



A Proposal for Strategic Planning for the National Collegiate 4-H Organization

Presented to:
Members of the Collegiate 4-H National Action Board

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Overview

This proposal will outline a process by which the national organization and the National Action Board can devise a Strategic Plan that will serve as a roadmap for the completion of short-term and long-term goals consistent with the mission and vision for the national organization.

Goals and Tasks of the Strategic Planning Process

The Strategic Planning process will do the following:

- Re-examine the current mission statement of the national organization and determining whether meets the needs and accurately describes the organization.
- Developing a vision statement for the national organization.
- Conduct proper environmental analysis (such as SWOT) to accurately know what resources are needed and are already available to implement any plans, as well as what strengths we can build upon or weaknesses need to be overcome to implement the plan.
- Name goals that need to be accomplished to reach our vision and better meet our mission statement, as well as other defined improvements for the organization as defined by members and the Taskforce report.
- Define actions to be taken and expected outcomes of these goals.
- Develop a 3 year plan and action plan with identified benchmarks and timeline for action.
- Evaluate progress of the national organization and its leadership in meeting its goals.

Creation of the Plan

The Strategic Plan will be created at the National Action Board retreat that will take place at the National 4-H Center in Chevy Chase, MD this summer.

The initial plan will be developed by members of the National Action Board and other necessary partners. The plan will be reviewed by the Strategic Planning Committee (defined in more detail later in the report) over a one month period. At that time, the committee will be asked to conduct surveys and coordinate feedback of any and all interested Collegiate 4-H members throughout the country.

At the end of this one month period, members of the committee will present to NAB their suggestions and concerns, and a summary of the suggestions and concerns of the membership, over the initial plan in the form of a report. NAB will respond to the report and release a final plan to the Collegiate 4-H community within one month.

The plan will be adopted by the National Action Board as the official strategic plan for the organization for the next three years.

Strategic Planning Committee

Purpose- The Strategic Planning Committee will be charged as follows:

- Overall oversight of the Strategic Plan.
- Will make needed recommendations on the plan to NAB.
- Coordination and collection of feedback from the membership of the national organization concerning the Strategic Plan.
- Provide fair and impartial evaluations of progress and completion of benchmarks and outcomes.
- Issuance of a report in time for each National Conference assessing the status of completion of the plan's goals, with a fair and impartial quantitative review of what NAB did over that past year to complete the goals.

Structure/Membership:

The Strategic Planning Committee will be a committee of the National Collegiate 4-H Organization concerned with the overall oversight of the organization's long-range goals and its Strategic Plan, as defined in the purpose section. NAB, or the general membership through the passage of a resolution, may call upon the committee to perform other duties, as the duties defined in the purpose section are not a finite list. The group's overall size should be small so that it does not get so large to that the group is ineffective.

Membership will be one-year terms and will include:

- 4 Regional Representatives (chosen by each region, each region's president will ensure the representation)
- 1 Past NAB member (appointed by NAB)
- 1 Current NAB member (appointed by NAB)
- Liaisons and Partners (not to exceed 2 at any time, approved by NAB), examples include:
 - state leaders
 - liaisons from other 4-H groups (NAE4HA, USDA, etc.)

There will be a chair of the group, whose primary purpose is to facilitate meetings, coordinate the efforts of the group, and take overall responsibility for the completion of the group's tasks. The chair will give reports to NAB at their monthly meetings. The committee may give the chair additional responsibilities. The chair would break any ties, if voting takes place within the committee. The chair will not be one of the members appointed by NAB.

Meetings:

The committee will meet as often as deemed necessary to accomplish their goals and will meet by Instant Messenger, telephone conference, or other appropriate methods. Members should expect at least a one meeting per month commitment, with additional meetings to be held as deadlines near.