the National Collegiate 4-H Conference Planning Committee

Create an Online Club Directory Database

Completion Date: 2012 National Collegiate 4-H Conference and continuing

1. The Club Directory Database will be an online dynamic directory containing club contact information and number of active members for each Collegiate 4-H club.
2. Make contact with the USDA and National 4-H Council for assistance in maintaining the Club Directory Database.
3. By 2006 National Collegiate 4-H Week, the Club Directory Database will be functional and available online.
4. Clubs will be able to update information online.
5. Web Team will monitor club updates.

Final Outcome: Within 1 year, the National Collegiate 4-H Organization will have a minimum of 65% of all known Collegiate 4-H clubs registered in an online club directory database with a projected increase in participation every year. The database will allow for the tracking of Collegiate 4-H clubs and membership numbers.

Maintain an Accurate and Up-to-Date Website

Completion Date: September 2007

1. Maintain an ongoing website.
2. Provide quality content about the National Collegiate 4-H Organization.
3. Provide regional and club information provided by regional presidents.
4. Update news on a biweekly basis during the school year with coordination from NAB and the Advocacy Team.
5. NAB information such as contact information, meeting agendas, and minutes will be available as dictated by the constitution.
6. Overall Plan of Action from Web Team in regards to completion of specific website pages.
7. Explore opportunities for sponsorship of web hosting, domain name, and related fees (Currently \$185/year).

Final Outcome: Within 1 year, the National Collegiate 4-H Organization will have a bi-weekly updated website complete with NAB information, regional and club news, and documents. The website will increase awareness of Collegiate 4-H events and encourage participation at all levels.

Create Media and Promotional Resources

Completion Date: 2007 National Collegiate 4-H Conference

1. In conjunction with the Advocacy Team and other national partnerships, NAB will develop media and promotional resources for local member recruitment and other strategic issues of the organization.
2. By 2007 National Collegiate 4-H Conference, a public service announcement radio script and template flyers will be available online for local club use.
3. A pilot promotional kit will be available for the 2006 National Collegiate Collegiate 4-H Week. The kit will be re-evaluated in future years and updated as needed.
4. Following 2006, the promotion kit will be available at minimum four weeks prior to National Collegiate 4-H Week to provide clubs with ample time to plan awareness and promotional activities.

Final Outcome: Within 2 years, the National Collegiate 4-H Organization will have created a media kit for National Collegiate 4-H Week and made promotional materials available for download from the national website. These promotional materials will increase awareness of Collegiate 4-H in the local and 4-H communities.

Partnership Between NAB and the National Collegiate 4-H Conference Planning Committee

Completion Date: 2012 National Collegiate 4-H Conference and Continuing

1. NAB and the National Conference Planning Committee will work together to develop successful conferences in reference to member training and development and increased attendance.
2. Members will leave conference with a toolkit of knowledge, skills, and abilities to identify resources available to Collegiate 4-H clubs, increase participation at the local 4-H level, and a commitment to community service.
3. NAB will identify educational goals and long range educational initiatives for the National Collegiate 4-H Conference.
4. Successful conferences will aim to encourage increased member participation above the club level.
5. The National Collegiate 4-H Conference will continue to occur on an annual basis.
6. Each year, NAB and the National Conference Planning Committee will devote combined meetings to successful conference planning.
7. NAB will facilitate a new member orientation at the National Collegiate 4-H Conference to include items such as history, voting, leadership and awards. NAB will be responsible for identifying a coordinator for the orientation.
8. NAB, in conjunction with the hosting region, will ensure the National Collegiate 4-H Conference is hosted in a logistically appropriate location by a capable host school or group.

9. NAB and the National Conference Planning Committee will explore avenues for funding from external, corporate sources, and especially from within the 4-H system including, but not limited to, National 4-H Trust, National 4-H Council, and USDA to allow participation and attendance of Collegiate 4-H partners. This support would also fund conference speakers and workshop presenters that will support the educational initiatives of both 4-H and Collegiate 4-H.

Final Outcome: Within 5 years, the National Collegiate 4-H Organization will have formed a partnership between NAB and the National Conference Planning Committee to facilitate more successful conference coordination and planning. The National Collegiate 4-H Conference will serve to develop better trained leaders for the National Collegiate 4-H Organization and the National 4-H Youth Development Program as a whole.