

National Strategic Plan  
for  
The National Collegiate 4-H Organization



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*Composed by the National Action Board  
Reviewed and Edited by the Strategic Planning Committee*

## Introduction

Collegiate 4-H, recognizing the need for change and action in the national organization, has developed a strategic plan. In response to wavering support for the National Collegiate 4-H Organization, the difficulties encountered by leadership and communication barriers, strategic planning is an imminent need. To ensure the success and future of Collegiate 4-H as a national organization, a strategic planning process was initiated at the 2006 National Collegiate 4-H Conference. National Collegiate 4-H leadership dedicated itself to completing this process and creating a long range, multi-year plan.

Collegiate 4-H is an integral part of the 4-H Youth Development Program. In a large, diverse system such as 4-H, Collegiate 4-H provides service to many segments of the program. By furthering the 4-H Youth Development program's mission mandate of citizenship, Collegiate 4-H is directly responding to the overall initiatives of 4-H. Our members further that mandate through leadership exemplified and service provided. Additionally, Collegiate 4-H members educate the 4-H program youth. In unique ways, Collegiate 4-H brings youth to levels capable of contributing to the program's overall success. The ability of Collegiate 4-H members to relate to youth in environments such as facilitation, role modeling, and mentoring is a result of their training, experience and perspective as young adults. These members are in a leverage position to serve as connections between youth, staff, and adult volunteers. The transitory position of Collegiate 4-H members allows them to share diverse perspective with the 4-H community.

Currently within the 4-H Youth Development Program, there is a void in the age segment that Collegiate 4-H members represent. Collegiate 4-H presents a pathway to a lifetime of service by encouraging continued involvement from 4-H alumni and welcoming new audiences to the 4-H Youth Development program. Additionally, Collegiate 4-H fulfills needs such as connecting with the 4-H youth. Activities such as facilitating open communications through round table discussions with youth at the National 4-H Conference, assisting with Operation Military Kids initiatives, and supporting state and local 4-H events are all ways which Collegiate 4-H benefits the 4-H system.

The strategic plan developed by the national leadership of Collegiate 4-H outlines the mission, vision, and goals of the organization. An encompassing view of the National Collegiate 4-H Organization defines the present position, while detailed goals encompassing organizational affairs, diversity, communication and member education, partnerships, and community service push the organization toward a successful future. The implementation of this plan outlines the value of the National Collegiate 4-H Organization and the dedication of its members and leadership.

**Mission:**

The National Collegiate 4-H Organization is dedicated to providing service to youth, communities, and the 4-H Youth Development Program. Further, the National Collegiate 4-H Organization is committed to providing a pathway to connect youth participation to adult volunteerism and facilitating an open line of communication at all levels.

**Vision:****Collegiate 4-H is:**

- Interactively involved at the club, regional, and national levels
- Committed to being a partner in the community and a resource in the 4-H community
- A diverse organization in respect to academic endeavors and cultural/ethnic backgrounds
- Dedicated to serving the community through service and the National Service Projects of Emphasis
- A unique, devoted group of volunteers from around the country giving back to the 4-H Youth Development Program

**Strategic Plan Goals:**

1. Organizational Affairs
2. Diversity
3. Communication and Member Education
4. Partnerships
5. Community Service